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СРЕДНЕВЕКОВЫЙ ОТРАР (ФАРАБ) И ОТРАРСКИЕ УЧЕНЫЕ IX – XV ВЕКОВ
Новые сведения об ученых средневекового Отрара (Фараба)

Аннотация. В статье рассматривается жизнь и творчество более 30 (тридцати) ученых и мыслителей, выходцев из средневекового (IX – XV) казахского города Отрара (Фараба) Аббаса ал-Джаухари, Абу Насра ал-Фараби, Абу Исхака ал-Фараби, Абу Ибрахима ал-Джаухари ал-Фараби, Алам ад-дина ал-Фараби, Кауам ад-дина ал-Иткани (Икани) ал-Фараби ат-Туркистани. Этот и другие города в средние века были центром науки и культуры казахской земли. В ходе исследования автор использовал рукописи, обнаруженные им в различных рукописных фондах, библиотеках Египта, Сирии, Турции, Германии, США, России. После проведенной систематизации, автор осуществил их перевод на казахский и русский языки и ввел в научной оборот, что придает особую ценность данной статье.

Статья может полезна для ученых востоковедов (филологов, историков, культурологов), магистрантов, докторантов PhD.

Ключевые слова: Отрар (Фараб), Оксыз (Уасидж), Маякум, Джаухар ана, Иткан (Икан), Туркистан, Египет, Турция, Сулеймания, Баязит, Миллет, Принстон, философия, логика, адаб, поэзия.

Ислам – великая цивилизация. Вклад ислама в историю человечества значим особо, так как под его знаменами происходил расцвет образования и науки, человечество воспаряло к высотам гуманизма и здравомыслия. Края, пожелтевшие как иссохшая степь, как высохшие русла рек, с появлением ислама превращалась в луга с буйной и высокой травой.

Ислам начал внедряться в Среднюю Азию, в том числе в казахские земли в VIII веке нашей эры. В решительной битве между китайскими войсками династии Тань и мусульманами на побережье Таласа в 751 году победа мусульман открыла путь на территорию Средней Азии не только исламу, но и беспрепятственному распространению его культуры. На казахские земли наряду со Священным Кораном пришла и исламская цивилизация. Оживились наука и образование. Были построены города. В них функционировали медресе и научные центры. Из среды местного народа вышли глубоко мыслящие ученые, в своих произведениях восхвалявшие гуманизм – Абу Наср ал-Фараби, Ходжа Ахмет Йасави, Йусуф Баласагуни, Джамал ад-дин Саид ат-Туркистани, Мухаммед Хайдар Дулати, Кадыргали Жалаири и др. Они являются гордостью не только казахского народа и Средней Азии, но и всей культуры мусульманского Востока. Их имена присвоены улицам и проспектам, университетам и научно-исследовательским институтам Казахстана. Мы гордимся ими. Оставленное великими учеными ценное наследие является кладезью для нас и всегда будет воодушевлять на великие дела.

Мы – народ, имеющий глубокие ценности, богатое духовное наследие, которое является фундаментом для наших свершений. Тем не менее, прежде доминировало ошибочное мнение о том, что казахи оставались кочевым народом, у которого не была развита письменность, а мусульманство распространялось медленными темпами. Как следствие, большинство имен наших ученых-предков, рожденных на землях Великой Степи, внесших свою ценную лепту в исламскую цивилизацию, остались только на страницах истории. Всевышний нам даровал независимость, дал возможность вновь возродить свойственные нашей стране духовные, религиозные и культурные памятники, обнаружение и издание которых пролили свет на многие исторические события.

Наши предки оставили большое духовное наследие. Мы должны не только освоить их, но и изучать, и почитать, потому что ислам – нерушимая часть и опора культуры и литературы, искусства и нравственных ценностей казахского народа. Без традиций ислама трудно представить себе казахскую культуру. Ислам был в разные времена и будет основным столпом нашего духовного развития.

Если во времена царской России бытовало мнение, что «у инородцев нет прошлого, то есть, нет древней культуры», то в советское время господствовала идеология, утверждавшая, что образование и просвещение связаны только с Октябрьской революцией. По этой причине мы едва не лишились большинства положительных качеств, духовных ценностей нашего народа.

Истоки нашей истории литературы и культуры уходят глубоко в века и сформированы на основе исламской культуры. Ислам для нас является не только религией, но и важной составляющей духовного наследия, государственности и нашей независимости.

На казахской земле функционировало много разных культурных, научных и духовных центров – Отрар, Суткент, Туркестан, Сыганак, Баршынкент, Кипчак, Аркок, Женд, Исфиджаб-Сайрам, Тараз, Баласагун. Если говорить только об одном Отраре, то можно сказать, что он дал миру Абу Насра ал-Фараби и других одаренных ученых, внесших каждый в отдельности собственную лепту в мировую культуру.

Подавляющее большинство казахстанцев знают одного великого ученого – Абу Насра ал-Фараби (870-950). Неужели Отрар дал миру только одного Абу Насра? Наши исследования показывают, что только в одном Отраре родились и выросли более 30 ученых, представителей разных отраслей науки, образования, культуры и религии. Если сведения о жизни и трудах некоторых из них дошли до нашего времени, то о других мы знаем лишь крупицы. Тем не менее, они для нас очень дороги.

Проведем краткий обзор их жизни, деятельности и творчества.

1. Аббас ал-Жаухари

В хронологическом отношении список фарабских ученых возглавляет Аббас ал-Жаухари (IX в.). Он – «представитель Багдадской школы, созданной в IX веке, один из основателей Багдадской обсерватории и «Дома мудрости», работал совместно с такими своими земляками, как ал-Хорезми, ал-Фергани, ал-Марвази. Имеются сведения, что Аббас ал-Жаухари – выходец из Отрара. Холм на месте одного городка на отрарской равнине до сих пор называется «Жаухар Ана» или «Гаухар Ана». Совместно со своими упомянутыми земляками Аббас ал-Жаухари в 829-830 годах в Багдаде принимал участие в проведении астрономических исследований, а в 832-833 годах – в Дамаске. На основе данных, полученных во время этих наблюдений, он составил работу «Астрономические таблицы ал-Ма’муна”».

Аббас ал-Жаухари увлекался и математикой. К примеру, он составил трактат «Усовершенствование «Начал» Евклида». Данный трактат не дошел до наших дней. Единственно, Насир ад-дин ат-Туси (XIII в.) приводит в своей работе «О параллельных линиях» пространную выдержку из данного труда Аббаса ал-Жаухари. Из него мы узнаем, что Аббас ал-Жаухари первым из ученых Востока подверг критике Евклидову теорию о параллельных прямых. Он попытался доказать пятый постулат по-новаторски. Здесь Аббас ал-Жаухари приводит свое обоснование: если две прямые, пересекаясь с третьей прямой, образуют равные параллельные перекрестные углы, то эта причастность будет уместна, когда она будет пересекаться с любой прямой. Ал-Жаухари сумел доказать теоремы о средней линии треугольника и о том, что из любой точки внутри угла можно провести прямую, пересекающую два ребра угла. В 1800 году французский геометр Лежандр использовал эту его теорему для доказательства пятого постулата Евклида. Идею Аббаса ал-Жаухари о параллельных линиях позже развил азербайджанский средневековый математик Насир ад-дин ат-Туси» [31, с. 36-37].

Ниже приводим некоторые труды Аббаса ал-Жаухари:

Дополнения к пятой книге «Начал» Евклида (Зийадат фи-л-макала ал-хамиса мин китаб Уклидис) – Принстон (Иегуда 358), Стамбул (Миллет кютюбханеси, Фейзулла 1359/4), Тегеран (Унив. Адаб.), Тунис (Ахмад), Хайдарабад (Усманийа).

Описание стамбульской рукописи – немецкий арабист Макс Краузе (1909-1944), описание всех рукописей – турецкий ученый Фуад Сезгин.

Попытка построения теории пропорции на основе определения равенства отношений как равенства всех неполных частных при применении к обоим отношениям «алгоритма Евклида», по-видимому, близкая к попытке Хайяма в его комментариях к Евклиду.

Усовершенствование книги «Начал» (Ислах ли-Китаб ал-Усул) упоминается Хаджжи Халифой (1609-1657). Раздел о доказательстве V постулата Евклида приведен в «Трактате, исцеляющем сомнения по поводу параллельных линий Насир ад-Дина ат-Туси. Русский перевод Б.А. Розенфельда - ат-Туси, исследование Б.А. Розенфельда и А.П. Юшкевича.

Ибн ан-Надим упоминает его математические труды:

Книга комментариев к книге Евклида (Китаб тафсир китаб Уклидис).

Книга предложений, которые он добавил к первой книге «Начал» Евклида (Китаб ал-ашкал ал-лати задаха фи-л-макала ал-ула мин Уклидис).

