

**INTELLECTUAL CAPITAL OF THE HIGHER EDUCATION
INSTITUTION AS A FACTOR OF INNOVATIVE DEVELOPMENT
OF THE ECONOMY OF KAZAKHSTAN**

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In this article, the intellectual potential of the university is considered as an internal resource that can provide new competitive advantages to the university.

Keywords: innovation, intellectual potential, motivation, professional competence.

The globalization of recent years is characterized by a complex of acute political, economic and social contradictions having a significant impact on the structure of threats in the modern world. At the same time, the changes in various areas have had a huge impact, both on the international and on the internal situation of the Republic of Kazakhstan.

Today one of the priority directions of the country's social and economic development is the transition to the innovative development of the economy. In order to realize this goal, the Concept of Innovative Development of the Republic of Kazakhstan until 2020 (hereinafter referred to as the Concept) (approved by the Decree of the President of the Republic of Kazakhstan of June 4, 2013 No. 579), where the key place is given to the innovation activity, was developed.

Investment of the state and the private sector into intangible assets, integration of the state and business, science and industry, science and education are the base of formation of a knowledge-based economy. As our research shows, the majority of scientists under the term "knowledge-based economy" understand the type of economy in which intellectual capital, consisting of "the accumulated volume of knowledge, experience of innovation activity, intellectual level of employees" acquires a key importance [1]. The generation of knowledge becomes a source of ensuring innovative growth of the national economy.

The answer to the question about creation of internal conditions that combine specialized scientific, technological and commercial knowledge of individual university professors and researchers in the knowledge of the state about the object of activity is very important for the state. Such knowledge will not only increase the potential of knowledge of each university teacher or scientific employee, but also will ensure a higher efficiency of the state.

Thus, the external environment in which the organization has to work is in constant movement, is constantly subjected to change. Therefore, in order to achieve the desired results in the future the organization must correlate its development with the development of the external environment.

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