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МАТЕРИАЛЫ

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# COMPARATIVE ANALYSIS OF THE SITUATION OF KAZAKHSTAN AND DEVELOPED COUNTRIES IN THE DEVELOPMENT OF THE KNOWLEDGE-BASED ECONOMY

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**Аннотация.** Мақалада бәсекеге қабілеттілік индексі бойынша алдыңғы қатарлы елдердің білім экономикасы мен посткеңестік кезеңдегі елдер арасында білім және ҒЗЖ бойынша шығыстар, АКТ деңгейі мен білімді қалыптастыру сияқты көрсеткіштерге негізделген салыстырмалы талдау қарастырылады. Салыстырмалы талдаудың тұжырымдамасы елдегі инновациялық қызметтің тиімділігін және оған әсер ететін факторларды ескеретін түрлі елдердегі экономикалар бәсекеге қабілеттілігін салыстыру үшін әзірленген. Осы зерттеу білімге негізделген экономиканың дамуына әсер ететін маңызды факторларымен ғылымды қажет ететін өндірістердің негізгі сипаттамаларын анықтау үшін негізделген.

*Түйін сөздер. Ғылымға негізделген экономика, бенчмаркинг*

**Аннотация.** В статье рассматривается сравнительный анализ наукоемкой экономики лидирующих стран по индексу конкурентоспособности и стран из постсоветского периода на основе таких показателей как расходы на образование и НИОКР, уровень ИКТ и создание знаний. Концепция сравнительного анализа разработана для сравнения конкурентоспособности их экономик в разных странах, которая учитывает эффективность инновационной деятельности страны и влияющих на нее факторов. Мы фокусируемся на определении ключевых характеристик наукоемких производств, которые могут быть наиболее важными факторами, влияющими на развитие экономики, основанной на знаниях.

*Ключевые слова. наукоемка экономика, бенчмаркинг*

**Annotation.** The article highlights the challenges of benchmarking the level of knowledge economy, which was evaluated by measures of R&D and education expenditure, level of ICT and knowledge creation perform in the five countries. A benchmarking concept is developed to compare competitiveness of their economies across countries, which takes account innovation and sophistication factors performance of country. We focus on defining key characteristics of knowledge-intensive industries, which could be the most important factors driving development of the knowledge economy.

*Keywords: knowledge economy, benchmarking, GCI*

The knowledge economy takes place in the work of Joseph Schumpeter [1], who formulated the concept of economic growth based on the diffusion of innovation. Various methods have been adopted to measure the knowledge-based economy, Fritz Machlup made a contribution to the research on the classification of knowledge [2], classifying knowledge due to its application to areas of economic activities. Beck[3]. offered the definition of the knowledge economy and examined the share of knowledge workers in industrys. It was Peter Drucker, however, who disclosed the role of knowledge in the creation of added value in 1970s [4].

In addition to tracking knowledge economy-related variables, the OECD also established a formal definition of a “knowledge-based” economy and developed two concepts directly related to this newly defined construct [5]:

“Knowledge-based” industries were defined as those with the following characteristics:

- (1) a high-level investment in innovation,

- (2) intensive use of technology, and
- (3) a highly educated workforce.

Overwhelmingly, it is widely used composite indicators, and compared country performance are increasingly recognized as a useful tool in policy analysis and public communication. Furthermore, such composite indicators provide summary comparisons among countries that can be used to illustrate complex and sometimes difficult issues in wide-ranging fields. It often seems easier to interpret composite indicators than to identify common trends across many separate indicators, and they have also proven useful in benchmarking country performance. A composite indicator is formed when individual indicators are compiled into a single index on the basis of an underlying model. A composite indicator should ideally measure multidimensional concepts which cannot be captured by a single indicator.

So, in this way, it is produced a report that analyzes the many factors needed for countries to achieve economic growth and long-term prosperity by the World Economic Forum. The main goal of this forum is to support benchmarking tools to business leaders and policymakers for the evaluation of the competitiveness of their economies, which is based on the Global Competitiveness Index (GCI). It includes more than 100 variables measuring the microeconomic, macroeconomic, institutional, and social factors associated with national competitiveness, which are grouped by the “12 pillars of competitiveness,” with the overall GCI based on a weighted average of the subindexes. Three of the pillars relate most directly to the knowledge economy: higher education and training; technological readiness; and innovation.

