

ISSN 2224-5294

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

АБАЙ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ
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КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ
ПЕДАГОГИЧЕСКИЙ УНИВЕРСИТЕТ ИМ. АБАЯ

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

ABAY KAZAKH NATIONAL
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ҚОҒАМДЫҚ ЖӘНЕ ГУМАНИТАРЛЫҚ
ҒЫЛЫМДАР СЕРИЯСЫ



СЕРИЯ ОБЩЕСТВЕННЫХ
И ГУМАНИТАРНЫХ НАУК



SERIES OF SOCIAL AND HUMAN SCIENCES

4 (320)

ШІЛДЕ – ТАМЫЗ 2018 ж.

ИЮЛЬ – АВГУСТ 2018 г.

JULY – AUGUST 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
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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

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

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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 / social-human.kz

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

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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

© 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

Volume 4, Number 320 (2018), 5 – 14

UDC 379.85

R.S. Bespayeva¹, R.O. Bugubayeva¹, Manuel F. Grela²¹Karaganda Economic University of Kazpotrebooyuz, Kazakhstan;²University of Santiago de Compostela, Spain.E-mail: brs_@mail.ru, prur@keu.kz, mf.grela@usc.es**DEVELOPMENT OF THE SPHERE OF TOURISM ON THE BASIS
OF INNOVATIVE MARKETING TECHNOLOGIES**

Abstract. The way to an innovative Kazakhstan has already been defined and has its own directions and guidelines. The conducted researches have shown that the construction of a model of a knowledge-based economy requires new and new corrections of the country's innovation course, as well as its clear legislative support. This article summarizes the accumulated theoretical and methodological foundations for researching innovations in the global tourism industry and identifies ways to improve the efficiency of tourism development on the basis of innovative marketing technologies, the main of which are: the organization of advertising campaigns; implementation of e-business; logistics services for consumers of tourism services on the basis of the introduction of innovative advertising and information and communication technologies; reengineering of business processes through interaction of a tourist enterprise, market and consumers; The application of the concept of geomarketing in the field of tourism.

Key words: tourist industry, tourism services, innovative marketing technologies.

Introduction. The actualization of the issue of innovation research in the tourism industry is connected with the rapid growth of competition in the world tourist market in the early 21st century and the consideration by the scientific community of innovations as the main source of increasing competitiveness in the tourist market. At the same time, the interrelation between innovation and competitiveness is manifested at three levels: macroeconomic (interrelation of state innovation policy and international competitiveness of the national economy), mesoeconomic (dependence of competitiveness of the national tourist product and tourism industry on the effectiveness of the innovative component of the national tourism policy) and microeconomic (increasing the competitiveness of a tourist enterprise based on the application of innovation).

It is necessary to note the insufficient scientific level of theoretical and methodological research of innovations in the tourism industry and, as a result, the multiplicity of methodological approaches to the problems of innovative development in tourism.

In Kazakhstan, national and regional innovation systems have been created with a network of technopolis, technology parks, technological business incubators, innovative clusters are being formed, national development institutions are operating, including JSC «National Agency for Technological Development», National Innovation Fund, etc. To coordinate their work, the Concept of Innovative Development of Kazakhstan was developed, state strategies and industrial innovation s program. Their main provisions are aligned with the requirements of Strategy-2050 and are systematically reflected in the State Strategic Program «Kazakhstan-2030». The contours of the national model of innovative development of Kazakhstan are formalized in the form of a knowledge-based economy model with the support of human capital. Priority directions are the development of innovative projects and commercialization of technologies, large-scale attraction of direct investments into the economy, especially foreign ones. To implement a knowledge-based model, you need to have not only the

appropriate technologies, but also innovative resources. Human capital, of course, is the main resource of the innovative economy. It's time to more clearly differentiate the concept of «human capital» and all that is behind it. It is very important to form a new layer of modern engineers and engineers, but together with them, workers of a new warehouse are needed - with a technical mindset, without which development and implementation of innovative projects is impossible. In addition, we need innovative managers who must perfectly know the information on the markets, know what resources are needed, where to attract investments, where to send the output, etc. It is important to clarify the competencies necessary for the needs of modern production and determine the target orders for training of innovative workers and managers [1].

The market (innovative) model of the country's economy is based directly on the use of new scientific results and their technological introduction into production, which provides an increase in the gross domestic product (GDP), mainly due to the development and implementation of knowledge-intensive products and services. The main goal of this development model is the improvement of the system for determining priority directions for the development of science and technology, the mechanisms for their implementation and the mobilization of financial and logistical resources to ensure the set goals. In the article we considered priority areas: development of the tourist industry, tourist business, which is one of the most dynamic and profitable among all branches of the world economy.

Theoretical and methodological approaches. The conceptual basis was the work of foreign researchers: P. Drucker [2], M. Porter [3], J. Schumpeter [4]. These authors have considered in detail the problems of innovation as a socio-economic phenomenon. Special attention should be paid to such authors as S.M. Hall, E. Paget, F. Dimanche, & J.-P. Mounet. Various aspects related to this area were considered even more numerous literatures A.-M. Hjalager. For example, over the past decade, contributions have been made to research networks and clusters in the field of tourism innovation M. Novelli, B. Schmitz, & T. Spencer, innovation systems in tourism SM. Hall, A.M. Williams, the emergence of new tourist products D. Edwards, I. Martinac, G. Miller, innovation in tourism and internationalization A.M. Williams, G. Shaw, the application of new IT technologies, communications and management in the tourist activities of Moscardo, as well as the recently transboundary regional innovation systems and the impact of tourism on promoting the innovative processes of A. Weidenfeld. However, despite the growing interest in empirical research in the field of innovation, no model has been developed for the innovative behavior of firms in the field of tourism [5]. These issues have not yet been studied in the domestic economic science.

A certain contribution to the study of the development of innovations in tourism was made by domestic researchers: A. Aldasheva, S.R. Erdavletov, G.K. Kaliyeva, A.Zh. Saduov, O.B. Mazbaeva, Z.R. Karbetova, Sh.R. Karbetova, S.K. Suraganova, A.T. Tleuberdinova.

According to statistics of the World Tourism Organization, tourism accounts for 10% of the world's gross product, 7% of total investment, and 5% of all tax revenue. At the present stage of development of tourist activity, it is essential to increase the efficiency of tourism development on the basis of innovative marketing technologies, which will contribute to the creation of a competitive tourist product.

Research in marketing services refers to the third quarter of the twentieth century. To date, there are dozens of research groups in universities and universities abroad, studying management and marketing services. Marketing services, problems of the marketing concept are considered in the works of domestic and foreign researchers and practitioners: F. Kotler, K.L. Keller, T.A. Primak, A.M. Kostyuchenko, E.V. Innovators, etc. In the studies of these authors, a thorough analysis of the essence and problems of marketing of tourist services was carried out. Thus, in the work of N.E. Kudla marketing tourism services is defined as a set of activities related to the definition and development of a tourist product, as well as its promotion in accordance with the psychological and social factors that must be taken into account to meet the needs of individuals and groups of people in recreation, entertainment, by providing them with housing, transportation means, food, leisure and so on. Marketing in the field of tourism is a system for studying the tourist market, a comprehensive impact on the buyer, his requests with the aim of providing the maximum quality to the tourist product and making profit by the tourist firm [6].

The purpose and objectives of the article. Summarize the accumulated theoretical and methodological foundations of innovation research in the global tourism industry and identify ways to increase the efficiency of tourism development on the basis of innovative marketing technologies.

Statement of the main material of the study.

Conceptual differences in the study of innovation among the world scientific community raise the issue of determining innovation as a socio-economic phenomenon, as well as highlighting the distinctive characteristics of this phenomenon (Table 1) and the features of innovations specific to research in the global tourism industry.

Table 1 - Distinctive characteristics of innovation as a socio-economic phenomenon

Characteristic	Description of the characteristic	Researchers
Radicality	Qualitatively new level of functioning of innovative system in comparison with outdated	J. Schumuter
Assimilation	The need to introduce and master innovation in order to obtain a qualitatively new result	
Cyclicity	Innovation in the development process goes through 4 stages of the life cycle	Gonçalo G. Aleixo and Alexandra B. Tenera
Processivity	The process of creating a qualitatively new way of functioning of the system	
Profitability	Extraction of additional profit by increasing labor productivity, reducing production costs, producing a product with unique characteristics	P. Drucker
Market demand	The opportunity to gain competitive advantages in the market	M. Porter.
The basis for the accumulation of a number of achievements	Innovation is based more on the accumulation of minor improvements and achievements than on a single technological breakthrough	
Civilization of development trends	Civilized changes (the transition of mankind from the collection of fruits and hunting to the agrarian, industrial, post-industrial stages, and in the 21st century to the knowledge economy) enable us to achieve sustainable development trends through innovative technologies	E. Toffler, H. Toffler, A. King, B. Schneider, V. Poskrobko, R. Tiborovski
Source – data [7]		

Specificity of the development and introduction of innovations in the world tourism industry is associated with a number of distinctive characteristics of tourism and tourist products as objects of innovation:

- immateriality (the client cannot independently study the physical characteristics of the tourist product before making a decision to purchase);
- impossibility of getting a tourist product in the property;
- impossibility to use tourist product either as an object of fixed assets or as a negotiable asset;
- simultaneous production and consumption of tourist products;
- the human factor (a lot of people are involved in the process of rendering tourist services: staff, clients, other tourists and local residents);
- the inconsistency of quality and the complexity of managing it in the sphere of tourism;
- multi-component (tourist product consists of several individual services, the quality of which affects the perception of the trip as a whole);
- seasonality (fluctuations in demand and prices for individual services);
- inelasticity of supply of suppliers (transport companies, accommodation and food cannot accept more guests than they have available seats for a specific date).

Given these features, it can be concluded that innovation in tourism is a qualitatively new way of producing a tourist product, its implementation or creative action on the tourist market, which aims to attract a tourist, satisfy his needs and at the same time bring income to the tourist organization.

The study of innovations in tourism is a relatively new field of research. For the first time this direction appeared as a separate sphere of research of innovative problems in the 1980s, which is connected with the rapid development of the world tourist market and the need to comprehend the changes that are taking place. In the 2000's innovations in tourism have been at the center of attention of the scientific community due to the fact that the world tourism industry has become the third largest after the petrochemical and engineering industries and the first in the service sector. It is possible to single out the following features of research of innovative development of the world tourism industry:

- domination of research of technological and marketing innovations;
- applied nature of ongoing research;
- a narrow focus of research within the individual components of the tourism industry: food enterprises, transportation, accommodation facilities, etc.);
- client-oriented (most of the studies are commissioned by transnational corporations, international hotel chains and international organizations);
- domination of the process approach [7].

Over the past decades, a significant amount of research has been accumulated in the global tourism and hospitality industry. The following main directions of studying innovative problems in tourism can be singled out: general theoretical provisions of innovative activity in tourism, evaluation of the effectiveness of innovation in tourism, innovations in ensuring the sustainability of tourism development, marketing innovations in tourism, the interrelation of innovations and competitiveness, innovations in specialized fields of activity (hotel business, SPA industry, transport, information technologies, etc.). A brief review of the main scientific achievements of foreign researchers on the directions is given in table 2.

Table 2 - Brief review of foreign scientific achievements in the study of innovations in tourism (in directions)

Researchers	Country	Main results	Years
General theoretical provisions of innovation in tourism			
A.-M. Hjalager	Denmark	A classification of innovations in tourism has been developed: food, process, managerial and institutional	1997
		An innovative model for tourism has been developed [8]	2002
M. Ottenbacher	New Zealand	Innovative determinants in the tourism industry are selected: market choice, personnel management strategy, market susceptibility, etc. [9]	2005
Evaluation of the effectiveness of innovation in tourism			
Siguaw, Simpson, & Enz, 2006 J.A. Siguaw, P.M. Simpson, C.A. Enz	USA	A conceptual model of what innovation is and how it is implemented in the service sector has been developed. The methods of evaluation of innovation in hospitality. [10]	2006
M. Ottenbacher	New Zealand	The measurement of the economic effect from the introduction of innovations in tourism was carried out on the basis of a three-dimensional model: market, financial and reflexive indicators of the development of the consumer and the personnel of the organization	2007
Lori J. Sipe, Mark R. Testa	USA	A comprehensive methodology for assessing the effect of introducing innovations in the work of a tourist enterprise [11]	2009
Marketing innovations in tourism			
J. Sundbo	Sweden	The notion of innovation marketing is introduced, the interrelation between the results of the enterprise's economic activity and its innovation activity is grounded [12]	2007
D. Buhalis	United Kingdom	The notion of e-tourism (e-tourism) and reasoned reality for the promotion and creation of tourism projects based on social media, online resources and mobile applications [13]	2008
E. Martinez-Ros	Spain	Two types of innovations are distinguished: radical and gradual. The innovative potential of participants in the value added chain in tourism is considered [14]	2009
Q. Wu	Hong Kong	The necessity of using dynamic pricing as a basis for management of tourist demand is grounded. [15]	2011

In a competitive market environment, each firm uses certain marketing tools to successfully operate, meet market demand and achieve profitability. The marketing system is a complex system that includes a wide range of programs to create, maintain and implement the company's most effective activity in the market. The target orientation of marketing depends on the type of company (tour operator, travel agent) and is based on a list of those problems that need to be addressed both in the short and long term.

For development of tourism in the republic a number of state programs and concepts were adopted. In the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023 from June 30, 2017, six cultural and tourist clusters have been identified reflecting the tourist offer of

Kazakhstan. These are: «Astana is the heart of Eurasia», «Almaty is a free cultural zone of Kazakhstan», «Pearl of Altai», «Revival of the Great Silk Road», «Caspian Gates» and «Unity of Nature and Nomadic Culture». To effectively promote the image of the country and attract a large flow of tourists, it is planned to conduct a large-scale marketing and advertising campaign abroad and within the country.

According to the World Tourism and Travel Council (WTTC), Kazakhstan has a relatively high level of public investment in tourism (46th among 140 countries). However, marketing activities to attract tourists in general remain ineffective (102nd place among 140 countries).

At the same time, Kazakhstan significantly improved its indicators on price competitiveness in the sphere of tourism (from 73 places in 2013 to 8 places in 2016).

Table 3 - Number of visitors for entry and exit tourism, people

Years	Показатели				
	Number of visitors for outbound tourism	Number of visitors to inbound tourism	Served by visitors to places of accommodation	Of the total number of tourists	
non-residents				residents	
2012	9 065 579	6 163 204	3 026 227	519 222	2 507 005
2013	10 143 710	6 841 085	3 307 752	586 038	2 721 714
2014	10 449 972	6 332 734	3 804 447	679 018	3 125 429
2015	11 302 476	6 430 158	3 802 225	692 213	3 110 012
2016	9 755 593	6 509 390	4 217 782	722 515	3 495 267

Source – data [16]

As can be seen from the table, the number of visitors for outbound tourism that traveled abroad increased by 7.6% in 2012-2016; foreign citizens who visited Kazakhstan - by 6.1% of tourists; the visitors served by the places of accommodation of Kazakhstan - by 39.4%.

One of the theorists of modern management, Peter Drucker, defined the marketing goal: «The goal of marketing is to make sales permanent. The goal is to know and understand customers so well that the product or service is suitable for them and sold themselves» [17]. This means that advertising and promotion of goods and services should be part of a system whose work is aimed at meeting the needs of customers. Advertising and promotion will achieve maximum efficiency in the event that the needs and interests of customers are first determined, and then the goods and services available to them will be offered.

Marketing in the tourism industry is designed to identify the needs of tourists, create attractive tourist services for them, to acquaint potential tourists with the tourist products available to them, inform them about the place where these services can be purchased. As the practice of marketing activities of leading tourist firms in the world has shown, it is advisable to follow the standard sequence of seven marketing events that have been called the «Seven P Tourist Product» [18]: product (product), planning (planning), place, people (people), prices (prices), promotions (promotion), process (process).

Of particular importance is the problem of developing and using innovative potential, especially for the tourist industry, where the human factor - the manager, the tour operator, the tourist services worker, is important, which is due to the need to solve strategic tasks at the micro- and macro- level. At the same time, both technical development and innovation potential will contribute to the strengthening of the innovative nature of tourism activities, the formation of a special innovation sphere with its specific features and subjects.

Considering the tourist industry, it should be noted that the representation of the population about the best types of recreation are changing, as is the fashion for prestigious recreation places. In the last century, very popular and prestigious resorts were Nice, Baden-Baden, where you could meet the whole color of European society. And nowadays Nice is known mainly as a health resort and is not a prestigious vacation spot, which it was in those days.

A travel company must constantly monitor all changes occurring in the tourist products market, have time to react to each of them: lagging behind more capable and prudent faces the consumer's distrust of the travel company, can lead not only to loss of customers, but also to a drop in the overall image of the tourist companies, that is, to the loss of a significant part of potential and regular customers.

In conditions of growing competition on the international tourist market, the global trend towards strengthening the role of the state in providing tourism development, the domestic tourist product is becoming less attractive and competitive. The sphere of tourism in the state is not able to ensure the full implementation of economic, social and environmental functions, does not contribute to the preservation of the environment and cultural heritage, filling budgets of all levels, creating jobs, increasing the share of services in the GDP structure in January-June 2017, the share of tourism in The GDP of the Republic of Kazakhstan amounted to 1.6%, or over 346.5 billion tenge [16].

In 2016, the export of tourist services, that is, residents' income from the stay of foreign citizens in Kazakhstan, amounted to \$ 1.5 billion, which is 1% higher than in 2015.

Table 4 - Export of tourist services in Kazakhstan

mln. USD	2012	2013	2014	2015	2016	Growth 2015-2016	Proportion, %
Total	1 347,2	1 522,0	1 467,3	1 533,6	1 548,5	1,0%	100%
Business	127,2	141,3	143,8	143,5	161,5	12,6%	10,4%
Personal	1 220,0	1 380,7	1 323,5	1 390,2	1 387,1	- 0,2%	89,6%

Source – data [19]

In the structure of export of tourist services, as seen in the diagram below, other personal trips prevail, that is, expenses of foreign citizens, the purpose of the trip, to which Kazakhstan was not education or treatment, 89.3% of exports or 1.4 billion dollars . The second most profitable article is «business travel», exports for this item in 2016 amounted to 161.5 million US dollars, which is 12.6% higher than in 2015.

Expenditures of non-residents of Kazakhstan related to education amounted to \$ 4.1 million (share in exports - 0.3%). The income received from foreign citizens related to treatment increased 1.8 times, amounting to 0.8 million US dollars. Peak exports for this item were in 2008 at \$ 3.8 million.

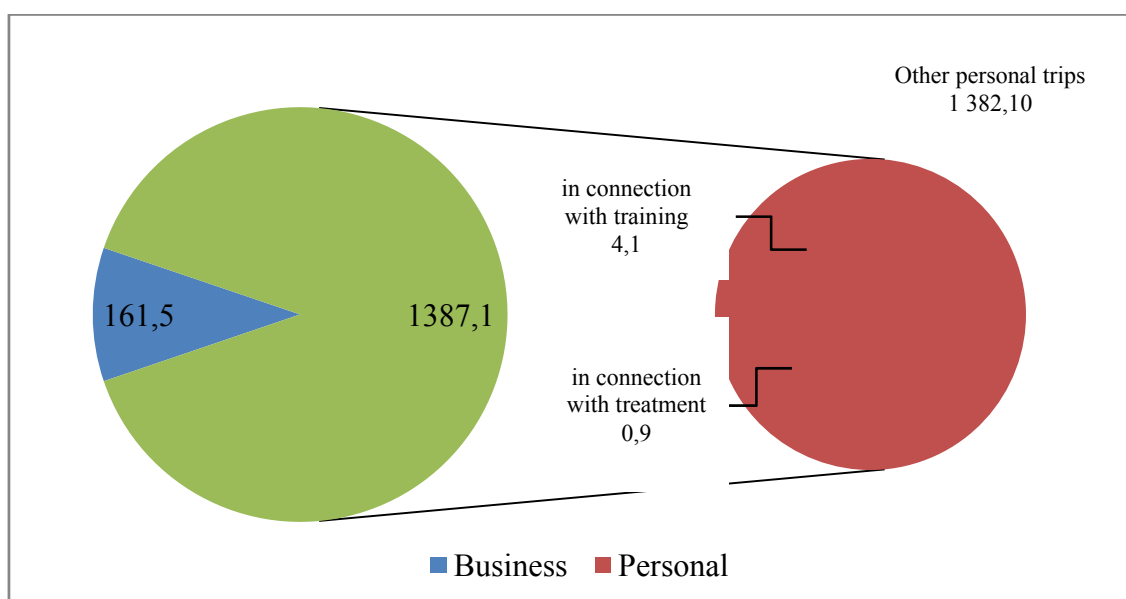


Рисунок 1 – Structure of export of tourist services, mln. USD [16]

Imports of tourism services totaled \$ 1.7 billion in 2016, down 16.2% or \$ 321.2 million compared to 2015, mainly due to a decrease in imports under «other personal travel» and «personal travel in connection with treatment».

The largest share in the import of tourism services, i.e. the largest volume of expenses of Kazakhstan citizens traveling abroad, accounted for personal trips not related to treatment or education – 87% of imports or \$ 1.4 billion. USA. Training-related travel is the second largest importer of tourism services, \$ 8.4 million or \$ 139.3 million. USA. Business travel imports accounted for 3.5 per cent or \$ 58.4 million. USA.

Table 5 - Import of tourist services in Kazakhstan

mln. USD	2012	2013	2014	2015	2016	Growth 2015-2016	Proportion, %
Total	1 685,5	1 843,3	1 932,0	1 979,0	1 657,8	-16,2%	100%
Business	93,8	49,3	50,4	56,7	58,4	3,1%	3,5%
Personal	1 591,8	1 794,0	1 881,6	1 922,3	1 599,4	-16,8%	96,5%
in connection with training	10,7	9,7	10,7	35,1	17,7	-49,7%	1,1%
In connection with treatment	37,6	63,1	73,3	140,9	139,3	-1,1%	8,4%
Other personal trips	1 543,4	1 721,3	1 797,7	1 746,3	1 442,4	-17,4%	87,0%
Source – data [19]							

In the context of countries, the largest amount of money was spent on trips of Kazakhstanis, committed for personal, non-business purposes to Russia, Uzbekistan and Kyrgyzstan. The data of the three countries account for 72% of all imports of tourism services in Kazakhstan.

One of the central elements of the marketing activities of tourist firms is «conducting advertising campaigns. Advertising in tourism acts as a form of indirect communication between a tourist product and a consumer. It has a significant psychological and socio-cultural impact on consumers of services, encouraging them to one or another action. However, civilized advertising is not the manipulation of public opinion, but the formation of actual needs aimed at the self-development of a person» [6].

According to scientists, «the formation of an innovative economy involves the creation of such institutional conditions under which innovations are the main source of maximizing the individual income of the owner» [6]. The development of the modern economy is becoming more dependent on the effective generation, dissemination and application of innovations. In the course of evolution, based on innovative concepts of economic development, a theoretical presentation of economic processes under cyclic changes was made, the role of innovations as sources of growth and causes of economic imbalance was revealed, and the foundations for forecasting real processes were formed. With the introduction of the concept of «innovative potential» into the theory and practice, the essence of most of the concepts (J. Shumpeter's innovation theory, J. Forrester's capital theory of capital accumulation, R. Solow's neoclassical theory of macroeconomic growth, S. Hicks equilibrium growth theory, effective growth theory U. Sharp, the theory of long-term development of S. Glazyev, the concept of large cycles N. Kondratieff).

New approaches to business organization, concentration processes in the sphere of tourism make it necessary to systematize advanced approaches to the marketing activities of tourist enterprises. Information and innovation technologies, modern business tools provide support for marketing by providing information on innovations necessary for making marketing decisions, directions for using marketing information in tourism; means of advertising on the Internet; a new interpretation of the concept of «electronic business» and its main components (e-marketing, e-commerce), which are more detailed in view of industry specificity.

The need to use powerful tools and management methods in the conditions of competition stipulates the application of the most progressive, radical and universal method - business process reengineering with the use of the integrative nature of tools for supporting reengineering, where the interaction between the business processes of the tourist enterprise, the market and consumers is important.

Rigid competition in the tourist services market forces managers to maximally apply new technologies, use new opportunities to meet the needs of target consumers that are constantly changing, and attract the unreached segment of potential customers at this point in time.

To attract potential customers, constant work is carried out on new services and technologies. Non-standard approaches, novelty of innovative advertising technology attract consumers. Innovative advertising is based on the use of modern technical support, the latest computer technologies and non-standard ways of presenting information in promotions. One of the new marketing innovations is the use of interactive tables, ultra-modern interactive projections, new generation TVs, and the latest computer technologies [20]. Interactive table is a revolutionary multi-touch computer that allows you to interact with digital content in simple and easy ways without the use of additional equipment. It gives an

opportunity to present a tourist enterprise, to familiarize with a virtual tour, which is an excellent marketing course for attracting tourists to tourist establishments, as it allows you to transfer a three-dimensional image of hotel rooms, surrounding spaces, restaurants and lounges, to inspect them, rotating the picture 360 degrees, rooms in another, to appreciate their coziness and style. At business meetings, the "interactive table" can be transformed into a collective work area for negotiations, planning, dynamic task modeling, document viewing, presentations, diagrams and graphs. Such a decision actively involves clients in working activities, saves considerable time, helps to effectively and efficiently visualize research results, provide necessary information, and this is an additional image of the company.

One of the new innovative marketing technologies in the sphere of tourism is the use of geomarketing and methods of tourism development in various concepts of marketing in tourism. The basis of these concepts is the provision that all activities of the tourist organization take place on the basis of constant monitoring of market conditions and is based on reliable knowledge of the preferences and needs of potential buyers, their evaluation and consideration of possible future changes. The financial basis for such integration is the production of only those tourist products and services that are necessary and popular with tourists.

One of the new innovative marketing technologies in the sphere of tourism is the use of geomarketing and methods of tourism development in various concepts of marketing in tourism. The basis of these concepts is the provision that all activities of the tourist organization take place on the basis of constant monitoring of market conditions and is based on reliable knowledge of the preferences and needs of potential buyers, their evaluation and consideration of possible future changes. The financial basis for such integration is the production of only those tourist products and services that are necessary and popular with tourists.

Conclusions and prospects for further development. Quality tourism product and successful marketing programs, as emphasized in the training materials, begin with the definition of needs and requests of consumers, comprehensive planning, collection, analysis of data needed in the marketing situation in which the tourist company is located. Marketing research specialists carry out a whole range of services, which include such activities as studying the potential of the tourist market and the market share of tourist companies, assessing the level of consumer satisfaction and buying behavior; research of the tourist product, methods and strategies of pricing, distribution and promotion of the tourist product.

Thus, the development of tourism in Kazakhstan requires modernization through the introduction of innovations both in the production of tourism services and products, and in the management process at all levels of the economic system. For successful transition to an innovative way of development it is necessary to take into account the revealed features of innovative activity in the sphere of tourism.

Conceptual measures to increase the effectiveness of tourism development on the basis of innovative marketing technologies in tourism should be:

- promotion of Kazakhstan as a tourist destination in the world and domestic market;
- stimulating the development of small and medium-sized businesses in all areas relevant to tourism;
- attraction of investments for the implementation of innovative projects in the field of tourism, as well as for the construction and restoration of tourist infrastructure facilities;
- development of transport accessibility and improvement of the quality of transport services provided.

Practical measures to increase the efficiency of tourism development on the basis of innovative marketing technologies in tourism should be: dissemination of the practice of introducing modern technologies in the field of culture and tourism, in particular, virtual tours and walks, panoramic images, 3d and 4d travel, virtual and real reconstructions events, virtual interactive maps with a 3D image, multimedia projects, etc. – all these are modern technologies that are used to ensure the availability of cultural and tourist products for all consumer segments.

The most important technologies are acquired when used for:

- assistance to people with disabilities, for their social and cultural adaptation, ensuring inclusion in tourism;
- population with low or insufficient payment capacity, to ensure the sublimated demand for tourist trips or expand the geography of tourist interest, as well as the formation of a sustainable consumer interest in the presence of deferred demand for tourist services;

- the formation of an indirect channel for promotion and dissemination of information on cultural and tourist sites showing the country, expanding the possibility of presence in the Internet and Smart spaces;
- influence on such a consumer segment as «innovators» who have progressive views, modern thinking, high consumer and consumer activity, who want and can buy new tourist products;
- formation of the image of the country, clusters in the international market.

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РАЗВИТИЕ СФЕРЫ ТУРИЗМА НА ОСНОВЕ ИННОВАЦИОННЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ

Аннотация. Путь к инновационному Казахстану уже определен и имеет свои направления и ориентиры. Проведенные исследования показали, что построение модели наукоемкой экономики требует все новых и новых корректировок инновационного курса страны, а также его четкого законодательного обеспечения. В данной статье обобщены накопленные теоретические и методологические основы исследования инноваций в мировой индустрии туризма и определены пути по повышению эффективности развития сферы туризма на

основе инновационных маркетинговых технологий, основными из которых являются: организация рекламных кампаний; осуществление электронной коммерческой деятельности; логистическое обслуживание потребителей туристских услуг на основе внедрения инновационных рекламных и информационно-коммуникационных технологий; реинжиниринг бизнес-процессов путем взаимодействия туристского предприятия, рынка и потребителей; применение концепции геомаркетинга в сфере туризма.

Ключевые слова: туристская отрасль, туристские услуги, инновационные маркетинговые технологии

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**ИННОВАЦИЯЛЫҚ МАРКЕТИНГТІК ТЕХНОЛОГИЯ НЕГІЗІНДЕ
ТУРИЗМ САЛАСЫН ДАМУ**

Аннотация. Инновациялық Қазақстанға жетудің жолы әлдеқашан анықталған және өзінің бағыты-бағдары бар. Жүргізілген зерттеулер көрсеткендей ғылымды қажетсінетін экономика моделін құру елдің барлық жаңа және жаңа түзетілген инновациялық курсы, сондай-ақ оның айқын заңнамалық қамтамасыз етілуін талап етеді. Бұл мақалада әлемдік туризм индустриясындағы жаңашылдықты зерттеу барысында жинақталған теориялық және әдіснамалық негіздемелер жалпылама түрде алынды және инновациялық маркетингтік технологиялар, негізгілері мыналар болып табылатын: жарнамалық кампанияларды ұйымдастыру; электрондық коммерциялық қызметтерді жүзеге асыру; инновациялық жарнамалық және ақпараттық коммуникациялық технологияларды енгізудің арқасында туристік қызметті тұтынушыларға логистикалық қызмет көрсету; туристік кәсіпорындар, нарық және тұтынушылардың өзара әрекеттесу жолымен бизнес-үрдістерге реинжиниринг жасау; туризм саласында геомаркетинг тұжырымдасын қолдану негізінде туризм саласын дамыту тиімділігінің арттыру жолдары айқындалды.

Түйін сөздер: туризм саласы, туристік қызметтер, инновациялық маркетингтік технологиялар.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 15 – 20

UDC 33:2964

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INNOVATION SYSTEMS: METHODOLOGICAL APPROACHES**

Abstract. The aim of this article is to study effective reformism: strategies that implement innovative networks to create changes in their environment in order to create a more favorable context for the implementation and long-term implementation of their innovative projects. Using an approach based on case studies, effective reform efforts are analyzed on the trajectory of technological innovation associated with the introduction of a new poultry system and an organizational innovation trajectory concerning new ways of cooperation between individual farms to achieve economies of scale. The results confirm the idea, arising from the point of view of complexity in innovation systems in agriculture, that the interaction between innovation networks and their environment is only limited to a limited extent.

Key words: agricultural innovation systems, innovation management in agriculture, methodological approaches of agricultural innovation systems.

1. Introduction

The modeling of agricultural innovation systems (AIS) has become an increasingly applied framework for analyzing technological, economic and institutional changes in agriculture. In the AIS approach, innovation is seen as the result of a process of networking and interactive learning among a heterogeneous set of participants, such as farmers, in-coming industries, processors, traders, researchers, producers, government officials and civil society organizations. The AIS approach emphasizes that agricultural innovations are not only new technologies, but also institutional changes; it requires alternative ways of organizing, for example, markets, labor, land use and benefit sharing.

Given the interaction between heterogeneous entities associated with several aspects of agricultural innovation, it was noted that AIS can be considered as complex adaptive systems (CAS). They are defined as self-organizing systems "whose properties can not be analyzed by studying its components separately [1], formed by many agents of different types, where each determines its strategy, reacts to the actions of other agents and changes in the environment and tries to change the surrounding environment in ways that correspond to its goals ". Elsewhere, this environment is referred to as the "social and technical regime" and efforts to change it in favor of the implementation and long-term implementation of innovations were called "effective reformism" [2].

There are several studies on the self-organizing nature of agricultural innovation systems and how this connects to effective reformism processes, but their analytical focus is often at a high level of aggregation, e.g. the macro-level of an entire country, and a very long time horizon, e.g. a change process that takes several decades. Examples are studies on zero-tillage innovation by Ekboir, Green Revolution developments in India [3]. Despite the usefulness of such analysis for understanding major forces in socio-technical change in agriculture, such a focus runs the risk of not fully grasping the activities of innovating

actors in the support of such change. The question this article therefore addresses is how forces at the micro level of individual innovation networks contribute to socio-technical change [4]. By yielding detailed insights on how actors interact with their environment across different scales in agricultural production systems and agri-food chains in their effort to innovate, we hope to contribute to building blocks for adaptive agricultural innovation policies that can deal with the unpredictability of innovation processes.

2. Innovation agency and structure

The interaction of AIS includes several types of interaction between subjects and their environment (for example, between human subjects and artifacts, ie, technologies), this article focuses on social interaction in innovation processes. This focuses attention on the relationship between the agency entities and the social structure described in Giddens' theory of structure formation. An agency is the ability to take action and change the situation in the course of events [5]. In the context of innovation, the "innovation agency" is defined by the resources and competencies that the actor or organization has at its disposal for innovation. It also includes institutional functions, such as the norms and rules of actors, the so-called "pattern of innovation" that guides and legitimizes actions.

In self-organizing innovation systems, no actor can pursue his innovative goals, without taking into account other participants, due to the lack of sufficient forces and resources for this. In this perspective, participants interactively form a support network to achieve individual and collective goals and to obtain resources whose nature and source are unknown to ex-ante [6].

The idea of a support network involves an innovative network with voluntary membership, called "innovative configurations" and "coalitions". This does not mean that the interests of partners in innovation networks are automatically aligned, as innovative networks are the arena of negotiations [7]. In addition, an innovative network in the sense of a support network is unstable: it may change over time in composition. Such innovative networks depend on many other peripheral actors in their institutional environment, whose participation may not be voluntary, but rather due to mutual interdependence. In Giddens' structuring theory, the actors and structures in which they are embedded have a dual connection, because "the structural properties of social systems are average and are the result of the practice that they recursively organize" [8]. This implies that the actors are conditioned by their surroundings, but by their actions they actively or passively change their environment, so that, in turn, it carries out another form of conditioning. In the study of innovative systems, this reflexive relationship between participants and their institutional environment, which actors can adapt, modify or supplement, was called interdependence [9].

Actors reflexively follow the actions and aspects of the environment in which they move, taking into account past, present and future events (Edwards, 2007), thereby striving to achieve their goals and reduce uncertainty in their achievement [10]. Often, the goals of innovative actors are embodied in more or less formulated visions that have an influential leadership, convincing, binding and undetectable softening function [11].

The latter is particularly important, since innovation provides many uncertainties to innovation actors. These include, for example, the complementary acquisition of resources, the development of consumer demand, political and legislative inability or instability, and the behavior of network partners and competitors [12]. Although actors can consciously try to influence their institutional environment in order to reduce these uncertainties, they are always limited in their influence.

The unintended consequences of the agency's activities, as well as external events that lie outside the sphere of influence of the agents themselves, play an important role in limiting or training further actions. Thus, they are an important source of structural change [13]. Innovations are influenced, for example, by consumer preferences, government policies and market factors at the regional, national and global levels [14]. From this review of the innovative agency it became clear that the formation of innovations involves the "sale of a good story" (for example, visions, discourse) that the right people (with conviction, trust, power) say, at the right time, in the right place and the right people (acquiring additional resources,

creating and capitalizing the momentum and using opportunity windows. Considering the fact that innovative actors must constantly respond to They, in turn, are active, following the ideas from the general management literature of CAS [15]. This means that the policy of innovation in agriculture should not aim to fully plan, monitor and manage the agricultural innovation system, but to manage the probability of events, I reduce the chances of achieving the desired results and reduce the likelihood of undesirable results [16]. Although the AIS approach proved its value as an analytical basis, it still needs to be transformed into an operational concept with policy options and targeted measures to improve the everyday innovation potential [17]. This study hopes to contribute to understanding micro-levels of innovation and, thus, will allow the development of adaptive innovation strategies that optimally support these micro development.

3. Methodology

The perspectives of both the participants in the innovation network and the institutional environment for restoring agent-structure interaction were analyzed. This analysis was supplemented by an analysis of a number of internal network documents (for example, meeting minutes) and external documents (for example, political documents and newspaper articles). In addition, this multiwire approach allows triangulation: a research methodology that prevents the risk of distortions in post-fact accounts, increasing internal reliability. We discuss two cases of innovative travel, in the social, ecological and economic sense, through technological and non-technological innovation. Non-technological innovation is increasingly seen as important for more socially sustainable agricultural systems, for example, through the reconfiguration of the value chain and new cooperation agreements between various farm and non-agricultural enterprises [18].

4. Results

In modern conditions of economic development, an important feature of both the national economy and the agro-industrial complex is the need to accelerate scientific and technological progress, based on innovative developments that allow continuous updating of agricultural production on the basis of mastering the achievements of science and technology. At the same time, innovation processes should be constantly regulated by the state with the help of an appropriate innovation policy, the implementation of which will promote systematic, economic, technical and technological renewal of agro-industrial production and increase its efficiency.

The agro-industrial complex is characterized by the fact that the innovation policy covers various branches of the economy that are diverse in their technology and production orientation: the agricultural system, the processing industry, the feed and microbiological industry, agricultural machinery, machine building for the light and food industries. In our opinion, the key moments in the implementation of the innovation policy of the agro-industrial complex are the availability of investment activity that characterizes the degree of willingness and aspiration of economic entities at all hierarchical levels of management to introduce innovative models and projects for the development of agricultural production, as well as the innovative potential that ensures the availability of financial, material and labor resources , necessary to solve the tasks. The interconnection of these components contributes to the development of innovative activities.

Innovation activity allows solving the problems of increasing resource returns, transforming scientific and fundamental discoveries into practical solutions, and determines the competitive advantages of organizations and products. Noting the features of the activities of agricultural enterprises, he points out that innovation activity reflects: a wide range of products; diversity in production technologies, storage and distribution conditions; high biological value; The need for strict compliance with sanitary standards in its production, processing, storage and distribution [19]. These circumstances make it possible to determine the innovative activity of organizations of the agro-industrial complex as a multidisciplinary,

united by a single technological process, a risk-based activity that is dependent on natural and climatic conditions for the creation, use and dissemination of innovations.

The main innovative tool is innovation, which in a narrow sense contributes to the emergence of various innovative processes in the system and is the engine of the scientific and technical process in a broad sense. Continuous implementation of innovation in the agro-industrial complex, promotion of innovations predetermine the formation of innovative processes that, through interrelated activities, promote the introduction of research and development results into the practice of agricultural enterprises in the form of new varieties of plants, breeds and animal species, new or improved food products, materials, new technology in agriculture. plant growing and livestock, new fertilizers and products for the protection of plants and animals, methods of prevention and treatment of animals and birds. Our research shows that this role also seems to be a feature of broader, more heterogeneous innovation networks and agent-structure interactions, as was found elsewhere [20]. In addition to persons performing border-crossing functions, case studies confirm the role of visions as a guiding, convincing, binding and undeclared function in innovation [21]. As our results show, this is a process that continues throughout the innovation process, when partners leave or enter the network, or circumstances change. Apparently, it is important how the vision was realized, for example, detailed business plans and large-scale models in the process of implementing innovations. Tangible visions help create a common understanding and support for participants in an innovative network and institutional environment. Thus, they become so-called boundary objects [22], which allow several different actors to understand what innovation is, and thus increase the attractive value of the vision and help to soften the uncertainty of actors.

Observing innovative systems as complex adaptive systems and adopting the idea of self-organization of innovative networks limits the possibility of their full management, as evidenced in recent approaches to adaptive innovation management [23]. Although effective reformism is thus neither predictable nor fully manageable, this study has highlighted some key supporting factors. An important result of this research is that innovative networks can support their effective reform efforts using different types of border agents to protect and protect their interests, create new contacts and act as mediators in the event of conflict. In addition, the use of tangible visions and artifacts helps them create understanding and support for their ideas. However, when these visions become too rigid, they can lead to the fact that the innovation process will become locked up. Recognizing and accepting self-organization can increase opportunities for innovation when self-organizing initiatives properly facilitate the creation and use of windows of opportunity. As for the adaptation policy of innovation, unlike the rigid orientation toward planning and control, it becomes obvious the importance of simplifying the innovation system. A promising approach is the use of specialized innovative brokers, such as TransForum. Such innovative brokers help in the formulation and processing of the vision, the continuous formation and adaptation of the network and the promotion of multilateral interaction through coordination and mediation in the network [24], using monitoring methods and evaluations aimed at learning [25]. Given the interaction between different levels of the system in effective reform efforts, such methods should support a continuous reflection of the microposition of innovation networks and their goals compared to systemic capabilities and macro-level constraints

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АУЫЛ ШАРУАШЫЛЫҒЫНДАҒЫ ИННОВАЦИЯЛЫҚ ЖҮЙЕЛЕРДІҢ ДАМУЫ: ӘДІСТЕМЕЛІК ТӘСІЛДЕР

Аннотация. Осы мақаланың мақсаты - тиімді инновациялық желілерді енгізу, олардың инновациялық жобаларын іске асыру және ұзақ мерзімді іске асыру үшін қолайлы өзгерістерді енгізу стратегиясын

калыптастыру. Іс жүзінде жаңа құс фабрикасын құру мен технологиялық жетістіктерге қол жеткізу үшін жеке фермалар арасындағы ынтымақтастықтың жаңа жолдары туралы ұйымдастырушылық инновациялық траекториямен байланысты мысалдарға негізделген әдісті пайдалану тиімді реформаның технологиялық инновациялар траекториясы бойынша талданады. Нәтижелер ауыл шаруашылығындағы инновациялық жүйелердің күрделілік тұрғысынан туындайтын идеяны растайды, инновациялық желілер мен олардың арасындағы өзара әрекеттестік тек белгілі бір дәрежемен ғана шектелетіндігін көрсетеді.

Түйін сөздер: ауыл шаруашылығындағы инновациялық жүйелер, ауыл шаруашылығындағы инновациялық басқару, ауыл шаруашылық инновациялық жүйелерің басқарудағы әдіснамалық тәсілдер.

УДК 33:2964

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РАЗВИТИЕ СЕЛЬСКОХОЗЯЙСТВЕННЫХ ИННОВАЦИОННЫХ СИСТЕМ: МЕТОДИЧЕСКИЕ ПОДХОДЫ

Аннотация. Данная статья посвящена изучению эффективного менеджмента в развитии инновационных процессов АПК: стратегии, которые внедряют инновационные процессы для создания про инновационных настроений, с целью создания и реализации долгосрочных инновационных проектов. Методологический аспект исследования основан на изучении эффективных мероприятий по реформированию инновационных систем в АПК и анализе траектории развития технологических инноваций, связанных с внедрением новой системы управления в АПК.

Ключевые слова: инновационные системы в АПК, инновационное управление в АПК, методологические подходы управления инновационными системами в АПК.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 21 – 29

I.N.Dubina, A.N.Turginbayeva, Ye.B.Domalotov¹Novosibirsk National Research State University, Novosibirsk, Russia;²Al-Farabi Kazakh National University, Almaty, Kazakhstane-mail: domalotovkz@gmail.com**THE CHOICE OF PUBLIC-PRIVATE
PARTNERSHIP IN INNOVATION**

Abstract. At present, in the condition of the turbulence of the world economic system, the state's ability to create and use innovations is a necessary condition for ensuring high-quality economic growth and competitiveness. The achievement of this condition requires radical changes in the innovation environment based on regularly conducted innovation and technological forecasts, the use of new mechanisms for managing the national innovation system. The purpose of this study is to develop a methodology for decision-making in the negotiations for the selection of a specific model public-private partnership, acceptable to all its parties and is most preferable for the external and internal environment in which innovative activity is realized. In connection with these provisions, the article examines the main directions of the public-private partnership strategy in the innovation sphere, as well as the necessary conditions for interaction between the state and business in the implementation of major investment projects in the innovation sphere. The main stages of the formation of public-private partnership in the Republic of Kazakhstan are presented. In particular, mechanisms for financing innovative projects within the framework of public-private partnership were considered. An attempt was made to develop a methodology for decision-making in the negotiations on the choice of a specific model of public-private partnership in the implementation of innovation through the theory of games.

Keywords: public-private partnership, innovation, game theory, financing innovation.

Introduction. The creation of unique competitive advantages in the face of growing competition in the world market is becoming increasingly relevant for domestic enterprises. The experience of the advanced economies shows that the creation of such advantages directly depends on the possibility of implementing innovative activities in the country. Innovative, in this case, means activities (including scientific, technological, organizational, financial and commercial) aimed at implementing innovative projects, as well as creating an innovative infrastructure and ensuring its functioning [6].

Proceeding from this, at the present stage of development of the Kazakh economy one of the main tasks is the transition to an innovative development model. In his message to the people of Kazakhstan dated January 31, 2017, "The third modernization of Kazakhstan: global competitiveness" is mentioned by the President of the country N.A. Nazarbayev in the second priority is a cardinal improvement and expansion of the business environment, where he talks about the need to transfer a number of state services to business through PPP, which reveals a great potential for the development of entrepreneurship [12].

The study of forms and mechanisms of PPP in innovation activity for the Republic of Kazakhstan is one of the topical issues for research. Since the world practice has shown that if we consider innovation as a kind of economic activity it can be confidently asserted that it needs support and funding from both the state and the private sector, which in turn positively influences the further commercialization of innovative products.

The purpose of this study is to develop a methodology for decision-making in the negotiations for the selection of a specific model public-private partnership, acceptable to all its parties and is most preferable for the external and internal environment in which innovative activity is realized.

Literature review. The theoretical foundations of PPP are developed in the works of such foreign authors (including those from CIS countries), such as Bovis C.H., Cruz N.F., Simoes P., Marques R.C., Bochkov S.O., Varnavsky V.G., Hamilton J., Deryabina M.A., Jiang Feng, Avvakumov A.A., Zanova D., Kurapov G.P., Yasheva G.A., Kolganov N.M., Larin S.N., Markov I.N., Noskov V.N., Simonov B.P. and others. In the Republic of Kazakhstan, very few scientists study the methodology of public-private partnership relations, among which we can mention Mataev T.M., Te A.L., Beisenbinova A.S., Zhangirova R. and others. Taking into account the urgency and insufficient degree of development of the mechanisms of public-private partnership in the innovation sphere, the goal of this article was to search for the optimal model of public-private partnership in the innovative development of Kazakhstan economy [2, 10, 16, 17].

Such a weak scientific justification and theoretical study of PPP in Kazakhstan is because this type of cooperation between the state and the private sector is a new direction, and it is at the root of its formation and development. In the table below the chronology of the development of cooperation between the state and business within the framework of PPP is presented.

Table 1 - History of cooperation between the state and the private sector in Kazakhstan

Period	Highlight	Feature
early 90's	For the first time, the application of new mechanisms for cooperation between the state and the private sector	State participation in the authorized capitals of legal entities along with the private sector, trust management of state-owned objects, state purchases, privatization. PPP was considered mainly as an element of state assets management.
23 December 1991 year	The First Law of the Republic of Kazakhstan "On Concessions" [9]	The conditions for granting state property, land, and natural resources to a foreign investor are determined. Regulation of organizational, economic and legal conditions for granting facilities in concession only to foreign investors on the territory of the Republic of Kazakhstan
7 June 2006 year	New Law of the Republic of Kazakhstan "On Concessions" [13]	Legal conditions for the concession, types of state support for the concessionaire and regulation of public relations in the process of concluding, executing and terminating concession contracts are determined.
2008 year	Established JSC "Kazakhstan Center for Public-Private Partnerships"	Functions: economic assessments of projects, work to improve the legislative field and strategic development of the PPP system in Kazakhstan
2011 year	The Program on PPP Development in the Republic of Kazakhstan for 2011-2015 was adopted [14]	Objective: to ensure the implementation of a set of measures to enhance the role and significance of PPP mechanisms
2013-2014 years	Regional PPP Centers have been established	Maintenance of regional PPP projects
2014 year	The Center for Support of PPP Projects was created	It carries out work at the stages of project preparation, structuring, negotiating among project participants, and developing proposals on the structure of financing of potential PPP projects
2015 year	The Law of the Republic of Kazakhstan "On Public-Private Partnership" was adopted [8]	It provides for the removal of restrictions on the scope of PPP application, expands the subject composition of PPP participants, increases the role of the private sector in initiating and preparing PPP projects
Note: this table was compiled by the author on the basis of [8, 9, 13, 14] literature		

The PPP model in the innovation sphere is a concrete PPP project that arose because of a legitimate and transparent procedure for selecting relevant PPP participants from the private business to solve specific problems in the innovation sphere and aimed at solving particular problems of the innovation policy of the Republic of Kazakhstan.

Within the framework of each type, several models can be identified, for example the type of PPP - cooperation in the transfer of technologies can include the following models (projects): the project of creating an innovation and technology center, the project of creating a regional venture fund with state participation, the project of creating a high-tech innovative product,

Public-private partnership in the stages of the innovation process (education, R & D, investment, transfer of innovation) is as follows. Knowledge is a source of innovation both in the product itself, and in production technology, management, marketing methods, advertising, etc. Partnership in education is implemented in such areas: participation of state regional bodies in the development of educational programs in local universities; organization of training seminars, conferences on management, marketing, law and logistics for business entities of a particular region.

Areas of cooperation in research and development are: joint (engineers of state research organizations and business structures) performing research; joint design and development of products; improvement of product design; improvement of production methods; joint development of high-tech goods. Collaboration in investment activities consists in joint financing of innovation projects by business entities and state and regional government bodies, attraction of foreign capital by regional government bodies for the creation of enterprises with foreign investment, creation of venture funds. Cooperation in the transfer of technology is the creation of technology transfer centers, free economic zones, technology parks, business incubators and the creation of joint and franchising organizations.

Thus, the activation of innovation activity because of public-private partnership takes place at all stages of the innovation process. Factors of innovative activity are: knowledge sharing, ideas generation, co-financing of research and development. The partnership between the state and business requires the coordination of the interests of these two main institutions of modern society and the economy. PPP does not mean a simple addition of resources. Each of the parties to the partnership has its own goals, solves its specific tasks, the parties have different motivations.

In the Republic of Kazakhstan, as part of the public-private partnership in the implementation of innovative activities are:

- a state whose interests are represented by republican, regional and local authorities;
- a private partner, which is, as a rule, a legal entity or an individual that conducts various types of economic activities aimed at making profit;
- a scientific organization capable of "generating" innovations, which is usually a higher education institution, a research institute or a laboratory. The purpose of this study is to develop a decision-making technique in the negotiations on the selection of a specific model of public-private partnership, acceptable to all its parties and most preferable for the external and internal environment in which innovative activity is realized.

To successfully use the mechanisms of public-private partnership in the innovative development of the economy of the Republic of Kazakhstan, a state strategy for the development of public-private partnership in the Republic of Kazakhstan is needed as part of the state innovation strategy.

Table 2 - The main directions of the strategy of public-private partnership in the innovation sphere:

№	Main directions
1.	development and constant updating of scientific and innovation policy;
2.	Combining state and private property within the framework of significant innovative projects on the principles of profitability and repayment;
3.	Promoting, promoting and disseminating knowledge about PPPs;
4.	Creation of the legislative base for scientific and innovation activities, taking into account strategic goals, priorities and policies in this area;
5.	Development of PPP development programs in selected sectors of the economy;
6.	Carrying out activities to increase trust between partners and developing a culture of cooperation between public and private partners;
7.	Development of forms and methods of interaction between public authorities, public and private scientific and innovative institutional units;
8.	Improvement of tax and customs policy, including tax and customs privileges;
9.	Assistance and partnership in the formation of the scientific and innovation infrastructure (technology centers, technology parks, centers for collective use of equipment, sectorial centers for technology transfer, FEZ, etc.);
10.	International cooperation (for example, the creation of innovative joint corporations);

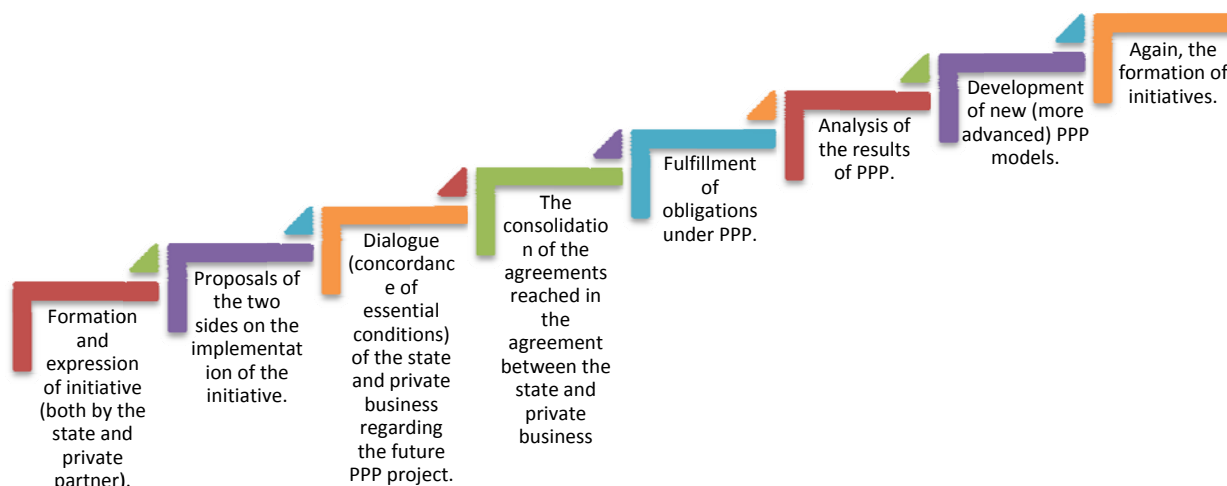
11.	Financing by the state of the development of venture funds, a network of business angels, start-up schools;
12.	State support of small and medium-sized businesses in the innovation sphere;
13.	Formation of elements of the institutional environment of PPPs in the country: financial and economic institutions that provide investment and guarantee of private investments, independent organizations that carry out project and consulting expertise, management companies, associations, associations, funds, etc.;
14.	Training of specialists in the field of PPP and cadres of investment managers;
15.	Definition of financial relations between public authorities, state and private scientific and innovative organizations.
Note: Source [4]	

The totality of these measures should facilitate the accelerated development of a competitive innovation system in the Republic of Kazakhstan, and, consequently, accelerate the modernization of the economy at the national level. The solution of these tasks will undoubtedly require both a state and business of a creative, entrepreneurial approach based on the search and implementation of innovations, not only in the sphere of production, but also in the management and organization of investment design.

The interaction of the state and business in the implementation of major investment projects in the innovation sphere requires the fulfillment of a number of necessary conditions. These include:

- Presence of clearly defined state strategic priorities and identification of possible ways of achieving them through individual local projects;
- Establishment of rules for interaction between the state and private business in the implementation of joint projects;
- Development of specific proposals on the division of investments, risks and benefits for each project under implementation.

The main stages of PPP formation in Kazakhstan are the following (Picture 1):



Note: developed on the basis of [4]

Picture 1 - Proposed main stages of PPP formation in Kazakhstan

The draft agreement on public-private partnership in the innovation sphere may include the following provisions:

- 1) The subject and object of the agreement;
- 2) Purpose of the agreement;
- 3) The term of the agreement;
- 4) Scope, content and types of work and (or) services;
- 5) Terms of performance of types of work and (or) provision of services;
- 6) The procedure for the establishment (construction, reconstruction) and / or operation of the object of the agreement;
- 7) Powers, rights and obligations of the parties to the agreement;
- 8) Financial terms of the agreement, including the procedure for settlements between the parties;
- 9) Distribution of risks;

- 10) Guarantees provided to parties to the agreement;
- 11) The totality of rights that the public partner transfers to a private partner;
- 12) Resources of the state partner, transferred by each state partner to the private partner, the order of transfer of these resources;

13) Ownership of the object of the agreement, as well as intangible assets associated with the agreement (licenses, permits and other documentation), the distribution of the shares of the public and private partners in the ownership right to the specified object, the conditions and the moment of the emergence of such rights;

14) The procedure for the return of the resources of the state partner and the property newly created as a result of the implementation of the agreement, necessary for the further provision of services, at the time of expiry of the term or in case of early termination of the agreement;

15) Environmental, historical and cultural requirements and safety requirements;

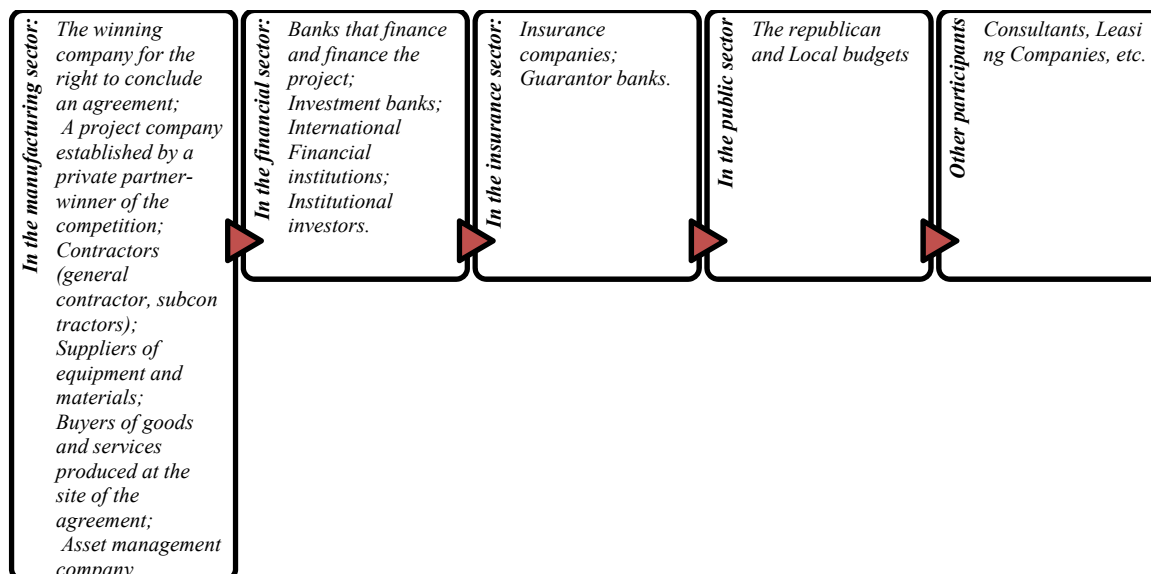
16) Insurance conditions in connection with the implementation of the agreement.

Considering the theoretical basis of PPP, it is necessary to note the basic mechanisms of financing innovative projects within the framework of public-private partnership. Among the models of financing innovative PPP projects are such as commercial hiring, renting, all types of leasing, project financing.

Project financing is the system of the investment process, where the initiator and (or) the project sponsor of the financial and other resources or credit a project in which the source of payment is the collateral for lending.

Project financing is usually carried out in the form of loans "with a limited right of recourse", issued to a specially created target project company that has the right to construct and operate the facility within the project. With project financing, the lender carries increased risks, issuing, in terms of traditional bank loans, an unsecured or not fully secured loan. Repayment of this loan is carried out at the expense of cash flows generated during the operation of the object of investment activity.

Participants of project financing in the implementation of PPP projects are (Picture 2):



Note - Source [4]

Picture 2 - Participants of project financing in the implementation of PPP projects

Sources of project financing are: shares; commercial loans; public funds (in the form of subsidies and loans, as well as guarantees, tax and other benefits); own funds of companies; debt financial liabilities; forfeiting; bonds; leasing; development agencies (World Bank, European Bank for Reconstruction and Development, International Finance Corporation (IFC), mortgage).

The main advantages of project financing are:

- The obligations of the project company are not reflected in the balance sheet of the state partner or shareholders and, therefore, do not affect their credit attractiveness;

- When using project financing, some of the risks are shifted to creditors in exchange for obtaining a higher margin than for ordinary corporate loans;
- Project financing provides a more favorable average cost of capital compared to net financing from own funds;
- Project financing facilitates the use of a more transparent risk-sharing mechanism and creates incentives for improving the quality of work of all project participants and effective risk management;
- The purpose of financing;
- Guarantees of member states of financial institutions;
- High degree of control;
- Extensive attraction of foreign investments.

Materials and methods. To reveal the content and achieve the goal in this paper, the following methods of scientific knowledge were used: mathematical, analytical, expert, meta-analysis and meta-synthesis. Thanks to this, we were able to find the main directions of the public-private partnership strategy in the innovation sphere, mechanisms for financing innovative projects within the framework of public-private partnership and the possibility of defining a PPP model using the theory of games.

A concrete model of public-private partnership can be formed only after negotiations between the parties to the partnership. This is due to the fact that persons who decide to participate in public-private partnership, depending on the interests of which partner they operate, will be considered the most preferable for specific conditions of the external and internal environment in which innovative activity is realized, various models of state -participation partnership. If we assume that, the most preferable model for the person taking the decision to participate in the partnership and acting in the interests of the state is the transfer of the entire amount of the subsidy to a higher educational institution for R & D. At the same time, for the person making the decision to participate in the partnership and acting in the interests of the private partner, the model most likely will be the one that involves transferring only 20% of the subsidy to a higher educational institution.

It is obvious that in this case it is necessary to solve the problem of negotiations between the parties of public-private partnerships jointly involved in the implementation of innovative activities. In search of a solution to this problem, it is reasonable to rely on the theoretical provisions of the "game theory" - one of the branches of applied mathematics.

The problem of negotiations (or the problem of transactions) is considered in game theory as a two-person game in which the situation of bilateral negotiations is modeled. It involves two players (two parties to the negotiations) that decide on the distribution of a certain good among themselves. If players agree on a distribution, they get the required part. Otherwise, no one gets anything [3].

In this paper, it is possible to use the type of game solutions (business situation), called the "Nash decision", when negotiating the choice of a specific model of public-private partnership in the implementation of innovation activities.

In the case of negotiations on the choice of the model of public-private partnership in the implementation of innovative activity, the negotiating situation (transaction) is formally written in the form of a mathematical expression $\{X, d, u_1, u_2\}$, where:

X - set of alternative signs and values of these signs in the model of public-private partnership, of which the participants in the negotiations are selected;

u_i - the function of the i -element correspondence to the conditions for the implementation of innovation activity from the point of view of the person making the decision to participate in the partnership, determined on the set of values of X ;

$d \in X$ is the point of disagreement (the outcome that participants will receive if negotiations fail) - the model of public-private partnership will not be accepted for implementation.

Results and discussion. The review of foreign experience of financial provision of PPP [7, 5, 1, 15] allowed to determine the main forms of state support for PPP projects aimed at increasing their efficiency, acceptable for the Republic of Kazakhstan:

- 1) Provision of benefits for real estate tax for the payback period of the investment project in terms of crediting to the local budget (but not more than 5 years);
- 2) Exemption from income tax for the period of the concession (tax holidays);

- 3) Granting of privileges on land tax in the course of construction during the implementation of the investment project by the entities;
- 4) Provision of income tax relief for foreign investors (participants in the PPP project);
- 5) Exemption from income tax of foreign workers working on the project / creditors;
- 6) Exemption or reduction of customs duties on imports of equipment, raw materials and building materials;
- 7) Tax refund to foreign investors, reinvesting their profits in the new projects aimed at developing infrastructure in the country implementing the main concession agreement;
- 8) Provision of interest-free or low interest rates for loans (loans) in order to reduce the total cost of financing the project;
- 9) State guarantees from the main contractor or other government agencies on repayment of debts on loans (loans, loans);
- 10) Provision of tariff subsidies to the company in the event that the revenues from the project are reduced to a certain minimum level;
- 11) A permit issued to the company on the project, to cross-subsidize the least profitable activities.

As a rule, when choosing the model of public-private partnership in the implementation of innovative activities, all participants in the negotiations conduct an evaluation of the constituent elements of it. Persons taking decisions on participation in the partnership, acting in the interests of various parties to the partnership. Further, in the course of negotiations, the parties use various methods to bring the assessments closer together. At this stage of the negotiations, there are usually disagreements between the parties, each of which seeks to insist on the use of a more preferable component of the public-private partnership model for it, i.e. its specific sign or the specific meaning of this feature.

"Nash solution" of the transaction problem is an axiomatic principle of optimality that satisfies the following axioms:

- 1) the invariance under affine transformations of the functions of the correspondence of the i -th element to the conditions for the implementation of innovation activity from the point of view of the person making the decision to participate in the partnership;
- 2) Pareto efficiency, i.e. a state of the system in which the value of each particular criterion describing the state of the system cannot be improved without impairing the position of the other elements;
- 3) Independence from extraneous alternatives: if the deliberately non-optimal alternatives are removed from the set X , then the solution of the problem will not change;
- 4) Symmetry, implying that if the players are the same, that is, $u_1 = u_2$, if the odds are the same, $u_1(d) = u_2(d)$ and the set X is symmetric, that is, for any alternative $x' \in X$ there is an alternative $x'' \in X$ such that if $u_1(x') = u_2(x'')$, $u_1(x'') = u_2(x')$, then $u_1(x) = u_2(x)$.

The solution of the problem of negotiations $\{X, d, u_1, u_2\}$ satisfying axioms - (4) is the maximum point on the set X of the function $F(x) = (u_1(x) - u_1(d))(u_2(x) - u_2(d))$ [11].

The formal situation, reflecting the process of negotiating an acceptable partnership for all parties, assessing the constituent elements of the public-private partnership model in implementing innovation activity and choosing a specific model that partners are ready to implement in practice, as a rule, satisfies the axioms - (4). This testifies to the principle possibility of applying the "Nash decision" to choose a model of public-private partnership acceptable for all parties in the implementation of innovation activities.

Conclusion. To ensure the innovative development of Kazakhstan, it is necessary to formulate and approve a strategy for public-private partnership and mechanisms for its implementation.

Developed and presented in this article, the theoretical and methodological foundations of using a new resource of innovative economic development - public-private partnerships of business, government and education will allow obtaining a synergistic effect from cooperation. The growth of innovation activity because of public-private partnership takes place at all stages of the innovation process: education, R&D, investment, transfer of innovations. Factors of innovative activity are: knowledge sharing, ideas generation, co-financing of research and development.

The use of the proposed mechanisms for financing public-private partnerships will allow businesses to obtain additional sources of financing for innovation and to activate innovative activities. The effect for

the state as a second partner will be to increase the innovation potential of regions and the country as a whole, improve macroeconomic indicators, and increase regional and national competitiveness. The proposed directions for the formation of a public-private partnership strategy in Kazakhstan and the financial mechanism for its implementation will be of interest both for representatives of business, business unions, and for state and regional government bodies.

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ИННОВАЦИЯЛЫҚ ҚЫЗМЕТТЕГІ МЕМЛЕКЕТТІК-ЖЕКЕ МЕНШІК СЕРІКТЕСТІГІНІҢ ҮЛГІСІН ТАҢДАУ

Аннотация. Қазіргі таңда әлемдік экономика жүйесінің турбуленттілігі жағдайында мемлекеттің инновацияларды жасау және оларды тәжірибе жүзінде қолдана білу қабілеті сапалы экономикалық өсу мен бәсекеге қабілеттілікті арттырудағы қажетті алғышарт болып отыр. Мұндай шарттарға жету жолдары инновациялық ортада тұрақты түрде жүргізілетін инновациялық-технологиялық болжамдардың негізіндегі түбегейлі өзгерістерді, ұлттық инновациялық жүйені басқарудағы жаңа механизмдерді пайдалануды қажет етеді. Бұл зерттеудің мақсаты мемлекеттік-жеке меншік серіктестіктің белгілі бір моделін таңдаудағы келіссөздер барысында шешім қабылдау әдісін жасап шығару, инновациялық қызметті жүзеге асырудың барлық тараптарға қолайлы, ішкі және сыртқы ортаға анағұрлым ұтымды жолдарын іздестіру болып табылады. Аталған мәліметтерге сәйкес мақалада инновация саласындағы мемлекеттік-жеке меншік

серіктестігі стратегиясының негізгі бағыттары қарастырылған, сондай-ақ инновация саласындағы ірі инвестициялық жобаларды жүзеге асыру барысындағы мемлекет пен бизнес арасындағы қарым-қатынасқа қажетті жағдайлар қарастырылды. Қазақстан Республикасындағы мемлекеттік-жеке меншік серіктестігінің қалыптасуының негізгі кезеңдері көрсетілген. Атап айтқанда, мемлекеттік-жеке меншік серіктестігінің аясында инновациялық жобаларды қаржыландыру механизмдері қарастырылды. Ойын теориясының негізінде инновациялық қызметті жүзеге асырудағы мемлекеттік-жеке меншік серіктестігінің нақты үлгісін келіссөздер барысында таңдау шешімін қабылдаудың әдістемесін әзірлеудің әрекеті жасалды.

Түйін сөздер. мемлекеттік-жеке меншік серіктестік, инновациялар, ойын теориясы, инновацияларды қаржыландыру.

UDC 336.63

IRSTI 06.80.83

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ВЫБОР МОДЕЛИ ГОСУДАРСТВЕННО-ЧАСТНОГО ПАРТНЁРСТВА В ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ

Аннотация. В настоящее время в условиях турбулентности мировой экономической системы способность государства к созданию и практическому использованию инноваций становится необходимым условием обеспечения качественного экономического роста и конкурентоспособности. Достижение такого условия требует кардинальных преобразований в инновационной среде на основе регулярно проводимых инновационно-технологических прогнозов, использования новых механизмов управления национальной инновационной системой. Целью этого исследования является разработка методики принятия решений на переговорах по выбору конкретной модели государственно-частного партнерства, приемлемой для всех его сторон и наиболее предпочтительной для внешней и внутренней среды, в которой реализуется инновационная деятельность. В связи с данными положениями в статье рассматриваются основные направления стратегии государственно-частного партнерства в инновационной сфере, а также необходимые условия для взаимодействия государства и бизнеса в реализации крупных инвестиционных проектов в инновационной сфере. Представлены основные этапы формирования государственно-частного партнерства в Республике Казахстан. В частности, были рассмотрены механизмы финансирования инновационных проектов в рамках государственно-частного партнерства. Сделана попытка разработки методологии принятия решений на переговорах о выборе конкретной модели государственно-частного партнерства в осуществлении инновационной деятельности с помощью теории игр.

Ключевые слова: государственно-частное партнерство, инновации, теория игр, финансирование инноваций.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 30 – 36

MRNTI 14.35.07

UDC 378.3

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**MODEL OF LOCAL FINANCING OF HIGHER INSTITUTIONS,
AS A TOOL TO INCREASE EFFICIENCY OF IMPLEMENTATION
OF PERSONNEL POLICY IN THE REGIONS**

Abstract. Financing of training of highest qualification personnel in the Republic of Kazakhstan is traditionally affected from two sources: under the state order and at the expense of individual customers. The state order for staff training is the main tool for regulating the supply of education services in the economic spheres of the Republic for the demand for specialists and a mechanism for implementing the principle of free education. At the same time, the contingent formation model that provides the entrant who won the grant of the right to choose a university (state order placement) does not allow to provide the principle of gradual implementation of the state personnel policy, i.e., it does not contribute to the effective implementation of the personnel policy at the regional level. Territorial mobility of entrants and graduates introduces elements of spontaneity into the formation of the regional labor market and hinders the process of effective supply of qualified personnel to enterprises and organizations of the region. As a variant of solving the problems of higher education staffing supply for regions, the model of training financing is offered in the academic paper, in terms of which, the tool of demand and supply balancing for the training is the state order as the main tool and the local budget – as the tool of which is complementarity to the state order supporting personnel demand balance at regional level.

Key words: the budget financing, the state order, the personnel policy of the region, regional funding of staffing, funding standard.

Introduction. The main sources of higher education professional training funding in the Republic of Kazakhstan are state grants and the budget of the entrant's family. The training of specialists financed by the employers in the Republic is restricted. The participation of employers in the training of specialists, as a rule, is realized on the terms of co-financing in the system of technical and vocational education in the framework of the dual technology project being implemented in the Republic [1].

Conducting a survey of employers on the issue of readiness for social partnership within the framework of training of specialists (including in the framework of dual technology) has showed that employers are interested in cooperation with universities, are ready to provide places for practice and work, but they are not ready to participate in the financing process of training, which requires alternative sources of funding, which allow solving not only personnel, but also social and demographic problems of the region.

The model of financing the training of specialists proposed in the research is oriented to solve the personnel policy at the regional level and complements the state mechanism of staffing of the branches of the economy of the Republic of Kazakhstan, as the existing model of the formation of the university contingent does not ensure the gradual implementation in the republic-region scheme.

The model of local funding of staffing is considered as a differentiated financing from the local budget of entrants who did not receive a state grant, but scores a high points in the framework of the unified national testing (UNT) with a partial payment of their tuition to the cost established by the

university that will expand the group of the existing sources of financing the training of specialists with higher education in the republic and will solve the personnel policy problems at the regional level.

The essence of the model of local financing of the region's personnel supply is as follows:

- regional government bodies, within the established standard, allocate funds from the local budget to finance training on required the region specialties;
- The standard for allocating funds for training from the local budget is determined by analogy with the size of the state order in the budget of the republic;
- funding from the local budget is allocated to graduates who have received high passing scores, but who have not received a state educational grant;
- Grant financing from the local budget is co-financing format, the amount of which is determined by the number of points scored in the framework of a unified national test, according to the differentiation scale proposed in the research;
- co-financing of training is implemented on a contractual basis, involving the development (at least 5 years) of university graduates at the enterprises of the region.

Methods. When developing the model for financing of the training of specialists with higher education for the region from the local budget resources, the academic paper was conducted the research and analyze the content of existing formal and informal mechanisms and procedures for financing educational services in the system of higher education; questioning of employers on issues of social partnership and willingness to co-finance training; analysis of existing mechanisms to ensure the balance of supply and demand in personnel in the regional labor market: domestic and foreign experience [2,3,4].

As methods of substantiation and argumentation of conclusions and recommendations, the methods of statistical and analytical analysis, structural analogy and forecasting of development tendencies of the investigated factors were used in the academic paper.

Results of the research. The target audience of the local financing model is the applicants who did not receive state grants, but gained high scores on the results of the unified national testing. The range of ranking of groups of grantees from local budget funds in the study was taken by analogy with the graduation of the UNT performance evaluation by the Ministry of Education and Science of the Republic of Kazakhstan [5], Table 1.

Table 1 - Ranking of groups of potential grantees of funds from the local budget

Ranking groups of entrants for points of unified national testing	Financing groups from the local budget	The amount of financing from the local budget%
101-130	1	100%
90-100	2	75%
71-89	3	50%
60 - 70	4	25% - 40%

When determining the amount of funding from the local budget in the research, first of all, the degree of probability of receiving a state educational grant by the ranking groups of entrants was taken into account.

Ranking groups with a range of UNT scores from 90 to 130 (1 and 2 groups) are not the main category of subjects of the financing model, as the risk of non-receipt of an educational grant by the subjects of this group is not large. The choice of the specialty by the representatives of this group is, as a rule, conscious and, most often, uncontested, that is, in the case of non-receipt of the grant, the applicant is ready to be trained on paid form at the expense of the family budget. Taking into account the high level of basic training within the framework of the proposed financing model, this category of entrants is financed in the amount of 75% -100% of the amount of funds for training in a particular university of the region.

The most likely group of the model of financing from the local budget are entrants who did not receive an educational grant, but who received the scored points at the level of the average UNT score, but not more than 90 points (the third group of entrants' ranking). Their number, taking into account the expected by the years of graduates and the dynamics of the results of the UNT, in the research on the region is predicted on average in the range of 400-500 people. The number of UNT scores higher than 70

and up to 89 points indicates a sufficient quality of basic knowledge of entrants and thereon the right of entrants to apply for funding their training within the local budget. At the first stage, in the absence of accurate statistics of the entrants of this group, it is proposed to co-finance the training in the ratio of 50% of the cost of training at the expense of the local budget and 50% - at the expense of the applicant's own funds (family budget funds).

Participation in the process of local funding for the training of the entrants who scored less than 70 points by the results of UNT (the 4th group of entrants' ranking) is recommended in the research on a residual principle, i.e., if there is a need, not covered by the entrants of the first three groups. The range of funding from the local budget for this group is proposed to be determined in the range of 25% - 40%, depending on the actual number of points scored.

The research proposes to define the standard for allocating funds for the training from the local budget as follows: 1) the specific weight of the state order for the training of specialists with higher education in the total amount of the state budget is determined; 2) the specific gravity calculated in clause 1 is taken as the base one when determining the standard for financing the training from the local budget resources. Thus, the principle of conformity and continuity in ensuring uniformity of approaches to the implementation of personnel policy at the level of the state and the region will be implemented; 3) rated on the standard of the funding and will be distributed among entrants for personal additional payments from the municipal budget for the studies acceptance.

An obligatory condition for financing within the framework of the proposed model is the training in the specialties that are defined by the region (local authorities), the conclusion of the contract for the training and internship after completion of the university at the enterprises of the region for at least 5 years.

The discussion of the results.

World experience of the functioning of the system of higher education shows that, despite the specific nature of the national models of financing the staffing of the national economy, and, accordingly, the implementation of educational services and university activities, their obligatory attributes are monotypic by form but different in content financing mechanisms, including grant financing, financing of training by the employers and the individual customers of educational services – natural persons [6,7,8].

Modern trends in the development of the system of higher education, including the transformation of universities into autonomous and entrepreneurial universities, the formation of scientific and educational hubs, the introduction of dual training technology in the educational process objectively imply the formation of multi-channel financing of higher educational institutions, including state orders for higher education educational services; regional mechanisms for financing the training of higher education institutions in accordance with the needs of the economy of the territory; mechanisms of maintenance of the financial stability of universities by attracting sources of additional funding and income provision from the sale of intellectual products, etc. ; mechanisms of social partnership and co-financing of training of specialists by employers [9,10,11].

Stabilization of the economic development of Kazakhstan and the economic situation of the subjects of the national economy of the state conditioned the growth of the demand for the human resources of higher professional education, which was reflected in the dynamics of the state order. In 2017, the state educational order is amounted to 37932 units and for the last 5 years it increased by 23.3% (30758 in 2013) [12].

It should be noted that the state order through its financial component (state grants) structures the demand for higher education specialties and is potentially focused on balancing the supply and demand of highly qualified personnel at the level of the national economy as a whole. However, the existing mechanism for the distribution of government orders does not fully ensure the balance of supply and demand in personnel at the level of the regional economy. In its framework, state order placement by regions is determined not by the needs of the territory, but by the preferences of entrants in choosing a university - a potential place of study, which does not allow regions to efficiently formulate their personnel policy within the framework of the state orders. The model for financing the training of qualified specialists in the region that require at the universities at the expense of the local budget is a purposeful tool for solving this problem. The substantiation of its content in the research is conducted on the grounds of the materials of the Pavlodar region.

According to the data in Table 2, the number of holders of the state grant from the total number of entrants who participated in the tender for its acceptance in the Pavlodar region in 2017 increased 2.5 times compared to 2015 [13].

Table 2 - Dynamics of participants in the competition for educational grants and holders of the state grants in the Pavlodar region

	2015		2016		2017	
	person	%	person	%	чел	%
The number of entrants who applied for an UNT participation	2787		2564		2537	
Scored the points on the ground of UNT including	2181		1351		1534	
60-70	397	15,22	289	17,42	108	5,5
71-89	899	34,47	658	39,66	285	14,67
90-100	419	16,07	163	9,8	373	19,2
101-130	466	17,87	241	14,52	768	39,54
Participated in the competition doe state educational grant receipt	2608	93,58	1659	64,7	1942	76,54
The number of the holders of the state grant	491	18,82	807	31,47	1237	63,7
The proportion of the number of holders of the state grant to the number of participants in the competition for its receipt	18,8		48,6		63,7	

This situation is explained by the growth of entrants who take part in the competition for technical and pedagogical specialties, for which the government offers the largest number of grants, on the one hand, and the growth in the number of school graduates in 2017, who received over 90 points (58.7%), on the other hand. In 2015 and 2016, more than 90 points scored 33.9% and 24.3%, respectively.