Трактат об определении расстояния Солнца от центра Земли («Рисала фи маʻрифат буʻд аш-шамс ʻан марказ ал-ард) – Бейрут.

Зидж (аз-Зидж) упоминается у Ибн Кифти и Хаджжи Халифы.

Ал-Джаухари был также одним из авторов «ал-Ма’мунова зиджа, подвергнутого проверке» [32, стр. 46].

Об Аббасе ал-Джаухари писали немецкие востоковеды Карл Броккельман (1868-1956), Генрих Зутер (1848-1922), средневековые мусульманские ученые Ибн ал-Кифти, Ибн ан-Надим, Хаджи Халифа, Тукан Кадри Хафиз, Курбани, современные исследователи Фуад Сезгин, советский А.П. Юшкевич.

Списки некоторых сочинений Аббаса ал-Джаухари дошли до нас и хранятся в библиотеках Принстонского университета (США), Миллет (Стамбул, Турция), в Тегеранском университете (Иран), Тунисе и Индии.

2. Абу Наср ал-Фараби

Самым известным и выдающимся из отрарских мыслителей, «вторым учителем» после Аристотеля (ал-Муʻаллим ас-сани), прозванным «Аристотелем Востока», считается Абу Наср ал-Фараби (870-950).

Так как в те времена научным, духовным центром мусульманского мира был современный Ближний и Средний Восток, родители молодого Абу Насра готовят его для учебы в этом духовном центре. Прежде чем добраться до Багдада, он останавливается в городах Шаш (Ташкент), Самарканд, Бухара. Но в арабских источниках не говорится о периоде его нахождения в этих городах. По пути он посещает города Ирана – Рей, Исфахан. Он знакомится с культурой иранского народа и дальше едет в Багдад.

О жизненном пути Абу Насра ал-Фараби по сей день известно еще очень мало. О нем сохранились только отдельные сведения в книгах древних мусульманских авторов ...

Авторы отдельных работ, опубликованных за последние годы в АРЕ, Сирии и Иране, делают попытки описать жизненный путь ал-Фараби, но они ограничиваются теми сведениями, которые известны из трудов этих ранних мусульманских авторов ...

Абу Наср Мухаммед ибн Мухаммед ибн Узлуг ибн Тархан ал-Фараби родился в 260/873-874 г. в местности Фараб – там, где река Арысь впадает в Сырдарью.

В.В. Бартольд, на основе сведений средневековых арабских историков и географов ал-Истахри, Ибн Хаукаля, ал-Макдиси, ат-Табари и ал-Масʻуди, приводит следующие данные о родине ал-Фараби: «Ниже Кенджиды находился округ Бараб, или Фараб, занимавший пространство по обеим берегам Сыр-Дарьи, меньше чем на 1 день пути в длину и в ширину. Истахри и Ибн Хаукал называют главным городом округа Кедер и помещают его на расстоянии ½ фарсаха от берега Сыр-Дарьи.

По Макдиси, главный город носил имя округа: он мог выставить до 70 000 воинов (?). Соборная мечеть находилась в *шахристане*, главная часть базаров – в *рабаде*; в шахристане были также лавки. Кедер, по словам того же географа, был новым городом, устройство в нем *минбара* (т.е. соборной мечети) вызвало междоусобные войны, очевидные столкновения между его обитателями и жителями главного города округа. Ввиду таких противоречивых известий трудно решить, соответствовал ли Кедер позднейшему Фарабу или Отрару (в примечании В.В. Бартольд указывает, что Кедер, очевидно, находился несколько севернее Отрара).

Название Отрар, по-видимому, встречается у ат-Табари, который называет среди врагов ал-Ма'муна, царя города Отрарбенде. Из городов Фараба на левом берегу Сыр-Дарьи находились Сюткент, в котором жили принявшие ислам тюрки из числа гузов и карлуков, и Весидж, небольшое укрепленное селение на расстоянии 2 фарсахов ниже Кедера с соборной мечетью, где правил «сильный эмир». Крепость существовала еще в XII веке. Весидж был родиной знаменитого философа Абу Насра ал-Фараби.

В период жизни и деятельности ал-Фараби Средняя Азия после длительных завоевательных войн была подчинена арабами и вошла в состав халифата. Крупным культурным центром арабского халифата стал Багдад, куда стекались материальные богатства из завоеванных стран. Багдад и другие города бассейна рек Тигр и Евфрат, в частности, Басра и Харран стали центром зарождения новой, арабоязычной культуры, естественно-научной мысли и общественно-философских учений. В них со всех концов халифата стремились люди, жаждующие знаний. С целью продолжить свое полученное образование отправился в Багдад и ал-Фараби.

По приезду в Багдад ал-Фараби приступил к изучению языков и средневековой науки. Он общался с людьми разных религиозных убеждений и философских взглядов. Греческому языку обучался у христианина Абу Башар Матта, медицине и логике – у христианского врача Юханна ибн Хайлан... которые жили в городе Харране.

Ал-Фараби интересовался преимущественно теоретическими науками: математикой, логикой, теоретической медициной, теорией музыки и другими. В то же время он овладел естествознанием, филологией, поэзией и т.д. Особый интерес проявлял ал-Фараби к изучению языков, освоив арабский язык и его грамматику еще в Багдаде. Согласно отдельным сведениям, ал-Фараби владел персидским, греческим, сирийским и другими языками. В некоторых источниках приводятся сведения о том, что ал-Фараби знал более 70 языков.

На самом деле в процессе изучения наук ал-Фараби увлекся греческой мудростью и особенно трудами величайшего мыслителя древности Аристотеля. В тот период существовало много переводов работ Аристотеля, осуществленных в основном с сирийского языка (на сирийский язык его труды были переведены раньше, еще в VI-VII вв.). Имеются сведения о том, с каким усердием и терпением изучал ал-Фараби труды греческого мыслителя. Согласно преданию, он прочитал книгу Аристотеля «О душе» сто раз, «Естественную гармонию» – сорок, «Риторику» – двести раз.

Вскоре ал-Фараби стал известным ученым. В источниках особенно подчеркиваются его обширные познания в области философии, математики, логики и музыки, хотя и в других областях знаний он отличался глубокой эрудицией.

Можно полагать, что в формировании научных воззрений ал-Фараби немалую роль сыграло его пребывание в Средней Азии и Иране – странах, не только богатых культурными традициями. Они были центрами народных восстаний и различных еретических движений. Не исключено, что, находясь в Средней Азии и Иране, ал-Фараби познакомился с манихейством, маздакизмом, а также с индийскими религиозно-философскими системами. Весьма плодотворным было его пребывание в центре всей арабоязычной культуры – Багдаде. Именно там завершилось его формирование как выдающегося ученого-энциклопедиста и крупнейшего философа. В Багдаде, помимо преподавательской деятельности, ал-Фараби интенсивно занимался научной работой.

Согласно многим мусульманским источникам, ал-Фараби прибыл в Дамаск в 830-х годах хиджры (941 г.), где и провел, занимаясь научной работой, оставшуюся часть своей жизни. Сохранился рассказ о том, что в Дамаске ал-Фараби вынужден был работать сторожем в саду на окраине города. Ночью он занимался научной работой при свете свечи, купленной на заработанные в дневное время деньги. Известно также, что в Дамаске ал-Фараби закончил свой фундаментальный труд «Китаб ара' ахл ал-мадинат ал-фадила» («Трактат о взглядах жителей добродетельного города»), работу над которым начал в 940 году. Вскоре ал-Фараби отправился в город Халеб (Алеппо), где правителем был Сайф ад-Даула ал-Хамдани (943-967 гг.). Ал-Фараби завоевал его расположение и до конца жизни пользовался влиянием...

Согласно источникам, ал-Фараби не был придворным ученым и, очевидно, не проживал постоянно в Халебе, а приезжал в город из Дамаска. Тогда Дамаск, в основном, подчинялся египетскому правителю, но в 946-947 годы оказался в руках Сайф ад-Даулы. Многочисленные данные свидетельствуют о том, что ал-Фараби, несмотря на оказанный ему почет и уважение, не стал деятелем, зависимым от Сайф ад-Даулы, не принимал его обязывающих к каким-то действиям даров и помощи. Вообще же ал-Фараби был чрезвычайно скромным человеком, аскетом, довольствовался малым, одевался очень просто и чувствовал себя одиноким [44, с.152-162].

