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KNOWLEDGE-BASED ECONOMY AS A FACTOR OF SUSTAINABLE DEVELOPMENT

The new stage of Kazakhstan's way - it new challenges to strengthen the economy, improve people's welfare. Kazakhstan is vitally important to find an optimal balance between economic success and providing public goods [1]. Achieving the level of the most developed countries today, primarily evaluated on quality parameters. This high levels of GDP per capita and life expectancy; quality education and health care; infrastructure. These are just numbers. The main thing - it is a high standard of living, effective public and private institutions that support private initiative and enterprise, the constant pursuit of innovation. These opportunities give knowledge-based economy, or so-called "knowledge economy", "innovation economy."

Knowledge-based economy - an economy based on a systematic, massive and wide application of scientific knowledge in all its sectors and industries (industry and agriculture, civil and military sectors, the production of new products and the expansion of the service sector). The criterion of knowledge-based economy is the value added, measured using scientific knowledge in the total value of goods and services. In developed countries this figure reaches 15 - 20% of their total cost. In high-tech industries share scientific contribution in the total cost of production even higher. The economy of the most developed states is a modern knowledge-based [2].

Knowledge-based economy is formed by the transformation into a diversified economy based on the production of high-tech products. Knowledge-based economy focused not on a large scale consumption of natural resources, and more widely used. It differs consumption on a large scale of new scientific knowledge, inventions, discoveries, new advanced technologies. This means that the knowledge-based economy in the production of goods, works and services based on information technologies that enable individuals, firms and companies located in different parts of the country, to communicate in real time via the Internet, personal computers, mobile communications and e-commerce.

Knowledge-based economy characterized by the use of digital technologies, scientific achievements, unseen before this division of labor, cooperation and globalization in the system of production and relations. Knowledge-based economy is how such a system in which the products, life-changing, life and production, have no physical weight, in terms of physical mass. The system of relations between firms, companies, banks and other institutions in the knowledge economy is built on the exchange of digital computer codes. Goods

knowledge-based economy characterized by weightlessness due to miniaturization, the use of materials with predetermined properties. Product knowledge economy have available to this longevity, durability, serviceability. These products are characterized by high labor intensity and value added. There are significant structural changes in the knowledge economy. Industries producing material-product industries displaced by supplying the market all kinds of "weightless" goods and services.

The economy of the most developed countries today is knowledge-intensive. This is the United States, Japan, Europe, Canada and Singapore. Kazakhstan to reach the level of the most developed countries have to find answers to the following questions: "How to ensure Kazakhstan per capita GDP and living standards comparable with the developed countries? How to create a knowledge-based economy?"

The answer to the first question is to ensure a high rate of growth, sustainable throughout the period up to 2050. Dynamic economic growth can improve the welfare of the population and promote fulfillment of each person and empowers the state in social policy. Knowledge-based economy based on high-quality education system, which not only provide schools, colleges and universities, but also jobs. It is in the workplace people must acquire skills that will enable them to cope with the rapid changes in science and industry. Social policies of the government should be aimed at helping the population in developing information technology.

References:

1. Lebedev of S. A. *Filosofiya of science: Terminological dictionary*. — M.: Academic Project, 2011. — Page 106 (269 pages)
2. The message of the President of the Republic of Kazakhstan N. A. Nazarbayev to the people of Kazakhstan "Social and economic modernization — the main vector of development of Kazakhstan"//Astana, 2012.