On average, 40% -50% of entrants who passed the UNT and participated in the competition for a state educational grant did not become holders of grants. As the experience of the admission commissions of regional universities shows, a smaller part of these entrants make out an application for a paid form of training, and most prefer the budgetary form of education in technical and vocational education (TVE) institutions and, most often, without continuing work on the acquired specialty, that shows the social, not the production function of such financing.

The introduction of the model of local financing of the supplying of the region with specialists with higher education, in accordance with the methodology adopted in the study, primarily involves the determination of the proportion of the state order for the training of specialists with higher education in the total state budget of the republic, which for the past two years is 0.15 % - 0.14%, Table 3. For the base standard when determining the standard of funding for training from the local budget 0.14% standard was adopted, which is explained by the obvious rates of growth of the state budget.

Table 3 - Share of state educational grants of the Republic of Kazakhstan in the volume of the state budget

Indicator name	2013	2014	2015	2016	2017
State budget of RK, blntenge[14,15]	5152,7	5697,4	4538,1	7648,3	9609,0
State order (state educational grants), persons[16, 17]	35053	34165	31668	31702	37932
Stateordervalue, blntenge(based on the average cost of a state grant – 357.5 thousand tenge)	12,53	12,21	11,32	11,33	13,56
Specific weight of the cost of the state educational order (grants) in the state budget of the Republic of Kazakhstan,%	0,24	0,21	0,25	0,15	0,14

The main factors potentially influencing the value of the standard for financing training under the IFC at the level of the Pavlodar region are objectively: positive dynamics in the development of the regional economy and, consequently, the need for personnel; an increase in the number of applicants who gain more than 70 points; an increase in the number of applicants participating in the competition for a state grant for training and grant holders.

Over the past 3 years, the amount of funding for training specialists with higher education as part of the state order in relation to the budget of the Pavlodar region averages 0.21%, which is 50% higher than in the republic for 2016 - 2017 (Table 4).

Table 4 - The share of the cost of state educational grants of the Pavlodar region in the amount of the regional budget

Indicator name	2015	2016	2017
Number of holders of state grants for Pavlodar region	491	807	1237
The cost of the state order for the Pavlodar region, billion tenge (based on the average cost of the state grant 357.5 thousand KZT)	0,176	0,289	0,442
Budget of Pavlodar region (excluding target transfers), billion tenge[18]	90,9	155	200
Specific weight of the cost of state educational grants for Pavlodar region in the budget of the region, %	0,2/0,3*	0,21/0,26*	0,22/0,3*

Note: * The calculation was made without taking into account targeted transfers from the republican budget

Taking into account the fact that the share of the cost of state educational grants for the Pavlodar region in the regional budget (excluding target transfers from the republican budget) is 2 times higher than the similar index for the republic in accordance with the principle of consistency and continuity in the uniformity of approaches to implementation personnel policy at the level of the state and the region for the funding standard, within the framework of the local financing model, the share of the state educational grant (grants) in the state budget of the Republic of Kazakhstan, reduced by 2 times, that is not 0.14%, but 0.07%.

To confirm the hypothesis of the proposed financing model in the research, we will calculate the volume of local financing for the Pavlodar region based on the average number of applicants for financing - 400-500 people. The initial data for the calculation: the regional budget for 2018 in the amount of 149.3 billion tenge; the norm for financing the training of personnel with higher education for the region within the framework of the proposed model is 0.07%. We expect the volume of funding for training from the local budget according to the established standard: 0.07% from 149.3 billion tenge will be 104.51 million tenge. At an average grant cost of 357.5 thousand tenge, potential grantees with full funding within the given amount of allocated local of the budget can become 292 people and on co-financing terms according to the scheme of 50%: 50% - over 500 people, which corresponds to the potential need in the study for funding training from the local budget.

Conclusions. The proposed model for financing the training of specialists with higher education carries a number of positive aspects: firstly: the region through financing of training from the local budget can effectively solve its personnel problems associated with structural distortions in offering graduates' specialties in the regional labor market; Secondly: entrants will choose the university for training on their own, which will strengthen the competition among the regional universities for the right to conduct training in the framework of the local financing model and, as a result, will positively affect the quality of the training; and, thirdly, the implementation of the local financing model enables local authorities to solve social problems by allocating (other things being equal or within a certain limit) funds for training entrants from socially unprotected layers of the population of the region.

It should be noted that the results of the unified national testing by the regions of the Republic of Kazakhstan differ in their quality level, which affects the dynamics of the number of grant holders in the regions. The regional need for personnel also has its own specifics. Taking into account these peculiarities, regional authorities based on the accumulation of statistics on the proposed model of local financing can later adjust the funding standard taking into account the actual need for personnel.

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ЖЕРГІЛІКТІ АЙМАҚТЫҢ ЖОҒАРЫ ОҚУ ОРЫНДАРЫН ҚАРЖЫЛАНДЫРУ ҮЛГІСІН ЖҮЗЕГЕ АСЫРУ ТӘЖІРИБЕСІ, КАДРЛЫҚ САЯСАТЫ

Аннотация: Қазақстан Республикасы қазіргі таңда дәстүрлі түрде жоғары білікті маман дайындаудың екі жолын жүзеге асыруды. Біріншісі мемлекеттік тапсырыс, ал екіншісі жеке кәсіпкерлердің (жеке тұлғалар) тапсырысы беруі. Мемлекеттік тапсырыс білім беру саласындағы ел экономикасының әр саласында маман жетіспеушілігін реттеп, тегін білім алуға бағытталған. Сонымен қатар талапкерді қамтамасыз ететін контингентін қалыптастырып, грант жеңімпаздары университет таңдау құқығы (мемлекеттік тапсырысты орналастыру) мемлекеттік кадр саясатын жүзеге асыру қағидасын қамтамасыз етуге мүмкіндік бермейді, бірақ бұл аймақтық деңгейде кадр саясатын іске асыруға ықпалын тигізбейді. Қазақстан Республикасының Білім және ғылым министрлігінің жоғары оқу орындарына гранттар беруіне байланысты өңірлердің ерекшелігін ескере отырып, бұл өңірлердің кадрлық мәселелерін шешпейді. Мектеп бітірушілер мен түлектердің аумақтық аймақтық еңбек нарығын қалыптастыруға септігін тигізеді, және облыстың кәсіпорындары мен ұйымдарын білікті кадрлармен қамтамасыз етеді.

Қорыта келгенде, жоғары білімі бар мамандармен өңірлерді қамтамасыз ету мәселелерін шешудің нұсқасы ретінде, мемлекеттік тапсырыс - негізгі құрал және жергілікті бюджет - сұраныс теңгерімін қамтамасыз ететін мемлекеттік тапсырысты толтыратын құрал ретінде қосымша мемлекеттік тапсырыс, өңірлік деңгейдегі кадрлар сұранысын толтыру.

Түйін сөздер: бюджеттік қаржыландыру, мемлекеттік тапсырыс, өңірдің кадрлық саясаты, кадрларды өңірлік қаржыландыру, қаржыландыру стандарты.

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МОДЕЛЬ МЕСТНОГО ФИНАНСИРОВАНИЯ ВУЗОВ, КАК ИНСТРУМЕНТ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ РЕАЛИЗАЦИИ КАДРОВОЙ ПОЛИТИКИ РЕГИОНОВ

Аннотация. В настоящее время финансирование подготовки кадров высшей квалификации в Республике Казахстан традиционно осуществляется из двух источников: в рамках госзаказа и за счет средств индивидуальных заказчиков (физических лиц). Госзаказ на подготовку выступает главным инструментом регулирования соответствия предложения образовательных услуг существующему в отраслях экономики республики спросу на специалистов и механизмом реализации принципа бесплатного образования. При этом модель формирования контингента, предоставляющая абитуриенту, выигравшему грант право выбора вуза (размещения госзаказа) не позволяет обеспечить принцип ступенчатости реализации государственной кадровой политики, то есть не способствует эффективной реализации кадровой политики на региональном уровне. Несмотря на принимавшиеся и принимаемые Министерством образования и науки Республики Казахстан действия по размещению грантов по вузам с учетом отраслевой специфики регионов, это не решает кадровых проблем регионов. Территориальная мобильность абитуриентов и выпускников вносит элементы стихийности в формирование рынка труда регионов и затрудняют процесс эффективного обеспечения предприятий и организаций региона квалифицированными кадрами.

Как вариант решения вопросов кадрового обеспечения регионов специалистами с высшим образованием в работе предлагается система финансирования подготовки, в рамках которой основным инструментом сбалансированности спроса и предложения на подготовку выступает госзаказ – как основной инструмент и местный бюджет – как инструмент, дополнительный к государственному заказу, обеспечивающий сбалансированность потребности в кадрах на уровне региона.

Ключевые слова: бюджетное финансирование, государственный заказ, кадровая политика региона, региональное финансирование кадрового обеспечения, норматив финансирования.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 37 – 42

UDC 338.2

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e-mail: gulzhakan1970@mail.ru; sailaubekov@rambler.ru**HUMAN RESOURCES ANALYSIS OF HIGHER EDUCATION
SPHERE IN KAZAKHSTAN
AT THE PRESENT STAGE OF DEVELOPMENT**

Abstract: This article is devoted to the analysis of the current situation and development of human resources in higher education in the Republic of Kazakhstan. The authors study the quantitative aspects of the higher education market features in the country for the analysis of current situation of human resources development and consider the main problems of their distribution and use in the system of higher education. In order to study the qualitative parameters of human resource management, changes in the external and internal environment of the higher education system are analyzed, such as the demographic situation in the country, the state policy of optimizing universities, motivation, pedagogical work, etc. in the system of higher education in modern conditions.

As a result of the research, the authors come to the conclusion that the proper management of the parameters of qualitative and quantitative characteristics of human resources in the sphere of higher education will have a positive impact on the training of highly qualified, competent personnel in the country who are demanded on the labor market.

Key words: higher education system, human resources, pedagogical workload, demographic growth, personal growth, competence.

Introduction. The human resources of the country play a special role at the present stage of its development, with the help of which the country's scientific and industrial achievements and overall economic growth are ensured. As noted, the President of Kazakhstan N. Nazarbayev in the program "one Hundred concrete steps " the main goal is to increase the competitiveness of graduates and the growth of export potential of the educational sector(step 79) [1], which directly affect the improvement of the quality of human resources in achieving the competitiveness of the national economy.

Kazakhstan's education sector is one of the priorities, strategically important spheres of the economy, which is aimed at training personnel to ensure the country's competitive development in the long term. According to experts from OECD countries, Kazakhstan's human resources are the main source of its competitive advantage. Therefore, the state pays special attention to the development and support of the education sector. Financing of education from the state budget is at the level of 3.8% of the country's GDP, although in OECD countries this figure is around 5-6% [2]. Over the years of Kazakhstan's independence, a higher level of funding was in 2012 at 4.5% of GDP. In addition to public funding, the use of private sector funding for the conducting of applied scientific research in this area will become a mandatory requirement [3]. These measures contribute for improving the effectiveness of applied researches and their implementation into production activities.

Education sphere is also seen as an industry that not only develops the intellectual level of people, but also a sphere that increases the level of the country's GDP and therefore it is necessary to refer this sector as noted by the President of the Republic of Kazakhstan N. Nazarbayev; "A separate branch of the economy with its investment projects and export potential [3, p.7]". Recent years the population has changed the attitude towards education and including higher education, it means that, people began to realize the importance of higher education and began to invest more in this sphere. Thus, in the structure of expenditures of the country's population, 1/5 of all expenditures were expended on higher education services in 2016 [2, p.28]

In the education system of the country, the sphere of higher education occupies a special place. In this area, reforms have been carried out since 1991 at the state level, which are aimed at improving the quality of higher education through which there are trained competitive personnel. In 2015, amendments and additions were made to the law of Kazakhstan "On education". The state program of education and science development for 2016-2019 years has been prepared and accepted. One of the objectives of this program is to provide sectors of the economy with competitive personnel with higher and postgraduate education, integration of education, science and innovation. Objectives: to ensure quality training and modernization of the content of higher and postgraduate education in the context of global trends [5, page 3].

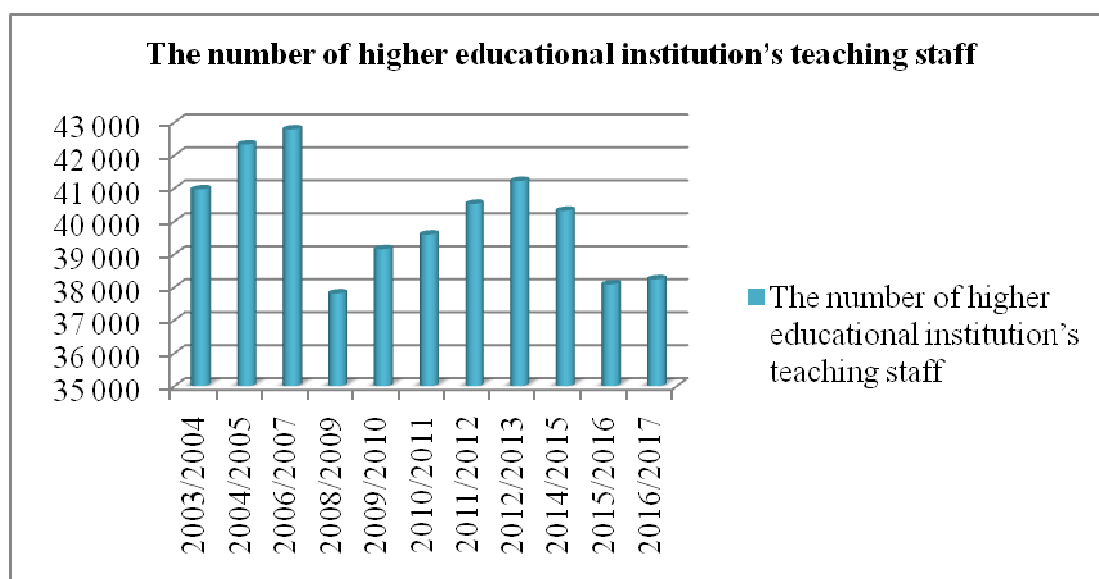
The economy of Kazakhstan is actively integrating into the world community. Accordingly, the sphere of higher education, along with the rest of the spheres is integrated into this space. Entering of this sphere into a world-wide educational environment, mastering the best standards in the field of education and technology for graduates of the higher education institutions and applying their experience, taking into account the specifics of the national education system, are the main goals of the reforms in this area. In May, 2017, Kazakhstan received an invitation for participation from the Committee for Educational Policy of the Organization for Economic Co-operation and Development (OECD), which confirms the recognition of the international community about the level of education and the desire of the education system of our country for more integrated cooperation.

In the sphere of higher education, the main role is played by teachers implementing all state reforms and preparing future personnel, a new type, since human capital is the basis for modernizing [3, item 7] of the country's economy. Therefore, teachers of higher educational institutions should have special professional abilities to manage new information technologies in order to improve the quality of services provided in the education market and quickly adapt to changes in the labor market.

A special aspect of the university teacher's activity is scientific and methodological activity, which requires the teacher not only to make efforts in terms of introducing scientific research works, but also to improve the methods and ways of conducting lecture and seminar classes. To interest and motivate the listeners, using different methods of training in order to form certain competences for them it is not easy task.

Analysis of the current situation: quantitative aspects. A particularly important role in this system belongs to teachers, who act as a guiding instructor in the world of higher education. It is the professionals in their field; a well-coordinated, highly qualified teaching staff can prepare personnel capable of solving the problems of development of the national economy and its integration into the international community.

Figure 1 - The number of higher educational institution's teaching staff



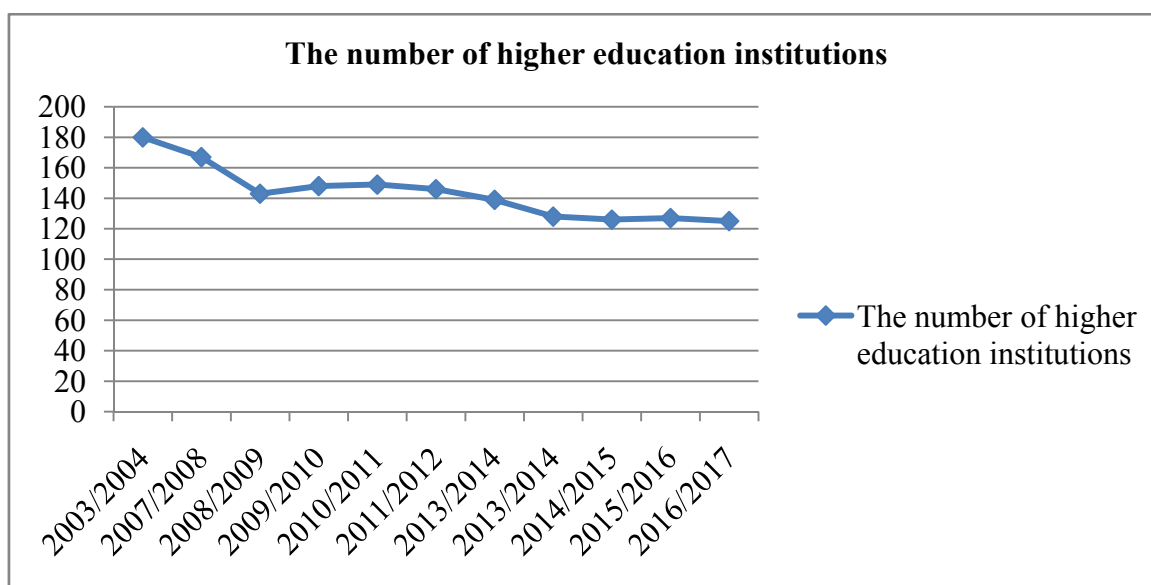
Source: www.stat.gov.kz [6]

According to official statistics of the Republic of Kazakhstan's Statistics Committee in 2015/2016 academic year, the number of full-time university teachers was 38 087 people, including 5250 teachers working part-time. Among them, 9.4% of the staff has doctoral degree, 37.7%, of staff has a degree of candidate of science, professors - 6.1% and associate professor - 17.1%. The number of teachers with an academic master's degree was 10 108 people, or 26.5%, Ph.D. and a doctor by profile - 1 273 people or 3.3%. In 2016/2017 academic year, the total number of faculty members (teachers), working in the higher educational institutions of the country was 38 241 people. Among them, according to the statistics committee of the Republic of Kazakhstan, only 50.4% have a scientific degree, which is a rather low indicator. It should be noted that this indicator is much lower in most regions of Kazakhstan. With the transition to the Bologna system from 2010, the number of PhD doctors was only 3.3% of the total number of university teaching staff [2].

As indicated in Figure 1, the number of higher education institution teaching staff in 2016/2017 academic year was 38 241. If we compare this indicator with 2003/2004 academic year, the decrease in 2016/2017 academic year is determined at the level of 6.7%. Such a decreasing is primarily due to such objective reasons as the optimization of the higher education system in the country, the change in the students' amount and the demographic situation in the country, the salaries and pedagogical load of the teaching staff, extra work from the employer side, tuition fees, and etc.

In 1991 there were only 55 institutions of higher education in Kazakhstan. But with the introduction of private education in the Republic, the total number of higher education institutions has increased sharply and in 2001-2002 academic years it reached 182 it was the maximum quantity of high schools during last two decades in Kazakhstan

Figure 2 - The number of higher education institutions



Source: www.stat.gov.kz [6]

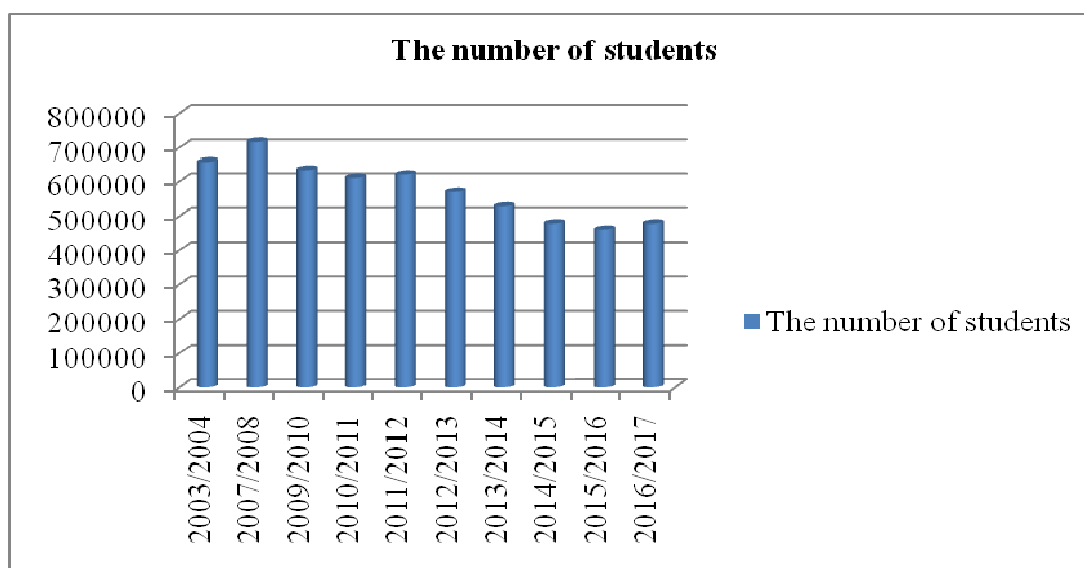
As it is indicated in the Figure 2 the number of higher education institutions decreased significantly by 21.4% in 2008/2009 academic year compared to 2003/2004 academic year, and by the academic year 2016/2017 the decrease was 31.3% compared to the same 2003/2004 academic year. The decrease in the number of universities in the country is due to several factors, among which are the main of them: the active policy of the state in optimizing universities, competition between universities and reducing the student quantity. In 2015/2016 academic year the number of universities amounted to 127. Among them there are 9 national, 31 state, 13 non-citizens, 1 Autonomous educational organization, 1 international, 16 joint-stock, and 56 private higher education institutions.

The most part of higher educational institutions' total number in this period of time are in large cities of Kazakhstan. The first place belongs to Almaty according to the number of universities as there are 42

universities in it. Among them: 7 national universities, 1 state university, 5 non citizen universities, 10 joint stock form universities, and 19 private universities. The second place is Astana with 12 universities, including 2 national universities, 1 autonomous educational organization, 3 joint-stock form universities, and 6 private universities. State universities are concentrated in regional centers, such as Karaganda (4 universities), Kostanay (4 universities), South Kazakhstan (4 universities), East Kazakhstan (4 universities) and other universities (14) are located in other regions of Kazakhstan [6].

The total number of universities was 125 in 2016/2017 academic year. There are 9 national, 31 state, 13 non-citizen, 1 autonomous education organization, 1 international, 16 joint-stock form, and 54 private higher education institutions. The share of private higher education institutions prevails in the structure of the total number of universities in Kazakhstan.

Figure 3 - The number of students of higher educational institutions



Source: www.stat.gov.kz [6]

In 2015/2016 academic year, the total number of students was 459 369 people, among 414 772 were trained for a bachelor's degree 39 344 people had higher special education. If we compare the number of students of 2015/2016 academic year with 2003/2004 academic year, we see that the total number of students has noticeably decreased (198 737 people), or 43%. In 2016/2017 academic year, for the first time in the last decade, there has been a trend towards an increase of 17 705 people, or 3.8%. The decrease in the quantity of students is mainly due to demographic factors, since the beginning of 1990s to 2000, the birth rate in the country fell sharply. In Kazakhstan, the birth rate has increased after 2001, and the period from 2005 to 2014 is characterized by a relative "birth boom" [7].

Qualitative parameters of human resources management in higher education sphere. There are several qualitative parameters of management of human resources in this sphere such as: competence, motivation and awareness. Changes in the external and internal environment of the higher education system also have influenced the activity of the system itself:

1) The policy of optimization of universities. The state carried out the optimization of universities with the purpose of improving the quality of educational services. Reducing the number of universities at the state level was carried out by merging or transition to the status of colleges or the closure of the university. Such kind of optimistic state policy was carried out between 2011 and 2014. Strengthening universities will bring together financial and human resources. Improvements in the financial condition of the university allowed the universities to pay more attention to the material and technical base of the university and to increase the competence of teachers. Competency is understood as the ability to apply existing knowledge and skills to solve specific production tasks and perform work functions in accordance with established requirements [6].

2) Motivation of teachers. The level of salary does not satisfy teachers accordingly they prefer to work in other commercial structures instead of students training. The pedagogical workload of the professor on the average is 600-700 hours; the assistant's is over 800 hours per year. Out of the overall, pedagogical workload almost 80% is made up of classroom work. Not all audiences are equipped with the necessary infrastructure for lecturing, conducting practical classes. If before according to the normative one lecture flow did not exceed 75 people, now it is 100-110 students in it.

The numbers of hours for checking the knowledge and skills of students in recent years are declining. For example, five years ago, according to the standard, 0.5 hours were allocated for one student to make control, now this figure is only 0.25 hours. There are a lot of part-time teachers in the universities among teachers who have scientific degree as there only 50.4% teachers have scientific degree. Combining the work in different universities also negatively affects the quality of the education services provided.

3) The pedagogical load of the teacher is the main work that must be performed by the teacher. Due to the increase in pedagogical load and the decrease in the contingent of students, teachers are forced to conduct 7-8 disciplines and are obliged to prepare an educational and methodical complex of discipline on paper and electronic media, which takes up a large amount of time for the teacher's work. In addition to these works, which are directly related to teaching, they are forced to perform additional work, for example, to be on duty during the examination session, attracting entrants, to be on duty in hostels, writing various reports, etc.

It should also be noted that some universities put a task or a so-called plan to attract entrants for the university, since funding for private universities is carried out at the expense of students' cash receipts. Therefore, universities are interested in increasing the contingent of students. There are practiced various grants or donations from successful graduates in abroad Universities, for example, Stanford University graduates Sergey Brin and Larry Page, the co-owners of Google company transfer millions of dollars annually to the University budget [8]. Unfortunately, this practice is not applied in the system of universities in Kazakhstan.

4) Instead of improving their scientific potential and teaching skills, personal professional growth many teachers spend a large number of their time to do the tasks that are not directly related to the teaching process.

5) Reducing the number of students in universities. The number of students in universities in the country in 2016/2017 academic year was 477,074. It is less by 181032 people compared to 2003/2004 academic year [7]. The main reason for the decrease in the number of students is the demographic situation in the country, when the birth rate after Kazakhstan's independence has decreased, as well as the low level of results of unified national test (UNT) graduates of secondary schools.

6) Increase in tuition fees reduces the number of students entering universities, as 70% of the total number of students, for example, in 2015-2017 academic years, was fee-paying students. There was devaluation of the national currency in Kazakhstan in August 20, 2015. This devaluation process had a direct impact on the fee of education and some graduates of schools couldn't longer afford higher education, which will lead to a decrease in the number of students.

Conclusion. Summarizing, we may say that:

1) The system of higher education is a strategic important sphere in the country's economy. And although the state pays special attention to the development of this sphere, nevertheless the current demographic situations, as well as the current economic situation in Kazakhstan, have had a negative impact on the demand for higher education services.

2) Universities independently determine the pedagogical load of the teaching staff. Along with the quantitative parameters of human resources management in this area (pedagogical workload, the number of courses, language of teaching, etc.), also universities should pay attention for the improving the qualitative aspects of organizing teaching process such as improving the infrastructure of the conducting a class (lecture, seminar and others), organizing courses to improve the professional skills of teaching staff, liberate them from the additional task etc.

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ҚАЗАҚСТАННЫҢ ҚАЗІРГІ КЕЗДЕГІ ДАМУ ЖАҒДАЙЫНДА ЖОҒАРҒЫ БІЛІМ БЕРУ САЛАСЫНЫҢ АДАМ РЕСУРСТАРЫН ТАЛДАУ

Аннотация: Бұл мақалада Қазақстан Республикасының жоғары білім беру саласындағы адами ресурстарының қазіргі жағдайы және оны дамыту жолдарына арналған. Авторлар адам ресурстарын дамытудың ағымдағы жағдайын талдау үшін жоғары білім нарығының жай-күйінің сандық аспектілерін зерттейді және осы білім беру саласында адам ресурстарын бөлу мен пайдаланудың негізгі проблемаларын қарастырады. Адам ресурстарын басқарудың сапалық параметрлерін зерттеу мақсатында қазіргі кездегі жоғары білім беру жүйесінің сыртқы және ішкі ортасының өзгерістері атап айтсақ, елдегі демографиялық жағдай, жоғары оқу орындарын оптимизациялау, мотивация, педагогикалық жүктеме және т.б. қарастырады. Зерттеу нәтижесінде, авторлар жоғары білім беру жүйесінің адам ресурстарын басқарудың сандық және сапалық параметрлерін дұрыс қолдану жоғары білікті, кәсіби шеберлігі жоғары, еңбек нарығында сұранысқа ие маман дайындауға оң ықпал етеді деген қорытынды жасайды.

Түйін сөздер: жоғары білім беру жүйесі, адам ресурстары, педагогикалық жүктеме, демографиялық өсім, жеке даму, компетенция.

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АНАЛИЗ ЧЕЛОВЕЧЕСКИХ РЕСУРСОВ СФЕРЫ ВЫСШЕГО ОБРАЗОВАНИЯ КАЗАХСТАНА НА СОВРЕМЕННОМ ЭТАПЕ РАЗВИТИЯ

Аннотация: Данная статья посвящена анализу современного состояния и развития человеческих ресурсов в сфере высшего образования Республики Казахстан. Авторы изучают количественные аспекты состояния рынка высшего образования для анализа текущего состояния развития человеческих ресурсов и рассматривают основные проблемы их распределения и использования в системе высшего образования. В целях изучения качественных параметров управления человеческими ресурсами анализируются изменения внешней и внутренней среды системы высшего образования, такие как демографическая ситуация в стране, государственная политика оптимизации вузов, мотивация, педагогическая нагрузка и др. в системе высшего образования в современных условиях. В результате исследования, авторы приходят к мнению, что правильное управление параметрами качественных и количественных характеристик человеческих ресурсов сферы высшего образования окажет положительное воздействие на подготовку высококвалифицированных, компетентных кадров страны, востребованных на рынке труда.

Ключевые слова: система высшего образования, человеческие ресурсы, педагогическая нагрузка, демографический рост, личный рост, компетенция.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 43 – 48

UDC 33:330

G.A. Abdulina¹, A.B. Abeldanova²¹University Narxoz,²Kazakh university of international relations and world language named Abylai khan, Almaty, Kazakhstan*e-mail: ga.abdulina@mail.com, abeldanova@inbox.ru**SOCIO-ECONOMIC DEVELOPMENT OF THE REGION**

Abstract: In the article authors examine the importance of socio-economic development of the region and reveal the essence of socio-economic development of the regions at the current stage of economic development.

At the present time, the regional policy of Kazakhstan is designed to ensure the formation of favorable conditions and factors for increasing the internal and external competitiveness of regions, the territorial concentration of labor and capital resources in the centers of economic growth, increasing regional employment and improvement of the living standard of population in the regions.

An important direction of the new regional policy is the formation of a regional territorial organization that includes urbanization processes and agglomerations development and its regulation, which are the most important centers of economic growth for the national economy, development and support of promising human settlements with economic and demographic potentials.

Keywords: economy, region, socio-economic development, regional policy, forecasting scheme.

Introduction

Today, all economic reforms are moving from the centre to the regions. The most part of the innovation facilities are located in the regions. This gives opportunity to increase investment, economic and civic activity of the population. Concerning this, it should be noted that the regions, regional centers, towns and districts of Kazakhstan are dynamically developing.

In the message of the President of the Republic of Kazakhstan N. Nazarbayev to the people of the country "Improving the Welfare of the People of Kazakhstan - the main purpose of public policy" states that "the dynamics of progress in all spheres of public life is the evolution of our economic prosperity, constructive social policy and sustainable political system and as the result of this policy conducted by the state, the regions of Kazakhstan have begun to advance in the social and economic development [1].

The world experience shows that the level of socio-economic development of the regions is different due to geographical location, variety of natural-climatic, demographic, historical development and other factors. That is why each state strives to improve the living standards of the population in the regions, i.e. the regional policy aimed at increasing the regions' level of development [2].

Each region of the Republic takes a definite place in the country's economic complex, as well as it forms an economic unit with other regions. There are also natural resources of each region, distribution peculiarities of natural resources, their level of economic development and their own economic structure.

In this regard, the regional policy will be developed and implemented based on the specifics of each region. That is fact, that in the implementation of the regional policy the issue of public administration is of particular importance. The task of increasing the effectiveness of public administration in the whole world is of great importance. But there is no universal model that is optimally applicable to all states. Each state should form a convenient model that meets its national peculiarities at a certain stage of its historical development. All of this implies a deeper analysis and understanding of the experience development of our country and foreign states [3]. Taking into account the fact that currently the main economic activity is carried out in the regions, it is important provide them with decent financial independence for self-

determination of socioeconomic issues. In this connection, the issues of division of powers between the levels of state administration and regulation of inter-budgetary relations are considered as the main conditions for economic growth of the country's regions.

Research methods and results

There were used the following scientific research methods as analysis, system analysis; comparative analysis.

The regions of Kazakhstan have the following four groups of macroregions based on the similar economic, natural and socio-demographic characteristics: North (Akmola, Kostanay, North Kazakhstan oblasts), Central-East (East Kazakhstan, Karaganda, Pavlodar oblasts), Southern (Almaty, Zhambyl, Kyzylorda, South Kazakhstan oblasts) and Western (Aktobe, Atyrau, West Kazakhstan, Mangistau oblasts). Astana and Almaty are separate hub-cities as they have also socio-economic indicators and special status in the Republic.

Macro regions of Kazakhstan have different potentials and contribute to economic development of the country (Figure 1)

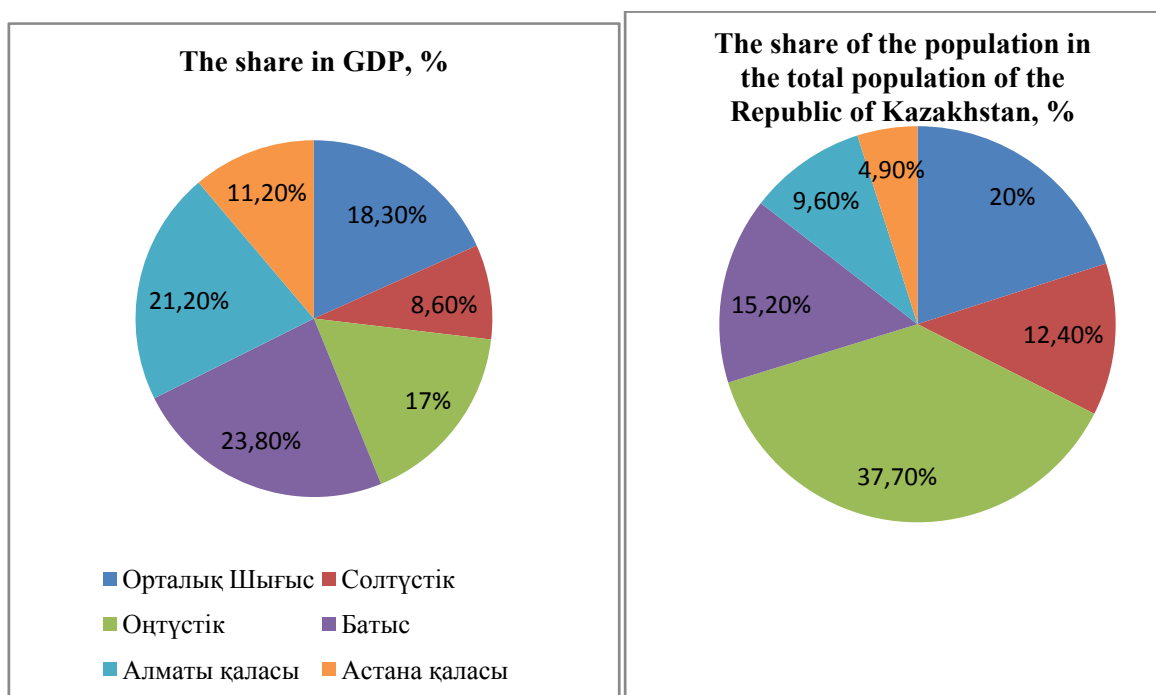


Figure 1 - The share of macro-regions in the economic development of Kazakhstan

For example, the oil-rich Western macro-region is the leader in the national economy (23.8%) with a share of 15.2% of the population. The Southern macro-region is the agricultural region. It produces only 17.0% of the country's gross domestic product (GDP) (excluding Almaty), with 37.7% of the country's population.

This is primarily due to the economic structure of the macroregions. More than 90% of the Western macro-region's total gross regional product (GRP) is provided by high productive manufacturing industry with limited job places.

At the same time, the diversified economy of Almaty (9.6% of the country's population) contributes products to the country's economy comparable to the West macro-region results. Also, the development of the Southern and Northern macro-regions is based on low-productivity agricultural sectors with the limited job places. Accordingly, although these regions' proportion of population in country's total population is high, but their share in GDP is low.

Based on it we may say that if macro region is so urbanized its economy is so diversified. Thus, The Central-East macro-region has relatively high urbanization level its income per capita is average, in comparison to the average republic level of income. The highest per capita income is recorded in Astana and Almaty. At the same time, the lowest per capita income is in the agrarian North and South macro-regions. The Western macro region is characterized by a mono-specialization of production and also it has in average lower per capita income without results of the production sector.

The economy of our country is growing despite the instability in the global economy, "The situation is much more stable than last year," said the government members.

This, of course, is a result of pre-approved state programs and intensive work. For the first time, it has become a sustainable development according to the results of 7 months of this year. Growth of the country's economy was ensured. GDP growth is 4%.

According to forecasting, the condition of the agricultural fields is good, there were harvested more than 19 million tons of grain and its quality is much higher. Third grade grain product will be increased by 20%. It is also expected that this year Zhetysay region as one of the agricultural regions, will provide with positive impulse results. There is growth in the region, which has been focusing on increasing sugar beet for several years. Together with Zhambyl region, two regions are going to produce 50,000 tonnes of sugar. This is only 10 percent of domestic demand [3].

In this regard, let's pay attention to emphasize on the annual socio-economic indicators of regions in Kazakhstan (Figure 2).

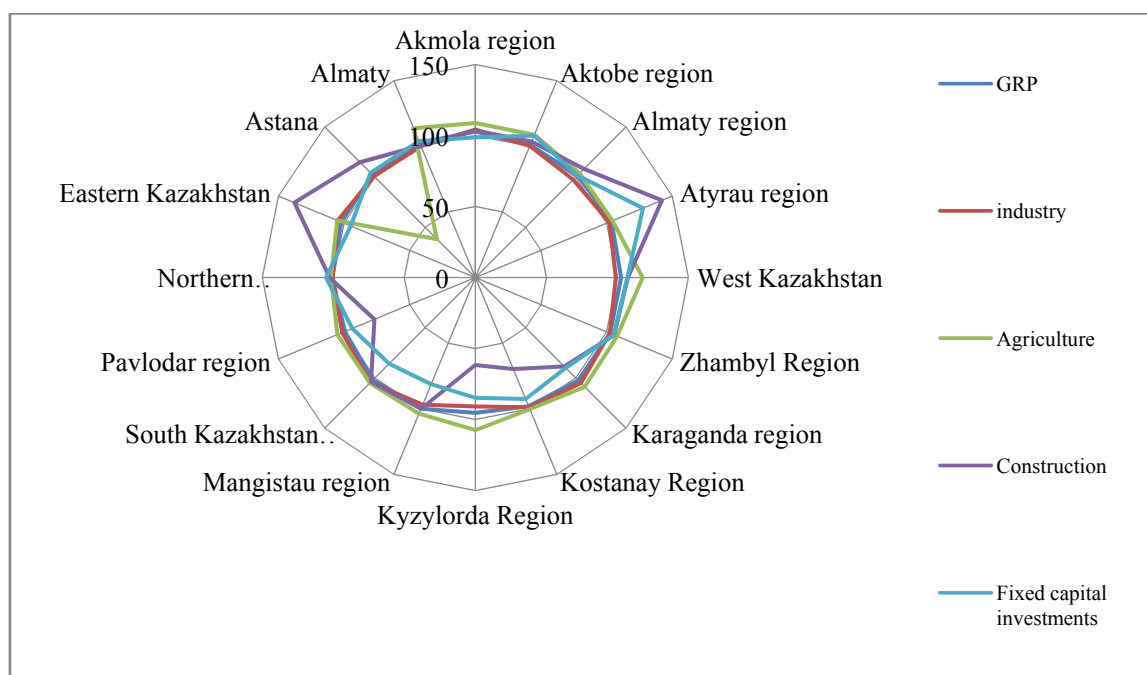


Figure 2 - Socio-economic development indicators of the regions of the Republic of Kazakhstan, according to the results of 2016

As a result of 2016, there were no significant deviations in the regions of Kazakhstan compared with 2015. However, the results of Atyrau and East Kazakhstan oblasts were very high in contrast, Kyzylorda region had much lower indicator results than in other regions. Overall, according to the natural, production potential of each region these figures are different.

Discussion

The development of the socially oriented economy requires the supply of raw materials, other resources not only in the region, but also sectors of all national economy, the presence of stable economic relations and production of demanded ready products.

The main directions of the regional policy are identified in the strategic program documents of the country - the Strategy "Kazakhstan-2050" (together with Kazakhstan's Concept of joining the top 30 developed countries of the world), the forecasted scheme of territorial and spatial development of the country till 2020 (hereinafter - the forecast scheme), the general scheme of the territory organization in the Republic of Kazakhstan till 2030.

Regional policy is designed to improve economic competitiveness of the regions, creating favorable conditions and factors for the territorial consolidation of human and capital resources in economic growth centers, increasing the employment and income of the region's population. At the same time, it is aimed providing an adequate level of living standard in the regions with low economic potential (different settlements systems) and it gives priorities for the development of economic growth centers [15].

The unified program "Regional Development up to 2020 year" was accepted to implement the forecasted scheme, which is designed to improve the living standard of the population (development of the infrastructure for livelihood - energy, heat, gas, heating, electricity, water supply and sanitation) and the development of economic potential of the regions.

To develop agglomerations, such as the long-term growth point (or poles) of the country, there were chosen Astana, Almaty, Shymkent and Aktobe as "locomotives" for other territories. The implementation of agglomerations in these centers will continue, as they will ensure the integration of the country with global regional markets.

Long-term plans for the formation of agglomerations are being developed jointly with the centers of Astana and Almaty with a view to expanding the capacity of the regions (up to 2030 year) on the basis of design solutions of the Interregional Scheme of Territorial Development.

According to the concept of Kazakhstan's joining 30 most developed countries of the world it is required to create a consumer market with high-potential. For it there was used experience of such countries as Australia and Canada in the field of developing a service sphere. Based on this experience, it was decided to activate the work (in 3 cities, where 80-90% and 60% of urbanization) for development of the services in two agglomerations (Astana and Almaty, and in the middle-term prospect - Shymkent and Aktobe).

Formation of a single market in the country, identifying hub-cities at national and international levels, decreasing regional inequality by creating the macro-regions are being implemented through the «Nurly Jol» program.

As the hub center of the Northern macro region Astana is planned to be the center which connects all macro regions.

Ust-Kamenogorsk city is identified as hub center of Central-East macro-region, which creates a new impetus for the development of transport infrastructure, cross-border trade and the formation of an efficient transport and logistics system in the macroregion.

Aktobe is the hub center of the Western macro-region, which is the largest transport and transit center of the main railway roads and international highways.

The cities as Shymkent and Almaty will become centers of the Southern macro-region. The development of Almaty hub covers the third level cities of the Almaty region, and this will be associated with the formation of the Almaty agglomeration as a growth zone of the network system.

Conclusion

Hub cities will become centers of concentration of capital, labor resources, advanced technologies and services, increasing the economic activity of macro-regions. It will have a migration flow point and will contribute to natural urbanization.

In this connection, the issue of efficient allocation of investments and labor resources for the balanced development of macro-regions are being considered, i.e. transition from extractive industries and low-productivity agricultural sectors to manufacturing and high-productivity sectors. This may allow actively implement the regions' policy of the economy diversification and to increase the average per capita income in Kazakhstan.

The integrated plans for the development of regional centers and centers of rural settlements, regional plans for rural development centers and towns, regional action plans for rural and urban development, and

plans for the development of frontier areas of the oblast up to 2020 were developed within the framework of the Regional Development Program 2020.

Continuing the implementation of above mentioned plans may create sufficient industrial and social infrastructure to provide the necessary, basic social standards for people living in the relevant area, through the diversification of the economy, the development of small and medium-sized businesses, transport and logistics, and tourism infrastructure [16].

Thus, on the basis of the country's formation of rational territorial organization and measures to stimulate the population and capital concentration in the centers of economic growth the state actively develops the socio-economic potential of the regions.

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АЙМАҚТАРДЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ДАМУЫ

Аннотация. Бұл мақалада аймақтардың әлеуметтік-экономикалық даму мәселесінің маңыздылығы қарастырылған, экономика дамуының ағымдық кезеңіндегі аймақтардың әлеуметтік-экономикалық дамуының мәні ашылған. Қазіргі кезеңде Қазақстанның өңірлік саясаты өңірлердің ішкі және сыртқы бәсекеге қабілеттілігін ұлғайту, еңбек пен капитал ресурстарының экономикалық өсу орталықтарында (аумақтық) шоғырлануы, республика тұрғындарының өңірлік жұмыспен қамтылуын және өмір сүру сапасын арттыру үшін қолайлы жағдай қалыптастыруды қамтамасыз етуге бағытталған. Жаңа өңірлік саясаттың маңызды бағыты өңірлік аумақтық ұйымдастыруды қалыптастыру болып табылады, ол ұлттық экономиканың экономикалық өсуінің ең маңызды орталықтары болып табылатын урбанизациялану

үдерістері мен агломерациялардың дамуын ынталандыруды және реттеуді, экономикалық және демографиялық әлеуеті бар перспективалы елді мекендерді дамытуды және қолдауды қамтиды.

Түйін сөздер: экономика, аймақ, әлеуметтік-экономикалық даму, аймақтық саясат, болжамды схема.

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СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ РЕГИОНОВ

Аннотация. В данной статье автором рассматривается вопрос значимости социально-экономического развития региона, раскрыта сущность социально-экономического развития регионов на текущем этапе развития экономики. На современном этапе региональная политика Казахстана призвана обеспечить формирование благоприятных условий и факторов для наращивания внутренней и внешней конкурентоспособности регионов, территориальной концентрации ресурсов труда и капитала в центрах экономического роста, повышения региональной занятости и качества жизни жителей республики. Важным направлением новой региональной политики является формирование рациональной территориальной организации, которое включает стимулирование и регулируемое развитие процессов урбанизации и агломераций, являющихся важнейшими точками экономического роста национальной экономики, развитие и поддержку перспективных населенных пунктов, обладающих экономическим и демографическим потенциалами.

Ключевые слова: экономика, регион, социально-экономическое развитие, региональная политика, прогнозная схема

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 49 – 56

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Gulnar.Abdullina@narxoz.kz, Gulbahyt.Zholdasbekova@narxoz.kz**INTEGRATION OF EDUCATION, SCIENCE AND BUSINESS:
FOREIGN AND DOMESTIC EXPERIENCE**

Abstract. The system of higher education plays an important role for the innovation economy in the sense that it is this field of economic life that forms the frame of the new economy. Therefore, creation of an innovative environment causes significant changes in the education system aimed at improving the quality of the educational services provided, the formation of various forms of training and further training, as well as the development of both practical and research competencies of graduates capable of creating innovative products. In Kazakhstan, the foundation of an innovative environment is being created. In his Message to the people of Kazakhstan, N.A. Nazarbayev outlined the task of developing mechanisms for the transition of the country's universities to innovative activities. [3] To date, there is an urgent need to develop mutual integration of education with science and business, since it is cooperation through which knowledge, technology and innovative developments can be effectively exchanged, and ideas can be translated into real products. Today, the requirements for the results of the education system are changing; the demand for massiveness of creative competences and readiness for retraining is growing. These new requirements can be implemented, as the practice of foreign universities in research universities demonstrates. Research universities have proved their effectiveness not only as a successful model of training specialists, but also as a channel for introducing innovations into the economy, which contributes to the development of regions and various industries.

Key words: high education, business, innovative, university, research, integration.

Introduction

Currently, the key resources for the development of the economy and society are: knowledge, information, education. It is their anticipatory movement that determines the quality and standard of living of the population, the positions of countries in the world technological markets. The future of Kazakhstan is connected with innovative development and the important role of formation of the economy based on knowledge belongs to higher education. Traditionally, universities are considered to have two functions: educational and research. Many research universities supplement these functions with a third one – transfer of knowledge, which is an integral part of the innovation system. The society is gradually developing a new approach to the perception of the role of the university – promoting economic development and transfer of technological innovation.

Improving the quality of education, training of highly qualified specialists is impossible without modernizing the system of higher education. At present, the process of modernization of the educational system continues in the Republic of Kazakhstan. Within the framework of this process, a new model of universities which actively integrates with business is being formed. As noted in the State Program for the Development of Education in the Republic of Kazakhstan for 2011-2020, it is the establishment of research universities in Kazakhstan that will serve to integrate education, science and production, provide conditions for the commercialization of intellectual property products and technologies and the training of highly qualified scientific and pedagogical personnel.[1] This process is successfully implemented in foreign countries and has proved its effectiveness not only as a successful model of training specialists, but also as a channel for introducing innovations into the economy, which contributes to the development of regions and various industries. In such universities, students within the university acquire not only

fundamental theoretical knowledge, but also practical skills and professional competencies, and the business receives qualified specialists ready to start work immediately after graduating from the university and apply innovative technology. This, in turn, actualizes the need to study relevant foreign experience, where the activities of research universities have been carried out for the last decades, with the goal of identifying the potential that can constructively contribute to the development of its own concept of designing ways for the development of higher education in the Republic of Kazakhstan.

Analysis of recent research and publications.

It is believed that universities traditionally perform two functions: educational and research. The original medieval universities were created as houses of knowledge, and their structure was the most effective at that time to provide education.[5]

Currently, the Humboldt model of the university dominant from the 21st century can't provide answers to the challenges of the modern society. It assumes that the activities of university scientists are financed by the state, that they produce fundamental knowledge in the conditions of academic freedom and that they deliver this knowledge to students in the volumes and forms optimal for the teacher. [2] But to date, knowledge and creativity are increasingly valued instead of awareness. We receive and provide information to others, and in most cases the success in technology, as well as the competitiveness of our country depend on the reality of the quality and speed of data transmission, on modern means of computer science and its innovation. Possession of information, its circulation, storage, proper use is a necessary, but already inadequate condition for achieving and maintaining a technological advantage and global competitiveness. [3] The main limiting factor is not land, as in the case of an agrarian society, not capital, as in an industrial society, but knowledge. As society develops, one can easily see the fact that knowledge, innovations and methods of their practical application are increasingly seen as a source of profit. [4] Graduates require developing knowledge, creativity and readiness for self-actualization instead of simple awareness. For competitiveness, propensity for innovation and the ability to steadily and continuously increase intellectual potential are absolutely necessary. I. Shumpeter, developing the idea of K. Marks about the excess profit received by innovators, showed that entrepreneurial income above the normal is achieved by those who know how to anticipate new trends in the development of supply and demand, find unoccupied niches of the market, introduce new products, technologies, management methods on the basis of "implicit knowledge" of their market segment. [5]. Instead of traditional meeting the demand for highly qualified personnel, universities also need to focus on the requirements of leading innovative enterprises, and not on their current needs, but on strategic plans for the future. Universities in their work face the need to adapt the internal culture, practices and organizational structure. Despite the relevancy of interaction between higher education institutions and the business community with a view to gaining a competitive advantage, recognizing that appropriate business interventions contribute to effective work, unfortunately many universities are not yet ready to interact with business [6].

In order to facilitate the development process, universities need to adopt a new strategy and create universities that will adhere to the strategy of integrating higher education institutions with business, which in turn will allow them to respond quickly to changes in the environment.[7]

At present, the concept of a market-oriented innovative university based on the "triangle of knowledge" is dominant in science and practice is. [8] "Triangle of Knowledge" is a system of interaction between education, research, science and innovation. This definition has become widespread in Europe and the world after the adoption of the Lisbon Strategy in 2000. At present, there is the OECD Project "Triangle of Knowledge".

According to the Bologna process, the higher school is at the intersection of the education system with the fields of research and innovation, and is also a key factor of competitiveness. Later, the European Institute of Innovation and Technology (EIT) adopted this term and transformed its structure, replacing the top of "innovation" with "business". According to EIT, innovations are born as a result of interaction of the vertices of the triangle of knowledge.

Underlining the importance of the "Triangle of Knowledge", it is necessary to understand that the transition to higher level integration can't do without an even more thorough adaptation of the institutes of

innovation development, research and education. It is no longer enough to supply future claimants upon global competitiveness with information, to give them the opportunity to learn the teaching material, and then to leave them alone. Acquiring and implementing the acquired knowledge requires joint efforts, integration of education, science and the real sector of the economy. Although all three components of the innovation process in the “Triangle of Knowledge” remain autonomous, they also complement each other in interactions. A distinctive feature of an economy based on knowledge is that not so much natural resources and cheap labor force define the competitiveness of modern society as its resource, that is, the mental power of the nation. The center for the reproduction of the intellectual potential of the society is university as the only organization where the intellectual elite reproduces, which then works in other branches of knowledge production.

The status of today’s university in society and the state determines the new function of the university – the function of the integrator of knowledge. University becomes a leading participant and an organizational mediator of the integration of educational and scientific structures with production, cultural institutions and power structures. The purpose of this integration is solving interdisciplinary tasks of education and science, as well as implementable innovative activity. [2]

Foreign experience of research universities.

The integration of education, research activities and production in foreign universities evolved during the second half of the 19th century – the beginning of the 20th century. Approved integration models have proven their viability and, furthermore, promising outlook. For example, the American model of integration, being one of the most productive, is indicative in that aspect that the graduates of such universities become laureates of Nobel Prizes. It is their pilot developments that then grow up to a conveyor flow in technology companies, providing both scientific and technological development and multimillion profits. [3] For example: high-yield licenses for university technology such as energy drink Gatorade (University of Florida), human growth hormone (University of California, San Francisco), hepatitis B vaccine (California, San Francisco), Taxol chemotherapy medicine (University of Florida), as well as successful world-class companies with university roots, such as Cisco, Google, Yahoo (Stanford University) and Facebook (Harvard University) [9]. The activities of Silicone Valley companies (Stanford University) led to three world innovative breakthroughs. These are discoveries in semiconductor technology in the 70’s, computer technology in the 80’s and network technologies and the Internet in the 90’s. For several decades, the Silicone Valley has turned into a profitable enterprise from a bold experiment: the total annual income of four thousand companies located in the valley amounted to two hundred billion dollars.

It is the research universities that have a special role in the creation and preservation of knowledge. Jonathan Cole: “they are capable of providing a significant part of the most important fundamental knowledge and practical research of discoveries that are created in the world”. [4] The main principle of activities of the research university is “learning through research”, generation of new knowledge and innovations.

The most important stages in the process of integrating education, science and production in the leading universities of the world are as follows:

a) From the end of the 19th century to the beginning of the 50’s of the 20th century – the conceptual stage that designated fundamentally new approaches to determining the role and function of universities: from the accumulator of knowledge (the former European model) to the production of new knowledge.

b) 50’s – 70’s of the 20th century – the differential stage – creation and activities of research universities and technology parks. The development of scientific and technical achievements strengthened the role of small business as a direct platform for the introduction of scientific achievements.

c) 1980s – the beginning of the 21st century – the extrapolation stage – creation and operation of technopolises, large scientific and research areas, including universities, national research laboratories and institutions in which new knowledge is being regenerated.

The integration forms in each country, and partly in a single university, are carried out specifically, which necessitates research diversity of forms of integration by the example of universities of the American, Japanese and European models. A variety of forms of integration can be seen in the following table.

Table 1 - Types and forms of integration of research universities

Integration types	Countries	Key role	Integration forms	Development stages	Universities' rights
American	USA, Great Britain, Canada, Australia	University	Research parks, business incubators	from 1980-1984 (Bayh-Dole Act "On Patents, Licenses and Trademarks in Federal R&D Programs" from 1985 till present (Stevenson-Wylder Technology Innovation Act)	Universities have the right of ownership of inventions created at the expense of state funds; have the right to issue exclusive licenses to patents
Japanese	Japan, China, Hong Kong, South Korea, Brazil, India	State	Technopolis		
European type	Germany, France, Belgium, Netherlands, Finland	Technological parks structures	Technological and research parks		

Compiled by the author on the basis of sources: [3,6,5]

Based on existing world experience and research in the field of the development of world-class research universities [3] and the data indicated in the table, it can be argued that the research university is characterized by:

- close integration of teaching and research at all stages of the educational process;
- a high proportion of students enrolled in Master's and Doctoral PhD programs and a smaller proportion of first-stage students;
- a large number of special postgraduate programs;
- there is a smaller number of students per teacher and less training load than in ordinary higher education institutions;
- conducting major fundamental research financed mainly from the budget and various non-commercial funds;
- a close relationship with business and a well-established commercialization of the results of scientific research, carried out in the university space, mainly in research parks;
- close integration with the world's research centers;
- determining influence on regional scientific and technical, as well as socio-economic development.

Not all universities in the US are research universities. There is a certain amount that the country can afford. Out of 3,300 American universities, only 100 are research universities. It is they that account for the vast majority of federal appropriations for research carried out in universities, and the overwhelming number of doctoral degrees awarded. Creation of new businesses based on university research and technology accounts for only a small proportion of about 3% of the total number of new companies. [9] As for patent activity of the world leaders in scientific and innovative activity of universities, only 13 thousand out of 225 thousand registered patents were issued by universities.

Development of research universities in the Republic of Kazakhstan.

For Kazakhstan, the format of the research university is almost unknown and new. However, the idea of creating a research university is already implemented in practice by the example of the Nazarbaiev University. Along with leading Kazakh scientists, international professors from the USA, Canada, Great Britain, Italy, China, South Korea and other countries teach here. More than 3,000 students study under the programs of pre-university preparation, bachelor's, master's and doctoral studies. 2015 was marked by the first graduates of the University bachelors (380 people). 142 people graduated from the master's degree program. According to Nazarbaiev University, about 2/3 of them continued their studies at the Massachusetts Institute of Technology, Stanford University, University College of London, Duke University, the National University of Singapore, the University of California Berkeley, Columbia

University, the London School of Economics and Political Science. At the same time, 42% of graduates study under grant programs of foreign universities.

The partnership model at Nazarbaiev University, which provides for the establishment of a university that performs general coordinating and property management functions, with transfer of its academic units to joint management with leading foreign partner universities, is aimed at the following:

- the development of unique academic programs of the university in priority Kazakhstani areas and specialties together with a foreign academic partner university being for each of the schools (institutes);
- joint development of corporate governance systems of the university, quality control systems and evaluation of the educational process;
- selection and appointment of the deans of the university's schools and the main foreign teaching staff (TS);
- training of Kazakhstan professors and teachers on PhD programs, who will gradually replace foreign TS;
- joint research in laboratories and scientific centers of the university.

Creation of research universities and approval of their status is an important and necessary step towards the modernization of the national system of higher education. However, only a small number of republican universities have such prospects and real chances. The status of the research university assumes a number of conditions that are difficult for the majority of universities:

- strong financial support, including from the state;
- the prevalence of master's and doctoral programs over bachelor's programs;
- a sharp decline in the pedagogical load for teaching staff engaged in research sector.

Implementation of the principle of the triunity of education, science and production facilitated the beginning of the process of infrastructural transformation of the country's higher school. High requirements of the labor market for the training of qualified personnel presuppose the strengthening of the MTB high schools.

The innovation structures of 37 state universities of the country are represented by 541 research departments, 16 commercialization offices and 7 business incubators. Out of 10 technological parks of the country, three are located at the universities (Kazakh National University named after al-Farabi, Kazakh National Technical University named after K. Satpaiev and Eastern Kazakh State University named after D. Serikbaiev). This contributes to the creation of high technologies and the promotion of innovation culture, management of knowledge and technology flows between universities, research institutes and business structures (Table 2).

Table 2 - Information on business incubators located at higher education institutions of the Republic of Kazakhstan

University name	Services provided by the business incubator
Eurasian National University named after L.N. Gumilev	development of entrepreneurship and innovation among young people, improvement of the scientific, innovative and educational process in the direction of entrepreneurship at the university, improving the quality of training of young professionals through the introduction of systematic training in the study with practical participation of students in the development and commercialization of business projects
Western Kazakh State University named after M. Utemisov	promotion of scientific and creative projects of student groups in the real market and increase of competitiveness of graduates in professional activity
Kazakh Agro-Technical University named after S. Seifullin	development of students' business ideas with entrepreneurs
Kazakh National University named after al-Farabi	monitoring of innovative business ideas and research projects, identification of talented undergraduates and doctoral candidates who demonstrate the ability to innovate in project activities
Kokshetau University named after A. Myrzakhmetov	assistance in the implementation of innovative projects, consulting and training by professionals in various business areas
Taraz State University named after M.Kh. Dulati	development of small- and medium-sized businesses (preferably in the innovation field) through the creation of optimal (greenhouse) conditions for the incubation and establishment of new enterprises at all stages (from the origin of the idea to the realization of their product)
Miras University	support of student entrepreneurship

Source: Review of higher education policies of OECD. Final report for 2015.

Training of highly qualified specialists in priority sectors of the economy is carried out on the basis of 15 national scientific laboratories of engineering profile and open type at the leading universities of the country.

Since 2013, the MTB of universities has been strengthened by innovative laboratories for the implementation of research projects (“Study of the problems of the fuel and energy complex”, “Energy Monitoring and Expertise”, “Industrial Ecology”, “Energy”, “Nanoelectronics”, “Automatic Process Control Systems”, “Means of Cryptographic Protection of Information and Information Security” etc.).

Since 2011, Nazarbaiev University’s scientific projects have been carried out in cooperation with 350 international universities and institutes. This includes Princeton University, Cambridge University, Oxford University, Harvard University, Columbia University, University of Tokyo, University of Hong Kong, Max Planck Institute, the National University of Seoul etc.

In 2015, the National Laboratory of Astana of the Nazarbaiev University implemented more than 100 research projects with the involvement of financial resources of national and international organizations and companies (World Bank, European Commission, British Council). The work of the Center for Life Sciences and the Center for Energy and Science on new materials has been launched. Scientific research activity is transferred to Kazakhstan universities.

In 2014, the status of the leading research university was assigned to the Kazakh National Research Technical University named after K.I. Satpaiev. Activities of the university for cooperation with leading scientific centers and universities promotes integration into the European space. This allows us to train personnel and conduct research in the field of engineering and technology in accordance with international standards and needs of SPPID-2.

The successful implementation of the “Commercialization of Technology” project under the Loan Agreement with the International Bank for Reconstruction and Development (2008-2015) is marked. Assistance was provided to scientists and researchers in the conduct of scientific research and commercialization of their developments. 40 out of 65 supported projects reached the level of sales of finished products totaling more than 900 million tenge.

A successful scientific achievement was the creation of the International Materials Science Center at the Karaganda State Technical University. The Center is a modern model of the laboratory center, the activities of which are aimed at developing services in the scientific field.

In 2016, the “Stimulation of Productive Innovations” program was launched with the support of the World Bank. Within the framework of one of the stages of the project, it is planned to create an interconnected network of 5-6 effective commercialization offices of technologies at the universities of SPPID-2 and Nazarbaiev University. Another important step in the further development of the system of commercialization within the framework of the implementation of the Plan of Nations “100 specific steps” was the adoption of the Law of the Republic of Kazakhstan “On the Commercialization of Scientific and (or) Research and Technical Activities” (64 steps). At the legislative level, mechanisms for supporting the connection between science and business are envisaged. This is the provision of benefits to buyers of licenses for technology, providing funding for the activities of technology commercialization offices and the introduction of a new type of grant for the commercialization of technologies.

Activities of the public association “Alliance of Professionals in Technology Commercialization” is aimed at helping to increase the competencies of employees of technology commercialization offices, universities, technological parks, business incubators, technology enterprises and other interested parties. The Council of the association included representatives of commercialization offices of the country’s largest universities.

Despite the orientation of the country’s universities to the research activity of Kazakhstan’s position on the examinational indicator “Cooperation between Universities and Business” in the GCI-2016, it remains stably low occupying the 66th place, but compared to 2015, it rose to +22 points (2014 – 88th place, 2015 - 88th place, 2016 – 66th place), the indicator “Technology Introduction at the Enterprise Level” is at the 71st place and the indicator “Quality of Research Organizations” has improved by 18 positions [1]. This testifies to the large reserves of the university system of Kazakhstan. These improvements are the merit of state programs aimed at the development of education. Thus, the role of the development of research universities in our country in ensuring the competitiveness of the state is obvious.

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ӨОЖ: 33/2964

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**БІЛІМ, ҒЫЛЫМ ЖӘНЕ БИЗНЕСТІҢ ИНТЕГРАЦИЯСЫ:
ШЕТЕЛДІК ЖӘНЕ ОТАНДЫҚ ТӘЖІРИБЕ**

Аннотация. Жоғары білім беру жүйесі инновациялық экономика үшін маңызды рөл атқарады, себебі экономикалық өмірдің осы саласы жаңа экономиканың кадрлық негізін қалыптастырады. Осыған байланысты білім беру жүйесіндегі интеграциялық үдерістер көрсетілетін білім беру қызметтерінің сапасын арттыруға, даярлау мен біліктілікті арттырудың түрлі нысандарын қалыптастыруға, сондай-ақ инновациялық өнімдерді жасауға қабілетті түлектердің кәсіби, сонымен бірге зерттеушілік құзыреттерін қалыптастыруға бағытталған ерекше өзгерістерге негіз болады. Бүгін білім беру жүйесінің нәтижелеріне қойылатын талаптар өзгеруде, өйткені креативті құзыреттердің көпшілікке ортақтығы және оның қажеттілігіне байланысты қайта оқытуға дайын болуына деген сұраныс артуда. Мақалада шет елдік университеттердің тәжірибесін зерделеу негізінде отандық тәжірибеде оның озық тұстарын қолданылу мүмкіншіліктеріне назар аударылған. Зерттеу университеттері мамандарды даярлаудың сәтті моделі болуымен қатар, сонымен бірге инновацияларды экономика саласына енгізу каналы ретінде де өздерінің тиімділігін дәлелдей отырып, зерттеу университеттер

өңірлердің және өндірістің түрлі салаларының дамуына ықпал ететіндігі айқын байқалатындығын дәлелдеп отыр. Мақалада отандық зерттеу университеттерінің алғашқы қадамдары мен жетістіктеріне тоқтала отырып зерттеу университеттерінің шетелдік тәжірибесін пайдалану маңыздылығы артып отырғандығы негізделді.

Қазақстанда инновациялық ортаны құрудың негізі қалыптасуда. Н.Ә. Назарбаев өзінің Қазақстан халқына Жолдауында еліміздің жоғары оқу орындарының инновациялық қызметке көшу тетіктерін әзірлеу міндетін белгіледі. [3] Бүгінгі күні білімнің ғылыммен және бизнеспен өзара интеграциялануын дамыту мәселесіне ерекше көңіл аударылып отыр, себебі ынтымақтастық арқылы біліммен, технологиялармен және инновациялық зерттемелермен тиімді алмасуға, сонымен бірге идеяларды нақты өнімдерге айналдыруға болады.

Түйін сөздер: университет, бизнес, зерттеу, инновация, интеграция, жоғары оқу орны.

УДК: 33/2964

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ИНТЕГРАЦИЯ ОБРАЗОВАНИЯ, НАУКИ И БИЗНЕСА: ЗАРУБЕЖНЫЙ И ОТЕЧЕСТВЕННЫЙ ОПЫТ

Аннотация. Система высшего образования играет важную роль для инновационной экономики в том смысле, что именно эта сфера экономической жизни формирует кадровый каркас новой экономики. В силу этого создание инновационной среды обуславливает значительные изменения в системе образования, направленные на повышение качества предоставляемых образовательных услуг, формирование различных форм подготовки и повышения квалификации, также выработку как практических, так и исследовательских компетенций выпускников, способных создавать инновационные продукты. В Казахстане создается основа инновационной среды. В своем Послании народу Казахстана Н.А. Назарбаев обозначил задачу выработки механизмов перехода вузов страны к инновационной деятельности.[3] На сегодняшний день остро стоит необходимость развития взаимной интеграции образования с наукой и бизнесом, поскольку именно через сотрудничество возможен эффективный обмен знаниями, технологиями и инновационными разработками, а также воплощение идей в реальные продукты. Сегодня изменяются требования к результатам системы образования, растет запрос на массовость креативных компетенции и готовность к переобучению. Эти новые требования возможно реализовать, как показывает практика зарубежных университетов в исследовательских университетах. Исследовательские университеты доказали свою эффективность не только как удачная модель подготовки специалистов, но и как канал внедрения инноваций в сферу экономики, что способствует развитию регионов и различных отраслей производства.

Ключевые слова: университет, бизнес, исследование, инновация, интеграция, высшее образование.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 57 – 60

UDK811.512.122'373

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igilikkyzy@mail.ru, myrzabergen@mail.ru**ON THE MEANING OF THE WORD "SNAIL" IS INCLUDED IN THE LIST HISTORICAL VOCABULARY OF THE KAZAKH LANGUAGE**

Abstract. If the historical background of the language is strong, its future development path will be vivid. Studying the composition of the historical vocabulary of the Kazakh language from these points is one of the most important things in the modern world. In the historical vocabulary there are also Turko-Mongolian languages along with Turkic dissimilar ones, whose names are included in the ancient lexical fund of the ancient Turkic-Mongolian languages. The essence of the word "howl", which is part of the historical dictionary of the Kazakh language, is considered in lingvosemantic and etymological terms. The study was based on etymological and translation dictionaries of the XIX - XXI centuries to determine the motivation of this dictionary.

Keywords: lexicology, etymology, historical dictionary, vocabulary, vocabulary.

Introduction. When we think about infinity of our nation, we should think about ways of extension of language's infinity too. Because longevity of language is one of the main clauses of longevity of nation. Historical background of language should be stable that the basis of nation will be strong. In case that historical background of language is stable, its ways of development in future will be bright too. From these points of view the issue of researching of historical lexical composition of the Kazakh language is one of the most important issues today. There are direct speech in Turkish, nominative words that are included in the ancient lexicon in Turkish and Mongolian languages in historical lexical composition. They might be ancient borrowed words that were included into ancestral language. However, there is no single, pure, nation or language in the Earth.

Research Methods. The place of determination of age of a person by animal cycle in Kazakh cultural tradition is especial. This is a twelve year old animal cycle. It is a type of counting of years that comes from millennia. When we compare it with other Turkic languages, Turkic-Mongolian languages, we find out that name of snail is different among the other names of year. In explanation dictionaries of Kazakh language it explains as an insect with crust lives in water. For example, in fifteen languorous explanation dictionary of Kazakh language: «SNAIL» noun. 1. Zool. <lat. Molluscus> Invertebrate, many armor-plated kind of an insect... 4. Ethn. The old name of year – it is a name of insect that bases the fifth year of twelve years animal cycle. Snail year. It comes after hare's year, but before snake's year. It is the fifth year that repeats in every twelve year. [1,709]. When we compare this link with the materials of bilingual translation dictionaries we see some other uses published in the history of the Kazakh language. For example, the translation of K. Kamengerov's headings in Moscow in 1925 in Kazakh-Russian interpretation was translated as "drill-dragon" [2]. So which of these two options would be appropriate? In the year-round sculptures, stored on ancient Chinese land for more than 4700 years, the image of the year is painted as "Winged wings, a snake that shines." Therefore it is advisable to translate the "Kazakh-Russian dictionary" in this context. If we look at Kazakh the same us mentality. First of all, our scientists and a number of foreign scientists hold the idea that this twelve-year-old tiger is the genealogy of ancient branches, our ancient ancestors. Secondly, according to the beliefs of many peoples, the place of water in

the history of the natural world is unique. He is considered an insect, which initiated the appearance and reproduction of animals. Obviously, such an important insect, one of the twelve tails, is one of the reasons why our pattern of pills is the longest example of land. In 1861 the following 12-year-old names of the Kazakh language in the mini-dictionary of materials prepared by N.I. Ilminsky. "In Kaazh language Zhyl, in Russian language Год (year). Names - 12-year cycle, including: 1 - rats, 2 - cows, 3 - leopard, 4 hares, 5 - snail, 6 - snake, 7 - horse, - cheep, 9 - monkey, 10 turkey, 11 - dogs, 12-Pig. This year begins with Nauryz ... " [3, 134].

Results. The translation of the word "year" in the Russian-Kazakh dictionary [4, 56-57], published in October 1915 in Kazan. The decision of the Commission for Translations under the management of the Translation Bureau under the Administration of the Kazan Education District (No. 86) is Year-Zhyl. Every year - the Nauryz. In the past to Year - Year. The true year is last year. New Year is Nauruz: about March 10 in Turg. region and in the Uralsk region. Bukey horde on March 1. From Nauruz to Nauruz of 12 years: 1st - mouse -in kazakh version "tyshkan", 2nd - cow - syyr, 3rd - leopard, 4th - hare - rabbit", 5th - water beetle (dragon) - snail , 6th - snake, 7th - horse, 8th - sheep, 9th - monkey, 10th - chicken, 11th - dog, 12 th - pig. According to the Kirghiz chronology the Russian years correspond to the following:

year of mouse	1852	1864	1876	1888	1900	1912	year of mouse
year of the cow	1853	1865	1877	1889	1901	1913	year of the cow
year of leopards	1854	1866	1878	1890	1902	1914	year of leopards
year of hare	1855	1867	1879	1891	1903	1915	year of hare
year of the dragon	1856	1868	1880	1892	1904	1916	year of the dragon
year of snakes	1857	1869	1881	1893	1905	1917	year of snakes
Year of the Horse	1858	1870	1882	1894	1906	1918	Year of the Horse
year of ram	1859	1871	1883	1895	1907	1919	year of ram
monkey year	1860	1872	1884	1896	1908	1920	monkey year
year of chicken	1861	1873	1885	1897	1909	1921	year of chicken
year of the dog	1862	1874	1886	1898	1910	1922	year of the dog
year of a pig	1863	1875	1887	1899	1911	1923	year of a pig

It is observed here that it is given in the form of a "water beetle", considered as a "snail" in water. However, as the name of the year ("the year of the snail"), it is called a dragon. On page 68 of this dictionary, the word "dragon" is displayed as a dragon (snake). The names "Snail", "water beetle" do not quite fit. That is difficult to understand. Similarly, there will be other dictionaries. For example, the Mongolian equivalent of the word "kazakh-mongol" dictionarie's which published in Mongolia in 1977; Year of the snail- луу жил (translated into Mongol as луу жил) [5, 329]. But here the meaning of the word "snail" in Kazakh and the Mongolian word "snail" is not entirely understandable for readers. What is this snail?

The year of the snail is found in addition in the calendars of th Kazakh, Kyrgyz, Uzbek, Turkmen, Karakalpak, Azerbaijan folks and etc. In addition attention is drawn to the names of Uzbek-speaking people; «сичқон, сигир, йўлбарс, куён, балиқ, илон, от, қўй, маймун, товуқ, ит, тўнғиз» [6, 657]. Therefore, in the Uzbek language we see the word "fish" instead of the word "snail": «Балиқ – 3. Мучал йил ҳисобидаги бешинчи йил номи» (1-том, 148-б.). According to the pattern of the eastern calendars adopted throughout Europe, this year is indeed the year of "fish". However in most eastern countries, especially in the area where we live, the term "snail year" is used. The two-volume of Russian-Uzbek dictionary which is published in Tashkent contains the following definition of "dragon": DRAGON 1. Myth. in uzbek version "Аждаҳо", аждар; 2. on zoology of the Dragon (in uzbek version - "қанотли калтақесак"); [7, 305]. Here we see the advantage of the influence of the eastern epics in the Uzbek language. The word is translated first as "dragon". In this Uzbek dictionary, the word "snail" is interpreted as a silhouette of the "shilikurt'-шилиққурт'. (Volume 2, p. 708). According to twelve counts in Kyrgyz, the order is as follows: "Year" I, II. Calculation of the twelve-year animal cycle; the name of the years of this cycle in a sequential order: 1. mause 2. cow, 3. leopard, 4. hare, 5. snail 6. snake, 7. horse, 8. rabbit, 9. camel, 10. chicken, 11. dog, 12. pork "[8, 278] In the Kyrgyz-Russian dictionary the word" snail "refers to the lexicon of the Chinese language:" snail. "Year of the Whale "whale year" of the dragon. Figures I and I.

Especially valuable data calculating of the topics of M. Kashgari's dictionaries. Which are the source of the linguistic history of Turkic languages, when, are the following names: 1 – «сизған» (тышқан), 2 –

«ууд» («өгіз»: қазіргіше – сиыр), 3 – «барс», 4 – «тавишған» (қоян), 5 – «наак» (қолтырауын) / «луу» (дракон), 6 – «йилан» (жылан), 7 – «йунд» (жылқы), 8 – «қуй» (қой), 9 – «бижин» (мешін), 10 – «тақағу» (тауық), 11 – «ит», 12 – «туңуз» (доңыз) [9]. And also, the word combination in the dictionary "улуғ луу" means "expensive snail". In this place, the "луу" is actually like a "dragon". It is clear that the word "snail" in the meaning of "dragon" is also found in the dictionaries of M. Kashgari.

We also see in Nogai language "snail" in the Kazakh language as well as among other languages: [10, 655]. And now the name of this word in the name of aquatic insects differs in other languages: *Karakalpak - Sugiz, Uzbek - Shilikkur, Kyrgyz - Flood, Azerbaijani - Ibiz, Mongolian - dun, Yakut - Chokhu haata, Kalmak-Horgantz*, and so on. Now if we compare the word "dragon" in other languages: in Kyrgyz this is "Uluu", the Mongolian language is the "luu", the Kalmak language - "lu" [11, 75], in the Tuva language it is a snail [12, 136], Buryat - "luow" [13, 305]. Therefore as we see it is legal. There is a legitimate use of snails in the language of the word "dragon". This can also be seen from the materials collected in the etymological dictionary of Turkic languages, which are presented in the form of "snail". Let's pay attention to the word "snail" in the etymological dictionary: "ULUW / ULUW - Crimean dialect of Karait language, Karakalpak; *улуғ / ұлуғ* - Kazakh; *ulu / ulu* - Altai, Saryg-Yugur, Tuvan; *olu / olu* - Saryg-Yugur; *lu / lu* - Saryg-Yugur, Old Hag. (Turfan) ». ♦ Dragon - in all the above sources; the name of the Thunder-dragon-Saryg-Yugur; the year of the dragon is Altai [14, 282]. ♦ The considered base in ancient Uighur is designated as "lon, luo" (possibly *luu as snail*) and is interpreted as borrowing from the Chinese (lung) with the same meaning "dragon" [15].

The etymological dictionary also says that this word will be revealed in the face of Lou in the monuments of Turfan. The people of Ulu-al-Qaeda (Улу-аль-Каиды) are also related to the data of Mongolia and the proximity of people in the Turkic languages to the Mongolian language (luu / lu) (p. 591). Indeed, in the Turkic-Mongolian languages (Kazakh, Kyrgyz, Uighur, Altai, Tuvan, Buryat, Mongolian, etc.) Names of the dragon names were found in the names of Snails. In any case, it is obvious that since ancient times it has been practiced in the ancient Turkic-Mongolian languages. On the other side of the Mongolian language there is a Tibetan country, which is supposed to be a transfer from Tibet. The country of Tibet is the center of the ancient philosophical foundations of ancient Hindu and Chinese cultures. The 1969 issue of the explanatory dictionary "Ancient Turkic Dictionary" was derived from the word "snail" as the word "dragon". "LÜ [whale]". lunnyi lui - лунный, луй. 1. The dragon in the form of an "explanation." The dragon here is one example: "Ten Nineteen Bloods" [16, 334]. This comes from a Chinese translation. It would be said: "Certain this is what happened after the translation "However, in this verse the term" great year" appears in 731 year. XII-XIV centuries from the monument of Ogni (*lü jil*), as well as the (up to five thirty) the ancient Uighur records. Therefore, in the ancient Turkic era, the twelve-year old Türks was called "the year of the dragon".