«Я читал в одном сборнике, пишет средневековый историк и биограф Ибн Халликан (1211-1282), что, когда Абу Наср пошел на встречу с Сайф ад-Даулой в зал приемов, где собирались все знаменитости, отличившиеся в различных областях знания, то на нем была тюркская одежда, как обычно. Сайф ад-Даула, приглашая его сесть, сказал: «Садись!» – (Абу Наср) спросил: «Там, где нахожусь я, или где – ты?» (Хайсу ана ам хайсу анта?). – «Где ты достоин (Хайсу анта)». Тогда (Абу Наср) перешагнул через плечи людей, добрался до трона Сайф ад-Даулы и сел там, заставив [правителя] подвинуться.

За Сайф ад-Даулой стояли охранники (мамалик), с которыми он привык разговаривать на особом языке, понятном только им. На нем-то он и сказал по этому случаю: «Этот шейх нарушил этикет (аса’а ал-адаб). Я предложу ему несколько вопросов, и, если он не ответит на них удовлетворительно, его надо осмеять».

Тогда Абу Наср сказал ему на том же языке: «О, эмир! Воздержись, ибо всякое дело оценивается по его последствиям». Удивился Сайф ад-Даула и сказал: «Ты знаешь этот язык?» – «Да, – сказал (Абу Наср), – я знаю их больше семидесяти». (Сайф ад-Даула) тогда же возвеличил его.

(Абу Наср) начал беседовать с учеными мужами, присутствовавшими на приеме, на темы различных наук, и были его речи высокие, а их – низкие, пока все не утихли, предоставив слово ему одному. Потом они начали записывать им сказанное. Но Сайф ад-Даула отправил всех прочь. Оставшись с ним наедине, он спросил: «Хочешь поесть?». – «Нет». – «Выпить?». – «Нет». – «Послушать /музыку/?». – «Да». Сайф ад-Даула призвал исполнителей (кийан). Появились выдающиеся мастера своего дела. Но никто из них, прикоснувшись к своему инструменту, не избег неодобрения Абу Насра, который говорил: «Ошибки». Сайф ад-Даула сказал ему: «А ты хорош и в этом искусстве?». – «Да». Он вынул футляр из-под пояса, открыл его и вынул оттуда струны (‘идан). Настроив их, он стал играть – засмеялись все, кто были на приеме, потом настроил иначе, ударил /по струнам/ – заплакали все. Затем настроил по-другому, заиграл – уснули все, даже стражник при дверях. Усыпив их, он ушел» [7, с.112-119].

Ал-Фараби умер в 339 году хиджры (950-951 гг.) в месяце раджабе (вторая половина декабря – начало января). Согласно Ибн Халликану, он был погребен на кладбище «Баб ас-сагир» в Дамаске.

Абу Наср написал большое количество трудов по логике, музыке, астрономии и другим наукам.

Ибн Халликан (1211-1282) пишет о нем: «Он – самый крупный из числа философов мусульман (акбар фаласифа ал-муслимиин). Еще никто не достиг его уровня в его науках (фи фунуних). Глава (мыслителей) Абу Али ибн Сина (980-1037) в процессе написания своих трудов использовал его сочинения и таким образом достиг известности» [10, с.158].

** ** **

Средневековые историки отмечали, что он был скромным, воздержанным, одевался скромно и сторонился пиршеств, веселья. В основном, он занимался охраной городского сада, а на заработанные деньги покупал свечи и при их свете ночами напролет занимался чтением книг.

Некоторые из этих садов я посетил, когда был в Багдаде (в 1983 г.) и Дамаске (в 2006 и 2007 гг.).

Весной 2006 года возглавляемая мной специальная делегация ученых и деятелей Казахстана совершила поездку в Сирию. Нас принимали официальные лица этой страны – министр по делам религий, министр образования, ректор Дамасского университета и другие лица.

Мы были на кладбище «Баб ас-сагир», о котором писал Ибн Халликан, где похоронен наш великий земляк Абу Наср ал-Фараби. Мы положили на могилу Абу Насра ал-Фараби горсть земли из Отрара, его родины, и взяли с собой горсть праха из его могилы.

Мы посетили также и северную столицу Сирии г. Алеппо (арабское название Халаб). Население его составляет 2 млн. человек. Город с давних времени занимал стратегически важное положение на пересечении торговых путей, между Средиземным морем и рекой Евфрат.

Цитадель, окруженная рвом, расположена в центре города. Основал его вышеупомянутый правитель Сайф ад-Даула. Наиболее значимую роль крепость имела во времена Крестовых походов, являясь опорным пунктом попеременно то одной, то другой стороны.

Мы ознакомились с древними сооружениями Алеппо. До наших дней дошли и дворец Сайф ад-Даулы ал-Хамдани, где он принимал послов, ученых, поэтов, музыкантов и т.д., а также мечеть и хаммам.

Сирийцы дали знать, что хорошо знают и помнят великого ученого и мудреца Абу Насра ал-Фараби и чтут его.

По возвращению в Отрар мы рассказали отрарцам о жизни и творчестве Абу Насра, о его могиле в Дамаске и о том, что сирийские братья чтут память о нем и ухаживают за могилой этого отрарского мудреца. Тогдашний аким Южно-Казахстанской области озвучил идею о том, что отрарцы намерились построить в Отраре, на родине Абу Насра, символический мавзолей. Однако, к сожалению, этот замысел до сих пор не осуществлен.

Об этой поездке я как-то рассказал Президенту РК Н.А. Назарбаеву. Он подтвердил, что Казахстан обязательно построит на могиле выдающегося ученого мавзолей.

В 2007 году в составе официальной делегации от Казахстана, которую возглавлял Елбасы Н.А. Назарбаев, я побывал в Сирии еще раз. Н.А. Назарбаев выделил нужную сумму, и мавзолей Абу Насру был построен. Но, к сожалению, в связи с продолжающимися военными действиями, Казахстан не может официально открыть мавзолей.

Абу Наср ал-Фараби заложил вновь фундаменты таких наук, как философия, логика и стремился исследовать их в качестве самостоятельных дисциплин, раскрывая их сущность и содержание. Проводил сложные исследования по музыке, математике, оставил многочисленные труды об астрономии, обогатил новыми идеями физику. Написал сочинения по таким важным отраслям естествознания, как медицина, химия, минералогия, остающимися актуальными и на сегодняшний день. Проанализировал передовые теории, заключавшиеся в суждениях греческих ученых.

Ученый проводил глубокие исследования в области педагогики, психологии, эстетики, акустики, астрономии и внес свой вклад в развитие культуры и науки. Он был гуманистом, защищал здравомыслие и просвещение. Величайший мудрец Абу Наср призывал к миру и дружбе между народами, глубоко почитал знания и высоко ценил трезвые мысли человечества. Он составил более ста трактатов по метафизике, языкознанию, логике, географии, этике и т.д.

Большинство сочинений Абу Насра до сих пор не переведены с арабского языка. Еще не в полном объеме, лишь фрагментарно исследованы его труды по астрономии, логике и музыке. Многие трактаты Абу Насра хранятся в библиотеках азиатских и европейских стран. Следовательно, одной из важных задач сегодняшней науки является поиск и издание его трудов, являющихся национальным достоянием.

По нашим сведениям, сохранилось и дошло до сегодняшнего дня около шестидесяти сочинений Абу Насра. Некоторые из них в 70-90 годах XX века полностью, другие – в виде фрагментов переводились и публиковались на казахском, английском, французском, турецком, персидском, русском и других языках.

В 60-80 годах XX века в Казахстане проводился сбор письменного наследия Абу Насра ал-Фараби, были изданы работы ученых по его научному наследию. А. Маргулан, А. Машанов, О. Жаутиков, А. Касымжанов, А. Нысанбаев, А. Кобесов, К. Жарикбаев, М. Бурабаев, К. Таджикова, Г.К. Курмангалиева, Ж. Алтаев и другие на протяжении длительного времени исследовали наследие Абу Насра ал-Фараби. Казахскому национальному университету было присвоено его имя, создан музей великого ученого. На базе КазНУ с 1994 года проводятся международные, республиканские научно-теоретические конференции и симпозиумы, «круглые столы», Фарабиевские чтения, посвященные Абу Насру ал-Фараби. На территории университета установлен памятник ал-Фараби. Предстоит в ближайшее время заняться сбором, переводом и изданием всего научного наследия Абу Насра.

3. Абу Ибрахим Исхак ал-Фараби

Он является автором сочинения «Диуан ал-адаб»[1] («Сборник по адабу»). Но долгое время вопрос о его авторстве оставался открытым, неизвестно было, где и когда оно написано.

В «Истории арабской литературы» знаменитого немецкого востоковеда Карла Броккельманна (1868-1956) имеются сведения об ученом, буквально в несколько строк. В указанном труде о выходце из Отрара приводится следующее: «Абу Ибрахим Исхак ибн Ибрахим ал-Фараби родился в городе Фараб Туркестанского края. Долгое время жил в Забиде. Там и написал свое основное сочинение, дошедшее до наших дней. Позже, в родном городе занимался наставничеством и в 350/961 годах скончался там же» [49, с.133].

