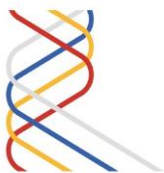




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ЖОҒАРЫ ОҚУ ОРЫНДАРЫНЫҢ
Қ А У Ы М Д А С Т Ы Ф Ы

**ИННОВАЦИОННО-
ПРЕДПРИНИМАТЕЛЬСКОЕ
ОБРАЗОВАНИЕ В КОНТЕКСТЕ
ПОВЫШЕНИЯ КАЧЕСТВА ЖИЗНИ**

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В современном обществе ярко выражен переход к новым образовательным ориентирам и технологиям, инновационной политике в образовании. Инновации связаны с цифровизацией жизни общества и образовательного пространства, новыми подходами к процессу обучения, социальным партнерством, компетентностным и личностно-ориентированным подходами в образовании. Необходимость изменений в образовании диктует сама жизнь, которая полна неопределенности: случившаяся пандемия COVID-19 внесла коррективы во все сферы жизни.

Формирование в стране инновационно-предпринимательского образования, нацеленного на подготовку и воспитание конкурентоспособных предпринимателей, становится важным направлением не только системы высшего образования, но и государственной политики, поскольку постоянное воспроизводство предпринимательского класса является цементирующей основой любой эффективной национальной экономики. Данной теме посвящены материалы, представленные в сборнике конференции, в которой приняли участие ведущие казахстанские и международные ученые, эксперты, руководители и представители бизнес-структур и академического сообщества.

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MARKETING TOOL FOR AATTRACTING FOREIGN INVESTMENT

Resume

This research introduces the role of investment attraction and the concept of investment attraction, a form of marketing used by national governments to attract foreign direct investments into their countries. The authors show the influence of marketing in attracting investment and how investors should be viewed as consumers who have needs to be satisfied. Several marketing communication tools as functions of investment attraction agencies are identified.

Key words: foreign direct investment, investment promotion, marketing.

Foreign Direct Investment (FDI) inflows play an important role in the development of countries economy. FDIs considered to be more desirable for the host country because they effect to new production, which leads to additional and new employment, brings new technologies, know-how, higher levels of efficiency and productivity, additional taxes, new export opportunities. This is also positive impact on domestic firms, because they can learn from them. FDIs are not always just positive as it depends on the development stage and characteristics of host countries, that is because of the lack of competitiveness and export performance of domestic economy [1]. The foreign investors can be either ab individual or a corporation and the investment can be wholly owned by foreigners or a joint venture between foreign and local interests.

Governments have conventionally been working to encourage the inflow of FDI because of the expected benefits of FDI. They usually do this through a list of incentives given to potential investors as defined in the laws for promoting investments. Most of countries have established specialized agencies as the push factor and information corner for investors. There are so many determinants of FDI inflow such as: market growth, market size, production, barriers to trade, transportation and other costs, psychic distance,

political stability, and host government's trade and taxation regulations that affected location decisions [2].

Promotional techniques consist of providing information to potential investors, creating attractive image of the country as a place to invest, providing services to prospective investors. Investment promotion is only one of several tools available to countries eager to attract foreign investment. Countries offer grants and tax incentives, pro- courage one to examine the subject further. More vide industrial estates, export processing zones, industrial zones, special economic zones, other infrastructure, also attempt to simplify the bureaucratic procedures facing potential investors. Further, countries recognize the importance of political stability, realistic exchange rates, and rapid growth in attracting foreign investment.

To understand how marketing strategies and frameworks are applied in the attraction of foreign investments, necessary to understand the concept of marketing by defining its meaning and role. There are several definitions of marketing have been made by authors and professional bodies. However most seem to identify marketing as a "process" and an "exchange of value".

Marketing communications is an important part of a business organizations. This is no different from a country seeking to attract FDI. In investment promotion, marketing communication plays an important role in the strategy. In fact, most of the marketing activities relate to marketing communications and plays a key role in Investment promotion agencies (IPA) activities. Countries through their IPAs involve a mix of communication tools in their promotion efforts and these tools serve several functions such as advertising, personal selling, direct marketing, events, public relations and brochures.