Conclusion, discussion of results and output. In conclusion we may say that this name can be one of the oldest lexicon from Tibet to Turkic-Mongolian languages. **First of all, in the Kazakh steppe, in the general Kazakh sense in the mythology of the ancient nomads. The absence of a "snake that can fly in the sky, a snake from the lips of the flame" or even forget at that time, and secondly, the word "situations can play a crucial role.** Thus, the concept of "lu", which is not understood in our national consciousness in subsequent historical periods. There was replaced by the image of an insect in the water, understandable for the Kazakh people. It is well known that such situations can be seen in the language. Therefore, in the explanatory dictionary now it is necessary to indicate that in the word "snail" there are two points. And the name of the year belonged to the "myth". It will be necessary to make explanations, such as "a snake with wings and flames." We think that it's better to stop portraying the snail as a snake when designing and painting the year.

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ҚАЗАҚ ТІЛІ ТАРИХИ ЛЕКСИКАСЫ ҚҰРАМЫНА КІРЕТІН «ҰЛУ» СӨЗІНІҢ МӘН-МАҒЫНАСЫ ТУРАЛЫ

Аннотация. Тілдің тарихи негіздері берік болған жағдайда оның болашақтағы даму жолы да жарқын болмақ. Осы тұрғылардан қазақ тілінің тарихи лексикасының құрамын зерделеу ісі – қазіргі таңдағы маңызды шаруалардың біріне айналып отыр. Тарихи лексика құрамында түркі текті төл сөздермен қатар, ежелгі түркі-моңғол тілдеріне ортақ, байырғы лексикалық қорға енетін атау сөздер құрамы кездеседі. Мақалада қазақ тілі тарихи лексикасының құрамына кіретін «ұлу» сөзінің мән-мағынасы лингвосемантикалық және этимологиялық тұрғыдан қарастырылды. Зерттеу жұмысы ХІХ-ХХІ ғасырлар аралығындағы этимологиялық және аударма сөздіктер арқылы аталған лексиканың уәжділігін анықтау басты назарға алынды.

Түйін сөздер: лексикология, этимология, тарихи лексика, сөз, сөздік қор, сөздік құрам

УДК811.512.122'373

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О ЗНАЧЕНИИ СЛОВА «УЛИТКА» ВКЛЮЧЕН В СПИСОК ИСТОРИЧЕСКАЯ ЛЕКСИКА КАЗАХСКОГО ЯЗЫКА

Аннотация. Если исторический фон языка будет сильным, его будущий путь развития будет ярким. Изучение состава исторической лексики казахского языка из этих точек является одной из самых важных вещей в современном мире. В исторической лексике есть также тюрко-монгольские языки наряду с тюркскими разнородными, имена которых включены в древний лексический фонд древнетюркско-монгольских языков. Суть слова «выть», который является частью исторического словаря казахского языка, рассматривается в лингвосемантических и этимологических терминах. Исследование было основано на этимологических и переводческих словарях ХІХ - ХХІ веков, чтобы определить мотивацию этого словаря.

Ключевые слова: лексикология, этимология, исторический словарь, словарный запас, лексика

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 61 – 67

UDC: 341.556

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alina.borodina@narxoz.kz nursapa.210@gmail.com**INTERNATIONAL LEGAL REGULATION OF PROTECTION
AND USE OF UNDERGROUND WATERS**

Abstract. The article considers the legal problems of underground water. At present, the international legal regime of underground water has not been sufficiently defined. The underground water is a part of international water law, therefore, it is important to highlight international legal principles for the protection of underground water. So, it is not only a sphere of law, but also an environmental one. Such principles as: “rational use of underground water”, “the use of underground water for the benefit of mankind”, “equitable use of underground water in accordance with the international law”, etc. must be fully implemented and respected. Also, proposals on the practice of applying international experience in the field of underground water protection in national legislation were presented.

Keywords: underground water, water object, law, legal regulation, protection, offense, natural resource, international act.

The legal regulation of protection and use of underground water in world practice becomes topical every year, as the problem – the lack of drinking water in the world remains urgent. We agree with the view that “up to now, the use and protection of transboundary freshwater resources in the international legal doctrine has been considered exclusively in the context of cooperation of countries on international water courses”. At the same time, the relations on the use of fresh water as a resource of independent value remain unimportant [1, p.4]. Frequent natural disasters in many European and Asian states, as well as numerous crustal falls have led to the development of legal regulation of relations in the field of use and protection of underground water from depletion. The crisis of energy resources was one of the reasons for the need to develop legislation in the field of legal regulation of renewable energy sources, which is important for the underground water. However, despite the fact that these problems are long and widely known, the research of the legal regulation of the use and protection of underground water is a relatively new area of international law and the law of certain foreign states.

According to Dante A. Caponera, nowadays the international legal regime of underground water is not sufficiently defined. The international right of underground water as an integral part of international water law should be considered within the framework of legal science. That is why it is important to highlight the international legal principles for the protection of underground water. The problem of international legal regulation of underground water is that international law does not have sufficiently developed principles that are flexible and specific to promote mandatory cooperation or reduce the conflict in the use of underground water. Although intergovernmental organizations spare no efforts to develop legal principles for surface water, the same cannot be said for underground water. Almost all international agreements on water resources are limited to surface water problems. They do not regulate relations on underground water, as a result the legal principles that are observed for surface waters cannot be used for groundwater problems. Defining the problem of international legal regulation of the use and protection of underground water, Dante A. Caponera pays special attention to such principles as “rational use of underground water”, “the use of underground water for the benefit of mankind”, “fair use of underground water in accordance with the international law”, “social value of underground water” [2].

According to Kerstin Mechlem, the main direction of international legal regulation of the use and protection of underground water should be the protection of public health and the achievement of social,

economic and all serious environmental objectives, such as minimizing harmful anthropogenic impact on the ecosystem of undergroundwater[3].

One of the first international acts in the field of undergroundwaterprotection is the Mar del Plata Action Plan, adopted on 14-25 March 1977 at the UN Water Conference.

At the conference, it was noted that in the context of accelerated development, water resources are a key factor in improving the economic and social conditions of mankind, especially in developing countries. Along with this, it was noted that the best quality of life and human dignity and happiness cannot be achieved unless concrete and mutual actions on protection of water resourcesare taken. In this regard, the working commission of the conference has developed a number of recommendations that subsequently assisted in the development of national legislation of individual countries in the use and protection of undergroundwater.

The followingswere noted as common undergroundwaterproblems:

First, there are serious shortcomings in the use of data on water resourcesin most countries, especially with respect to undergroundwaterand water quality, people do not pay an attention, or the systematic study, monitoring and processing of water data is ignored. Secondly, the improvement of water resources management directly depends on the available information on the quantity and quality of such resources. Therefore, such data should be used to estimate and forecast the use of surface and undergroundwater, and increase the potential of these resources. All countries were recommended to revise the system of collecting data on water resources, and to coordinate monitoring mechanisms.

By the Mar del Plata action plan for the protection of undergroundwater, it was recommended that the following measuresbe takenfor countries:

- To provide assistance to the structures with the aim of creation and consolidation of the observational system for recording quantitative and qualitative information on undergroundwater information;

- In order to study the research, identify gaps and develop programs, it is recommended to create anunderground water database;

- To use the advanced methods and technologies in the study of underground water potential [4].

In our opinion, despite its recommendatory nature, the Mar del Plata action plan has had a serious impact on the development of international legal mechanisms for the protection of underground water. Its historical significance lies in the fact that for the first time at the international level, the importance of maintaining the cadastre and monitoring of underground resources, including the collection of underground water data, was announced. For the purpose of sufficient and high quality water supply, countries first of all, should pay attention to the potential of water resources located under their own sovereignty. All countries were invited to unify their national legislation in accordance with this international legal act.

The issues of the use and protection of undergroundwater were addressed in the Charter of the Economic Commission for Europe on Groundwater Management in more detail, which defined undergroundwater as a natural resource of both ecological and economic value, vital for maintaining the life, health and integrity of ecosystems.

A key aspect of this Charter is the assignmentof the commission to the governments of countries to develop and adopt a long-term policy of protecting undergroundwater by preventing pollution and excessive use. This policy should be comprehensive and implemented at all corresponding levels, and should be consistent with other water resource management policies and duly take them into account in other sectoral policies.

The strategic plans of countries regarding undergroundwater should be adopted in the following areas:

- Undergroundwater should be recognized as a natural resource with economic and environmental value.

- Due to the fact that undergroundwater contamination is interrelated with environmental pollution (surface water, soil, atmosphere), undergroundwater protection planning should be included in general environmental planning.

- Protection measures aimed at preventing pollution and excessive use of undergroundwater should be the main tools for managing undergroundwater. Such protection measures include, inter alia, undergroundwater monitoring, the development of vulnerability maps for aquifers, regulations for

industrial plants and waste sites, taking into account undergroundwater conservation objectives, geological and ecological assessment of the impact of industrial and agricultural activities on undergroundwater and zoning of undergroundwater protection.

At the same time, it was considered that undergroundwater strategies should contain mechanisms for ensuring the sustainable use of undergroundwater and maintaining their quality. These strategies should be flexible in responding to changing conditions and different regional and local circumstances [5].

It is important to note that the innovation of this international documents was the introduction of the term “sustainable use of water resources” into legal sphere, which in our opinion indicates the creation of a legal basis for sustainable development at the international level. This principle was to become the fundamental idea of the national water legislation because sustainable development envisages meeting the needs of the present time without endangering the ability of future generations to meet their needs [6].

The topicality of the principle of sustainable development of water resources led to the adoption of the Dublin Statement on Water and Sustainable Development at the International Conference on Water and the Environment. According to this statement for the first time, the following principles were established for ensuring sustainable development of water resources:

1) Fresh water is the ultimate and vulnerable resource necessary to sustain life, development and the environment;

2) Water resources development and management should be based on the principle of participation of all subjects of policy-making users at all levels;

3) Water has an economic value in all its competing uses and must be recognized as an economically important asset [7].

Chapter 18 of the United Nations Conference on Environment and Development, providing for the protection of quality and supply of freshwater resources, notes that the application of integrated approaches to the development, management and use of water resources has the following overall objective: how to meet the needs of freshwater in all countries in their sustainable development.

Integrated water resources management is based on the perception of water as an integral part of the ecosystem, natural resources and social and economic benefits, which quantity and quality determines the nature of its use. To this end, it is necessary to protect water resources, taking into account the functioning of aquatic ecosystems and a multi-year resource in order to meet and harmonize water needs in human activities. In the development and use of water resources, the priority is given to meeting basic needs and conserving ecosystems. However, in addition to these requirements, water users must be appropriately charged. The conference also offered the following program areas for fresh water:

- complex development and management of water resources;
- water resources assessment;
- protection of water resources, water quality and water resources, ecosystems;
- drinking water supply and sanitation;
- water and sustainable urban development;
- water for sustainable food production and rural development;
- impact of climate change on water resources [8].

In the resolution on closed transboundary undergroundwaters, the United Nations International Law Commission recommended that countries to consider concluding agreements with another country or countries where limited transboundary undergroundwaters are located and also in the event of a dispute involving transboundary limited undergroundwaters to interested countries to consider resolving such dispute in accordance with the provisions of this resolution or otherwise in a manner that does not conflict with the norms of international law [9].

In 1995, at a seminar on the prevention and control of groundwater pollution from chemical stores and waste disposal sites, held in Madrid, Spain, the recommendations of the European Economic Commission were prepared and approved by the Committee on Environmental Policy at its third session in May 1996, concerning specific measures for the prevention, control and reduction of undergroundwater pollution, which provide the basic mechanisms for the protection of undergroundwater. It is important to highlight and use the following provisions for the development of national legislation from these recommendations.

- Underground water protection should be comprehensive, but not limited only to water use zones. The quality of water in uncontaminated aquifers should be maintained. Taking into account the distinguishing features of underground water compared to surface water, integrated management of underground and surface waters should be developed.

- The protection strategy should also be aimed at the development and use of technologies to eliminate existing pollution.

- In order to ensure a coordinated policy on groundwater, the responsibility for groundwater should be transferred, where possible, to a single authority.

- Planning new activities that can pollute groundwater must include all the necessary protective measures at the source of pollution.

The protection of groundwater should not be based on the ability to self-purify aquifers, unless this is justified by the specifics of local conditions and does not lead to long-term instability and uncertainty.

- Legislation should provide the requirements, both for the prevention of groundwater pollution, and for their subsequent purification.

- Precautionary standards should be used to prevent future damage. Standards for post-treatment evaluation should be established to prevent the risk of damage to protected products and/or resources, especially human health. Using an assessment system based on a list of harmful substances, the authorities must decide whether to take any action or not.

In our opinion, these recommendations are aimed only at protecting groundwater from external pollution, but it does not have mechanisms for rational use of groundwater[10].

In 2000, the United Nations Economic Commission for Europe developed guidelines for the monitoring and assessment of transboundary groundwaters. According to them, the successful development and implementation of policies, strategies and methodologies for groundwater management depends crucially on institutional aspects. These include the organization, structures, cooperation mechanisms and responsibilities of the relevant institutions and organizations.

The countries must agree on quantitative management targets. These goals should be part of an agreed plan of action or program. This plan or program should also cover other measures aimed at achieving environmentally sound and rational management of groundwater, conserving groundwater resources and protecting the environment. This plan of action or program should provide provisions for mutual assistance, where necessary. It must be approved at the level of ministers or higher state structures of officials [11].

A particular interest in the study area is the legislative practice of the European Union. The problems of negative impact on groundwater caused the adoption of Council Directive No. 80/68/EEC "On the protection of groundwater from pollution by certain dangerous substances" in 1979. The purpose of this Directive is to prevent the leakage of certain toxic, persistent and bioaccumulative substances into groundwater [12].

According to Art. 3 of this Directive, the members of the European Union must take the necessary measures to: (a) prevent the release of substances into groundwater included in List I; (b) restrict the introduction of substances in List II into groundwater in order to avoid contamination of these waters with these substances. In order to fulfill these obligations, the countries shall:

- prohibit all direct emissions of substances in List I,

- any removal or overturning in order to remove these substances that could lead to an indirect discharge subject to preliminary research,

- take all necessary measures that they consider necessary to prevent any indirect discharges of substances in List I in connection with activities on land or in it, other than those specified in the second paragraph. In addition, the directive specifies the list of substances to be restricted or prevented altogether[12].

In our opinion, this directive is the first serious legislative instrument aimed at protecting groundwater, which included basic measures for the protection of groundwater, requiring the prevention (direct or indirect) of introducing high-priority pollutants into groundwater and restricting the introduction of other pollutants into groundwater substances in order to avoid contamination of these waters with these substances.

In 1982, the Directorate General for Environment, Consumer Protection and Nuclear Safety of the European Community conducted a major assessment of undergroundwater resources in the Member States. A general survey (undergroundwater resources of the European Community) and separate reports from each state was conducted. This estimate mainly concerned the amount of undergroundwater. Since in Europe (and in the USA) the focus was on quality, as a result the undergroundwater quality monitoring programs improved significantly, and many undergroundwater protection schemes were put into effect.

Council Resolutions in 1992 and 1995 recommended the adoption of a program of measures and the revision of the undergroundwater directive. This was followed by a proposal to develop a program of action for integrated undergroundwater protection and management, which was adopted by the European Commission on November 25, 1996. The proposal stated that it was necessary to establish procedures regulating the extraction of fresh water and to monitor the quality and quantity of freshwater resources. Then the European Parliament and the Council appealed to the Commission to create a legal basis for European water policy. This process led to the adoption of the Water Framework Directive (WFD) in October 2000. This Directive establishes rules for preventing the deterioration of the European Union (EU) water bodies and the achievement of a “quality status” for rivers, lakes and undergroundwater in Europe by 2015.

In particular, this includes:

- Protection of all types of water;
- Restoration of ecosystems in these water bodies and around them;
- Reduction of pollution of water bodies;
- Guarantee of sustainable use of water by individuals and enterprises[13].

Thus, the Water Framework Directive 2000 established in its content a significant number of provisions on the qualitative and quantitative status of undergroundwater, emphasizing the joint nature of the protection of surface and undergroundwater. Particular attention in the Framework Directive 2000 is devoted to the provisions on the protection of undergroundwater from pollution and depletion. The Directive identifies the legal protection of undergroundwater and groundwater. In the field of undergroundwater protection, the Water Framework Directive 2000 considers: to identify undergroundwater objects within the water resources areas, classifying them depending on water pressure and the impact of human activities on the quality of undergroundwater.

Directive 2006/118/EC of the European Parliament and the Council dated December 12, 2006 on the protection of undergroundwater against pollution and deterioration establishes a regime that determines standards for the quality of undergroundwater and introduces measures to prevent or limit the flow of pollutants into undergroundwater.

The Directive defines quality criteria that take into account local characteristics, and allows further improvements based on monitoring data and new scientific knowledge. Thus, this directive is a pro-rata and scientifically based response to the requirements of the Water Framework Directive (WFD), since it concerns assessments of the chemical status of undergroundwater and the identification and cancellation of significant and persistent trends in increasing concentrations of pollutants. EU states should set standards at the most appropriate level and take into account local or regional conditions.

The Groundwater Directive supplements the Water Framework Directive (WFD) and establishes the following obligations:

- 1) Undergroundwater quality standards should be established by the end of 2008;
- 2) Conducting a survey of pollution trends that must be performed using existing data;
 - Trends in pollution should be abolished in order to achieve environmental objectives by 2015 using the measures set out in the directive;
 - Take measures to prevent or limit the flow of pollutants into undergroundwater in order to achieve water-related objectives related to the water framework directive by 2015 [14].

Thus, the Water Framework Directive contains general rules on the protection of undergroundwater and a number of other water bodies, and the 2006/118/EC Undergroundwater Directive contains specific rules for only this natural object.

The EU Directive 98/83/EC “On the quality of drinking water” reflects the problems of drinking water supply. Repeated attempts have been made to develop a single international standard for the quality of drinking water. However, these attempts are extremely difficult to implement, because the quality

requirements for drinking water are different and depend on the variety of the drinking resources of a country. For example, the same standards for drinking water in Switzerland and in South Africa cannot be established. As we have mentioned before, Directive No. 2006/118/EC of the European Parliament and the Council on the protection of underground water from pollution and depletion identifies the concepts of “underground water” and “groundwater” and recognizes groundwater as a valuable natural resource that is protected against depletion and chemical pollution. At the same time, the directive especially focuses on ensuring human rights, which can be traced in the recognition of groundwater as the most sensitive and largest source of clean water in the European Union, as well as the main source of drinking water in many regions [15, p.19].

As we see, the legal acts of the EU recognize underground waters in several ways, namely, as a valuable natural resource, as a source of fresh water, and thirdly, which, in the opinion of scientists, act in two ways: as an object of international environmental legal relations and as a resource, it’s impossible to ensure and implement the life of a person without it [1, p.10].

In international law, problems of the legal regulation of the use and protection of underground water are sharply pointed in connection with the negative impact on them. There are acute problems of drinking water quality, underground sources of water supply, as well as problems of underground water depletion, which are the causes of numerous landslides and collapses in various cities around the world.

At the state level, in Kazakhstan, several programs and concepts were adopted on the problems of protection and use of water bodies, which emphasize the importance of underground water as one of the strategic resources. Legal regulation of the protection and use of underground water in the Republic of Kazakhstan has its own peculiarities and a number of features. National legislation in this area has made a major breakthrough, thanks to the consolidation at the highest state level of the principles of priority use of self-renewing natural resources and the rational use of natural resources.

When regulating relations in the field of protection and use of underground water, we should take into account their function in our life. We subdivide the functions of underground water into *ecological, economic, industrial and social*. At the same time, underground water is the main source of drinking water, which is a vital resource for human life, and therefore in matters of regulation of these relations, public policy issues in the field of ensuring water security.

We propose to introduce an additional chapter “The economic mechanism for regulating the protection and use of underground water” in the Water Code of the Republic of Kazakhstan. This proposal is justified by the fact that currently there is a misuse of a significant part of payments in connection with the transfer of functions of financing environmental activities to the local level, to an unjustified discrepancy in payment rates across regions, to the destruction of positive incentives for nature users, which is manifested in violation of the principles of fairness and equality all subjects in the eyes of the law.

- The content of this mechanism will include the following economic instruments, namely:
- planning and financing activities in the field of protection and use of underground water;
 - economic incentives for activities in the field of protection and use of underground water;
 - payments for the use of underground water and for their pollution;
 - tax and credit incentives, other incentive protection and use of underground water;
 - environmental insurance.

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ЖЕР АСТЫ СУЛАРЫН ҚОРҒАУ МЕН ПАЙДАЛАНУДЫ ХАЛЫҚАРАЛЫҚ ҚҰҚЫҚТЫҚ РЕТТЕУ

Аннотация: Мақалада жер асты сулардың құқықтық мәселелері қарастырылған. Бүгінгі күнге дейін халықаралық жер асты сулардың құқықтық режимі анықталмаған. Жер асты сулары халықаралық су құқығының бір бөлігі, сондықтан жер асты суларының халықаралық құқықтық қорғау қағидасын айқындау маңызды. Ол тек құқық саласы ғана емес, сонымен қатар экологиялық саланы тікелей қамтиды. Мына қағидаларды: «жер асты суларын рационалды пайдалану», «жер асты суларын адамзат игілігіне (пайдасына) қолдану», «халықаралық құқыққа сай жер асты суларын тең пайдалану» және т.б. қағидалары орындалу мен ұстанылуы тиіс. Мақалада жер асты суларын қорғау саласындағы халықаралық құқықта қолданылатын тәжірибені ұлттық заңнамаға бейімдеу ұсынысы қарастырылған.

Түйін сөздер: жер асты сулары, су объектілері, құқық, құқықтық реттеу, қорғау, құқықбұзушылық, табиғи ресурс, халықаралық акт.

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МЕЖДУНАРОДНО – ПРАВОВОЕ РЕГУЛИРОВАНИЕ ОХРАНЫ И ИСПОЛЬЗОВАНИЯ ПОДЗЕМНЫХ ВОД

Аннотация: В статье рассмотрено правовые проблемы подземных вод. В настоящее время не определено достаточной мере международный правовой режим подземных вод. Подземные воды составляют часть международного водного права, именно по этому важно выделить международные правовые принципы охраны подземных вод. Так, как это не только сфера право, но и экологическая. Такие принципы как: «рациональное использование подземных вод», «использование подземных вод во благо человечества», «справедливое использование подземных вод в соответствии с международным правом» и т.д. должны в полной мере исполняться и соблюдаться. Также предложения по практике применения международного опыта в сфере охраны подземных вод в национальном законодательстве.

Ключевые слова: подземные воды, водные объекты, права, правовое регулирование, охрана, правонарушение, природный ресурс, международный акт.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 68 – 75

UDK УДК: 316.72

МРПТИ 02.15.61

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**TURKIC WORLD AND KAZAKHSTANI MODEL
OF INTERRELIGIOUS AND INTERETHNIC TOLERANCE**

Abstract: The theme related to the tolerance of the peoples of the Turkic world (namely, the dialogue of cultures, civilizations) that existed from time immemorial in the expanses of Eurasia is in our time not only important, but also requiring further consideration by the researchers. This is due to the fact that in the world and in certain regions of the world, local wars and conflicts still occur on interethnic and religious grounds. Especially, in our opinion, issues related to the tolerance of the whole society and its sources are important for multinational states, where the well-being of all citizens can not be achieved without interethnic and inter-confessional peace and tranquility.

At the same time, the article considers the factors of the formation of tolerance in Kazakhstan, certain ways of improving the culture of youth intolerance. At all times, this problem has aroused much interest, the interest in this issue has been predicted by co-operative political processes, as in our republic, and in the world for the whole.

In general, proceeding from the existing conditions of the modern world, one can draw a definite conclusion: sustainable development, progress and unity of all mankind is impossible without the strengthening, approval and materialization of the principle of tolerance.

Keywords: tolerance, integration, globalization, civilization.

Introduction. The subject connected with tolerance of Turkic peoples (with a dialogue of cultures and civilizations) existing from time immemorial on open spaces of Eurasia is not only important, but also is demanding further researchers' consideration. It is connected with the fact that local wars and conflicts on international and religious grounds have happened in certain regions of the world so far. In our opinion, questions connected with tolerance of the whole society and its sources are especially important for multinational states where citizens' prosperity cannot be reached without interethnic and interfaith agreement. Kazakhstan, involved in the global orbit of search of a universal model of multinational and multi-religious interaction, became the author of its own model of tolerant and harmonious society recognized in the world community and the country has laid the foundation of further improvement of public relations on the basis of civil peace and harmony.

Nowadays the Republic of Kazakhstan is one of the most successful models of use of the principle of tolerance by socio-cultural measurement where representatives of 140 nations belonging to 17 religious faiths live peacefully and steadily. Its presentation took place at the level of OSCE and also in the UN with participation of the Secretary General Ban Ki-Moon. The special training course "The Kazakhstani Model of Interethnic Tolerance and Public Consent" has been introduced into the History faculty of M.V. Lomonossov Moscow State University for students of higher education institutions of the Russian Federation.

Basic features of the model are as follows: the highest level of development of institutions of the civil society in the ethnic sphere; the developed system of institutionalization of a dialogue with the state; public and political status and real equality of representatives of all ethnic groups before the law;

guaranteed representation of nations' interests and their involvement in the social and political process at the government and Parliament level; depolitization of interethnic matters and prohibition on actions capable to affect an interethnic consent. These are key success factors of the state national policy. This experience is in great demand as practice shows. Only in 2011 representatives of 14 states such as the USA, Great Britain, France, China, the Netherlands, Germany and others came to Kazakhstan with the purpose of acquaintance with our model of tolerance.

The Kazakhstani model of tolerance assumes association of the countries of the West and the Muslim world for destruction of extremism and terrorism. The alarms connected with complication of the interethnic and interreligious relations cover many regions of the planet today. Growth of religious intolerance is observed in the world. It is shown in mutual public mockery over religious shrines. Burning of sacred books, defilement of temples and graves, disputes on what religion is more correct - all this, alas, has not sunk into the past but continues to excite the world today[1].

Some radical methods of preserving national identity are more and more often used in some countries. Such reaction to globalization affects interests of many ethnic migrants and minorities even in the most developed European States. Mutual offenses are increasing and the interethnic distance and mistrust of people to each other are growing. The migration flow from the countries of Asia and Africa to mono-cultural and mono-confessional Europe has led to the growth of Muslim population from 7 to 40 million people. The problem of mutual relations with this minority is becoming the most important item on the agenda of the Western European countries. And for Americans the statement of the pastor from Florida who was unknown to this day about his intention to burn 200 copies of Koran has become a surprise. Such attacks cause response and extremely negative reaction in the Muslim world. Civilization split like this can lead to serious complications. The task of consolidation of all sane forces for neutralization of extremist manifestations on both sides in the West and in the Muslim East is becoming urgent nowadays. Especially as now it is necessary to see a tendency of growth of the political impact of those who openly use xenophobia, ethnic extremism and chauvinism. In some countries they even try to obtain representation in parliaments and enter into the government. World financial and economic crisis has only aggravated global problems of the present. Nowadays about one billion people suffer from hunger. About five million children die of hunger annually. Over 200 million people have no work. There is not any tolerance in case of poverty. As a result about 30 new armed conflicts break out worldwide every year. The interethnic conflicts also take place in the CIS countries, for example Kyrgyzstan, the Caucasus and Central Asia in particular[2].

The latest events in France have stunned the whole world and the countries of the Turkic world in particular. It is necessary to say that Charlie Hebdo did not stand on ceremony with sacred for many people images. According to canons of Islam it is prohibited to represent the prophet in any way at all! Today discussions both in the press and on television go with distortions from side to side. We consider that constant discussions with principles of tolerance and respect as a basis would be necessary. Today there are numerous attempts to realize such a dialogue in the world. However it is necessary to recognize that activity of these dialogue platforms has not yielded special practical results yet. But even if today inter-civilization and cross-cultural dialogue will not show all completeness of the opportunities, its indisputable achievement will be the following: the dialogue weakens inter-civilization tension when it occurs. It helps to understand essence and specifics of other civilizations and other valuable systems. The dialogue breaks down stereotypes of domination of one civilization over another and creates understanding of value of all civilization models that in itself promotes the growth of tolerance and consciousness of representatives of different civilizations.

The president of Azerbaijan I. Aliyev, acting on the III summit of Council of cooperation of Turkic-speaking states, noted: "In today's speeches it was said about high degree of tolerance typical to our peoples. And it is a very important issue. All peoples living in our countries have all rights and live as one family regardless of ethnic and religious affiliation. There are not any problems observed in this area. We have to try to present the Turkic world to the international community as the center of tolerance[3]". Forming of culture of tolerance acquires special relevance in the light of the globalization happening nowadays. The world becomes more and more complete under its impact. Various cultures, religions and civilizations interacted before as well. At the same time there were quite often sharp hostility and intolerance. However their main centers were divided territorially being as if fenced off from each other.

Methods.

Nowadays global communication, financial and migration flows have punched huge gaps in the existing barriers, pressing different cultures and ways of life in the unified space of the world society. There is a dense and pervasive network of public relationship. Intolerance in these conditions generates the high tension capable to block activity of public systems both on national and on world levels.

Speaking about the intrinsic ideas of the Kazakhstani statehood, the President N. A. Nazarbayev emphasizes that the idea of unity and integrity of the people of Kazakhstan is dominating. Tolerance as a basis of relations is very important in the modern world. We live in the century of globalization of economy and increasing mobility, rapid development of communications and interdependence, in the century of numerous migrations and transformations of social structures. Each region of our Republic is many-sided and therefore intolerance and conflicts can become potential threat to our homeland. It is impossible to be fenced off by any borders from such threat because the problem is becoming national [4]. If to address history of the last years of Kazakhstan, then it becomes obvious that the policy of the state in the sphere of the interethnic relations received the new strategic and substantial filling leading to forming of higher level of integration of the society – to its national unity. In 2008 at the XIV session of Assembly of the peoples of Kazakhstan five basic principles of the Kazakhstani model of interethnic and interreligious tolerance were formulated: unity of the people; the most important values of the nation – tolerance and responsibility; the consolidating role of state-building ethnos; ethnic, confessional, cultural, language diversity – invaluable wealth; the state creates all conditions for cultural development and languages.

But not any countries and regions of the world as it was already told are capable to announce initiatives of religious revival as a basis of the updated world order today. Special conditions and special states are necessary for these states and regions. It is necessary for these countries to be in the condition of religious revival and uplift. Kazakhstan is demonstrating something like that now. It is not only that there is rather stable consent in these spheres in the republic against the background of rigid contradictions between religions and ethnos in the modern world. There are deeper bases of noted consent and these principles are as follows: religiousness of Kazakhstani population is growing against the background of fall of religiousness in the number of countries. Moreover it is not growing at thoroughly or extremely set religious people's expense, but also due to rather deep entry into belief. Many believers accept true religious values and these values are moral also humane in essence.

Kazakhstan involved in the global orbit of search of the universal model of multinational and multi-religious interaction became the author of its own model of the tolerant and harmonious society which is recognized in the world community, and has laid the foundation of further improvement of public relations on the basis of civil peace and harmony. The way passed by Kazakhstan within the years of its independence represents the unique phenomenon and the system of interaction of peoples inhabiting it. Kazakhstan became a special country including all multicultural diversity with unified civilization aspiration to live in peace and agreement, to develop, to be protected from social troubles and to build the happy future for the descendants. At the same time Kazakhstani mentality which is characterized by non acceptance of isolation and nationalist extremes became one of the main factors affected efficiency of the model of consent. Long experience of cultural contacts of representatives of different ethnos has helped to develop similar cultural orientations at most of the population of the country and to create the atmosphere of interethnic tolerance and mutual respect. It is necessary to take into account that the formed mentality has been saved and developed thanks to the action of the ethno-national policy in the country. It has been built on aspiration to interethnic interaction, public stability, protection of rights and freedom of a person and rule of law. In this framework safety of existence of all ethnos has been ensured, conditions for development of religious trends and necessary legal bases interfering distribution of intolerance and extremism have been created as well [5].

Therefore the consent and tolerance in the religious sphere in Kazakhstan have considerably other content than in a number of economically developed and traditionally democratic countries. In these states tolerance is based on emotional neglect to religion and tolerance is here concerning the fact that indifference do not cause any disputes. In Kazakhstan tolerance is a conscious result of recognition of importance of religion for the country and the society and it is absolutely another level of tolerance. It is

the tolerance of deeper and more productive property, it is not formal and there can be disputes concerning its details. Development but not deadlock indifference is possible on its basis.

Kazakhstan was and remains the effective international dialogue platform. At the initiative of the President of Kazakhstan four congresses of leaders of world and traditional religions have been already held in the republic. Also the world forums of spiritual culture were repeatedly held. At the same time the support on religious and national traditions of the Kazakh people is one of cornerstones in the policy of the interethnic consent in the republic. Therefore this is the base and a fundamental principle for development of an interethnic and interfaith dialogue. Orientation to the dialogue of cultures, their mutual enrichment, interpenetration; preservation and development of national consciousness; formation of national character; statement of the equal, humane relations between representatives of different peoples and races; installation on tolerance are all the factors which will promote rapprochement of peoples and preservation of peace and consent not only in Kazakhstan but also in the world society.

The Kazakhstan model of interethnic tolerance and public consent is implemented at the following levels of providing the interethnic consent:

-the constitutional, political and legal level (ensuring public consent, political stability and Kazakhstani patriotism has been laid down in the Constitution);

-the doctrinal level (according to the Doctrine of national unity of Kazakhstan strengthening of independence is achievable by preservation of national unity, public consent and formation of culture of interethnic tolerance);

-the institutional level (at the level of institutes of the civil society at the leading role of Assembly of peoples of Kazakhstan).

In the 21st century the mankind became fully aware of all extent of gravity of globalization requiring the maximum unity and ability to make conscious and agreed decisions influencing the existing world order. Purposeful efforts of the Kazakhstan state on strengthening of the civil world and the interethnic consent are important factors of social stability. First of all it is important to achieve the consent around basic values and principles in the conditions of formation of the civil society with its diverse interests. The national idea is of great importance in the solution of this problem and the essence of it is the following:

- in the realization of the state ideology based on the Kazakhstani patriotism and interethnic consent;
- in strengthening of unity of the people of Kazakhstan and the tolerance in the society;
- in ensuring preserving historical, traditional and cultural values of the Kazakhstan society;
- in implementation of the principle of forming of the united people as a national state community[6]

In the conclusion there is a will to quote our President N. A. Nazarbayev's Message to the people of Kazakhstan: "Throughout many centuries the united people of Kazakhstan enriched with spiritual heritage of various ethnos and religions have absorbed in itself such qualities as tolerance, toleration and openness to perception of new things. And we feel obligation to denounce these moral values developed for centuries to the whole mankind". The President of the Republic of Kazakhstan N. A. Nazarbayev noted in his Message "Kazakhstan-2050: New Policy of the Reliable State: "... Civil public order and interethnic concord are our main values. Peace and harmony, dialogue of cultures and religions in our multinational country are fairly recognized as a world standard"[7]. At the present stage of globalization it is impossible to live in conditions of unsociable life where each civilization is a certain closed monad and the end in itself with its world experience and its value system. It is necessary for valuable systems to enter the space of a dialogue and to plan ways and spheres of interaction. The dialogical space is multi-level and multidimensional, including all types of a dialogue: from the internal micro-dialogue to a big field of the dialogue of cultures and civilizations.

Need of people's education for matters of religion and interfaith relations are urgent today more than ever. The role of knowledge in this sphere considerably increases in such conditions when religious appeals to violence and far-fetched accusations and insults sound to some faiths. Data of poll show that knowledge in this sphere is extremely demanded (table1,2). But they have sufficient reserves to strengthen tolerance. So, according to the research the integrated index of unmet needs for information about the creeds are the parameter that expresses the lack of information religious orientation. It has the whole society demand for qualifield information about the religious life.

Results. For achievement of the world level in the domestic education system among the numerous steps and methods directed to profound knowledge with creative approach to business, special significance

is attached to education of a creative and tolerant personality. For this purpose it is very important to use various scientific, educational, cultural centers and various open areas. We consider that it is useful to organize training seminars, lectures, and etc. for youth on the open areas, using advanced technologies in the pedagogical purposes. Participation of famous specialists in them certainly increases interest and level of feedback with audience.

The search of non-standard solutions of this problem by scientists is quite proved nowadays when social, religious and national conflicts in the world are getting stronger. So the Center of tolerance, interfaith and interethnic consent has been opened in Shymkent city in the Southern Kazakhstan which is one of the first centers of the republic. It can be considered the mechanism of interaction of all ethnoses and faiths of the region. As the positive example creation of the center was estimated even over the ocean. The other day the U.S. Department of State published the next report on the condition of religious freedoms in the world. In general American experts highly enough appreciate observance of rights and freedoms of all believers in our country, and holding congresses of leaders of world and traditional religions and creation of Centers of tolerance in various regions of Kazakhstan have been noted among the positive moments. The International Center of cultures and religions of the Ministry of Justice of RK functions in the Palace of Peace and Reconciliation with the aim of promotion of the Kazakhstan experience of interfaith and interethnic consent at the international level.

Unfortunately it should be noted that most of our fellow citizens has a superficial idea. It disturbs because stagnancy and ignorance serve as fertile soil for misunderstanding and conflicts.

It seems that only theological education is possible at public and higher schools of Kazakhstan and it will inform youth of knowledge of history of world religions, their doctrines and traditions from scientific and objective line items. First of all, it is necessary to study humanistic content of traditional dogmas, their role in maintenance of moral values, and ideas of peace and tolerance as well.

Though it has been told about introduction of the special disciplines devoted to religion (for example, religious studies or history of religion) for a long time, but only certain steps are taken in this direction. So, a few years ago faculties in "Religious Studies" were opened in many high schools of Kazakhstan. Students study the course of "Principles of Tolerance" at many faculties.

At the same time the reality shows that not everything has a positive shade in our house. According to sociological researches the number of citizens opposing themselves to the developed foundations and in general to the state increases in the country. There are cases of penetration of adherents of destructive religious ideology into the country. Terrorist attacks in Aktobe, Atyrau and Taraz testify to it.

Ideologists of extremism and terrorism using religion have managed to exert destructive impact on minds of certain segments of the population. In this sense, the youth as a special group of the society, became a convenient target for destructive religious propaganda. The role and value of religion among young people has not lost the relevance and recently has gained particular importance in the light of threats to security from extremist organizations and destructive currents both in the whole world and in the country.

The role of spiritual and moral education of youth increases in the modern society if to consider that large extremist and terrorist organizations generally consist of youth.

In our country much attention is paid to education of youth. More and more favorable conditions for forming physically and spiritually healthy and full-fledged younger generation are being created. Today free development of the society and acceptance of principles and values necessary in the fight for existence are directly connected with matters of tolerant education. The process of education of this quality is long and difficult. On the one hand a family is living space for a child on the other hand it is the educational environment.

Coexistence of different beliefs and cultures at interfaith and interethnic understanding in one state has to become the vital principle of today's generation of young people. Education of tolerance among young people has to become the basic principle for achievement of interfaith and interethnic understanding:

- sense of proportion and tact in communication with people and ability to overcome conflicts in the relations with them;

Conclusion. The main part of Kazakhstani youth has received and receives the correct education; it is patriotic and spiritual, physically and psychologically is strong and healthy. All conditions for realization

of inquisitive and romantic nature of youth, and also for solution of its social problems are created in the country. The Kazakhstani youth is very progressive, it has seized all modern technological means and it does not concede to youth of any other country of the world in intellectual opportunities. The youth should be extremely attentive and careful in the choice of spiritual mentors. Young people should not accept blindly appeals of pseudo-preachers, they should deliberately and rationally consider each actions and steps and refract them through the prism of legality and standards of behavior and morals established in the society. Those who are engaged in education of youth have to understand this point first of all they are, of course, parents and teachers because an outlook basis and the attitude of the forming person towards reality are put during the time of childhood, adolescence and youth. Great Abai in his work "Words of Edification" has emphasized: "A person is a child of his time. If he is bad, his contemporaries are also guilty of that". A role in spiritual and moral education of the younger generation is played by imams, priests and, in general, by spiritual authorities because youth's superficial interest in religion can result in weak religious knowledge among them that raises a possibility of distribution of dogma of new religious trends having a youth focus which is a social base and a reserve for growth for them.

It is important to inform the youth that Islam is religion of peace, good and love, that Islam is one of three monotheist religions, and that Christianity, Judaism and Islam are closely interconnected because all of them actually glorify the same god. The academician Valeriya Porokhorova who is the translator of the Koran and who has accepted Islam says: "I didn't change my belief because in fact faith in God is common for all: Jews, Christians, Muslims and Buddhists"[8]. Priests and teachers carry out a lot of work on advance of the ideas of need of service to the Homeland, fidelity and devotion to its historical, spiritual and cultural ideals. They focus attention of youth to the stereotype of communication of Islam with such concepts as Wakhabbism, fundamentalism, extremism and terrorism. These concepts have nothing in common with true religion as Islam does not teach to humiliate, to offend and to use force against other religions. Religious education forms concepts of honor, advantage, conscience, love for the country, and etc. in the person.

No doubt patriotism is shown in everyday acts in activity of our citizens. Arising from love to "the small Homeland", to the village, the settlement, the city and the capital, patriotic feelings, having passed through a number of difficult stages on the way to maturity, rise to nation-wide patriotic consciousness, to conscious and sincere love to the Motherland.

Today the specific weight of youth in Kazakhstan aged from 14 up to 29 makes 28% of the total number of population. Sociological researches show that most of youth are adherents of traditional faiths. Despite some cases of transition of young Kazakhstan citizens from one faith to another, most of young people are adherents of Islam or Orthodox. The youth considers that all religions without exception both traditional and new ones have to have equal rights and develop absolutely freely on the territory of Kazakhstan but the state has to put a stop to those religious doctrines which spread violence and religious intolerance.

Results of sociological researches show the following situation: first, dynamics of growth of religious identification among young generation. Secondly, most of young people are adherents of Islam or Orthodox. Results of a census have shown that the vast majority of residents of Kazakhstan has carried himself or herself to this or that religion (about 97% of the population, 70,2% to Islam and 26,2% to Christianity) and only 3% of questioned people have declared that they are non-believers or have refused to give the answer to the asked question. Thirdly, religiousness of young people carries diffusion and superficial character and the internal orientation of belief is characteristic to it and it does not need performing and knowledge of religious practices. It is obvious that there is a rather low level of participation in religious activity. Besides results of researches prove prevalence of approach at which reference to this or that faith is defined by national and cultural tradition (if you are Kazakh, you are Muslim and if you are Russian, you are Orthodox Christian). According to poll 58, 5% of young people have specified that they profess religion since the birth. This feature has been noted in 2000 and tends to remain till present. Fourthly, young people positively estimate a religion role in the society, noting the need of strengthening of its role [9].

Nowadays the degree of people's tolerance is considered to be the criterion of the level of culture of the person and the society and harmonious coexistence with himself and others.

Table 1 - The level of tolerance is also differentiated (intermediate)
Regions of Kazakhstan parameters (in %)

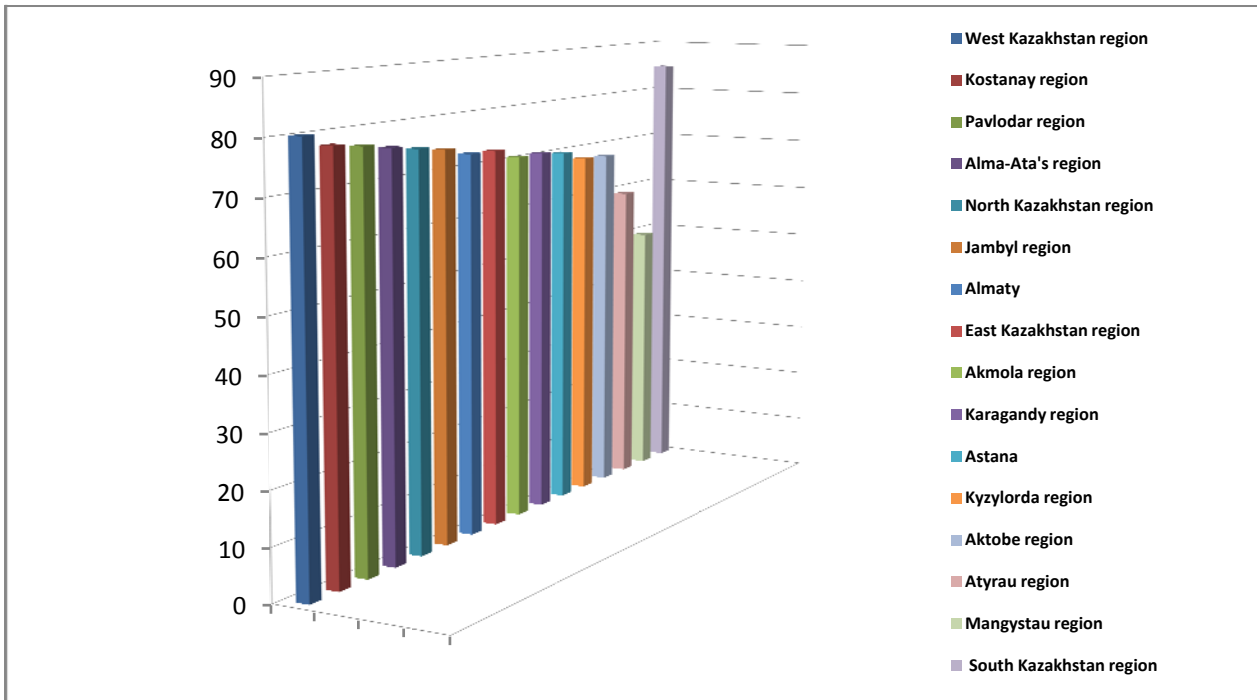
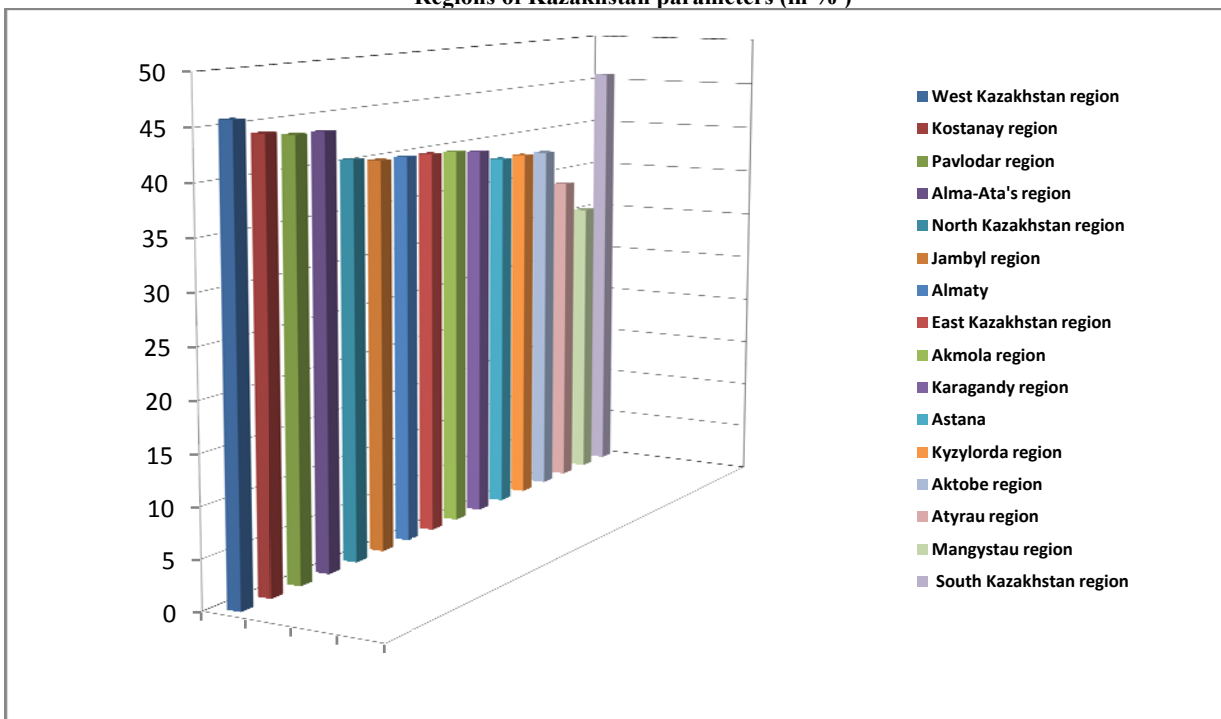


Table 2 - The Integrated index of unmet need for information about the creeds (the average for all indicators)
Regions of Kazakhstan parameters (in %)



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ТҮРКІ ӘЛЕМИ ЖӘНЕ ДІНАРАЛЫҚ, ЭТНОСАРАЛЫҚ ТӨЗІМДІЛІКТІҢ ҚАЗАҚСТАНДЫҚ ҮЛГІСІ

Аннотация: Бүкіл Еуразия аралында ежелден бері өмір сүріп келе жатқан түркі әлемінің халықтарының төзімділік тақырыбы (атап айтқанда - мәдениеттер мен өркениеттер диалогы) қазіргі уақытта маңызды болып табылады, сондай-ақ зерттеушілер бұл мәселені терең қарауды талап етеді. Өткені, бүкіл әлемде мен әлемнің кейбір бөліктерінде, жергілікті соғыстар мен қақтығыстар әлі күнге дейін, этникалық және діни негіздерге байланыстылығымен түсіндіріледі. Әсіресе, біздің ойымызша, бүкіл қоғам мен оның бастауында төзімділік байланысты мәселелер барлық азаматтардың әл-ауқаты этносаралық және конфессияаралық бейбітшілік пен тыныштық жоқ, қол жеткізу мүмкін емес көпұлтты мемлекеттер үшін маңызды болып табылады.

Сонымен бірге мақалада Қазақстандағы толеранттылықтың қалыптасу факторлары, жастардың толеранттылық мәдениетінің кейбір жолдары және мәселенің өзектілігі қарастырылады. Бұл мәселе қай уақытта болмасын үлкен қызығушылыққа ие, мәселенің өзектілігі әлемдегі және еліміздегі күрделі саяси үдерістерден туындап отыр.

Жалпы алғанда, қазіргі әлемнің басым шарттары негізінде, белгілі бір қорытынды жасауға болады: барлық адамзаттың орнықты дамуын, прогресс пен бірлікті, төзімділік принципін бекіту және материалдандыруға мүмкін емес.

Түйін сөздер: толеранттылық, интеграция, жаһандану, өркениет

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ТЮРКСКИЙ МИР И КАЗАХСТАНСКАЯ МОДЕЛЬ МЕЖРЕЛИГИОЗНОЙ И МЕЖЭТНИЧЕСКОЙ ТОЛЕРАНТНОСТИ

Аннотация: Тема, связанная с толерантностью народов тюркского мира (а именно — с диалогом культур, цивилизаций), существовавших с незапамятных времен на просторах Евразии, является в наше время не только важной, но и требующей дальнейшего рассмотрения исследователями. Это связано с тем, что в мире и в отдельных регионах мира локальные войны и конфликты до сих пор происходят на межнациональной и религиозной почве. Особенно, на наш взгляд, вопросы, связанные с толерантностью всего общества и ее истоками, важны для многонациональных государств, где благополучие всех граждан не может быть достигнуто без межнационального и межконфессионального мира и спокойствия.

Вместе с тем в статье рассматриваются факторы формирования толерантности в Казахстане, некоторые пути воспитания культуры толерантности молодежи. Во все времена к этой проблеме относились с большим интересом, интерес к этому вопросу сегодня продиктован сложными политическими процессами, как в нашей республике, так и в мире в целом.

В целом исходя из сложившихся условий современного мира, можно сделать определенный вывод: устойчивое развитие, прогресс и единение всего человечества, невозможно без усиления, утверждения и материализации принципа толерантности.

Ключевые слова: толерантность, интеграция, глобализация, цивилизация.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 76 – 82

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**PECULIARITIES OF DETERMINING THE PRIVATE
INTERNATIONAL LEGAL STATUS OF LEGAL ENTITIES**

Abstract. In conditions of developing a market economy and international economic cooperation, encouraging the attraction of foreign capital and introducing the most advanced innovations, the boundaries for business are becoming more transparent. Entrepreneurial activity of the foreign companies in the market entails the emergence of many issues concerning the determination of the status of such companies, both private legal and public-legal nature, which are resolved on the basis of finding out their nationality and personal law (statute). Topical issues of the concepts of personal law, personal statute and nationality of legal persons, theories (criteria, tests), on the basis of which the personal law of the legal entity is determined, proposed by domestic authors as well as the scholars of near and far abroad are considered the article. The authors of the article analyze the merits and lacks of the definitions of these terms expressed by researchers, suggest their own interpretations of these concepts, consider some practical aspects of determining the nationality and personal law of legal entities, as well as draw attention to some problems of their definition, and indicate the importance of determining nationality and personal law (statute) of a legal entity in the performance of activities in a foreign country.

Key words: personal law (personal statute, *lex societatis*) of a legal entity, nationality of a legal entity, theory (criteria, tests) of the nationality of a legal person, private international law.

Introduction. In terms of developing a market economy and international economic cooperation, encouraging the attraction of foreign capital and introducing the most advanced innovations, the boundaries for business are becoming more transparent. Business is becoming more internationalized. Large companies, well-known brands have their offices, production sites, management bodies, shareholders located in various jurisdictions regionally or even globally. Companies strive to offer a product demanded by a consumer, expand the markets for its sale, and to get the maximum profits. As for the legal entities established and operating in the same state their legal status is beyond doubt. However when foreign companies appear on the market, a lot of issues concerning the regulation of relations with such participants, both within the framework of private law and public law appear. The initial of them are about whether it is possible to recognize an organization as a legal entity or not, the law applying when relations to a foreign company, the scope of its legal capacity, etc.

The definition of legal features of the activities of foreign legal entities is of direct practical importance, since it is necessary to establish the specifics of carrying out activities on the territory of a foreign state for such legal entities as a whole and in relation to certain types of their activities, and to apply the appropriate legal regime. It should be noted that in some countries the activities of foreign legal entities are generally prohibited, as, for example, in the United Arab Emirates.[1]

It should be said that the private international legal status of entities is determined through such categories as "personal law", "personal statute" and "nationality". And namely these concepts are under the study of this paper.

Methods of research. In order to make a comprehensive analyze of the terms above the following methods were used: literature review, studying current norms of civil legislation of the Republic of

Kazakhstan, chosen approaches of foreign countries and International Court of Justice in criteria of identification of the nationality and personal law of legal entities.

Nationality of a legal entity is usually understood as the belonging of a legal entity to a certain state. This term is used to determine the legal relationship of a legal entity with the state for the purposes of paying taxes, creation of a legal base regulating the issues that constitute the content of personal status by the state. It should be noted that the term "nationality" is nominal, since it does not indicate the presence of foreign capital in the assets of legal entity or the foreigners as the founders of this organization. This term is used for convenience, brevity and is used, mainly, to delimit domestic entities from foreign ones [2]. Similar concepts of nationality have been proposed by many scholars.

So, for instance, it is possible to find such a definition of the nationality or (state belonging) of a legal entity in the specialized literature as the "attachment" of a legal entity to a specific state. [3]

Suleimenov, M.K., Academician of the National Academy of Sciences of the Republic of Kazakhstan and the Academy of European Law, determines the nationality of the legal entity as belonging and subordination of the legal entity to the legal system of a certain state (of one or another jurisdiction).[4] Thus, the scholar shows in the proposed concept that the relationship and belonging of a legal entity differ from the belonging of an individual to the state in determining its citizenship, and in relation to a legal entity it is right to say that the legal system (jurisdiction) of a particular state covers the issues of the legal entity's belonging and spreads its power on it.

The concepts of personal law or personal statute are more various from different authors.

Professor Lebedev, S.N. and Professor Kabatova, E.V. argue that the personal law or personal statute (*lex societatis*) of a legal entity is the law regulating the main issues of the legal status of a legal entity as a subject of law [5]. Thus, the concepts of personal law and personal statute are considered as identical, and the norms of the current law are laid in the understanding of these definitions.

Voznesenskaya, N.N. adheres to a similar position regarding the determination of the legal status of a legal entity. In her opinion, the legal status of a legal entity is always determined by a single law - a personal law (statute) of a legal entity. Personal law establishes the basic legal parameters of a legal entity, it answers the question whether a particular entity is a legal entity, what is its legal capacity, what are the powers of the bodies that represent it, what is the responsibility of this legal entity, etc. The author also draws attention to the fact that in this case the fundamental principle of private international law - the principle of autonomy of will - is inapplicable. [6]

Academician Suleimenov, M.K. states that the personal law of the legal entity determines its state belonging, "nationality" and resolves the issues of its statute on this basis: is the organization a legal entity, when does its legal capacity arise and cease, what is its scope, how is the legal entity established, reorganized and liquidated, what is the fate of the property of a legal entity, its branches and representative offices. [7] In our opinion, the stated position is vulnerable, since nationality is a primary concept, and the concept of personal law is secondary to nationality. We believe that the content of personal law follows precisely from nationality as belonging a legal entity to a state, because the state in the person of its state authorities having normative powers stipulates the personal law of such a legal entity, and also can modify and supplement it. In addition, it should be noted that the issues of the functions of the state following from its basic essence are considered in details in the theory of state and law, and in this sense the state has three main functions and branches of power: legislative, executive and judicial [8], and, therefore, the implementation of normative activities is one of the manifestations of state functions. Meanwhile, the researcher probably proceeds from the concept of a personal law established by the Civil Code of the Republic of Kazakhstan (Special Part), according to Article 1100 of which the law of a legal entity is the law of the country where this legal entity is established. The concept of the statute is also disclosed through the issues that are fixed in the personal law accordingly the above-mentioned concept proposed by the academician. They are the following: "is the organization a legal entity when its legal capacity arises and ceases, what is its scope, how is the legal entity established, reorganized and liquidated, what is the fate of the property of the legal entity, its branches and representative offices ". To our mind, these issues are determined by the legal status of a legal entity, otherwise this concept is illogical, since the personal law is defined through the personal statute. Unfortunately, the author does not specify whether he matches the concept of personal law and the personal statute or not, so we believe that the regulation of the issues above is covered by the concept of the legal status of a legal entity, which is the status of a legal entity

regulated by the norms of law, the totality of its rights and obligations, including the legal personality, the rights and obligations established by law, the guarantees of the provided rights and the liability of a legal entity as a subject of law for non-performance of duties. [9]

Shlyantsev, D.A. considers the concept of a "personal statute" as the scope of legal capacity of a legal entity in a state. The content of this concept includes relations regarding the establishment, activity, termination of the activities of a legal entity, the relationship between the founders (participants), the procedure for obtaining and distributing profits, settlements with the budget, and others. The personal statute has its content in each legal system, and it is often different from each other. [10]

Moreover, referring to the legal literature, the concept of a personal statute is mainly viewed as an analog of a personal law, and the concepts of the personal law (statute) given above are illustrative examples of this position. Also the very concept of the statute (from English "statute", from late-Latin "statutum", from Latin "statuo" - I decree, I decide) is usually associated either with the name of some legislative acts of the countries of the Anglo-Saxon system, or with the regulation of the activity of an international body in the form international agreement. [11] In this regard, the identification of a personal statute, based on its understanding as a relevant act or document containing certain legal norms, with the concept of personal law is fully justified.

It is also possible to meet the concept of a personal law of a legal entity, which means certain rules governing the procedure for the establishment, operation and liquidation of such a legal entity. [12] This concept seems incomplete, because it does not take into account, e.g. the issues of liability of a legal entity, which are also stipulated in the law. At the same time, the issues of legal entities' liability in the legislation of different countries are regulated in different ways. In some countries, a legal entity is recognized even as a subject of criminal law, that is not inherent, for example, to the Republic of Kazakhstan.

In our opinion, personal law or personal statute can be defined as a set of legal norms of a state, which determine the legal status of a legal entity as a subject of law - a participant in property relations, as well as personal non-property relations related to property ones.

Thus, the importance of defining a personal law is to determine whether it is possible to consider an organization as a legal entity in general and apply the relevant legal norms regulating its legal status to it. So, if the personal law of the partnership is English law, then such partnership will not be recognized as a legal entity, and if to apply the law of France to such an organization, then such entity will be treated as a legal entity. [13]

If to refer to the Civil Code of the Republic of Kazakhstan, Article 34 provides for organizational and legal forms of legal entities depending on the main purpose of the activity (i.e. commercial and non-commercial legal entities). This article of the Code states that a legal entity being a commercial organization can be established only in the form of a state enterprise, an business partnership, a joint-stock company, a production cooperative. A legal entity being a non-profit organization can be established in the form of an institution, a public association, a joint-stock company, a consumer cooperative, a foundation, a religious association and in another form provided for by legislative acts. A legal entity that is a non-profit organization and which is held only at the expense of the state budget can be established solely in the form of a state institution. Legal entities may establish associations that are recognized as non-commercial legal entities.

The need for such organizational and legal clarity in the civil legislation of the Republic of Kazakhstan is caused by the frequent desire of entrepreneurs to establish various non-standard and combined economic entities (e.g., a firm, corporation, trust, trust company, holding, etc.) without an exact name of their organizational and legal form after gaining independence by the state and proclaiming freedom of private entrepreneurial activity. Since the rights, duties, internal structure, authorities of bodies and responsibility for obligations largely depend on the organizational and legal form, the peculiarities of which, as a rule, are determined by a specially adopted law, the establishment of "formless" legal entities made it difficult to determine their true legal status. Therefore, the Decree of the Supreme Council of the Republic of Kazakhstan dated December 27, 1994 "On the Implementation of the Civil Code of the Republic of Kazakhstan (General Part)" stipulated the provision according to which the legal entities established before the official publication of the Civil Code (General Part) dated 27.12.1994. in organizational and legal forms not provided for by the Civil Code (General Part), had to be transformed

into organizational and legal forms provided for by the Civil Code (General Part) before January 1, 1998. [14]

Further, the researchers identify the criteria that form the basis for determining nationality (e.g. Shlyantsev, D.A. [15], Gasanov, K.K., Shmakov, V.N., Sterlingov, A.V., Ivashin, D.I. [16], Makarov, A.N. [17]) or the personal law of the legal entity (e.g. Ruzakova, O.A. [18], Lebedev, S.N., Kabatova, E.V. [19]).

We share the position that a state adheres to a certain criterion for determining the nationality of legal entities, which finds its legal fixation in a personal law, i.e. in the law of the country, which regulates the legal status of organizations. From this point of view, as it was already mentioned above, the personal law is dependent on the definition of the nationality of the legal entity.

When choosing the criteria that determine the nationality of a legal entity, the legislation of different countries and scientific doctrines expressed by the scholars are based on two basic concepts. According to one of the concepts, the basis for determining the nationality of a legal entity is a formal legal criterion that is not related to the conditions of economic activity of the legal entity (i.e. the criterion of incorporation). The second concept is based on the discovery of the "economic" criterion of nationality depending on the aspects of the production and commercial activities of the legal entity (the criterion for the location of the governing bodies and the criterion for settling or carrying out productive activities). [20]

In the literature, there are references to the use of the criterion determining the nationality of a legal entity in conditions of normal civil turnover or the legal domicile of its government. Another position is in determining the nationality of a legal entity according to the state where such an entity has been originated. Some other criteria are also proposed. Among them are: the center of economic operations of a legal entity, the citizenship of the majority of individuals who are members of a legal entity (e.g. shareholders in joint-stock companies). [21]

Such theories as the theory of incorporation, the theory of settled life, the theory of the center of exploitation (*siège social* or real seat), and the theory of control were formulated on the basis of the criteria above and widely spread in the theory of international law.

The theory of incorporation is typical for countries of common law - the United States, Great Britain, India, Australia, Canada, Singapore, as well as for such countries as the Russian Federation, China, Kazakhstan, the Netherlands, etc. The essence of the theory of incorporation is that a legal entity belongs to the law and order of the country where a legal entity is registered (entered in the register).

The theory of settled life is stipulated by the legislation of France, Germany, Belgium, Spain, Ukraine and other countries. According to this theory, the personal law of a legal entity is the law of the location of the control center (supervisory board, directorial board, other bodies of the legal entity).

According to the *siège social* or real seat theory (the theory of the center of exploitation) the personal law of a legal entity is the legislation of the country where the legal entity carries out its activities. Elements of such theory are fixed in the legislation of Portugal, Germany, India.

The control theory determines the citizenship, nationality of the founders of the legal entity and its participants as the main criterion.

Among the issues, which are determined on the basis of a personal law of a legal entity, are:

- the status of the organization as a legal entity;
- the organizational and legal form of the legal entity;
- requirements for the name of a legal entity;
- issues of creation, reorganization and liquidation of a legal entity, including issues of succession;
- the content of the legal capacity of the legal entity;
- the procedure for the acquisition of civil rights by a legal entity and the assumption of civil obligations;
- internal relations, including the relationship of a legal entity with its participants;
- the ability of a legal entity to meet its obligations.

The definition of a personal law of a legal entity is necessary when considering disputes involving foreign legal entities. [22]

An interesting attempt as for determining the "proper" national company laws which govern the company is shared by Peter Behrens, Professor emeritus of Law of the University of Hamburg, Faculty of

Law. Under this position, the various connecting factors used in different conflict of laws systems in order to determine the “proper law” of a company (*lex societatis*) may be categorized in a number of ways. A first distinction can be made between “indeterminate” and “determinate” connecting factors according to their ability or inability to directly determine the “proper law” of companies. Connecting factors are “indeterminate” if they are not self-sufficient because their localizing function depends on the use of other more specific (“determinate”) connecting factors. “Determinate” factors are connecting factors that are in fact able to directly localize a company within a specific jurisdiction without requiring the use of other more specific criteria. [23]

Indeterminate connecting factors are widely used in many jurisdictions and in various contexts. These are the following: nationality, domicile, and residence. The *nationality* of companies is a concept that is mainly used in Spain, Italy and France. Article 9(11) of the Spanish Civil Code expressly provides that “the personal law for legal persons is determined by their nationality”. Domicile as indeterminate connecting factor is considered on the example of the law of England and the USA. Under this factor a corporation is domiciled in the country where it was registered. Connection factor of residence is mostly inherent to the tax purposes.

Determinate connecting factors are considered by the researcher in the context of identification of three different sub-categories of connecting factors. In order to localize a company, a first category of connecting factors relies on the creation of the company as a legal person (a); a second category relies on the internal governance structure and decision making within the company (b); a third category relies on the business activities of the company (c). [24]

As is known for the purposes to develop economic cooperation and attraction of foreign capital, the settlement of relations complicated by foreign elements is regulated not only with national law, but on the basis of interstate agreements - bilateral international treaties (hereinafter referred to as “BIT”) and multilateral.

Meanwhile, the recent practice demonstrates that, although investment treaties are governed by international law, international law will refer back to municipal law for the purpose of determining nationality. States determine nationality in many different ways, sometimes by rules that can appear harsh and unusual to observers from different legal systems. [25]

The rules for determining nationality become even more complex when they are applied to corporations. Treaties apply a variety of tests to determine if a corporation qualifies as an investor of a party.

Some treaties set a low threshold for a corporation to qualify as an investor of a party. Article 1(2) of the Ukraine-Lithuania BIT, for example, defines a “Lithuanian investor” as “any entity established in the territory of the Republic of Lithuania in conformity with its laws and regulations”.

Other treaties set a higher threshold. Article 1(1)(b) of the Indonesia-Chile BIT, for example, not only requires that the corporation be “constituted or otherwise duly organized under the law” of the home State, but also requires that its “effective economic activities” be in that State. [26]

Nationality of legal entities has been widely examined also by the International Court of Justice (ICJ) in the 20th century, when States aimed to protect their nationals and legal entities by measures of diplomatic protection. [27] Accordingly the ICJ Reports the nationality of a legal entity may be determined by applying several tests – test of incorporation, test of seat (*siège social*), and test of control. Under the incorporation test, a legal entity acquires nationality by way of incorporation. This test obviously is the most applied and the simplest of all previously mentioned. However, it is very likely that for the purposes of diplomatic protection this test would not create a genuine link with the State of incorporation, especially if the State is chosen only for its tax regime. The incorporation test is also criticized for being artificial and without practical significance; thus in reality a company is only a subject of national law. The *siège social* or real seat test states that a legal entity possesses the nationality of its place of principal administration. Under this theory, establishing an administrative office within a State’s territory is a condition of incorporation, which creates a more effective link with the country of incorporation. Another method to identify the nationality of a legal entity is the control test, which was developed to identify an effective link between a legal entity and a State. According to this test a legal entity has the nationality of its controlling shareholders, in other words, the control test “is an instance of ‘lifting the corporate veil’”. [28]

In recent years, it has been suggested that certain issues of private international law have been subsumed into an overarching transnational legal regime referred to as the → *lex mercatoria*. However, this is not an uncontroversial concept and the fact remains that significant differences continue to exist between national laws on key substantive and procedural issues pertaining to the international operations of corporations. [29]

Conclusions. It should be said that, since the basis of theories is based on one or another criterion, the nationality of the organization is determined in different ways, and as the states differently solve this issue in their legislation, the occurrence of the problem of the absence of nationality or the presence of dual nationality from a legal entity is quite real. In case of the lack of nationality, such situation is possible if the legal entity was established in one state while doing its main activity in another country. If the legislation of the state in which the organization was registered applies the theory of the center of exploitation, this legal entity has to subject to the law of the country where it conducts its main activity. At the same time, if the country of organization's main activities recognizes the theory of incorporation, then such a legal entity will not have a nationality at all [30]. Similarly, it is possible to simulate and consider the situations with the identification of the dual nationality of legal entities on the basis of the legislation of different states recognizing different criteria.

Proceeding from the above, it can be concluded that the determination of nationality and, accordingly, the personal law of a legal entity is a fundamental issue in identifying its status. At the same time, the identification of private international status of an organization through the criteria above is not even always possible. As for the Republic of Kazakhstan, the civil legislation of the country has adopted the theory of incorporation or domicile, according to which the personal law of a legal entity is the law of the state in which it was established.

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ОСОБЕННОСТИ ОПРЕДЕЛЕНИЯ МЕЖДУНАРОДНОГО ЧАСТНО-ПРАВОВОГО СТАТУСА ЮРИДИЧЕСКИХ ЛИЦ

Аннотация. В условиях развития рыночной экономики и международного экономического сотрудничества, поощрения привлечения иностранного капитала и внедрения самых передовых инноваций, границы для бизнеса становятся все более прозрачными. Предпринимательская деятельность иностранных компаний на рынке влечет появление множество вопросов определения статуса таких компаний, как частно-правового, так и публично-правового характера, которые определяются на основе установления их национальности и личного закона (статута). В настоящей статье рассматриваются актуальные вопросы понятий личного закона, личного статута и национальности юридических лиц, теории (критерии, тесты), на основе которых определяется личный закон юридического лица, предложенные отечественными авторами, а также учеными ближнего и дальнего зарубежья. Авторы статьи анализируют достоинства и недостатки высказанных учеными определений указанных терминов, предлагая собственные интерпретации данным терминам, рассматривают отдельные практические аспекты установления национальности и личного закона юридических лиц, а также обращают внимание на некоторые проблемы их определения, обозначают важность определения национальности и личного закона (статута) юридического лица при осуществлении им деятельности в иностранном государстве.

Ключевые слова: личный закон (личный статут, *lex societatis*) юридического лица, национальность юридического лица, теории (критерии, тесты) определения национальности юридического лица, международное частное право

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ЗАҢДЫ ТҮЛҒАЛАРДЫҢ ХАЛЫҚАРАЛЫҚ ЖЕКЕ-ҚҰҚЫҚТЫҚ МӘРТЕБЕСІН АЙҚЫНДАУ ЕРЕКШЕЛІКТЕРІ

Аннотация. Нарықтық экономика мен халықаралық экономикалық ынтымақтастықты дамыту жағдайында шетелдік капиталды тартуға және ең озық инновацияларды енгізуге ынталандыру жағдайында бизнестің шекаралары ашық болады. Шетелдік компаниялардың нарықтағы кәсіпкерлік қызметі олардың азаматтық және жеке заңдарын (жарғысын) белгілеу негізінде анықталатын, жекеше және заңды және қоғамдық-құқықтық сияқты компаниялардың мәртебесін айқындаудың көптеген мәселелерін тудырады. Осы мақалада отандық авторлар мен жақын және алыс шетел ғалымдары ұсынған заңды тұлғаның жеке заңы негізінде жеке заңнама, жеке заңнама және заңды тұлғалардың азаматтығы туралы тұжырымдамалардың өзекті мәселелері қарастырылады. Мақаланың авторлары ғалымдар айтқан терминдердің анықтамаларының мән-мағынасын және кемшіліктерін талдайды, осы терминдердің жеке түсіндірмелерін ұсынып, заңды тұлғалардың азаматтық және жеке заңдарын белгілеудің кейбір практикалық аспектілерін қарастырады және оларды анықтаудың кейбір мәселелеріне назар аударады, ұлты мен жеке заңын (жарғысын) шетелдегі қызметті жүзеге асыруға заңды тұлға.

Түйін сөздер: заңды тұлғаның жеке құқығы (жеке статут, *lex societatis*), заңды тұлғаның азаматтығы, заңды тұлға азаматтығының теориясы (өлшемдері, сынақтары), халықаралық жеке құқық

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 83 – 88

UDK 1/14 (045)

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**ALI SHARIATI ABOUT UMMAH AS A THEORETICAL MODEL
OF THE IDEAL SOCIETY**

Abstract. The purpose of the work is to identify and study the role and place, aspects of the Muslim Ummah as a model for building an ideal society in the philosophy of Ali Shariati. The methodology of work is specifically historical, comparative, social methods of research. As a result of the work, the following conclusions were made: Shariati gives a classification of society based on the types of religion. In his opinion, there are the following types of religion: 1) tawhid -religion based on monotheism, 2) shirk-based on polytheism, 3) kufr-based on unbelief, where tawhid is recognized as the true religion, and shirk and kufr - opposing true, tawhid religion. Accordingly, only that which is based on the religious ideology of tawhid is recognized as an ideal society

The field of application of the results obtained by the author of the article is the improvement of the methodological principles of the research of society in the philosophy of Ali Shariati. The author's conclusions can be used in teaching at the social and humanitarian faculties of the disciplines of the religious-philosophical cycle.

Keywords: Islamic civilization, Ummah, ideal society, tawhid.

The study of philosophical and sociological theories about the prospects for the development of "Islamic civilization" and modern Muslim societies is relevant both for the Muslim world as a whole and for present Iran. In modern Iran, one of the most discussed problems is the problem of the consequences of the Iranian revolution, and the problem of building a special form of statehood, further development of society in the context of globalization and Westernization. The question is which path society should follow, guided by the principles of a true, "revived" religion, is not just rhetorical for modern Iran. One of the main tasks of the modern Iranian intelligentsia was the restoration of basic human rights, which led to the emergence of various humanistic education based on the idea of equality and justice. Various philosophical and sociological theories about ways to achieve happiness in earth life were developed. In connection with this issue, Shariati believes that one of the important tasks facing theologians and scientists is to explain to the general population the idea hidden in the text about the creation of an ideal society on Earth. According to Shariati building an ideal society means mainly spiritual perfection. Not the elimination of economic inequality, but the revival of morality. According to Shariati Islamic society should be freed from all kinds of moral enslavement, the negative influence of the West. In the social-philosophical views of Ali Shariati, the concept of an ideal society takes an important place. A feature of his views on society is that he stands on the position of the "sociology of religion", which is prevalent in Muslim countries, including modern Iran. In his work "Sociology of Islam" he refers to the idea a high civilization and society are unthinkable without God and religion. As a theoretical, ideal model of society Ali Shariati takes the Muslim community - Ummah. In the Islamic encyclopedic dictionary, a different interpretation of this concept is given. Ummah is understood mainly as a Muslim community, but there are other various aspects of its significance. In Quran Ummah is interpreted as a human community, consisting of people. The history of mankind in Quran is seen as a succession of changes in one religious community, that is, Ummah of the other, who once formed a single Ummah of people united by a common religion. According to this dictionary, a Muslim living outside the Caliphate belonged to Ummah until the end of the 19th century. Muslims of different states were legally considered members of a single Muslim

community. At the end of XIX century there was an idea of national citizenship in Muslim countries. The concept of Ummah was also used to refer to autonomous religious communities [1].

The peculiarity of the concept of the ideal society of the Iranian philosopher is that it has a pronounced theocratic character and is based on the idea of revival of the original principles of "Islamic government", on the revival of the practice of the Prophet Muhammad by the Muslim community, Ummah, which was based on the principles of religionunity and politics, spiritual and secular. The following peculiarity of his ideal theocratic model of society is that he tries to adapt the early forms of government of the Muslim community to the contemporary realities of Muslim society. For Ali Shariati, Ummah is a model, the type of ideal society and its concept is based on the Muslim ideology, he considers only within the framework of this society is possible harmonious coexistence of people. Shariati on the basis of non-traditional interpretation of the main provisions of Quran comes to the idea of building a classless society. He considers expedient to use the idea of equality, the elimination of the exploitation of man by man, the creation of a society without classes. According to Shariati Ummah is a classless society where the whole property is the guarantor of equality and justice, but religion should be the main integrating force.

Since the national liberation movement acted under the flag of Islam in the Muslim East, there was an urgent need for the reform and modernization of Islamic philosophical, political and ethical doctrines. Shariati linked the concept of the revival of "true" religion with the problems of finding a special Islamic society based on equality and justice, democracy, which was embodied in the concept of an ideal society - Ummah, whose main ideas are actively used in the socio-political and cultural life of modern Iranian society. More concretizing this question, he considers Ummah, as tawhid society, i.e. a society based on true religion, which he refers to Shiism. This classless society, without private property and oppression, based on equality and justice.

Shariati gives a classification of society, based on the types of religion. In his opinion, there are the following types of religion: 1) tawhid -religion based on monotheism, 2) shirk-based on polytheism, 3) kufr-based on unbelief, where tawhid is recognized as the true religion, and shirk and kufr - opposing true, tawhid religion. Accordingly, only that which is based on the religious ideology of tawhid is recognized as an ideal society. But this is not a simple community of people, it is based on equality and justice, it is an ideal society and only in it harmonious coexistence of people is possible.

To illustrate his theoretical model of an ideal society, Ali Shariati takes the story of Abel and Cain. The society of Abel is a harmonious society based on equality and justice, and the ideological basis of which is tawhid. In the Islamic encyclopedic dictionary "tawhid" is defined as monotheism, based on the principle "there is no deity except Allah". The Cain Society is based on slavery and private property. On this issue, arguing with Marxism, Ali Shariati believes that not private property generates power and power, but on the contrary, power and power generate private property. This society also has a corresponding world view, "shirk", which means polytheism, i.e. polytheism. The Muslim conception of God is monotheistic in nature and worshipping other deities besides Allah, as well as objects and people, is regarded as the gravest sin (kabir), unbelief (kufr) "[1, p.232]. Ummah - this is the "society of Abel", based on the fundamental principles, according to Shariati. The first principle is "integrity of leadership," which means that a "community leader" must lead a religious community; it is a charismatic leader.

Charisma in the "Philosophical Encyclopedic Dictionary" is defined as follows: "Charisma (Greek - mercy, grace, divine gift), exceptional giftedness; the certainty of a person (charismatic leader - prophet, preacher, politician), action, institution or symbol, special qualities of exclusivity, supernaturalism, infallibility or sanctity in the eyes of a more or less broad circle of adherents or followers "[2, p.755].

Regarding leadership, Ali Shariati writes: "Ummah can not exist without an imamate, i.e. without the supreme leadership of such a leader "[3]. There is a fundamental difference in the interpretation of the role of imams and imates in the life of society in Sunnism and Shiism. Sunnism on the issue in question, on the role of the clergy is more democratic: any member of the Muslim community - Ummah can be chosen and appointed as an imam (mullah) if he has at least two qualities: 1) who can read and knows the sacred text well Muslims - the Quran; 2) who can conduct a prayer meeting. According to the Shiite doctrine, "the clergy are not elected" and is not chosen, these are people "from God", they are "discovered". Ali Shariati being a theorist and ideologue of Shiism, also believes that the imam and imate can not be dependent on anyone's choice, but only on recognition. Consequently, Shariati is not only against

Sunnism, but also against the Western form of democratic government. He sees the main difference in the role of the people, which is assigned to him in a democratic form of government and in Islam. If in the first case, democracy is treated as democracy and people are considered the decisive factor in solving all social and political problems of society, then in the second case, people are recognized as "not a decisive factor, but a recognizing one" in Islam. Shariati believes, just as one can not appoint someone as a genius, just as impossible to appoint an imam. Imam can only become one who is "of God" has the appropriate qualities. Therefore, neither imam nor imamate, i.e. the leadership of modern Muslim society has nothing to do with modern democratic procedures. Moreover, according to Shariati's conviction, the imam is not obliged to do as the people demand, their main goal is not to ensure the well-being and happiness of the people. The main purpose of the imam and imamate as leaders of society and the state is to lead Ummah to perfection, choosing for this the most correct and effective way, regardless of anything, even if this path can lead society to great suffering.