Ученый-востоковед не указал даты рождения нашего земляка. Можно предположить, что причиной этого явилась научная аккуратность К. Броккельманна, относившегося к любым сведениям и фактам бережно, и, по-видимому, сыграло свою определенную роль отсутствие данных в арабских и персидских письменных памятниках. Датой смерти указан 350 год хиджры или 961 год современного летоисчисления. Судя по этой дате, Абу Ибрахим Исхак был современником Абу Насра ал-Фараби.

Мало имеется письменных сведений по биографии Абу Ибрахима. По этой причине К. Броккельман ограничился информацией о том, что Абу Ибрахим Исхак родился и умер в Отраре. Указан список библиотек, в которых хранятся списки научных трудов ученого. Известно, что К. Броккельман стал собирать материалы для своей будущей книги в конце XIX века, когда в арабских странах проводилось мало исследований по арабской литературе. Тем не менее, К. Броккельман оставил великолепную, не имеющую себе равных био-библиографическую работу, посвященную арабской литературе [49].

Вышеуказанную работу отрарского ученого я обнаружил в Институте арабской литературы, когда проходил обучение в Университете аз-Зайтуна в Арабской Республики Тунис в 1985-1986 годах. Египетский ученый Ибрахим Анис во время Второй мировой войны случайно обнаружил в одной из библиотек Египта рукопись сочинения «Диуан ал-адаб». «Тридцать лет назад (скорее всего, это был 1944 год – *А.Д.*) я был обычным преподавателем Александрийского университета, – пишет он в предисловии. – Однажды в фонде рукописей библиотеки я обнаружил ранее неизвестную работу. В процессе ознакомления мне удалось выяснить, что это сочинение имеет отношение к языкознанию».

И далее. «Сначала я подумал, что это творение Абу Насра ал-Фараби», – вспоминает он. Позднее Ибрахим Анис, читая работу, убеждается, что работа принадлежит перу Абу Ибрахим Исхака ал-Фараби [8, I том, с. «даль»].

Таким образом, как было сказано ранее, этот труд Абу Ибрахима Исхака ал-Фараби еще не изучен досканально. Если исследовать все произведения ученого, отряхнув с них вековую пыль, его имя и труды станут широкодоступными мировому научному сообществу.

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[1] Жанр адаб: восходил к персидским образцам сасанидского времени. В сочинении адаба очерчен круг знаний, необходимых и достаточных для просвещения ума и сердца, для воспитания полезного члена иерархически организованного общества. Оно обращено в первую очередь к «благородному» сословию и элите, хотя и притязает на общечеловеческую и вневременную значимость содержащихся в нем рекомендаций. В произведении адаба помещали сведения из разных областей знания, объявляя их лучшими и отобранными. Разнообразие адаба достигалось за счет переходов от одной темы к другой, умелой композиции и искусной риторике. Основной компонент – рассказ о ситуации, моральном поведении, поучительном примере, случае из жизни или литературы...

Термин адаб означал не только литературный жанр, он превратился в одно из содержательных многоаспектных понятий средневековой арабской культуры. В концентрированном виде адаб выражал насущную потребность в социализации личности и совокупность средств ее удовлетворения через «правильное» воспитание и просвещение. Особой разновидностью адаба стали наставления чиновникам (писцам). Они включали сведения о том, как составлять образцовые документы, письма и речи; для иллюстрации в них могли быть добавлены копии наиболее удачных документов. Другая разновидность – наставления царям и правителям с рассуждениями о политике и историческими экскурсами. Многие специальные труды писали в «адабной» манере. В новое время адаб стал символом европейского понятия «беллетристика», «художественная литература» (часто в форме адабийат) [38, с.228-229].

4. Исма‘ил ал-Жаухари ал-Фараби

Письменных сведений о нем, к сожалению, очень мало. Если ливанский ученый Ханна ал-Фахури (1914-2011) пишет об ученом как о знатоке арабского языкознания [47, с. 222], то средневековый ученый Абу Мансур ас-Са‘алиби (961–1038) в своем сочинении отмечает, что Исма‘ил ал-Жаухари ал-Фараби был поэтом, и приводит несколько его стихотворений [4, том 4, с.468-469].

Перед нисбой «ал-Жаухари», указывающей место рождения, некоторые ученые добавляют и «ал-Фараби». Например, известный российский востоковед А.Б. Халидов (1929-2001) указывал полное имя как «Абу Наср Исма‘ил ибн Хаммад ал-Фараби ал-Джаухари» (ум. не позднее 1007 г.) и свое мнение дополняет так: «Уроженец той же области на Сырдарье, которая веком раньше дала великого философа [Абу Наср ал-Фараби]» [45, 4 том, с.64].

Ас-Са‘алиби пишет о Исма‘иле ал-Жаухари: «Абу Наср, родившийся в одном из тюркских городов, как Фараб, прекрасный и удивительный человек, был настоящим знатоком арабского языка» [4, том 4, с.468].

Он также отмечает, что Исма‘ил ал-Жаухари был не только ученым-лингвистом, но и поэтом. Действительно, в «Китаб ал-‘аруд» («Книга о стихосложении») [51] он исследовал арабскую поэзию, стараясь создать свою теорию.

Современники Исма‘ила ал-Жаухари – ученый-энциклопедист, автор многочисленных географических и библиографических словарей Йакут ал-Хамауи ар-Руми (1179-1229) в «Му‘джам ал-удаба’ ал-ма‘руф би-иршад ал-ариб ила ма‘рифат ал-адиб» («Руководство способному для познания ученых») [27, 6 том, с.151-165], опубликованном в 1923-1930 годах (в Бейруте, Лондоне), Джалал ад-дин ‘Абд ар-Рахман ас-Суйути (1455-1505) [17] в «Китаб бугйат ал-ву‘ат» («Книга о целях запоминания»), Абу Фалах ‘Абд ал-Хайй ибн ‘Имад ал-Ханбали [6] в «Шазарат аз-захаб би-л-ахбар ман захаб» («Золотые крупицы об известиях тех, кто почил») и ‘Умар Рида Каххала в «Му‘джам ал-му’аллифин тараджим мусаннаф ал-арабийа» («Собрание сведений о составителях арабских книг») [41] отмечают, что указанное сочинение Исма‘ила ал-Жаухари по своему содержанию стоит на порядок выше остальных.

Вышеуказанные знатоки арабского языка и литературы, истории и географии в своих трудах констатируют, что этот житель Отрара, после возвращения из среды бедуинов, написал свое важное сочинение «Китаб ал-мукаддима фи-н-наху» («Книга вступления в грамматику»), затрагивающее коренные вопросы арабского языка. Однако не известно, дошли ли до нашего времени два трактата ал-Жаухари, посвященные арабской поэзии и языку, или затерялись в потоках времени.

В ту историческую эпоху, когда жил Исма‘ил ал-Жаухари, было написано множество трудов в области арабского языкознания и раскрытия неизвестных граней арабского языка, поэтому уроженец Отрара занимался глубоким изучением лексики арабского языка. Позднее он написал свой знаменитый труд «Тадж ал-луга уа сихах ал-арабийа» («Венец языка и «подлинный» арабский язык») [3], который среди ученых сокращенно назывался «ас-Сихах» («истинный», «подлинный»). Эту работу, видимо, он начал, когда стал жить среди бедуинов, так как в данный труд вошло около сорока тысяч слов, собранных и зафиксированных им лично.

Указанное сочинение Исма‘ила ал-Жаухари в исследованиях ученых-востоковедов, посвященных арабскому языкознанию, упоминается лишь обзорно и долгое время глубоко не изучалось. Например, В.Г. Ахвледиани пишет об «ас-Сихах»: «К концу X века в арабской лексикографии возникает новое направление, известное под названием «метод рифм». Лексикографы данного направления слова располагали по алфавиту, но с учетом последнего согласного, исходя из потребностей поэзии.

Автором первого подобного арабского словаря является Ал-Джаухари (ум. около 1007 г.). Хотя традиция и приписывает ему изобретение «метода рифм», но остается фактом, что аналогичные словари существовали до него как для еврейского, так и для арабского языков» [24, с. 92].

Ас-Са‘алиби указывает, что ученый из Фараба говорил об этом. «В библиотеке, в подчинении Абу Мухаммада ан-Найсабури (один из средневековых ученых – *А.Д.*), «ас-Сихах» – господин среди всех трудов про адаб, написанных до него. Он охватил все виды адаба, соединил воедино все разбросанное по разным книгам» [4, 4 том, с.468-469] и таким образом, напомнил, что имеется книга, написанная собственной рукой ал-Жаухари. Исходя из этого, в процессе написания работы ал-Жаухари просмотрел все труды, написанные до него с точки зрения науки, подытожил опыт работы создания словарей арабского языка, старался не повторяться и ничего не забыть. Все это указывает на его усердие, аккуратность и на то, что он ученый с благими намерениями, с почтением относящийся к работам других.