According to the Global Competitiveness Index 2016 – 2017 Rankings (graph 1), Switzerland, which leads the global rankings for the eighth consecutive year, features in the top 10 of 11 GCI pillars and tops four of them: labor market efficiency, business sophistication, innovation, and technological readiness. Competitiveness of the UK economy has, up to now, rested on the second position of GCI ranking and pillar of "Innovation and sophistication factors" respectively. Japan (8th) loses two places, overtaken by the United Kingdom. Japan is distinguished by high-quality research institutions, companies spending on R&D (4th), coupled with the excellent availability of scientists and engineers, contribute to the country's overall highly innovative environment. In addition to that, one of the key countries was chosen from the post-Soviet period – the Russian Federation, which takes a higher position than Kazakhstan. The Russian Federation dropped into recession in 2015, with its GDP decrease to 3.7 percent, however, remained stable in terms of its competitiveness (up two places at 43rd). Kazakhstan (53rd), has lost ground because of the worsened situation of public finance, linked to the loss of oil export revenues. So this paper looks at some of the individual knowledge-related metrics and also examines the results of three composite indexes related to the knowledge economy in order to assess the status of Kazakhstan's knowledge economy relative to other results of top countries.

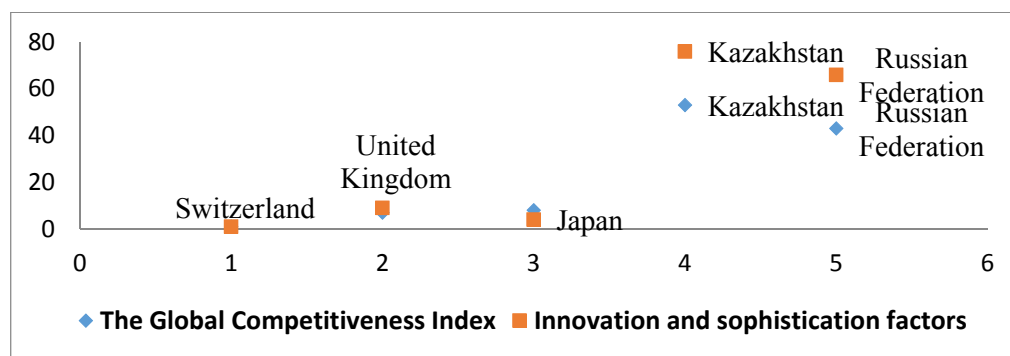


Figure 1. The Global Competitiveness Report data

The benchmarking concept in the context of organizational comparison goes back to the 1970s with the seminal study by the photocopy maker Xerox[6]. Many definitions have been provided and Ball implies that benchmarking is a process, i.e. a sequence of activities that involves process and assessment [7]. Alternatively, Bhutta and Huq[8] stated, that the essence of benchmarking is the process of identifying the highest standards of excellence for products, services, or processes, and then making the improvements necessary to reach those standards—commonly called the best practices. During the 1980s and 1990s, corporate benchmarking techniques started to be adapted to assess the efficiency of public services. In this context, Van Helden and Tillema [9] suggest that benchmarking becomes an important substitute for the absence of market forces.

However, the European Innovation Commission [10] asserts that well-guided indicators could form the basis for a scientific benchmarking analysis. According to Saisana et al. [11], such indicators seem to be inevitable at this stage. ABS [12] identifies the following four steps that are useful in undertaking the benchmarking process:

- gathering information about the issue under investigation from reliable official sources, international organizations, relevant countries databases, and international think-tanks;
- understanding the data to generate coherent and quantifiable indicators;
- analyzing the indicators in order to start the benchmarking process; and
- critically reviewing the benchmarking results to make them more defensible and practically useful.

Many of the indicators used to monitor the knowledge economy at the national level and also available at the [knoema.com](http://knoema.com) source. According to OECD concept characteristics it was selected indicators for the last available year, it was 2016.

- Information relating to R&D and innovation, such as various measures of R&D expenditure as a share of GDP and Spending on education as a share of GDP;
- ICT is the main infrastructure used by a knowledge-driven economy and as such it plays a similar role as railways, roads, and utilities did in the industrial era, relating indicators are a share of the Internet users and share of households with the Internet;
- Indirect measures of knowledge creation, such as a number of scientific publications and patents;
- Knowledge Workers was indicated as a number of researchers in R&D and Number of technicians in R&D.