The imam in a theoretically unified Muslim community is also seen as the supreme bearer of spiritual and secular power. This tradition has a long history and was formed with the beginning of the birth of Islam. The Prophet Muhammad and the first caliphs were not only priests on prayers, but at the same time were the heads of the Muslim community. Al-Imam or "Imamate is the institution of the supreme leadership of the Muslim community, in which the secular and spiritual power merge" [4].

The second important principle, which is the basis of an ideal society, is the principle of justice. Based on the fundamental idea of Shi'ism, "Allah is always just," Shariati believes that injustice is not the product of God, therefore, it is completely removable. In the opinion of Shariati, the ideal form of government is the one that respects the person, and the person does not obey anyone except Allah. Spiritual freedom of the individual is limited only by submission to Allah, but it is independent and free of economic coercion.

The fundamental principle of tawhid religion after the principle of monotheism is the principle of equality. According to Shariati, tawhid includes different types of equality. Social equality, which implies the equality of all social strata of society and means the construction, in the final analysis, of an ideal society, i.e. Ummah.

An important point of the truth of tawhid religion is that it lacks such an important institution as the church, because the presence in any religion of the clerical apparatus is evidenced by the distortion of the essence of this religion and the transformation of tawhid into shirk, i.e. the transition from monotheism to polytheism. And he attributes this to the fact that the church always expresses and defends the interests of the ruling class, which in turn leads to a violation of the important principle of tawhid of the equality of social groups and their oppression.

According to Shariati, only Islamic philosophy can contribute to the formation of true equality between people, the formation of fraternal relations. The state and the various legal norms legalized by the state can give only formal guarantees of social and political equality. In contrast, "Islamic equality" is a true equality, because it is based on the fundamental principles of the "tawhid religion."

The fundamental principle of true religion is the principle of monism, according to which there is no one but a single God and this idea, Shariati believes, is a unifying, consolidating idea of society, and also equalizes all people before God. Based on the theory of E. Durkheim on the integrative function of religion, Shariati comes to the conclusion that to create conditions for the unity and unification of society by the forces of only true religion. In the true religion, the principle "There is no God but Allah" means that only Allah is the lord, according to the "shirk". The distorted religion is divided into masters and slaves. Shariati believes that this position of the distorted religion is based on Aristotle's philosophy, which divides society into opposite groups, i.e. on slaves and masters, considers quite a natural phenomenon existing from nature. Therefore, in Shariati's opinion, shirk is an important social function, an "exculpatory function". Such a religion convinces people of the naturalness and inevitability of the fact that "the situation in which you all, either you or your society must be located and determined by the divine will!" "Discrimination and domination of some and dependent position of others" [5, p.180] is completely justified. This state of affairs in society is fully justified by the fundamental principle "everything that is valid from God." Tawhid religion, the Iranian philosopher believes, opposes the public order based on oppression and injustice, and therefore represents a danger to the exploiting class, because it is a revolutionary ideology, acts as the organizing force of the masses against exploitation and

oppression. Shirk, like a distorted religion, stands in defense of the ruling class, justifying existing social inequality, and any speech against them is treated as a demonstration against Allah. The ontology of tawhid religion is based on the principle of the creation of man by Allah, according to which: a) Allah is the creator of all things; b) the will of Allah is omnipotent and extends to the whole world and this is due to the fact c) Allah has absolute knowledge about this world, a person believing in one God - Allah, comes to the idea of the unity of the world, faith in one world leads to the idea, that all of us, people are created by a single Creator, that is why all are one; are equal. One of the basic principles of tawhid religion is the social and political equality of people and this principle is realized thanks to fiqh, i.e. Muslim jurisprudence. The purpose of tawhid religion is to promote progress in all its manifestations, recognition of political and social freedom of a person. In the plan of public management and regulation of relations between the state and various political groupings, and between different layers of society, the basic political and legal principles, in the opinion of Shariati, there should be: 1) the principle of shura (coherence), 2) ijma (agreement of opinion, joint decision), 3) recognition of the right to ijtihad (free interpretation of religious and social problems). He believes true religion should respect freedom.

To the next kind of equality, Shariati refers equality between peoples, which means there are no big and small nations, so no people can oppress and oppress another people. Based on the analysis of contemporary Muslim societies, he identified the most characteristic problems existing in Islamic states. This is a difference by the forms and methods of colonization by Western countries of the Third World countries. The most common are: under the guise of Westernization and modernization, we can add - globalization, actively introducing Western consumer goods associated with the crisis of overproduction in the West. As a result, Western values and lifestyle standards are imposed, and ethnic conflicts are artificially fomented. On this issue, Shariati, like the French researcher Fanon F. very rightly notes that nationalism is effective only before the country becomes independent, in the future it becomes an instrument in the hands of the aggressor. This approach to solving the problems of nationalism is relevant not only for our state, but for the entire post-Soviet space and, in general, for all polyethnic states, for the entire world community, because the principle of nationalism plays a positive role in the formation of the national state and then outlives itself, because in the future existence of society, the principle of interethnic integration plays a more positive role for preserving the foundations of society [6].

When resolving any issues of Shariati strictly follows the methodological principles that he himself developed. In particular, considering the question of the equality of peoples, it is based on the principle of monotheism, tawhid substantiates the idea of the unity and equality of all peoples and nations. Belief in a single Creator leads to the idea of the unity of the world and that all people are the creation of a single Creator, all people are equal both to each other and before Allah, they all represent a single human race. Shariati believes that from the principle of tawhid, i.e. monotheism, the principle of internationalism is derived, according to which all people, all nations and peoples are equal, therefore no people have the right to oppress and exploit another people.

Equality includes the equality of the sexes. This question in the interpretation of Shariati received an original solution. He is against the position of women, which they occupy in the Islamic society. He advocated the equality of the sexes. Moreover, he believes that the widely held view that Islam as a religion belittles the role of women is an erroneous and incorrect point of view that distorts the true state of affairs. The distortion of Islam over the relationship of the sexes is linked, as Shariati believes, with the wrong translation and interpretation of the Quran. According to the wrong translation, a woman was created from the rib of a man - Adam, which actually explains the degraded position of women. Shariati believes that the Arabic word "rib" has several meanings and the word "rib" is only one of the meanings of the word. "Rib" is also translated as "nature", "essence". Consequently, the essence of the Islamic position on the question of the relationship of the sexes, in the opinion of Shariati amounts to the following: "... men and women are of the same nature and were created by God simultaneously. They are of the same race, they are brothers and sisters "[7]. That position of women, which they occupy in the Muslim world, today contradicts the principles of Islam, the true religion, i.e. tawhid. He believes it is rather pagan vestiges. As an example for imitation, he took the images of two famous Islamic women - Fatima and Zeynab, who played an active role in the history of the Muslim world. Shariati gave them the following

characteristics: "Fatima is the heiress of the prophet, the personification of the" rights of the oppressed "and at the same time a symbol, an explicit embodiment of "seeking justice ". ... Zeinab-testifies to all the defenseless prisoners in the system of executioners, the messenger who survived after the martyrdom of Imam Hussein (peace be upon him) "[8]. He believes that modern Muslim women, on the one hand, should not follow Western stereotypes of women's behavior, but, at the same time, they should not confine themselves to home and family and take an active part in the life of society, without reconciling with their degraded position.

A comparative analysis of the concept of the ideal society of Al-Farabi and Ali Shariati show that there is a certain similarity and difference in the consideration of this issue. In Al-Farabi, the concept of an ideal society is more secular in nature, while in the philosophy of Ali Shariati this issue is viewed from the standpoint of religious, primarily Islamic philosophy. Al-Farabi, in his philosophical judgments about a virtuous city, which he views as the ideal type of human organization, of the human community, considers it irrespective of ethnic and confessional differences, he writes about an ideal society in general. A peculiarity of Shariati's approach in solving this issue is that he bases the idea of not an ideal society in general, but in his conception under an ideal society he means the Muslim community - Ummah as an example of such a human association. But the common thing in these two philosophical systems is that both Oriental thinkers believe similar human communities should be based on equality and justice.

The attitude of Al-Farabi to a democratic form of government is negative and this is similar to the position of Farabi and Shariati. In the opinion of Farabi in the collective city "there is a combination of the base and the sublime, there are any leadership ... Its inhabitants have no relationship to their heads, governing them, because its inhabitants themselves designate them as their heads, and those who direct them do so only by the will of subordinates, and since the latter do not obey their orders, in these cities there is actually neither a leader nor a subordinate "[9]. In this city, as a worthy, most revered chapter is considered one that presents to the residents of their city, as Farabi believes, more freedom, satisfies their whims and desires, and they limit themselves in their desires only with essentials.

Summing up, we can say that the Iranian philosopher Shariati also believes the state, i.e. the imam must lead Ummah. And here it is necessary to take into account such a moment if in the Sunnism the imam is appointed, elected by people, then in Shiism he is found out. Al-Farabi believed that it is very difficult to find a person who would meet all the requirements for the head of state. Therefore, two, three or a group of people, who together possess the corresponding qualities, can manage the state. A similar position is shared by Ali Shariati, who believes that the leadership in Muslim countries can and should be implemented by the imam and imamate. Shariati believes if the imamate, i.e. the leadership has ceased to fulfill his duties, has stopped and does not lead society ("institutionalized"), they should be overthrown, and in this case all means are good.[10].

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УДК 1/14 (045)

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АЛИ ШАРИАТИ ИДЕАЛДЫ ҚОҒАМНЫҢ ТЕОРЕТИКАЛЫҚ ҮЛГІСІ РЕТІНДЕГІ МҰСЫЛМАНДЫҚ ҚАУЫМ ЖАЙЛЫ

Аннотация. Жұмыстың мақсаты Али Шариатидың философиясындағы идеалды қоғам құру үлгісі ретіндегі мұсылман Қауымының ролі мен орнын, қырларын зерделеу, анықтау болып табылады. Жұмыстың әдіснамасын нақты-тарихи, салыстырмалы, әлеуметтанулық зерттеу әдістері құрайды. Жұмыстың нәтижесінде мынадай қорытындылар жасалды: Шариати бойынша идеалды қоғам дін түрлеріне сүйене отырып құрылады, діннің келесі түрлері бар: 1) таухид – бір құдайлыққа негізделген дін, 2) ширк – политеизмге негізделген, 3) куфр-шынайы дін ретінде таухид мойындалатын, ал ширк пен куфр шынайылыққа, таухидтік дінге қарсы тұратын ретінде қарастырылатын сенбеушілікке негізделген. Осыларды есепке ала отырып, таухидтің діни идеологиясына негізделетін қоғам ғана идеалды қоғам болып есептеледі.

Мақала авторы алған нәтижелерді қолдану аясы, Али Шариати философиясындағы әлеуметтік үдерістерді зерттеудің әдіснамалық қағидаларын жетілдіру болып табылады. Автордың шығарған қорытындылары әлеуметтік-гуманитарлық факультеттерде діни-философиялық циклі пәндерін оқыту үдерісінде пайдаланыла алады.

Тірек сөздер: Ислам өркениеті, қауым, идеалды қоғам, таухид.

УДК 1/14 (045)

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АЛИ ШАРИАТИ ОБ УММЕ КАК ТЕОРЕТИЧЕСКОЙ МОДЕЛИ ИДЕАЛЬНОГО ОБЩЕСТВА

Аннотация. Цель работы изучить, определить роль и место, виды мусульманской Уммы в качестве образца построения идеального общества в философии Али Шариати. Методологию работы составляют конкретно-исторические, сравнительные, социологические методы исследования. В результате работы были сделаны следующие выводы: Шариати дает классификацию общества, основываясь на типах религии. По его мнению существуют следующие разновидности религии: 1) таухид -религия, основанная на единобожии, 2) ширк - основанная на политеизме, 3) куфр- основанная на неверии, где в качестве истинной религии признается таухид, а ширк и куфр - как нечто, противостоящее истинной, таухидной религии. Соответственно, идеальным обществом признается только то, которое основывается на религиозной идеологии таухида.

Сфера применения результатов, полученных автором статьи, является совершенствование методологических принципов исследования социальных процессов в философии Али Шариати. Выводы автора могут использоваться в процессе обучения предметам религиозно-гуманитарного цикла на социально-гуманитарных факультетах.

Ключевые слова: Исламская цивилизация, умма, идеальное общество, таухид.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 89 – 96

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**DEVELOPMENT OF INTEGRATION PROCESSES
AT THE PRESENT STAGE**

Abstract. Higher education institutions play an important role in creation of the country's human asset. Enterprises, in turn, build their business with the help of their employees' potential who get education in higher educational institution of the country. Therefore, enterprises and high schools should work together to train personnel for the real sector of the economy by joint efforts. But, unfortunately, we have certain obstacles on the way to business cooperation and higher education institutions. Nowadays the integration of higher educational institutions and enterprises is a trend of objective development of specialists' professional training. Over the past decade, the world experience in the field of scientific and technological development has shown that the integration of universities and businesses can effectively respond to globalization and economic crisis.

Transformation of these relations into a stable process is beneficial to both sides, but the question is whether the potential of the two sides is sufficient to make this link an integration process. In this regard, the author of the article reveals the answers to the questions: What is integration? Is there any difference between integration between enterprises and the integration between higher education and business. When studying this term, the author, studying the views of scientists gave her own author's definition to the word "integration". The article considered mechanisms and functions of integration, identified obstacles and opportunities that arise in the integration process.

Keywords: integration, education, university, business, enterprises.

Integration of education and production is an objective trend in the development of professional training at the present stage. It is due to the increase of science intensity of production and complexity of the content of specialists' professional activities. According to expert estimates, a young specialist trained in traditional, non-enterprise-specific curricula and programs [1] adapts socially and professionally only within two years of work at the enterprise, that is, becomes a member of the collective, having taking his place in it [2]. The matter is that adaptation out of link with the enterprise-customer (that is enterprise-consumer) is extremely complicated during training, and in many ways is objectively impossible.

The synergetic theory has convincingly proved that development is possible only in open systems, which constantly exchange energy, substance, information with the external environment. Processing, integration of various kinds of information lead to new forms of organization and regularity (which is the process of self-organization) [3]. The lack and incompleteness of the applied information leads to the death of the system. Therefore, in the first years of work, simultaneously with social adaptation, a young specialist is trained in professional field: he gets acquainted with the specific administrative scheme of management, perceives the decision-making procedure, gets acquainted with the tools and accessible set of standard for the given enterprise technologies and technological solutions.

With partially transferred to the territory of the enterprise-customer, target training additional opportunities reveal:

- constant access to information on labor market, which allows to clarify the structure of specialties and professions as well as amount of training;
- taking into account employers' requirements on the content of specialists' training: joint development of standards of professional education, curricula and programs;
- organization of students' practice on equipment operating in the modern sector of industry;

- organization of teachers' systematic training to familiarize them with the newest types of equipment and technological processes;
- creation of independent assessment mechanism for quality of specialists' training by independent expert commissions on the tests developed together with employers;
- target training of specialists for a particular enterprise that increases opportunities for employment of graduates.

Such preparation gives the chance to educational institution to let out experts competitive in the labor market. Whether educational institution wants it or not, but in new socio-economic conditions it becomes a subject of market relations and, like all market subjects it is obliged to be guided by demand which is defined by the employer in the person of personnel customer, on his requirement. This is an indispensable condition for viability of educational institution and efficiency of its functioning. Therefore, the teaching staff is forced to carry out the work that is unusual for them: to study the labor market, clarify employers' qualifications, monitor the changing structure of professions and specialties, make clear the specific interests of their social partners, and increase their own competitiveness. It is also a necessary condition for successful activity of educational institution.

For the first time the term integration was applied in the 1930s by German and Swedish scientists, and in translation from Latin (from Latin *integration* - restoration, replenishment from *integer* - whole) it means integration of any parts, elements into a whole one [4].

So far this term has become widely used in various fields: biology, physics, chemistry, politics, information, social, cultural spheres, mathematics, etc. The simplest and the most widely used meaning of this term is association, interpenetration.

Table 1 - Author's views on definition of the concept "integration"

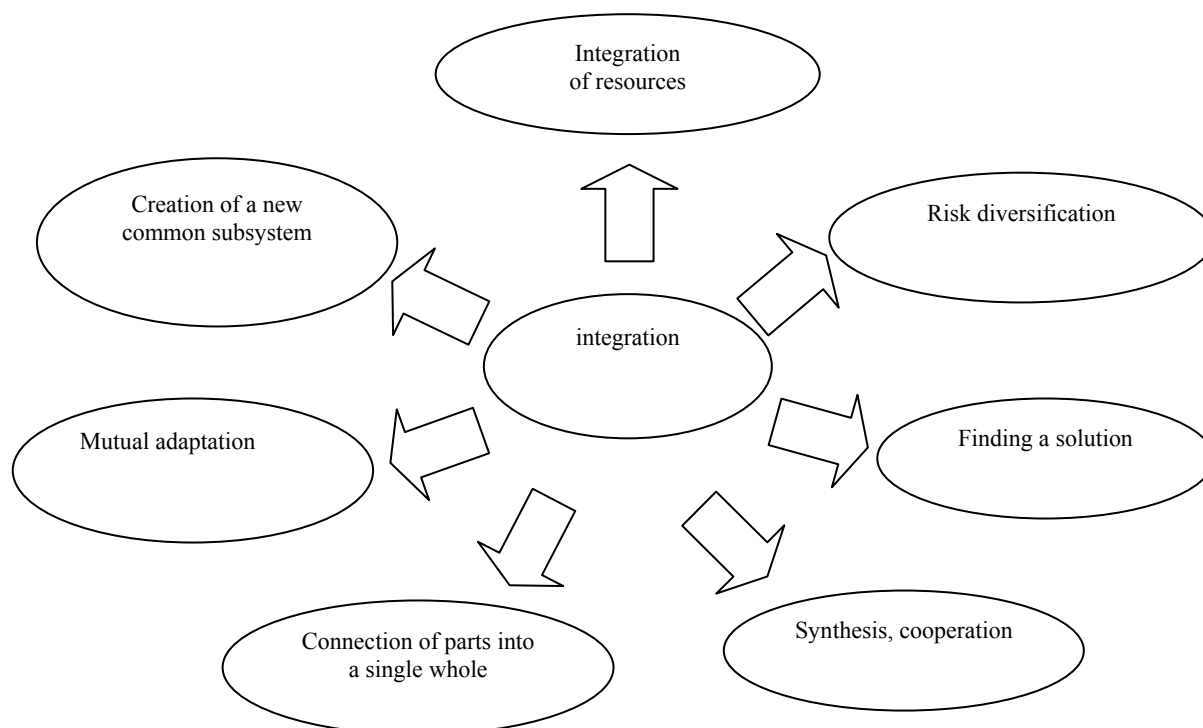
Authors	Essence
A.G.Sanina. "Conditions of integrating science, education and business in modern Russia", p. 125	Integration association of resources for obtaining economic and commercial effects.
G.R Latfullin, A.S Nikitin, S.S. Serebrennikov Management theory: A textbook for high schools. 2nd ed. The 3rd generation standard.	Integration involves finding a solution that satisfies both parties without compromise or prevalence
The modern economic dictionary of B.A.Raizberg, L.Sh. Lozovski, E.B. Starodubtseva, p. 479	Integration - association of economic entities, deepening of their interaction, development of ties between them. Economic integration takes place both at the level of national economies of the whole countries, and between enterprises, firms, companies, corporations. Economic integration is shown both in expansion and deepening of production and technological ties, combined use of resources, consolidation of capital, and in creation of favorable conditions for implementation of economic activity, removal of mutual barriers".
V.N. Skvortsov "Economics and management in the branch: education", Bulletin of Economics, 2014 (4)	Integration in education - the processes of association, synthesis or cooperation, occurring or carried out in education concerning objects of various nature
M. Meskon, Management bases: trans. from English. / M. Meskon, M. Albert, F. Hedouri. - M. : Business, 1997. 704 p.	Integration in the modern economy is expressed in development of interactions between its economic units, emergence of new forms, formations, growth of integral properties of systems with the aim of obtaining maximum synergistic effect. Integration functions are shown in the establishment of connections between previously separated system elements.
A.B. Borisov, Big Economic Dictionary / A.B. Borisov. - Moscow: The world of books, 2003. - 895 p.	Integration - (from the Latin integer - single, unified) association of economic entities, deepening of their interaction, developing links between them
T.J. Galpin, M. Handon. Complete guide to mergers and acquisitions of companies: trans. from English. / T.J. Galpin, M. Handon. - M., St. Petersburg., Kiev: Williams, 2005. 240 p	Integration as a process of merging companies with the aim of risk diversification, restoration of destroyed organizational ties and their structural reorganization, reduction of transaction costs as a result of changes in the nature of relations between enterprises in the course of economic reform.

D.Campbell. Strategic Management: Textbook: trans.from English. / J. Campbell, J. Stonehouse, B. Houston. - Moscow: Prospekt, 2003. - 336 p.	Integration is expressed in internal growth on the basis of steady coordinated actions of subjects, it is carried out at all stages of economic cycle of their development.
G.B. Kleiner. Business strategies: analytical handbook / G.B. Kleiner. - Moscow: KONSEKO, 1998. - 443 p.	Integration – the establishment of such relationships between organizations that ensure a long-term rapprochement of their general goals.
P.A. Samuelson, Economy: trans. from English. / P.A. Samuelson, V.D. Nordhaus. - M.: Williams, 2006. -1360 p.	Integration provides conditions for better use of existing resources
Modern dictionary of foreign words - M.: Russian Language, 1993 - p. 240.	Integration is the process of mutual adaptation, expansion of economic and production cooperation, amalgamation of national economies of two or more countries, internationalization form of economic life.
J.Johnson. and others. Modern logistics. - 7 th ed.: Trans. from English. - M.: Williams, 2002. - p.559;	Integration - the combination of efforts, actions, opportunities
R.B. Hansfield, L.Ernest. Reorganization of supply chains: Creation of integrated systems of value formation. - M: Williams, 2003. - p. 23.	Integration is inclusion, involvement

Among the keywords connected with the general understanding of integration as the above-stated review of definitions of this term shows (see Figure 1) it is necessary to include the following, thus: at understanding of integration as states: a whole, a single, inseparable, coherence, connection.

At understanding of integration as a process: association, linking, rapprochement, adjustment, cooperation, unification, unity.

Figure 1 - General meaning of the term "integration".



Integration in the economy of an individual state is characterized as expansion and deepening of industrial and technological ties between companies, this can be expressed in the joint use of raw materials, energy and other resources, material and technical base, as well as in the merge of capitals and mutual assistance.

One can say that economic integration assumes existence of mutual aid of enterprises for obtaining maximum efficiency of business.

At the same time, restrictions on cooperation can be removed, barriers that hamper joint economic development can be eliminated, favorable conditions for doing business can be created. There can be a consolidation of capitals and association of enterprises. Integration as a process of deepening cooperation of economic entities in modern conditions is an objective law of social development. Taking part in integration processes, business unites efforts in the struggle for markets and resources, eliminating competition at intermediate stages of production and sales promotion. [5]

Studying authors' definitions of the word "integration", integration between higher education institutions and business is the process of making optimal use of available resources, mutual adaptation of subjects for training young professionals.

In economic practice there are various types of integration that differ depending on the purposes of cooperation, character of relations between participants, specifics of interaction and functional feature of subjects of integration. There are two types of integration - horizontal and vertical. At horizontal integration there is an association of homogeneous enterprises, the purpose of this integration - to increase production efficiency.

At vertical integration there is a merger of the companies engaged in the general participation in production [6].

Based on organization practice analysis of economic integration one can conclude that the classic manifestation of integration is association of organizations in the process of mergers and acquisitions which is characterized by "establishment of control over the ownership of assets and their management" and leads to formation of hierarchical systems of interaction through integration of organizations. This form of integration should be called classical integration.

At the same time, the growing global competition makes these difficult to manage structures not always effective and in today's economy there is a need to abandon the complex internal hierarchical structure and move on to other forms of integration that provide flexibility in management, that is, use a partnership form of integration. However, integration does not always imply an increase in assets through mergers or acquisitions. In the case the structure does not consist of sub-divisions that are part of one legal entity, but from formally independent economic entities, conditions may also be created for the implementation of integration processes. So, along with traditional integrated entities playing an important role in modern branch industries, there are also integrated entities in the information society, which consist of formally autonomous economic entities and have complementary properties that are not comparable to the sum of each properties.

The main distinguishing feature of the considered forms of integration is that the classical ("rigid") integration assumes establishment of complete control both over property and management of the merged assets [6], while at a partner ("soft") form of integration existence of control over behavior of formally independent organizations in the absence of legal control over their property takes place. At the same time each of options assumes that in the course of integration the character of relations between economic entities changes and there is a coordination of resources and key competencies and their further use.

The basic grounds for carrying out integration processes in the system of higher education include: motives, incentives, factors, conditions [7]. There are several reasons for the education system integration, among the most important are the following:

- increasing the level of technical and methodical equipment;
- introduction of innovations in educational process;
- ensuring accessibility and improving the quality of educational services;
- reduction of costs, including costs of missed opportunities;
- creation of reliable, mutually beneficial cooperation between educational institutions and industrial enterprises;
- flexible response to external influences, including state regulation;
- creation of effective systems of planning, coordination and control.

Specific reasons for integration are as follows [7]:

- strengthening of economic advantages (growth of service range, reduction of unit costs, increase of rendered services profitability);

- increase in market share;
- improving the quality of services provided;
- implementation of innovation policy;
- mobile response to market demands.

The main incentives for modern integration processes are: expansion of positioning in the market, in this case, in the market of educational services, which in turn affects the strengthening of competitive advantages of educational organizations.

Among the most important factors affecting the integration processes in education are:

- organizational, which are shown in adaptation of organizations to political, economic and social transformations; economic, adapting educational organizations to changes in economic development of regions and the state;

- budgetary, branch policies;

- the level of effective demand; technical, adapting the education system to international, branch, social trends of development and introduction of fundamentally new educational technologies in education system; social, orienting the education system to implementation of social, educational reforms, adapting the education system to changing levels of consumer demand; demographic processes.

Thus, on the basis of the foregoing it is obvious that integration processes are shown in the joint use by educational organizations and business of resources and connections.

Subjects of the educational system that train highly qualified personnel enter the interactions with various subjects of the market system and for this reason are compelled to adapt both to state regulation and requirements of consumers of educational services, including employers.

Integration process as six interrelated stages

For carrying out analytical research of the integration processes happening between educational institution and the enterprise we suggest to structure integration process by means of allocation of six interconnected stages reflecting a ratio of theoretical concepts of integration process among themselves

1. The purpose of integration process which is based on incentive motives of obtaining benefits from integration **is formulated**.

2. Based on the formulated goal, the **integration strategy** is developed, so it is implemented within the framework of the main chosen business strategy of a firm and represents conscious behavior of the firm reflecting its internal and external relationships aimed at establishing or deepening the interaction between economic subjects based on the development of ties between them, joint use of resources, unification of technologies, information and capitals, creation of favorable conditions for implementation of economic activities, removal of mutual barriers.

3. An **integration mechanism** is used by the way that separate interested companies interact with each other in order to achieve a competitive advantage by strengthening their position in the market or creating an advantageous competitive position in the future. The existing integration mechanisms: internal development, formation of alliances and partnerships, mergers and acquisitions / affiliations.

4. An **integration form** representing the type of interaction used by the subjects of integration, related to formation (or without formation) of a new legal entity, change (or not change) of property rights, preservation (or loss) of enterprise's independence in separate functional areas is chosen. The existing forms of integration: "soft" form and "rigid" form.

5. The **type of integration** is used, that is, interaction direction of subjects' integration, related to degree of product homogeneity, stages of technological cycle integrating in the course of association. The existing types of integration: vertical, horizontal, conglomerate.

6. A concrete form of association is formed from diversity of integration forms of associations in the economy classified according to different characteristics.

The educational organizations when rendering educational services enter into multilateral integration ties, and it is expedient to consider solution of global tasks of domestic education reforming through a prism of integration approaches of management. The future is determined not by the high level of technology development, but by sociological constructs, in particular by finding of consensus in the social

plan [6]. The integration format of development leads to the fact that introduction of innovations in scientific, educational and production structures will allow to adapt educational processes to political, economic and social changes characterized by unevenness and uncertainty.

Integration of education, science and production is one of the main objectives of the Concept of education development of the Republic of Kazakhstan. In the current Law of the Republic of Kazakhstan "About science" it is determined that the main activities of the higher educational institution are, in addition to educational, scientific, scientific and technical and innovative ones. In the State program for development of education of the Republic of Kazakhstan for 2011-2020 the integration of education, science and production, as well as creation of conditions for commercialization of intellectual property products and technologies are recognized as tasks not less important than training of scientific and scientific and pedagogical personnel. In recent years, certain steps have been taken in the Republic of Kazakhstan towards the integration of science, education and production. However, the analysis of scientific organizations' activities in the Republic of Kazakhstan shows that majority of projects on development of innovative products are initiative developments, but not regional or scientific and technical orders, i.e. developers themselves invent a product and subsequently have to look for its use and find buyers of these inventions. Meanwhile, the state order, in turn, is not directly related to the needs of business and is determined by the state bodies independently. This indicates the lack of links between science and enterprises [8].

According to the data of JSC "National Center for Scientific and Technical Information", from 2010 to 2017, Kazakhstani universities carried out more than 60% of the total number of registered R & D (Research and Development). This is due to introduction of grant financing according to competition results, when higher education institutions received the greatest number of approved applications for the submitted projects. At the same time, fundamental research accounts for 53.5% of all work, and applied research - 46.2%. Design-technological and development works make only 3%. As a positive fact, we can note an increase in the number of scientific studies carried out by higher education institutions at the expense of extra-budgetary funds (own funds). In 2011-2017, researchers in the university sector of science introduced 23 new developments into production, including the near abroad countries (Belarus and the Ukraine).

The important point is involvement of researchers from the world academic market, direction of investment on development of international cooperation in scientific and technical sphere of higher education institutions, programs of teaching and students' scientific and educational exchanges.

Therefore it is necessary to emphasize that the state policy on supporting higher education institutions' science is implemented through creation of research universities. Nazarbayev University, opened in the capital of Kazakhstan in the summer of 2010, has already become a national brand of domestic higher education in this sense, combining advantages of the national education system and the best world scientific and educational practice tested by decades. But, except Nazarbayev University, we have a number of successful universities, where since 2014 the process of institutional transformation has taken place. KazNTU named after K. Satpayev and research institutes of the national scientific and technological holding company "Parasat", KazNU named after Al-Farabi and Scientific Research Institute "Gylym ordasy", Kazakh National Agrarian University and JSC "KazAgroInnovation", Kazakh Agrotechnical University named after S. Seifullin and the National Center of Biotechnology have passed through the merge of scientific potential [9].

In the afterword, it must be said that the regulated and systematized integration of higher education institutions and business is the requirement of time. It is impossible to form a qualitative human capital of the country without strengthening the connection between higher school and business. In this regard, higher education institutions and companies considering their specific features, have to use the most suitable integration mechanisms to provide highly qualified employees to the labor market. And it is obvious that it will contribute to the dynamic development and intensification of the real sector of national economy.

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ӨОЖ: 33/2964

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ЗАМАНАУИ ЖАҒДАЙДА ИНТЕГРАЦИЯЛЫҚ ҮДЕРІСТЕРДІҢ ДАМУЫ

Аңдатпа. Білім мен өндірістің интеграциясы – қазіргі заманғы кезеңдегі кәсіби даярлықтың объективтік даму үрдісі. Ол өндірістің ғылымды көп қажет етуімен және мамандардың кәсіби қызметінің мазмұнымен байланысты. Сарапшылардың бағалауы бойынша дәстүрлі, нақты кәсіпорынға бағдарланбаған оқу жоспарлары мен бағдарламалары бойынша даярлықтан өткен жас маман [1] кәсіпорында екі жыл жұмыс істеген уақытта ғана әлеуметтік және кәсіби жағынан бейімделеді екен, яғни ұжымда өз орнын ала отырып, оның бір мүшесіне айналады [2]. Мәселе тапсырыс беруші – кәсіпорынмен (ол тұтынушы - кәсіпорын) байланыс орнатылмаған оқу барысында тікелей бейімделудің өте қиын, ал көп жағдайда объективті мүмкін еместігінде. Синергетикалық теория үнемі сыртқы ортамен энергия, зат, ақпарат алмасатын ашық жүйелерде ғана даму мүмкін екенін сенімді түрде дәлелдеп берді. Алуан түрлі ақпаратты өңдеу, интеграциялау ұйымдастыру мен ретке келтірудің жаңа түрлеріне алып келеді (бұл дегеніміз өзін-өзі ұйымдастыру процесі) [3]. Пайдаланылатын ақпараттың жеткілікті және толық болмауы жүйенің жойылуына алып келеді. Сондықтан, жұмыс істеген алғашқы жылдары әлеуметтік бейімделумен қатар жас маман кәсіби салада білімін толықтырады. Ол басқарудың нақты әкімшілік схемасымен танысады, шешімдер қабылдау тәртібін

түсінеді, осы кәсіпорынға тән құралдармен және технологиялар мен технологиялық шешімдердің қол жетімді жинағымен танысады. Сондықтан болар бизнес тәжірибесі жоқ жас мамандарды алуға ынталы емес, себебі университет қабырғасынан шыққан жас мамандарды жұмыс үрдісіне ендіруге бірталай уақыт пен қаржы жұмсалады. Осы мәселелерді шешу барысында жоғарғы оқу орындары тарапынан көптеген іс-шаралар жасалатыны мәлім, бірақ өкінішке орай бизнес тарапынан жоғарғы оқу орындарымен байланысты жандандыру мәселесіне салқындық танытатыны қынжылтады. Бизнес де жоғарғы оқу орындары бір-бірімен байланыстан біршама мүмкіндіктер алады. Осыған орай интеграция деген не? Кәсіпорындардың арасындағы ішінара интеграциясы мен жоғарғы оқу орындары мен кәсіпорындардың арасындағы интеграциядан айырмашылығы бар ма деген сұраққа мақалада автор жауап беруге тырысты. Осы терминді зерттеу барысында автор сөздіктер мен алыс және жақын шетел ғалымдарының интеграция терминіне көзқарастарын сараптап, өзінің авторлық анықтамасын берді.

Түйін сөздер: интеграция, білім, университет, бизнес, кәсіпорындар

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РАЗВИТИЕ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация. Для формирования человеческого капитала страны высшие учебные заведения играют важную роль. А предприятия в свою очередь строят бизнес с помощью потенциала своих сотрудников, которые получили высшее образование в вузах. Поэтому предприятия и высшая школа совместными усилиями должны работать над подготовкой кадров для реального сектора экономики. Но, к сожалению, у нас на пути к сотрудничеству бизнеса и высшими учебными заведениями имеются определенные препятствия. В настоящее время интеграция высших учебных заведений и предприятий - это тенденция объективного развития профессиональной подготовки специалистов. За прошедшее десятилетие мировой опыт в области научно-технического развития показал, что интеграция университетов и бизнеса может эффективно реагировать на глобализацию и кризис в экономике. Преобразование этих отношений в стабильный процесс выгодно обеим сторонам, но вопрос в том, достаточно ли потенциала двух сторон, чтобы сделать эту связь интеграционным процессом. В связи с этим автор статьи раскрывает ответы на вопросы: Что такое интеграция? Существует ли разница между интеграцией между предприятиями и интеграцией между высшим образованием и бизнесом. При изучении этого термина автор изучая воззрения ученых слову «интеграция» дал свое авторское определение. В статье были рассмотрены механизмы и функции интеграции, отмечены препятствия и возможности, возникающие в процессе интеграции.

Ключевые слова: интеграция, образование, университет, бизнес, предприятия.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 97 – 104

UDC 657.6

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e-mail: nazira_syzdykova@mail.ru**INSTITUTIONAL BASIS OF THE STATE AUDIT
IN FOREIGN COUNTRIES AND KAZAKHSTAN**

Abstract. The purpose of the article is to analyze the experience and capabilities of countries in the conceptual development of the system of state audit and financial control, as well as in its practical organization for the purpose of application in Kazakhstan. The article reviews the experience of the work of the supranational organization European Accounting Chamber in the field of state audit, the main methods and principles of auditing, experience in organizing and regulating state audit in the UK, Germany and the Russian Federation. Positive and negative sides are singled out. The main characteristics of the process of forming the system of state audit and financial control in Kazakhstan are considered. Preposition of the recommendation on the application of positive European experience in Kazakhstan.

Keywords: state audit, financial control, regulatory and methodological base, state audit system, state audit organization.

The state needs feedback to determine the effectiveness of measures taken in the social and economic life of society. Setting goals, assigning commands and allocating resources are not enough to get the result - you need information about the process of executing teams, the degree of achievement of the goal and the actual results obtained. Financial control and audit are the main tools for the timely receipt of such information. As the socio-economic life of society becomes more complex, it is necessary to improve this toolkit. In a market economy, the importance of tax regulation as the main source of budget revenues is increasing, and therefore the importance of state audit and financial control is also growing.

In Western countries, the importance of state audit was realized earlier than in the CIS due to historical development - these countries had earlier started to live in a market economy. Countries such as Great Britain, Germany, the United States, and France have accumulated a lot of experience in monitoring and evaluating the use of public resources. Therefore, it seems reasonable to analyze their methods of conducting state audit and financial control.

It is also impossible to avoid the experience of countries that are at a stage of economic development similar to Kazakhstan. As an example, we use the Russian Federation, with a similar approach to public administration and control in general, and also with budget management in particular.

Many scientists have studied the state audit and financial control: Korostelev DA, Stepashina S.V. and Ivanova E.I. put conceptual terminological bases of state audit, defined its matter, object and subjects. Shevchuk O.A. and Tolchinskaya M.N. used a systematic approach to analyze the interaction of state audit with other systems of state control. Buletova N.E. and Kim D.V. gave an analysis of the current state of the state audit system in Russia. Kari A. and Karybaev A.A-K. examined the problems and prospects for the formation of the system of state audit and financial control in Kazakhstan. Specialists of the European Court of Accounts worked out a common methodology for state audit throughout the European Union.

Russian-language sources mark the beginning of the scientific concept of state audit in the form of monographs by S.V. Stepashin "Constitutional audit" and "State audit and the economy of the future". In these works the author identifies three sides of the interpretation of the term "state audit":

1. The Institute is a system of norms, rules and mechanisms that regulate social relations.
2. Type of activity carried out by professional employees of a special body.

3. The process of independent evaluation of standardized information. This information is provided by the state authorities on the use of public resources. After the evaluation, conclusions are made on the reliability of the information provided, as well as on the compliance of the activities of the bodies with the specified criteria [1].

The criteria for such an assessment are legality, efficiency and effectiveness.

Economic studies in the field of state audit also took place. According to E. I. Ivanova, the state audit is an Institute, the purpose of which is to improve the efficiency of management of public financial and other resources of the public sector of the economy to improve the quality of social and economic development. It also defines the state audit as a systematic and constructive activity based on specific factors of its impact on the controlled object and the General principles of public administration in order to ensure the relationship of the interests of the state, economic entities and citizens of the country [2].

An excellent opinion is held by Izmodenov AK. - he believes that “external audit of the budget is a systematic process of obtaining and evaluating objective data on the quality of management of budget funds, the state of internal financial control, the reliability of financial reporting, the legality and efficiency of spending budget funds, carried out at all stages of the budget process by the monitoring bodies established by the customer of budget audit - by legislative (representative) bodies of state power, representative bodies of local self-government” [3].

D.A. Korostelev believes that the objects of the state audit are public resources intended for distribution and use on the grounds and in the manner provided by law. Subjects are legislative and representative bodies, control bodies, inspected objects. The subject is the Commission of the audited entities actions carried out in relation to public resources [4].

Let us consider examples of the Western system of state audit systems.

There is the European Court of Auditors, whose mission is to increase the effectiveness of financial management, improve transparency, and fulfill the functions of an independent financial auditor for European funds. The ECA is also involved in the development and implementation of the audit methodology.

The ECA annually submits the regulation on the guarantee (statement of assurance), which provides reports on the audits of the European Union accounts. As methods used testing random sample transactions, evaluation of Supervisory systems to determine the correctness of the calculations of income and expenses, assessed compliance with the regulatory framework and methods of calculation[5].

The ECA conducts performance audits to verify the application of reasonable account management principles. It includes the study of programs, operations, algorithms of financial management for efficiency. The audit examines the resources (financial, human, and material), short-term and long-term consequences of the European Fund managers.

ESP uses ISO standards-international standards for Supreme audit institutions (SAIs). They consist of four levels:

1. Guidelines.
2. The preconditions for the work of SAIs.
3. Fundamental principles of audit.
4. Methodological recommendations for audit.

In addition to the ISSAI, the CPA uses two audit guides: the Financial and Appropriate Audit Guide (FCAM) and the Performance Audit Guide (PAM)[6].

In the English system of state audit there is a complicated situation. The existing system of state audit is a mosaic of laws and acts adopted over the past 150 years. As a consequence, there is a wide range of goals and methods between state audit bodies. There are four national state audit agencies. Each of them has formed the organizational structure and methods of work, the most sensitive to the organizations that they need to monitor and to whom they must report. According to the idea, this approach creates an atmosphere of healthy competition and creative tension that improve the methodological basis. However, a similar division can lead to the insolvency and instability of the public audit service sector due to constant changes. To solve this problem, the Parliament of Great Britain in 2014 adopted the Law on Local Audit and Accountability Act 2014. It came into force on January 31, 2014. The first thing to do was dissolve the Audit Commission. The main purpose of the commission was to appoint auditors to local state bodies and establish standards for their work. Under the law, local authorities and health authorities

have the opportunity to hire and appoint their own auditors. The main idea is more freedom of local government when choosing an auditor. Also, any accredited private company can become an auditor. The law gives greater access to local residents for information related to state audit [7].

There is the National Audit Office of Great Britain (The National Audit Office). It controls public spending for the parliament. The NAO reviews the financial statements of all central government agencies, agencies and other bodies. Then the NAO presents the results to the parliament. In addition, the NAO is engaged in research on the price / quality ratio of public services, local auditing and the establishment of international relations with audit bodies of other countries. According to NAO reports for the year 2015, their activities resulted in savings of the state budget in the amount of 1.21 billion pounds sterling. This is the highest saving in the world in 2015 [8].

The main tasks of NAOs:

1. Ensuring an effective government center to improve the efficiency of public funds,
2. Maintaining a high level of quality of local services, taking into account financial constraints,
3. Increasing the accuracy and efficiency of public services of a large volume,
4. Improving the efficiency of the implementation of state programs and projects,
5. Strengthening the influence of market regulation to increase its effectiveness.

The responsibility of an NAO is as follows. Amyas Morse, General financial controller and auditor, heads the NAO and is a Member of the House of Commons. He and the NAO are independent of the government, are not public servants and are not reported to the Minister. Mr. Morse certifies the accountants of all governmental departments and some other public sector bodies. It has a legal authority to create and Submit to Parliament reports on the efficiency and cost-effectiveness of the use of public funds controlled by the authorities. In addition, the NAO took over the function of the audit Commission to prepare the code of audit practice. This code defines the principles and rules of auditors “work and conditions for the performance of their duties” [9].

Morse has the following authority:

1. make decisions on the nature of inspections,
2. determine the form of the reports to the parliament,
3. Access to documentation and personnel for obtaining the necessary information and explanations.

As a result, the positive characteristics of the British system of state audit are:

1. Delegation of auditor powers to accredited private firms, which leads to healthy competition and continuous improvement of audit methods and efficiency of spending resources. Acknowledging the effectiveness of approach is the world's first place to save budget funds from auditing in 2005.

2. The lack of control of audit departments of any state structure. Audit Department report to specific departments, respected impartiality and disinterest.

The disadvantages of the British system are:

1. Weak interaction between audit departments of different parts of the country, the difference between their approaches, the possibility of intervention and slowdown of one activity of another.

2. In the federal Republic of Germany, the Federal Audit Office (Federal Court of Auditors) regulates public relations between state auditors and audit firms. The status of this department is determined by the German Constitution, paragraph 2 of Article 114. [10]. Some aspects of the agency's activities are also regulated by the Law on Budgetary Principles, the Code of the Federal Budget, and the Law on the Federal Audit Office [11].

The law on budgetary principles, adopted on 19 August 1969, contains several articles regulating the authority of the Office with regard to enterprises whose shares are held by the state. In addition, the same law regulates the reporting of auditors. The budget code lists the powers of the Office with respect to federal agencies, the objects and purposes of auditing federal agencies, as well as certain non-federal structures. Algorithms and methods of audit are presented.

The law on audit rules regulates the principles and rules, according to which it is necessary to audit, including the state [12].

The law on the highest structure of the audit regulates all organizational, structural, and methodological issues, decision-making procedures, competence of officials, etc. [13].

Compared with the UK, the regulatory framework of the state audit of Germany is more intact, there are fewer intersections and fuzzy wording due to different laws.

The Agency has the highest Federal authority. It is subject only to the law. However, it does not have powers regarding the internal and foreign policy of the state. [14] The authority of the Office includes the resources of the Federal financial office, as well as social security institutions and the state's share in private enterprises, of which it is a shareholder. The objects of the audit are defense, infrastructure works, taxation, as well as the activities of the state as a shareholder of Deutsche Bahn AG (German railways), Post AG and Telecom AG (post and telecommunications respectively) [15].

The competence of the Office includes the development of recommendations based on information from previous audits. These recommendations are sent to the bodies under review, the parliament and the federal government. The recommendations concern improving the quality of public services, the potential for saving money and increasing incomes. It can be seen that, in comparison with the departments of Great Britain, the German government exists in a single person and is engaged in advising on more extensive topics. At the end of the year, the Office reports to both chambers of the German parliament, and also publishes a public, publicly available report. In addition to them, the Office may submit specialized reports at any time on issues of importance to the Parliament [15].

The basis of the approach of the Office to the case are the following principles:

1. Common mission - each element contributes to the implementation of one strategy.
2. Flexible response to the challenges of the Federal administration.
3. Identify opportunities to improve the work of the supervised structures, as well as the Management itself.
4. Continuous improvement of the methodology.

Noticeable differences from the British system:

1. One department under the control of the parliament and the federal government allows excluding the possibility of complicating the work of the system as a whole.
2. Unified legislative base in the sphere of state audit.
3. Auditing powers belong to the state structure, and are not delegated to private companies.

Noticeable differences from the British system:

The advantage of such a system is the same rules for all supervised structures, closer interaction between the state and auditors, and the absence of unfair competition.

The disadvantage of this approach is bureaucracy, less innovative activity, because there is no motivator in the form of competition.

In the Russian Federation, a system audit is implemented, consisting of several elements:

1. Financial audit, the main purpose of which is to verify the legality of spending budget funds.
2. Strategic audit, for which the goal is to assess the attainability of the target indicators for the development of the regions of the federation.
3. An audit of effectiveness, the purpose of which is to evaluate the effectiveness of the results of spending budget funds [16].

In Russian public law, the definition of state audit is not given, but the general definition of "audit" is applicable, including in relation to state and municipal finances, and therefore - with respect to the right of state bodies to audit. If we consider the definition in the regulatory legal acts of the Russian Federation, then there are two approaches.

The first approach states that state audit is state financial control. This definition is given in Article 270 of the RF Budget Code "Internal Financial Audit". According to this article, executive bodies have the right to establish internal financial audit units that develop and monitor compliance with internal standards and procedures for drawing up and executing the budget [17].

The second approach is that the state audit is the process of making an objective conclusion about the compliance of the activities of the Executive authorities in the field of public resources management with the criteria of efficiency and effectiveness (the so-called efficiency audit).

Thus, it is necessary to recognize the state audit at the level of the regulatory framework. Regulation of these issues are: the Concept of reforming the budget process in the Russian Federation in 2004-2006, which describes the budget reforms and the Order of the Government of the Russian Federation of August 8, 2009 №1123-p which describes the need to audit the effectiveness of entities with low management efficiency [18].

Authors Buletova N.E. and Kim D. V. describe the following positive characteristics of the Russian audit: implementation of management by results. Result-based management is a management method whereby an organization ensures that all its processes, products and services contribute to the achievement of the desired results. Such management is based on clearly defined responsibility for results and requires systematic monitoring, self-monitoring and reporting on progress.

Among the disadvantages, the same authors highlighted: the lack of a holistic approach, the prevalence of centralized top-down approaches, the delay in the implementation of advanced tools that link audit results and budget management [19].

In Kazakhstan, the state audit as a separate form of audit is fixed in the Concept of implementation of the state audit in the Republic of Kazakhstan. According to the concept, the formation of the state audit system is envisaged in the period from 2013 to 2017. In 2018, the system should begin full operation. Apparently, it took further development, as according to the head of the accounts Committee of Kazakhstan Omarkhan Oksikbayev, the Committee develops the Concept of the development of the system of state financial control. [20]

Kari A. pointed out in his work on certain shortcomings in the construction of the system of state audit and financial control:

1. Mixing and arbitrary interpretation of categories of state audit and financial control.
2. Lack of a systematic approach.
3. The combination of state audit and financial control in one system, which cannot equally effectively fulfill the goals of both. Because of this, their effectiveness is reduced.

The author shows that without the elimination of these conceptual problems, the construction of a system of state audit and financial control will prove difficult. [21]

In 2015, the Law of the Republic of Kazakhstan "On State Audit and Financial Control" was adopted. Article 1, paragraph 6, of Chapter 1 defines the state audit: "Analysis, evaluation and verification of the effectiveness of management and use of budgetary funds, state assets, public audit facilities, related grants, state and state guaranteed loans, as well as loans attracted by state guarantees, including other activities related to the implementation of the budget, based on the risk management system" [22].

The indicators of the state audit are named:

1. Efficiency-the ratio of results to planned, taking into account the resources used to achieve them.
2. Cost-effectiveness-minimizing the cost of resources allocated to achieve the estimated results of activities while maintaining the appropriate quality of these results
3. Productivity - obtaining the most useful results for the economy or a particular area of management using the allocated resources, taking into account the quantity, quality and timing
4. Performance - the degree of implementation of the planned tasks for each activity and the ratio of planned (direct, final) and actual results of the relevant activities;
5. Materiality - deviation of financial and business operations from the requirements of the legislation of the Republic of Kazakhstan, acts of subjects of the quasi-public sector adopted for their implementation, as well as other errors that affect the decisions made, the maximum allowable size of which is determined in accordance with the legislation of the Republic of Kazakhstan on state audit and financial control, depending on the specifics of the object of state audit and the category of indicators.
6. Prospects-compliance of the expenses with the goals and objectives set for the specified expected period [22].

Basic principles of state audit and financial control:

- 1) independence-prevention of interference that encroaches on the independence of the state audit and financial control bodies during the state audit and financial control;
- 2) objectivity - conducting state audit and financial control in accordance with the legislation of the Republic of Kazakhstan, the standards of state audit and financial control, application of an objective approach by the bodies of state audit and financial control and exclusion of conflict of interest in the conduct of state audit and financial control;
- 3) professional competence - the state auditors have the necessary knowledge and skills to ensure qualified and quality state audit and financial control, compliance with the standards of state audit and financial control, professional ethics, as well as the performance of professional duty;

4) confidentiality-the obligation of the state audit and financial control bodies on the safety of documents received or prepared by them during the state audit and financial control, without the right to transfer them to third parties or oral disclosure of the information contained in them, except as provided by the legislation of the Republic of Kazakhstan;

5) reliability-confirmation of the results of the state audit by audit evidence;

6) transparency-clarity of presentation of the results of the state audit and financial control;

7) publicity - publication in the media of the results of the state audit and financial control, taking into account the security regime, official, commercial or other secrets protected by law;

8) Mutual recognition of the results of the state audit - recognition by the state audit and financial control bodies of the results of the state audit of these bodies, subject to the standards of state audit and financial control.

A. Karybaev and E. Turlybekov studied the possibility of applying the standards of ISSAI in the system of state audit in Kazakhstan. They argued for their implementation:

1. Integration of Kazakhstan into the world community, which requires the unification of national standards of state audit and financial control.

2. The standards are constantly updated by an international team of specialists.

The authors cited the experience of developing countries – the Russian Federation, Georgia, the Republic of Lithuania, as they were in similar starting situations with Kazakhstan in the reform of public audit and financial control systems. The main features are the phasing in the implementation of international standards, development planning, and the creation of working groups. In the article, the author divided the recommendations into six groups:

1. The experience of the USA, Canada in building a unified system of state and municipal control.

2. Experience of Russia, Georgia and Sweden in the phased implementation of international standards, taking into account local specifics.

3. The need for in-depth study of the provisions of international standards. This will enable the identification of norms and requirements that are appropriate to national requirements.

4. The need to standardize the audit services market.

5. Paying more attention to the audit of efficiency and legality.

6. The need for international exchange of experience [23].

Based on all of the above, we can draw several conclusions:

1. The system of state audit should be consistent with the objectives of public financial and market management. The example of the UK shows that the use of private audit firms for public audit will shift the issues of cost reduction from the state to private hands. In addition, the improvement of the methodology will also take place through competition between firms. In addition, this approach will allow adapting the methods and requirements of the state audit to the conditions of local audit entities. This will increase its efficiency. On the example of Germany and the Russian Federation, we see a centralized system of state audit. A significant advantage is the full control of the state audit process, the development of methodology. This approach is possible in the absence of a developed market of audit services or based on the objectives of public administration. For Kazakhstan, as a unitary state with a developed bureaucracy, the second approach with the involvement of non-state experts in the development of methodology and active exchange of experience with foreign agencies is the most possible.

2. It is necessary to clearly define the terms of state audit and financial control, with a clear division of responsibilities of all participants. First of all, we need to develop a unified consistent concept of the system or systems of state audit and financial control. The example of the UK shows that inconsistencies in legislation and difficulties in relations between agencies lead to a slowdown in the system as a whole – the agencies of different regions used different interpretations. With all the diversity of performers, the conceptual framework must be unified; Germany can serve as an example.

3. After developing the concept of national public audit and financial control, it is necessary to analyze the existing experience – international standards for applicability to national conditions. The

experience of the European state audit shows that supranational bodies are more independent and provide greater impartiality in state audit. Such a supranational body can be created within the EAEU. This will further strengthen ties between countries through the harmonization of public audit standards.

4. The public audit system should ensure transparency in the management of public finances. The result can be achieved in different ways: in the case of the UK it is private responsibility for the results of the audit, departmental control, management of the result; in the case of Europe as a whole – through the ESP and the publication of the evaluation results.

At the present stage of state audit in the world, the most influential is the idea that the verification of the management of state resources should be carried out not only by the state itself, but also by independent structures, whose interest in the objective result is ensured by the rules of market competition.

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ШЕТ ЕЛДЕРДЕГІ ЖӘНЕ ҚАЗАҚСТАНДАҒЫ МЕМЛЕКЕТТІК АУДИТТІҢ ИНСТИТУЦИОНАЛДЫҚ НЕГІЗІ

Аннотация. Мақаланың мақсаты мемлекеттік аудит және қаржылық бақылау жүйесін тұжырымдамалық әзірлеудегі, сондай ақ оны тәжірибе жүзінде іске асырудағы дамыған және дамушы елдердің тәжірибесін Қазақстанда қолдану үшін талдау болып табылады. Мақалада Мемлекеттік аудит саласындағы Еуропалық есеп палатасының ұлттық ұйымының жұмыс тәжірибесі, Ұлыбритания, Германия, Ресей Федерациясы елдеріндегі мемлекеттік аудитті ұйымдастыру және реттеу тәжірибесі, аудиттің негізгі әдістері мен қағидалары қарастырылған. Олардың оңтайлы тұстары мен теріс жақтары белгіленген. Қазақстандағы мемлекеттік аудит және қаржылық бақылау жүйесінің қалыптасу процесінің негізгі сипаттамалары көрсетілген. Қазақстанда оңтайлы еуропалық тәжірибені қолдану бойынша рекомендациялар ұсынылған.

Түйін сөздер: мемлекеттік аудит, қаржылық бақылау, нормативтік-әдістемелік база, мемлекеттік аудит жүйесі, мемлекеттік аудитті ұйымдастыру.

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ИНСТИТУЦИОНАЛЬНАЯ ОСНОВА ГОСУДАРСТВЕННОГО АУДИТА В ЗАРУБЕЖНЫХ СТРАНАХ И КАЗАХСТАНЕ

Аннотация. Целью статьи является анализ опыта развитых и развивающихся стран в концептуальной разработке системы государственного аудита и финансового контроля, а также в практической ее организации с целью применения в Казахстане. В статье рассмотрен опыт работы наднациональной организации Европейская счетная палата в сфере государственного аудита, основные методы и принципы аудита, опыт организации и регулирования государственного аудита в Великобритании, Германии и Российской Федерации. Выделены положительные и отрицательные стороны. Рассмотрены основные характеристики процесса формирования системы государственного аудита и финансового контроля в Казахстане. Предложены рекомендации по применению положительного европейского опыта в Казахстане.

Ключевые слова: государственный аудит, финансовый контроль, нормативно-методологическая база, система государственного аудита, организация государственного аудита

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 105 – 111

JEL340.115.7

Z.K.Ayupova¹, D.U. Kussainov²¹Kazakh national agrarian university, Almaty, Kazakhstan;²Kazakh national pedagogical university named after Abai, Almaty, Kazakhstanzaure567@yandex.ru**LEGAL SYSTEMS OF CENTRAL ASIAN COUNTRIES**

Abstract. In this article the processes of deepening of integration of the legal systems of Central Asia countries through the prism of the Eurasian economic space were investigated. The model of equal cooperation of the people, based on the high level of consciousness and the civilization, aspiration has the goal to approve the social and international peace and harmony of the people. The large-scale crisis response measures of the state, aimed to the restoration of sure rates of economic growth and provide strong social guarantees to all population. The legal systems of Central Asia countries, with the prevailing of Muslim population are focused on secular model of law (the countries of Central Asia). Feature of the CIS countries with the Muslim population is perception of religion of Islam, as parts of culture of the people, carrier of universal values, keeper of the national spiritual traditions. The sense of justice of citizens of these countries is filled with the traditions, customs and moral standards, inherited from the past. For example, the similarities and paternalism of the state are characteristic of the Uzbek way of life. The collectivist beginnings, collective interests are always prevailed over the private, individual interests. The legal systems of the former soviet republics can be carried to Post-Soviet legal system, which was formed on the basis of rather uniform legal space of the Commonwealth of Independent States.

Keywords: Eurasian economic cooperation, equal cooperation of the people, new integratSIONISM, consent of the people, global factor, integration of the former Soviet Union, system of collective security, Customs Union, harmonization of legal systems, valuable and target orientation.

In a world still has not developed some ideal model of building the legal system of the state. Each state has its own unique 27 - year experience of becoming an independent, hard-won over the years the public image of sustainable development. An important role in the formation of the legal systems of Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan and Turkmenistan play mentality, socio-economic and political conditions, cultural factors and integration processes that are responses to the challenges of our time. According to prof. A.Kh. Saidov, “it is predetermined by the system of values and target orientation, national traditions and historical conditions, socio-economic and political environment, the established way of life and worldview of people, including religious beliefs, psychology, and norms of behavior” [1, P.17]. Both Kazakh and Uzbek, Kyrgyz, Tajik and Turkmen model of the legal system related to the Romano-Germanic legal family. According to prof. V.A. Tumanov, “the development of the rights within the framework of the national state remains one of the most important principles of legal evolution” [2, P.12].

In Kazakhstan, the Declaration of state sovereignty (independence) was adopted in October 25, 1990; in the Republic of Uzbekistan, in June 1990, and in Kyrgyzstan, in August of the same year. As for the Fundamental Laws of the three republics, in Kazakhstan the first sovereign Constitution was adopted in January, 28, 1993, and two years later, in August, 30, 1995, a national referendum was adopted the current Constitution of the Republic of Kazakhstan. The Constitutional law in October 7, 1998 has been introduced 19 amendments on the presidential term, the term of office of both Houses of Parliament, the Senate and the Majilis, etc.

The Constitution of the sovereign Uzbekistan was adopted in 1992. A.Kh. Saidov convinced that “in contrast to the Soviet basic laws the new Constitution of Uzbekistan does not have the dominance of Eurocentric constitutional regulation, but there is a reasonable account of the rules of civil society, the

separation of powers, the system of checks and balances of power inherent in the democratic constitution of the West” [3, P.58].

The Kyrgyz Republic’s Constitution was adopted on May 5, 1993. In all of these constitutions embodied established the constitutional traditions of the international experience and own a centuries-old legal history. And the historical fact is the fact that Uzbekistan was the first, who introduced, in March 1990, the presidential form of government. In Kazakhstan, the Law "On the establishment of the post of the President" was adopted in December, 1990. All three independent states are secular, unitary. Doctor of Law, Professor A.Kh. Saidov notes in this aspect: “The secular criteria can be considered as legal, in the fields covered within the meaning of the Constitution, as a public, civilian-based real consciousness of the society as a whole and its influential strata in particular. The phenomenon of a secular path based on Islamic culture, showing democracy and pluralism in independent Uzbekistan” [4, P.64].

The Constitution of the sovereign Tajikistan was adopted on November 6, 1994. As the President of the country E. Rakhmonov wrote: “The Tajik people in more than a thousand years of statehood for the first time adopted a Constitution for an independent state in a referendum. The active participation of all citizens of the Republic in this important political event is an important achievement and a victory for democracy in Tajikistan”[5, P.145]. Historical and legal study of the Constitution of Tajikistan allows you to explore the past in the recent few years the fundamental political, legal and socio-economic changes in the country and to determine the degree of continuity of legal and other provisions of the preceding 70-year period of the Soviet system and the legitimacy of the use of foreign experience.

In the history of Tajikistan were adopted five Constitutions- in 1929, 1931, 1937, 1978 and 1994 on the basis and in pursuance of which the formation and improvement of the national legislation, which indicates a certain experience and tradition in the national lawmaking. Rigorous analysis of the laws and regulations in the period of adoption of the declaration of independence and the Constitution of the Republic of Tajikistan, shows in-depth study of the basic provisions of the Constitution the unique independent path of the development of the Tajik people in the creation of a legal, democratic and secular state. With the adoption in 1994 of the Constitution as the foundation of the entire system of law and the center of the legal system of the Republic of Tajikistan, appeared the several tasks: design and organization of the activities of the new state on the basis of the constitutional principle of separation of powers, and the development and adoption of new laws that meet the spirit of national independence and the interests of forming the rule of law and a market economy, to bring the legislation into conformity with the principles and provisions of the Constitution. On September 26, 1999 the Basic Law of Tajikistan has been amended.

A huge contribution to the study of this problem was the research of eminent jurists Tajik- A. Imomov [6, P.12], F.T. Takhirov [7, P.17] and others.

The Constitution of Turkmenistan was adopted on May 18, 1992. Turkmenistan is the most controversial and interesting at the same time. It is an example of research studying of the problems of building of the democratic society in the post-Soviet space. At the same time, some international and non-governmental organizations of Turkmenistan referred to the successful transition from totalitarianism to democracy. Elections in the country and the establishment of the political institutions were in strict accordance with the official ideology, it was aimed in creating indispensable, but at the same time, the legitimate authority. The first step in the country was canceled the next presidential election. In December 1993, Parliament took the initiative to extend the powers of the president until 2002, by a popular referendum. The current Constitution does not provide for a legal procedure. In addition, the law “On Referendum” regulates the popular consultation of not less than two months after the decision by Parliament to conduct such procedure. In the Constitution there are number of progressive moments that are supposed to guide the course of political events in a civilized fashion, to create the conditions for the emergence of political pluralism and, most importantly, to guarantee the rights of citizens to freedom of expression, the election of political leadership, etc. These progressive moments in the Constitution include provisions on the rule of law, the direct effect of the constitutional norms, pluralism, the proclamation of the principle of separation of powers, the right to private ownership of the means of production, land and other material and intellectual values.

In accordance with the Constitution, the Majlis is the legislative body and represents the appropriate branch of government. At the same time, in the hierarchy of Supreme Majlis of the state structure is as

powerless, unable to influence the other branches of government. In addition to the Majlis are endowed with the right to legislate and the President of the People's Council, which diminishes the role of Parliament as a legislative body. A number of office Majlis, anyway, is formalized. In particular, it remains largely declarative provision on the right of Parliament to amend the Constitution (Article 67). The fact that such right of Medzhlis belongs to Halk maslakhats. The judicial power in the country doesn't not affect to the other branches of government, the president's decision to cancel, People's Council and the Majlis, contrary to the Constitution, because, according to the Constitution, the judicial power does not have the function of the constitutional review. This situation is completely formalizes the existence of the third branch of government in the country.

In all of these constitutions were established the constitutional traditions of the international experience and ancient legal history. It is well known, that the legal system of any state has been researched in close connection with national legal system and international law. The Constitutions of sovereign Kazakhstan, Tajikistan and Turkmenistan established the mechanisms of functioning of all parts of the state apparatus, their competence, fixed the democratic foundations of social life, gave the priority to the individual rights and freedoms of the citizens. The main attention was paid to the role of elected bodies of state power, the system of checks and balances in the relationship of all branches of government, the status of local government, strengthening the independence of the judiciary, strengthening of law enforcement powers. All these points are relate4d to the other Central Asian republics [8, P.11].

The legal system expresses the legal infrastructure of the society. Therefore, the legal system is flexible, dynamic, and constantly changed. However, the legal system is quite conservative. Another question, some legal traditions should be preserved. The legal system in the narrow sense is a set of regulations, emerging and applied on the basis of general principles. The value of the legal system is provided by the general legal principles and legal procedures of law-making and enforcement. Legislator in establishing a new legal act must clearly understand: how to act in the different cases, within this legal framework, institutions, industries. This position is trivial, but in practice, and in theory, it is very difficult to cover in each case, all the existing legal system [9, P.5].

Summarizing the different interpretations of the legal system, we can give its most general definition. The legal system, in a broad sense, is a direct reflection of the legal life of the society and the functioning of its institutions: the state bodies, the folding of the interaction of the legal rules by themselves (the core of the legal system), legal institutions, their law-making and sense of justice and other legal phenomena. Law-making is an essential tool in public governance. The legal system, in the narrow sense, is a set of the regulations. The category of "legal system" is a consequence of the integration of the positive law, historical and comparative law theory and the sociology of law. The legal system has the following components, elements: the system of legal norms, legal system, legal awareness, and the system entities. "The most impact on Kazakhstan, Tajikistan, Turkmenistan and other Central Asian republics has a political change, and the change of power in Georgia. Actions of US politicians to change the political system of other countries of the Central Asian states are forcing management to reconsider closest allies. In this environment, the role of Russia as a regional center rises again, especially the leadership of the Central Asian states" [10, P.8].

During the several years, in the legal literature has developed an approach, according to which "being a party to the legal life, the legal system appears as internally organized, dynamic integrity, consisting of processes and actions, leading to the formation and improvement of the legal phenomena and the relationships between them" [10, P.9]. We are agreed with the opinion of prof. Yu.A. Tikhomirov that "often in practice and in theory are used the number of concepts, which reflect the different sides of the legal society. These includes the concept of "law", "legal system", "law", "legality", "instruments", "rule of law", and others" [11, P.5].

The Concept of Legal Policy of the Republic of Kazakhstan adopted in September 20, 2002, states that "as a result of the discussion of the policy of legal reforms in the society appeared the progressive development of the legal system on the basis of the Constitution. The Constitution of the Republic of Kazakhstan has the necessary legal capacity, which concluded not only in its legal norms, but also in its legal ideas and principles. Legal ideas of the Constitution should be implemented in the legislative, institutional and other measures aimed at strengthening democratic institutions in Kazakhstan, secular, legal and social state" [12].

According to the Kyrgyz research scholar T.B. Aitmatova, “in the first documents of the independent state laid the formal legal basis of the Declaration on sovereignty- the Declaration on the state independence of the Republic of Kyrgyzstan and Law “On the state sovereignty of the Republic of Kyrgyzstan”. They proclaimed the determination of the republic to build a state of law, guaranteed the rights and freedoms of the citizens. The Constitution of Kyrgyz Republic was adopted on May 5, 1993. These rights were fixed in the Supreme Law. These favorable targets remain a utopia, if we do not improve and obey the laws, if we do not fight to eradicate crimes, if we do not form at those, who work in government, public administration, political parties, public associations and industries of the market economy, the citizens, the whole society a high level of the legal culture” [13, P.77].

“The course of the history is irreversible. The historic event, which our ancestors dreamed, embodied in the life in September 1, 1991, when the Republic of Uzbekistan declared its independence. Peace and stability that prevails in Uzbekistan, progress in the development of a market economy, the expansion of the international relations of the country are highly recognized by the world community” [14].

It is well known that the legal system of almost any state must to be studied in close connection with other national legal systems and international law. On some legal space they interact, influence to each other, and there are a variety of legal formations, which are based on the general processes, carried forward cooperation in all spheres of public life. The Constitution of the Republic of Uzbekistan of 1992, in Article 109 has recorded a provision stating that “the Constitutional Court determines the constitutionality of interstate contracts”. The general principles and norms of the international law are the most important criteria of the constitutionality of laws and regulations.

This provision we easily find in the Constitutions of the Republic of Kazakhstan and Republic of Kyrgyzstan. The different are only the names of the government agencies. For example, earlier, according to the Constitution of Kazakhstan of 1993 was really existed and acted the Constitutional Court of the country. It was later abolished. Now, in accordance with the Supreme Law of the Republic of Kazakhstan, the Constitutional Council was created in 1995 and works effectively. In the Republic of Kyrgyzstan, it is called the Constitutional Assembly. Prof. Ch.I. Arabaev has stressed: “The Constitutional Council, formed by the Presidential Decree “On measures for the preparation of a constitutional reform in the Kyrgyz Republic”, dated by August 26, 2002 [15], for the period from September 4 to October 2, has held 12 meetings and prepared a final document, in which were expressed the support for the initiatives of the state for the constitutional reform and the urgent need to develop and to make changes and additions to the Constitution, in order to enhance the capacity of the constitutional further democratic reforms, strengthening the constitutional balance of powers of state institutions, the improvement of the judicial system, the development of local self-government [16, P.60]”. This research scholar also notes that “the head of the state was offered a unique method of constitutional reform, which is unparalleled in the recent history of the CIS. Yet nowhere the constitutions written or changed by consensus of the government and opposition, as happened in Kyrgyzstan, because at the Constitutional Conference were presented the political parties, non-governmental organizations and various opposition groups, prepared by the Secretariat of the Constitutional Council draft amendments to the Constitution of the Kyrgyz Republic, has been published in the pages of the media for public discussion” [17, P.78]. When adjusted for the changing environment of the change of power in the country, analyze the events of March 2005, as well as the murder of the deputies of Parliament of Kyrgyzstan, the ensuing riots in the colonies, camps and other prisons in Kyrgyzstan, the euphoria of the quoted author on reforms in the country seems to be premature.

In order to conduct due diligence of the draft amendments to the Constitution of the Kyrgyz Republic and the various suggestions and comments, received by the Decree of the President of the Kyrgyz Republic on January 2, 2003 the expert group was formed [18].

The current Constitution of the sovereign Kyrgyzstan establishes mechanisms of functioning of all parts of the state apparatus, their competence, reinforces the democratic foundations of social life, and gives priority to the individual rights and freedoms of the citizens. Main attention was paid to the role of elected bodies of state power, the system of checks and balances in the relationships of all branches of the government, the status of local government, strengthening the independence of the judiciary, law enforcement powers.

The same provisions fixed the Supreme Laws of Kazakhstan and Uzbekistan, which are legalize the following provisions: the principle of democratic rule of law, citizens have the right to do anything that is

not prohibited by law; secured guarantees of the rights and freedoms of the citizens, the right to private property, a unit of economic, political and social rights and freedoms of citizens. In Kyrgyzstan, the adoption of a new Constitution means the move from a presidential to a parliamentary-presidential republic, and in two other independent republics, Kazakhstan and Uzbekistan, this fact marked the transition period from parliamentary-presidential to the super-presidential republic.

We emphasize that the category “legal system” in the scientific literature is relatively new. Its occurrence is related to the development of law [19, P.64]. As some legal phenomena (law, legal, legal awareness, regulation, etc.) have been attentively studied, there was a need for a concept of an overall picture of the entire legal validity. In jurisprudence was marked the diversity in the definition of the legal system. The state is an important, but not the single source of the social development. “The state came under the influence of a number of factors. And their role is not the same in different people. It should be emphasized that their list is not exhaustive defined by economic factors. All this testifies the complexity of the emergence of statehood” [19, P.65]. The society by itself actively participates and has the dialectical relationship with the state. And opposite, weak developed civil society leads to the strengthening of the state. At the same time, they cannot exist independently and complement each other. The concept of the civil society in the Republic of Kazakhstan for 2006-2011 stated that: “Civil society is the society in which the main character and the subject of the social processes and relations is the man with the needs, interests and values. This concept also represents the totality of existence independent of the state and its organs of public relations: political, economic, cultural, national, religious, family, and others, shows the diversity of the private interests. Civil society is only a stage of the democratic development and formed as an economic, political development, the growth of wealth, culture and consciousness of the people” [20].

Speaking about the phenomenon of the integration of historical and civilization factor in the mosaic of ethnic Uzbek population, prof. A.Kh. Saidov emphasizes: “After achieving state independence, general “picture” of ethnic mosaic has not undergone radical changes in respect of a number of presented ethnoses, though the number of population of Slavic origin reduced. A number of ethnic Russians has lessened (1996) in comparison with 1989 for about 23 % (according to the data on departures because of changing a citizenship). But in respect of the number of population they still are the second ethnoses from among others who lived in the country after Uzbeks” [21, P.58].

We are fully share the view of the famous scholar, prof. A.Kh.Saidov, that the legal system must be studied in the historical aspect. For example, he notes: “The problem of the renewal of the legal system of Uzbekistan is directly linked not only with the legal situation of the particular moment in the country, but also must be interpreted in this historical context. It is impossible to comprehend the modern law of Uzbekistan divorced from its many centuries of history” [22, P.77].

About the legal system in the legal literature at the end of the 70-ies of XX century wrote, basically, meaning a system of law, identifying these two different legal categories [23, P.27]. Almost all member countries of the CIS are study the problems of the legal system in the new environment at early stage. We would like to note the research work of V.N. Sinyukov [24], who has devoted a special monograph to study the Russian legal system.

N.I. Matuzov wrote: “The transition period from the Soviet system to the formation in member countries of the CIS democratic legal state is characterized by the fact, that currently analytical framework crossed the scientific theories. As for the available analytical data do not fit into the existing patterns of development, the need for synthesis and generalizations lead to a new theory (definition) of the legal system more adequately summarizes the data of the system analysis” [25, P.16].

Further development of the modern society is inconceivable without a solid legal order, a stable system of legal relationships that translate into practice the basic legal ideals of equality, freedom and justice, the rule of law, the universality of rights and responsibilities, the rights and freedoms of man and citizen, recognized in our Constitution. We agreed with the opinion of Doctor of Law L.B. Tiunova, reminding that “the rights of the citizens are determine the usefulness of human life on the planet and an integral part of the culture of nations, the highest manifestation of the moral and legal ideals of humanity. Therefore, among the spiritual values of the modern world recognized human rights as one of the most important sites. Enshrined in the Charter of the United Nations, the international conventions and the constitutions of many countries, they are increasingly understood as a fundamental and inalienable” [26, P.37].

For nearly two thousand years in jurisprudence the modern research scholars are interested in the study of the legal system. Its concept, structure, content, role and function in the society, the formation and development, the relationships with other legal phenomena, types of legal systems have become the subject of studying by S.S. Alekseyev, V.K. Babaev, A.M. Vasilyev, O.A. Gavrilov, Y.P. Eremenko, etc. At various times, they were reflected in the foreign science in the works M.P. Golding, R. David, K. Joffre-Spinosi, J. Carbonie, G. Kelsen, etc.

A.Kh. Saidov stressed: “Cultural aspects of knowledge of legal phenomena make possible to determine the features of the legislation, its continuity in space-time limits, the relationships with other cultural phenomena in the legal realities@ [27, P.95].

A.Kh. Saidov wrote: “The legal system is an institutional concept, the occurrence of which in legal science is not only a legal reality of the phenomena, but also certain qualitative state of the science and the development of its methodology and conceptual apparatus. Therefore the primary importance in the genesis of this notion is given to differentiation and integration of the legal knowledge as prerequisites and conditions for the occurrence and development of the theory of the legal system, its importance in the structure in the general theory of law” [28, P.111].

In the conclusion, we emphasize that the further development of the national legal systems of independent Central Asian Republics of Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan and Turkmenistan is the result of new integration processes, strengthening the state independence of these republics on the basis of fundamental changes in the field of social development in these states.

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ОРТАЛЫҚ АЗИЯ МЕМЛЕКЕТТЕРІНІҢ ҚҰҚЫҚТЫҚ ЖҮЙЕЛЕРІ

Аннотация. Мақалада қазіргі уақытта Еуразиялық экономикалық кеңістікте өтіп жатқан Орталық Азия елдерінің құқықтық жүйелерін біріктіруді тереңдету процестері қарастырылады. Өзін-өзі ақпараттандыру мен өркениеттің жоғары деңгейіне жеткен және әлеуметтік және этносаралық татулық пен халықтардың келісімін құруға ұмтылған халық арасында тең ынтымақтастық моделі қарастырылады. Экономиканың сенімді өсуін қамтамасыз етуге және бүкіл халыққа ұзақ мерзімді әлеуметтік кепілдіктерді қамтамасыз етуге бағытталған мемлекеттің ауқымды дағдарысқа қарсы шаралары зерттеледі. Мұсылман халқы басымырақ елдердің құқықтық жүйесі зайырлы құқықтық үлгіде (Орталық Азия елдері) құрылған. Мұсылман халқы басым ТМД елдерінің ерекшелігі - жалпыға ортақ адами құндылықтарды, ұлттық рухани дәстүрлерді қорғаушы ретінде ислам дінінің адамның мәдениетінің бөлігі деп қабылдауында. Осы елдер азаматтарының құқықтық санасы өткен дәуірден мұраға қалған салт-дәстүрлерге, әдет-ғұрыптар мен моральдық нормаларға толы. Мысалы, өзбек өмір салты үшін мемлекеттің қауымдық мен патернализм тән. Ұжымдық бастаулар, ұжымдық мүдделер әрқашан жеке, жеке мүдделерден жоғары тұрды. Бұрынғы одақтық республикалардың құқықтық жүйелері Тәуелсіз Мемлекеттер Достастығының салыстырмалы біртекті құқықтық кеңістігі негізінде қалыптасқан посткеңестік құқықтық жүйеге жатқызылуы мүмкін.

Түйін сөздер: еуразиялық экономикалық ынтымақтастық, халықтардың тең құқылы ынтымақтастығы, жаңа интеграция, халықтар келісімі, жаһандық фактор, посткеңестік кеңістік интеграциясы, ұжымдық қауіпсіздік жүйесі, кеден одағы, құқықтық жүйелердің үйлесімдігі, құндылықты-мақсатты бағыт.

УДК 340.115.7

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ПРАВОВЫЕ СИСТЕМЫ СТРАН ЦЕНТРАЛЬНОЙ АЗИИ

Аннотация. В статье исследуются процессы углубления интеграции правовых систем стран Центральной Азии, происходящие в настоящее время в евразийском экономическом пространстве. Рассматривается модель равноправного сотрудничества народов, достигших высокого уровня самосознания и цивилизованности и движимых стремлением утвердить социальный и межнациональный мир и согласие народов. Изучаются масштабные антикризисные меры государства, нацеленные на восстановление уверенных темпов экономического роста и обеспечение прочных социальных гарантий всему населению. Правовые системы стран с преобладающим мусульманским населением ориентированы на светскую модель права (страны Центральной Азии). Особенностью стран СНГ с мусульманским населением является восприятие религии ислама как части культуры народа, как носителя общечеловеческих ценностей, хранителя национальных духовных традиций. Правосознание граждан этих стран наполнено традициями, обычаями и моральными нормами, унаследованными из прошлого. Например, для узбекского образа жизни характерны общинность и патернализм государства. Коллективистские начала, коллективные интересы здесь всегда преобладали над интересами частными, индивидуальными. Правовые системы бывших союзных республик можно отнести к постсоветской правовой системе, которая формировалась на основе сравнительно однородного правового пространства Содружества Независимых Государств.