Списки его сочинений в настоящее время хранятся в библиотеках Тебриза, Каира, Булака (пригород Каира), Калкутты, Лейдена, Эскуриала, Парижа, Берлина, Ташкента, Санкт-Петербурга, Махачкалы. «Ас-Сихах» несколько раз был опубликован в арабских странах [3].

Моя талантливая воспитанница, ныне доцент факультета востоковедения Казахского Национального университета им. ал-Фараби – Калиева Шынар посвятила указанной работе ал-Жаухари кандидатскую диссертацию, которую защитила успешно и издала результаты своего исследования в виде отдельной книги в Алматы [29].

5. ʻАлам ад-дин ал-Жаухари (ал-Фараби)

Он является сыном Исмаʻила ал-Жаухари, о котором выше уже шла речь. Мы часто не знаем о потомках великих ученых, таких как Абу Наср ал-Фараби. У нас не имеется письменных источников по этой части. ʻАлам ад-дин является самым первым, чье родство установлено.

Имя сына нашего великого земляка – «ʻАлам ад-дин ал-Багдади» (багдадец) указывает на то, что он родился в Багдаде, именно поэтому ему дано дополнительное имя. Неудивительно, что Абу-л Хасан ʻАли (ʻАлам ад-дин) рожден в Багдаде, в это время Исмаʻил ал-Жаухари проживал уже в Багдаде. Но у нас нет сведений, что ʻАлам ад-дин – единственный сын или один из нескольких детей Исмаʻила ал-Жаухари.

Имя ʻАлам ад-дина встречается в работах некоторых средневековых мусульманских авторов. К примеру, «ʻАлам ад-дин Абу-л Хасан ʻАли ибн Исмаʻил ал-Жаухари (X-XI в.) из Багдада, известный под именем ар-Раккаб Салар (военачальник кавалерий), по-видимому, сын известного грамматика Абу Насра Исмаила ибн Хаммада ал-Джаухари (ум.1002) из Джаухара близ Фараба, ныне Южный Казахстан, математик и мастер астрономических инструментов», – пишут Г.П. Матвиевская и Б.А. Розенфельд [32, том 2, с. 226].

Такие сведения об ʻАлам ад-дине мы встречаем и в трудах немецкого востоковеда Генриха Зутера (1848-1922). Об отрарском ученом в своей книге «Арабские математики и астрономы» он приводит данные в несколько строк.

Г. Зутер высоко оценил Абу-л-Хасан ʻАли как «ученого, известного своими сложными математическими трудами, и величайшего мастера по изготовлению и использованию астрономических приборов, и его произведения широко известны». О его причастности к Исмаʻилу ал-Жаухари говорит так: «Имя ал-Жаухари подтверждает еще более, что он сын грамматика и лексиколога Абу Насра Исмаила ибн Хаммада ал-Жаухари» [16].

Сведения об ʻАлам ад-дине обнаружены в работе средневекового историка науки Ибн ал-Кифти (1172-1248). Известный историк отмечает, что «Он был известен под именем Ибн Исмаʻил Абу-л-Хасан ал-Жаухари ал-манʻут ʻАлам ад-дин ал-Багдади» [20, с.236].

Ибн ал-Кифти высоко ценил ʻАлам ад-дина как «известного военачальника («ар-Раккаб Салар»), ученого («ʻалим фи-л-ʻилм»), что он был человеком цепкого ума, очень способным в геометрии («ʻилм ал-хандаса») и математике («ар-рийадат») среди гениев и великих мыслителей Багдада» [20, с. 236].

Интересно, что было очень мало военачальников среди ученых, как и ученых – среди военачальников. Тем не менее, Ибн ал-Кифти отметил такую особенность нашего земляка. Первая часть «раккаб салар» на арабском языке означает «кавалерия», а вторая на персидском имеет значение: «вождь», «руководитель», «начальник». Таким образом, мы наблюдаем, что сын отрарского лингвиста знаменит не только ученостью, но и достижениями в военном деле. Но, Ибн ал-Кифти не указывает, в каких войнах и битвах ʻАлам ад-дин участвовал.

В основном, ʻАлам ад-дин писал работы, относящиеся к таким отраслям науки как астрономия, геометрия, математика, филология, чему не следует удивляться, потому что в VIII-XI веках развивалась не только литература и культура, мусульманские законы (фикх), история, философия и логика, но и естествознание, а также переводческое дело. Например, на арабский язык были переведены сочинения Аристотеля, Евклида, Птоломея, Гиппократа и Галена. Таким образом, арабский народ был знаком на родном языке с классическими произведениями индийского, персидского, набатейского народов.

6. Абу Мухаммед ал-Мукаддаси ал-Фараби

Йакут ал-Хамауи ар-Руми (1179-1229) в «Му‘жам ал-булдан» – «Сборнике справочников о странах» привел сведения в несколько строк об Абу Мухаммеде. Два сына Абу Дуджаны – Абу Бакр и Абу Зур‘а, а также Абу Бакр ибн ал-Мукри рассказывали об Абу Мухаммаде ал-Мукаддаси ал-Фараби. Также отмечается, что ал-Хасан ибн Мунир, ал-Хасан ибн Рашик, Абу Хатм, Мухаммед бин Хиббан ал-Бусти, Абу Са‘ид Ахмед ибн Мухаммед ибн Румайх ан-Насауи говорили восхваляющие речи и выражали свою благодарность нашему земляку [26, том 4, с. 225].

К сожалению, Йакут ар-Руми не написал ничего о датах рождения и смерти, о жизни и творчестве отрарца, поэтому необходимо найти и изучить сведения, данные Абу Дуджаной, Абу Бакром и Абу Зура, Абу Бакром ибн ал-Мукри, Хасаном ибн Мунир, ал-Хасаном ибн Рашик, Абу Хатма, Мухаммедом ибн Хиббан ал-Бусти, Абу Саидом Ахмед ибн Мухаммед ибн Румайх ан-Насауи об Абу Мухаммеде ал-Фараби. Вероятно, они имеются в рукописных фондах Тегерана, Стамбула, Багдада, Дамаска и Каира.

Мы полагаем, что он жил примерно в X-XI веках.

7. Абу-л-Фадл Сиддик ал-Фараби

Был знатоком священных хадисов. Родился в Фарабе. В конце его имени пишется *нисба* ас-Сунахи, что означает, что он из селения Сунах. Развалины этого средневекового города находятся в Жана-Курганском районе Кзыл-Ординской области. Среднеазиатский биограф Абу Са‘д ас-Сам‘ани (1113-1167) указал этого ученого не только как Фараби «[из небольшого] города (балда) за рекой Сайхун в Мавараннахре. С такой *нисбой* известны и другие просвещенные люди, например, Абу-л-Фадл Сиддик ибн Сайд ас-Сунахи ал-Фараби из селения Сунах – одного из городков Исфиджаба. Так сказал Абу Са‘д ал-Идриси», – дополняет он [33, с.68].

Абу Са‘д ‘Абд ар-Рахман ибн Мухаммед ал-Астрабади ал-Идриси (?-1015) – известный среднеазиатский ученый, автор «Тарих-и Астрабад» – «История Астрабада», «Тарих-и Насаф» – «История Насафа», жил в Самарканде, знал около ста тысяч хадисов [33, с.78].

Хамдаллах ибн Аби Бакр ибн Ахмед ибн Наср ал-Мустауфи ал-Казвини (1280-1350) в «Нузхат ал-кулуб» («Услада сердец») указывает на Сунак (Сыгнак) как самостоятельный город и ставит его в один ряд с такими городами, как Отрар, Шаш, Исфиджаб, Тараз Мавараннахрского края [33, с. 99].

Сунак (Сунах, Сыгнак) находился на берегу Сырдарьи. Абу-л-Фадл родился в Сунаке, но большую часть своей жизни, видимо, провел в Фарабе (Отраре). По этой причине Абу Са‘д ас-Самани в список его имен добавил и нисбу ал-Фараби.

Абу Са‘д ас-Самани далее пишет, что Абу-л-Фадл Сиддик изучал в Самарканде у Мухаммеда ибн Насра ал-Марвази [его] книги. Затем он поехал в Бухару и записывал там [хадисы] со слов Сахла ибн Шазувайха ал-Бухари, Хумайда ибн Сахла ал-Бухари, Абу ‘Али Салиха ибн Мухаммеда ал-Багдади ал-Хафиз, Насра ибн Ахмеда ал-Хафиз и др. [33, с. 68]. После чего вернулся в Фараб/Отрар и скончался там же в 350 году хиджры (961 году).