Table 1. Benchmarking Kazakhstan's Knowledge Economy Based on Selected Knowledge Economy-Related Metrics of post-Soviet countries for selected knowledge economy metrics

<b>Country</b>	<b>Switzerland</b>	<b>United Kingdom</b>	<b>Japan</b>	<b>Russian Federation</b>	<b>Kazakhstan</b>
The share of Internet users	89,1	94,8	90,9	73,1	74,6
The share of households with Internet	86,8	91,3	97,2	74,8	84,4
Spending on education as a share of GDP	5,1	5,54	3,47	3,82*	2,98
Research and	3,4	1,7	3,1	1,1	0,1

development expenditure as a share of GDP					
Number of researchers in R&D	5 257,3	4 429,6	5 210	2 979,1	687,6
Number of technicians in R&D	2 927,1	1 359,5*	502,6	465,1	147,9
Number of scientific and technical journal articles	21 128	97 527	96 536	59 134	1 564
Number of patent applications	1 462	13 876	260 244	26 795	993

Source: <https://knoema.com>, \*available data for the 2015 year

Regarding table 1, it can be clearly seen that Switzerland has the highest Research and development expenditure and a number of researchers and technicians in R&D, but the output indicators as the number of scientific and technical journal articles and a number of patent applications are not high compared with the UK and Japan. The UK has the best ICT infrastructure with the highest share of the Internet users (94.8%) and share of households with Internet (91.3% ) and spending on education as a share of GDP with the rate of 5,54% respectively. Besides, the UK showed the highest output indicator as a number of scientific and technical journal articles (97 527) among these countries. Japan has a large number of scientific and technical journal articles after the UK, and the best result of the number of patent applications due to the highest share of households with the Internet at the rate of 97, 2 %. Moreover, Japan has slightly less number of researchers in R&D than in Switzerland, but it is a lot more compared with other countries. Despite the low number of technicians in R&D, Japan has the high result of publications in scientific and technical journals, which is connected with a good Research and development expenditure as a share of GDP at the amount of 3,1%. Russian Federation showed the lowest share of Internet users and households with the Internet among all five countries, however, the number of scientific and technical journal articles is twice more than in Switzerland and it is the at the second position among these five countries by the number of patent applications, although number of researchers in R&D and number of patent applications is less than three top countries. In addition to that, R&D expenses are lower than in the top three countries, but spending on education is higher than in Japan. Following to the table data, it can be noticed, that despite Kazakhstan has a higher rate of the share of the Internet users and share of households with the Internet than Russia, it showed the lowest share spending on education and R&D, consequently, the level of knowledge creation and Knowledge Workers is very low.

The creation, distribution, and application of knowledge — the bases of the knowledge economy — have been the most important factors driving the dramatic rise in living standards for every country. The knowledge economy will continue to be the key driver of economic growth and prosperity in the future.

Kazakhstan is a developing country where output indicators such as a number of patents, productivity level and a number of scientists are still too low to be useful in comparisons. Moreover, it was noticed restricted financing R&D, which cannot attract people to work in this sphere and develop these indicators. In this case, the lack of financing and knowledge workers is the key factor of the development knowledge

economy in the Republic of Kazakhstan. Chen and Dahlman [13] suggest that input indicators such as an education levels, ICT development level, and research and development expenditure could be used at an early stage of knowledge economy development.

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## МИРОВОЙ ОПЫТ ФОРМИРОВАНИЯ ЦИФРОВОЙ ЭКОНОМИКИ КАЗАХСТАНА

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**Аннотация.** Мақалада ақпараттың мәні, белгілері мен ерекшеліктері игілік пен қор ретінде қарастырылған. Мақаланың мақсаты – ақпарат түсінігін әлеуметтік-экономикалық категория ретінде теориялық және әдіснамалық жолмен айқындау. Жұмыстың ғылыми және тәжірибелік маңыздылығына арқау қазіргі заманғы әлеуметтік-экономикалық құбылыстардың мәнін ашуға көмектесетін цифрлау туралы теориялық және тәжірибелік жағдайдың жинағы болып табылады. Бұл категорияны ұсынылып отырған әдіснамалық жолдар арқылы Қазақстан Республикасының ұзақ мерзімді стратегиялық артықшылықтарын негізді анықтау мен оны жүзеге асыруға болады. Цифровизация елдің ұзақ мерзімді экономикалық саясатын жүзеге асыру үшін оларды игеру және кең ауқымды қолдану қажеттігі негізделді.

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