Ключевые слова: евразийское экономическое сотрудничество, равноправное сотрудничество народов, новый интеграционизм, согласие народов, глобальный фактор, интеграция постсоветского пространства, система коллективной безопасности, таможенный союз, гармонизация правовых систем, ценностно-целевая ориентация.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 112 – 119

JEL 338.242.2

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**USE OF RENEWABLES AS FACTOR OF DEVELOPMENT OF
NATIONAL ECONOMY OF THE REPUBLIC OF KAZAKHSTAN**

Abstract. The paper represents the analysis of modern data and information of the development of renewable energy sources (RES) and energy efficiency in the Republic of Kazakhstan. The purpose of this article is to identify trends in the development of alternative energy sources that are economically feasible at the current stage of the development of the energy complex and allow providing sustained growth in the national economy of the Republic of Kazakhstan. Analytical publications, interviews with experts, and other open sources of information were used as sources of secondary data. The conducted research allows formulating a number of conclusions. The Republic of Kazakhstan has a significant potential for the development of alternative energy. However, it shares in total energy production, remains rather low and the available capacities of the RES facilities are not fully utilized. In the context of aggravation of global environmental problems, depletion of traditional types of energy and raw material resources; it has proved necessary to create new energy system, based on RES. The Government of the Republic of Kazakhstan needs to develop a long-term concept of rendering sustainable energy services. In addition, it is necessary to implement a set of measures to strengthen the enabling environment, including higher investments into renewable facilities. One of the most promising mechanisms for supporting the RES sector is the introduction of an auction system for selecting RES projects, which will help solve problems with planning and control of the budget to support RES.

Key words: energy efficiency, energy saving, gross domestic product, energy intensity, renewable energy sources (RES), alternative energy, solar energy, wind power, biofuels, energy potential.

It is impossible to create steady model of economic development without solution of questions of energy efficiency. According to the Government of the Republic of Kazakhstan, the policy of the effective and balanced consumption of energy contains growth of consumption and significantly reduces impact on the environment. Any efforts in this area will promote modernization of manufacturing sector, power industry, housing and communal services, and the transport sector by encouragement of introduction of new technologies and innovations. In this regard the government of Kazakhstan has chosen energy saving and energy efficiency as the main priorities of national power policy, in spite of the fact of the considerable energy country resources and developed power infrastructure. The government has set a goal to reduce power consumption of GDP non less than by 40% by 2020 (The Decree of the President of the Republic of Kazakhstan, May 30, 2013, No. 577).

In November, 2011 Kazakhstan has suggested in the agenda of UN conference on sustainable development discussion of global power ecological strategy of sustainable development in the 21-st century. The eponymous book, written by the President of Kazakhstan Nursultan Nazarbayev, offers an explanation to strategy and describes practical ways of its realization (Nazarbayev 2011). The ultimate goal of this strategy is to reach optimum level of satisfaction of needs of all countries in energy and other natural resources due to complex improvement of use of the renewable energy sources in the middle of the 21-st century (RES).

Now in the Republic of Kazakhstan was adopted several programs, directed to increase the renewables (R) in electricity generation. In 2013 the Concept of transition to “green economy”, which has been fixed by the strategic development plan till 2020 subsequently, has been accepted. According to this document, the share of RES in electric power total production by 2020 has to be increased up to 3%, and by 2030 the share of RES has to make 30%.

However, despite a number of legislative initiatives and measures of the general policy of increase in energy efficiency of the Republic of Kazakhstan needs further improvement, according to the best international practice.

Despite rather high stock of traditional types of fuel, creation of the new power system, based on renewables, is quite important. Kazakhstan, owing to natural data, has enormous potential on introduction RES, whether it be the solar power stations (SPS), hydroelectric power stations (HPS), or the wind power stations (WPS).

Experts allocate two main reasons for the accelerated development of renewables in the Republic of Kazakhstan. First, there is an urgent need of reduction of emissions of greenhouse gases and other pollutants, which main producer is fuel and energy complex of Kazakhstan, generally burned fossil fuel, coal, oil and gas. Secondly, the deficiency of energy grows that can become the limiting factor for further economic growth. The relevance of development of alternative power engineering on the basis of renewables is caused by complexity of the current situation in power branch of the country, including extremely high wear of infrastructure: 70% - the generating capacities, 65% - electrical networks, 80% - thermal networks (The review of state policy of the Republic of Kazakhstan in the field of energy saving and increase in energy efficiency) (The review of state policy of the Republic of Kazakhstan in the field of energy, saving and increase in energy efficiency). Access to power supply still is a problem for more than 8 million residents of the Republic of Kazakhstan. At the same time with growth of economic activity also electricity consumption growth is observed, and certain regions of RK still remain power scarce.

T.L. Afonso and other authors wrote: “The understanding of fragility and non-environmental friendliness of the traditional resources and also conjuncture of their pricing became an initial incentive of development of RES” [1]. The review of literature on problems of use of renewables has shown disappearance of very different power sources under the general term RES [2].

From one hand, long ago large hydropower was successfully operated; from the other hand, rather new types, such as solar power, wind, geothermal sources and even absolutely exotic energy of waves of the ocean [3]. The most common forms of use of renewables are energy of the sun, wind, biomass, hydraulic power, geothermal energy and biofuel [4]. A rich source of renewable energy is wind power. The movements of wind rotation of the earth, generally due to Coriolis’s effect are carried out due to heat from the sun, and [4]. The solar power is the excellent choice in the growing market of RES, environmentally friendly source, doesn’t produce greenhouse gases [5]. As a renewable source of energy, solar technologies are used in power production (solar batteries) or in production of heat and heating of water (solar thermal) [5]. J. Freeman notes: “Energy of biomass is renewable and steady power source, received from organic substances, which can be used for power production and other types of energy” [6]. Through photosynthesis process, the chlorophyll, which is present at plants, absorbs energy from the sun by transformation present carbon dioxide in the atmosphere and waters in carbohydrates. When these plants are burned, the same energy is released in air; they have taken from the sun. For production of fuel from biomass such materials as manure, forest blockages, scrap of timber, mulch, sewage, the separate cultures and some types of waste are used [7]. The hydropower uses water flow for electricity generation. By one of forms of hydroelectric power station it is created due to the movement of water via turbines in a dam.

N. Kelsey has stressed: “The geo power is power source, that doesn’t emit greenhouse gases, which are dangerous to the person and the environment. The term “geothermal” means the earth and heat” [8]. This conclusion quickly indicates definition of geothermal energy, which uses heat from under the Earth’s surface to generate energy. Energy in the earth was formed at disintegration of minerals and the woods many years ago. One of the main advantages of use of renewables is demand smaller costs of service, than traditional generators of energy [9]. Energy production with use of renewable sources makes the minimum impact on the environment as there is practically no release of pollutants, such as, for example carbon dioxide [10]. Enough researches are devoted to questions of justification of economic feasibility of

introduction of RES. Many experts agree in opinion that projects in the field of renewables can bring economic benefits for many regions as the majority of projects far away from the large city centers and suburbs of the capital [11].

Besides the listed advantages of development of RES, experts allocate also the number of shortcomings. The first lack of renewables is difficult for generate and make a large number of the electric power in comparison with traditional generators of fossil fuel [12]. It means that society has to reduce energy consumption, or just build more power objects of RES. Many experts note that for the solution of power problems it is necessary to observe balance of various power sources [13].

Other lack of renewables is reliability of deliveries. Renewables often depends on weather conditions (Banswar at al. 2017b) [3]. So, for example, for hydro generators the rain is necessary to fill dams for providing with flowing water, wind generators need wind to rotate blades, solar collectors need the clear sky and the sun to accumulate heat and the electric power.

Despite such rough rates of development of RES, remain very many skeptics doubting stability of this trend. The main argument consists that energy of RES is commercially noncompetitive, and projects with its use are unstable in the long term (Saavedra at al. 2018). That the “green” energy is too expensive in comparison with traditional, also develops it only thanks to the state support (Parida at al. 2016) [13].

The power consumption of GDP is the most widespread indicator of economic efficiency of use of energy. It pays off as the relation of primary consumption of energy (coal, oil, gas and other energy resources) to real GDP of the country.

The Republic of Kazakhstan is included into ten countries with the highest rates of power consumption of economy (figure 1).

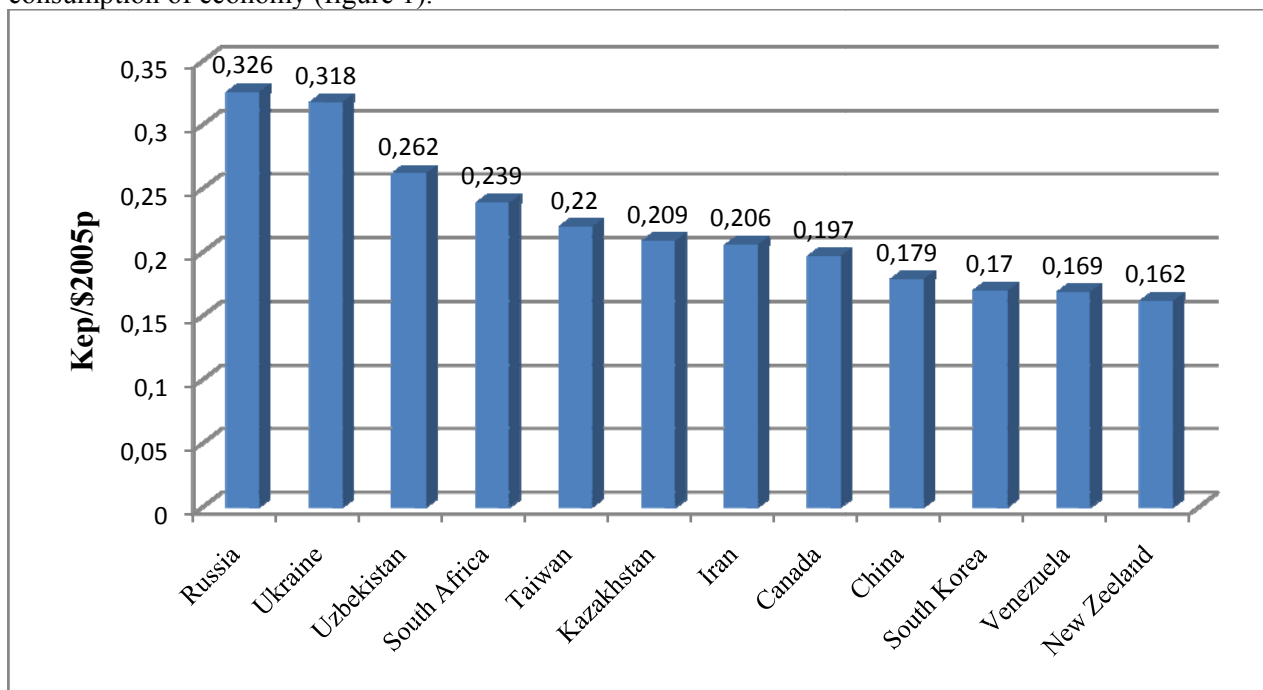


Figure 1 - Indicators of power consumption of GDP, kep/of \$2005 p (Statistical year-book of world power of 2017)

In general, the power consumption of GDP of the country shows the tendency to decrease energy consumption per capita grows. High power consumption of GDP in Kazakhstan we can explain by the number of the natural reasons:

- severe sharply continental climate, long and cold winter;
- prevalence of power-intensive sectors of economy in structure of GDP;
- extensive populated areas;
- considerable extent of transport infrastructure (oil and gas pipelines, power lines, line water).

According to expected balances of electric energy and power for 2017-2023, the deficiency of the electric power in the Republic of Kazakhstan will be 13,7 billion kWh. Access to clean types of fuel and

technologies for household heating, lighting and cooking is still the problem for inhabitants of the region. Many villagers still show high dependence on solid fuel in houses as other types of fuel are remote.

The government of the Republic of Kazakhstan and the international donors continue to advance decisions in the field of renewables by means of initiatives of improvement of quality of access to energy. Transition from the pilot projects financed by donors to large-scale introduction of renewables for improvement of quality of access to energy to RK remains difficult. Despite 100% coefficient of electrification of the country, quality of power supply from the point of view of reliability, availability and stability remains one of the main problems of access to energy. The leadership of the Republic of Kazakhstan pursues active state policy on development of the renewables (R), which is directed to acceptance of system measures and existing strategic interests of Kazakhstan. Renewables are positioned in recent years by the country as one of priority vectors of development of power complex.

By expert estimates, the Republic of Kazakhstan has the essential potential of development of alternative power engineering. So, the potential of wind power is estimated at 920 billion kWh per year that 10 times exceeds the current consumption of electric energy in the country. Hydro capacity of Kazakhstan is estimated at 62 billion kW, 70% of the current consumption in the country.

As for the potential of solar energy in the southern regions of the country, it is about 2500-3000 thousand sundial per year. In January 1, 2017 50 enterprises, using RES with a total power of 295,7 MW work in the country (hydroelectric power station - 139,8; VES - 98,2; SES - 57,3; biogas installation - 0,35). For 2016 rated capacities of renewable sources in Kazakhstan have increased by 18%.

In 2016 4 RES projects with a total power of 50,39 MW were realized; in 2017 was planned to put into operation 12 objects of RES with the rated volume of 114,25 MW. Rated capacity of wind station has increased from 37% to 98,2 MW, solar stations from 0,4% to 57,3 MW, the thermal power plant on biomass was left without changes - 0,4 MW, and the power of small hydroelectric power stations has grown from 14% up to 139,9 MW.

For the last five years the share of RES in the total amount of generation has increased from 0,5% to 0,98% (figure 2).

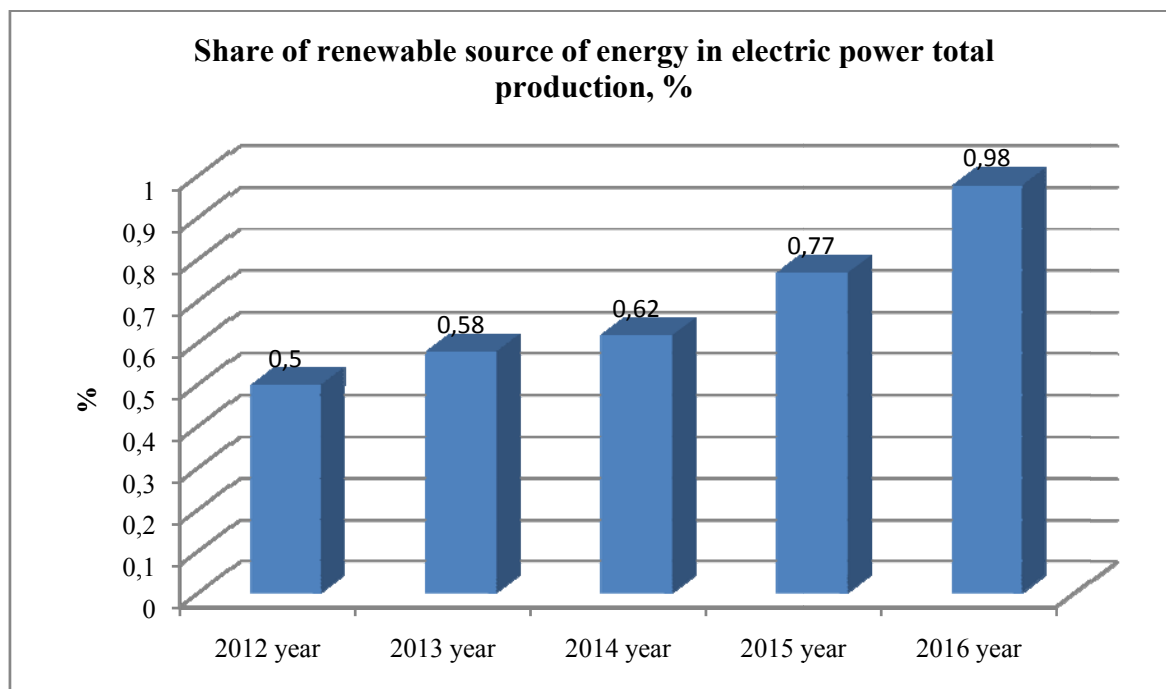


Figure 2 - Share of renewable source of energy in electric power total production in the Republic of Kazakhstan, %

In five years the electric power volume developed by RES has increased by 2,4 times (figure 3).

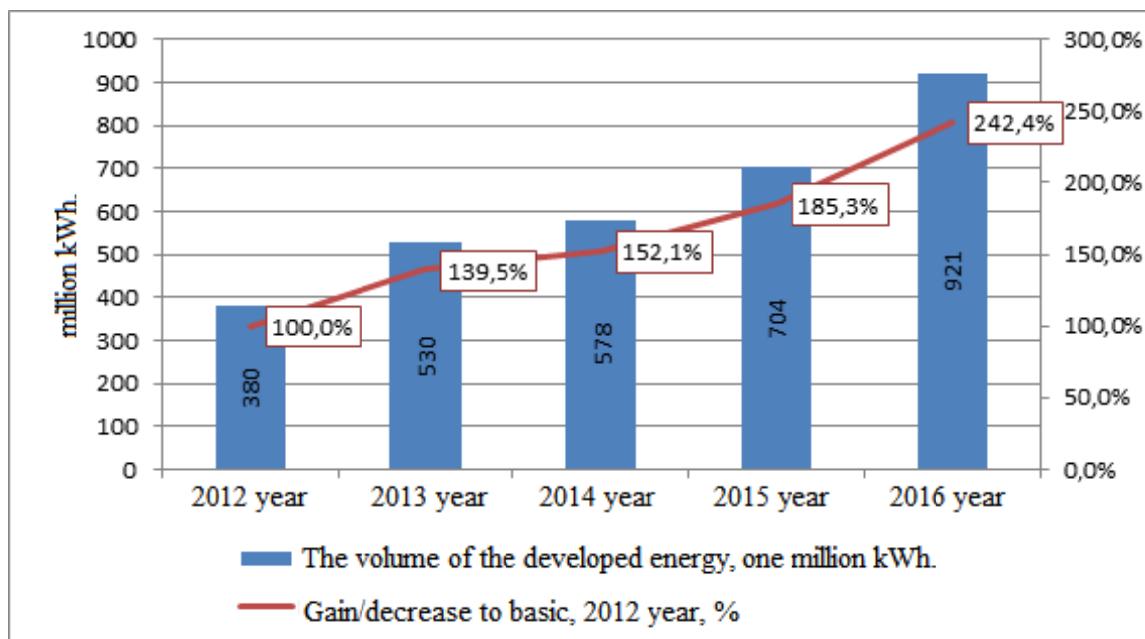


Figure 3 - Dynamics of volumes of the developed electric power of renewable source of energy in RK in 2012-2016 years

Kazakhstan receives other 99% of the electric power from traditional sources: 79% - fuel power plants, 8% gas-pipe and 12% of hydroelectric power station. By the estimates given by the program of partnership “Green Bridge” theoretically the power of all water resources of the country make 170 billion kWh a year from which only 7149, 4 million kWh – only insignificant part now used. Recently in Kazakhstan there are three large hydroelectric power stations: Bukhtarminsky, Ust-Kamenogorsk and Shulbinsky work. Besides, the 300 MW Moynaksky hydroelectric power station – the first station since independence of the country.

Along with large hydroelectric power stations, such as Bukhtarminsky, Ust-Kamenogorsk and Shulbinsky, in the Republic of Kazakhstan small hydroelectric power stations which in 2016 have developed 577,2 million kWh - 10% more intensively develop, than in 2015.

During 2012-2016 production of wind energy has increased more than 100 times. In 2016 wind power stations have developed 275 million kWh, that is twice more than production in 2015 (table 1).

Table 1 - Indicators of electricity generation of RES of RK in 2012-2016.

Indicator	2012 year	2013 year	2014 year	2015 year	2016 year
The electric power made by wind power stations, one thousand kWh	2665	4546,9	13300,8	131722,3	274982,8
The electric power made by solar power stations, one thousand kWh	21	775,8	1268,3	46171	88403,1
The electric power made by hydroelectric power stations one thousand kWh	763726,6	773073,6	826283,1	926919,0	11620764

According to the plan by 2020 there were planned to start 13 objects of VES of the general power 793 MW in the following cities: Almaty, Zhambyl, Kostanay, North Kazakhstan, Akmola, Karaganda and Aktyubinsk regions. The largest object of VES with power of 300 MW is planned to start in the village of Badamsha of Kargalinsky district of the Aktyubinsk region. Implementation of large-scale projects on construction of wind station of new generation needs to introduce the latest construction technologies in order to create the new markets. The Republic of Kazakhstan, realizing the RES small projects, loses these advantages. In 2016 solar power stations have increased development for 92% - to 88,4 million kWh, bio power plants have increased energy production by 4 times, having generated 1,9 million kWh. For the last 10 years the cost of solar energy fell from 1,0 to 0,025 US dollars. It has been reached at the expense of economy of scale, reduction in cost of technologies and transition to market the mechanism.

By 2020 it is planned to put into operation only 4 objects of SES with a general power of 77 MW. The service projects connected with production of the equipment for solar power, the national plan of action for sustainable development of power aren't provided. Experts consider that green power sources become more and more competitive, and soon in power branch there will come the turning point. The existing electro generating capacities – state district power plant, combined heat and power plant – have physically and morally become outdated [14].

One of the central moments in consecutive transition to green economy is the energy efficiency. Now on an indicator of power consumption of GDP Kazakhstan is in number of the countries with the highest values [15].

Experts in power at Stanford University notes, that use of wind power, solar, geothermal and water (hydropower, tidal and wave) energy for electrization of all sectors of economy - considerably will reduce energy consumption, mortality from air pollution, will create millions of jobs (Shakeel at al. 2017) [16], stabilizes energy costs and will keep trillions of dollars on health care. For sustainable development of RK it is necessary to provide access to inexpensive, reliable, steady and modern power sources and to reduce the volume of emissions of greenhouse gases in the energy sector. Increase in efficiency and reduction of emissions will be important for achievement of the ecological purposes.

Experts emphasize importance of creation of new power system, which will be based on renewables, though the economy of Kazakhstan has sufficient stock of traditional types of fuel. There are two main reasons.

First, there is an urgent need of reduction of emissions of greenhouse gases and other pollutants, which main producer is fuel and energy complex of Kazakhstan, which is generally burned fossil fuel, namely coal, oil and gas. Secondly, the deficiency of energy grows and that can be the limiting factor for further economic growth.

Creation of the new energy market assumes development and acceptance of full range of normative documents, including national norms in the field of interaction and trade, and also use of the advanced foreign practice. It will allow adjusting and supporting open dialogue on energy security, introduction of technologies and realization of effective policy between the manufacturing countries, transitors and consumers of energy resources.

As relevant problems of further development of RES in the Republic of Kazakhstan is possible to allocate:

1. To choose and realize the RES effective projects and to attract the best investors with advanced technologies;
2. To lower load from RES of national economy.

Kazakhstan should increase investments into the projects of creation of power infrastructure for increase in energy efficiency and integration of renewables. For creating favorable conditions for investments the Government of RK should develop the long-term concept of rendering steady power services supporting use of the norms, which are based on the principles of rationality and allowing producers and consumers to react to the changing energy market [17].

Future power system demands new technologies and new professional skills. Research and development, commercial introduction of new technologies, attraction of the capital and also management skills are important during transition period. It demands expansion of the international cooperation and exchange of experience.

The role of the international cooperation, strategic partnership and effective functioning of the energy markets and regional corridors is very essential. Exchange of experience and technologies, increase in cross-border investments will accelerate transition.

Introduction of the auction mechanism of support of the sector can become the effective tool of the solution of tasks at implementation of the RES projects. The difference of this mechanism from the mechanism on the basis of the fixed tariffs and green certificates is that: first support only to the suppliers of the electric power selected on competitive basis from RES is carried out. Secondly, the level of tariff is defined not administratively [18].

It is necessary to study the international experience of holding auctions on RES, particularly, to investigate types of contracts and types of auctions on RES, to define characteristics of demand (an

auction product), to study staging and frequency of holding auctions, qualification requirements to participants of an auction [19].

Use of auctions will allow exercising control of rates of development of RES, to plan the budget for its support and also to define tariff for purchase of the electric power from RES on competitive basis [20].

In the conclusion it should be noted, that the conducted research of tendencies of the development of renewables in the Republic of Kazakhstan allows to formulate the following. The high power consumption of GDP of RK, exhaustion of renewable power sources dictates need of development and use of renewables. The Republic of Kazakhstan has the essential potential of development of alternative power engineering. However, their share in the general energy production is still insignificant, and the available capacities of objects of RES are used not rather full.

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ЖАҢАРТЫЛАТЫН ЭНЕРГИЯНЫҢ КӨЗДЕРІН ПАЙДАЛАНУ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ҰЛТТЫҚ ЭКОНОМИКАСЫН ДАМУ ТҰРАҚТЫ ФАКТОРЫ РЕТІНДЕ

Аннотация. Жұмыста Қазақстан Республикасындағы жаңартылатын энергия көздері мен энергиялық тиімділіктің жағдайы туралы ақпараттар мен заманауи деректер талдауы келтірілген. Бұл зерттеу жұмысы өз алдына ҚР ұлттық экономикасында тұрақты өсуге мүмкіндік беретін және энергетикалық кешенді дамытудың қазіргі кезеңінде экономикалық тұрғыдан мүмкін болатын баламалы энергия көздерін дамытудың бағыттарын анықтау мақсатын қояды. Қосымша ақпараттар ретінде сараптамалық, аналитикалық басылымдар мен материалдар және басқа да ашық ақпарат көздері пайдаланылды. Жүргізілген зерттеу жұмыстары келесі қорытындыларды жасауға мүмкіндік береді: Қазақстан Республикасы баламалы энергетиканы дамыту үшін айтарлықтай әлеуетке ие. Дегенмен, олардың жалпы энергия өндірісіндегі үлесі өте төмен болып қалып отыр, ал жаңартылатын энергия көздерінің қол жетімді қуаты толық пайдаланылмайды. Қазіргі кезде ЖЭК-не негізделген жаңа энергетикалық жүйені құру қажеттігі туындап отыр. Қазақстан Республикасының Үкіметі тұрақты энергетикалық қызметтерді ұсыну үшін ұзақ мерзімді тұжырымдаманы әзірлеуі қажет. Бұдан басқа, қолайлы ортаны нығайту бойынша шаралар кешенін іске асыру қажет, оның ішінде, жаңартылатын энергия көздеріне белсенді инвестициялар. ЖЭК секторын қолдаудың перспективалық тетіктерінің бірі - ЖЭК-ны қолдау үшін бюджетті жоспарлау және бақылау мәселелерін шешуге көмектесетін ЖЭК жобаларын таңдау үшін аукциондық жүйені енгізу.

Түйін сөздер: энергиялық тиімділік, энергияны үнемдеу, ЖІӨ, энергиялық сыйымдылығы, жаңартылатын энергия көздері (ЭКЖ), баламалы энергия, күн энергиясы, жел энергиясы, биоотын, энергетический потенциал.

УДК 338.242.2

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ИСПОЛЬЗОВАНИЕ ВОЗОБНОВЛЯЕМЫХ ИСТОЧНИКОВ ЭНЕРГИИ КАК ФАКТОРА РАЗВИТИЯ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье представлен анализ современных данных и информация о состоянии возобновляемых источников энергии и энергоэффективности в Республике Казахстан. Настоящее исследование ставит своей целью выявить направления развития альтернативных источников энергии, экономически оправданных на современном этапе развития энергетического комплекса и позволяющих обеспечить устойчивый рост национальной экономики РК. В качестве источников вторичной информации были использованы экспертные и аналитические публикации, экспертные материалы и иные открытые источники информации. Проведенное исследование позволяет сформулировать следующие выводы. Республика Казахстан обладает существенным потенциалом развития альтернативной энергетики. Однако, их доля в общем производстве энергии остается достаточно низкой, а имеющиеся мощности объектов ВИЭ используются не в полной мере. В настоящее время возникла необходимость в создании новой энергетической системы, базирующейся на ВИЭ. Правительству РК необходимо выработать долгосрочную концепцию оказания устойчивых энергетических услуг. Кроме того, необходимо реализовать комплекс мер по укреплению благоприятной среды, в т.ч. более активного инвестирования в объекты ВИЭ. Одним из перспективных механизмов поддержки сектора ВИЭ являются внедрение аукционной системы отбора проектов ВИЭ, которая будет способствовать решению проблем с планированием и контролем бюджета на поддержку ВИЭ.

Ключевые слова: энергоэффективность, энергосбережение, энергоёмкость, ВВП, возобновляемые источники энергии (ВИЭ), альтернативная энергетика, солнечная энергия, ветроэнергетика, биотопливо, энергетический потенциал.

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SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 120 – 126

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**THE ROLE OF ACADEMIC MOBILITY IN STUDENTS' CORE
COMPETENCES DEVELOPMENT IN KAZAKHSTANI UNIVERSITY**

Abstract. This article seeks to contribute towards an understanding of the impact of international academic mobility on students' core competence development in kazakhstani higher education institutions. The purpose of the empirical research is: (i) to determine the importance of the competences for academic and non-academic mobility students; (ii) to investigate the level of students' core competencies comparing opinion of academic mobility students who have spent abroad not less than 3 months and others; (iii) to identify the difference in competences proficiency between academic mobility and non-academic mobility students. Method of research includes the analysis of academic literature, construction and validation of questionnaire, analysis of data in R programme. The empirical study revealed that international academic mobility programs play important role in core competences development. The results will be important to academics, administrators and practitioners who work in international education by contributing to improved strategic planning and implementation of exchange and study abroad programs.

Key words: academic mobility, internationalization, core competencies, higher education institutions, study abroad.

Introduction and literature review

Internationalization in higher education has gained increasing attention by researchers, practioners and policy makers. This growing interest has translated into the active development of policies, programs, and infrastructure at institutional, local, national, and global levels (J.Knight, 2004). In most countries, internationalization has become an increasingly important aspect of higher education and moved from the margins to the center of the academic enterprise (de Wit, 2010). More than 7,000 scholarly articles on internationalization in higher education published in peer-reviewed journals between 1980 and 2016.

The current processes show that there are many possibilities for developing cooperation between universities, such as joint research teams, double degree programmes, students and faculty academic mobility, indicating that the internationalization process involves a broad set of policies, strategies, actions and players. Mobility programs have grown stronger over the last few decades and stand out as being the most fertile fields for international academic cooperation (Knight, 2014; Lauer mann, 2012, Altbach, 2010). Academic mobility is promoted as one of the most prominent means of internationalisation alongside other processes such as 'internationalisation at home' and 'internationalisation of curriculum' (de Wit, 2010). Universities in industrialized and economically emerging countries are making significant efforts to increase involvement of students and faculty in study abroad programs.

According to researchers (Altbach and Teichler, 2001; Brooks and Waters, 2010), worldwide mobility in the field of higher education is a fast growing phenomenon that influences resource and student management of institutions and nations around the globe. Bhandari (2011) states that after 2000 the number of students traveling to another country for higher education increased by 65%.

Mobility comprises a key value within internationalisation processes, although mobility-based internationalisation has been widely criticized. More comprehensive assessment of study abroad programs are required to ensure they achieve educational goals that enhance the skills essential for operating effectively in an increasingly complex global environment (Earnest, 2003). Guruz (2008) finds that international academic mobility has greatly contributed to the formation of both the worldwide education and labour markets. Altbach and Teichler (2001) point out the fact that methods of exchange, university

connections, mobility patterns, and international as well as regional arrangements between universities are changing.

According to Knight (2004), the existing forms of international mobility are international students' mobility, international mobility of pedagogic staff and researchers, international programme mobility and international mobility of higher education institutions. International students' mobility can be further divided into long-term mobility and mobility to gain ECTS points.

In their research on student mobility, Kumpikaite and Duoba (2010) concluded that the most valuable advantages students gain abroad are cultural experience, individual growth and academic knowledge. Students and their parents believe studying abroad enhances career prospects in terms of securing interviews, receiving job offers, and accelerating career progression (Stroud, 2010).

The analysis of scientific literature revealed that inter-linkage of students' academic mobility and core competence development was researched by Bracht and Engel (2006), Doerfel and Arasaratnam (2005), Freiburger and Steinmayr (2012), Kumpikaite and Duoba (2011). Research conducted in the field of internationalization shows that students who took more courses with international content, interacted with international students or studied abroad, demonstrated better foreign language skills and more knowledge of specific regions and countries, attitudes, perceptions, and behaviors (Parsons, 2010, Soria & Troisi, 2014, Bennett, 2013).

There is wide variation in the literature regarding the interpretation and definition of the term competence. The interpretation ranges from a description in terms of performance and skills acquired by training to a broad view that combine knowledge, understanding, skills, abilities and attitudes. In this study the definition presented by "Tuning Educational Structures in Europe" project is adopted where competence is defined as follows: "Competences represent a dynamic combination of knowledge, understanding, skills and abilities. Fostering competences is the object of educational programmes" (Tuning, 2000). The Tuning Project is focused on issues related to the degree programme structures and the transparency of the educational system. Three types of generic competencies identified in the project:

1. Instrumental competences: cognitive abilities, methodological abilities, technological abilities and linguistic abilities

- Capacity for analysis and synthesis
- Basic general knowledge in the field of study
- Grounding in basic knowledge of the profession in practice
- Oral and written communication in your native language
- Knowledge of a second language
- Elementary computing skills
- Problem solving
- Decision making
- Planning and time management
- Information management skills (ability to retrieve and analyze information from different sources)

2. Interpersonal competences: individual abilities like social skills (social interaction and cooperation)

- Critical and self-critical abilities
- Team work
- Interpersonal skills
- Ability to work in an interdisciplinary team
- Ability to work in an international context
- Ability to communicate with experts in other fields
- Appreciation of diversity and multiculturality
- Ethical commitment

3. Systemic competences: abilities and skills concerning whole systems (combination of understanding, sensibility and knowledge)

- Research skills
- Capacity to learn
- Capacity to adapt to new situations

- Capacity for applying knowledge in practice
- Capacity for generating new ideas (creativity)
- Understanding of cultures and customs of other countries
- Leadership
- Ability to work autonomously
- Project design and management
- Initiative and entrepreneurial spirit
- Concern for quality
- Will to succeed

This article seeks to contribute towards an understanding of the impact of international academic mobility on students' core competence development in kazakhstani higher education institutions. This issue is neglected in the research on internationalization in Kazakhstan. The results will be important to academics, administrators and practitioners who work in international education by contributing to improved strategic planning and implementation of exchange and study abroad programs. Empirical assessment can help educators achieve a better understanding of students global competences, track their development and identify areas for improvement.

Research design and results

The purpose of the empirical research is: (i) to determine the importance of the competences for academic and non-academic mobility students; (ii) to investigate the level of students' competencies comparing opinion of academic mobility students who have spent abroad not less than 3 months and others.

In the attempt to address the purpose of the study, this study asks two research questions:

- 1: What competences are recognized as important in both groups: academic and non-academic mobility students?
- 2: What is the level of proficiency on those competences which are recognized as important in both groups: academic and non-academic mobility students?
- 3: In which competences the academic mobility students have better development level than non-academic students?

Method of research includes the analysis of academic literature, construction and validation of questionnaire, analysis of data based on R programme. Questionnaire is focused on students' attitude towards importance of the competence as well as their personal evaluation of competence development. Students were asked to rate the level of agreement on each item. The survey also asked participants for demographic information such as age, gender, level of study, etc. 114 students participated in survey: 55-academic mobility students (AMS) and 59 –non-academic mobility students (NMS).

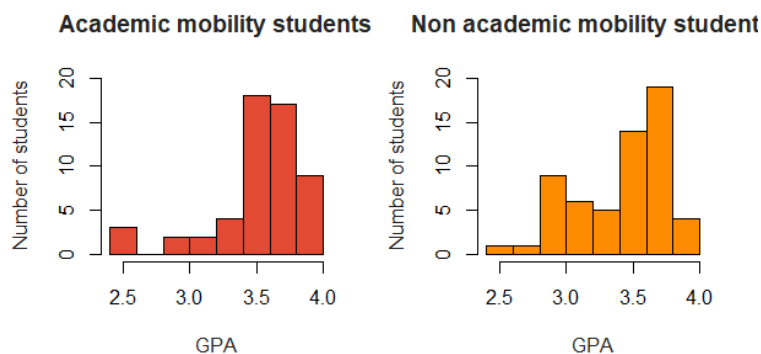
Table 1 - General information

		%
Gender:	Male	24.6
	Female	75.4
Age:	18-19	35.4
	20-21	59.29
	22+	5.31
Level of education:	Bachelor	96.49
	Master	3.51
Participation in academic mobility programmes :	Yes	48.24
	No	51.76

Out of 114 respondents, 85 were filled by females and remaining by 29 by males. Considering the age group, the majority of respondents were 20-21years old (almost 60%). Analysis of the respondents' educational level revealed that the majority is bachelor students (96, 49 %), which is the target audience for the research.

The distribution of GPA for students who participated in academic mobility varies more widely from 3.5 to 4.0, while those who did not participate - in the range from 2.5 to 3.5. Counting the exact number of respondents with a GPA lower than 3.5 showed that 47% of NMS and 25% of AMS students are in this range of academic achievement.

Table 2 - Distribution of GPA in two groups



The questionnaire was divided in three parts: (1) General information; (2) Assessment of the importance of competences; (3) Assessment of the level to which each competence developed. The set of competences for parts 2 and 3 is identical. The variables were encoded and presented in Table 3.

Table 3 - The composition of the questionnaire

Level of importance	Competence	Level to which developed
v1	Capacity for analysis and synthesis	c1
v2	Capacity for applying knowledge in practice	c2
v3	Planning and time management	c3
v4	Basic general knowledge in the field of study	c4
v5	Grounding in basic knowledge of the profession in practice	c5
v6	Oral and written communication in your native language	c6
v7	Knowledge of a second language	c7
v8	Elementary computing skills	c8
v9	Research skills	c9
v10	Capacity to learn	c10
v11	Information management skills (ability to retrieve and analyze information from different sources)	c11
v12	Critical and self-critical abilities	c12
v13	Capacity to adapt to new situations	c13
v14	Capacity for generating new ideas (creativity)	c14
v15	Problem solving	c15
v16	Decision-making	c16
v17	Teamwork	c17
v18	Interpersonal skills	c18
v19	Leadership	c19
v20	Ability to work in an interdisciplinary team	c20
v21	Ability to communicate with experts in other fields	c21
v22	Appreciation of diversity and multiculturality	c22
v23	Ability to work in an international context	c23
v24	Understanding of cultures and customs of other countries	c24
v25	Ability to work autonomously	c25
v26	Project design and management	c26
v27	Initiative and entrepreneurial spirit	c27
v28	Ethical commitment	c28
v29	Concern for quality	c29
v30	Will to succeed	c30

In the questionnaire, respondents were asked to assess the importance and level of proficiency on a scale of 1 = none; 2 = weak; 3 = significant; 4 = strong.

For the initial evaluation of the responses received, the average values for two groups were found based on methodology of the statistical data summary and grouping. The top 5 competences having the highest average score by means of importance for each group - those who participated in academic mobility (AMS) and those who did not participate (NMS) - is presented in table 4.

Table 4 - Top competences/importance

Academic mobility students			Non-academic mobility students		
Competence	Mean	Stdev	Competence	Mean	Stdev
v16	3.65	0.67	v10	3.38	1.05
v15	3.64	0.62	v7	3.32	1.18
v25	3.63	0.62	v15	3.31	1.14
v7	3.60	0.76	v13	3.28	1.07
v13	3.58	0.69	v25	3.24	1.16

v7 – Knowledge of a second language, v10 - Capacity to learn, v13 - Capacity to adapt to new situations, v15 - Problem solving, v16 - Decision-making, v25 - Ability to work autonomously

According to the results obtained, 4 out of 5 competences considered by both groups as important: Knowledge of a second language (instrumental), Capacity to adapt to new situations (systemic), Problem solving (instrumental), Ability to work autonomously (systemic). The academic mobility students assessed higher decision-making (instrumental, mean=3.65), while non-academic mobility students stressed on capacity to learn (systemic, mean=3.38). The respondents of two groups have not chosen the skills classified in interpersonal group as important, it means they find individual abilities like social interaction and cooperation less necessary for their future career. The skills from two groups:(i) instrumental competences including cognitive abilities, methodological abilities, technological abilities and linguistic abilities and (ii) systemic competences including combination of understanding, sensibility and knowledge have been mentioned by academic mobility and non-academic mobility students as important.

Table 5 - Level of proficiency in top 5 important competences

Competence	Academic mobility students		Non-academic mobility students	
	Mean	Stdev	Mean	Stdev
c15	3.22	0.78	3.15	0.74
c25	3.53	0.66	3.42	0.83
c7	3.38	0.78	3.31	0.79
c13	3.22	0.73	3.33	0.86

v7 – Knowledge of a second language, v13 - Capacity to adapt to new situations, v15 - Problem solving, v25 - Ability to work autonomously

Table 5 gives differences between students groups comparing the mean values. Respondents' group, which spent abroad 3 months, assessed the level of proficiency in selected four important competences higher than other group, except one – capacity to adapt new situation. Problem solving (mean=3,22), ability to work autonomously (mean=3.53), knowledge of a second language (mean=3,38) academic mobility students reported higher proficiency than non-academic mobility students. Both groups reported highest the ability to work autonomously (AMS mean= 3,53; NMS mean=3,42).

To investigate the additional differences between AMS and NMS, the Mann-Whitney and U-test statistical analysis was performed. Table 6 shows the factors that have a statistically significant difference ($p < .05$).

Table 6 - Statistically significant factors in the level of proficiency (Mann-Whitney U test)

Competence	Mann-Whitney U test	AMS median scores	NMS median scores	Z- value	P-value
c1	1597.5	63.43	51.97	2.128	0.03435 *
c9	1919.5	64.18	51.27	2.1994	0.02878 *
c22	1990	62.9	52.47	2.0349	0.04272 *
c23	1578	67.2	48.45	3.2083	0.001119 **

*** $p < .001$, ** $p < .01$, * $p < .05$.
c1 - Capacity for analysis and synthesis; c9 – Research skills; c22 - Appreciation of diversity and multiculturalism; c23 - Ability to work in an international context

In the third part of the questionnaire, all respondents were asked to assess the level of their proficiency in all competences. According to the results obtained, academic mobility students have better development level than non-academic mobility students in the following competences: capacity for analysis and synthesis (instrumental, 63.43 vs. 51.97), research skills (systemic, 64.18 vs 51.27), appreciation of diversity and multiculturalism (interpersonal, 62.9 vs 52.47), ability to work in the international context (interpersonal, 67.2 vs 48.45). The academic mobility students have higher proficiency level in interpersonal competences category meaning individual abilities like social interaction according to self-reported assessment.

Conclusion

Academic mobility is promoted as one of the most prominent means of internationalisation alongside other processes such as ‘internationalisation at home’ and ‘internationalisation of curriculum’. The findings of the survey illustrate some key themes noteworthy of mention.

First, the majority of students from both academic mobility and non-academic mobility groups reported the importance of four key competences relevant for their future career: knowledge of a second language (instrumental), capacity to adapt to new situations (systemic), problem solving (instrumental), ability to work autonomously (systemic).

Second, there is a difference between AMS and NMS groups in terms of self-reports level of proficiency in selected four important competences. The academic mobility students demonstrated higher results in problem solving, ability to work autonomously and knowledge of a second language while non-academic mobility students showed better development in capacity to adapt new situation. Both groups reported highest the ability to work autonomously.

Third, students being abroad more than 3 months develop better their interpersonal competences namely appreciation of diversity and multiculturalism ability to work in the international context. The results demonstrated that compared to students who have never been abroad the academic mobility students successfully develop their competences related to individual abilities like social skills, social interaction and cooperation. This corresponds with previous results of study by Bracht (2006) and discussions by Stebleton, Soria and Cherney (2012) that study abroad experience translates into the global awareness and intercultural competence valued by students, employers, and educators.

Forth, additional research is needed in the field of study abroad, internationalization at home and curriculum internationalization to examine how participating in on-campus international activities may benefit students’ development in core competencies at the same level as participating in study abroad.

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ҚАЗАҚСТАНДЫҚ ЖОҒАРЫ ОҚУ ОРЫНДАРЫНДАҒЫ БІЛІМ АЛУШЫЛАРДЫҢ БОЙЫНА НЕГІЗГІ ДАҒДЫ-ШЕБЕРЛІКТЕРДІ ДАМУДА АКАДЕМИЯЛЫҚ ҰТҚЫРЛЫҚТЫҢ РӨЛІ

Аннотация. Аталмыш мақала қазақстандық жоғары оқу орындарындағы студенттердің бойында негізгі біліктіліктерді дамытуда халықаралық ұтқырлықтың әсерін зерттеп, түсінуге бағытталған. Эмпирикалық зерттеудің негізгі мақсаттары: 1. Ұсынылған біліктіліктердің академиялық ұтқырлық бойынша білім алған және алмаған студенттер үшін маңыздылығын анықтау; 2. Академиялық ұтқырлық бойынша білім алған және алмаған студенттердің негізгі біліктіліктерді игеруін бағалау; 3. Академиялық ұтқырлық бойынша білім алған және алмаған студенттердің негізгі біліктіліктерді игерудегі айырмашылықтарын анықтау. Зерттеу амалдары академиялық әдебиеттің талдауынан, студенттермен жүргізілген сауалнамадан сондай ақ жинақталған ақпаратты R бағдарламасында өңдеуден тұрады. Аталмыш эмпирикалық зерттеу студенттердің бойында негізгі біліктіліктердің қалыптастып, дамуындағы академиялық ұтқырлық бағдарламаларының ықпалын көрсетеді. Зерттеу нәтижелері әкімшілік пен практиктерге стратегиялық жоспар жасауда және шет елдік жоғары оқу орындарымен академиялық ұтқырлық бағдарламаларын іске асыруда пайдалы.

Түйін сөздер: академиялық ұтқырлық, интернационализация, негізгі біліктіліктер, жоғары оқу орындары, шет елде білім алу.

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РОЛЬ АКАДЕМИЧЕСКОЙ МОБИЛЬНОСТИ В РАЗВИТИИ КЛЮЧЕВЫХ НАВЫКОВ СТУДЕНТОВ В КАЗАХСТАНСКОМ ВУЗЕ

Аннотация. Данная статья призвана внести вклад в понимание и изучение влияния международной академической мобильности на развитие ключевых компетенций студентов в казахстанских высших учебных заведениях. Цели эмпирического исследования: (i) определить уровень важности предложенных компетенций для студентов, обучавшихся и не обучавшихся по программам академической мобильности; (ii) оценить уровень владения ключевыми компетенциями у студентов, обучавшихся и не обучавшихся по программам академической мобильности; (iii) определить разницу в уровне владения ключевыми компетенциями у студентов, обучавшихся и не обучавшихся по программам академической мобильности. Методы исследования включают в себя анализ академической литературы, анкетирование студентов и обработку полученных данных в программе R. Данное эмпирическое исследование показывает, что программы академической мобильности оказывают влияние на формирование и развитие ключевых навыков у студентов. Результаты исследования полезны для администраторов и практиков, при разработке стратегического планирования и реализации обменных программ обучения в зарубежных вузах.

Ключевые слова: академическая мобильность, интернационализация, ключевые компетенции, высшие учебные заведения, обучение за рубежом.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 127 – 131

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GREEN ECONOMY IN RURAL TOURISM

Abstract. The development and strengthening of rural areas is one of the basic components of the economic well-being of any state, primarily due to the fact that a sustainable level of development of rural areas is a guarantee of the country's food independence. However, to ensure an adequate standard of living, infrastructure and incomes of the rural population, as well as to minimize the level of unemployment, the development of agriculture alone in rural areas is extremely small. At the same time, under the conditions of the global economic crisis, with the intensification of negative processes in society, it is most expedient to focus on sectors and directions of economic activity with a high level of economic potential and a high level of projected financial returns, but not requiring large initial financial investments.

Keywords: green tourism, agriculture, sustainable development, potential, solar energy, photovoltaic.

Introduction. About 2% of the incoming solar energy is converted into wind energy. The wind is a very large renewable energy source. Its energy can be used in almost all areas of the Earth. This gives grounds to assert that the receipt of electricity from wind power plants is extremely attractive, but at the same time a technically difficult task, the main difficulties, in relation to which are a high degree of dispersion of wind energy and in its inconstancy.

Methods of research. Speaking about the way of realization of solar generation, it should be noted that this is done by means of photoelectric elements. In turn, the main technologies of solar generation, the most widely used in modern practice, are photovoltaic, and solar thermal energy.

The production of electricity by means of the photovoltaic effect is carried out according to the principle of accumulation of sunlight on an installed photocell, whose energy, when reacting, is absorbed by electrons, which leads the electrons into motion, which in turn forms an electrical voltage. Solar panels (batteries) are used as photocells for this technology of solar energy production. Panels are assembled from several elements - modules, which in turn represent a complex of photoelectric converters (FEP) mounted on a reflective material, as the basis of a module between which a polymer film is placed.

The discussion of the results. Visually, the photovoltaic module and its structure are displayed with the help of figure 1.

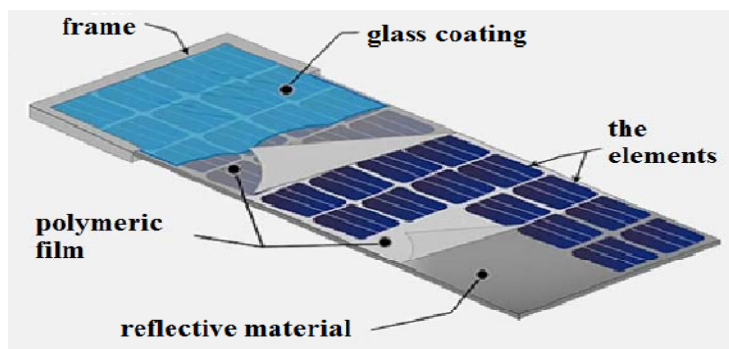


Figure 1 - Structure of the solar panel module

Just in recent years, special popularity is acquired by solar thermal energy. The production of electricity using this technology is based on the use of solar radiation to heat a liquid located in a special vessel of a solar thermal installation. When heated, the liquid is converted into steam by means of which the turbine of the plant is rotated, which leads to the production of electricity. In addition to the tank with water, the installation also includes a complex of thermal solar panels located around the reservoir, which contribute to the heating of water.

Clearly, the principle of using solar energy technology is shown in Figure 2.

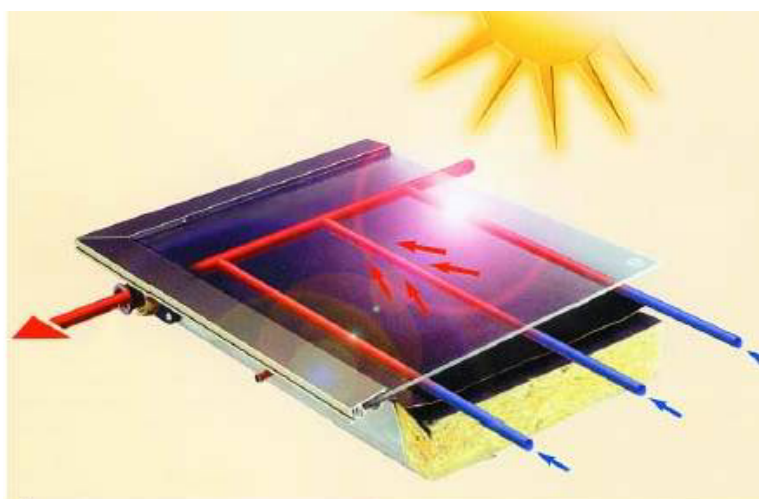


Figure 2 - Principle of operation of a domestic solar thermal installation

Unlike photovoltaic, solar thermal power plants are mainly used for the production of hot water and thermal control of buildings.

The basis for the development of green tourism in Kazakhstan certainly lay the international experience of the initial introduction of this direction. In accordance with this, in the context of the issue under consideration it is advisable to get acquainted with the international experience of introducing green tourism of the leading countries of Europe and the USA.

One of the states is not only the leaders in the implementation of green tourism at this stage of social and economic development, but also the "pioneer" of this type of tourism, particularly in rural areas, is the United States.

In 1987, a long-term strategic goal was announced - "the creation of a network of green routes throughout America". The prototype of direct rural tourism appeared in America during the Great Depression, which is the largest crisis phenomenon in the US economy, which occurred in 1933-1939. Against the backdrop of the active reform of the economic and social spheres of F. Roosevelt's activity, in order to bring the country out of the crisis, there was a powerful leap in the internal migration of the population. Against the background of increased employment of the country's population through implemented anti-crisis projects Roosevelt, who managed to reduce the unemployment rate from 24.9% in 1933 to 17% in 1939. In view of this, a significant stratum of citizens of the state had funds for trips to short-term rest, in which they needed.

To meet the need for short-term rest and healthy nutrition to restore workers' strength, tourism projects were needed that did not require the presence of a large amount of money and potential tourists. The ideal option for meeting the above-mentioned needs, taking into account the economic realities of the time, was recreation in farms. Therefore, families of farmers living along busy main roads were the first to provide services of this nature.

The next significant stage in the development of agro-tourism in the US, as it can be seen at the moment, is the reform of higher education in the 1950s, as a result of which the acquisition of vocational education became more accessible. At the same time, the leading role was played by increasing the availability of vocational education for a part of the population living in rural areas and, accordingly,

being part of the country's agro-industrial complex. The result of the reform was an increased interest in outdoor recreation, ecotourism, special offers for rural travel.

Investigating the current state of the Akmola region, one cannot fail to pay attention to the assessment of the investment attractiveness of this region as one of the main aspects of financial well-being and the prospects for further development (Table 6)

Table 1 - Assessment of investment attractiveness and level of development of innovations in the Akmola region for the period 2014 - 2017 (in%)

Index	2014	2015	2016	2017	Absolute deviation.	Relative deviation.
Rate of investment growth in fixed capital per capita, in% by 2015	-	100,0	102,1	104,7	104,7	-
Share of foreign investments in total investment in fixed assets	4,6	4,8	5,0	5,5	0,9	119,57
Growth of investments in the fixed capital of the non-extractive sector (excluding investments from the state budget), in% by 2015	100,0	100,0	103	105	5	105,00
The share of innovative-active enterprises from the number of operating enterprises	7,3	7,4	7,5	7,7	0,4	105,48
Increase in the share of innovative products in the total volume of gross regional product	3,2	3,0	3,4	3,5	0,3	109,38

As the presented data show, the development prospects of the Akmola region, as a strategically important region of Kazakhstan, are not very generous. Over the past 3 years, the growth of investments in fixed capital per capita amounted to only 4.7%, while the share of foreign investment during the analyzed period was only 4.6 to 5.5%.

Table 2 - Analysis of indicators of employment and social protection of citizens created in the Akmola region for the period 2014 - 2017

Index	Unit. m	2014	2015	2016	2017	Absolute deviation.	Relative deviation.
Unemployment rate	%	4,9	4,9	4,8	4,7	-0,2	95,92
The level of female unemployment	%	5,6	5,6	5,6	5,6	0	100,00
Level of youth unemployment	%	3,1	3,6	4,2	4,0	0,9	129,03
The proportion of people employed who have applied for employment	%	98,0	98,0	63,5	63,5	-34,5	64,80
The share of employed persons for permanent work from the number of addressed target groups	%	-	68,2	68,7	69,2	0	
Level of occupational injuries	ед.	0,30	0,33	0,32	0,31	0,01	103,33
The share of qualified specialists in the structure of the attracted foreign labor force on permits issued by local executive bodies	%	56,0	55,5	65	65	9	116,07
Specific weight of the eliminated violations of the labor legislation, in% to the total number of violations detected	%	99,8	95,6	95,2	95,3	-4,5	95,49
Доля населения, имеющего доходы ниже величины прожиточного минимума	%	2,9	2,8	2,7	2,7	-0,2	93,10
Share of able-bodied people from targeted recipients of social assistance	%	30,7	29,4	29,0	28,0	-2,7	91,21
Share of persons covered by special social services	%	96,5	97,0	97	97	0,5	100,52
Percentage of persons covered by special social services provided by private sector entities	%	7,9	7,8	4,9	5,9	-2	74,68
The share of social infrastructure facilities provided with access for disabled persons from the total number of certified social, transport infrastructure	%	15,0	30,0	50	70	55	466,67

A positive trend with respect to investment attractiveness is its actual availability with low investor activity, and not vice versa. The growth in the share of innovative products in the total volume of GRP over the past five years amounted to 9.38% in relative terms, although it showed only 3.2 to 3.5%.

One of the main indicators of the high level of the region's economic development is its social design, which in its turn is mainly reflected through the quality of life of the population. In accordance with this, let us consider the main indicators of the quality of life of the population of the Akmola region using the data in Table 7.

Over the past 3 years, the overall employment rate in the Akmola region reflects positive changes. The unemployment rate in absolute terms showed a decrease of 4.08%.

Conclusions. Thus, a more detailed analysis of the issue examined showed negative dynamics. One of the particularly negative phenomena, as the main economic process of the Akmola region, which has already acquired a constant trend, is the growth of unemployment among the pensions that in the last 3 years amounted to 29.03% in relative terms.

The young population is looking for a better life, better working conditions that most conservative entrepreneurs in the country can not provide.

Thus, on the basis of the foregoing, it can be summarized that the general economic state of the Akmola region can be characterized as moderately good, but with a number of problems that need to be addressed by local governments from the legislative to the executive level.

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АУЫЛ ТУРИЗМІНДЕГІ ЖАСЫЛ ЭКОНОМИКА

Аннотация. Ауылдық аймақтардың дамуы мен нығаюы кез келген мемлекеттің экономикалық негіздерінің бірі болып табылады. Ең алдымен ауылдық аймақтардың тұрақты даму көрсеткіші – мемлекеттің азық-түлік тәуелсіздігін көрсетеді. Алайда қолайлы өмір сүру көрсеткішін, инфраструктура және ауыл тұрғындарының табысын қамтамасыз етіп, жұмыссыздықтың алдын алу үшін ауыл аймақтарда бір ғана ауыл шаруашылығының дамуы жеткіліксіз. Оның үстіне, әлемдік экономикалық кризис пен қоғамдағы жағымсыз процестердің барысында экономикалық потенциалы және қаржылық серпіні жоғары болатын ауыл шаруашылығына ерекше көңіл аудару керек.

Түйін сөздер: жасыл туризм, ауыл шаруашылығы, тұрақты даму, потенциал, әлеует, гелиотермальді энергетика, фотовольтарика.

УДК 338.48 (477.52)

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Аннотация. Развитие и укрепление сельских территорий является одной из базовых составляющих экономического благополучия любого государства, в первую очередь в связи с тем, что устойчивый уровень развития сельских территорий является залогом продовольственной независимости государства. Однако для обеспечения должного уровня жизни, инфраструктуры и уровня доходов сельского населения, а так же минимизации уровня безработицы, развитие на сельских территориях одного только сельского хозяйства крайне мало. При этом, в условиях мирового экономического кризиса при усилении негативных процессов в обществе наиболее целесообразно делать упор на отраслях и направлениях хозяйственной деятельности с высоким уровнем экономического потенциала и высоким уровнем прогнозируемой финансовой отдачи, но не требующих для старта и первоначального развития больших финансовых вложений.

Ключевые слова: зеленый туризм, сельское хозяйство, устойчивое развитие, потенциал, гелиотермальная энергетика, фотовольтарика

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 132 – 135

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**MUSEUMS OF KAZAKHSTAN AS OBJECT AND SUBJECT
OF THE CULTURAL POLICY OF THE STATE**

Abstract. Kazakhstan museums as a factor of development of political, economic and social environment of regions; strategic integration of regional museums into a single socio-cultural space of the country; the content of the activities of museums in the system of external and internal relations. The concept of "cultural policy" in the content of Kazakh museums; philosophical and social aspects of the study of problems of the development of Kazakhstan museums, analysis of the socio-cultural mission of the museum and its transformation during the independence of Kazakhstan. Historical and local lore museums of Kazakhstan have paleontological expositions reflecting the biological history of the region in accordance with a certain scientific concept. As a rule, they are built both on the museum's own materials, and on materials received from other collections.

Keywords: museums, object, subject, exhibitions, local history, culture, history.

Introduction. Museums are a special communicative system that is part of the cultural space of the country, they can act as an intermediary in the "dialogue" of modern cultures, which speaks of the importance of studying the cultural heritage stored in museum funds (1, p.196).

The specificity of the exposition and exhibition work of museums with paleontological collections is the research activity, the result of which is the presentation of genuine evidence of the development of nature. Exposition in this case acts as the main communication channel. Particularly relevant in the light of the instructions of the President of the country N.A. Nazarbayev on the introduction in all educational institutions of the mandatory training course "Local Studies". School local lore museums play an important role in tourism and local lore activities, they need to be created in schools.

Methods of research. The analysis of the museum as an object of research is based on the historical-system approach, which, being currently the most common direction of the methodology of scientific knowledge and social practice, focuses on the disclosure of the integrity of the object, its mechanisms, on the identification of the various types of object connections and their reduction into a single theoretical picture.

For the study of fossil materials, paleontology methods were used, based on the analysis of successive changes in animal and plant complexes in time, surface excavations, excavations, mechanical and chemical preparation, grinding, and determination of fossil animal remains. With the participation of the authors, historical reconstruction, conservation, restoration of skeletons of fossil animals.

The discussion of the results. Exhibitions of museums are organized according to the thematic principle, depending on the nature of the exposition materials (stock, from other collections, complex) and from the placement. Temporary exhibitions reflect the direction of scientific research, scientific achievements in the study of specific problems, the results of field expeditions. The level of the technical equipment of the museum often does not allow it to be shown in a permanent exhibition, so the exhibitions are attractive to visitors, evoke interest in the museum, contribute to the development of museum communications.

Tourist and local lore activities of young students should be considered as a component, integral part of the educational process [5].

Today, for many Kazakhstani museums, the problem of exhibition display of collections is very actual. The paleontological exposition appears as a special information system that reflects the phenomena of the historical process through museum objects (exhibits) as sign components. The exposition is built by the authors through the comprehension of the exhibits in the calculation for a certain understanding of their perceiving subject (2, p.48). Recently, the problem of creating paleontological exposition complexes is at the stage of discussion, this problem is very important and timely for modern Kazakhstan museology, therefore, further analysis of this problem is needed, its discussion in the scientific and historical museum environment (3, p.64,66).

Based on the analysis of the development of museology (in particular, the presentation of paleontological collections) in different countries, it can be noted that the experience of museums in Kazakhstan is quite comparable with them. Let's consider some aspects of the activity of museums of Kazakhstan in this direction.

In the North-Kazakhstan regional museum of history and local lore since 2005 a new exposition of the nature department was opened. Paleontological exhibits are presented in the hall "The origin of life on Earth". Of all the museums of Northern and Eastern Kazakhstan, only in the exposition of the North Kazakhstan Regional Museum of Local History there is a map of the paleontological locations of the region. Paleontological exhibits are presented against a backdrop of panoramic landscapes reflecting the appearance and habitat of fossil animals.

In the Kokshetau Regional Museum of Local History, the main paleontological exhibits of special value are very low (the podium is 15 cm from the floor), which is inconvenient for an adult and is perceived with the proper effect only by children. Such a "presentation", for example, the skull of the Etruscan rhinoceros, significantly underestimates the importance of this rare discovery for Kazakhstan. However, this is due, first of all, to the lack of exposure facilities, because Exposure was built taking into account the allocated under the paleontology hall, and rising to the highest podium paleontological exhibits have significantly reduced the space for displaying no less interesting paleontological finds.

For a long time, the East Kazakhstan Museum had no premises where it would be possible to deploy the work. Only in 1967, the regional museum was granted a new building, in which it is now. Its total area is 1200 square meters. m, exposition 800 sq.m. The paleontological exposition of the museum (with a rich palaeontological fund) is not reflected in its entirety. This is due primarily to the lack of a specialist paleontologist and the enthusiasm of the staff of the department of nature studying modern flora and fauna.

The Kustanai Regional Museum of Local History was given a permanent premise for the museum only in 1937. In the courtyard near the brick wall, mass shootings of Party and Soviet workers, and red guerrillas were conducted. This wall still keeps traces of bullets. In memory of the fallen fighters for the people's cause in 1938, the building with all outbuildings was transferred to the museum for permanent use as a monument of historical and revolutionary significance. During this period, the museum opened a permanent exposition on the nature and history of the region, active exhibition work was conducted. The museum contained a living area and an experimental site, where planted rubber plants were grown and agronomical recommendations were given. In 1937 three departments were organized in the museum: the nature department, the history department, the modern history department of the region. Such a concept of the historical museum of local lore was for a long time typical of most museums in Kazakhstan.

From local history museums of Northern and Eastern Kazakhstan at present only one (Kustanai Museum) does not have a permanent exposition of ancient nature. In the practice of this museum - the development of a scientific concept of natural history in a specific exhibition of paleontological rarities "Far past of the Earth". For the review, previously exhibited paleontological materials were exhibited. The guarantee of the demand for the exhibition among students and students was its correlation with the curricula and the uniqueness of the material exhibited. It should be noted that the paleontological exhibition was a very valuable work experience, as a result of which the museum gained a high rating in this direction among the institutions of culture and leisure. The museum has its own methodology of exhibition work and equipment for exhibitions. Interested institutions, organizations, private collectors

provide the museum with the necessary items, collections, documentary material, which subsequently replenishes the museum's funds.

Paleontological Hall of the Pavlodar Regional Museum of Local History. G.N. Potanin evokes a spectacular and vivid perception of the world of ancient animals. Two large skeletons of fossil animals - the mammoth and giant deer - are not only the pride of the museum, but also its business card. The exposition of the museum presents paleomaterials from the unique paleontological nature monument "Goose Flight" - the skeleton of the Hypparion, the fragment of the jaw of the ancient hyena, and the skull of the rhinoceros chiloteria and other equally interesting exhibits (14, p.491-503).

In the paleontological collections of the regional historical and local lore museums of Northern and Eastern Kazakhstan there are significant materials on the fossil flora and fauna of the region under investigation. The importance of preserving and creating conditions for the accessibility of paleontological material for the development of the directions of the biological and geological sciences and the educational process of future generations is evident.

The study of paleontological materials occurred in parallel with an in-depth study of the remains of the organisms of individual systematic groups. This approach promotes the qualified inventory of the museum fund, the study of previously accumulated collections and the revision of previously established taxa. This allowed us to discover and describe a new type of fossil elephant, to conduct research and to clarify the habitat of the Siberian elasmotheria (15, p.189-199)

Conclusions. Turning to the analysis of museum practice, it should be noted that, despite the contradictory nature of the modern era, there is an organic interaction between types of sociocultural transformations, that is, traditionalization and modernization. This process is especially prominently displayed in a comparative analysis in the context of the cultural history of mankind. A study of the history of museums in the world shows that their origin was accompanied in different countries by various causes and circumstances. At the same time, the view of the ancient era as socio-cultural prerequisites for the establishment of the museum remains unchanged. Note also that the definition of "antique era" here should be understood not only in geographical terms as a synonym for ancient Greek society, but in a broader sense, as the culture of the Ancient World. And, finally, the ancient stage is designated by scientists as a protomimeic period, a feature of which is the cultivation of everything that exists.

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«Бейбітшілік пен келісім мұражайы» РМҚК

ҚАЗАҚСТАН МӘСЕЛЕЛЕРІ МЕМЛЕКЕТТІК МӘДЕНИЕТ САЯСАТЫНЫҢ МАҚСАТЫ МЕН МӘНІ

Аннотация. Қазақстандық мұражайлар өңірлердің саяси, экономикалық және әлеуметтік ортасын дамыту факторы ретінде; аймақтық мұражайлардың елдің бірыңғай әлеуметтік-мәдени кеңістігіне стратегиялық интеграциясы; Сыртқы және ішкі қатынастар жүйесіндегі мұражайлар қызметінің мазмұны. Қазақстандық музейлердің мазмұнында «мәдени саясат» ұғымы; Қазақстан мұражайларын дамыту мәселелерін зерттеудің философиялық және әлеуметтік аспектілері, мұражайдың әлеуметтік-мәдени миссиясын талдау және оның Қазақстан тәуелсіздігі кезеңіндегі трансформациясы. Қазақстанның тарихи-өлкетану мұражайлары белгілі бір ғылыми тұжырымдамаға сәйкес аймақтың биологиялық тарихын көрсететін палеонтологиялық экспозицияларға ие. Әдетте, олар мұражайдың өз материалдарында, ал басқа коллекциялардан алынған материалдар бойынша салынған.

Түйін сөздер: мұражайлар, объектілер, тақырыптар, көрмелер, жергілікті тарих, мәдениет, тарих.

Ж.Т. Асанова

РГКП "Музея Мира и согласия"

МУЗЕИ КАЗАХСТАНА КАК ОБЪЕКТ И СУБЪЕКТ КУЛЬТУРНОЙ ПОЛИТИКИ ГОСУДАРСТВА

Аннотация. Казахстанские музеи как фактор развития политической, экономической и социальной среды регионов; стратегические интеграции региональных музеев в единое социокультурное пространство страны; содержание деятельности музеев в системе внешних и внутренних связей. Понятие «культурная политика» в содержании казахстанских музеев; философско-социальные аспекты исследования проблем развития казахстанских музеев, анализ социо-культурной миссии музея и ее трансформация в период независимости Казахстана. Историко-краеведческие музеи Казахстана имеют палеонтологические экспозиции, отражающие биологическую историю региона в соответствии с определенной научной концепцией. Как правило, они строятся как на собственных материалах музея, так и на материалах, поступивших из других собраний.

Ключевые слова: музеи, объект, субъект, выставки, краеведение, культура, история.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 136 – 139

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**APPLIED ASPECTS DEVELOPMENT
OF ECONOMICS AND TOURISM**

Abstract. The article is written on the importance of regional tourism development, the presence of these potential resources, the use of which will give Kazakhstan an opportunity to achieve the objective, that is to become one of the most competitive countries in the world arena, as it is the competitiveness of the regions is based on effective action in these economic actors.

Key words: region, tourism cluster, competitiveness, tourism industry, the mechanism, a partnership of business, economic.

Methods of research. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction.

The discussion of the results. Today, tourism around the world is developing as a system that provides opportunities not only for acquaintance with the history, culture, customs, spiritual and religious values of the country and its people, but also has a huge impact on all key sectors of the economy, exacerbating and optimizing the economic development in general, contributing to the strengthening of the national economy.

Worldwide, it is known that marketing is built on psycho-physical effects on a person and forces him to purchase the goods that marketers impose on behalf of producers. Civil servants need to use the science of human psychology, in particular, knowledge "about fear of human thresholds" for effective development of tourism in the region, that is, people often for fear of getting a refusal, do not dare to offer their products at a price that is mutually arranged. That is why the Tourism Inspector should be a member of all organizations related to the tourism of the subordinated region and find out at what prices firms purchase (for example, the hotel) goods and services, what salary the workers have for labor and whether there are part-time workplaces or whether there is some work for the residents of the district. Further, relate this information to households, that is, farmers, residents of the district, make mailings via Internet mail, hang ads on special boards, so that residents can offer firms their own products, labor at competitive prices. Regarding the reporting, the tourism inspector will need to show data on the local economic circulation, that is, to fulfill the geographical principle of cluster development provided that the interests of the interacting parties are satisfied.

Also, tourist inspectors will be required to assign a duty to post information on the Internet site, which will indicate the prices of recreation at the tourist bases of the region, hotels and other tourist destinations. And since the general problem in Kazakhstan is the certification of hotel stars, then having standard requirements corresponding to world standards, the inspector would independently indicate the star rating of the hotel when providing information to the site. For example, if the hotel complex calls itself a five

star *, but according to the world standards can only claim three stars *, then the tourism inspector should indicate the real situation on the site, as the information is only for travel agencies, besides for customers relax, see five stars instead of three, will be as a compliment from travel agencies.

Since the development of tourism is an actual problem for Kazakhstan and not only, watching the programs and adopted concepts, we can conclude that in order to implement them and the effectiveness of implementation, regions should have tourism inspectors who could provide directions for the development of the provided services in the world, their range, to inform about available in such institutions of various entertainment services, animations and invented leisure. In this regard, first and foremost, it is necessary to train and instruct regional inspectors, constantly improve their qualification level and provide information that the tourism inspectors could disseminate among the actors involved in some way to tourism.

The process of innovative development can effectively proceed only under certain conditions created by an innovative environment. Innovative environment is a prerequisite for the formation of an effective innovation system. Therefore, it is necessary to consider in more detail the essence of this category [1].

An important role is played by the active participation of all stakeholders in this process so that the implemented mechanisms of public-private partnership serve the benefit of the state, business and the population.

In 2006, the Law "On Concession" was adopted, which laid the systemic basis for the introduction of the concession institute in Kazakhstan. Institutions for the development of Kazakhstan were created, including the Investment and Innovation Funds of Kazakhstan, which have become real instruments of public-private partnership in the processes of diversifying the country's economy [2].

Public-private partnership is an internationally recognized tool for interaction between business and the state, which allows to attract private investments to solve a wide range of social and economic problems on the basis of adequate and fair sharing of responsibilities (risks) and benefits.

The innovative development of Kazakhstan's tourism, in our opinion, should be based on the mechanisms of public-private partnership, of which the following should be chosen for Kazakhstan:

As you know, Kazakhstan entered the fifties of the world's competitive countries, but the President of the country was given a new task, in particular, joining the world's thirty competitive countries, for this Kazakhstan needs to have a self-employed population, namely, firms and joint-stock companies in accordance with the requirements of international standards. Unfortunately, the most prestigious work is considered in state bodies, besides high transaction costs, they interfere with the desire of the population to do their own business. In this case, we find the most rational creation of a new organizational and legal form of entrepreneurial activity, namely, to create joint-stock cooperatives. The need to create a new form of legal entities, dictated by time, and will be one of the levers of development public-private partnership. This means that the creation of joint-stock cooperatives will allow to resolve the concession transfer of property. That is, for the construction of large projects it is very difficult to find an investor, but if public facilities are built, then transferring property or privatizing the facility will not be difficult, as the population can purchase cooperative shares and become a cooperative shareholder of the purchased object. Before submitting an application to the tax authority on the desire to create a joint-stock cooperative. When privatizing an object, it will be able to take in many cooperatives, which will allow saving the population's money to be invested in, while reducing social tensions, as many residents of Kazakhstan have money, but do not know where to invest. Such attraction of funds will allow not only to increase in the economy, but also will give social satisfaction by involving the population in business, that is, providing a real sense of "Capitalist", in the transition to a market, a change in mental thinking will lead to socioeconomic maturity. Since the state tries to play the passive role of the guarantor in concessionary matters, it will be the most effective attraction of the population's funds through the cooperatives described above. Thus, in the development of the state, one of the most important and most difficult tasks is to attract an investor. Unfortunately, often one person is not able to privatize a large object, and if it is sold in parts - to the shareholders of the cooperative, then there will be a large number of firms, which will allow Kazakhstan to enter the world's thirty fastest competitive countries.

Another concessionary method of functioning public-private partnership in which the state, without the risk of loss, can play a connecting role between foreign investors and the bearers of ideas for the implementation of innovative projects in Kazakhstan. So, those wishing to attract investors to their projects will have to send to the state e-mail, in particular, to the post to the development department of public-private partnership at the Ministry of the RK. After consideration, experts post on the site all information about the project, created for foreign investors, who will be informed of state guarantees. This will give investors confidence in the reliability of investments and thoroughly consider the proposals, make adjustments and comments. Accordingly, the proposed projects should not only be described in detail, have calculations, are clearly designed, but also translated into English and other languages.

Conclusions. Kazakhstan is making huge efforts to create a stock market, but in the absence of confidence in private firms - it is almost impossible. As you know, there is a bill of lading. A bill of lading is a security with the right to purchase goods or services at today's price, but you can use it for a long time without discussing the price, only the quantity of goods or services purchased. So in tourism it is possible to allow the issue of a bill of lading even for individual entrepreneurs. They will be able to sell goods and services to firms at a mutually beneficial price at the time of purchase. But to use the service, in particular in the tourist industry, when its owner or employees of this organization is comfortable. Of course, for earlier to warn about the date of accommodation or rest. In order to secure the purchaser of a bill of lading, it can be legislated to state that in the event of the closure of the hotel or the expiry date of the bill of lading, the firm must notify the closure. Otherwise, the return of money back under the bill of lading will be carried out in a double amount, which will oblige to provide good services in tourism.

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ЭКОНОМИКА ЖӘНЕ ТУРИЗМ ДАМУЫНЫҢ ӨНДІРІСТІК АСПЕКТІЛЕРІ

Аннотация. Мақалада аймақтық туризмді дамытудың маңыздылығы, оның құрамындағы потенциалды ресурстарды қолданылу арқылы Қазақстан алға қойылған мақсаттарға жетуге мүмкіндік бере алатындығы, яғни Әлемдік алаңда бәсекеге қабілетті мемлекет қатарына қосылуы жөнінде жазылған. Себебі аймақтардың бәсекеге қабілеттілігі – қолданыстағы экономикалық қызмет субъектілері арқылы анықталады. Мақала жалпылама шолу ретінде жазылып, қолданбалы ұсыныстарды қамтығандықтан, автор құнды қағаздар

жөнінде де сөз қозғаған. Қазақстан мемлекеттік-жеке серіктестік жүйесінің бастапқы қалыптасу жолында. Мемлекеттік құрылымдар аталған жүйені дамыту және кемшіліктерді болдырмау амалын халықаралық тәжірибеге сүйене отырып іске асыруда. Қазақстандық туризмнің инновациялық дамуы, біздің ойымызша, мемлекеттік-жеке серіктестік механизмдеріне негізделуі тиіс.

Түйін сөздер: туризм, бәсекеге қабілеттілік, механизм, серіктестік, бизнес, экономика

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ПРИКЛАДНЫЕ АСПЕКТЫ РАЗВИТИЯ ЭКОНОМИКИ И ТУРИЗМА

Аннотация. В статье пишется о важности развития регионального туризма, о наличии в них потенциальных ресурсах, использование которых предоставит Казахстану возможность добиться цели, то есть стать одной из конкурентоспособных стран на Мировой арене, так как именно конкурентоспособность регионов основана на эффективности действующих в них субъектов экономической деятельности. А так как статья носит обзорный характер с элементами прикладной рекомендации, то авторами был задеты и ценные бумаги. Казахстан находится в самом начале пути формирования системы государственно-частного партнерства. Государственные структуры принимают меры для совершенствования и преодоления недостатков действующей системы с учетом международного опыта. Инновационное развитие казахстанского туризма, на наш взгляд, должно быть основано на механизмах государственно-частного партнерства.

Ключевые слова: регион, туризм, конкурентоспособность, механизм, партнерство, бизнес, экономика

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 140 – 143

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METHODS OF PRICING ON INDUSTRIAL ENTERPRISES

Abstract. According to the authors, in the context of economic integration of the world economic system, price is a key tool for regulating the economy and social support of the population. Therefore, pricing and its regulation are one of the most important foundations of a market economy, acting as a regulator of the ratio of commodity supply and demand, as well as a factor in the formation of inflation in the country. Pricing is an instrument for regulating consumer purchasing behavior. Thus, any regulation in a market economy is reduced to regulating the price of goods and services through a balanced monetary policy. The article highlights the methods of pricing industrial enterprises, its features of functioning within the framework of legislation, addresses problems and offers foreign experience in solving these problems and objectively forms a market price.

Keywords: pricing, industry, methods, price.

Introduction. In the conditions of the commodity market, the most important factor in the competitiveness of the commodity is its price of consumption. The price of consumption of goods includes the purchase price and the cost of operating the goods for the entire period of their service. In the service sector, the indicator of the price of consumption of goods loses its decisive importance.

Being a monetary form of the value of the commodity, the price carries information about the amount of socially necessary labor for its production and is the conductor of objective information on costs in the production sphere, on the one hand, and solvent consumer demand, on the other [1].

When selling goods (works, services) on the market, there is a transaction between the seller and the buyer, in which the rights to ownership of the subject of sale and purchase and the relations connected with them are usually precisely defined. In accordance with this, the seller has a guarantee of payment of the transaction amount by the buyer. In the event that one of the standard terms of the transaction is not observed, the process becomes more complicated, and additional costs arise.

Methods of research. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction.

The discussion of the results. Industry prices:

a) wholesale prices of the enterprise - at these prices the enterprise realizes production production to other enterprises and marketing organizations.

b) wholesale prices of industry - at these prices products enters the retail trade.

Methods of pricing in industry.

The following stages of the pricing process at the industrial enterprise stand out:

- determination of the base price; prices without discounts, extra charges, transportation, insurance, service components;

- determination of the price taking into account the above components, discounts, mark-ups.

The following basic methods of calculating the base price are applied, which can be used in isolation or in various combinations with each other:

1. Full Cost Method, or Full Cost Pricing, Cost Pricing. To the full amount of costs (fixed and variable) add a certain amount, corresponding to the rate of profit. If the production cost is taken as a basis, the surcharge should cover the implementation costs and ensure profit. In any case, the overhead includes indirect taxes and customs duties transferred to the buyer. It is applied at the enterprises with clearly expressed commodity differentiation for calculation of the prices for traditional goods, and also for setting prices for brand new products that do not have price precedents. This method is most effective in calculating the prices for goods of reduced competitiveness.