Думаем, что в Бухаре среди знатоков хадиса был и уроженец Отрара. Он особо выделялся своим знанием и среди багдадских ученых, которые жили там. Полагаем, что существовала устойчивая связь между жителями Мавераннахра, Ближнего и Среднего Востока.

Абу ‘Абдаллах Мухаммед ибн Наср ал-Марвази из Мерва был религиозным деятелем, хадисоведом, жил в X веке в Самарканде, составил несколько книг, имел более десяти учеников [33, с.82].

Современник отрарских ученых Исма‘ил ал-Жаухари и Исхак ал-Фараби, Абу-л-Фадл Сиддик ас-Сунахи ал-Фараби, возможно, знали друг друга.

8. Са‘д ал-Мулк ал-Уасиджи (ал-Фараби)

Большинство средневековых историков, а также и российский историк В.В. Бартольд (1869-1930), писавшие о жизни и творчестве великого ученого-энциклопедиста Абу Насра ал-Фараби, указывают, что Фараб (Отрар) был родиной знаменитого философа Абу Насра ал-Фараби и этот город-крепость существовал еще в XIII веке.

Жители современного Отрарского района утверждают, что село Маякум, которое находится за рекой Сырдарья – холм, рядом с этим селом – это и есть Оксыз (Весидж).

Абу Са‘д ас-Самани указывает на Са‘д ал-Мулка (ал-Уасиджи) – «*нисба* его относится к Уасиджу, месту в стране тюрков». «Здесь был схвачен Абу Мухаммед ‘Абд ас-Саййид ибн

Мухаммед ибн ‘Ата ибн Ибрахим ибн Муса ибн ‘Имран ибн Исхак ибн Хамдуваййа Абравайх ал-Афрани ан-Насафи, названный затем ал-Уасиджи, прозванный Са‘д ал-Мулком» [33, с.68]. За что посадили выходца из Афурана, т.е. Афрана при вилаяте Насаф (Нашхаб – современный Карши) Средней Азии, знатока хадиса Абу Мухаммада ан-Насафи (Са‘д ал-Мулк Уасиджи) – неизвестно, но, без сомнения, что он был сведущим человеком своего времени.

Ал-Уасиджи (Оксыза) обучался в Самарканде у Абу ‘Али ал-Хусайн ибн ‘Али ибн Ахмед ас-Сакани. С его слов передавал [хадисы] Абу Хафс ‘Умар ибн Мухаммед ибн Ахмед ан-Насафи ал-Хафиз, который сказал, что он умер в крепости (*хисар*) Уасидж в [месяце] *мухаррам* 414 г.х». А это один из городов Туркистана [33, с. 68].

Абу-л-Хасан ‘Али ибн Аби-л-Карам Асир ад-дин Мухаммед аш-Шайбани ал-Джазари (1160-1233), более известный под именем Ибн ал-Асир, в «Ал-лубаб фи тахзиб ал-ансаб» пишет об этом ученом:«...Васиджи, прозванный титулом Са‘д ал-Мулк (Счастье царства).Он пользовался почтением и высоким положением у *хакана* Мухаммеда ибн Сулеймана, который уважал улама, хорошо к ним относился. Он слушал хадисы ар-раиса Абу ‘Али ал-Хасана ибн ‘Али ибн Ахмеда ибн ар-Раби ас-Санкабаси. От него передавал Абу Хафс ‘Умар ибн Мухаммед ибн Ахмед ан-Насафи (1068-1142).Умер в крепости (хисар) Васиджа, одного из городов Туркистана в мухарраме 514/апреле-мае 1120 года [25,72]. Сведения двух авторов схожи, поэтому полагаем, что необходимо исследование, которое будет опираться на третий источник.

К сожалению, других сведений о выходце из Оксыза (Уасиджа) у нас нет.

9. Йахйа ибн Ахмет Абу Закарийа ал-Фараби

Сведения о нем мы нашли в «Му‘джам ал-булдан» – «Справочнике о странах» Йакута ал-Хамауи ар-Руми, где в разделе «Бараб» автор пишет: «Это название большой и обширной территории (*нахийа*). Его еще называют Фарабом. Оттуда родом два языковеда – автор «Ас-Сихах фи-л-луга» – «Настоящей истины о языке» Абу Наср Исма‘ил бин Хаммад ал-Жаухари и его халух [нагашы] (родственник по материнской линии), автор «Диуан ал-адаб» – «Сборник по адабу» Исхак ибн Ибрахим (ал-Фараби), а также один из знатоков языкознания («а’имма ал-луга») Абу Закария Йахйа ибн Ахмед ал-Адиб ал-Бараби» [26, том 1, с. 318]. В конце Йакут ал-Хамауи ар-Руми констатирует: «Так сказал Абу Са‘д, сам же я не могу сказать [доподлинно]» [26, том 1, с. 318].

На правом берегу Амударьи, западнее Бухары, есть селение, которое Йакут ал-Хамауи ар-Руми назвал также Фарабом. Но Исма‘ил ал-Жаухари ал-Фараби и Исхак ибн Ибрахим ал-Фараби – не уроженцы Фараба, что на Амударье, а уроженцы города Фараба, что на берегу Сейхуна (Сырдарьи). Видимо, сомнения Йакута по поводу того, что «так сказал Абу Са‘д, сам же я не могу сказать доподлинно», исходит из этого.

Сведения о нем, т.е. последователе языковедов Исма‘ила ал-Жаухари ал-Фараби и Абу Ибрахим Исхака ал-Фараби, продолживших их дело, мы обнаружили в «Хадийат ал-‘арифиин» – «Даре знатоков» Исма‘ила паша ал-Багдади (?-1920). Но имя уроженца Отрара он указывает как «Абу Закария Йахйа ибн Ахмед ибн Аби Закарийа ал-Бараби» и уточняет: «Бараб – название большой территории на берегу Джейхуна. Его называют и Фарабом. (Абу Закарийа) видный языковед и литератор. Он скончался около 425 года хиджры (1033 г.). Он автор «Китаб ал-масадир фи-л-луга» («Книги об основах языка»), – пишет автор цитируемой книги [22, том 6, 518-519].

10. Ахмет ал-Фараби

Информацию о нем мы обнаружили в книге «Ал-Фараби» А.Кобесова. «Казахстанский ученый-историк Кажи Нурсултанов в своей статье «Еще один Фараби», опубликованной в восьмом номере журнала «Білім және еңбек» в 1968 году, познакомил нас с доселе неизвестным нам, еще одним новым Фараби, родившемся в Отраре в XI-XII веках. Его зовут – Ахмет Фараби. Видимо, Ахмет был знаменитым математиком своего времени. Сейчас нам известна его работа «Китаб тадбир ал-хауз фи тадбир ал-ахуаз» – «Превращение пруда в круглый пруд». Это произведение посвящено проблеме квадратирования круга», – пишет А. Кобесов [31, с.37-38].

11. Абу ‘Али Хасан ал-Фараби

Его имя – Абу-л-Хасан ‘Али. Отца звали – ‘Абд ал-‘Азиз. Деда – Абу Йахйа. Прадеда – Абу ‘Али ал-Фараби.

О нем мы нашли сведения в «Китаб ал-канд фи ма‘рифат ‘улама’ Самарканд» Наджм ад-дина Абу Хафс ‘Умара ибн Мухаммеда ан-Насафи (1068-1142). Аш-Шейх Абу-л-Хасан ‘Али ибн ‘Абд ал-А‘зиз ибн Аби Йахйа ибн Аби ‘Али ал-Бараби пишет: «К нам, в Самарканд приехал в 521 году [хиджры] (1127-1128гг.). Он многому научился у нас, и нам тоже многое поведал. Он дал комментарий Священному Корану в названной «Жами‘ ал-‘улума» трактовке от аш-шейха ал-адиб ал-Хусайна ибн Хабл ас-Сабрани имама ‘Али ибн Исхака, имама Йусуфа ибн ‘Асима, Абу ‘Абдаллах Мухаммед ибн ал-Фадл ар-Раууаса ал-Балхи» [36, с.579].

Абу Али Хасан ал-Фараби упоминается как факих (мусульманский правовед), знаток мазхаба аш-Шафи‘и – Абу Исхака Ибрахима ибн Мухаммеда аш-Ширази (? – 1083гг.). Выходец из Отрара написал толкование труда Абу Исхака «Мухаззаб фи-л-фуру‘» – «Об исправленных главах», что позволяет предположить, что он жил после монгольского нашествия.