Advertising is the most common form of marketing communication. It is used to promote goods, services or ideas through mass media. Governments engage in promoting their country as an attractive destination for investment. Via media like television traditional and digital magazines, newspapers, social media.

Events are sponsored activities by companies to create interactions with customers. They are used to promote the brand as well products and services on offer. In events governments promote their countries as an attractive investment destination. Countries organize investment exhibitions, seminars, trade shows and conferences where they invite potential investors. They also attend relevant events organized by others where they can target investors and present them with investment proposals.

Personal selling involves a face-to-face presentation and interaction between the sellers and buyers about a product. Personal selling gives to investor an opportunity to ask questions and get responses. It is a very key marketing communication tool and would prefer marketing experts and investment professionals with knowledge about the investment opportunities.

Public relations involve the creation of a favourable image for an organization. Image building is a core function of investment promotion and public relations play an important role in achieving positive perception about a country in the minds of foreign investors. If the country has favourable image it will make attracting investments easier.

The internet has become a trend that is unstoppable and irrevocable. Therefore, today it is required to have an online presence and engage in online marketing. Online marketing uses the internet to deliver promotional messages to a target audience, like search engine marketing (SEM), email marketing which are important for investment promotion. Website is very important in the information search stage, it effects to investor in decision making process. A website serves as the first point of contact for the investor with the IPA [3].

Brochures are very common in investment promotion. They are informative paper documents used for advertising. They are used to present information about a country and its economic environment, population, opportunities and etc. Most importantly, it informs the investor on the investment opportunities and the benefits. They can be used in combination with other marketing communication tools like events, personal selling, online marketing (e-brochure).

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Резюме

Данное исследование показывает роль привлечения инвестиций и концепцию привлечения инвестиций, форму маркетинга, используемого национальными правительствами для привлечения прямых иностранных инвестиций в свои страны. Авторы в этом исследовании показали влияние маркетинга на привлечение инвестиций и то, как следует рассматривать инвесторов в качестве потребителей, которые нуждаются в удовлетворении. Определены несколько инструментов маркетинговой коммуникации как функции агентств по привлечению инвестиций.

СОДЕРЖАНИЕ

Секция I ИННОВАЦИОННЫЕ ИНСТРУМЕНТЫ В МАРКЕТИНГЕ, МЕНЕДЖМЕНТЕ И ЛОГИСТИКЕ

<i>Sekerbaeva A.M.</i> The topical issue of management in Kazakhstani HEIs: introduction to change management.....	3
<i>Оспанова Д.С.</i> Влияние менеджмента на конкурентоспособность компании	7
<i>Torekhan Zhumagul.</i> Marketing tool for attracting foreign investment	11
<i>Тусупов Е.К.</i> Контент-маркетинг как основной метод digital-маркетинга.....	14
<i>Narmanov U.A.</i> The role and place of innovative marketing in the sustainable development of enterprises.....	16
<i>Бокентай Д.О.</i> Качество как фактор конкурентоспособности транспортно-экспедиторской компании	19
<i>Акзамбеккызы А.</i> Возможности для устойчивого развития через использование проектного менеджмента в системе государственного регулирования.....	24
<i>Салимбаева Р.А.</i> Инструменты проектного управления производством масляной продукции в Казахстане	29
<i>Джанникулова Н.А.</i> Ұйымның бизнес-процестерін басқару	33
<i>Mirzada M.I.</i> State support mechanisms of small and midsize business entities: case of Russia.....	37
<i>Kisseleva O.V.</i> For the successful functioning of a business.....	42
<i>Басалаев М.А., Дунин Т.Р.</i> Технология блокчейн в финансовой сфере	45

Секция II НОВЫЕ ТRENДЫ РАЗВИТИЯ МИРОВОЙ ЭКОНОМИКИ И ГОСУДАРСТВЕННОГО МЕСТНОГО УПРАВЛЕНИЯ

<i>Тлеубердинова А.Т., Кулик В.Б., Кулик К.В.</i> Эффекты новых технологий, ускоряющие развитие мировой экономики.....	49
<i>Абраева Г.С.</i> Институционализация электронной коммерции как тренд мировой экономики	5

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