The method of production cost (Conversion Cost Pricing). The total amount of costs for purchased raw materials, materials, semi-finished products is increased by a percentage corresponding to the company's own contribution to the increase in the cost of the goods. The method is not applicable to long-term price decisions; It does not replace, but complements the full cost method. It is used in specific conditions and decision-making cases:

- about increasing the mass of profit by increasing production;
- refusal or continuation of competition;
- on changing the assortment policy in determining the most and least cost-effective products;
- for one-time (individual, non-mass) orders.

3. The method of marginal costs (Direct Costing System) involves an increase in variable costs per unit of output by a percentage that covers costs and provides a sufficient rate of return. There are more opportunities for pricing: full coverage of fixed costs and maximization of profits.

4. The return on investment pricing method is based on the fact that the project must ensure a profitability of at least the cost of borrowed funds. To the total costs per unit of output, the amount of interest for the loan is added. The only method that takes into account the payment of financial resources necessary for the production and sale of goods. Suitable for enterprises with a wide range of products, each of which requires its variable costs. It is suitable both for traditionally produced goods with an established market price, and for new products. It is used successfully in making decisions about the amount of production of a new product for the enterprise.

Methods of marketing estimations (Pricing based on Market Considerations). The company tries to find out the price at which the buyer definitely takes the goods. The prices are focused on increasing the competitiveness of the goods, and not on meeting the enterprise's need for financial resources to cover costs.

For example, Kazakhstani uranium and titanium have special pricing methods for transfer pricing that are publicly available. In addition, work is underway to create a pricing methodology for crude oil, this method will be introduced in the next 3 years. Uranium products already have a developed methodology for pricing, which makes it possible to clarify the order of taxation and reduce the risks of additional charges. Companies from the oil industry also received significant amounts of tax-related additional charges related to transfer pricing issues, and work is under way to create a methodology for pricing crude oil. At the same time, the methodology for calculating the prices of uranium products, in contrast to the current project methodology for crude oil, directly provides for the size of the discount can be presented to the trader. Perhaps this is justified by the fact that contracts for the sale of uranium products are of a typical nature and are limited to a much smaller number of supply channels.

Transfer pricing is an objective phenomenon that emerged as a result of de-centralization, representing trade within the organization between its structural sub-divisions. The transfer pricing system is created to minimize transaction costs. The transfer pricing system also allows you to effectively manage the organization, allocate resources, develop strategic solutions.

The problem of improving legislation in this area is that the issues of transfer pricing are a real stumbling block in the relationship between taxpayers and authorized bodies. The unsettledness of this issue is to some extent an obstacle to the formation of a system of effective international trade and in some cases creates the prerequisites for double taxation in the export of Kazakhstani goods.

Kazakhstan's authorized bodies traditionally use three methods for this:

- The method of comparable uncontrolled price;
- The "cost plus" method;
- The method of the subsequent sale price.

The most widely used method is a comparable uncontrolled price (SSC). The SSC method is applied when there are goods (works, services) transactions in identical market (in their absence - homogeneous) goods (works, services) and establishes a market price, proceeding from the prices for identical goods (in their absence-homogeneous) goods (works, services) sold under comparable conditions to a buyer who is not associated with the seller. In other words, it is customary to call the principle of "outstretched hands", ie, the comparison of transactions between dependent and independent companies.

When independent companies interact with each other, the conditions of their commercial and financial relations are determined by market factors, because an independent seller usually wants to sell more expensively, and an independent buyer to buy cheaper, i.e. The market price is determined on the basis of demand and supply. When dependent companies interact with each other, their commercial and financial relations can not be directly influenced by external market factors, although dependent companies often tend to model market dynamics. The methods "costs plus" or "subsequent sale prices" can be applied if there are no transactions in the relevant market for goods (works, services) for identical (if they are not homogeneous) goods (works, services) or because there is no supply in this market such goods (works, services), as well as when it is impossible to determine the relevant prices due to the lack or inaccessibility of information sources.

In the "cost plus" method, the market price of goods (works, services) is defined as the sum of the costs (expenses) and margins incurred. In this case, the confirmed direct and indirect costs (expenses) for the production (acquisition) and (or) the sale of goods (works, services), costs (expenses) for transportation, storage, insurance and other costs (expenses) are taken into account. The mark-up is determined in such a way as to ensure the average rate of profitability established for this field of activity.

In turn, the method of "subsequent sale price", in which the market price of the goods (work, services) is determined as the difference in price at which such goods (work, services) are sold by the buyer at subsequent sale (resale) and confirmed costs (expenses), (without taking into account the price at which the goods (works, services) were purchased by the specified buyer from the seller, as well as its mark-ups. The mark-up is determined in such a way as to ensure the average standard of rent for the given sphere of activity of the state.

As for the Kazakh law, it is right in the definitions that the transfer price is the price that deviates from the objectively forming market price. That is, the concept of a "transfer price" has been given a negative connotation.

Conclusions. In general, in international practice transfer prices are the prices used in transactions between associated, related companies. In itself, the fact that a transaction occurs between related companies does not in any way say that the price should not initially correspond to the market price and then, that the parties involved in the transaction violated the law or underpaid taxes. In fact, there is nothing wrong with transactions between related companies, because many companies now have very extensive business around the world, and it is inevitable that they sell and buy goods, works or services within the group.

State regulation of pricing, in our opinion, does not contradict the established requirement of "reducing the regulatory function of the state", as the object of direct regulation will be the prices for products of monopolists, as well as certain strategic and socially important goods. The development of a scientifically based, systemic approach will help to restrain the unjustified growth of prices for products (services) of the relevant economic entities, which will become an effective factor in ensuring the stability of the entire price system. Effective state influence on pricing will create a business environment in which the role of prices in the implementation of innovative and social policies, as well as in achieving resource saving and environmental sustainability of production, increases.

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ӨНЕРКӘСІПТІК КӘСІПОРЫНДАРДАҒЫ БАҒА БЕЛГІЛЕУ ӘДІСТЕРІ

Аннотация. Авторлардың пікірі бойынша, әлемдік экономикалық жүйенің экономикалық интеграциясы жағдайында баға халықты әлеуметтік қолдау және экономиканы реттеудің негізгі құралы болып табылады. Осылайша, баға белгілеу және оны реттеу нарықтық экономиканың ең маңызды негізі болып табылады, ол тауар мен сұраныс арақатынасын реттеуші, сондай-ақ елдегі инфляцияның қалыптасу факторы болып табылады. Баға белгілеу - бұл халықтың тұтынушылық сатып алу мінез-құлқын реттейтін құрал. Сонымен, нарықтық экономикадағы кез-келген реттеу теңгерімді ақша-несие саясаты арқылы тауарлар мен қызметтердің бағасын реттеуге әкеледі. Мақалада өнеркәсіп кәсіпорындарының баға белгілеу әдістері, заңнама шеңберінде оның жұмыс істеу ерекшеліктері айтылады, баға белгілеудегі мәселелер қозғалып, осы мәселелерді шешудегі шетелдік тәжірибе ұсынылады және нарықтық бағаны объективті түрде қалыптастырады.

Түйін сөздер: баға белгілеу, өндіріс, әдістер, баға

УДК 338.51

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МЕТОДЫ ЦЕНООБРАЗОВАНИЯ НА ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЯХ

Аннотация. По мнению авторов, в условиях экономической интеграции мирохозяйственной системы цена является ключевым инструментом регулирования экономики и социальной поддержки населения. Поэтому ценообразование и его регулирование являются одной из важнейших основ рыночной экономики, выступая как регулятор соотношения товарного предложения и спроса, а так же фактором формирования инфляции в стране. Ценообразование является инструментом регулирования покупательского поведения населения. Таким образом, любое регулирование в рыночной экономике сводится к регулированию цены на товары и услуги путем сбалансированной денежно-кредитной политики. В статье освещаются методы ценообразования промышленных предприятий, его особенности функционирования в рамках законодательства, затрагиваются проблемы и предлагается зарубежный опыт в решении данных проблем и объективно формирует рыночную цену.

Ключевые слова: ценообразование, промышленность, методы, цена.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 144 – 147

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**INVESTIGATION OF MODERN ECONOMIC MECHANISMS
FOR CONSTRUCTION OF THE INTELLECTUAL POTENTIAL
OF THE COUNTRY AS A MOVING FACTOR
OF INNOVATIVE ECONOMIC DEVELOPMENT**

Abstract. The authors of the article suggest a new approach to solving this problem, aimed at the formation and development of internal resources, ensuring the continuity of the projects' movement in the venture business sector, which contributes to the effective involvement of intellectual potential in the economic circulation.

Preservation and development of intellectual potential and formation of the human capital of a society are the main direction of development of any civilized country. It is seen as an important factor in socio-economic development, solving global problems associated with the progressive development of a particular society. Due to this, in many countries the problem of intellectual potential growth is assigned to priority areas in the policy of states. Kazakhstan has now entered the industrial-innovative phase of economic development. This stage is characterized by the adaptation of the sphere of science to the current economic conditions, which should lead to fundamental changes in the structural, organizational, personnel, infrastructure and financial support for the development of science regulated by the relevant regulatory legal framework.

Keywords: Innovation, modernization, competitiveness, training, potential, development, intellectual potential, intellectual capital, economy.

Introduction. The processes of modern globalization require radical changes in the sphere of interactions between science, technology and society. In our country, we can now talk about the low efficiency of economic modernization and innovative technical projects. One of the main reasons for this can be identified as the problem of limitations in the growth of intellectual potential and the uncertainty of the driving factors of innovation development. It becomes obvious that it is necessary to build not so much an innovative economy as an "innovative society". Recently, more attention has been paid in the world to the development of the so-called "knowledge economy". Many modern economists generally believe that the main development prospects are connected with it. The term "knowledge economy" increasingly sounds in foreign and domestic scientific research and is used to determine the type of economy where knowledge plays a decisive role, and the production of knowledge becomes a source of growth. Manufacturers, distributors and consumers of knowledge are people who have the intellect and abilities to work, who are engaged in the production of goods and services.

Methods of research. Abstraction is used to develop certain abstract concepts or categories, such as price, money, cheap, expensive, etc. At the same time, it is necessary to abstract from the secondary properties of the studied object, and the necessary properties should be selected. For example, to determine an economic category such as a commodity, it is necessary to disregard dimensions, weight, color and other characteristics that are not essential in this case, and at the same time fix the property that unites them: all these things are the products of labor intended for sale. The method of analysis and synthesis involves the study of socio-economic phenomena both in parts (analysis) and in general (synthesis).

Results. The experience of world economies, for example, Canada and Finland, shows that the meso level is the key link. In other words, research into the processes of creating, implementing and managing innovations in the region is currently acquiring the most relevant, if not decisive, nature. This is evidenced by the low efficiency of innovative reforms undertaken by the country's leadership aimed at modernizing the economy. One of the main reasons for this is the problem of the development of the innovation system, related to the low rate of growth of intellectual potential and the receptivity of the individual to innovation, which is the driving force of innovative development. It is no accident that in a number of innovatively active countries, it is no longer a question of an economy based on innovation, but of building an innovative society. The ineffective mechanism for attracting the private sector to the development of scientific and technical potential, the relatively low activity of participants in R & D are still weak links in the entire scientific and technical system of Kazakhstan, while the development and introduction of new technologies and science-intensive products in production are key factors for achieving and maintaining competitive advantages in the domestic and foreign markets.

For example, in advanced economies (USA, Japan, Finland), industrial enterprises carry out R & D on a self-repaying and self-financing basis and absorb up to 70% of all national R & D expenditures, while government spending accounts for an average of 30%.

A modern trend in the development of society is the transition from an industrial, resource economy to an economy based on intellectual resources and science-intensive technologies. The innovative world situation requires such a system of interrelations between science, industry and society, in which innovations will become the basis for their development. Consequently, the construction of a mechanism for managing the country's innovative development is possible only through joint efforts of the whole society: the state, the entrepreneurial and scientific environment.

The low effectiveness of innovative transformations in the subjects, caused by the disruption of the relationship between science and enterprises, the loss of controllability of the innovation and technical complex requires the development of models and mechanisms for the formation and management of an integrated socio-economic system based on partnerships between science, industry and business with the aim of ensuring the region's competitiveness, and as a consequence and the countries in the high-tech sector of the economy. In the scientific environment, private issues related to innovation are sufficiently and productively researched (analysis of innovation processes, conditions for innovation, measures and forms of supporting innovation, etc.).

The modern scientific community has not sufficiently highlighted (studied) the impact of the integration of science, industry and business on the level of innovation development. Although most of the works devoted to research of innovative potential, consider the problem of the development of the innovation system, related to the human factor, as the main component of economic growth. In a number of works it is noted that the increase of the intellectual potential and the susceptibility of the individual to innovation is the driving force behind the innovative development of enterprises in the region [8]. The process of increasing the individual's qualification potential, its attitude to self-development and intellectual work can be considered as a set of motives of innovation subjects, formed under the influence of interaction in the innovation process.

Through a survey of Kazakhstanis, they clarified whether it is necessary to consider the intellectual potential of man as an investment.

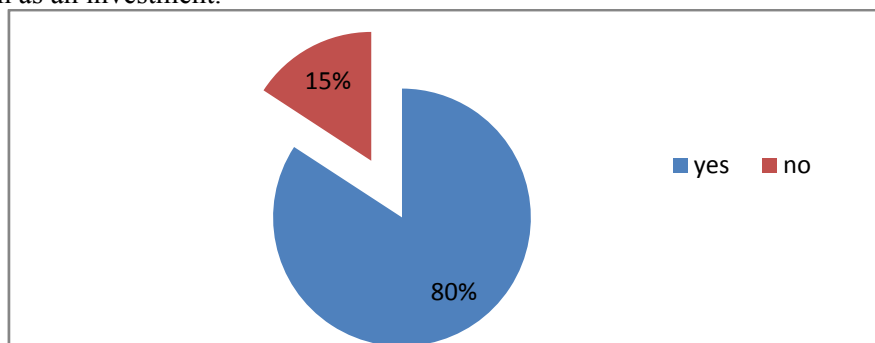


Figure 1 - Consider whether the intellectual potential of man, as an investment?

So, 80% of Kazakhstanis note that the intellectual potential of a person should be considered as an investment, and only against it turned out - 15%, refrained from the opinion -5%.

Formation at all levels of social relations of conditions for the development of an innovative economy based on the desire to intellectualize the labor of each individual and society as a whole, to the intellectualization of the regional economy, is of crucial strategic importance. The influence of the organizational component of the innovation potential on the growth rates of the level of innovation development in the region, taking into account interregional cluster policy, should be taken into account in the process of introducing real sector of the regional economy. In this regard, it is necessary to develop and implement effective forms of integrating science, production and business with the aim of realizing the potential of the region and enhancing its opportunities for participation in the promising areas of scientific, technical, economic and social development.

In particular, we need a mechanism for integrating science, industry and business, which, unlike the generally accepted ones, is based on the model of the innovation management system in the region and the model for the formation of an innovative society. One of the possible ways to improve the management of the resource and innovative potential of the territories is to analyze the conditions of integration and the forms of cooperation between institutions, organizations and enterprises, the result of which is the provision to interested bodies of proposals and methodological recommendations for improving the efficiency of innovative, scientific, technical and socio-economic policies, means of educational technology, through the conclusion of a social contract. For the implementation of innovative activities in the real sector of the economy, people who are ready for a constant change of technologies are needed, who are able to assume responsibility for determining the goals and programs of action of the work collective and society as a whole.

To stimulate the inflow of young people into science, it is necessary to conduct targeted work in the following areas:

- Expanding the participation of schoolchildren and students in international olympiads, research projects, competitions and scientific and technical tournaments;
- attracting university students to active scientific work as assistants to scientists and teachers;
- Attracting promising students to research work and implementation of research projects.

At the present time, it is necessary to solve the problems of wide involvement of young people in the sphere of science, education, high technologies and fixing it in these spheres, and efficient reproduction of scientific and scientific-pedagogical personnel. This can be implemented on the basis of a program-target method, the application of which will provide a systemic solution to the problem.

The analysis of innovative pedagogical technologies applied in foreign universities shows that, despite the diversity of approaches, it is common to use methods of problem-oriented and project-organized training, mainly when students work in a team, starting with the first year.

Conclusions. Such specialists, who are ready to deal effectively with social, scientific and industrial construction, should think in a fairly universal way, should be capable of system-holistic vision of the features of interaction of elements of socio-technical systems, their management processes, and the role and place of people in these systems, and accordingly build their professional activity on the basis of a creative approach, never losing behind the details of the general picture of the surrounding reality.

It is very important to emphasize that at the moment no important production decision can be made without a quick and correct assessment of its influence on the entire structure of production and economic relations, society, civilization in general, and ultimately on man, which imposes an additional burden of responsibility on the executors of innovation.

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ИННОВАЦИЯЛЫҚ ЭКОНОМИКАЛЫҚ ДАМУДЫҢ ЖАҒАНДЫҚ ФАКТОРЫ РЕТІНДЕ ЕЛІМІЗДІҢ ИНТЕЛЛЕКТУАЛДЫ ПОТЕНЦИАЛЫН САЛУ ҮШІН ҚАЗІРГІ ЗАМАНҒЫ ЭКОНОМИКАЛЫҚ МЕХАНИКАЛАРДЫ ЗЕРТТЕУ

Аннотация. Мақаланың авторлары осы мәселені шешуге, ішкі ресурстарды қалыптастыруға және дамытуға, венчурлық бизнес секторындағы жобалардың қозғалысын қамтамасыз етуге бағытталған, бұл экономикалық интеграциялық әлеуетті экономикалық айналымға тиімді ықпал етуге мүмкіндік беретін жаңа көзқарасты ұсынады.

Интеллектуалды әлеуетті сақтау және дамыту және қоғамның адами капиталын қалыптастыру кез келген өркениетті мемлекеттің дамуының басты бағыты болып табылады. Бұл әлеуметтік-экономикалық дамудың маңызды факторы, белгілі бір қоғамның прогрессивті дамуымен байланысты жаһандық проблемаларды шешу болып табылады. Осыған байланысты көптеген елдерде интеллектуалды әлеуетті арттыру мәселесі мемлекеттер саясатында басым бағыттарға бөлінеді. Қазақстан экономикалық дамудың индустриялық-инновациялық кезеңіне енді. Бұл кезең ғылымның қазіргі заманғы экономикалық жағдайларға бейімделуімен сипатталады, ол тиісті нормативтік-құқықтық база арқылы реттелетін ғылымды дамытуға құрылымдық, ұйымдық, кадрлық, инфрақұрылымдық және қаржылық қолдаудың түбегейлі өзгеруіне әкелуі тиіс.

Түйін сөздер: инновациялар, жаңғырту, бәсекеге қабілеттілік, оқыту, әлеует, даму, зияткерлік әлеует, зияткерлік капитал, экономика.

УДК 001.895

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ИССЛЕДОВАНИЕ СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ МЕХАНИЗМОВ ПОСТРОЕНИЯ ИНТЕЛЛЕКТУАЛЬНОГО ПОТЕНЦИАЛА СТРАНЫ КАК ДВИЖУЩЕГО ФАКТОРА ИННОВАЦИОННОГО РАЗВИТИЯ ЭКОНОМИКИ

Аннотация. Авторами статьи предлагается новый подход к решению данной проблемы, нацеленный на формирование и развитие внутренних ресурсов, обеспечивающий непрерывность движения проектов в сектор венчурного предпринимательства, способствующий эффективному вовлечению в хозяйственный оборот интеллектуального потенциала.

Сохранение и развитие интеллектуального потенциала и формирование человеческого капитала общества являются основным направлением развития любой цивилизованной страны. Оно рассматривается в качестве важнейшего фактора социально-экономического развития, решения глобальных проблем, связанных с прогрессивным развитием того или иного общества. В силу этого во многих странах проблема роста интеллектуального потенциала отнесена к приоритетным областям в политике государств. Казахстан в настоящее время вступил в индустриально-инновационную фазу развития экономики. Этот этап характеризуется адаптацией сферы науки к современным экономическим условиям, что должно привести к коренным изменениям в структурном, организационном, кадровом, инфраструктурном и финансовом обеспечении развития науки, регулируемым соответствующей нормативной правовой базой.

Ключевые слова: инновации, модернизация, конкурентоспособность, обучение, потенциал, развитие, интеллектуальный потенциал, интеллектуальный капитал, экономика.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 148 – 155

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**LEGAL KAZAKHSTANI - EXPRESSION
OF HIGH LEGAL CITIZEN CULTURE: POLITICAL ASPECTS**

Abstract. The article deals with the issues of a legal Kazakhstani citizen as an expression of a high legal culture of a citizen that are still unexplored in socio-political science. The article explores in more detail the political problems of the legal Kazakhstani as a "new type" of personality.

Based on the conducted studies, it was concluded that the legal Kazakhstani is a person disciplined by law, politics, morality and a sustainable public order, legal consciousness, high legal culture, endowed with all rights and freedoms, and freely using them. At the same time, the rule of law state in Kazakhstan includes the rational involvement of the citizen in socio-legal, cultural and political activities, the protection of his inalienable rights, understanding of his personal responsibility for the observance of laws by the state and every Kazakhstani. At the same time, the article also focuses on discussion issues.

Keywords: law, politics, morality, state, society, human, citizen, people, law, public order, legal Kazakhstani, legal culture, legal consciousness, rights, freedom.

In order to understand and assess the essence of the legal culture of Kazakhstani society, it is necessary to consider the concept of a legal Kazakhstani as a special type of person, as well as a new phenomenon of high legal culture. The issue of a legal Kazakhstani is one of the most important rightful and socio-political issues that has not yet been studied in the scientific literature. The centuries-old history of accumulating and enriching knowledge about the place and role of law and politics in the life of Kazakhstan's society allows the scientist to turn to the study in the political aspect of the relationship between Kazakhstani and law, Kazakhstani and politics.

It should be noted that the historical development of Kazakhstan's law in human relations represents progress in matters of equality of people as legally, politically freemen. The freedom of the Kazakhstani should be determined and protected by law and politics. Moreover, in the Kazakhstani society, the preservation of the citizen's freedom is possible only with the development of law and politics, legal culture [1].

In this regard, it should be noted that the process of developing and disseminating the legal culture of Kazakhstanis is bilateral and depends on the development of statehood in the legal framework, and on the formation of an individual legal culture, individual legal awareness, namely, the formation of the legal Kazakhstani citizen as an expression of the high legal culture of a citizen.

The concept of a legal Kazakhstani was introduced into the scientific literature by us at the beginning of the XXI century when scientists had a need to connect the idea of the existence and development of the rule of law in Kazakhstan with the idea of a Kazakhstani person with specific properties - "the legal Kazakhstani".

Consequently, it seems to us very interesting, not just the formulation of the problem itself, but also the concretization of this concept in political science. This, of course, will help to determine more specifically on the scientific and political level what the very concept of "legal Kazakhstani" means and answer the most important questions, the answers to which are still missing: what makes a Kazakhstani act to get the status of "legal"? In turn, the answer to this question can be clarified by another, quite natural question: what should be done to form a legal Kazakhstani, in particular, within the framework of Kazakhstan's political and legal space, and how this process can be accelerated?

We think before talking about the typical characteristics of a legal Kazakhstani citizen, it is necessary, on the one hand, to define scientifically and politically the concept of "legal Kazakhstani", comparing it with other existing types, and, on the other hand, to identify the most important political and legal characteristics of a legal Kazakhstani. This scientific and political analysis will allow us to delineate the main contours of the concept of the legal Kazakhstani, which we are considering, and their comprehension is one of the conditions for the formation of a relevant methodology for the study of a legal Kazakhstani. Herewith, understanding, mastering, comprehension of the indicated questions should be carried out in a certain sequence, generating in the forward movement of scientific knowledge of an extensive system of notions, concepts, empirical studies, and facts, forming the modern content of the concept of "legal Kazakhstani".

Consequently, an understanding of the socio-political essence of a Kazakhstani citizen, its inclusion in a historically emerging and historically changing system of social relations is organically included in the interpretation of such concepts as "individual-citizen-Kazakhstani", forming their theoretical and conceptual basis, defining general approaches to the construction of research programs in the field of intensively developing political, sociological and legal sciences concerning the problems of the Kazakhstani. All this allows us to apply the concepts of "individual citizen-Kazakhstani" to build not only a general concept of the personality theory of a Kazakhstani, but also a typical characteristic of the concept of "legal Kazakhstani".

It should be said that a legal Kazakhstani is a person disciplined by law, politics, morality and a stable legal order, legal awareness, high legal culture, endowed with all rights and freedoms, and freely using them. The Republic of Kazakhstan claims itself, as noted in our Constitution, a rule of law "state which the highest values are the person, his life, rights, and freedoms" [2]. At the same time, the rule of law in Kazakhstan includes the rational involvement of the citizen in socio-legal, cultural and political activities, in protecting his inalienable rights, understanding his personal responsibility for the observance of laws by the state and each Kazakhstani.

Within this context, we note that this is a political definition of a legal Kazakhstani citizen, which we can apply in our literature, which is our attempt to present to the society of a Kazakhstani as a "new type" of personality. The rapidly developing political, and legal system of the new Kazakhstan forced our social and political science to revive the legal Kazakhstani and give this phenomenon new qualities that correspond to the new Kazakhstan realities.

Unfortunately, to this day, Kazakhstani political scientists, sociologists, philosophers, and jurists ignore this problem: there is no socio-political notion of a legal Kazakhstani person, his features, characteristics are not indicated, the structure is not disclosed, that is all that allows to typically, model formulate the phenomenon under consideration.

Therefore, like any scientific political-legal theory, the theory of a legal Kazakhstani citizen should meet the general methodological and conceptual requirement - to give a holistic view of the laws and essential links of a certain area of reality (for example, the personality of a Kazakhstani), to offer a complete system of knowledge with its internal differentiation, which would contain the methods of not only explaining, but also predicting, appearance of certain phenomena, trends in certain conditions, and a which would be characterized by logical dependence of one of its sides on other principal possibility of removing its contents from total prime statements, etc.

The theoretical-conceptual type of a legal Kazakhstani citizen can be represented as a systemic quality of their citizen-carrier determined by the active involvement in the socio-political relationships, which has a three-link structure: personal identity, political-legal consciousness, and legal behavior that develops in the process of politico-legal socialization of a Kazakhstani person and mediated. Therefore, when defining the type of "legal Kazakhstani", we propose to follow the methodological principles of determinism and systemacity.

It should be said that the principle of determinism applied to a legal Kazakhstani is oriented not only to the idea of causality as a combination of circumstances preceding the time in the investigation, but also to its other forms - to system determinism, which is revealed in dependence of individual elements, components of the system on features, characteristics of the whole, as well as on the target determinism, in accordance with which the goal determines the process of achieving the result, the truth. Therefore, from the position of determinism, the development of a legal Kazakhstani as a systemic quality of a person is

primarily due to social recognition of the biological prerequisites for its development. The development of a legal Kazakhstani here is understood as the process of transformation of human biological structures into socially conditioned structures of his personality as a result of his political and legal activity and "mature legal awareness" [3].

In this regard, we note that the principle of systemacity as a part of the methodological type of the theory of the legal Kazakhstani allows us to present it as an integrity in which different-quality, diverse and different-level relationships, contacts, etc. are revealed. Therefore, this principle can be opened in the contexture of the most political and legal reality of Kazakhstan. For this purpose, it is necessary, firstly, to identify the systemic links, contacts that develop in the relations of "Kazakhstani-another Kazakhstani"; and secondly, to show their own specificity of a higher level of interrelations, mutual contacts, which are expressed in the relations "state-right-Kazakhstani".

Consequently, the conceptual essence of this principle, in our opinion, is that the ratio of one Kazakhstani person to another, as well as the attitude of the development of a Kazakhstani to its result, is conceived through referring to the third object - objective activity, which in its most developed formation is a consequence of the union of citizens in work and communication. At the same time, proving to be initially mediated content and organization of joint activity, interindividual relations and qualities of the developing Kazakhstani, in turn, influence the process of its political and legal socialization and its results. Here, either a highly organized legal Kazakhstani is formed or not.

Thus, on the basis of the above mentioned, one can try to present the theoretical and conceptual design of a legal Kazakhstani citizen by singling out typological features of a legal Kazakhstani. Firstly, it is the belief that only the freedom of all Kazakhstanis in society is one of the reliable guarantees of freedom for everyone. Secondly, it is respect for the dignity, honor of other persons acting as equal participants in legal, social and political communication. Thirdly, it is a sense of personal responsibility for one's own actions and inner conviction in the importance of fulfilling the responsibilities of a Kazakhstani human. Fourthly, it is a respect for law, public order, the belief that the observance of responsibilities accepted by the Kazakhstani person is an absolute condition for the normal coexistence of Kazakhstani people in the society.

As is known, Abai persistently tried to establish justice, public order, political and legal responsibility in the society. He said: "If you want to be in a reasonable series, then once a day, or once a week, or at least once a month, give yourself an account of how you behaved during this time... Did you not do that, in what you should repent? Think about how you spent your life and did you notice, did you remember how you spent it?" [4].

It should be said that such a statement of the issue will not only be in accord with the aspirations of the Kazakhstani, but also deeply relevant today, since the formation of the political responsibility of the Kazakhstani person before the society is an important point in the development of the legal culture of the Kazakhstani person, one of the moments of the struggle for lawful behavior and legal personality of the Kazakhstani.

it has to be said that the unchanged characterization of a legal Kazakhstani as a political concept is the external expression of his inner world, namely, behavior, action, and therefore a further description of the legal Kazakhstani person suggests a description of his behavioral traits, signs of actions, and so on.

For example, the attributive feature of a legal Kazakhstani is the simple implementation of laws as an obligatory condition for lawful behavior, actions. Another important political and behavioral characteristic of a legal Kazakhstani person is directly participating in the law-making process, whether it is simply participation in elections and referendums, or participating in the discussion of projects, laws, political documents and decisions of local authorities, or working in the legislative bodies of the state and so on.

In this regard, an important feature of the behavior of a legal Kazakhstani person is the comprehension and protection of one's own rights and freedoms violated by other subjects of political and legal relations. It is the realization of this right, this freedom, that supports the system of checks and balances, on which the rule of law state is built in Kazakhstan. In this connection, it is important to say that only a citizen who can actively protect his rights and freedoms and who uses exclusively legal, honestly political methods can be called a legal Kazakhstani.

In our opinion, as another behavioral characteristic of a legal Kazakhstani citizen, participation in the work of public organizations for the protection of the legal and public order is a socio-psychological readiness to protect the rights and freedoms of third parties, by which not only individuals but also social groups are understood, society as a whole.

The next aspect of the behavior of a legal Kazakhstani citizen includes the participation of a single Kazakhstani citizen in the formation of a legal culture, in the political and legal socialization.

So, we can say that the legal Kazakhstani has special typological and behavioral characteristics. From the remaining types of Kazakhstani, the legal Kazakhstani is distinguished by the degree of legitimacy and political-legal activity of behavior.

In this context, we can give a political definition of the concept to a legal Kazakhstani. A legal Kazakhstani is a political phenomenon, a citizen represented in the political and legal perspective, that is, falling within the influence of the system of socio-political and statutory regulation, according to which, acquiring certain legal, moral and political properties, features and qualities that allow him to actively participate in the political and socio-legal reality of the society, to fully flex their rights, freedom, and responsibilities [5], as well as to carry out political and legal activities for the purpose of steady state and social development of Kazakhstan.

Here, we should say that at the same time, by introducing a legal Kazakhstani in the form of a single theoretical system, with all its internal differentiation, it is necessary to disclose its structure. Therefore, based on the activity approach, which recognizes the change in the various components of the personality of a Kazakhstani in ontogeny, the structure of a legal Kazakhstani citizen can be represented by the following images: firstly, the objective social and political needs of the Kazakhstani, that is his interests. Kazakhstan is an organic part of a Kazakhstani society. Therefore, the basis of its structure consists, first of all, of socio-political needs. In other words, the personality structure of the Kazakhstani includes those objective laws that determine the development of Kazakhstan's people as a social, political entity. At the same time, a Kazakhstani person can realize or not realize these needs, but from this, they do not cease to exist and determine his behavior. However, in the conditions of changing priorities, the personality of the Kazakhstani person is now on the first place, therefore, comprehension of his personal interests, which should respect the state, society and guarantee their provision, also comes to the fore. At the same time, expressing his interests, a legal Kazakhstani should rationally understand them, commensurate with the socio-political need, so as not to create the basis for socio-political conflict. Therefore, a harmonious, reasonable ratio of general and private interests is the key to the successful development of civil society in Kazakhstan.

Secondly, the structural elements of a Kazakhstani should be attributed to the ability to create, to learn and to acquire skills, etc. It is the creative activity of a Kazakhstani person aimed at developing the political and legal space that forms the socially useful, lawful behavior of a Kazakhstani person which is the highest level of positive behavior of a Kazakhstani person in society, characterizing his tense initiative, intellectual activity for the most effective and fullest implementation and protection of rights, freedom and the performance of their responsibilities. In this sense, the positive behavior of a Kazakhstani person is that it is the highest degree of his activity within the framework of the features and properties united together with his essential, informative qualities.

Thirdly, the most important structural element of the legal Kazakhstani is the degree of mastering the political, legal and cultural and moral values of the society that make up his spiritual world. At the same time, it should be noted that political and legal knowledge helps the legal Kazakhstani citizen to avoid violating laws and truly respect the law, spiritual value, because in the words of the great Abai, an ignorant person "is able to sell his father, mother, all relatives and friends to the first... an official, who pats him on the shoulder" [6].

Fourthly, in the structural elements that form the legal Kazakhstani, it is necessary to include socio-political, moral and legal ones, as well as the principles by which the legal Kazakhstani is guided in his conduct. In addition, in our opinion, it is necessary to include here also ideological beliefs - those profound principles that determine the main line of the behavior of a Kazakhstani person. We must say that the ideological beliefs are related to the Kazakhstani's awareness of his objective interests, which form the core of the entire structure of the legal Kazakhstani, which are the basis of his political and legal

consciousness. At the same time, his ideological convictions should "take the form of not a personal appeal to the offender, but of an appeal to the collective" [7].

Fifthly, the structural elements of a legal Kazakhstani should include the sovereignty of the person. This sovereignty follows from the correlation between the rights of the state and the Kazakhstani citizen.

It should be emphasized that all of the above structural elements of a legal Kazakhstani are found in every citizen of the country. Every Kazakhstani is somehow involved in the life of society, has the knowledge, strives for something, is guided by something. Therefore, the socio-political structure of the personality of the Kazakhstani is constantly changing. The personality of the Kazakhstani gets new information, technology, acquires knowledge. This knowledge gradually turns into beliefs. In their turn, first of all, ideological beliefs determine the nature of actions. Hence, upbringing can be understood as a change in the socio-political structure of the Kazakhstani personality in accordance with the ideals of Kazakhstan society.

Therefore, some objective and subjective conditions are necessary for the formation of the legal type of a Kazakhstani person. We will not touch upon the socio-economic prerequisites, since this is a separate independent study. As you know, poverty is a vice and a threat to the development of society. In modern Kazakhstan, there is a mass orientation of people just for physical survival, which hinders the development of legal culture. After all, Kazakhstan's law as a necessary form of freedom, in general, is possible and makes sense only at the existence of free Kazakhstanis.

In addition, for the emergence of prerequisites for the formation of a legal type of a Kazakhstani, it is necessary to differentiate relations that are usually considered undivided, syncretistic. Firstly, it is the relationship of a Kazakhstani and a state, a Kazakhstani and a Kazakhstani. Secondly, it is the relationship of rights and responsibilities that are integrated by mutual responsibility: of the state before the Kazakhstani, which guaranteed the rights of the Kazakhstani person, and of the Kazakhstani before the state, who guaranteed the fulfillment of his duties. It should be noted that in the USSR, historically in the Kazakhstan legal culture, rights and responsibilities were not only ruptured, but rights were superseded and replaced with responsibilities. Currently, in Kazakhstan, there is a process of denationalization and formation of the civil sector of society. This is manifested in the fact that there is a recognition of the rights of a Kazakhstani person not only as a citizen, but also as a person, that is, one-sided consideration of a Kazakhstani person in its interrelation with the state is being expanded, and the sphere of his self-determination is developing. At the same time, giving the Kazakhstanis a greater freedom. Herewith, Kazakhstan society in modern conditions is not in a position to undertake obligations to protect rights, since it does not have developed legal, political mechanisms for the protection of rights and freedoms. And in this situation, a correct, right way of forming a legal type of a Kazakhstani is possible - this is the way of developing the abilities, skills of a Kazakhstani to defend and protect his rights and freedoms.

So here it is a conclusion: in the circumstances, the objective prerequisite for the actualization of the legal consciousness of a Kazakhstani is the life situation, the life position of a modern Kazakhstani. The Kazakhstani person, having been left to himself in all dimensions of his life-support, should take care of his subsistence level, and, therefore, look for new sources of income, combine several professional activities, change his profession, master his other species or "at his own risk and peril" to engage in commerce, which is characterized by a significant degree of uncertainty, insecurity. The Kazakhstani, accustomed to the orientation "at all", social comparison, imitation, faced the need for self-determination in complex, uncertain, rapidly changing situations. He was in a competitive situation, which meant "the opportunity" to survive alone. All this has actualized the need of the Kazakhstani in social, political thinking about, first of all, the freedom to defend his life, freedom to survive or prosper. Also, there is a need to understand the rules, norms acting in Kazakhstani society, to obtain information, to find out the reliability or unreliability of one's expectations and other people's promises. And, finally, the need to understand and comprehend the socio-political whole, in which there are many conflicting social, political, legal processes, the need to clarify the lawfulness of certain actions in a particular life situation in a "multi-ethnic and poly-confessional society..." [8], in which the Kazakhstani appeared.

Thus, the formation of a legal type of a Kazakhstani at the level of social, political practice is embodied in legal activity, in the conscious organization of his living space as a space of legal nature of socio-political interactions. Constituting his vital legal space, the Kazakhstani constantly structures himself as an active and conscious subject of law and politics as a legal Kazakhstani. However, it should

be said that when speaking about legal Kazakhstan, we create an ideally-typical construction as an analytical scheme. But at the level of social, political specifics we face real difficulties in the formation of such a Kazakhstani person.

Therefore, the requirements for a high legal culture in Kazakhstan consist in increasing the competence of its bearers, in striving for more extensive and accurate knowledge of the principles and content of legislation on the part of the Kazakhstanis themselves; in the formation of the sense of justice of the people of Kazakhstan, focused on the conscious and responsible implementation of the norms of law, morality, in support of the principles of humanism, democracy and law-abiding in real behavior.

However, we can not achieve all this "at full speed", issuing "decrees", "ordinances" or using repressive sanctions. The culture of a legal Kazakhstani, like nature, has its own "natural laws of growth", and therefore, with all the "revolutionary" nature of reforming the changes taking place in the country with regard to legal culture, one can correctly speak only about "development", about "high", but no way about "creating a new one". And this development, or high, certainly implies the preservation of something former, which is not at all prepared for rationalist legal "cultivation." At the same time, the legal culture and law itself, politics, laws of Kazakhstan are parts of one system and mutually "feed" each other, accelerating the development of both positive and negative processes. If the legislation is permeated with violence, socio-political injustice, suppression of natural rights, human freedoms and dignity, honor of the individual, then there is a strengthening of political and legal nihilism, criminalization of consciousness and behavior, growth of negative perceptions of law and the state, and so on. On the other hand, the adoption of progressive legislation that takes into account the specific features of the cultural and legal development of Kazakhstan society leads to socio-political stabilization, to the flourishing of the initiative, to the development of the nation and the economic growth of the country, where citizens "can live in social and legal harmony with each other and with the state" [9].

Therefore, it is necessary to be admittedly aware of that the legal culture of Kazakhstan society does not just require improvement, it needs constant and vigilant care, planned actions of state power, legal institutions, political organizations, educational, educational and disciplinary system of the country.

In this regard, it should be noted that the establishment of a high legal culture and a new culture of legal relations in Kazakhstan society depends to a large extent on the current legal culture of people who are professionally involved in lawmaking, law enforcement and law protective, political and cultural-educational activities. But their cultural level, in turn, depends and even is determined in mass by its legal culture, which prevails today in Kazakhstan. Here we can state that today the law enforcement and administrative sphere is charged with nihilism and mercantilism, and in part with criminalization.

From this, it follows that currently, it is possible to count only on innovative opportunities of the legal culture that has developed in Kazakhstan, which has a significant national, multinational specificity, but at the same time is open and receptive to successful foreign and international experience. In this regard, it should be noted that in our days in Kazakhstan social science, there are areas that try to justify the transition of Kazakhstan's legal policy, legal culture to European-Western values. Therefore, the characterization of the modern legal culture of Kazakhstan will be incomplete if we do not consider such a feature as Westernization, the desire to copy the European-Western patterns of liberalism and constitutionality and transplant them onto Kazakhstan soil. However, the political and legal institutions established in Kazakhstan, based on European-Western political and legal traditions and having no experience of implementation in Kazakhstan's conditions, have become ineffective in the current country. One of the reasons for this is different psychologies, the different mentality of most citizens of Kazakhstan compared to Western Europeans. In particular, we are talking about natural, inalienable human rights, about the legal autonomy of an individual within the political and legal community, dominant of law over the state, etc.

The great French thinker Sh. Montesquieu wrote: "The laws should be in close correspondence with the properties of the nation for which they are established, that only in extremely rare cases the laws of one nation can be suitable for other people" [10]. However, unfortunately, this principle has not always been taken into account and is not considered in the practice of Kazakhstan lawmaking. Therefore, it is pointless to copy something from someone else's experience or abstract concepts [11].

It should be said that the perception or borrowing by Kazakhstanis of some elements and other national laws, legal culture or policy, should be in accordance with ours - the mentality of the population,

the value system, be a conscious necessity, be introduced gradually, carefully and with due consideration for the national, religious features of Kazakhstan, dosed, reasonable.

Thus, in order to build our own legislative base for Kazakhstan socio-political life, based on the experience of others, to enhance our legal culture, it is necessary to take into account and recognize those differences that make the modern Kazakhstani legal culture unique and inimitable.

A legal Kazakhstani is a citizen who, above all, is endowed with certain properties, features and qualities. Among them we can distinguish the following: First of all, the awareness of the legal Kazakhstani of his personal, socially-group and common national interests, which becomes an incentive for the socially useful legal behavior of the personality of the Kazakh. Secondly, the awareness of the legal Kazakhstani of his responsibilities before other people, social groups and society as a whole. Thirdly, the socio-political and legal activity of a legal Kazakhstani, which is expressed in his law-abiding, lawful, positive behavior.

So, the main, essential characteristic of a legal Kazakhstani as a political concept is the external expression of his inner world, that is, the behavior of a Kazakhstani who creates objective prerequisites for his self-realization in the policy and legal space of the state and society in Kazakhstan.

In this connection, it should be emphasized that in the modern development of Kazakhstan society, a new concept is needed - a legal Kazakhstani, which will embody the entire palette of those diverse, multi-level relationships that arise in the process of interaction between the state and the Kazakhstani person, the state and the civil society. Therefore, this particular kind of interconnection in modern Kazakhstan society is based on the establishment of legal principles in the relationship between the state and the Kazakhstani person, the state and the civil society and is an essential moment, a stage of democratization of Kazakhstan political system.

In conclusion, we would like to add that the modern legal Kazakhstani is a set of special properties, features, and qualities of the personality of the Kazakhstani in general, arising from its political and legal state. Therefore, the most important condition for the formation of a legal Kazakhstani in modern Kazakhstan is his possession of a certain level of political, moral and legal consciousness that act as system-forming factors of this process. Thus, beyond the mechanisms of the formation of the politico-legal, moral consciousness of a legal Kazakhstani, his full-fledged informatory characteristics would be simply impossible.

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ҚҰҚЫҚТЫҚ ҚАЗАҚСТАНДЫҚ -АЗАМАТТЫҚ ЖОҒАРҒЫ ҚҰҚЫҚТЫҚ МӘДЕНИЕТІНІҢ КӨРІНІСІ: САЯСИ АСПЕКТІЛЕРІ

Аннотация. Мақалда әлеуметтік - саяси ғылымдарында әлі де зерттелмеген құқықтық қазақстандықтың мәселелерін азаматтық жоғары құқықтық мәдениеттің көрінісі ретінде қарастырады. Мақалада егжей-тегжейлі тұлғаның жаңа типі ретінде құқықтық қазақстандықтың саяси проблемары зерттеледі.

Жүргізілген зерттеу негізінде мынадай қорытынды жасалған :құқықтық қазақстандық -бұл құқықтық тәртібімен, саясатпен, мораль және тұрақты құқықтық тәртіппен , құқықтық саналықпен, жоғарғы құқықтық мәдениетпен, барлық құқықпен және еркіндікпен қамтылған, және оларды еркін пайдаланатын адам. Сондықтан Қазақстандағы құқықтық мемлекет өзіне азаматтық әлеуметтік-құқықта , мәдени -саяси қызметте ажыратылмайтын құқығын қорғауда, оны мемлекет және әрбір қазақстандық заңдарды сақтауда өзінің жеке жауапкершілігінде түсінуін, орынды әрекет етуін кірістірді. Сонымен қатар мақалада дискуссиялық мәселелерге де көңіл бөлген.

Түйін сөздер: құқық, саясат, мораль, мемлекет, қоғам, адам, азамат, халық, заң, құқықтық тәртіп, құқықтық қазақстандық, құқықтық мәдениет, құқықтық саналық, құқығы, еркіндік.

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ПРАВОВОЙ КАЗАХСТАНЕЦ – ВЫРАЖЕНИЕ ВЫСОКОЙ ПРАВОВОЙ КУЛЬТУРЫ ГРАЖДАНИНА: ПОЛИТИЧЕСКИЕ АСПЕКТЫ

Аннотация. В статье рассматриваются вопросы правового казахстанца как выражение высокой правовой культуры гражданина, которые еще неизучены в социально-политической науке. В статье более подробно исследуется политологические проблемы правового казахстанца как «нового типа» личности.

На основании проведенных исследований был сделан вывод о том, что правовой казахстанец - это человек дисциплинированный правом, политикой, моралью и устойчивым правопорядком, правовой сознательностью, высокой правовой культурой, наделенный всеми правами и свободами, и свободно ими пользующийся. При этом, правовое государство в Казахстане включает в себя рациональную задеятельность гражданина в социально- правовой, культурно- политической деятельности, в защите своих неотчуждаемых прав, понимание его своей персональной ответственности за соблюдение законов государством и каждым казахстанцем. Вместе с тем, в статье уделено внимание и дискуссионным вопросам.

Ключевые слова: право, политика, мораль, государство, общество, человек, гражданин, народ, закон, правопорядок, правовой казахстанец, правовая культура, правовая сознательность, права, свобода.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 156 – 165

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РАЗВИТИЕ СФЕРЫ ТУРИЗМА НА ОСНОВЕ ИННОВАЦИОННЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ

Аннотация. Путь к инновационному Казахстану уже определен и имеет свои направления и ориентиры. Проведенные исследования показали, что построение модели наукоемкой экономики требует все новых и новых корректировок инновационного курса страны, а также его четкого законодательного обеспечения. В данной статье обобщены накопленные теоретические и методологические основы исследования инноваций в мировой индустрии туризма и определены пути по повышению эффективности развития сферы туризма на основе инновационных маркетинговых технологий, основными из которых являются: организация рекламных кампаний; осуществление электронной коммерческой деятельности; логистическое обслуживание потребителей туристских услуг на основе внедрения инновационных рекламных и информационно-коммуникационных технологий; реинжиниринг бизнес-процессов путем взаимодействия туристского предприятия, рынка и потребителей; применение концепции геомаркетинга в сфере туризма.

Ключевые слова: туристская отрасль, туристские услуги, инновационные маркетинговые технологии.

Введение. Актуализация вопроса исследования инноваций в индустрии туризма связана с бурным ростом конкуренции на мировом туристском рынке в начале 21 в. и рассмотрением научным сообществом инноваций как основного источника повышения конкурентоспособности на туристском рынке. Одновременно с этим взаимосвязь инноваций и конкурентоспособности проявляется на трех уровнях: макроэкономическом (взаимосвязь государственной инновационной политики и международной конкурентоспособности национальной экономики), мезаэкономическом (зависимость конкурентоспособности национального туристского продукта и туристской индустрии от эффективности инновационной составляющей национальной туристской политики) и микроэкономическом (повышение конкурентоспособности туристского предприятия на основе применения инноваций).

Необходимо отметить недостаточный научный уровень теоретико-методологических исследований инноваций в индустрии туризма и, как следствие, множественность методологических подходов к проблемам инновационного развития в туризме.

В Казахстане созданы национальные и региональные инновационные системы с сетью технополисов, технопарков, технологических бизнес-инкубаторов, формируются инновационные кластеры, действуют национальные институты развития, в том числе АО «Национальное агентство по технологическому развитию», Национальный инновационный фонд и др. Для координации их работы разработаны Концепция инновационного развития Казахстана, реализуются государственные стратегии и индустриально-инновационные программы. Их основные положения приведены в соответствии с требованиями Стратегии-2050 и в системном виде отражены в Государственной стратегической программе «Казахстан-2030». Контуры национальной модели инновационного развития Казахстана формализуются в виде наукоемкой модели экономики с опорой на человеческий капитал. Приоритетными направлениями являются разработка инновационных проектов и коммерциализация технологий, масштабное привлечение в экономику прямых инвестиций, прежде всего зарубежных. Для реализации наукоемкой модели нужно иметь не только соответствующие технологии, но и инновационные ресурсы. Человеческий капитал, безусловно, главный ресурс инновационной экономики. Пришло время более четко дифференцировать понятие «человеческий капитал» и все то, что за ним стоит. Очень важно сформировать новый слой современных

инженеров и инженерно-технических работников, но ведь вместе с ними нужны и рабочие нового склада – с техническим складом ума, без которых невозможна разработка и реализация инновационных проектов. Кроме того, нужны инновационные менеджеры, которые должны в совершенстве владеть информацией о рынках, знать, какие нужны ресурсы, откуда привлечь инвестиции, куда направить выпущенную продукцию и т. д. Важно уточнить компетенции, необходимые для нужд современного производства, и определить целевые заказы на подготовку инновационных работников и управляющих [1].

Рыночная (инновационная) модель экономики страны основывается непосредственно на использовании новых научных результатов и их технологическом внедрении в производство, чем обеспечивается прирост внутреннего валового продукта (ВВП) в основном за счет разработки и реализации наукоемких продуктов и услуг. Главной целью этой модели развития, является совершенствование системы определения приоритетных направлений развития науки и техники, механизмов их реализации и мобилизации финансовых и материально-технических ресурсов на обеспечение поставленных целей. В статье нами рассмотрены приоритетные направления: развитие туристской индустрии, туристский бизнес, который является одним из самых динамичных и прибыльных среди всех отраслей мирового хозяйства.

Теоретические и методологические подходы. Концептуальной основой выступили наработки зарубежных исследователей: П. Друкера [2], М. Портера [3], Й. Шумпетера [4]. Данные авторы достаточно подробно рассмотрели проблематику инновации как социально-экономического явления. Отдельное внимание следует уделить таким авторам, как С.М. Hall, Е. Paget, F. Dimanche, & J.-P. Mounet. Различные аспекты, связанные с этой областью, рассматривались еще более многочисленной литературе А.-М. Hjalager. Так, например, в последнее десятилетие были сделаны вклады в исследования сети и кластеров в области инноваций в сфере туризма М. Novelli, В. Schmitz, & Т. Spencer, инновационные системы в туризме С.М. Hall, А.М. Williams, появление новых туристских продуктов D. Edwards, I. Martinac, G. Miller, инновации в сфере туризма и интернационализации А.М. Williams, G. Shaw, применение новых технологий ИТ, коммуникаций и управления в туристской деятельности Moscardo, а также недавно трансграничные региональные инновационные системы и влияние туризма на содействие инновационным процессам A. Weidenfeld. Однако, несмотря на растущий интерес к эмпирическим исследованиям в области инноваций, не было разработано ни одной модели для инновационного поведения фирм в сфере туризма [5]. Эти вопросы до сих пор практически не изучены в отечественной экономической науке.

Определенный вклад в изучение вопросов развития инноваций в туризме внесли отечественные исследователи: А. Алдашева, С.Р. Ердаветов, Г.К. Калиева, А.Ж. Садуов, О.Б. Мазбаева, З.Р. Карбетова, Ш.Р. Карбетова, С.К. Сураганова, А.Т. Глеубердинова.

По данным статистики Всемирной туристской организации, на туризм приходится 10% валового мирового продукта, 7% общего объема инвестиций, 5% всех налоговых поступлений. На современном этапе развития туристской деятельности существенное значение имеет повышение эффективности развития сферы туризма на основе инновационных маркетинговых технологий, что будет способствовать созданию конкурентоспособного туристского продукта.

Исследования в области маркетинга услуг относятся к третьей четверти XX в. На сегодня существуют десятки научно-исследовательских групп в университетах и вузах за рубежом, изучающих менеджмент и маркетинг услуг. Маркетинг услуг, проблемы маркетинговой концепции рассматриваются в трудах отечественных и зарубежных исследователей и практиков: Ф. Котлер, К.Л. Келлер, Т.А. Примак, А.М. Костюченко, Е.В. Новаторов и др. В исследованиях указанных авторов осуществлен глубокий анализ сущности и проблем маркетинга туристских услуг. Так, в работе Н.Е. Кудла маркетинг туристских услуг определяется как комплекс мероприятий, связанных с определением и разработкой туристского продукта, а также его продвижением в соответствии с психологическими и социальными факторами, которые необходимо учитывать для удовлетворения потребностей индивидуумов и групп людей в отдыхе, развлечениях, посредством предоставления им жилья, транспортных средств, питания, организации досуга и тому подобное. Маркетинг в области туризма является системой изучения туристского рынка, всестороннего воздействия на покупателя, его запросы с целью предоставления максимального качества туристскому продукту и получения прибыли туристской фирмой [6].

Цель и задачи статьи. Обобщить накопленные теоретические и методологические основы исследования инноваций в мировой индустрии туризма и определить пути по повышению эффективности развития сферы туризма на основе инновационных маркетинговых технологий.

Изложение основного материала исследования.

Концептуальные различия в исследовании инноваций среди мирового научного сообщества ставят вопрос об определении инновации как социально-экономического явления, а также выделении отличительных характеристик данного феномена (таблица 1) и особенностей инноваций, специфичных для исследований в мировой индустрии туризма.

Таблица 1 - Отличительные характеристики инновации как социально-экономического явления

Признак	Описание признака	Исследователи
Радикальность	Качественно новый уровень функционирования инновационной системы по сравнению с устаревшей	Й.Шуметер
Освоенность	Необходимость внедрения и освоения инновации для получения качественно нового результата	
Цикличность	Инновация в процессе развития проходит 4 стадии жизненного цикла	Gonçalo G. Aleixo and Alexandra B. Tenera
Процессность	Процесс создания качественно нового способа функционирования системы	
Прибыльность	Извлечение дополнительной прибыли посредством повышения производительности труда, снижения издержек производства, производства продукта с уникальными характеристиками	П.Друкер
Востребованность рынком	Возможность получить конкурентные преимущества на рынке	М.Портер
Основа на накоплении ряда достижений	Инновации базируются скорее на накоплении незначительных улучшений и достижений, чем на единственном технологическом прорыве	
Цивилизованность трендов развития	Цивилизованные изменения (переход человечества от собирания плодов и охоты к аграрной, индустриальной, постиндустриальной стадиям, а в XXI в. к экономике знаний) позволяют достичь устойчивых трендов развития через инновационные технологии	Э.Тоффлер, Х.Тоффлер, А.Кинг, Б.Шнайдер, В.Поскробко, Р.Тиборовски
Источник – данные [7]		

Специфика разработки и внедрения инноваций в мировой индустрии туризма связана с рядом отличительных характеристик сферы туризма и турпродукта как объектов инновационной деятельности:

- нематериальность (клиент не может самостоятельно изучить физические характеристики турпродукта до принятия решения о покупке);
- невозможность получения турпродукта в собственность;
- невозможность использовать турпродукт ни как объект основных средств, ни как оборотный актив;
- одновременность производства и потребления турпродукта;
- человеческий фактор (в процесс оказания туристических услуг вовлечено множество людей: персонал, клиенты, другие туристы и местные жители);
- непостоянство качества и сложность управления им в сфере туризма;
- многокомпонентность (турпродукт состоит из нескольких единичных услуг, качество которых влияет на восприятие поездки в целом);
- сезонность (колебания величины спроса и цен на единичные услуги);
- неэластичность предложения поставщиков (транспортные компании, средства размещения и питания не могут принять больше гостей, чем они имеют в наличии свободных мест на конкретную дату).

С учетом данных особенностей можно заключить, что инновация в туризме – это качественно новый способ производства туристского продукта, его реализации или креативное действие на туристском рынке, которое имеет целью привлечь туриста, удовлетворить его потребности и одновременно принести доход туристской организации.

Изучение инноваций в туризме является относительно новой сферой развития научных исследований. Впервые данное направление появилось как отдельная сфера исследований инновационной проблематики в 1980-х гг., что связано с бурным развитием мирового туристского рынка и необходимостью осмысления происходящих изменений. В 2000-х гг. инновации в туризме оказались в центре внимания научного сообщества в связи с тем, что мировая индустрия туризма

стала третьей по значению после нефтехимической и машиностроительной промышленности и первой в сфере услуг. Можно выделить следующие особенности исследований инновационного развития мировой индустрии туризма:

- доминирование исследований технологических и маркетинговых инноваций;
- прикладной характер проводимых исследований;
- узкая направленность исследований в рамках отдельных компонентов индустрии туризма: предприятия питания, транспорт, средства размещения и т. д.);
- клиентоориентированность (большинство исследований проводятся по заказу транснациональных корпораций, международных гостиничных цепей и международных организаций);
- доминирование процессного подхода [7].

За последние десятилетия накоплен существенный объем результатов научных исследований в сфере мировой индустрии туризма и гостеприимства. Можно выделить следующие основные направления изучения инновационной проблематики в туризме: общетеоретические положения инновационной деятельности в туризме, оценка эффективности применения инноваций в туризме, инновации в обеспечении устойчивости развития туризма, маркетинговые инновации в туризме, взаимосвязь инноваций и конкурентоспособности, инновации в специализированных сферах деятельности (гостиничный бизнес, индустрия СПА, транспорт, информационные технологии и др.). Краткий обзор основных научных достижений зарубежных исследователей по направлениям приведен в табл. 2.

Таблица 2 - Краткий обзор зарубежных научных достижений в исследовании инноваций в туризме (по направлениям)

Исследователи	Страна	Основные результаты	Год
Общетеоретические положения инновационной деятельности в туризме			
A.-M. Hjalager	Дания	Разработана классификация инноваций в туризме: продуктовые, процессные, управленческие и институциональные	1997
		Разработана инновационная модель в туризме [8]	2002
M. Ottenbacher	Новая Зеландия	Выделены инновационные детерминанты в индустрии туризма: выбор рынка, стратегия управления персоналом, рыночная восприимчивость и др. [9]	2005
Оценка эффективности применения инноваций в туризме			
Siguaw, Simpson, & Enz, 2006 J.A. Siguaw, P.M. Simpson, C.A. Enz		Разработана концептуальная модель того, что такое инновация и как она внедряется в секторе услуг. Предложены методы оценки внедрения инноваций в гостеприимстве. [10]	2006
M. Ottenbacher	Новая Зеландия	Осуществлено измерение экономического эффекта от внедрения инноваций в туризме на основе трехмерной модели: рыночные, финансовые и рефлексивные показатели развития потребителя и персонала организации	2007
Lori J. Sipe, Mark R. Testa	США	Разработана комплексная методика оценки эффекта внедрения инноваций в работу туристского предприятия [11]	2009
Маркетинговые инновации в туризме			
Й. Сандбу	Швеция	Введено понятие маркетинга инноваций, обоснована взаимосвязь результатов хозяйственной деятельности предприятия и его инновационной деятельности [12]	
Д. Бухалис	Великобритания	Введено в научный оборот понятие e-tourism (электронный туризм) и аргументированной реальности в целях продвижения и создания туристских проектов на основе социальных медиа, онлайн-ресурсов и мобильных приложений [13]	2008
Э. Мартинес-Рос	Испания	Выделены два типа инноваций: радикальные и постепенные. Рассмотрен инновационный потенциал участников цепи создания добавленной стоимости в туризме [14]	2009
Р. Ло	Гонконг	Обоснована необходимость использования динамического ценообразования как основы управления туристским спросом [15]	2011

В условиях конкурентной рыночной среды каждая фирма использует определенные инструменты маркетинга с целью успешного функционирования, удовлетворения спроса рынка и достижения прибыльности. Система маркетинга – сложная система, включающая широкий

комплекс программ по созданию, ведению и реализации наиболее эффективной деятельности предприятия на рынке. Целевая направленность маркетинга зависит от типа компании (туроператор, турагент) и базируется на перечне тех проблем, которые необходимо решать как в ближайшей, так и в долгосрочной перспективе.

Для развития туризма в республике был принят ряд государственных программ и концепций. В Концепции развития туристской отрасли Республики Казахстан до 2023 года от 30 июня 2017 года выделены 6 культурно-туристских кластеров, отражающих туристское предложение Казахстана. Это: «Астана – сердце Евразии», «Алматы – свободная культурная зона Казахстана», «Жемчужина Алтая», «Возрождение Великого Шелкового пути», «Каспийские ворота» и «Единство природы и кочевой культуры». Для эффективного продвижения имиджа страны и привлечения большого потока туристов планируется проведение широкомасштабной маркетинговой и рекламной кампании за рубежом и внутри страны.

По данным Всемирного совета по туризму и путешествиям (WTTC) в Казахстане относительно высок уровень государственных инвестиций в сферу туризма (46-е место среди 140 стран). Однако маркетинговые мероприятия по привлечению туристов в целом остаются малоэффективными (102-е место среди 140 стран).

При этом Казахстан значительно улучшил свои показатели по ценовой конкурентоспособности в сфере туризма (с 73 места в 2013 до 8 места в 2016).

Таблица 3 - Количество посетителей по въездному и выездному туризму, человек

года	Показатели				
	Количество посетителей по выездному туризму	Количество посетителей по въездному туризму	Обслужено посетителей местами размещения	Из общего количества туристов	
нерезиденты				резиденты	
2012	9 065 579	6 163 204	3 026 227	519 222	2 507 005
2013	10 143 710	6 841 085	3 307 752	586 038	2 721 714
2014	10 449 972	6 332 734	3 804 447	679 018	3 125 429
2015	11 302 476	6 430 158	3 802 225	692 213	3 110 012
2016	9 755 593	6 509 390	4 217 782	722 515	3 495 267

Источник – данные [16]

Как видно из таблицы, количество посетителей по выездному туризму, которые выезжали за границу, и выросло на 7,6% за 2012-2016 г.г.; иностранных граждан, посетивших Казахстан – на 6,1% туристов; обслуженных посетителей местами размещения Казахстана – на 39,4%.

Один из теоретиков современного менеджмента Питер Друкер определил цель маркетинга: «Цель маркетинга – сделать продажи постоянными. Цель - знать и понимать клиентов настолько хорошо, чтобы продукт или услуга подходили им и продавались сами» [17]. Это значит, что реклама и продвижение товаров и услуг должны быть частью системы, работа которой направлена на удовлетворение потребностей клиентов. Реклама и продвижение достигнут максимальной эффективности в том случае, если сначала будут определены потребности и интересы клиентов, а затем будут предложены доступные им по цене товары и услуги.

Маркетинг в индустрии туризма призван выявить потребности туристов, создать привлекательные для них туристские услуги, ознакомить потенциальных туристов с доступными для них туристскими продуктами, проинформировать их о месте, где можно эти услуги приобрести. Как показала практика маркетинговой деятельности ведущих туристских фирм мира, целесообразно следовать стандартной последовательности семи маркетинговых мероприятий, которые получили название "Семь Р туристского продукта" [18]: продукт (product), планирование (planning), место (place), люди (people), цены (prices), продвижения (promotion), процесс (process).

Особую значимость приобретает проблема развития и использования инновационного потенциала, особенно для туристской отрасли, где важное значение имеет человеческий фактор – менеджер, туроператор, работник сферы туристических услуг, что обусловлено необходимостью решения стратегических задач на микро- и макроуровне. При этом как техническое развитие, так и инновационный потенциал будут способствовать усилению инновационного характера туристской

деятельности, формированию особой инновационной сферы с присущими ей спецификой и субъектами.

Рассматривая туристскую индустрию, надо отметить, что представление населения о наилучших видах отдыха изменяются, как и мода на престижные места отдыха. В прошлом веке весьма популярными и престижными курортами были Ницца, Баден-Баден, где можно было встретить весь цвет европейского общества. А в наши дни Ницца известна в основном как оздоровительный курорт и не является престижным местом отдыха, которым она была в те времена.

Туристская фирма должна постоянно следить за всеми изменениями, происходящими на рынке туристских продуктов, успевать реагировать на каждое из них: отставание от более способных и предусмотрительных грозит недоверием потребителя к туристической компании, может привести не только к потере клиентов, но и к падению общего имиджа туристской компании, то есть к потере существенной части потенциальных и постоянных клиентов.

В условиях обострения конкуренции на международном туристском рынке, общемировой тенденции к усилению роли государства в обеспечении развития туризма, отечественный туристский продукт становится все менее привлекательным и конкурентоспособным. Сфера туризма в государстве не способна обеспечить полноценного выполнения экономических, социальных и экологических функций, не способствует сохранению окружающей среды и культурного наследия, наполнению бюджетов всех уровней, созданию рабочих мест, увеличению доли сферы услуг в структуре ВВП за январь-июнь 2017 года доля туризма в ВВП РК составила 1,6%, или свыше 346,5 млрд тенге) [16].

В 2016 году экспорт туристских услуг, то есть доходы резидентов от пребывания иностранных граждан в Казахстане, составили 1,5 млрд. долл. США, что на 1% выше показателя 2015 года.

Таблица 4 - Экспорт туристских услуг Казахстана

млн. долл. США	2012	2013	2014	2015	2016	Прирост 2015-2016	доля, %
Всего	1 347,2	1 522,0	1 467,3	1 533,6	1 548,5	1,0%	100%
Деловые	127,2	141,3	143,8	143,5	161,5	12,6%	10,4%
Личные	1 220,0	1 380,7	1 323,5	1 390,2	1 387,1	- 0,2%	89,6%

Источник: данные [19]

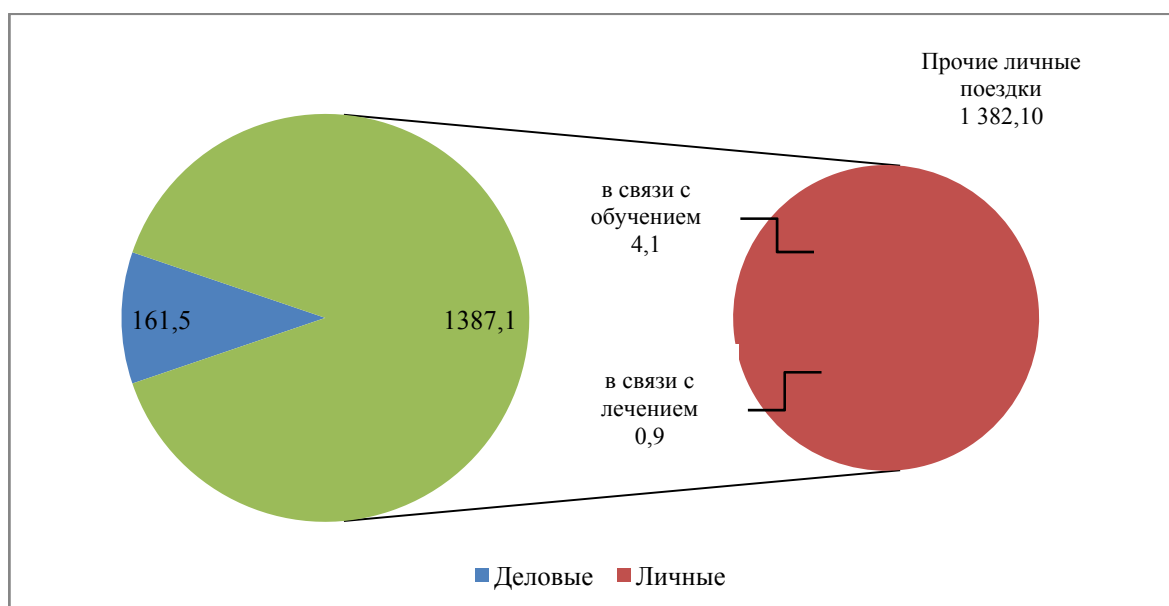


Рисунок 1 – Структура экспорта туристских услуг, млн. долл. США.

В структуре экспорта туристских услуг, как видно из диаграммы ниже, преобладают прочие личные поездки, то есть расходы иностранных граждан, целью поездки, в Казахстан которых не являлось образование или лечение, – 89,3% экспорта или 1,4 млрд. долл. США. Второй по доходности статьей являются «деловые поездки», экспорт по этой статье в 2016 году составил 161,5 млн. долл. США, что на 12,6% выше показателя 2015 года.

Расходы нерезидентов Казахстана, связанные с получением образования составили 4,1 млн. долл. США (удельный вес в экспорте - 0,3%). Доходы, полученные от иностранных граждан, связанные с лечением, выросли в 1,8 раза, составив 0,8 млн. долл. США. Пиковые показатели экспорта по данной статье были в 2008 году в размере 3,8 млн. долл. США.

Импорт туристских услуг по итогам 2016 года составил 1,7 млрд. долл. США, снизившись по сравнению с 2015 годом на 16,2% или 321,2 млн. долл. США, в основном за счет снижения импорта по статье «прочие личные поездки» и «личные поездки в связи с лечением».

Наибольшую долю в импорте туристских услуг, то есть наибольший объем расходов граждан Казахстана, выезжающих за рубеж, приходились на личные поездки, не связанные с лечением или образованием – 87% импорта или 1,4 млрд. долл. США. Поездки, связанные с обучением, занимают второе место в импорте туристских услуг – 8,4% или 139,3 млн. долл. США. Доля импорта деловых поездок составила 3,5% или 58,4 млн. долл. США.

Таблица 5 - Импорт туристских услуг Казахстана

млн. долл. США	2012	2013	2014	2015	2016	Прирост 2015-2016	доля, %
Всего	1 685,5	1 843,3	1 932,0	1 979,0	1 657,8	-16,2%	100%
Деловые	93,8	49,3	50,4	56,7	58,4	3,1%	3,5%
Личные	1 591,8	1 794,0	1 881,6	1 922,3	1 599,4	-16,8%	96,5%
В связи с лечением	10,7	9,7	10,7	35,1	17,7	-49,7%	1,1%
В связи с обучением	37,6	63,1	73,3	140,9	139,3	-1,1%	8,4%
Прочие личные поездки	1 543,4	1 721,3	1 797,7	1 746,3	1 442,4	-17,4%	87,0%
Источник – данные [19]							

В разрезе стран, наибольший объем денежных средств расходовался в поездки казахстанцев, совершаемые в личных, неделовых целях в Россию, Узбекистан и Кыргызстан. Данные трех стран занимают 72% всего импорта туристических услуг Казахстана.

Одним из центральных элементов маркетинговой деятельности туристских фирм является «проведение рекламных кампаний» [6]. Реклама в туризме выступает как форма косвенной связи между туристским продуктом и потребителем. Она оказывает значительное психологическое и социокультурное влияние на потребителей услуг, побуждая их к тем или иным действиям. Однако цивилизованная реклама - это не манипулирование общественным мнением, а формирование актуальных потребностей, направленных на саморазвитие человека».

По мнению ученых, «формирование инновационной экономики предполагает создание таких институциональных условий, при которых именно инновации выступают основным источником максимизации индивидуального дохода собственника» [6]. Развитие современной экономики становится более зависимым от эффективного генерирования, распространения и применения инноваций. В ходе эволюции на основе инновационных концепций экономического развития произведено теоретическое представление экономических процессов при циклических изменениях, выявлена роль инноваций как источников роста и причин нарушения экономического равновесия и сформированы основы для прогнозирования реальных процессов. С введением в теорию и практику понятия «инновационный потенциал» не изменяется сущность большинства концепций (инновационной теории Й. Шумпетера, теории накопления в капитальном секторе Дж. Форрестера, неоклассической теории макроэкономического роста Р. Солоу, теории равновесного роста С. Хикса, теории эффективного роста У. Шарпа, теории долгосрочного развития С. Глазьева, концепции больших циклов Н. Кондратьева).

Новые подходы к организации бизнеса, концентрационные процессы в сфере туризма обуславливают необходимость систематизации передовых подходов к маркетинговой деятельности туристских предприятий. Информационно-инновационные технологии, современные бизнес-инструменты обеспечивают поддержку маркетинга путем предоставления информации по инновациям, необходимым для принятия маркетинговых решений, направлений использования маркетинговой информации в туризме; средств рекламы в Интернете; новым толкованием понятия «электронный бизнес» и основных его составляющих (е-маркетинг, е-коммерция), которые более подробно характеризуются с учетом отраслевой специфики.

Необходимость использования в условиях конкуренции мощных инструментов и методов управления обуславливает применение наиболее прогрессивного, радикального и универсального метода - реинжиниринга бизнес-процессов с применением интеграционного характера инструментальных средств поддержки реинжиниринга, где важно взаимодействие бизнес-процессов туристского предприятия, рынка и потребителей.

Жесткая конкуренция на рынке туристских услуг заставляет менеджеров максимально применять новые технологии, использовать новые возможности для удовлетворения потребностей целевых потребителей, которые постоянно меняются, и привлекать неохваченный сегмент потенциальных клиентов на данный момент времени.

Для привлечения потенциальных клиентов проводится постоянная работа над новыми услугами и технологиями. Нестандартные подходы, новизна инновационной рекламной технологии привлекают потребителей. Инновационная реклама строится на использовании в промо-акциях современного технического обеспечения, новейших компьютерных технологий и нестандартных способов подачи информации. Одной из новых маркетинговых инноваций является использование интерактивных столов, сверхсовременных интерактивных проекций, телевизоров нового поколения, новейших компьютерных технологий [6]. Интерактивный стол является революционным мультисенсорным компьютером, который позволяет взаимодействовать с цифровым контентом простыми и легкими способами без применения дополнительного оборудования. Дает возможность представить туристское предприятие, ознакомиться с виртуальным туром, который является отличным маркетинговым ходом по привлечению туристов в туристские заведения, поскольку позволяет передать трехмерное изображение номеров отеля, окружающего пространства, ресторанов и холлов, осматривать их, вращая картинку на 360 градусов, перейти с одного помещения в другое, оценить их уют и стиль. На деловых встречах «интерактивный стол» может быть преобразован в коллективную рабочую зону для переговоров, планирования, динамического моделирования задач, просмотра документов, презентаций, диаграмм и графиков. Такое решение активно вовлекает клиентов в рабочую деятельность, существенно экономит рабочее время, помогает результативно и эффективно визуализировать результаты исследований, предоставлять необходимую информацию, а это - дополнительный имидж компании.

К одной из новых инновационных маркетинговых технологий в сфере туризма относится использование геомаркетинга и методов развития туризма в различных концепциях маркетинга в туризме. Основой этих концепций является положение о том, что вся деятельность туристской организации происходит на основе постоянного мониторинга состояния рынка и основывается на достоверном знании предпочтений и потребностей потенциальных покупателей, их оценке и учете возможных изменений в будущем. Финансовой базой такой интеграции является производство только тех туристских продуктов и услуг, которые нужны и нравятся туристам.

Содержание и технология реализации концепции геомаркетинга туризма основывается на традиционном для туристского бизнеса маркетинге и современном методе обработки географических данных на базе технологий GPS и Internet. На практике технология реализации концепции геомаркетинга очень гибкая, она может изменять свою структуру и место взаимодействия рынка и покупателя туристского продукта в зависимости от его особенностей, степени освоения рынка, целей, задач и условий рынка. Однако все эти элементы тесно взаимосвязаны, исключение хотя бы одного элемента из системы нарушает ее целостность.

Выводы и перспективы дальнейших разработок. Качественный туристский продукт и успешные маркетинговые программы, как подчеркивается и в учебных материалах, начинаются с

определения потребностей и запросов потребителей, комплексного планирования, сбора, анализа данных, необходимых в той маркетинговой ситуации, в которой находится туристская фирма. Специалисты по маркетинговым исследованиям выполняют целый комплекс услуг, в который входят такие действия, как изучение потенциала туристского рынка и доли рынка туристских компаний, оценка уровня удовлетворения потребителей и покупательского поведения; исследования туристского продукта, методов и стратегий ценообразования, распространения и продвижения туристского продукта.

Таким образом, развитие сферы туризма в Казахстане требует модернизации через внедрение инноваций как в процесс производства туристских услуг и продуктов, так и в процесс управления на всех уровнях экономической системы. Для успешного перехода на инновационный путь развития необходимо учитывать выявленные особенности инновационной деятельности в сфере туризма.

Концептуальными мерами по повышению эффективности развития сферы туризма на основе инновационных маркетинговых технологий в туризме должно стать:

- продвижение Казахстана как туристской дестинации на мировом и внутреннем рынке;
- стимулирование развития малого и среднего бизнеса во всех профильных для туризма сферах;
- привлечение инвестиций для реализации инновационных проектов в сфере туризма, а так же для строительства и восстановления объектов туристской инфраструктуры;
- развитие транспортной доступности и повышение качества предоставляемых транспортных услуг.

Практическими мероприятиями по повышению эффективности развития сферы туризма на основе инновационных маркетинговых технологий в туризме должно стать: распространение практики внедрения современных технологий в сфере культуры и туризма, а в частности, виртуальные экскурсии и прогулки, панорамные изображения, 3d и 4d путешествия, виртуальные и реальные реконструкции событий, виртуальные интерактивные карты с объемным изображением, мультимедийные проекты и т.п. – все это современные технологии, которые используются для обеспечения доступности культурных и туристских продуктов для всех потребительских сегментов.

Наибольшее значение перечисленные технологии приобретают при использовании для:

- помощи людям с ограниченными возможностями здоровья, для их социальной и культурной адаптации, обеспечения включенности в туризм;
- населения с низкой или недостаточной платежной способностью, для обеспечения сублимированного спроса на туристские путешествия или расширение географии туристского интереса, а также формирования устойчивого потребительского интереса при наличии отложенного спроса на туристские услуги;
- формирования опосредованного канала продвижения и распространения информации о культурных и туристских объектах показа страны, расширения возможности присутствия в Internet и Smart пространствах;
- воздействия на такой потребительский сегмент как «новаторы», которые обладают прогрессивными взглядами, современным мышлением, высокой потребительской и покупательской активностью, которые хотят и могут покупать новые туристские продукты;
- формирования облика страны, кластеров на международном рынке.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 166 – 175

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**THE CHOICE OF PUBLIC-PRIVATE PARTNERSHIP
IN INNOVATION**

Abstract. At present, in the condition of the turbulence of the world economic system, the state's ability to create and use innovations is a necessary condition for ensuring high-quality economic growth and competitiveness. The achievement of this condition requires radical changes in the innovation environment based on regularly conducted innovation and technological forecasts, the use of new mechanisms for managing the national innovation system. The purpose of this study is to develop a methodology for decision-making in the negotiations for the selection of a specific model public-private partnership, acceptable to all its parties and is most preferable for the external and internal environment in which innovative activity is realized. In connection with these provisions, the article examines the main directions of the public-private partnership strategy in the innovation sphere, as well as the necessary conditions for interaction between the state and business in the implementation of major investment projects in the innovation sphere. The main stages of the formation of public-private partnership in the Republic of Kazakhstan are presented. In particular, mechanisms for financing innovative projects within the framework of public-private partnership were considered. An attempt was made to develop a methodology for decision-making in the negotiations on the choice of a specific model of public-private partnership in the implementation of innovation through the theory of games.

Keywords: public-private partnership, innovation, game theory, financing innovation.