Необходимо сказать пару слов, как мы считаем, о мазхабах (школах религиозного права). В X веке жители Мавераннахра не были поголовно, как сейчас, ханафитами, т.е. сторонниками мазхаба Абу Ханифы, а какая-то часть придерживалась, видимо, мазхаба имама аш-Шафи‘и (Абу ‘Абдаллах Мухаммед ибн Идрис – 767-820 гг.). Одним из распространителей последней религиозно-правовой школы в Средней Азии был Абу Бакр Мухаммед ибн Али аш-Шаши (1038-1114) из Шаша (Ташкента), больше известный по имени Каффал ал-Кабир.

12. Бурхан ад-дин Ахмед ал-Фараби

Он родился в начале XI века, когда в Отрарском крае вследствие войн и нашествий пало тюркское государство Караханидской династии и возникла опасность ее ухода с исторической сцены. К сожалению, у нас нет сведений, дающих более полную информацию о биографии или творчестве нашего земляка. О нем мы нашли только несколько строк в знаменитом труде Карла Брокельмана (1868-1956) «История арабской литературы» [50, с. 651].

Бесспорно, что начальное образование Бурхан ад-дин получил в Отраре. В те времена в городах Йасы (Туркистан), Исфиджаб (Сайрам), Тараз, Шаш, Сауран, Сыгнак обучением занимались люди набожные, а также ученые, прибывшие из арабских и персидских земель. По этой причине, как и его земляки, жившие до него, или ученые из Средней Азии, Хорезма, он хорошо знал и арабский, и персидский языки. Про Бурхан ад-дина мы не можем сказать как об Абу Наср ал-Фараби, что он был в Багдаде и Дамаске, где пополнил свои знания. Или же он проживал во дворце правителей и, вероятно, посвятил одному из них свой труд или не посвятил. Таких фактов, к сожалению, не имеется.

К. Брокельман называет только одну его работу «Заллат ал-кари» («Ошибки кари при прочтении Корана во время намаза»). Других сведений о Бурхан ад-дине не имеется. Знакомясь с историей арабской литературы, культуры и истории, можно убедиться в том, что трактат «Заллат ал-кари» писал и Наджм ад-дин Абу Хафс ‘Умар бин Мухаммад ан-Насафи (1068-1142). На эту тему могли создавать трактаты и другие ученые, так как правильное чтение священного Корана до сегодняшнего дня имеет самые различные толкования. Представители разных школ хотят доказать правоту своих толкований. Исходя из этого, обучение правильному чтению Священного Корана во времена Бурхан ад-дина не сходило с повестки дня.

В целом, имеется семь видов канонизированного чтения священного Корана. По мнению исследователей, во время чтения Корана стандартными ошибками считалось неправильное произношение некоторых звуков, неправильно выдержанная пауза и другие моменты. Трактат Бурхан ад-дина «Заллат ал-кари» посвящен именно этим вопросам. Судя по труду ученого, бесспорно, что он хорошо знал арабский язык и литературу, историю религии, священный Коран и сунну, Пророка Мухаммада (с.ғ.с.).

В библиотеке Сулеймания (Стамбул) я обнаружил еще одну рукопись ученого «Манзума фи-л-му’аннасат ас-сама‘ийа».

К. Брокельман пишет, что Бурхан ад-дин скончался в 1174 году. Только неизвестно, умер он в родном Отраре или, как Абу Наср ал-Фараби, – в одной из дальних арабских стран, глядя с тоской вдаль. Найденная в Бухаре рукопись трактата нашего земляка «Заллат ал-кари» сейчас хранится в Санкт-Петербурге [50, с. 651].

13. ‘Абд ас-Самад ал-Фараби

Известно, что осенью 1219 года монгольские войска окружили Отрар и разрушили его. Несмотря на это, спустя годы, центр духовности, культуры и науки, видимо, был восстановлен.

И одним из родившихся после этого нашествия ученым, который жил в Отраре, был ‘Абд ас-Самад ал-Фараби.

В некоторых источниках имя ученого указывается как Захир ад-дин ал-Фараби. Эти сведения о нем мы обнаружили в сочинении Исмаила паша ал-Багдади «Хадийат ал-‘арифиин асма’ ал-му’аллифин уа асар ал-мусаннифин мин «Кашф аз-зунун» [22, с.574]. Автор данного исследования рассказывает о том, что ‘Абд ас-Самад ал-Фараби написал комментарий к толкованию Корана ал-Байдауи под названием «Тауали‘ ал-анзар» – «Взгляд на судьбу», «Минхадж ал-усул» –«Путь к основам», «(Фиқһ)» и сообщает, что скончался ученый в 707 году хиджры (1307 год). Других сведений нет.

Наср ад-дин Абу-л-Хайр ‘Абдаллах ибн ‘Умар Мухаммед ибн ‘Али (ум. в 1290 г.), уроженец селения Байда (из окрестностей Шираза, Иран) и известный также с нисбой ал-Байдауи аш-Шафи‘и был крупным ученым своего времени. Он написал комментарий к священному Корану.

Наср ад-дин ал-Байдауи – автор ряда работ, посвященных фикха (мусульманской юриспруденции).

‘Абд ас-Самад ал-Фараби написал комментарий к указанным работам Наср ад-дин Абу-л-Хайр ‘Абдаллах ал-Байдауи. Исходя из этого, можно убедиться, что мыслитель, уроженец Фараба, хорошо знал священный Коран, хадисы Пророка, фикх и, разумеется, арабский язык.

Судя по тому, что после монгольского нашествия Отрар дал миру такого ученого как ‘Абд ас-Самад, Фараб действительно снова был возрожден и оставался, по-прежнему, культурным, научным и религиозно-духовным центром.

14. Махмуд ал-Фараби

Начавшееся в 1218-1219 годах монгольское нашествие разрушило многие средневековые города Казахстана и Средней Азии.

Н.Н. Туманович привел неопубликованные записи академика В.В. Бартольда (1869-1930) в виде тезисов, характеризующих план работы «Программа по истории государственности в Туркистане». Под названием «Чингизхан (Темучин) и влияние монголов на развитие государственной власти» мы читаем: «Движение Махмута Фараби и его социальные корни».

Это какой по счету Фараби? Опираясь на записи В.В. Бартольда, мы можем утверждать, что после завоевания края монгольскими захватчиками Махмуд Фараби организовал движение против иноземцев. К такой мысли нас подталкивают строки В.В. Бартольда: «Движение Махмуда Фараби и его социальные корни». У В.В. Бартольда нет других сведений о Махмуде. К сожалению, также не указано полное имя отрарца. Бесспорно, что видный востоковед готовился написать исследование о преданном сыне Степи, любившем свою Родину. Погиб ли Махмуд Фараби так же, как и Каирхан, организовавший защиту Отрара и боровшийся до последней капли крови с захватчиками, кишевшими как муравейник – нам неизвестно.

Следует отметить, что Захир ад-дин Мухаммед Бабур (1483–1530) в своем знаменитом сочинении «Бабур-наме» пишет, что в одном из походов (1528-1529), перед завоеванием Северной Индии, возглавлял коллективный намаз имам по имени Маулана Махмуд Фараби [35, с. 311]. Об этом Махмуде нет никаких фактов. И на других страницах он тоже Бабуром не упоминается. Тогда он какой по счету Фараби?

Судя по участию Махмуда Фараби в походе Бабура в Индию, он – человек XVI века. А Фараби, судя по работе Бартольда, жил в XIII веке. Тем не менее, бесспорно, что этих двух Махмудов будут помнить историки и языковеды, литераторы и писатели.

15. Кауам ад-дин ал-Фараби ал-Иткани

Наше внимание привлекла интерпретация его *нисба* Иткани, Аткани (Икани), так как восточнее нынешнего города Туркистан и севернее Отрара, т.е. примерно в 40-50 километрах, расположен старый город Икан. В «Казахской советской энциклопедии» о нем написано следующее: «Икан – населенный пункт, построенный в средневековье на юго-востоке от города Туркестан; этот населенный пункт раньше назывался Икан. Нет конкретных сведений, когда был основан город Икан. В «‘Абдуллах-наме» Хафиз-и Таныша (1549-1605) пишется, что хан Бухары ‘Абдуллах в 1582 году, во время похода против властелина Ташкента Баба Султана, остановился в Икане.

Известный российский историк П.И. Рычков (1712-1777) в «Топографии Оренбургской губернии» пишет: «… В Икане было около 300 домов, и жители занимались земледелием. В средние века, наряду с городами Туркестанского края, Икан играл важную роль» [39].

Если отечественные исследователи в своих трудах это селение указывали как Икан, то в средневековых арабских источниках он называется Иткан.