УДК 336.63

МРНТИ 06.80.83

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**ВЫБОР МОДЕЛИ ГОСУДАРСТВЕННО-ЧАСТНОГО
ПАРТНЁРСТВА В ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ**

Аннотация. В настоящее время в условиях турбулентности мировой экономической системы способность государства к созданию и практическому использованию инноваций становится необходимым условием обеспечения качественного экономического роста и конкурентоспособности. Достижение такого условия требует кардинальных преобразований в инновационной среде на основе регулярно проводимых инновационно-технологических прогнозов, использования новых механизмов управления национальной инновационной системой. Целью этого исследования является разработка методики принятия решений на переговорах по выбору конкретной модели государственно-частного партнерства, приемлемой для всех его сторон и наиболее предпочтительной для внешней и внутренней среды, в которой реализуется инновационная деятельность. В связи с данными положениями в статье рассматриваются основные направления стратегии государственно-частного партнерства в инновационной сфере, а также необходимые

условия для взаимодействия государства и бизнеса в реализации крупных инвестиционных проектов в инновационной сфере. Представлены основные этапы формирования государственно-частного партнерства в Республике Казахстан. В частности, были рассмотрены механизмы финансирования инновационных проектов в рамках государственно-частного партнерства. Сделана попытка разработки методологии принятия решений на переговорах о выборе конкретной модели государственно-частного партнерства в осуществлении инновационной деятельности с помощью теории игр.

Ключевые слова: государственно-частное партнерство, инновации, теория игр, финансирование инноваций.

Введение

Создание уникальных конкурентных преимуществ в условиях обостряющейся конкуренции на мировом рынке становится для отечественных предприятий всё более актуальным. Опыт передовых экономик показывает, что создание таких преимуществ напрямую зависит от возможности реализации в стране инновационной деятельности. Под инновационной, в данном случае, понимается деятельность (включая научную, технологическую, организационную, финансовую и коммерческую), направленная на реализацию инновационных проектов, а также на создание инновационной инфраструктуры и обеспечение её функционирования [6].

Исходя из этого на современном этапе развития казахстанской экономики одной из основных задач является переход к инновационной модели развития. Об этом в своем послании народу Казахстана от 31 января 2017 г. «Третья модернизация Казахстана: глобальная конкурентоспособность» упоминает Президент страны Н.А. Назарбаев во втором приоритете – кардинальное улучшение и расширение бизнес-среды, где он говорит о необходимости передачи ряда государственных услуг бизнесу через ГЧП, которая раскрывает большой потенциал для развития предпринимательства [12].

Исследование форм и механизмов ГЧП в инновационной деятельности для Республики Казахстан является одним из актуальных вопросов для исследования. Так как мировая практика показала, что, если рассматривать инновацию как вид экономической деятельности можно с уверенностью утверждать, что она нуждается в поддержке и финансировании как со стороны государства, так и со стороны частного сектора, который в свою очередь положительно влияет на дальнейшую коммерциализацию инновационных продуктов.

Целью этого исследования является разработка методики принятия решений на переговорах по выбору конкретной модели государственно-частного партнерства, приемлемой для всех его сторон и наиболее предпочтительное для внешней и внутренней среды, в которой реализуется инновационная деятельность.

Обзор литературы

Теоретические основы ГЧП разработаны в трудах таких зарубежных (в т.ч. из стран СНГ) авторов, как Bovis С.Н., N.F. Cruz, P. Simoes, R.C. Marques, С.О. Бочков, В.Г. Варнавский, Дж. Гамильтон, М.А. Дерябина, Джиэнг Фенг, А.А. Аввакумов, Д. Занога, Г.П. Курапов, Яшева Г.А., Н.М. Колганов, С.Н. Ларин, И.Н. Марков, В.Н. Носкова, Б. П. Симонов, и др. В Республике Казахстан вопросы методологии отношений государственно-частного партнерства исследуют очень мало ученых, среди которых можно отметить Матаева Т.М., Те А.Л., Бейсенбинову А.Ш., Жангирову Р.Н. и др. Учитывая актуальность и недостаточную степень разработанности механизмов государственно-частного партнерства в инновационной сфере, целью настоящей статьи явилось поиск оптимальной модели государственно-частного партнерства в инновационном развитии экономики Казахстана [2, 10, 16, 17].

В основном столь слабое научное обоснование и теоретическое исследование ГЧП в Казахстане связано с тем что данный вид сотрудничества государства и частного сектора еще новое направление, и стоит у истоков своего становления и развития. В ниже таблице представлена хронология развития сотрудничества государства и бизнеса в рамках ГЧП в Республике Казахстан.

Табл 1 - История сотрудничества государства и частного сектора в Казахстане

Период	Ключевой момент	Особенность
начало 90-х	Впервые началось применение новых для страны механизмов сотрудничества государства и частного сектора	Участие государства в уставных капиталах юридических лиц наряду с частным сектором, доверительное управление объектами государственной собственности, государственные закупки, приватизация. ГЧП рассматривалось в основном как элемент управления государственными активами.
23 декабря 1991 года	Первый ЗРК «О концессиях» [9]	Определены условия предоставления государственного имущества, земли, природных ресурсов в аренду иностранному инвестору. Регулирование организационные, экономические и правовые условия предоставления объектов в концессию только иностранным инвесторам на территории Республики Казахстан
7 июля 2006 года	Новый ЗРК «О концессиях» [13]	Определены правовые условия концессии, виды государственной поддержки концессионера и регулирование общественных отношений в процессе заключения, исполнения и прекращения договоров концессии. Появилась возможность передачи права на создание объектов государственной собственности отечественным инвесторам
2008 год	Создан АО «Казахстанский центр государственно-частного партнерства»	Функции: проведение экономических экспертиз проектов, работа по улучшению законодательного поля и стратегическому развитию системы ГЧП в Казахстане
2011 год	Принята Программа по развитию ГЧП в Республике Казахстан на 2011-2015 годы [14]	Цель: обеспечение реализации комплекса мер по повышению роли и значимости механизмов ГЧП
2013-2014 годы	Созданы региональные центры ГЧП	Сопровождение региональных проектов ГЧП
2014 год	Создан Центр сопровождения проектов ГЧП	Осуществляет работу на этапах подготовки проектов, их структурирования, проведения переговоров между участниками проектов, а также разработки предложений по структуре финансирования потенциальных проектов ГЧП
2015 год	Принят ЗРК «О государственно-частном партнерстве» [8]	Предусматривает снятие ограничений по сферам применения ГЧП, расширяет субъектный состав участников ГЧП, повышает роль частного сектора в инициировании и подготовки проектов ГЧП
Примечание: данная таблица составлена автором на основании [8, 9, 13, 14] литературы		

Модель ГЧП в инновационной сфере – конкретный проект ГЧП, возникший в результате законной и прозрачной процедуры отбора соответствующих участников ГЧП со стороны частного бизнеса для решения конкретных проблем в инновационной сфере и направленный на решение частных задач инновационной политики Республики Казахстан.

В рамках каждого типа можно выделить несколько моделей, например тип ГЧП - сотрудничество в трансфере технологий может включать следующие модели (проекты): проект создания инновационно-технологического центра, проект создания регионального венчурного фонда с государственным участием, проект создания высокотехнологичного инновационного продукта и др.

Государственно-частное партнерство в стадиях инновационного процесса (образование, НИОКР, инвестиционная деятельность, трансфер инноваций) происходит следующим образом. Знания являются источником инноваций как в самом продукте, так и в технологии производства, управлении, методах сбыта, рекламы и др. Партнерство в образовании реализуется по таким направлениям: участие государственных региональных органов в разработке образовательных программ в местных университетах; организация обучающих семинаров, конференций по вопросам менеджмента, маркетинга, права, логистики для субъектов бизнеса конкретного региона.

Направлениями сотрудничества в научных исследованиях и разработках являются: совместное (инженеры государственных исследовательских организаций и предпринимательских структур) выполнение исследовательских работ; совместное конструирование и разработка продуктов; совершенствование дизайна продукта; совершенствование методов производства; совместная разработка высокотехнологичных товаров. Сотрудничество в инвестиционной деятельности состоит в совместном финансировании инновационных проектов субъектами бизнеса и органами государственного и регионального управления, привлечение региональными органами государственного управления иностранного капитала для создания предприятий с иностранными инвестициями создание венчурных фондов. Сотрудничество в трансфере технологий заключается в создании центров трансфера технологий, свободных экономических зон, технопарков, инкубаторов бизнеса, создание совместных и франчайзинговых организаций.

Таким образом, активизация инновационной деятельности в результате государственно-частного партнерства происходит по всем стадиям инновационного процесса. Факторами инновационной активности становятся: обмен знаниями, генерация идей, совместное финансирование исследований и разработок. Партнерские отношения государства и бизнеса требуют согласования интересов этих двух основных институтов современного общества и экономики. ГЧП не означает простое сложение ресурсов. Каждая из сторон партнерства имеет собственные цели, решает свои конкретные задачи, стороны имеют различные мотивации.

В Республике Казахстан в рамках государственно-частного партнерства в реализации инновационной деятельности выступают:

- государство, интересы которого представлены республиканскими, региональными и местными органами власти;
- частный партнер, который, как правило, является юридическим лицом или физическим лицом, которое осуществляет различные виды экономической деятельности, направленные на получение прибыли;
- научная организация, способная «генерировать» инновации, которая обычно является вузом, научно-исследовательским институтом или лабораторией.

Для успешного использования механизмов государственно-частного партнерства в инновационном развитии экономики Республики Казахстан необходима государственная стратегия развития государственно-частного партнерства в Республике Казахстан в составе государственной инновационной стратегии.

Таблица 2 - Основные направления стратегии государственно-частного партнерства в инновационной сфере:

Основные направления	
	выработка и постоянная корректировка научно-инновационной политики;
	объединение государственной и частной собственности в рамках значимых инновационных проектов на принципах доходности и возвратности;
	содействие, продвижение и распространение знаний о ГЧП;
	создание законодательной базы научно-инновационной деятельности с учетом стратегических целей, приоритетов и политики в этой сфере;
	разработка программ развития ГЧП в отдельных секторах экономики;
	проведение мероприятий для повышения доверия между партнерами и развитие культуры кооперирования между государственным и частным партнерами;
	разработка форм и методов взаимодействия органов государственной власти, государственных и частных научных и инновационных институциональных единиц;
	совершенствование налоговой и таможенной политики, включая налоговые и таможенные льготы;
	содействие и партнерство в формировании научно-инновационной инфраструктуры (технологические центры, технопарки, центры коллективного пользования оборудованием, отраслевые центры трансфера технологий, СЭЗ и др.);
	международное сотрудничество (например, создание инновационных совместных корпораций);
	финансирование государством развития венчурных фондов, сети бизнес-ангелов, стартап-школ;
	государственная поддержка малого и среднего бизнеса в инновационной сфере;
	формирование в стране элементов институциональной среды ГЧП: финансово-экономических институтов, обеспечивающих инвестирование и гарантирование частных инвестиций, независимых организаций, осуществляющих экспертизу проектов и консалтинг, управляющих компаний, ассоциаций, объединений, фондов и т. п.;
	подготовка специалистов в области ГЧП и кадров инвестиционных менеджеров;
	определение финансовых взаимоотношений органов государственной власти, государственных и частных научных и инновационных организаций.
Примечание: Источник [4]	

Совокупность указанных мер должна способствовать форсированному становлению конкурентоспособной инновационной системы в Республике Казахстан, а, следовательно – ускорению модернизации экономики на национальном уровне. Решение этих задач, безусловно, потребует как со стороны государства, так и бизнеса творческого, предпринимательского подхода, основанного на поиске и реализации инноваций, причем не только в сфере производства, но и в сфере управления и организации инвестиционного проектирования.

Взаимодействие государства и бизнеса при реализации крупных инвестиционных проектов в инновационной сфере требует выполнения целого ряда необходимых условий. К ним относятся:

- наличие четко сформулированных государством стратегических приоритетов и обозначение возможных путей их достижения с помощью отдельных локальных проектов;
- установление правил взаимодействия государства и частного бизнеса при реализации совместных проектов;
- разработка конкретных предложений по разделению инвестиций, рисков и выгод для каждого реализуемого проекта.

Основными этапами формирования ГЧП в Казахстане предлагаются следующие (рисунок 1):



Рисунок 1 – Предлагаемые основные этапы формирования ГЧП в Казахстане

Примечание: разработан на основании [4]

Проект соглашения о государственно-частном партнерстве в инновационной сфере может включать следующие положения:

- 1) предмет и объект соглашения;
- 2) цель соглашения;
- 3) срок действия соглашения;
- 4) объем, содержание и виды работ и (или) услуг;
- 5) сроки выполнения видов работ и (или) оказания услуг;
- 6) порядок создания (строительство, реконструкция) и / или эксплуатации объекта соглашения;
- 7) полномочия, права и обязанности сторон соглашения;
- 8) финансовые условия соглашения, в том числе порядок расчетов между сторонами;
- 9) распределение рисков;
- 10) гарантии, предоставляемые сторонам соглашения;
- 11) совокупность прав, которые государственный партнер передает частному партнеру;
- 12) ресурсы государственного партнера, передаваемые каждым государственным партнером частному партнеру, порядок передачи этих ресурсов;
- 13) право собственности на объект соглашения, а также на нематериальные активы, связанные с соглашением (лицензии, разрешения и другая документация), распределение долей

государственного и частного партнеров в праве собственности на указанный объект, условия и момент возникновения таких прав;

14) порядок возврата ресурсов государственного партнера и вновь созданной в результате выполнения соглашения собственности, необходимой для дальнейшего оказания услуг, на момент истечения срока или в случае досрочного прекращения соглашения;

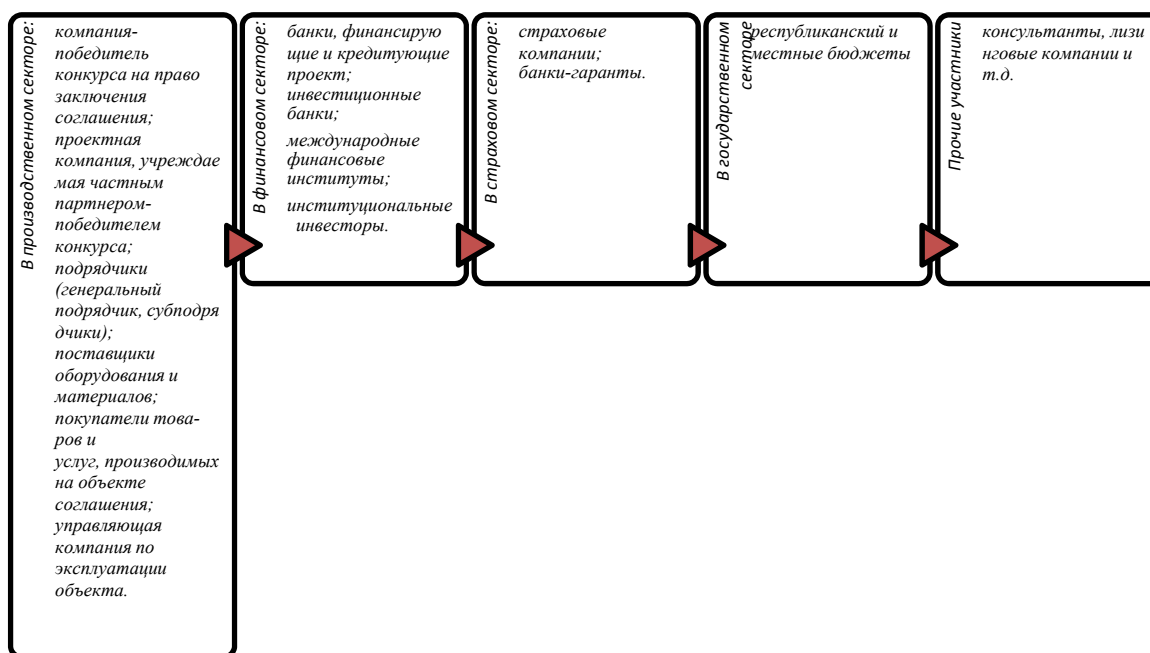
15) экологические, историко-культурные требования и требования безопасности;

16) условия страхования в связи с исполнением соглашения.

Рассматривая теоретическую основу ГЧП нельзя не отметить основные механизмы финансирования инновационных проектов в рамках государственно-частного партнерства. К числу моделей финансирования инновационных проектов ГЧП относятся такие, как коммерческий найм, аренда, все виды лизинга, проектное финансирование.

К наиболее подходящей модели финансирования инновационных проектов ГЧП можно отнести проектное финансирование. Проектное финансирование – система организации инвестиционного процесса, при которой инициатор и (или) спонсор проекта осуществляет заимствования финансовых и иных ресурсов у третьей стороны, не оказывающие существенного влияния на качество его баланса, кредитоспособность и величину риска, позволяющие финансировать или кредитовать проект, в котором источником выплаты дохода и погашения обязательств является поток денежных средств от реализации этого проекта, а активы проекта учитываются как залог при кредитовании.

Участниками проектного финансирования при реализации проектов ГЧП являются (рис. 2):



Примечание – Источник [4]

Рисунок 2 - Участники проектного финансирования при реализации проектов ГЧП

Источниками проектного финансирования являются: акции; коммерческие кредиты; государственные средства (в виде субсидий и кредитов, а также гарантий, налоговых и других льгот); собственные средства компаний; долговые финансовые обязательства; форфейтинг; облигации; лизинг; учреждения развития (Всемирный банк, Европейский банк реконструкции и развития, Международная финансовая корпорация (МФК); ипотека.

Основными преимуществами проектного финансирования являются:

- обязательства проектной компании не отражаются в балансе государственного партнера или акционеров и, следовательно, не оказывают влияния на их кредитную привлекательность;

- при использовании проектного финансирования часть рисков перекладывается на кредиторов в обмен на получение ими более высокой маржи по сравнению с обычным корпоративным кредитованием;
- проектное финансирование обеспечивает более выгодную средневзвешенную стоимость капитала по сравнению с чистым финансированием из собственных средств;
- проектное финансирование способствует использованию более прозрачного механизма распределения рисков и создает стимулы для повышения качества работы всех участников проекта и эффективного управления рисками;
- целевой характер финансирования;
- гарантии государств – участников финансовых учреждений;
- высокая степень контроля;
- широкое привлечение иностранных инвестиций.

Материалы и методы.

Для раскрытия содержания и достижения к поставленной цели в данной работе использовались следующие методы научного познания: математический, аналитический, экспертный, метаанализ и метасинтез. Благодаря чему в работе мы смогли найти основные направления стратегии государственно-частного партнерства в инновационной сфере, механизмы финансирования инновационных проектов в рамках государственно-частного партнерства и возможность определения модели ГЧП с помощью теории игр.

Конкретная модель государственно-частного партнерства может быть сформирована только после переговоров между сторонами партнерства. Это связано с тем, что лица, которые решат участвовать в государственно-частном партнерстве, в зависимости от интересов того или иного партнера, будут считаться наиболее предпочтительными для конкретных условий внешней и внутренней среды, в которых реализуется инновационная деятельность, различные модели государственно-партнерского партнерства. Если мы предположим, что наиболее предпочтительной моделью для лица, принимающего решение участвовать в партнерстве и действующего в интересах государства, является передача всей суммы субсидии в высшее учебное заведение для ведения НИР. На в то же время для лица, принимающего решение об участии в партнерстве и действующего в интересах частного партнера, модель, скорее всего, будет заключаться в передаче только 20% субсидии в высшее учебное заведение.

Совершенно очевидно, что в данном случае необходимо решить задачу о переговорах между сторонами государственно-частного партнерства совместно участвующими в реализации инновационной деятельности. В поисках решения этой задачи целесообразно опираться на теоретические положения «теории игр» – одного из разделов прикладной математики.

Задача о переговорах (или задача о сделках) рассматривается в теории игр как игра двух лиц, в которой моделируется ситуация двусторонних переговоров.

В ней участвуют два игрока (две стороны переговоров), принимающие решение о распределении между собой некоторого блага. Если игроки договариваются о распределении, они получают его требуемую часть. В противном случае никто ничего не получает [3].

В случае проведения переговоров о выборе модели государственно-частного партнерства в реализации инновационной деятельности ситуация переговоров (сделка) формально записывается в виде математического выражения $\{X, d, u_1, u_2\}$, где:

X - множество альтернативных признаков и значений этих признаков в модели государственно-частного партнерства, из которых выбирают участники проводимых переговоров;

u_i - функция соответствия i -го элемента условиям реализации инновационной деятельности с точки зрения лица принимающего решение об участии в партнерстве, определенная на множестве значений X ;

$d \in X$ - точка разногласия (исход, который получают участники, если переговоры не дадут результата) - модель государственно-частного партнерства не будет принята к реализации.

Обсуждение и результаты.

Обзор зарубежного опыта финансового обеспечения ГЧП [7, 5, 1, 15] позволил определить основные формы государственной поддержки проектов ГЧП, направленные на повышение их эффективности, приемлемые для Республики Казахстан:

- предоставление льгот по налогу на недвижимость на период окупаемости инвестиционного проекта в части зачисления в местный бюджет (но не более 5 лет);
- освобождение от налога на прибыль на период действия концессии (налоговые каникулы);
- предоставление льгот по земельному налогу при осуществлении строительства при реализации инвестиционного проекта субъектами;
- предоставление льготы по налогу на прибыль для иностранных инвесторов (участников проекта ГЧП);
- освобождение от подоходного налога иностранных работников, работающих по проекту/кредиторов;
- освобождение или снижение ставки таможенных пошлин на импорт оборудования, сырья и строительных материалов;
- возврат налога иностранным инвесторам, реинвестирующим свои прибыли в новые проекты, направленные на развитие инфраструктуры в стране, реализующей основное концессионное соглашение;
- предоставление беспроцентных или с низкими ставками по процентам ссуд (займов) с целью снижения общих затрат по финансированию проекта;
- государственные гарантии от главного подрядчика или других государственных агентств о погашении задолженности по займам (ссудам, кредитам);
- предоставление тарифных субсидий компании, реализующей проект, в случае, когда доходы от проекта снижаются до определенного минимального уровня;
- разрешение, выдаваемое компании, работающей по проекту, о перекрестном субсидировании наименее прибыльных мероприятий с помощью привлечения доходов, полученных от более выгодных мероприятий.

Как правило, при выборе модели государственно-частного партнёрства в реализации инновационной деятельности оценку составляющих её элементов проводят все участники переговоров, т.е. лица принимающие решения об участии в партнёрстве, действующие в интересах различных сторон партнёрства. Далее в процессе переговоров стороны применяют различные приёмы для сближения оценок. На данном этапе переговоров обычно и возникают разногласия между сторонами, каждая из которых стремится настоять на использовании более предпочтительного для неё составляющего элемента модели государственно-частного партнёрства, т.е. конкретного её признака или конкретного значения этого признака.

«Решение Нэша» задачи о сделках представляет собой аксиоматический принцип оптимальности, удовлетворяющий следующим аксиомам:

1) неизменности при аффинных преобразованиях функций соответствия i -го элемента условиям реализации инновационной деятельности с точки зрения лица принимающего решение об участии в партнёрстве;

2) эффективности по Парето, т.е. такого состояние системы, при котором значение каждого частного критерия, описывающего состояние системы, не может быть улучшено без ухудшения положения других элементов;

3) независимости от посторонних альтернатив: если из множества X убрать заведомо неоптимальные альтернативы, то решение задачи не изменится;

4) симметричности, подразумевающей, что если игроки одинаковы, то есть $u_1 = u_2$, при разногласии получают одинаковую полезность $u_1(d) = u_2(d)$ и множество X — симметрично, то есть для любой альтернативы $x' \in X$ найдется альтернатива $x'' \in X$, такая, что если $u_1(x') = u_2(x'')$, $u_1(x'') = u_2(x')$, то $u_1(x) = u_2(x)$.

Решением задачи о переговорах $\{X, d, u_1, u_2\}$, удовлетворяющим аксиомам

(1) — (4) является точка максимума на множестве X функции $F(x) = (u_1(x) - u_1(d))(u_2(x) - u_2(d))$ [11].

Формальная ситуация, отражающая процесс проведения переговоров о получении приемлемой для всех сторон партнёрства оценки составляющих элементов модели государственно-частного партнёрства в реализации инновационной деятельности и выборе конкретной модели, которую партнёры готовы будут реализовать на практике, как правило, удовлетворяет аксиомам —(4). Это свидетельствует о принципиальной возможности применения «решения Нэша» для выбора

приемлемой для всех сторон партнёрства модели государственно-частного партнёрства в реализации инновационной деятельности.

Заключение и выводы

Для обеспечения инновационного развития Казахстана необходимо сформулировать и утвердить стратегию государственно-частного партнерства и механизмы ее реализации.

Разработанные и представленные в настоящей статье теоретико-методологические основы использования нового ресурса инновационного развития экономики – государственно-частного партнерства бизнеса, власти и образования позволит получить синергетический эффект от сотрудничества. Рост активности инноваций в результате государственно-частного партнерства происходит по всем стадиям инновационного процесса: образование, НИОКР, инвестиционная деятельность, трансфер инноваций. Факторами инновационной активности становятся: обмен знаниями, генерация идей, совместное финансирование исследований и разработок.

Использование предложенных механизмов финансирования государственно-частного партнерства позволит бизнесу получить дополнительные источники финансирования инноваций и активизировать инновационную деятельность. Эффект для государства как второго партнера будет состоять в росте инновационного потенциала регионов и страны в целом, улучшения макроэкономических показателей, повышения региональной и национальной конкурентоспособности. Предложенные направления формирования стратегии государственно-частного партнерства в Казахстане и финансовый механизм ее реализации будут интересны как для представителей бизнеса, бизнес-союзов, так и для органов государственного и регионального управления.

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ИННОВАЦИЯЛЫҚ ҚЫЗМЕТТЕГІ МЕМЛЕКЕТТІК-ЖЕКЕ МЕНШІК СЕРІКТЕСТІГІНІҢ ҮЛГІСІН ТАҢДАУ

Аннотация. Қазіргі таңда әлемдік экономика жүйесінің турбуленттілігі жағдайында мемлекеттің инновацияларды жасау және оларды тәжірибе жүзінде қолдана білу қабілеті сапалы экономикалық өсу мен бәсекеге қабілеттілікті арттырудағы қажетті алғышарт болып отыр. Мұндай шарттарға жету жолдары инновациялық ортада тұрақты түрде жүргізілетін инновациялық-технологиялық болжамдардың негізіндегі түбегейлі өзгерістерді, ұлттық инновациялық жүйені басқарудағы жаңа механизмдерді пайдалануды қажет етеді. Бұл зерттеудің мақсаты мемлекеттік-жеке меншік серіктестіктің белгілі бір моделін таңдаудағы келіссөздер барысында шешім қабылдау әдісін жасап шығару, инновациялық қызметті жүзеге асырудың барлық тараптарға қолайлы, ішкі және сыртқы ортаға анағұрлым ұтымды жолдарын іздестіру болып табылады. Аталған мәліметтерге сәйкес мақалада инновация саласындағы мемлекеттік-жеке меншік серіктестігі стратегиясының негізгі бағыттары қарастырылған, сондай-ақ инновация саласындағы ірі инвестициялық жобаларды жүзеге асыру барысындағы мемлекет пен бизнес арасындағы қарым-қатынасқа қажетті жағдайлар қарастырылды. Қазақстан Республикасындағы мемлекеттік-жеке меншік серіктестігінің қалыптасуының негізгі кезеңдері көрсетілген. Атап айтқанда, мемлекеттік-жеке меншік серіктестігінің аясында инновациялық жобаларды қаржыландыру механизмдері қарастырылды. Ойын теориясының негізінде инновациялық қызметті жүзеге асырудағы мемлекеттік-жеке меншік серіктестігінің нақты үлгісін келіссөздер барысында таңдау шешімін қабылдаудың әдістемесін әзірлеудің әрекеті жасалды.

Түйін сөздер. мемлекеттік-жеке меншік серіктестік, инновациялар, ойын теориясы, инновацияларды қаржыландыру.

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NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 176 – 181

UDC 33:330

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SOCIO-ECONOMIC DEVELOPMENT OF THE REGION

Abstract: In the article authors examine the importance of socio-economic development of the region and reveal the essence of socio-economic development of the regions at the current stage of economic development.

At the present time, the regional policy of Kazakhstan is designed to ensure the formation of favorable conditions and factors for increasing the internal and external competitiveness of regions, the territorial concentration of labor and capital resources in the centers of economic growth, increasing regional employment and improvement of the living standard of population in the regions.

An important direction of the new regional policy is the formation of a regional territorial organization that includes urbanization processes and agglomerations development and its regulation, which are the most important centers of economic growth for the national economy, development and support of promising human settlements with economic and demographic potentials.

Keywords: economy, region, socio-economic development, regional policy, forecasting scheme

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АЙМАҚТАРДЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ДАМУЫ

Аннотация. Бұл мақалада аймақтардың әлеуметтік-экономикалық даму мәселесінің маңыздылығы қарастырылған, экономика дамуының ағымдық кезеңіндегі аймақтардың әлеуметтік-экономикалық дамуының мәні ашылған. Қазіргі кезеңде Қазақстанның өңірлік саясаты өңірлердің ішкі және сыртқы бәсекеге қабілеттілігін ұлғайту, еңбек пен капитал ресурстарының экономикалық өсу орталықтарында (аумақтық) шоғырлануы, республика тұрғындарының өңірлік жұмыспен қамтылуын және өмір сүру сапасын арттыру үшін қолайлы жағдай қалыптастыруды қамтамасыз етуге бағытталған. Жаңа өңірлік саясаттың маңызды бағыты өңірлік аумақтық ұйымдастыруды қалыптастыру болып табылады, ол ұлттық экономиканың экономикалық өсуінің ең маңызды орталықтары болып табылатын урбанизациялану үдерістері мен агломерациялардың дамуын ынталандыруды және реттеуді, экономикалық және демографиялық әлеуеті бар перспективалы елді мекендерді дамытуды және қолдауды қамтиды.

Түйін сөздер: экономика, аймақ, әлеуметтік-экономикалық даму, аймақтық саясат, болжамды схема.

Kіpіcнe

Бүгінде барлық экономикалық реформалар орталықтан аймақтарға ауыстырылуда. Инновациялық сала нысандарының басым бөлігі өңірлерде орналасқан. Бұл халықтың инвестициялық, экономикалық және азаматтық белсенділігінің артуына мүмкіндік беріп отыр. Осы орайда Қазақстан өңірлері, облыс орталықтары, қалалар, аудандар серпінді даму үстінде екендігін атап өткен орынды.

Қазақстан Республикасының Президенті Н.Ә.Назарбаевтың «Қазақстан халқының әл-ауқатын арттыру – мемлекеттік саясаттың ең басты мақсаты» деп аталатын Қазақстан халқына Жол-

дауында: «... қоғамдық өмірдің барлық салаларындағы ілгерілеу серпіні – біздің экономикамыздың өркендеуінің, сындарлы әлеуметтік саясатымыздың және тұрақты саяси жүйеміздің тиімділігінің айқын айғағы» - деп көрсетілгендей, мемлекетте жүргізілген саясаттың нәтижесінде Қазақ-станның аймақтары әлеуметтік-экономикалық дамуда ілгерілей бастады [1].

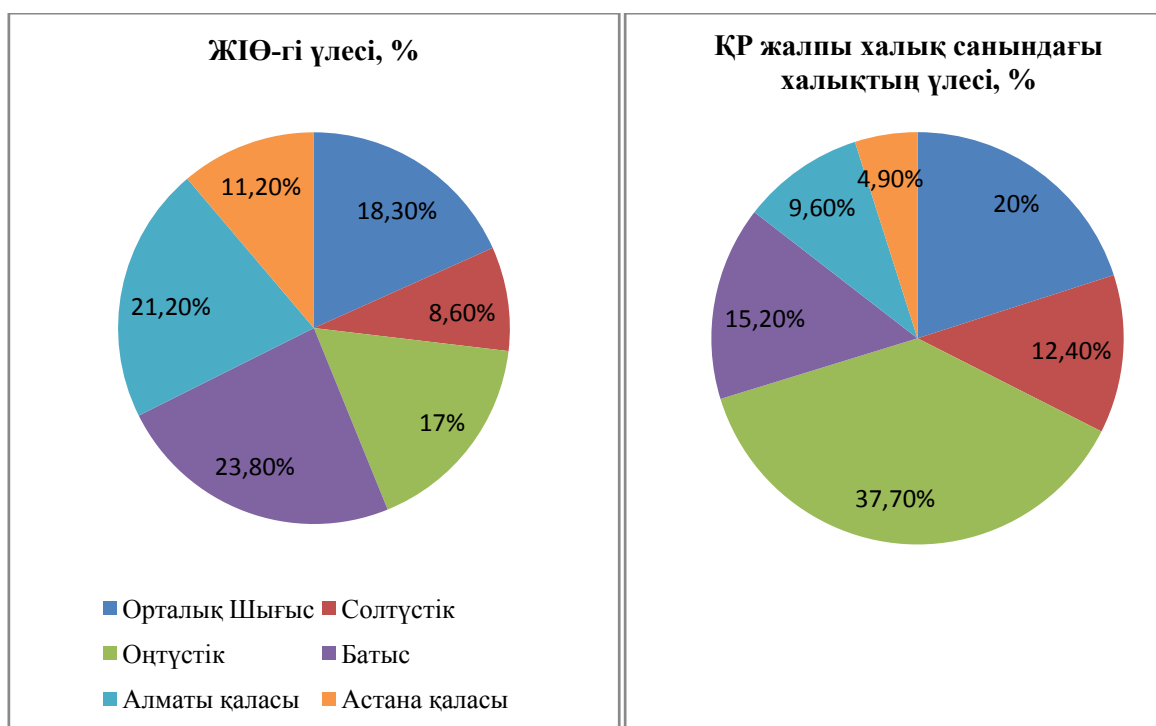
Әлемдік тәжірибе географиялық орналасуының, табиғи-климаттық, демографиялық жағдайының, тарихи дамуының сан алуандығына және басқа да факторларға орай өңірлердің әлеуметтік-экономикалық даму деңгейінің әркелкі болып келетінін көрсетеді. Сондықтан әрбір мемлекет өңірлердің тұрмыс деңгейін жақсартуға ұмтылады, яғни өңірлердің даму деңгейін арттыруға бағытталған өңірлік саясат жүргізеді [2].

Республикамыздың әрбір аймағы еліміздің шаруашылық кешенінде белгілі бір орынды ала отырып, осыған қоса басқа аймақтармен бүтіндей экономикалық бірлікті құрайды. Сондай-ақ әр аймақтың өзіндік табиғи ресурстары, оларды орналастырудағы ерекшеліктері, экономикалық даму деңгейі, өзіндік шаруашылық құрылымы бар.

Соған байланысты аймақтық саясат қалыптастырылып, жүзеге асырылады. Аймақтық саясаты жүзеге асыруда мемлекеттік басқару мәселесі ерекше маңызға ие болары ақиқат. Бүкіл әлемде мемлекеттік басқару тиімділігін көтеру міндеті үлкен мәнге ие болуда. Бірақ барлық мемлекеттер қолдану үшін оңтайлы болып табылатын әмбебап үлгі жоқ, әрбір мемлекет тарихи дамуының белгілі бір кезеңінде өзінің ұлттық ерекшеліктеріне сай келетін ыңғайлы үлгіні жасақтауы тиіс. Мұның барлығы да өз еліміздің және шет мемлекеттердің даму тәжірибелерін тереңірек талдау, ой елегінен өткізу міндеттерін жүктейді [3]. Қазіргі кезеңде негізгі шаруашылық қызметтің аймақтарда жүзеге асырылатындығын ескерсек, оларға әлеуметтік –экономикалық мәселелерді өздігінен шешуге лайықты қаржылық дербестіктің берілуі маңызды болып табылады. Осымен байланысты бүгінгі таңда мемлекеттік басқару деңгейлері арасындағы өкілеттіліктерді ажырату, бюджетаралық қатынастарды реттеу мәселелері еліміз аймақтарының экономикалық өсуіне мүмкіндік беретін негізгі шарттар ретінде қарастырылуда.

Зерттеу әдістері және нәтижелер

Мақалада зерттеу барысында автор тарапынан талдау, жүйелік талдау; салыстырмалы талдау пайдаланылды.



Сурет 1 – Қазақстанның макроөңірлерінің экономикалық дамудағы үлесі

Топтастыру көмегімен Қазақстанда өңірлер ұқсас экономикалық, табиғи және әлеуметтік-демографиялық сипаттамаларға негізделі отырып, төрт макроөңірдің топтамасы келесідегідей: – Солтүстік (Ақмола, Қостанай, Солтүстік Қазақстан облыстары), Орталық-Шығыс (Шығыс Қазақстан, Қарағанды, Павлодар облыстары), Оңтүстік (Алматы, Жамбыл, Қызылорда, Оңтүстік Қазақстан облыстары) және Батыс (Ақтөбе, Атырау, Батыс Қазақстан, Маңғыстау облыстары). Макроөңірлердің әлеуметтік-экономикалық көрсеткіштері мен айрықша мәртебесіне ұқсас болғандықтан, Астана және Алматы хаб-қалалары да бөліп көрсетіледі.

Қазақстанның макроөңірлері әртүрлі әлеуетке ие және елдің экономикалық дамуына әртүрлі үлес қосуда (1-сурет).

Айталық, мұнайлы Батыс макроөңірі ел халқының 15,2 % үлесімен ұлттық экономикаға үлес қосу (23,8 %) бойынша көшбасшы болып табылады. Ал аграрлы Оңтүстік макроөңірі ел халқының 37,7 % үлесімен (Алматы қаласын есептегенде) елдің жалпы ішкі өнімінің (бұдан әрі – ЖІӨ) 17,0 %-ын ғана өндіреді.

Бұл бірінші кезекте макроөңірлер экономикасының құрылымына байланысты. Батыс макроөңірі жалпы өңірлік өнімінің (бұдан әрі – ЖӨӨ) 90 %-дан астамын өндіру өнеркәсібі – құрылатын жұмыс орындарының саны шектеулі жоғары өнімді сектор қамтамасыз етеді. Сонымен бірге экономикасының құрылымы әртараптандырылған Алматы қаласы (ел халқының 9,6 %) ел экономикасына Батыс макроөңірімен салыстыруға болатын үлес қосуда. Сонымен бірге Оңтүстік және Солтүстік макроөңірлерінің дамуы құрылатын жұмыс орындарының саны шектеулі ауыл шаруашылығының төмен өнімді секторларына негізделген. Тиісінше, ел халқының үлесі жоғары болғанымен, олардың елдің ЖІӨ-ге үлесі төмен.

Бұдан шығатын қорытынды – макроөңір қаншалықты урбандалса, оның экономикасы соншалықты әртараптанады. Осылайша, Орталық-Шығыс макроөңірі салыстырмалы жоғары урбандалу деңгейіне және тиісінше, орташа республикалықпен салыстыруға болатын жан басына шаққандағы орташа табыс көрсеткішіне ие. Жан басына шаққандағы орташа кірістің ең жоғары көрсеткіші Астана және Алматы қалаларында байқалады. Сонымен бірге, жан басына шаққандағы орташа кірістің ең төмен көрсеткіші – аграрлы Солтүстік және Оңтүстік макроөңірлерінде. Батыс макроөңірі өндірістің мономамандануымен ерекшеленеді және сондай-ақ өндіру секторы шегінен тысқары жан басына шаққандағы орташа кірістің шамалы көрсеткіштеріне ие.

Әлемдік экономикадағы тұрақсыздыққа қарамастан ел экономикасы өсім көрсетуде. «Өткен жылмен салыстырғанда жағдай әлдеқайда тұрақты», – дейді Үкімет мүшелері. Бұл әрине, алдын ала қабылданған мемлекеттік бағдарламалар мен қызу жұмыстың нәтижесі. Биылғы жылы 7 ай көрсеткіштері бойынша алғаш рет тұрақты даму жолына түсті. Ел экономикасының өсімі қамтамасыз етілді. ДЖӨ өсуі 4 пайызды құрап отыр. Болжам бойынша егістіктің жағдайы жақсы, жиналған 19 млн. тоннадан астам астықтың сапасы әлдеқайда жоғары деп күтілуде. Үшінші кластағы өнім 20 пайызға артқалы отыр. Аграрлық аймаққа айналған Жетісу өлкесінің де биылдық көрсеткіштері оң серпін береді деп болжам жасалуда. Бірнеше жылдан бері қант қызылшасын көбейтуге ден қойған өңірде өсім бар. Жамбыл облысымен қосқанда екі аймақ 50 мың тонна қант өндіремек. Бұл ішкі сұраныстың небәрі 10 пайызы ғана [3].

Осы тұрғыда Қазақстандағы аймақтардың жылдық әлеуметтік-экономикалық көрсеткіштері назар аударарлық (2-сурет).

Қазақстан өңірлері аясында 2016 жыл қорытындысы бойынша 2015 жылмен салыстырғанда анағұрлым ауытқулар байқалған жоқ. Десек те, құрылыс нысандары бойынша Атырау облысы, Шығыс Қазақстан облыстарында жоғары серпін байқалса, керісінше Қызылорда облысында бұл көрсеткіш басқа аймақтармен салыстырғанда анағұрлым төмен. Жалпы, әр аймақтың табиғи, өндірістік әлеуетіне орай бұл көрсеткіштер әртүрлі сипатқа ие.



Сурет 2 – Қазақстан Республикасының аймақтарының әлеуметтік-экономикалық даму бойынша көрсеткіштері, 2016 жыл қорытындысы бойынша

Талқылау

Әлеуметтік бағытталған экономиканың дамуы, тек облыстың ғана емес сонымен қатар, мемлекеттің халық шаруашылығының салаларын шикізаттармен, материалдармен қамтамасыз етуді, тұрақты экономикалық қатынастың болуын және сұранысқа сай дайын өнім өндіруді талап етеді. Қазіргі таңда, бәсекелестік ортада экономикалық құрылымды тиімді орналастыру негізінде көптеген жұмыстар атқарылуда, соның бірі және негізі индустриялды – инновациялық шаралар, оның нәтижесіне жетуге аймақтардың экономикалық даму деңгейінің мүмкіндігі толық жетеді.

Аймақтық саясаттың негізгі бағыттары елдің стратегиялық бағдарламалық құжаттары – «Қазақстан – 2050» стратегиясында (Қазақстанның әлемдегі ең дамыған 30 мемлекеттің қатарына кіру тұжырымдамасымен бірге), Елдің 2020 жылға дейінгі аумақтық-кеңістіктік дамуының болжамды схемасында (бұдан әрі - Болжамды схема), Аумақты ұйымдастырудың 2030 жылға дейінгі бас схемасында айқындалған.

Аймақтық саясат өңірлердің экономикалық бәсекеге қабілеттілігін арттыру, экономикалық өсу орталықтарында еңбек ресурстары мен капиталды аумақтық шоғырландыру, халықтың жұмыспен қамтылуын және кірісін арттыру үшін қолайлы жағдайлар мен факторларды қалыптастыруға бағытталған. Бұл ретте экономикалық әлеуеті төмен өңірлерді (елді мекен жерлердің әртүрлі жүйелерін) өмір сүру сапасы стандартының ең төменгі жеткілікті деңгейінде бір уақытта қолдай отырып, перспективті экономикалық өсу орталықтарын басымды дамытудың ұтымды теңгерімі көзделген [15].

Болжамды схеманы іске асыру үшін халықтың өмір сүру сапасын арттыруға (тіршілікті қамтамасыз ету инфрақұрылымын дамыту – энергия және жылу көздері, газбен, жылумен, электрмен, сумен жабдықтау және су бұру) және өңірлердің экономикалық әлеуетін дамытуға бағытталған «Өңірлерді дамытудың 2020 жылға дейінгі» бірыңғай бағдарламасы қабылданды.

Ел өсуінің ұзақ мерзімді нүктесі (немесе полюстері) сияқты агломерацияларды дамыту мақсатында басқа аумақтар үшін «локомотивтер» ретінде Астана, Алматы, Шымкент және Ақтөбе қалаларындағы орталықтарымен болатын агломерацияларды қалыптастыру бойынша шараларды іске асыру жалғастырылатын болады, олар елдің өңірлік жаһандық нарықтармен интеграциялануын қамтамасыз етеді.

Аймақтарды дамытудың Өңіраралық схемасының жобалық шешімдері негізінде әрекет ету мүмкіншілігін кеңейте отырып (2030 жылға дейін) Астана және Алматы қалаларындағы орталықтарымен агломерацияларды қалыптастырудың Ұзақмерзімді жоспарлары әзірленуде.

30 дамыған ел қатарына кіру Тұжырымдамасына сәйкес жоғары тұтынушылық потенциалымен нарықтарды қалыптастыру мақсатында Австралия және Канада тәжірибе негізінде қызмет көрсету саласын белсенді дамыту үшін (тұрғындардың урбанизация деңгейі – 80-90% және 60% 3 ірі қалада бағытталған) 2 агломерацияны дамытуды жеделдету жоспарлануда – Астана және Алматы, ал орта мерзімді перспективада - Шымкент және Ақтөбе.

Елдің бірыңғай нарығын қалыптастыру және ұлттық және халықаралық деңгейдегі хаб-қалаларды айқындай отырып елдің макроөңірлерін құру арқылы өңірлік теңсіздікті азайту үшін «Нұрлы жол» бағдарламасын іске асыру басталады.

Солтүстік макроөңірдің хабы - Астана қаласы барлық макроөңірлерді байланыстыратын орталық болады.

Орталық-шығыс макроөңір хабы Өскемен қаласы болып айқындалды, макроөңірдің тиімді көліктік-логистикалық жүйесін қалыптастыру көліктік инфрақұрылымды, трансшекаралық сауданы дамытуға жаңа серпін береді.

Ақтөбе қаласы негізгі теміржол желілері мен халықаралық автомагистральдар өтетін ірі көлік және транзиттік түйін болып табылатын батыс макроөңірінің хабы болады.

Оңтүстік макроөңірдің хабы Шымкент және Алматы болады. Алматы хабын дамыту Алматы облысы аудандарының үшінші деңгейдегі қалаларын тарта отырып, Алматы агломерациясын желілік өсу аймағы ретінде қалыптастырумен байланысты болады.

Қорытынды

Хаб-қалалар макроөңірлердің экономикалық белсенділік, капиталды, ресурстарды, алдыңғы қатарлы технологияларды және көрсетілетін қызметтерді шоғырландыру орталықтарына айналады және көші-қон ағындарын тарту нүктелері болады және табиғи урбанизацияға ықпал етеді. Осы орайда макроөңірлердің теңгерімді дамуы үшін инвестициялық және еңбек ресурстарының өндіру өнеркәсібінен және өнімділігі төмен ауыл шаруашылығы секторларынан экономиканың өңдеу өнеркәсібіне және өнімділігі жоғары сервис секторларына көшуін қамтамасыз ету арқылы олардың экономикасын әртараптандыру саясатын жүргізу қажет, ол ел халқының жан басына шаққандағы орташа кірісін арттырады.

«Өңірлерді дамытудың 2020 жылға дейінгі бағдарламасы» шеңберінде аудан орталықтары мен тірек ауылдық елді мекендерді дамытудың кешенді жоспарларын, Ауылдық округтердің орталықтарын, ауылдар мен кенттерді дамыту жөніндегі облыстық іс-шаралар жоспарларын, областардың шекара маңындағы аудандарын 2020 жылдарға дейін дамыту жөніндегі іс-шаралар жоспарларын іске асыру жалғасуы экономиканы әртараптандыру, шағын және орта бизнесті, көліктік-логистикалық, туристік инфрақұрылымдарды дамыту жөніндегі жобалар есебінен тиісті аумақта тұрып жатқан халыққа қажетті әлеуметтік стандарттарды ұсыну үшін жеткілікті өндірістік және әлеуметтік инфрақұрылым құруға мүмкіндік береді [16].

Осылайша, мемлекет тарапынан елдің ұтымды аумақтық ұйымдастырылуын қалыптастыру, экономикалық өсу орталықтарында халықтың және капиталдың шоғырлануын ынталандыру шаралары негізінде өңірлердің әлеуметтік-экономикалық әлеуетін дамыту белсенді жүзеге асуда.

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СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ РЕГИОНОВ

Аннотация. В данной статье автором рассматривается вопрос значимости социально-экономического развития региона, раскрыта сущность социально-экономического развития регионов на текущем этапе развития экономики. На современном этапе региональная политика Казахстана призвана обеспечить формирование благоприятных условий и факторов для наращивания внутренней и внешней конкурентоспособности регионов, территориальной концентрации ресурсов труда и капитала в центрах экономического роста, повышения региональной занятости и качества жизни жителей республики. Важным направлением новой региональной политики является формирование рациональной территориальной организации, которое включает стимулирование и регулируемое развитие процессов урбанизации и агломераций, являющихся важнейшими точками экономического роста национальной экономики, развитие и поддержку перспективных населенных пунктов, обладающих экономическим и демографическим потенциалами.

Ключевые слова: экономика, регион, социально-экономическое развитие, региональная политика, прогнозная схема.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 182 – 187

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**INTEGRATION OF EDUCATION, SCIENCE AND BUSINESS:
FOREIGN AND DOMESTIC EXPERIENCE**

Abstract. The system of higher education plays an important role for the innovation economy in the sense that it is this field of economic life that forms the frame of the new economy. Therefore, creation of an innovative environment causes significant changes in the education system aimed at improving the quality of the educational services provided, the formation of various forms of training and further training, as well as the development of both practical and research competencies of graduates capable of creating innovative products. In Kazakhstan, the foundation of an innovative environment is being created. In his Message to the people of Kazakhstan, N.A. Nazarbayev outlined the task of developing mechanisms for the transition of the country's universities to innovative activities. [3] To date, there is an urgent need to develop mutual integration of education with science and business, since it is cooperation through which knowledge, technology and innovative developments can be effectively exchanged, and ideas can be translated into real products. Today, the requirements for the results of the education system are changing; the demand for massiveness of creative competences and readiness for retraining is growing. These new requirements can be implemented, as the practice of foreign universities in research universities demonstrates. Research universities have proved their effectiveness not only as a successful model of training specialists, but also as a channel for introducing innovations into the economy, which contributes to the development of regions and various industries.

Key words: high education, business, innovative, university, research, integration.

ӨОЖ: 33/2964

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**БІЛІМ, ҒЫЛЫМ ЖӘНЕ БИЗНЕСТІҢ ИНТЕГРАЦИЯСЫ:
ШЕТЕЛДІК ЖӘНЕ ОТАНДЫҚ ТӘЖІРИБЕ**

Аңдатпа. Жоғары білім беру жүйесі инновациялық экономика үшін маңызды рөл атқарады, себебі экономикалық өмірдің осы саласы жаңа экономиканың кадрлық негізін қалыптастырады. Осыған байланысты білім беру жүйесіндегі интеграциялық үдерістер көрсетілетін білім беру қызметтерінің сапасын арттыруға, даярлау мен біліктілікті арттырудың түрлі нысандарын қалыптастыруға, сондай-ақ инновациялық өнімдерді жасауға қабілетті түлектердің кәсіби, сонымен бірге зерттеушілік құзыреттерін қалыптастыруға бағытталған ерекше өзгерістерге негіз болады. Бүгін білім беру жүйесінің нәтижелеріне қойылатын талаптар өзгеруде, өйткені креативті құзыреттердің көпшілікке ортақтығы және оның қажеттілігіне байланысты қайта оқытуға дайын болуына деген сұраныс артуда. Мақалада шет елдік университеттердің тәжірибесін зерделеу негізінде отандық тәжірибеде оның озық тұстарын қолданылу мүмкіншіліктеріне назар аударылған. Зерттеу университеттері мамандарды даярлаудың сәтті моделі болуымен қатар, сонымен бірге инновацияларды экономика саласына енгізу каналы ретінде де өздерінің тиімділігін дәлелдей отырып, зерттеу университеттер өңірлердің және өндірістің түрлі салаларының дамуына ықпал ететіндігі айқын байқалатындығын дәлелдеп отыр. Мақалада отандық зерттеу университеттерінің алғашқы қадамдары мен жетістіктеріне тоқтала отырып зерттеу университеттерінің шетелдік тәжірибесін пайдалану маңыздылығы артып отырғандығы негізделді.

Түйін сөздер: университет, бизнес, зерттеу, инновация, интеграция, жоғары оқу орны.

Қазақстанда инновациялық ортаны құрудың негізі қалыптасуда. Н.Ә. Назарбаев өзінің Қазақстан халқына Жолдауында еліміздің жоғары оқу орындарының инновациялық қызметке көшу тетіктерін әзірлеу міндетін белгіледі. [3] Бүгінгі күні білімнің ғылыммен және бизнеспен өзара интеграциялануын дамыту мәселесіне ерекше көңіл аударылып отыр, себебі ынтымақтастық арқылы біліммен, технологиялармен және инновациялық зерттемелермен тиімді алмасуға, сонымен бірге идеяларды нақты өнімдерге айналдыруға болады.

Зерттеу университеттерінің шетелдік тәжірибесі

Шетелдік университеттерде білім, зерттеу мен өндірістің интеграциясы XIX ғасырдың екінші жартысында – XX ғасырдың басында қалыптасты. Интеграцияның модельдері өзінің қабілеттілігін көрсете отырып, болашағы бар екенін дәлелдеді. Мысалы, интеграцияның американдық моделі ең өнімді модельдердің бірі бола отырып, мұндай жоғары оқу орындарының түлектері Нобель сыйлығының лауреаттары болатындығы тұрғысынан өнеге тұтарлық. Нақ осылардың пилоттық зерттемелері бір мезгілде ғылыми-техникалық дамуды және көптеген миллиондаған табысты қамтамасыз ететін технологиялық компаниялардағы конвейерлік ағымға дейін өсті[1]. Мысалы: Gatorade энергетикалық сусыны (Флорида университеті), адамның өсу гормоны (Калифорния университеті, Сан-Франциско), «Б» гепатитіне қарсы вакцина (Калифорния, Сан-Франциско), Таксол химия терапевтік препараты (Флорида штатының университеті) секілді университеттер технологияларына табысы жоғары лицензиялар, сондай-ақ Cisco, Google, Yahoo (Стэнфорд университеті) және Facebook (Гарвард университеті) секілді университеттер әлемдік деңгейдегі табысты компанияларға айналды[4]. Силикон алқабы компанияларының қызметі (Стэнфорд университеті) үш рет дүниежүзілік инновациялық серпінге алып келді. Бұл 70-ші жылдардағы жартылай өткізгіштік, 80-ші жылдардағы компьютерлік техникадағы және 90-шы жылдардағы желілік технологиялар мен Интернеттегі жаңалықтар. Бірнеше он жылдықта Силикон алқабы батыл тәжірибеден табысты кәсіпорынға айналды: алқапта орналасқан төрт мың компанияның жылдық жиынтық табысы қазіргі кезде екі жүз миллиард долларға дейін жетті. Білімді жасау мен сақтаудағы ерекше рөл зерттеу университеттеріне тиесілі. Джонатан Коул: «олар дүниежүзінде жүргізіліп жатқан тәжірибе түріндегі жаңалықтар мен маңызды іргелі білімдердің едәуір бөлігін қамтамасыз етуге қабілетті» деп атап өтті[2]. Зерттеу университетінің негізгі қағидаты «зерттеу арқылы оқыту», жаңа білімдер мен инновацияларды шоғырландыру болып табылады.

Әлемнің жетекші университеттеріндегі білім, ғылым мен өндірістің интеграциялану үдерісінің маңызды кезеңін атап өтетін болсақ:

а) XIX ғасырдың соңынан бастап XX ғасырдың 50-ші жылдарының басына дейін - университеттердің рөлі мен функцияларын анықтаудың түбегейлі жаңа тәсілдерін қолдану кезеңі: білімді шоғырландырып (бұрынғы еуропалық модель) жаңа білімдерді өндіру.

б) *XX ғасырдың 50-ші — 70-ші жылдары* – дифференциялық кезең – зерттеу университеттерінің және технологиялық парктердің құрылуы және қызмет етуі. Ғылыми-техникалық жетістіктердің дамуы ғылыми жетістіктерді енгізу жөніндегі тікелей алаң ретінде шағын бизнестің рөлін күшейтті.

в) *1980-ші жылдар – XXI ғасырдың басы* – экстраполяциялық кезең – жаңа білімдер шоғырланатын университеттерден, ұлттық зерттеу зертханалары мен институттарынан тұратын ірі ғылыми-зерттеу алаңдарының, технополистердің құрылуы және қызмет етуі.

Әрбір елде, оның ішінде жеке алынған университетте интеграция нысандары айрықша жүзеге асырылады, бұл американдық, жапондық және еуропалық модельді мысалға келтіре отырып, интеграция нысандарының алуан түрлілігін зерттеу қажеттігін білдіреді. Интеграция нысандарының алуан түрлілігін келесі кестеден көруге болады.

1 кесте - Зерттеу университеттері интеграциясының түрлері мен нысандары

Интеграция түрлері	Елдер	Басты рөлі	Интеграция нысандары
Американдық	АҚШ, Ұлыбритания, Канада, Австралия	Университет	Зерттеу парктері, бизнес-инкубаторлар
Жапондық	Жапония, Қытай, Гонконг, Оңтүстік Корея, Бразилия, Үндістан	Мемлекет	Технополис
Еуропалық	Германия, Франция, Бельгия, Нидерланд, Финляндия	Технопарктік құрылымдар	Технологиялық ғылыми-зерттеу парктері

Автор ақпарат көздерінің негізінде жасаған: [4,6,10,11]

Әлемдік деңгейдегі университеттердің әлемдік тәжірибесі мен дамуын зерттеулерге [4,6,10,11] және кестеде берілген деректерге сүйене отырып, зерттеу университетіне келесілер тән деп пайымдауға болады:

- білім беру үдерісінің барлық сатысында оқыту мен зерттеудің тығыз интеграциясы;
- магистрлар мен PhD докторанттар бағдарламалары бойынша студенттердің жоғары үлесі және оқытудың бірінші сатысындағы студенттер үлесінің аз болуы;
- жоғары оқу орнынан кейінгі даярлықтың арнайы бағдарламаларының өте көп болуы;
- қарапайым жоғары оқу орындарына қарағанда бір оқытушыға келетін студенттердің едәуір аз саны және оқу жүктемесінің аз болуы;
- негізінен бюджеттен және коммерциялық емес негіздегі түрлі қорлардан қаржыландырылатын ірі іргелі зерттеулер жүргізу;
- бизнеспен тығыз байланыс және университет кеңістігінде, негізінен зерттеу парктерінде жүзеге асырылатын ғылыми зерттеулердің нәтижелерін коммерцияландырудың жақсы жолға қойылуы;
- әлемдік ғылыми-зерттеу орталықтарымен тығыз интеграция;
- өңірлік ғылыми-техникалық және арнайы-экономикалық дамуға айқындаушы ықпал ету.

АҚШ-та барлық университеттер зерттеу университеттері болып табылмайды. 3300 американдық университеттердің ішінде тек 100-і ғана зерттеу университеттеріне жатады. Осыларға жоғары оқу орындарында жүзеге асырылатын ғылыми зерттеулерге бөлінетін федералдық қаражаттың ең үлкен үлесі және берілетін докторлық дәрежелердің басым көпшілігі тиесілі. Зерттеу университеттері мен технологиялардың негізінде жаңа бизнестерді құру тек шамалы үлесті, жаңа компаниялардың жалпы санының шамамен 3%-ын құрайды.[4] Патенттік белсенділікке келетін болсақ, университеттердің ғылыми және инновациялық қызметі бойынша әлемдік көшбасшы 225 мың тіркелген патенттердің тек 13 мыңын ғана университеттер рәсімдеген екен.

Осы айтылған деректерге сүйене отырып зерттеу университеттеріне төмендегідей анықтама беруге болады: Зерттеу университеттері дегеніміз білім мен ғылымның өзара тығыз байланыс жүргізетін құрылымы күрделі жоғарғы оқу орынының түрі. Осы университеттерге мемлекет тарапынан қолдау көрсетіліп отырады. Жоғары деңгейде мамандарды дайындау осы университеттерде жүзеге асады. Осы университеттерде студенттердің саны басқа университеттерге қарағанда көп және б студентке бір оқытушыдан келеді, ал жай университеттерде осы қатынас екі есе төмен. Зерттеу университеттерінің өнеркәсіппен тығыз және тұрақты байланыс жолға қойылған. Зерттеу университеттері қосымша университетке табыс алып келетін іс-шаралар мен бағдарламаларға қатысып әрдайым өздерінің жұмыс аясын кеңітіп отырады. Қорытындылай келе зерттеу университеттері тек оқу процесімен айналысып қана қоймай, зерттеумен және білімді кәсіпорынға тасымалдау қызметімен айналысып жан-жақты өзін-өзі қаржыландыруға бағытталғын жұмыс жүргізіп отыратын жоғарғы оқу орыны.

ҚР-дағы зерттеу университеттерінің дамуы.

Қазақстан үшін зерттеу университетінің форматы іс жүзінде белгісіз әрі жаңа болып келеді. Алайда, зерттеу университетін құру идеясы Назарбаев Университетінің негізінде іске асырыла бастады. Мұнда жетекші қазақстандық ғалымдармен бірге АҚШ-тан, Канададан, Ұлыбританиядан, Италиядан, Қытайдан, Оңтүстік Кореядан және басқа да елдерден халықаралық профессорлар оқытушылық қызметті жүргізеді. 3 мыңнан астам студенттер университет алдындағы даярлық, бакалавриат, магистратура және докторантура бағдарламалары бойынша білім алады. 2015 жыл университеттің алғашқы бакалаврлары болып 380 адам оқуды аяқтады. Оқуды аяқтаған магистрлар саны 142 адамды құрады. Назарбаев Университетінің деректері бойынша университет түлектерінің шамамен 2/3 бөлігі Массачусетс технологиялар институтында, Стэнфорд университетінде, Лондонның Университеттік колледжінде, Дьюк университетінде, Сингапурдың ұлттық университетінде, Берклидегі Калифорния университетінде, Колумбия университетінде, Лондон экономика және саяси ғылымдар мектебінде оқуын жалғастыруда. Бұл орайда, түлектердің 42%-ы шетелдік жоғары оқу орындарының гранттары бойынша білім алуда. Назарбаев Университетіндегі жалпы үйлестіру және негізінен басқарушылық сипаттағы функцияларды орындайтын

университетті құруды, оның академиялық бөлімшелерін әріптестер - жетекші шетелдік жоғары оқу орындарымен бірлесіп басқаруға беруді көздейтін әріптестік моделі келесілерге бағытталған:

- мектептердің (институттардың) әрқайсысы үшін шетелдік академиялық әріптес-жоғары оқу орындарымен бірлесіп, басым қазақстандық бағыттар мен мамандықтар бойынша университеттің бірегей академиялық бағдарламаларын әзірлеу;

- университетті корпоративтік басқару жүйелерін, оқу үдерісін бағалау және сапасын бақылау жүйелерін бірлесіп әзірлеу;

- университет мектептерінің декандарын және олардағы негізгі шетелдік профессорлар-оқытушылар құрамын (ПОҚ) іріктеу және тағайындау;

- нәтижесінде шетелдік ПОҚ алмастыратын қазақстандық профессорлар мен оқытушыларды PhD бағдарламалары бойынша даярлау;

- университеттің зертханалары мен ғылыми орталықтарында бірлескен ғылыми зерттеулер жүргізу.

Зерттеу университеттерін құру және олардың мәртебесін ресми түрде бекіту – жоғары білімнің отандық жүйесін жаңғырту бағыты бойынша маңызды әрі қажетті қадам. Алайда мұндай болашақ пен нақты мүмкіндіктер кейбір республикалық жоғары оқу орындарында ғана бар. Зерттеу университетінің мәртебесі жоғары оқу орындарының басым көпшілігі үшін орындау қиын болатын бірқатар шарттар:

- күшті қаржылық қолдау, оның ішінде мемлекет тарапынан қолдау;

- магистрлық және докторлық бағдарламалардың бакалавриат бағдарламаларынан басым болуы;

- ғылыми-зерттеу секторында жұмыс істейтін ПОҚ үшін педагогикалық жүктемені күрт азайту. Айта кететін тағы бір жағдай америкалық зерттеу университеттерінде профессор-оқытушылар құрамының жүктемесі зерттеу жұмыстарын жүргізуге бағытталған: 57 сағат (43%) оқытуға, зерттеуге 31%, әкімшілік және қоғамдық жұмысқа 26% бөлінген екен. [12]

Білім, ғылым мен өндірістің үштұғырлығы қағидатын іске асыру елдің жоғары мектебінің инфрақұрылымдық түрленуі үдерісінің басталуына ықпал етті. Еңбек нарығының білікті кадрларды даярлауға қоятын жоғары талаптары жоғары оқу орындарының материалдық техникалық базасын (МТБ) күшейтуді көздейді.

2 кесте - ҚР жоғары оқу орындарының базасындағы бизнес-инкубаторлардың қызмет сипаттамалары

ЖОО атауы	Бизнес-инкубаторлар көрсететін қызметтер
Л.Н. Гумилев атындағы ЕҰУ	жастардың арасында кәсіпкерлік пен инновацияларды дамыту, университеттегі кәсіпкерлік бағыты бойынша ғылыми, инновациялық және білім беру үдерісін жетілдіру, студенттердің бизнес жобаларды әзірлеуге және коммерцияландыруға іс жүзінде қатысуымен оқытуға жүйелі тренингтерді енгізу есебінен жас мамандарды даярлау сапасын арттыру
М. Өтемісов атындағы БҚМУ	студенттер ұжымдарының ғылыми және шығармашылық жобаларын нақты нарыққа ілгерілету және түлектердің кәсіби қызметтегі бәсекеге қабілеттілігін арттыру
С. Сейфуллин атындағы ҚазАТУ	студенттердің кәсіпкерлермен бизнес-идеяларын дамыту
Әл-Фараби атындағы ҚазҰМУ	жетекші инновациялық бизнес-идеялардың және ғылыми-зерттеу әзірлемелерінің мониторингі, инновациялық жобалау қызметіне қабілетін көрсеткен талантты магистранттар мен докторанттарды анықтау
А. Мырзахметов атындағы Көкшетау университеті	инновациялық жобаларды іске асыруға көмектесу, бизнестің түрлі салаларының кәсіби мамандарымен консультациялар мен тренингтер өткізу
М.Х. Дулати атындағы ТарМУ	инкубация үшін тиімді (жылыжай) жағдайларын жасау және барлық сатыда жаңа кәсіпорындарды қалыптастыру арқылы (идея пайда болған кезден бастап оларды өнім ретінде шығарған кезге дейін) шағын және орта бизнесті дамыту (негізінен инновациялық салада)
«Мирас» университеті	студенттер кәсіпкерлігін қолдау

Қазақсанда 37 мемлекеттік жоғары оқу орнының инновациялық құрылымдары 541 ғылыми-зерттеу бөлімшелерінен, 16 коммерцияландыру кеңселерінен және 7 бизнес-инкубатордан тұрады. Елдің 10 технопаркінің үшеуі Әл-Фараби атындағы ҚазҰМУ, Қ. Сәтбаев атындағы ҚазҰТЗУ және

Д. Серікбаев атындағы ШҚМТУ университеттері базасының негізінде жұмыс жасауда. Бұл жоғары технологияларды құруға және инновациялық мәдениетті ілгерілетуге, жоғары оқу орындары, ғылыми-зерттеу институттары мен бизнес-құрылымдар арасындағы білім мен технологиялар ағымын басқаруға ықпал етеді (2 кесте).

Ақпарат көзі: ЭЫДҰ жоғары білім беру саясатын шолу. 2015 жылғы қорытынды есеп.

Экономиканың басым бағыттары бойынша біліктілігі жоғары мамандар даярлау елдегі жетекші университеттердің жанындағы инженерлік бейіндегі және ашық түрдегі 15 ұлттық ғылыми зертханалар базасында жүзеге асырылады.

2013 жылдан бастап еліміздің жоғары оқу орындарының материалдық техникалық базасының зерттеу жобаларын іске асыру үшін инновациялық зертханалармен нығайтылды. Мысалы: «Отын-энергетика кешенінің проблемаларын зерттеу», «Энергетикалық мониторинг және сараптама», «Өнеркәсіптік экология», «Энергия», «Наноэлектроника», «Технологиялық үдерістерді автоматтандыруды басқару жүйелері», «Ақпаратты және ақпараттық қауіпсіздікті криптографиялық қорғау құралдары» атты бағыттарда жұмыс жасалынып жатыр.

Осы айтылған Назарбаев университетінің аясында жүргізіліп келе жатқан ғылыми-зерттеу бағытындағы бастамалар Қазақстанның жоғары оқу орындарына таратылмақшы.

2014 жылы «Қ.И. Сәтбаев атындағы Қазақ ұлттық техникалық зерттеу университеті» жетекші зерттеу университеті мәртебесі берілді. Университеттің жетекші ғылыми орталықтармен және жоғары оқу орындарымен ынтымақтастық жасау қызметі еуропалық кеңістікпен интеграциялануға ықпал етеді. Бұл кадрларды даярлауды және техника мен технологиялар саласындағы ғылыми зерттеулерді халықаралық стандарттарға және Индустриалдық инновациялық даму мемлекеттік бағдарламаның (ИИДМБ) қажеттіліктеріне сәйкестендіруге мүмкіндік береді. Халықаралық қайта құру және даму банкімен жасалған Қарыз туралы келісімнің шеңберінде «Технологияларды коммерцияландыру» жобасы табысты іске асырылғаны атап өту қажет (2008 жылдан 2015 жылға дейін). Ғалымдар мен зерттеушілерге ғылыми зерттеулер жүргізу және олардың зерттемелерін коммерцияландыру кезінде көмек көрсетілді. Қолдау көрсетілген 65 жобаның 40-ы жалпы сомасы 900 млн. теңгеге дайын өнімді сату деңгейіне жетті.

Сонымен бірге, «Ғылыми және (немесе) ғылыми-техникалық қызмет нәтижелерін коммерцияландыру туралы» ҚР Заңының қабылдануы «100 нақты қадам» Ұлт жоспарын іске асыру шеңберінде коммерцияландыру жүйесін әрі қарай дамытудың маңызды кезеңіне айналды (64 қадам). Заңнама деңгейінде ғылым мен бизнестің байланысын қолдау тетіктері қарастырылған. Бұл – технологияларға лицензияларды сатып алушыларға жеңілдіктер беру, технологияларды коммерцияландыру кеңселерінің қызметін қаржыландыруды қамтамасыз ету және технологияларды коммерцияландыруға гранттың жаңа түрін енгізу инновациялық экономиканы дамытуға серпін беретіні сөзсіз.

«Технологияларды коммерцияландыру бойынша кәсіби мамандар альянсы» қоғамдық бірлестігінің қызметі технологияларды коммерцияландыру кеңселерінің, жоғары оқу орындарының, технопарктердің, технологиялық кәсіпорындардың және басқа да мүдделі тараптар қызметкерлерінің біліктілігін арттыруға көмек көрсетуге бағытталған. Бірлестік кеңесінің құрамына елдегі ірі жоғары оқу орындарының коммерцияландыру кеңселерінің өкілдері кірген.

Елдің жоғары оқу орындарының зерттеу қызметіне бағыт алғанына қарамастан Жахандық бәсекелестік есебінің «Жоғары оқу орындары мен бизнестің ынтымақтастығы» сауалнама көрсеткіші бойынша Қазақстанның позициясы 2016 жылы тұрақты төмен 66 орында қалып отырғанын, бірақ 2015 жылмен салыстырғанда +22 тармаққа көтерілгені (2014 ж. - 88, 2015 ж. – 88 орын, 2016 ж.- 66) «Кәсіпорындар деңгейінде технологияларды енгізу» көрсеткіші 71 орында тіркелгені және «Ғылыми-зерттеу ұйымдарының сапасы» көрсеткіші 18 позицияға жақсара түскенін көруге болады [13]. Бұл Қазақстанның жоғары оқу орындары жүйесінің үлкен мүмкіндіктері бар екенін көрсетеді.

Зерттеулер көрсеткендей Қазақстандағы білім, ғылым және бизнестің интеграциясы аясында елеулі ғылыми бастамалар жоғары білім беру саласының ілгері дамуының айғағы сіпетті. Бұл ілгерілеулер – білімді дамытуға бағытталған мемлекеттік бағдарламалардың қосқан үлесі. Осыдан мемлекеттің бәсекеге қабілеттілігін қамтамасыз етудегі еліміздің зерттеу университеттерін дамытудың маңыздылығы айқын байқалады.

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УДК: 33/2964

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**ИНТЕГРАЦИЯ ОБРАЗОВАНИЯ, НАУКИ И БИЗНЕСА:
ЗАРУБЕЖНЫЙ И ОТЕЧЕСТВЕННЫЙ ОПЫТ**

Аннотация. Система высшего образования играет важную роль для инновационной экономики в том смысле, что именно эта сфера экономической жизни формирует кадровый каркас новой экономики. В силу этого создание инновационной среды обуславливает значительные изменения в системе образования, направленные на повышение качества предоставляемых образовательных услуг, формирование различных форм подготовки и повышения квалификации, также выработку как практических, так и исследовательских компетенций выпускников, способных создавать инновационные продукты. В Казахстане создается основа инновационной среды. В своем Послании народу Казахстана Н.А. Назарбаев обозначил задачу выработки механизмов перехода вузов страны к инновационной деятельности.[3] На сегодняшний день остро стоит необходимость развития взаимной интеграции образования с наукой и бизнесом, поскольку именно через сотрудничество возможен эффективный обмен знаниями, технологиями и инновационными разработками, а также воплощение идей в реальные продукты. Сегодня изменяются требования к результатам системы образования, растет запрос на массовость креативных компетенции и готовность к переобучению. Эти новые требования возможно реализовать, как показывает практика зарубежных университетов в исследовательских университетах. Исследовательские университеты доказали свою эффективность не только как удачная модель подготовки специалистов, но и как канал внедрения инноваций в сферу экономики, что способствует развитию регионов и различных отраслей производства.

Ключевые слова: университет, бизнес, исследование, инновация, интеграция, высшее образование.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 188 – 191

ӘӨЖ811.512.122'373

UDK811.512.122'373

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**ON THE MEANING OF THE WORD "SNAIL"
IS INCLUDED IN THE LIST HISTORICAL VOCABULARY
OF THE KAZAKH LANGUAGE**

Abstract. If the historical background of the language is strong, its future development path will be vivid. Studying the composition of the historical vocabulary of the Kazakh language from these points is one of the most important things in the modern world. In the historical vocabulary there are also Turko-Mongolian languages along with Turkic dissimilar ones, whose names are included in the ancient lexical fund of the ancient Turkic-Mongolian languages. The essence of the word "howl", which is part of the historical dictionary of the Kazakh language, is considered in lingvosemantic and etymological terms. The study was based on etymological and translation dictionaries of the XIX - XXI centuries to determine the motivation of this dictionary.

Keywords: lexicology, etymology, historical dictionary, vocabulary, vocabulary.

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**ҚАЗАҚ ТІЛІ ТАРИХИ ЛЕКСИКАСЫ ҚҰРАМЫНА
КІРЕТІН «ҰЛУ» СӨЗІНІҢ МӘН-МАҒЫНАСЫ ТУРАЛЫ**

Аннотация. Тілдің тарихи негіздері берік болған жағдайда оның болашақтағы даму жолы да жарқын болмақ. Осы тұрғылардан қазақ тілінің тарихи лексикасының құрамын зерделеу ісі – қазіргі таңдағы маңызды шаруалардың біріне айналып отыр. Тарихи лексика құрамында түркі текті төл сөздермен қатар, ежелгі түркі-моңғол тілдеріне ортақ, байырғы лексикалық қорға енетін атау сөздер құрамы кездеседі. Мақалада қазақ тілі тарихи лексикасының құрамына кіретін «ұлу» сөзінің мән-мағынасы лингвoseмантикалық және этимологиялық тұрғыдан қарастырылды. Зерттеу жұмысы XIX-XXI ғасырлар аралығындағы этимологиялық және аударма сөздіктер арқылы аталған лексиканың уәжділігін анықтау басты назарға алынды.

Түйін сөздер: лексикология, этимология, тарихи лексика, сөз, сөздік қор, сөздік құрам.

Кіріспе. Елдің мәңгілігін ойластырған кезде, тілдің мәңгілігін ұзарту жолдарын да есте ұмытуға болмайды. Себебі тілдің ғұмыр жасының ұзақ болмағы, елдің де ұзақ ғұмырлы болуының басты шарттарының бірі. Еліміздің негіздері күшті-қуатты болу үшін оның тілінің де тарихи негіздері берік болуы керек. Тілдің тарихи негіздері берік болған жағдайда оның болашақтағы даму жолы да жарқын болмақ. Осы тұрғылардан қазақ тілінің тарихи лексикасының құрамын зерделеу ісі – қазіргі таңдағы маңызды шаруалардың біріне айналып отыр. Тарихи лексика құрамында түркі текті төл сөздермен қатар, ежелгі түркі-моңғол тілдеріне ортақ, байырғы лексикалық қорға енетін атау сөздер құрамы кездеседі. Олардың бабалар тіліне көне замандарда енген ескі кірме сөз болуы да мүмкін жайт. Қалай болғанда да, жер әлемде атам заманнан бері еш қоспасыз, жеке-дара, араласпай-құраласпай келе жатқан саф таза ел де, тіл де болмайды. Тіл-тілдегі мәдени атауларды салыстыра, салғастыра отырып зерттеу кезінде осы жайдың ақиқаттығы,

шындығы айқындала түспек.

Зерттеу әдістемесі мен материалдар. Қазақы мәдени дәстүрде қазақша жыл қайыру есебінің орны ерекше. 12 жылдық мүшел есебі. Бұл мыңжылдықтардан бері келе жатқан байырғы жыл санау үлгісі. Осы үлгіні басқа туыстас түркі тілдеріндегі, түркі-моңғол тіл бірлестігіндегі жыл қайыру үлгілермен өзара салыстырып қараған кезде, жыл атауларының ішінде өзгешеленіп тұратыны – ұлу атауы екендігін байқадық. Қазақ тілінің түсіндірме сөздіктерінде бұл атауға суда болатын қабыршақты жәндік «ұлу» ретінде түсінік беріліп келеді. Мәселен, қазақ тілінің он бес томдық түсіндірме сөздігінде: «**ҰЛУ** зат. 1. *зоол.* <лат. molluscus> Омыртқасыз, көпшілігі сауытты, былқылдақ денелілерге жататын жәндік түрі... 4. этн. *Ескіше жыл аты – мүшел есебінің бесінші жылына негіз болған жәндік аты; Ұлу жылы. Қоян жылынан кейін, жылан жылынан бұрын келеді. Әрбір 12 жылда қайталанып отыратын мүшел есебінің 5-жылы*» тәрізді анықтамалар беріледі [1,709]. Осы анықтаманы қазақ тілінің тарихында жарық көрген екі тілді аударма сөздіктердің материалдарымен салыстырған кезде, өзгеше қолданыстарды да көреміз. Мәселен, Қ.Кемеңгеров бастаған авторлардың Мәскеуде 1925 жылы бастырып шығарған «Қазақша – орысша тілмәш» сөздігінде «ұлу – дракон» түрінде аударма жасалған [2]. Осы екі нұсқаның қайсысы дұрыс болмақ? Нақты жыл санау дәстүрі 4700 жылдан асатын ежелгі қытай елінде сақталып келе жатқан жылнама-мүсіндерде аталмыш жылдың бейнесі «қанаты бар үлкен жылан, от-жалын шашатын жылан» түрінде кескінделген. Демек, бұл тұрғыдан «қазақша-орысша тілмәштегі» аударма орынды. Өзіміздің қазақы менталитетке салсақ, біздікі дұрыс тәрізді болып көрінеді. Себебі, біріншіден, өз ғалымдарымыз да, бірқатар шетелдік ғалымдар да осы «он екі жылдық мүшел есебі ежелгі далалықтардың, яғни біздің байырғы ата-бабаларымыздың төл туындысы» деген пікірді ұстанып келеді. Екіншіден, көптеген халықтардың наным-сенімдері бойынша, жанды дүниенің жаратылыс тарихында судағы ұлудың орны ерекше. Ол кейінгі жан-жануарлардың пайда болуына, өсіп-өнуіне бастамшы болған жәндік саналады. Осындай маңызды жәндіктің біздің жыл санауда, он екі мүшелдің бірі ретінде орын алуы – біздің мүшел санау үлгіміздің жер бетіндегі ең байырғы жыл санау үлгісі болуына мүмкіндік тудырадай себептердің бірі тәрізді көрінетіндігі рас.

Нәтижелерді талдау. Қазақ тілінің 1861 жылы Н.И.Ильминский тарапынан даярланған материалдары құрамында берілген шағын сөздікте 12 мүшел жылдар атаулары төмендегідей құрамда беріледі: «**Жыл – год. Названия 12-летнего цикла: 1 – тышкан, 2 – сыйыр, 3 – барс, 4 – койан, 5 – луу, 6 – жылан, 7 – жылкы, 8 – кой, 9 – мешин, 10 – тауук, 11 – ит, 12 – доңыз. Такой год начинается с науруза...**» [3, 134].

1915 жылы Қазан қаласында Қазан Оқу округы Басқармасы жанындағы Аударма істері бойынша Комиссияның шешімімен (№86) жарияланған «Орысша-қазақша сөздіктегі» [4, 56-57] «год» сөзінің берілісі төмендегідей: **Годъ** – жыл. Каждый год – жыл сайын. Чрезъ годъ – жыл аралаб. Прошлый год – былтыр. Новый год – науруз: около 10 марта в Тург. обл., а в Уральской обл. и в Букеевской орде 1 марта. От науруза до науруза 12 годов: 1-й – мышь – **тышкан**, 2-й – корова – **сыйыр**, 3-й – барс – **барс**, 4-й – заяц – **койан**, 5-й – водяной жук (дракон) – **луу**, 6-й – змей – **жылан**, 7-й – лошадь – **жылкы**, 8-й – баран – **кой**, 9-й – обезьяна – **мешин**, 10-й – курица – **тауык**, 11-й – собака – **ит**, 12-й – свинья – **донгуз**. По киргизскому летосчислению русские года соответствуют следующим:

год мыши	1852	1864	1876	1888	1900	1912	тышкан жылы
год коровы	1853	1865	1877	1889	1901	1913	сыйыр жылы
год барса	1854	1866	1878	1890	1902	1914	барс жылы
год зайца	1855	1867	1879	1891	1903	1915	койан жылы
год дракона	1856	1868	1880	1892	1904	1916	луу жылы
год змей	1857	1869	1881	1893	1905	1917	жылан жылы
год лошади	1858	1870	1882	1894	1906	1918	жылкы жылы
год барана	1859	1871	1883	1895	1907	1919	кой жылы
год обезьяны	1860	1872	1884	1896	1908	1920	мешин жылы
год курицы	1861	1873	1885	1897	1909	1921	таук жылы
год собаки	1862	1874	1886	1898	1910	1922	ит жылы
год свиньи	1863	1875	1887	1899	1911	1923	донгуз жылы

Бұл жерден байкалып тұрған жайт: судағы «ұлу» ескеріліп, «водяной жук» түрінде болса да, берілген. Алайда, жыл атауы ретінде («луу жылы») дракон мәнінде аталған. Осы сөздіктің 68-бетінде «дракон» сөзінің өзіне *аждага (жылан), айдагар* түрінде аударма жасалады. «Улитка»,

«водяной жу» деген атаулар мүлде ұшыраспайды. Яғни, түсінікке қиындау жағдай. Осындай жайт кейбір басқа сөздіктерде де ұшырасады. Мәселен, 1977 жылы монғол елінде жарық көрген «қазақша-монғолша» сөздікте ұлу сөзінің монғолша баламасы – луу; Ұлу жыл – луу жыл [5, 329]. Бірақ бұл жерде қазақ тіліндегі ұлу сөзінің де, моңғолшалуу сөзінің де мән-мағынасы толық айқындалмаған. Бұлар қай ұлу?

Ұлу жылы қазақтан басқа да қырғыз, өзбек, түрікмен, қарақалпақ, әзірбайжан, т.б. халықтардың күнтізбелерінде кездеседі. Мүшелге енетін жыл атауларының өзбек тіліндегі берілісіне назар аударсақ: «сичкон, сигир, йұлбарс, куён, балик, илон, от, күй, маймун, товук, ит, тўнғиз» [6, 657]. Демек, өзбек тілінде «ұлу» сөзінің орнында «балық» сөзін көреміз: «Балик – 3. Мучал йил ҳисобидаги бешинчи йил номи» (1-том, 148-б.). Жалпы еуропада қабылданған шығыс календары үлгісі бойынша, бұл жыл, – шынында да, «балық» жылы болып табылады. Алайда шығыс елдерінің басым көпшілігінде, әсіресе біз тіршілік жасап отырған аумақта «ұлу жылы» атауының қолданылатыны анық. Ташкентте шыққан екі томдық үлкен орысша-өзбекше сөздікте «дракон» сөзіне мынадай анықтама берілген: ДРАКОН 1. *миф.* Аждаҳо, аждар; 2. *зоол.* дракон (қанотли калтакесак); [7, 305]. Бұл жерде, өзбек тіліне шығыс эпсаналарының әсерінің басымдығын көреміз. Себебі сөз алдымен «айдаһар» мәнінде аударылып отыр. Өзбек тілінің осы сөздігінде «улитка» сөзіне *шилликқурт* ретінде аударма жасалады (том.2. 708-б.). Қырғыз тіліндегі жылдардың он екі мүшел есебі бойынша реті мынадай: «**ЖЫЛ** I 2. Летосчисление по двенадцатилетнему животному циклу; название годов этого цикла в последовательном порядке: 1) **чычқан** (тышқан), 2) **уй** (сыыр), 3) **барс** (барыс), 4) **коён** (қоян), 5) **улуу**, 6) **жылан**, 7) **жылқы**, 8) **кой**, 9) **мечин**, 10) **тоок** (тауық), 11) **ит**, 12) **доңуз**» [8, 278]. Қырғызша-орысша сөздікте **улуу** сөзінің қытай тілінен енген кірме лексикаға жататыны көрсетілген: **улуу** I *кит.* год дракона (см. **жыл** I 2).

Түркі тілдерінің тарихындағы аса құнды тілдік деректер көзі болып табылатын М.Қашғари сөздігі бойынша мүшел есебіндегі жылдардың атаулары мынадай ретте берілген: 1 – «**сижған**» (*тышқан*), 2 – «**ууд**» («өгіз»: қазіргіше – *сыыр*), 3 – «**барс**», 4 – «**тавишған**» (*қоян*), 5 – «**наак**» (*қолтырауын*) / «**луу**» (*дракон*), 6 – «**йилан**» (*жылан*), 7 – «**йунд**» (*жылқы*), 8 – «**қуй**» (*қой*), 9 – «**бижин**» (*мешін*), 10 – «**тақағу**» (*тауық*), 11 – «**ит**», 12 – «**тунуз**» (*доңыз*) [9]. Сондай-ақ, осы сөздікте кездесетін «**улуг луу**» тіркесі «*қадірлі луу*» дегенді білдіреді. Бұл жердегі «луу» - «дракон» мәнінде. Сонымен, «дракон» мәніндегі «ұлу» сөзінің М.Қашғари сөздігінде де ұшырасып отырғандығы анық жағдай.

Қазақ тіліндегі су жәндігі *ұлуды* өзге тілдердің ішінде ноғай тілінен байқаймыз: *улув* [10, 655]. Ал енді су жәндігінің атауы ретіндегі осы ұлу сөзінің өзге тілдердегі аталымы мүлде басқаша болады екен: қарақалпақша – *суў өгизи*, өзбекше – *шилликқурт*, қырғызша – *улул*, әзірбайжанша – *илбиз*, моңғолша – *дун*, якутша – *чоху хаата*, қалмақша – *хорханцг*, ... осылай кете береді. Ал енді «дракон» мәніндегі *ұлусөзін* өзге тілдер бойынша салыстырып қарайтын болсақ: қырғыз тілінде – *улуу*, моңғол тілінде – *луу*, қалмақ тілінде – *лу* [11, 75], тува тілінде – *улу* [12, 136], бурят тілінде – *луу* [13, 305] варианттарында ұшырасады екен. Демек, бұл заңдылық. Ұлу сөзінің тіл-тілдегі «дракон» мәнінде қолданылуында заңдылық бар. Оны түркі тілдерінің этимологиялық сөздігіндегі «ұлу» мәнінде жинақталған материалдардан да байқауға болады. Ендеше осы этимологиялық сөздіктегі «ұлу» сөзінің берілісіне назар аударалық: «УЛУВ / ULUW – крымский диалект караимского языка, каракалпакский; **үлүв/ülüw** – казахский; **улу/ulu** – алтайский, сарыг-югурский, тувинский; **олу/olu** – сарыг-югурский; **лу/lu** – сарыг-югурский, древнеуйг. (Турфан)». ♦ **Дракон** – во всех названных выше источниках; название дракона-громовержца – сарыг-югурский; **год дракона** – алтайский [14, 282]. ♦ Рассматриваемая основа в древнеуйгурском обозначается в виде *loŋ, luo* (возможно *lō*) и трактуется как заимствование из китайского (lung) с тем же значением «дракон» [15].

Этимологиялық сөздікте, сондай-ақ, осы сөздің Турфан ескерткіштерінде **lu** тұлғасында ұшырасатыны жазылған. *Улув ~ улу ~ олу ~ лу* тұлғаларын моңғол деректерімен де байланыстыруға болатындығын, түркі тілдеріндегі тұлғалардың моңғол тіліндегі тұлғаға (luu/луу) жақындығы айтылады (591-б.). Шынында да, түркі-моңғол тілдерінде (қазақ, қырғыз, ұйғыр, алтай, тува, бурят, моңғол, т.б.) «дракон» мәніндегі атаулардың *лу ~ луу ~ улу ~ ұлу ~ олу* тұлғаларында кездесетіндігі жоғарыда баяндалды. Қалай болғанда да, бұл тұлғаның түркі-моңғол тілдерінде ежелден бері қолданылып келе жатқандығы анық байқалады. Моңғол тіліндегі тұлғаның арғы жағында Тибет елі тұрғандығы, бұл сөздің Тибеттен ауысқандығы болжанады. Тибет елі – ежелден бері келе жатқан, байырғы үнді және қытай мәдениеттерінің рухани философиялық негіздерін бойына жинақтаған

орталық екендігі баршаға аян.

1969 жылы шыққан «Древнетюркский словарь» сөздігінде де «ұлу» сөзі «дракон» мәнінде берілген екен: «LÜ [кит. лун, luŋ] 1. дракон» түрінде түсініктеме берілген. Мысалдың бірін келтірсек: «Он улуг луу қанлары» [16, 334]. Бұл қытай тілінен жасалған аудармадан алынған. Бұл жерде, «әрине, аударма болған соң осылай болып отыр» деуге болар еді. Алайда, осы «дракон» мәніндегі нақты «ұлу жыл» тіркесін 731 ж. Онгин ескерткішінен (*lü jil*), сондай-ақ, XII-XIV ғғ. жататын көне ұйғыр жазбаларынан (*луу йыл екінті ай беш отузқа*) байқаймыз. Демек, көне түркі заманында, көне түркілердегі он екі жылдық мүшел есебінде осы аталған мәнде «ұлу жылы» болған.

Қорытынды. Қорыта келе айтарымыз: бұл атау - байырғы кезеңде осы Тибет жақтан түркі-моңғол тілдеріне ауысқан ежелгі кірме лексиканың бірі болуы мүмкін. **Біріншіден, қазақтың даласында, жалпы қазақ түсінігінде, ежелгі көшпелілер мифологиясында «аспанда ұшаалатын қанатты жыланның, аузынан от шашатын алып жыланның» болмауы, немесе болған жағдайда да кейін ұмыт болуы, екіншіден, бұл атаудың өзінің дыбысталуы тұрғысынан тілімізде «ұлу» жәндігінің атауымен сәйкес келуі** жағдайларының шешуші рөл атқаруы мүмкін. Демек, осылайша, кейінгі тарихи дәуірлердегі ұлттық санамыздағы түсінігімізге жат «луу» ұғымын қазақ тіліндегі халыққа түсінікті судағы жәндік ұлудың образы ығыстырған. Тіл-тілде мұндай жағдайлардың болатындығы әбден дәлелденген жайт. Демек, ендігі жерде түсіндірме сөздіктерде «ұлу» сөзінде екі мағынаның бар екендігін көрсеткен жөн. Және де мүшелдегі тиесілі жыл атауына **«миф. Ертегілерде болатын, қанаты бар, от-жалын шашатын алып жылан»** тәрізді түсіндірмелер жасау қажет болмақшы. Ал жылды суреттеу, кескіндеп бейнелеу кезінде теңіздегі қабыршақты жәндік ретіндегі ұлудың бейнесін беруді тоқтатқан жөн деп ойлаймыз.

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УДК811.512.122'373

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О ЗНАЧЕНИИ СЛОВА «УЛИТКА» ВКЛЮЧЕН В СПИСОК ИСТОРИЧЕСКАЯ ЛЕКСИКА КАЗАХСКОГО ЯЗЫКА

Аннотация. Если исторический фон языка будет сильным, его будущий путь развития будет ярким. Изучение состава исторической лексики казахского языка из этих точек является одной из самых важных вещей в современном мире. В исторической лексике есть также тюрко-монгольские языки наряду с тюркскими разнородными, имена которых включены в древний лексический фонд древнетюркско-монгольских языков. Суть слова «выть», который является частью исторического словаря казахского языка, рассматривается в лингвосемантических и этимологических терминах. Исследование было основано на этимологических и переводческих словарях XIX - XXI веков, чтобы определить мотивацию этого словаря.

Ключевые слова: лексикология, этимология, исторический словарь, словарный запас, лексика.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 192 – 197

UDK 1/14 (045)

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**ALI SHARIATI ABOUT UMMAH AS A
THE ORETICAL MODEL OF THE IDEAL SOCIETY**

Abstract. The purpose of the work is to identify and study the role and place, aspects of the Muslim Ummah as a model for building an ideal society in the philosophy of Ali Shariati. The methodology of work is specifically historical, comparative, social methods of research. As a result of the work, the following conclusions were made: Shariati gives a classification of society based on the types of religion. In his opinion, there are the following types of religion: 1) tawhid -religion based on monotheism, 2) shirk-based on polytheism, 3) kufr-based on unbelief, where tawhid is recognized as the true religion, and shirk and kufr - opposing true, tawhid religion. Accordingly, only that which is based on the religious ideology of tawhid is recognized as an ideal society

The field of application of the results obtained by the author of the article is the improvement of the methodological principles of the research of society in the philosophy of Ali Shariati. The author's conclusions can be used in teaching at the social and humanitarian faculties of the disciplines of the religious-philosophical cycle.

Keywords: Islamic civilization, Ummah, ideal society, tawhid.

УДК 1/14 (045)

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**АЛИ ШАРИАТИ ИДЕАЛДЫ ҚОҒАМНЫҢ ТЕОРЕТИКАЛЫҚ ҮЛГІСІ
РЕТІНДЕГІ МҰСЫЛМАНДЫҚ ҚАУЫМ ЖАЙЛЫ**

Аннотация. Жұмыстың мақсаты Али Шариатидың философиясындағы идеалды қоғам құру үлгісі ретіндегі мұсылман Қауымының рөлі мен орнын, қырларын зерделеу, анықтау болып табылады. Жұмыстың әдіснамасын нақты-тарихи, салыстырмалы, әлеуметтанулық зерттеу әдістері құрайды. Жұмыстың нәтижесінде мынадай қорытындылар жасалды: Шариати бойынша идеалды қоғам дін түрлеріне сүйене отырып құрылады, діннің келесі түрлері бар: 1) таухид – бір құдайлыққа негізделген дін, 2) ширк – политеизмге негізделген, 3) куфр-шынайы дін ретінде таухид мойындалатын, ал ширк пен куфр шынайылыққа, таухидтік дінге қарсы тұратын ретінде қарастырылатын сенбеушілікке негізделген. Осыларды есепке ала отырып, таухидтің діни идеологиясына негізделетін қоғам ғана идеалды қоғам болып есептеледі.

Мақала авторы алған нәтижелерді қолдану аясы, Али Шариати философиясындағы әлеуметтік үдерістерді зерттеудің әдіснамалық қағидаларын жетілдіру болып табылады. Автордың шығарған қорытындылары әлеуметтік-гуманитарлық факультеттерде діни-философиялық циклі пәндерін оқыту үдерісінде пайдаланыла алады.

Түйін сөздер: Ислам өркениеті, қауым, идеалды қоғам, таухид.

«Ислам өркениеті» мен қазіргі заманғы мұсылман қоғамдарының даму перспективалары туралы философиялық және әлеуметтанулық теорияларды зерттеу жалпы мұсылман әлемі үшін де, қазіргі заманғы Иранға қатысты алсақ та өте өзекті тақырыптардың бірі болып табылады. Қазіргі заманғы Иран елінде өте жиі талқыға түсетін мәселелердің біріне иран революциясының салдарлары ғана емес, сонымен қатар мемлекеттіктің ерекше формасын құру мәселесі мен жаһандану мен

батыстандыру жағдайындағы қоғамның ары қарай дамуы мәселелері де жатады. Шынайы «қайта жаңғыртылған» дін қағидаларын басшылыққа алатын қоғам қандай жолмен жүруі керектігі туралы сұрақ қазіргі заманғы Иран үшін жай ғана риторикалық сұрақ болып табылмайды. Қазіргі заманғы иран зияткерлерінің басты міндеттерінің бірі адамның қарапайым құқықтарын қалпына келтіру болды, бұл теңдік пен әділдік идеясына негізделген әр түрлі гуманистік ілімдердің пайда болуының алғышарты болды. Жер бетіндегі өмірде бақытқа жетудің әр түрлі философиялық және әлеуметтанулық теориялары әзірленді. Осы сұраққа байланысты Шариати ғалымдар мен дінтанушылардың алдында тұрған маңызды міндеттердің бірі тұрғындарың кең ауқымына мәтінде жасырылған Жер бетінде идеалды қоғам жасау туралы идеяны түсіндіру болып табылады. Идеалды қоғам құру, Шариатидың айтуы бойынша, бірінші кезекте рухани жетілгендік болып табылады. Экономикалық теңсіздікті жою емес, адамгершілікті қайта жаңғырту. Ислам қоғамы, деп есептейді Шариати, Батыстың теріс әсерінен, моральдық тәуелді етудің барлық түрлерінен босатылуы керек. Али Шариатидің әлеуметтік – философиялық көзқарастарында идеалды қоғам тұжырымдамасы маңызды орын алады. Оның қоғамға деген көзқарастарының ерекшелігі оның мұсылман елдерінде, соның ішінде қазіргі заманғы Иран елінде кең таралған «дін әлеуметтануы» позициясында тұратындығы болып табылады. Өзінің «Ислам әлеуметтануы» еңбегінде ол құдай мен дінсіз жоғары деңгейлі өркениет пен қоғам болуы ақылға сыймайтындығы туралы идеяға негізделеді. Қоғамның теоретикалық, идеалды үлгісі ретінде Али Шариати мұсылман қоғамы– Қауымды алады. Исламдық энциклопедиялық сөздікте осы ұғым әр түрлі түсіндіріледі. Қауым ең алдымен мұсылман жамағаты ретінде түсініледі, алайда оның мағынасының әр түрлі басқа да қырлары бар. Құранда Қауым адамдардың жиынтығынан тұратын адами қоғамдастық ретінде түсіндіріледі. Құрандағы адамзат тарихы бір діни жамағаттың, яғни Қауымның ортақ дінге біріккен бірыңғай адамдар Қауымын құраған басқа бір жамағатты біртіндеп алмастыруы ретінде қарастырылады. Осы сөздікке сәйкес, Халифаттан тыс жерде өмір сүретін мұсылман Қауымға кіретін болды, яғни XIX ғ. Соңына дейін әр түрлі елдер мұсылмандары заң жүзінде мұсылмандардың бірыңғай жамағатының мүшелері болып есептелді. XIX ғ. соңында мұсылман елдеріндегі ұлттық азаматтық туралы идея пайда болды. Қауым түсінігі автономдық діни қауымдастықтарды белгілеу үшін де пайдаланылды [1].

Иран философының идеалды қоғам тұжырымдамасының ерекшелігі оның жарқын теократиялық сипатта болуы мен «исламдық басқару» бастапқы қағидаларын қайта жаңғырту идеясына, Мұхаммед пайғамбардың дін мен саясат, руханилық пен зайырлылық бірлігі қағидаларына негізделген мұсылмандық жамағат–Қауымды басқару тәжірибесін қайта жаңғыртуға негізделгендігінде болып отыр. Оның идеалды теократиялық қоғам үлгісінің келесі ерекшелігі мұсылман жамағатының бұрынғы басқару формаларын мұсылман қоғамының қазіргі заманғы жағдайына бейімдеуге ұмтылыс жасайтындығы болып табылады. Али Шариати үшін Қауым – бұл идеалды қоғам үлгісі, түрі және оның тұжырымдамасы мұсылман иеодогиясына негізделеді, тек осындай қоғам аясында ғана адамдардың үйлесімді бірлесе тіршілік етуіне мүмкіндік бар деп есептейді ол. Шариати Құранның негізгі ережелерінің дәстүрлі емес түсіндірілуі негізінде тапсыз қоғам құру идеясына келеді. Ол теңдік туралы идеяны пайдалануды, адамды адамның қанауын жою туралы, тапсыз қоғам құру туралы идеяны пайдалануды орынды деп есептейді. Шариатиға сәйкес, Қауым – бұл теңдік пен әділдік кепілі ретінде жалпыхалықтық меншік, алайда тапсыз қоғамда басты біріктіретін күш - дін болуы тиіс.

Мұсылмандық Шығыста ұлт-азаттық қозғалыс ислам жалауының астында болғандықтан, исламдық философиялық, саяси және этикалық доктриналарды реформалау мен модернизациялаудың қажеттілігі өткір болды. Шариати «шынайы» дінді туындату тұжырымдамасын негізгі идеялары қазіргі заманғы иран қоғамының қоғамдық-саяси және мәдени өмірінде белсенді пайдаланылатын идеалды қоғам Қауымның тұжырымдамасында іске асырылған теңдік пен әділдік, демократия негізінде ерекше ислам қоғамын құру ізденістері мәселесімен байланыстырды. Осы сұрақты едәуір нақтылай отырып, ол Қауымды – таухидты қоғам ретінде, яғни өзі шейіттікті жатқызатын шынайы дінге негізделген қоғам ретінде қарастырады. Бұл теңдік пен әділдікке негізделген жеке меншік пен басып –жаныштау жоқ тапсыз қоғам.

Шариати дін түрлеріне сүйене отырып, қоғамды жіктейді. Оның пікірінше діннің келесі түрлері бар: 1) таухид –бір құдайлыққа негізделген дін, 2) ширк – политеизмге негізделген, 3) куфр- шынайы дін ретінде таухид мойындалатын, ал ширк пен куфр шынайылыққа, таухидтік

дінге қарсы тұратын ретінде қарастырылатын сенбеушілікке негізделген. Осыларды негізге ала отырып, идеалды қоғам ретінде таухидтің діни идеологиясына негізделетін қоғам ғана есептеледі. Алайда бұл жай ғана адамдардың қоғамдастығы ғана емес, ол теңдік пен әділдікке негізделген, бұл идеалды қоғам және адамдар тек сонда ғана үйлесімді өмір сүре алмақ.

Идеалды қоғамның өзінің теоретикалық үлігісін мысалмен сипаттау үшін Али Шариати Авеля мен Каин оқиғасын алады. Авеля қоғамы теңдік пен әділдікке негізделген және дүниетанымдық негізі ретінде «таухид» қызмет ететін үйлесімді қоғам болып табылады. Ислам энциклопедиялық сөздігінде «таухид» «Алладан басқа тәңір жоқ» қағидасына негізделген монотеизм ретінде анықталады. Каин қоғамы құлдық пен жеке меншікке негізделген. Осы мәселе бойынша, марксизммен пікір таластыра отырып, Али Шариати, күш пен билікті жеке меншік емес, ал керісінше күш пен билік жеке меншікті туындатады деп есептейді. Осы қоғам да политеизм, яғни көпқұдайшылық дегенді білдіретін «ширк» сәйкес келетін дүниетанымға ие. Құдайдың мұсылмандық тұжырымдамасы монотеистік сипатқа ие және «Алладан басқа құдайларға табыну, сонымен қатар заттар мен адамдарға табыну ең ауыр күнә (кабира), сенбеушілік (куфр) ретінде қарастырылады» [1, 232б.]. Қауым – бұл Шариати пікірінше, негізгі қағидаларға негізделген «Авеля қоғамы» болып табылады. Бірінші қағида – бұл діни жамағатты «мызғымас көшбасшы», яғни харизматикалық көшбасшы туралы сөз болып отыр, басқаруы керек дегенді білдіретін «басшылықтың мызғымастығы».

«Философиялық энциклопедиялық сөздікте» харизма келесідей анықталады: «Харизма (грекше – мейірімділік, несібе, құдайдың берген сыйы), ерекше дарындылық; қандай да бір тұлғаның (харизматикалық көшбасшы- пайғамбар, проповедник, саяси қызметкердік), әрекет, институт немесе белгінің ізін басушылар мен ұстанушылардың азды-көпті ортасының көз алдында ерекшеліктің, асыра жаратылыс, күнәсіздік немесе қасиеттіліктің ерекше қасиеттеріне ие болуы [2, 755 б.].

Басшылыққа қатысты, Али Шариати былай деп жазады: «Қауым имаматсыз, яғни осындай көшбасшының жоғарғы басшысынсыз тіршілік ете алмайды» [3]. Суннеттік пен шейіттікте қоғам өміріндегі имамат пен имамдар рөлдерін түсіндіруде қағидалы айырмашылықтар бар. Қарастырылып отырған сұрақ бойынша, діни адамдардың рөлі туралы сұрақ бойынша суннизм едәуір демократиялық сипатқа ие: мұсылман жамағатының – Қауымның кез-келген мүшесі, егер ол кем дегенде келесі екі қасиетке ие болса, имам (молда) ретінде таңдала әрі тағайындала алады: 1) мұсылмандардың қасиетті мәтіні –Құранды оқи алатын әрі жақсы білетін; 2) сыйыну жиналыстарын жүргізе алатын. Шииттік доктринаға сәйкес «діни адамдар сайланбайды» және таңдалмайды, бұл адамдар «Құдайдан», олар «айшықталады». Али Шариати, шиизмнің теоретигі әрі идеологы бола отырып, сонымен қатар, имам және имамат әлдекімнің таңдауына ғана емес, сонымен қатар тек мойындауына тәуелді бола алмайды. Демек, Шариати тек суннеттікке ғана емес, сонымен қатар демократиялық басқарудың батыстық формасына қарсы шығады. Ол басты айырмашылықты халықты басқарудың демократиялық формасынан және исламда оның атқаратын рөлінен көреді. Егер бірінші жағдайда, демократия халықтың басқаруы ретінде түсіндірілетін болса және халық қоғамдағы барлық әлеуметтік –саяси мәселелерді шешудегі шешуші фактор ретінде түсіндірілетін болса, екінші жағдайда, яғни исламда халық «шешуші фактор емес, мойындаушы фактор» ретінде мойындалады. Шариати біреуді гений етіп тағайындауға болмайтыны секілді, имам қылып тағайындау да мүмкін емес деп есептейді. Тек бойында «Құдайдан берілген» қасиеттері бар жан ғана имам бола алады. Сондықтан не имам да, не имамат та, яғни қазіргі заманғы мұсылман қоғамының басшылығы қазіргі заманғы демократиялық үрдістерге еш қатысты емес. Оған қоса, Шариатидің пайымдауынша, имам барлығын халық талап еткендей жасауға міндетті емес, олардың басты мақсаты халықтың әл –ауқаты мен бақытын қамтамасыз ету емес. Имам мен имаматтың басты міндеті мемлекет пен қоғам басшыларының міндеті секілді – бұл Қауымды, егер тіптен осы жол ұлы қайғы-қасіреттерге әкелуі мүмкін болғандығына қарамастан едәуір дұрыс әрі тиімді жолды таңдай отырып, жетілуге қарай алып жүру.

Имам теоретикалық бірыңғай мұсылман жамағатында рухани және зайырлы биліктің ең жоғарғы билеушісі ретінде қарастырылады. Бұл дәстүрдің тарихы тереңде жатыр және ол ислам дінінің туындау дәуірінен бастап қалыптаса бастайды. Мұхаммед пайғамбар және алғашқы халифтер дұға оқу кезіндегі тек алдыңғы қатарларда тұратын тұлғалар ғана емес, сонымен қатар

мұсылман жамағатының басшылары да болды. Әл –имам немесе «имамат – зайырлы және рухани биліктер тоғысатын мұсылман жамағатының жоғарғы басшылығының институты» [4].

Идеалды қоғам негізінде жатқан екінші маңызды қағида бұл әділдік қағидасы. «Алла әділетті» деген шейіттік бағыттың басты идеясына сүйене отырып, Шариати әділетсіздік құдайға тән емес деп есептейді, демек, оны болдырмауға әбден болады. Шариати пікірінше тұлғаны құрметтейтін, ал тұлға Алладан басқа ешкімге бағынбайтын басқару басқарудың идеалды формасы болып есептеледі. Тұлғаның рухани еркіндігі тек Аллаға бағынумен ғана шектелген, алайда ол тәуелсіз және экономикалық мәжбүрлеуден ада.

Бірқұдайшылық қағидасынан кейінгі таухидтік діннің негізгі қағидасы теңдік қағидасы болып табылады. Шариати пікірінше таухидтің құрамына теңдіктің алуан түрлері кіреді. Бұл, ең алдымен, қоғамның барлық әлеуметтік қабаттарының теңдігін меңзейтін әлеуметтік теңдік және ақырғы кезекте, идеалды қоғамның, яғни Қауымның құрылымы дегенді білдіреді.

Таухидтік діннің шындығының маңызды сәті онда шіркеу секілді маңызды институттың болуы, себебі кез-келген дінде клерикалды аппараттың болуы осы дін мәнін бұрмалауды және таухидтің ширкке трансформациялануы, яғни монотеизмнен полетеизмге көшуін куәландырады. Және ол мұны шіркеудің билік құрушы таптың мүддесін бейнелейді және қорғайтындығымен байланыстырады, ал бұл болса өз кезегінде таухидтік басты қағидасы әлеуметтік топтардың теңдігін бұзу мен оларды жаныштауға әкеледі.

Шариатидің айтуынша тек ислам философиясы ғана адамдар арасындағы шынайы теңдіктің қалыптасуына, ағайындылық қарым –қатынастың қалыптасуына септігін тигізе алады. Мемлекет және мемлекет заңдастырған әр түрлі заңгерлік нормалар әлеуметтік және саяси теңдіктің тек қағаз жүзіндегі кепілдемелерін ғана бере алады. Олармен салыстырғанда «ислам теңдігі» шынайы теңдік болып табылады, себебі ол «таухидтік діннің» негізгі қағидаларына сүйенеді.

Шынайы діннің негізгі қағидасы монизм қағидасы болып табылады, оған сәйкес Алладан басқа тәңір жоқ және бұл идея қоғамды біріктіретін, шоғырландыратын идея болып табылады деп есептейді Шариати, ол сонымен бірге адамдарды Құдай алдында теңестіреді де. Э. Дюркгеймнің діннің біріктіретін функциясы туралы теориясына сүйене отырып, Шариати қоғамды біріктіру мен жұмылдыру үшін жағдайлар жасау тек шынайы діннің күші жететін нәрсе деген қорытындыға келеді. Шынайы дінде «Алладан басқа Тәңір жоқ» қағидасы, әмірші, қожайын тек Алла дегенді білдіреді, онда «ширкке» сәйкес, яғни бұрмаланған дінге сәйкес қоғам қожайындар мен құлдарға бөлінеді. Шариатидің пікірінше бұрмаланған діннің осы тұрғысы қоғамның қарама-қарсы топтарға бөлінуін, яғни қожайындар мен құлдарға бөлінуін, табиғаттан келе жатқан толықтай табиғи құбылыс деп есептейтін Аристотельдің философиясына негізделген деп есептейді. Демек, ширктің басты әлеуметтік маңызды функциясы, Шариати пікірінше, «ақтайтын функция» болып табылады. Мұндай дін адамдарды «сендердің барлығың немесе сен, немесе сенің қоғамың болуларың керек және құдайдың қалауымен анықталғандығы туралы ереже» «біреулерінің кемсітушілігі мен билік жүргізуі және басқаларының тәуелді жағдайы» толықтай ақталғандығының табиғи жағдай екендігіне және одан ешқайда құтылмайтындарына көздерін жеткізеді [5,180б.]. Қоғамдағы мұндай жағдайлардың орын алуы «шынайылықтың барлығы Құдайдан» негізгі қағидасымен толықтай ақталады. Таухидтік дін, деп есептейді иран философы, әділетсіздік пен қанаушылыққа негізделген қоғамдың тәртіпке қарсы шығады, сондықтан пайдаланушы тап үшін қауіпті болып табылады, себебі ол революциялық идеология болып табылады, пайдалану мен жаныштауға қарсы халықтық көпшіліктің ұйымдастырылған күші ретінде болады. Ширк, бұрмаланған дін ретінде, қолданыстағы әлеуметтік теңсіздікті ақтай отырып, билеуші тапты қорғауға кіріседі, және оларға қарсы болған кез-келген әрекет Аллаға қарсы шыққандық ретінде түсінідіріледі. Таухидтік діннің онтологиясы Алланың адамды жаратқандығы қағидасына негізделеді, оған сәйкес: а) Алла – барлық дүниенің жаратушысы; б) Алланың қалауы шекетен тыс қуатты және бүкіл әлемге таралады және бұл в) Алла дүние туралы абсолютті білімге ие, адам бір ғана Құдай –Аллаға сене отырып, әлемнің бірлігі туралы идеяға келеді, бір әлемге сену біздер, барлық адамзат баласын Жаратушының жаратқандығы туралы идеяға алып келеді, сондықтан барлығымыз бірміз, яғни теңбіз дегенмен байланысты. Таухидтік діннің негізгі басты қағидаларының бірі адамдардың әлеуметтік және саяси теңдігі болып табылады және бұл қағида фикх, яғни мұсылмандық заң жүргізудің арқасында жүзеге асады. Таухидтік діннің міндеті – барлық түрдегі прогрессті алға бастыру, адамның әлеуметтік және саяси еркіндігін мойындау. Қоғамды басқару және мемлекет пен әр түрлі саяси топтамалар арасындағы қатынастарды ғана емес, сонымен қатар қоғамның әр түрлі қабаттары арасындағы қатынастарды реттестіруге келер болсақ Шариати пікірінше, негізгі

саяси –құқықтық қағидалар мыналар болуы керек: 1) шура қағидасы (ақылдасушылық), 2) иджма (пікірлерді келістіру, бірлесіп шешу), 3) иджитихадқа құқықты мойындау (діни және әлеуметтік мәселелерді еркін түсіндіру). Ол шынайы дін еркіндікті құрметтеуі керек деп есептейді.

Теңдіктің келесі бір түріне Шариати халықтар арасындағы теңдікті жатқызады, бұл үлкен немесе кіші халықтар жоқ, сондықтан бірде –бір халық басқа бір халықты басып жаныштай алмайды дегенді білдіреді. Қазіргі заманғы мұсылман қоғамдарын талдау негізінде, ол мұсылман мемлекеттерінде аса бір ауқымды мәселелерді айқындады. Бұл «үшінші әлем» елдерін батыс мемлекеттерінің әр түрлі формалар мен әдістер бойынша отарлауы. Олардың ішінде едәуір кең таралғандарына мыналар жатады: батыстандыру мен модернизациялау тұрпатында, біз бұған жаһандану дегенді қоса аламыз, Батыстағы шамадан тыс өндіру дағдарысымен байланысты жаппай тұтынудың батыстық тауарлары белсенді енгізіліп жатыр. Осының нәтижесі ретінде батыстық құндылықтар мен өмір сүру салтының стандарттары таңылады, этникалық шиеленістер жасанды жолмен тұтандырылады. Осы сұрақ бойынша Шариати, француз зерттеушісі Фанон Ф. секілді ұлтшылдық тек ел тәуелсіздігін алғанға дейін ғана әрекет етеді, ары қарай ол агрессор қолындағы шоқпарға айналады деп өте дұрыс атап өтеді. Ұлтшылдық мәселесін шешудегі мұндай тәсіл тек біздің мемлекетіміз үшін ғана емес, сонымен қатар бүкіл кеңес дәуірінен кейінгі кеңістік үшін де және, жалпы, барлық полиэтникалық мемлекеттер, барлық дүниежүзілік қоғамдастық үшін де өзекті болып отыр, себебі ұлтшылдық қағидасы ұлттық мемлекеттің қалыптасуында оң рөл ойнайды және содан кейін өзін –өзі құртады, себебі қоғамның ары қарайғы тіршілік етуінде қоғам негіздерін сақтау үшін анағұрлым позитивті рөлді этникааралық бірігу қағидасы ойнайды [6].

Кез-келген мәселелерді шешу кезінде Шариати ол өзі әзірлеген әдіснамалық қағидаларды қатаң ұстанады. Жекелей алсақ, халықтар теңдігі туралы сұрақты қарастыра отырып, ол, біркұдайшылдық қағидасына сүйене отырып, яғни таухидке сүйене отырып, барлық халықтар мен ұлттар теңдігі мен бірлігі туралы идеяны негіздейді. Бір жаратқанға сену әлемнің бірлігі туралы идеяға алып келеді және барлық адамдар бір ғана жаратушының жасаған жаратылысы дегенге келеді, барлық адамдар бір-бірінің алдында ғана емес, сонымен қатар Алланың алдында да тең, олардың барлығы бір ғана адамзат баласының тегі болып табылады. Шариати таухид қағидасынан, яғни бір құдайшылықтан интернационализм қағидасы шығады деп есептейді, яғни бұл қағидаға сәйкес барлық адамдар, барлық ұлттар мен халықтар тең, сондықтан бірде –бір халық келесі бір халықты пайдалану мен жаныштауға құқылы емес.

Теңдік сонымен қатар жыныстар теңдігі дегенді де білдіреді. Шариатидің түсіндіруіндегі осы сұрақ бірегей шешімге ие болды. Ол ислам қоғамындағы әйелдер қауымының алатын орнына қарсы. Ол жыныстардың теңдігін жақтады. Оған қоса, ол ислам дін ретінде әйелдердің рөлін төмендетеді деген кең таралған пікірді – бұл жаңсақ пікір және дұрыс емес көзқарас тұрғысы, бұл заттардың шынайы келбетін бұрмалайды деп есептейді. Исламды жыныстардың өзара қарым – қатынасы туралы мәселе бойынша бұрмалау Шариати пікірінше, Құранды дұрыс аудармау мен дұрыс түсіндірмеудің салдарынан болып отыр. Дұрыс жасалмаған аудармаға сәйкес әйел ер адамның – Адамның қабырғасынан жаралған, осы арқылы әйел адамның орнын төмендету түсіндіріледі. Шариати арабтың «риб» сөзі бірнеше мағынаға ие және «қабырға» сөзі бұл осы аталмыш сөздің тек бір ғана аудармасы ғана. «Риб» сонымен қатар «табиғат», «болмыс» деп те аударылады. Демек, жыныстардың өзара қатынасы туралы мәселеге қатысты исламдық көзқарас тұрғысының мәні, Шариати пікірінше келесіге саяды: «... еркектер мен әйелдер – табиғаты бір және оларды Құдай бір мезгілде жаратты. Олар – бір нәсілден, олар – ағайындылар» [7]. Әйелдердің мұсылман әлемінде алатын орны бүгінгі таңда исламның, шынайы діннің, яғни таухидтің қағидаларына қайшы келеді. Бұл пұтқа табынушылықтың қалдықтары болуы керек деп пайымдайды ол. Үлгі ретінде ол екі әйгілі ислам әйелдерінің бейнелерін алды – Фатима және Зейнаб, олар мұсылман әлемінің тарихында белсенді рөл ойнаған. Шариати оларға келесі сипаттамаларды берді: «Фатима- пайғамбар ізбасары, «бұғауланғандардың құқықтарының» бейнесі және дәл сол мезгілде «әділдік іздеушілердің» белгісі, айқын көрінісі. ...Зейнаб- Хусейн Имамның қайғылы өлімінен кейін тірі қалған елші-әйел, бас алғыштар жүйесіндегі барлық қорғансыз қамалғандар туралы куәлік етеді (әлемнің нұры жаусын)» [8]. Ол қазіргі заманғы мұсылман әйелдері, бір жағынан, батыстық әйелдердің жүріс –тұрыс стереотиптерімен жүрмеулері керек, алайда, сонымен бірге, тек отбасы мен үйдің күйбең біршілігімен шектелмеулері керек және өздерінің орындарын төмендеткізумен келіспей, қоғамның өмірінде белсенді араласуы керек деп есептейді.

Идеалды қоғам туралы сөз қозғағанда, әрине шығыстың ұлы ойшылы, екінші ұстаз әл – Фарабидің идеалды қоғам туралы ойлары жан –жақты қарастырылған «Қайырымды қала тұрғындары» атты еңбегін Али Шариатидің көзқарастарымен салыстырмай кетуге болмайды. Әл – Фараби мен Али Шариатидың идеалды қоғам туралы тұжырымдаманың салыстырмалы талдауы осы сұрақты қарастыруда белгілі бір ұқсастық пен айырмашылық барын көрсетеді. Әл –Фарабиде идеалды қоғам тұжырымдамасы көп жағдайда анағұрлым зайырлы сипатқа ие, ал бұл кезде Али Шариати философиясында бұл сұрақ діни көзқарас тұрғысынан қарастырылады, ең алдымен, ислам философиясы тұрғысынан қарастырылады. Әл -Фараби адамдардың ұйымдарының, адамдар қоғамының идеалды түрі ретінде қарастыратын өзінің қайырымды қала туралы философиялық пайымдауларында, оны этникалық және конфессиялық айырмашылықтарға қатыссыз қарастырады, ол жалпы идеалды қоғам туралы жазады. Ал Шариати А. бұл сұрақты шешудегі қарастыру тәсілінің ерекшелігі ол жалпы идеалды қоғамның идеясын негіздемейді, идеалды қоғам деп аталатын өзінің тұжырымдамасында ол мұсылман жамағаты – Қауымды меңзеп тұрғандығында, яғни ол Қауымды осындай адамдар бірігуінің үлгісі ретінде қарастырады. Бірақ осы екі философиялық жүйелерге ортақ нәрсе шығыстың екі ойшылы да осындай адамдар қоғамдастықтары теңдік пен әділдікке негізделуі керек деп есептейтіндіктерінде.

Әл –Фарабидің билеудің демократиялық формасына қатынасы теріс болып табылады және Фараби мен Шариати көзқарастарының ұқсастықтары да осында. Фараби пікірінше ұжымдық қалада « төмендегілер мен жоғарыдағылар үйлеседі, басшылықтың небір түрлері кездеседі... Оның тұрғындарының өздерінің оларды басқаратын басшыларына ешқандай қатынастары жоқ, немесе оның тұрғындары оларды өздері басшылар етіп сайлайды, және оларды басқаратындар мұны тек бағыныштылардың қалауымен ғана жүргізеді, ал соңғылары олардың бұйрықтарына бағынбайтындықтан, онда бұл қалаларда шындығында не басшы, не бағыныштылар жоқ» [9]. Бұл қалада ең абыройлы, ең құрметті басшы ретінде өз қаласының тұрғындарына көбірек еркіндік беретіндері, олардың тілектері мен қалауларын қанағаттандыратындары, ал өздері тек ең қажетті заттармен ғана шектелетіндері есептеледі деп пайымдайды Фараби.

Қорыта айтқанда, иран философы Шариати сонымен қатар мемлекетті, яғни Қауымды имам басқаруы керек деп есептейді. Және мұнда егер суннизмде имам тағайындалатын болса, оны адамдар таңдайтын болса, ал шиизмде ол айқындалатын сәтін ескеру қажет. Әл -Фараби мемлекет басшысыға қойылатын барлық талаптарға сәйкес келетін адамды табу өте қиын деп есептеген. Сондықтан мемлекетті барлығы жиналғанда басшыға қойылатын талаптарға сәйкес келетін адамдар тобы немесе екі немесе үш адам басқаруы керек. Али Шариати де осы көзқараспен келіседі, ол мұсылман елдеріндегі басшылықты имам мен имамат жүзеге асыра алады және жүзеге асыруы керек деп есептейді. Егер имамат, яғни басшылық өз міндеттерін атқаруды тоқтатса, тоқтап қалса және қоғамды алып жүрмесе («институацияланса»), оларды биліктен тайдыру керек және бұл істе барлық құралдар жақсы деп есептейді Шариати [10].

УДК 1/14 (045)

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АЛИ ШАРИАТИ ОБ УММЕ КАК ТЕОРЕТИЧЕСКОЙ МОДЕЛИ ИДЕАЛЬНОГО ОБЩЕСТВА

Аннотация. Цель работы изучить, определить роль и место, виды мусульманской Уммы в качестве образца построения идеального общества в философии Али Шариати. Методологию работы составляют конкретно – исторические, сравнительные, социологические методы исследования. В результате работы были сделаны следующие выводы: Шариати дает классификацию общества, основываясь на типах религии. По его мнению существуют следующие разновидности религии: 1) таухид -религия, основанная на единобожии, 2) ширк - основанная на политеизме, 3) куфр- основанная на неверии, где в качестве истинной религии признается таухид, а ширк и куфр - как нечто, противостоящее истинной, таухидной религии. Соответственно, идеальным обществом признается только то, которое основывается на религиозной идеологии таухида.

Сфера применения результатов, полученных автором статьи, является совершенствование методологических принципов исследования социальных процессов в философии Али Шариати. Выводы автора могут использоваться в процессе обучения предметам религиозно- гуманитарного цикла на социально-гуманитарных факультетах.

Ключевые слова: Исламская цивилизация, умма, идеальное общество, таухид.

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 198 – 205

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**DEVELOPMENT OF INTEGRATION PROCESSES
AT THE PRESENT STAGE**

Abstract. Higher education institutions play an important role in creation of the country's human asset. Enterprises, in turn, build their business with the help of their employees' potential who get education in higher educational institution of the country. Therefore, enterprises and high schools should work together to train personnel for the real sector of the economy by joint efforts. But, unfortunately, we have certain obstacles on the way to business cooperation and higher education institutions. Nowadays the integration of higher educational institutions and enterprises is a trend of objective development of specialists' professional training. Over the past decade, the world experience in the field of scientific and technological development has shown that the integration of universities and businesses can effectively respond to globalization and economic crisis.

Transformation of these relations into a stable process is beneficial to both sides, but the question is whether the potential of the two sides is sufficient to make this link an integration process. In this regard, the author of the article reveals the answers to the questions: What is integration? Is there any difference between integration between enterprises and the integration between higher education and business. When studying this term, the author, studying the views of scientists gave her own author's definition to the word "integration". The article considered mechanisms and functions of integration, identified obstacles and opportunities that arise in the integration process.

Keywords: integration, education, university, business, enterprises.

ӨОЖ: 33/2964

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ЗАМАНАУИ ЖАҒДАЙДА ИНТЕГРАЦИЯЛЫҚ ҮДЕРІСТЕРДІҢ ДАМУЫ

Аннотация. Білім мен өндірістің интеграциясы – қазіргі заманғы кезеңдегі кәсіби даярлықтың объективтік даму үрдісі. Ол өндірістің ғылымды көп қажет етуімен және мамандардың кәсіби қызметінің мазмұнымен байланысты. Сарапшылардың бағалауы бойынша дәстүрлі, нақты кәсіпорынға бағдарланбаған оқу жоспарлары мен бағдарламалары бойынша даярлықтан өткен жас маман [1] кәсіпорында екі жыл жұмыс істеген уақытта ғана әлеуметтік және кәсіби жағынан бейімделеді екен, яғни ұжымда өз орнын ала отырып, оның бір мүшесіне айналады [2]. Мәселе тапсырыс беруші – кәсіпорынмен (ол тұтынушы - кәсіпорын) байланыс орнатылмаған оқу барысында тікелей бейімделудің өте қиын, ал көп жағдайда объективті мүмкін еместігінде. Синергетикалық теория үнемі сыртқы ортамен энергия, зат, ақпарат алмасатын ашық жүйелерде ғана даму мүмкін екенін сенімді түрде дәлелдеп берді. Алуан түрлі ақпаратты өңдеу, интеграциялау ұйымдастыру мен ретке келтірудің жаңа түрлеріне алып келеді (бұл дегеніміз өзін-өзі ұйымдастыру процесі) [3]. Пайдаланылатын ақпараттың жеткілікті және толық болмауы жүйенің жойылуына алып келеді. Сондықтан, жұмыс істеген алғашқы жылдары әлеуметтік бейімделумен қатар жас маман кәсіби салада білімін толықтырады. Ол басқарудың нақты әкімшілік схемасымен танысады, шешімдер қабылдау тәртібін түсінеді, осы кәсіпорынға тән құралдармен және технологиялар мен технологиялық шешімдердің қол жетімді жинағымен танысады. Сондықтан болар бизнес тәжірибесі жоқ жас мамандарды алуға ынталы емес, себебі университет қабырғасынан шыққан жас мамандарды жұмыс үрдісіне ендіруге бірталай уақыт пен қаржы жұмсалады. Осы мәселелерді шешу барысында жоғарғы оқу орындары тарапынан көптеген іс-шаралар жасалатыны мәлім, бірақ өкінішке орай бизнес тарапынан жоғарғы оқу орындарымен байланысты жандандыру мәселесіне салқындық танытатыны қынжылтады. Бизнес де жоғарғы оқу орындары бір-бірімен

байланыстан біршама мүмкіндіктер алады. Осыған орай интеграция деген не? Кәсіпорындардың арасындағы ішінара интеграциясы мен жоғарғы оқу орындары мен кәсіпорындардың арасындағы интеграциядан айырмашылығы бар ма деген сұраққа мақалада автор жауап беруге тырысты. Осы терминді зерттеу барысында автор сөздіктер мен алыс және жақын шетел ғалымдарының интеграция терминіне көзқарастарын сараптап, өзінің авторлық анықтамасын берді.

Түйін сөздер: интеграция, білім, университет, бизнес, кәсіпорындар.

Білім мен өндірістің интеграциясы – қазіргі заманғы кезеңдегі кәсіби даярлықтың объективтік даму үрдісі. Ол өндірістің ғылымды көп қажет етуімен және мамандардың кәсіби қызметінің мазмұнымен байланысты. Сарапшылардың бағалауы бойынша дәстүрлі, нақты кәсіпорынға бағдарланбаған оқу жоспарлары мен бағдарламалары бойынша даярлықтан өткен жас маман [1] кәсіпорында екі жыл жұмыс істеген уақытта ғана әлеуметтік және кәсіби жағынан бейімделеді екен, яғни ұжымда өз орнын ала отырып, оның бір мүшесіне айналады [2]. Мәселе тапсырыс беруші – кәсіпорынмен (ол тұтынушы - кәсіпорын) байланыс орнатылмаған оқу барысында тікелей бейімделудің өте қиын, ал көп жағдайда объективті мүмкін еместігінде. Синергетикалық теория үнемі сыртқы ортамен энергия, зат, ақпарат алмасатын ашық жүйелерде ғана даму мүмкін екенін сенімді түрде дәлелдеп берді. Алуан түрлі ақпаратты өңдеу, интеграциялау ұйымдастыру мен ретке келтірудің жаңа түрлеріне алып келеді (бұл дегеніміз өзін-өзі ұйымдастыру процесі) [3]. Пайдаланылатын ақпараттың жеткілікті және толық болмауы жүйенің жойылуына алып келеді. Сондықтан, жұмыс істеген алғашқы жылдары әлеуметтік бейімделумен қатар жас маман кәсіби салада білімін толықтырады. Ол басқарудың нақты әкімшілік схемасымен танысады, шешімдер қабылдау тәртібін түсінеді, осы кәсіпорынға тән құралдармен және технологиялар мен технологиялық шешімдердің қол жетімді жинағымен танысады. Сондықтан болар бизнес тәжірибесі жоқ жас мамандарды алуға ынталы емес, себебі университет қабырғасынан шыққан жас мамандарды жұмыс үрдісіне ендіруге бірталай уақыт пен қаржы жұмсалатындығы да әсер ететіні белгілі. Осы мәселелерді шешу барысында жоғарғы оқу орындары тарапынан көптеген іс-шаралар жасалатыны мәлім, бірақ өкінішке орай бизнес тарапынан жоғарғы оқу орындарымен байланысты жандандыру мәселесіне салқындық танытатыны қынжылтады. Бизнес де жоғарғы оқу орындары бір-бірімен байланыстан біршама мүмкіндіктер алады.

Студент кәсіпорынның аумағына ішінара ауыстырылған мақсатты даярлық кезінде оқу орны үшін қосымша мүмкіндіктер ашылады, олар:

еңбек нарығы туралы ақпаратқа тұрақты қолжетімділік, бұл мамандықтар мен кәсіптер құрылымын және кадрларды даярлау көлемін нақтылауға мүмкіндік береді; мамандарды даярлау мазмұны бойынша жұмыс берушілердің талаптарын есепке алу: кәсіптік білім беру стандарттарын, оқу жоспарлары мен бағдарламаларын бірлесіп әзірлеу; өнеркәсіптің қазіргі заманғы секторында қолданылатын жабдықта студенттердің тәжірибеден өтуін ұйымдастыру; жабдықтардың жаңа үлгілерімен және технологиялық процестермен танысу үшін оқытушылардың жүйелі түрде тағылымдамадан өтуін ұйымдастыру; жұмыс берушілермен бірлесіп әзірленетін тесттер бойынша сараптау комиссияларының мамандарды даярлау сапасын тәуелсіз бағалау тетігін құру; нақты кәсіпорын үшін мамандарды мақсатты түрде даярлау, бұл түлектердің жұмысқа орналасу мүмкіндігін арттырады.

Мұндай даярлық оқу орнына еңбек нарығында бәсекеге қабілетті мамандарды дайындап шығаруына мүмкіндік береді. Оны қалайтын не қаламайтындығына қарамастан оқу орны жаңа әлеуметтік-экономикалық жағдайда нарықтық қатынастардың субъектісіне айналады, және нарықтың барлық субъектілері секілді кадрлардың тапсырыс берушісі ретінде жұмыс беруші анықтайтын сұранысқа, оның қажеттіліктеріне бағыт-бағдар алуы тиіс. Бұл оқу орнының тіршілік қабілетінің және оның қызмет ету тиімділігінің міндетті шарты. Сондықтан педагогикалық ұжым көп жағдайда өзіне тән емес ерекше жұмыс жасауға: еңбек нарығын зерттеуге, жұмыс берушілердің біліктілік талаптарын нақтылауға, кәсіптер мен мамандықтардың өзгеріп отыратын құрылымын бақылап отыруға, әлеуметтік әріптестерінің нақты қызығушылықтарын анықтауға, өзінің бәсекеге қабілеттілігін арттыруға мәжбүр. Бұл оқу орнының табысты қызмет етуі үшін де қажетті шарт. Ал бизнес өз тарапынан осы айтылған байланыстан бәсекеге қабілетті маман ғана емес жаңа инновациялық идея мен ғылыми жүйеге қол жеткізеді. Жүз нақты қадам 64 қадамында айтылып өткендей инновациялық белсенділікті арттырып, елдің экономикасына жаңа серпін беру

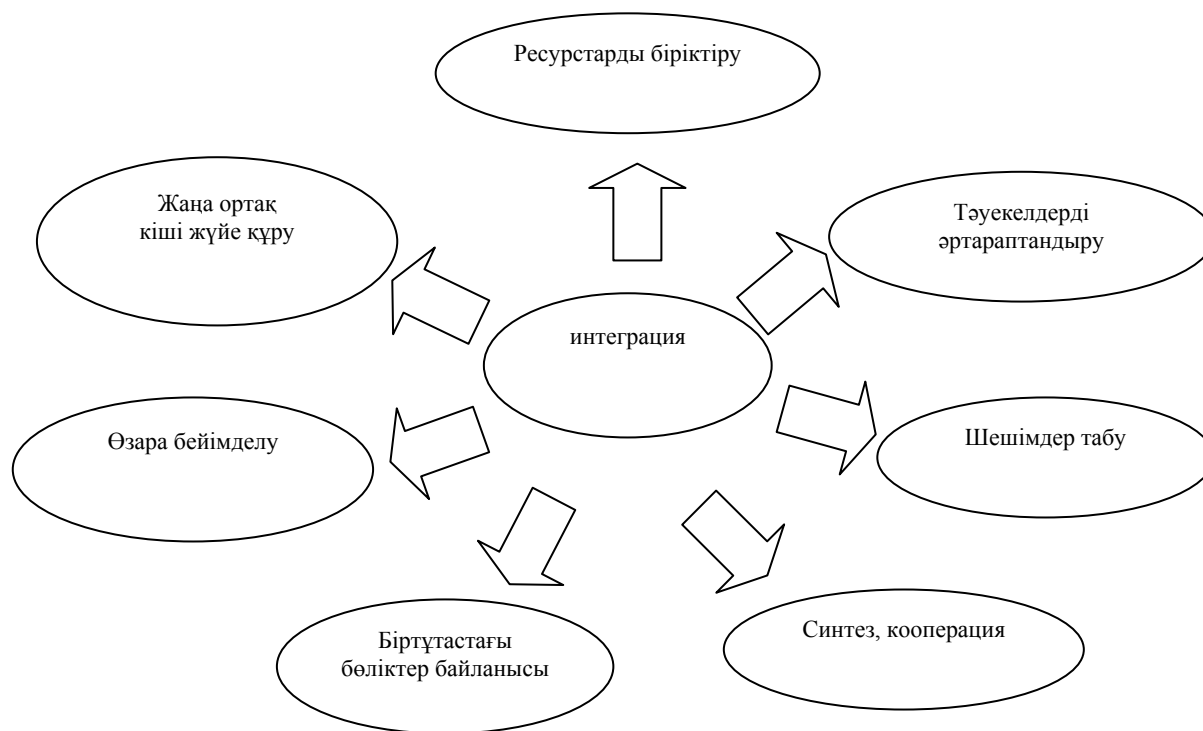
мақсатында жоғарғы оқу орындары мен кәсіпорындардың арасындағы байланысты нығайтып, интеграциялық жұмыстарды белсенді жүргізу қажеттілігі айтылып өткен. Осыған орай интеграция деген не? Кәсіпорындардың арасындағы ішінара интеграциясы мен жоғарғы оқу орындары мен кәсіпорындардың арасындағы интеграциядан айырмашылығы бар ма деген сұраққа автор жауап беруге тырысты.

Осы терминді зерттеу барысында автор сөздіктер мен алыс және жақын шетел ғалымдарының интеграция терминіне көзқарастарын сараптап, өзінің авторлық анықтамасын беруге тырысты.

Интеграция терминін алғаш рет XX ғасырдың 30-шы жылдары неміс және швед ғалымдары қолданған және латын тілінен аударғанда (лат. сөзі integration – қалпына келу, толығу integer - тұтас) интеграция қандай да бір бөліктерді, элементтерді тұтас етіп біріктіруді білдіреді [4].

Қазіргі уақытта бұл термин түрлі салаларда: биология, физика, химия, саясат саласында, ақпараттық, әлеуметтік, мәдени салаларда, математикада және т.б. кеңінен қолданылады. Бұл терминнің ең қарапайым және едәуір кеңінен қолданылатын мағынасы – біріктіру, өзара ену.

Бұл терминнің анықтамаларына жоғарыда келтірілген шолудан көретініміздей интеграцияның жалпы түсінігімен байланысты негізгі сөздердің арасында (1 суретті қараңыз): интеграцияны жағдай ретінде түсінсек: біртұтас, бірыңғай, бөлінбейтін, байланыстылық, байланысты деп айта алады екенбіз, интеграцияны үрдіс ретінде түсінсек: біріктіру, байланыстыру, жақындастыру, бейімдеу, ынтымақтастық, біріктіру, нығайту деп айта аламыз.



1 сурет - «Интеграция» терминінің жалпы мағыналары

Жекелеген мемлекеттің экономикасындағы интеграция, компаниялардың өндірістік-технологиялық байланыстарын кеңейту мен тереңдету ретінде сипатталады, бұл шикізатты, энергетикалық және басқа да ресурстарды, материалдық-техникалық базаны бірлесіп пайдаланудан, сонымен бірге капиталды құю мен өзара көмек көрсетуден көрінуі мүмкін. Экономикалық интеграция бизнестің барынша жоғары тиімділігіне қол жеткізу үшін кәсіпорындардың бір-біріне өзара көмегінің болуын көздейді деп айтуға болады. Осы орайда бірлескен экономикалық дамуға кедергі келтіретін ынтымақтастыққа қатысты шектеулер алынуы, кедергілер жойылуы, істі жүргізу үшін қолайлы жағдайлар жасалуы мүмкін. Капиталдар қосылып, кәсіпорындар бірігуі ықтимал. Қазіргі жағдайлардағы шаруашылық жүргізуші субъектілердің ынтымақтастығын тереңдету процесі ретінде интеграция қоғамдық дамудың объективті заңдылығы болып табылады. Интеграциялық

үдерістерге қатыса отырып, бизнес өндірістің аралық сатыларында және тауарларды ілгерілетуде бәсекелестікті жойып, нарық, ресурстары үшін күресте күш-жігерін біріктіреді [5].

1 кесте - Авторлардың «интеграция» түсінігінің анықтамасына көзқарастары

Авторлар	Мәні
А.Г.Санина. «Условия интеграции науки, образования и бизнеса в современной России», 125 бет.	Интеграция – халық шаруашылығы және коммерциялық әсерлер алу үшін ресурстарды біріктіру.
Латфуллин Г.Р., Никитин А.С., Серебренников С.С. Теория менеджмента: ЖОО-на арналған оқулық. 2-ші басылым. 3-ші буын стандарты.	Интеграция ымырасыз немесе басымдықсыз екі тарапты да қанағаттандыратын шешімді табудан тұрады
Б.А. Райзберг, Л.Ш Лозовский, Е.Б. Стародубцеваның Қазіргі заманғы экономикалық сөздігі, 479 бет.	Интеграция – экономикалық субъектілердің бірігуі, олардың өзара іс-қимылының тереңдеуі, олардың арасындағы байланыстың дамуы. Экономикалық интеграция тұтас елдердің ұлттық шаруашылықтары деңгейінде, сонымен бірге кәсіпорындар, фирмалар, компаниялар, корпорациялар арасында да болады. Экономикалық интеграция өндірістік-технологиялық байланыстардың кеңеюі мен тереңдеуінде, ресурстарды бірлесіп пайдаланудан, капиталды біріктіруден, сонымен қатар экономикалық қызметті жүзеге асыру үшін бір-біріне қолайлы жағдайлар жасаудан, өзара кедергілерді алып тастаудан көрінеді.
В.Н. Скворцов «Экономика и управление в отрасли: образование», Экономика жаршысы, 2014(4)	Білім берудегі интеграция – білім беруде табиғаты әр түрлі объектілерге қатысты болып жатқан немесе жүзеге асырылатын біріктіру, синтез немесе кооперация процестері.
Мескон, М. Основы менеджмента: ағылш. тілінен аударма / М. Мескон, М. Альберт, Ф. Хедоури. – М.: Дело, 1997. – 704 б.	Қазіргі заманғы экономикада интеграция оның экономикалық бірліктерінің арасындағы өзара іс-әрекеттердің дамуынан, жаңа түрлерінің пайда болуынан, барынша синергетикалық әсер алу мақсатында жүйелердің тұтастық қасиеттерінің пайда болуынан, өсуінен көрінеді. Интеграциялық функциялар жүйенің бұрын бөлек-бөлек болған элементтерінің арасында байланыс орнатудан тұрады.
Борисов, А.Б. Большой экономический словарь / А.Б. Борисов. – М.: Книжный мир, 2003. 895 б.	Интеграция – (лат. сөзі integer – бүтін, біртұтас) экономикалық субъектілердің бірігуі, олардың өзара іс-әрекеттерінің тереңдеуі, арасындағы байланыстардың дамуы
Галпин Т.Дж., Хэндон М. Полное руководство по слияниям и поглощениям компаний: ағылш. тілінен аударма / Т.Дж. Галпин, М. Хэндон. – М., СПб., Киев: Вильямс, 2005. – 240 б.	Интеграция тәуекелдерді әртараптандыру; бұзылған ұйымдастырушылық байланыстарды қалпына келтіру және оларды құрылымдық қайта құру, экономикалық реформалар барысында кәсіпорындардың арасындағы өзара қарым-қатынастар сипатының өзгеруі нәтижесінде транзакциялық шығындарды төмендету мақсатында компаниялардың бірігу процесі ретінде.
Кэмпбел, Д. Стратегический менеджмент: оқулық: ағыл. тілінен ауд. / Д. Кэмпбел, Дж. Стоунхаус, Б. Хьюстон. – М.: Проспект, 2003. – 336 б.	Интеграция субъектілердің тұрақты келісілген іс-қимыл жасауы жағдайындағы ішкі өсуден көрінеді, олардың дамуының экономикалық циклінің барлық сатыларында жүреді.
Клейнер, Г.Б. Стратегии бизнеса: аналитикалық анықтамалық / Г.Б. Клейнер. – М.: КОНСЭКО, 1998. – 443 б.	Интеграция – ұйымдардың арасында олардың басты мақсаттарының ұзақ мерзімге жақындауын қамтамасыз ететін өзара қарым-қатынастар орнату.
Самуэльсон, П.А. Экономика: ағылш. тіл. аудар. / П.А. Самуэльсон, В.Д. Нордхаус. – М.: Вильямс, 2006. –1360 б	Интеграция қолда бар ресурстарды жақсы пайдалануға жағдай жасауды қамтамасыз етеді
Современный словарь иностранных слов – М.: Русский язык, 1993 – 240 б.	Интеграция – бұл экономикалық және өндірістік ынтымақтастықты өзара бейімдеу, кеңейту, екі және одан да көп мемлекеттердің ұлттық шаруашылықтарын біріктіру процесі, шаруашылық өмірді интернационаландыру нысаны
Джонсон Дж. Және т.б. Современная логистика. – 7-ші басылым: Ағылш. тіл. аудар. – М.: Вильямс, 2002. – 559 б.;	Интеграция – күш-жігер, іс-әрекеттер, мүмкіндіктерді біріктіру
Хэндфилд Р.Б., Эрнест Л. Реорганизация цепей поставок: Создание интегрированных систем формирования ценностей. – М.: Вильямс, 2003. – 23 б.	Интеграция – қосу, қатыстыру

Сонымен жоғарғы оқу орындары мен бизнестің арасындағы интеграцияға келетін болсақ

интеграция дегеніміз- субъектілердің жас мамандарды дайындауда қолда бар ресурстарды тиімді пайдалана отырып, олардың өзара іс-қимылының тереңдеуі, олардың арасындағы байланыстың дамуы, оңтайлы шешімдерді қабылдау және өзара бейімделу.

Шаруашылық тәжірибеде ынтымақтастықтың мақсаттарына, қатысушылар арасындағы қарым-қатынастардың сипатына, интеграция субъектілерінің өзара іс-қимыл жасау ерекшелігіне және функционалдық ерекшеліктеріне байланысты өзгешеленетін интеграцияның алуан түрлері қалыптасқан. Интеграцияның екі түрі бар – көлденең және тік интеграция. Көлденең интеграция кезінде ұқсас кәсіпорындардың бірігуі жүреді, мұндай интеграцияның мақсаты – өндірістің тиімділігін арттыру. Тік интеграция кезінде өндіріске ортақ қатысатын компаниялар бірігеді [6]. Экономикалық интеграцияны ұйымдастыру практикасына жүргізілген талдау негізінде біріктіру және қосу барысында ұйымдардың бірігуі интеграцияның классикалық көрінісі болып табылады деген қорытынды жасауға болады, бұл активтердің меншігіне ғана емес, сонымен бірге оларды басқаруға бақылау орнатумен сипатталады және ұйымдарды күшейту арқылы иерархиялық жүйелердің қалыптасуына алып келеді [6]. Интеграцияның мұндай нысанын классикалық интеграция деп атаған жөн.

Сонымен бірге күн санап өршіп келе жатқан жаһандық бәсекелестік бұл қиын басқарылатын құрылымдарды әрдайым тиімді ете бермейді және қазіргі экономикада кешенді ішкі иерархиялық құрылымнан бас тартып, басқарудағы икемділікті қамтамасыз ететін интеграцияның өзге нысандарына көшу, яғни интеграцияның әріптестік нысанын пайдалану қажеттігі туындайды. Алайда, интеграциялану әрдайым біріктіру немесе жұтып алу есебінен активтердің артуын көздей бермейді. Құрылым бір заңды тұлғаның құрамындағы бөлімшелерден емес, ресми түрде тәуелсіз экономикалық субъектілерден тұрған жағдайда интеграциялық үрдістерді іске асыру үшін жағдайлар жасалуы мүмкін. Мәселен, қазіргі заманғы салалық нарықтарда маңызды рөл атқаратын дәстүрлі интеграциялық құрылымдармен қатар ақпараттық қоғамда ресми түрде дербес экономикалық субъектілерден тұратын және бұл ретте олардың әрқайсысының қасиеттерінің жиынтығына алып келмейтін өзара бірін бірі толықтыратын қасиеттерге ие интеграциялық құрылымдар пайда болады.

Интеграцияның қаралып өткен нысандарының негізгі айрықша ерекшелігі классикалық («қатан») интеграция меншікке, сонымен бірге біріктірілген активтерді басқаруға толық бақылау орнатуды көздейтіндігінде [5], сонымен бірге интеграцияның әріптестік («икемді») нысанында ресми түрде дербес ұйымдардың меншігіне заңды бақылау болмаған жағдайда олардың әрекетіне бақылау жасалатындығында. Бұл орайда нұсқалардың әрқайсысы интеграция барысында экономикалық субъектілердің арасындағы қарым-қатынастар сипатының өзгеретінін білдіреді, ресурстар мен негізгі компоненттер және оларды әрі қарай пайдалану келісіледі.

Жоғары білім беру жүйесінде интеграциялық үдерістерді жүргізудің базалық негіздеріне: себептер, ынталандырулар, шарттарын жатқызу қажет [7]. Жоғарғы оқу орындарының бизнеспен интеграция үдерісін жүргізу үшін бірнеше себептер бар, едәуір маңыздыларына келесілерді жатқызуға болады:

техникалық және әдістемелік жарақтандырылу деңгейін арттыру; білім беру үдерісіне инновацияларды енгізу; білім беру қызметтерінің қолжетімділігін қамтамасыз ету және сапасын арттыру; шығыстарды, оның ішінде жіберіп алынған мүмкіндіктер шығындарын азайту; білім беру мекемелері мен өнеркәсіптік кәсіпорындар арасында сенімді, өзара тиімді ынтымақтастық орнату; сыртқы әсерлерге байланысты икемді әрекет ету, оның ішінде мемлекеттік реттеу; жоспарлау, үйлестіру мен бақылаудың тиімді жүйелерін құру.

Осылайша, жоғарыда айтылған себептердің негізінде интеграциялық үдерістер білім беру ұйымдары мен бизнестің ресурстарды және байланыстарды бірлесіп пайдалануынан көрінетіні айқын. Біліктілігі жоғары мамандар даярлайтын білім беру жүйесінің субъектілері нарық жүйесінің түрлі субъектілерімен өзара іс-қимыл жасайды және осы себеппен мемлекеттік реттеуге, сонымен бірге білім беру қызметтерін тұтынушылардың, оның ішінде жұмыс берушілердің талаптарына бейімдеуге мәжбүр.

Интеграциялық үрдіс алты өзара байланысты кезеңнен тұрады. Білім беру мекемелері мен кәсіпорынның арасында болып жатқан интеграциялық процестерге аналитикалық зерттеу жүргізу мақсатында біз интеграциялық үдерісті көптеген ғалымдардың пайымдауын ескере отырып

интеграциялық үдерістің теориялық түсініктерінің ара-қатынасын көрсететін өзара байланысты алты кезеңін бөліп алу арқылы құрылымдауды ұсынамыз.

1. Интеграциялық үдерістің **мақсаты жасалады**, ол интеграциядан пайда алуға түрткі болатын себептерге негізделеді.

2. Жасалған мақсаттың негізінде **интеграцияның стратегиясы** дайындалады, ол кәсіпорынның таңдап алынған негізгі іскерлік стратегиясының шеңберінде іске асырылады және экономикалық субъектілердің арасындағы байланыстарды дамытуға, ресурстарды бірлесіп пайдалануға, технологияларды, ақпарат пен капиталды біріктіруге, экономикалық қызметті жүзеге асыру үшін қолайлы жағдайлар жасауға, өзара кедергілерді алып тастауға негізделген экономикалық субъектілердің арасында өзара іс-қимылдар орнатуға немесе оларды күшейтуге бағытталған ішкі және сыртқы өзара байланыстарды көрсететін кәсіпорынның саналы әрекеті болып табылады.

3. Жекелеген мүдделі кәсіпорындар нарықтағы жағдайын күшейту жолымен бәсекеге қабілетті артықшылықтарға қол жеткізу немесе болашақта тиімді бәсекеге қабілетті жағдайды иелену мақсатында бір бірімен өзара іс-қимыл жасайтын тәсілді білдіретін **интеграция тетігі** қолданылады. Интеграцияның бұрыннан бар тетіктері: ішкі даму, альянстар мен әріптестер құру, бірігу және жұтып алу / қосылу.

4. Жаңа заңды тұлғаның құрылуымен (немесе құрылмайтын), меншік құқығының өзгеруімен (немесе өзгермейтін), жекелеген функционалдық салаларда кәсіпорынның дербестігін сақтаумен (немесе жоғалтумен) байланысты интеграция субъектілері пайдаланатын өзара іс-қимыл жасау түрін білдіретін **интеграция нысаны** таңдап алынады. Интеграцияның бұрыннан бар нысандары: «икемді» нысан және «қатаң» нысан.

5. **Интеграция түрі**, яғни бірігу барысында интеграцияланатын технологиялық цикл сатыларының, өнімдердің біркелкілік дәрежесімен байланысты интеграция субъектілерінің өзара іс-қимылының бағыты (интеграцияның түрлері: тік, көлденең, конгломератты) пайдаланылады.

6. Экономикада түрлі белгілеріне қарай жіктелетін бірлестіктердің интеграциялық нысандарының алуан түрлерінен **нақты бірігу нысаны** қалыптасады.

Білім, ғылым мен өндірістің интеграциясы Қазақстан Республикасында білім беруді дамыту тұжырымдамасының негізгі міндеттерінің бірі болып табылады. Қазақстан Республикасының қолданыстағы «Ғылым туралы» Заңында жоғары оқу орнының негізгі қызметінің түрлері білім беруден басқа ғылыми, ғылыми-техникалық және инновациялық қызмет деп белгіленген. Қазақстан Республикасында білім беруді дамытудың 2011-2020 жылдарға арналған мемлекеттік бағдарламасында білімнің, ғылымның және өндірістің бірігуін қамтамасыз ету, зияткерлік меншік пен технологиялардың өнімдерін коммерцияландыру үшін жағдай жасау ғылыми және ғылыми-педагогикалық кадрларды дайындаудан маңыздылығы төмен емес міндеттер деп танылған. Соңғы жылдары Қазақстан Республикасында ғылымның, білім беру мен өндірістің бірігуі бағытында белгілі бір қадамдар жасалды. Алайда, Қазақстан Республикасындағы ғылыми ұйымдардың қызметін талдау инновациялық өнімді әзірлеу жөніндегі жобалардың көпшілігі өңірлік немесе ғылыми-техникалық тапсырыстар емес бастамашылық сипаттағы әзірлемелер екенін көрсетеді, яғни әзірлеушілер өздері қандай да бір өнімді ойлап табады және әрі қарай оны қолдану жолдарын іздестіруге және осы өнертабыстарға сатып алушыларды табуға мәжбүр. Сонымен бірге, мемлекеттік тапсырыс, өз кезегінде бизнестің қажеттіліктерімен тікелей байланысты емес және оны мемлекеттік органдар өз бетімен анықтайды. Бұл ғылым мен кәсіпорындардың арасында байланыстың жоқ екенін білдіреді [9].

«Ұлттық ғылыми-техникалық ақпарат орталығы» АҚ-ның деректеріне сәйкес 2010 жылдан 2016 жылға дейінгі кезеңде Қазақстанның жоғары оқу орындары тіркелген ғылыми –зерттеу тәжірибелік конструкторлық жұмыстардың (ҒЗТҚЖ) жалпы санының 60%-нан астамын орындаған. Бұл жоғары оқу орындары ұсынған жобалар бойынша өтінімдердің едәуір көп мөлшері мақұлданған конкурстың нәтижелері бойынша гранттық қаржыландырудың енгізілуімен байланысты болды. Бұл орайда іргелі зерттеулерге барлық жұмыстардың 53,5%-ы, қолданбалы зерттеулерге – 46,2% келеді. Жобалау-технологиялық және тәжірибелік-конструкторлық жұмыстар әзірге тек 3%-ды ғана құрады. Жоғары оқу орындарының бюджеттен тыс (өз қаражаттарының) есебінен орындайтын ғылыми зерттеулері санының өсуін жағымды жәйт ретінде атап өтуге болады. 2011–2016 жылдардың ішінде ғылымның жоғары оқу орны секторының зерттеушілері

өндіріске, оның ішінде жақын шет елдерге (Беларусь және Украина) 23 жаңа зерттеме енгізген. Әлемдік академиялық нарықтан зерттеушілерді тартуды, жоғары оқу орындарының ғылыми-техникалық саладағы халықаралық ынтымақтастықты дамытуға, оқытушылар және студенттермен ғылыми-білім беру бағытында алмасу бағдарламаларына инвестициялар бағыттауы маңызды сәт болып табылады. Жоғары оқу орнында ғылымды қолдау жөніндегі мемлекеттік саясат зерттеу университеттерін құру арқылы да іске асырылатынын жеке айта кеткен жөн. 2010 жылдың жазында Қазақстанның астанасында ашылған Назарбаев Университеті он жыл бойы тексерілген ұлттық білім беру жүйесінің және ең үздік әлемдік ғылыми-білім беру тәжірибесін үйлестіре отырып, бұл жағынан отандық жоғары білімнің ұлттық брендіне айналып үлгерді. Айта кетерлік жағдай, Назарбаев Университетінен басқа бізде 2014 жылдан бері институционалдық өзгеру үдерісі жүрген бірқатар табысты университеттер бар. Қ. Сәтбаев атындағы ҚазҰТУ мен «Парасат» ұлттық ғылыми-технологиялық холдингі, Әл-Фараби атындағы ҚазҰУ, «Ғылым ордасы» ғылыми зерттеу институты, Қазақ ұлттық аграрлық университеті және «КазАгроИновация» Акционерлік қоғамы, С. Сейфуллин атындағы Қазақ агротехникалық университеті және Ұлттық биотехнология орталығы ғылыми-зерттеу институттары ғылыми әлеуетті біріктіру жолынан өтті [9].

Қорытындылай келе жоғарғы оқу орындары мен бизнестің арасындағы қарым-қатынас жүйелі түрге қойылып, интеграция үрдісін жүргізу заман талабы. Өйткені жоғарыда айтылған жоғарғы білім мектебі мен бизнестің арасындағы байланысты нығайтпай елдің адами капиталын сапалы қалыптастыру мүмкін емес. Осыған орай жоғарғы оқу орындары еңбек нарығын жоғары білікті кадрлармен қамтамасыз ету жөніндегі алдына қойылған мақсатына байланысты интеграцияның тетіктерін қарастыра отырып әр жоғарғы оқу орыны өзіне тән ерекшеліктеріне байланысты, ыңғайлы түрлерін қолдана білуі қажет. Ал бұл өз кезегінде экономиканың нақты секторын қарқынды дамытып, жандандыруына үлесін қосатыны айқын.

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РАЗВИТИЕ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация. Для формирования человеческого капитала страны высшие учебные заведения играют важную роль. А предприятия в свою очередь строят бизнес с помощью потенциала своих сотрудников, которые получили высшее образование в вузах. Поэтому предприятия и высшая школа совместными усилиями должны работать над подготовкой кадров для реального сектора экономики. Но, к сожалению, у нас на пути к сотрудничеству бизнеса и высшими учебными заведениями имеются определенные препятствия. В настоящее время интеграция высших учебных заведений и предприятий - это тенденция объективного развития профессиональной подготовки специалистов. За прошедшее десятилетие мировой опыт в области научно-технического развития показал, что интеграция университетов и бизнеса может эффективно реагировать на глобализацию и кризис в экономике. Преобразование этих отношений в стабильный процесс выгодно обеим сторонам, но вопрос в том, достаточно ли потенциала двух сторон, чтобы сделать эту связь интеграционным процессом. В связи с этим автор статьи раскрывает ответы на вопросы: Что такое интеграция? Существует ли разница между интеграцией между предприятиями и интеграцией между высшим образованием и бизнесом. При изучении этого термина автор изучая воззрения ученых слову «интеграция» дал свое авторское определение. В статье были рассмотрены механизмы и функции интеграции, отмечены препятствия и возможности, возникающие в процессе интеграции.

Ключевые слова: интеграция, образование, университет, бизнес, предприятия.

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Редакторы *М.С. Ахметова, Т.А. Апендиев, Д.С. Аленов*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 10.08.2018
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
13 п.л. Тираж 500. Заказ 4.