Одной из выдающихся личностей Икана (Аткан, Иткан) был Амир Катиб бин Амир ‘Умар ал-Иткани (1286-1357). Мы вкратце познакомили с его жизнью и творчеством читателей моей монографии «Звезды казахских степей» (1995). Он получил начальное образование на родине, затем был имамом в одном из медресе Икана. Через некоторое время уезжает в Сирию, позже – в Ирак. Является автором многих сочинений, написал комментарии к «Ал-Хидае» – «Руководству» среднеазиатского мыслителя Бурхана ад-дин ал-Маргинани (1123-1197).

В письменных источниках рассказывается, что Кауам ад-дин родился в ночь субботы, 19 числа месяца шаууал, в 685 году хиджры (1286 г.) в городе Иткан (Икан) близ Туркестана и Фараба. Начальное образование получил на своей родине. Нет сведений о том, где именно он учился: в Отраре или Икане, может, в Туркестане, Арысбаникете (Усбаникет) или Исфиджаб-Сайраме. Арабские биографы отмечают, что, окончив медресе, он углубленно изучал мазхаб Абу Ханифы (699-767). В этом случае в руки будущего ученого могли попасть труды среднеазиатских великих гениев. Особое внимание он уделял произведениям о шариате ученых среднеазиатских городов Ахсикент и Маргинан.

Прожив некоторое время в Дамаске, иканский ученый держит путь в Египет, где пробыл недолго, отправившись впоследствии в Багдад. Преподает в Багдаде в одном из медресе, расположенном недалеко от мавзолея Абу Ханифы. Двадцать пять лет исполняет должность кадия (судьи).

В 1345 году Кауам ад-дин возвращается в Дамаск, но, прожив в городе всего год, в 1346 году вновь уезжает в Египет. Преподает в медресе Сургатмашия в Каире. Ушел из жизни в 1356/57 году, на 73-ем году. Медресе сохранилось до настоящего времени, стоит целое и невредимое. Каждую свою поездку в Каир я читаю молитву, когда посещаю это историческое учебное заведение, в котором оставил след наш предок.

До нас дошло более десяти работ уроженца Икана.

Они хранятся в библиотеках и рукописных фондах Египта, Турции, Голландии, Узбекистана, России. Копии большинства из них имеются и в моем личном архиве. 2-3 трактата опубликованы в Кувейте и Турции.

Как-то я встретился с жителями Икана и рассказал им о замечательном человеке. Благодарные иканцы построили в его честь мечеть. 27 декабря 2008 года мечеть торжественно была открыта мною и названа именем великого нашего земляка Кауам ад-дина, о котором я написал несколько исследовательских работ на казахском и русском языках.

16. Хусам ад-дин Отрари

Сведения о нем мы обнаружили в «Тухфат ан-нуззар фи гараиб ал-амсар уа аджаиб ал-асфар» – «Дар созерцателям городов и чудесам путешествий» знаменитого марокканского путешественника Абу Абдалла Мухаммед ибн Баттуты (1304-1377). Ибн Баттута прибыл в Среднюю Азию в то время, когда край был разделен потомками Чингиз хана, правившими там. Он остановился в городе Сарайшык на берегу реки Жайык. «В этом городе, – пишет Абу ‘Абдаллах, – находится завия (мечеть) праведного старца из тюрков, которого называют «ата», что значит «отец». Он угостил нас в завии и благославил. Принимал нас также кади этого города, имени которого я уже не помню...» [21, с. 72; 2, с. 369]. Ибн Баттута едет далее в Бухару, Самарканд и останавливается в Насаф – Нахшабе (древний город в окрестностях нынешнего Карши). В палатке, на окраине города, он встречает фарабского праведника, факиха, шейха Мауланом Хусам ад-дин ал-Йаги, «...его имя на тюркском языке означает «восставший», он отрарец», – вспоминает Ибн Баттута [21, с. 83; 2, с. 384].

Других фактов о религиозном деятеле из Отрара Ибн Баттута не приводит. Этот отрок Отрара также известен под псевдонимом Умрик. Он воспитанник средневекового среднеазиатского ученого Кахарзаде ал-Кердери. Он назван «Бадр ал-а’имма» – «Светила имамов», а также одним из наставников итканца Кауам ад-дин ал-Иткани ал-Фараби ат-Туркистани. Этот светила тоже нуждается в исследовании.

17. Мухаммед ибн Мухаммед ибн ал-Хусейн Маджд ад-дин ал-Усрушани, Мухаммед ибн Хусейн ал-Фараби (?-1234)

Он написал шарх (комментарий) к трактату «Фусус ал-хикам» – «Геммы премудростей» Абу Насра ал-Фараби, который хранится в рукописных хранилищах университетов Турции, Мармара, Баязит, Сулеймания. Объем составляет 116 страниц, указана и дата – 1291 год. Только список Баязитского университета состоит из 78 страниц, в Сулеймании из – 106. В последнем указана дата – 1013 год.

Хаджи Халифа в «Кашф аз-зунун ‘ан асами ал-кутуб уа--унун» называет имя Амир Исма‘ил ал-Хусайни ал-Фараби в связи с написанием комментариев к «Геммы премудростей» Абу Наср ал-Фараби и указывает, что он скончался в 494 году хиджры (1100 год) [43, с.1265]. Дата, обозначенная в Сулеймании, кажется более реальной.

Доктор Рамазан Шешен и Джауад Изги Джамил Акпинар, составившие описания рукописей библиотеки «Куприли» Турции, называют имя знатока Исма‘ил ал-Хусайни ал-Фараби, написавшего шарх (комментарий) на философское произведение Абу Насра ал-Фараби «Фусус ал-хикам» («Геммы премудростей»») и указывают, что он скончался в 1489 году. Эта рукопись в каталоге хранится под порядковым номером 886. В середине рукописи встречаем имя человека Абу Музаффар Султан Йа‘куб Бахадурхан. Увы, у нас нет других сведений об Исма‘иле ал-Хусайни ал-Фараби.

Не об одном ли ал-Фараби говорили Хаджи Халифа и Джауад Изги Акпинар?

18. Маула Мухаммед ал-Фараби

Как и Кауам ад-дин, этот отрарский ученый жил в XIV веке. В конце его имени есть и нисба ал-Хорезми, что позволяет предположить, что отец нашего земляка был, видимо, из Хорезма. Родившийся в Отраре, Маула Мухаммад хотел подтвердить, что он из Отрара, поэтому указал свой нисбу не Хорезми, а ал-Фараби.

Начальное образование Маула получил в одном из медресе Отрара. Расширил свои познания, обучаясь в Шаше, Бухаре и Самарканде, где состоял в дружеских отношениях с местными учеными. Видимо, на этой основе он написал комментарий к труду уроженца Шаша – Низама ад-дин бин Мухаммада ‘Азиз аш-Шаши (?-954).

Шашский (Ташкентский) ученый создал трактат «Усул» («Основа»), обычно именуемый «Усул “аш-Шаши”» («”Основы” Аш-Шаши»). «Усул» (имеется в виду) по отношению к правилам и теориям, используемым в принятии фетвы муфтия [37].

Низам ад-дин аш-Шаши приходит к глубоким умозаключениям о сути мусульманских законов. Уроженец Отрара написал комментарии именно к этому сочинению аш-Шаши. Он завершил их, находясь в Египте и нынешней Турции в 1379 году.

Неизвестна дата рождения ученого. Но если вспомнить исторические события тех времен, будущий ученый мог родиться примерно в 1320-х годах в Отраре и быть современником Амира Тимура (1336-1405). В ту эпоху непрерывно происходили безликие войны и различные конфликты. Разумеется, Маула Мухаммад мог быть свидетелем этих событий. Но подобных сведений у нас не имеется. Мы даже не знаем, когда и где он умер. На этот вопрос ответ может быть получен только в результате долгих поисков и кропотливых исследований. Одно радует, что указанный комментарий уроженца Отрара дошел до наших дней, не затерявшись в анналах истории.

19. Ага Хасан ал-Фараби

До наших дней дошел его труд «Ал-Хидайа таржимаси» – «Перевод Хидайи», сохранившийся в библиотеках Турции. Перевод этого труда создан, согласно мазхаба Абу Ханифы «ал-Хидайа», среднеазиатским ученым Бурханом ад-дин ал-Маргинани (?-1197). Сведения об авторе отсутствуют.

20. Абу-л-Фадл Тахир ибн Мухаммед ал-Фараби Захир

Имя собственное – Абу-л-Фадл Тахир. Отца звали Мухаммед. Его сочинение называется «Диуан» – «Сборник». Рукопись хранится в Баязитской библиотеке в Турции. Сведения о биографии автора отсутствуют.

21. ʻАбд ал-Латиф ибн Ахмед ал-Фараби.

Его имя Абд ал-Латиф. Отца звали – Ахмед. В одной из Каирских библиотек я обнаружил его книгу «Ал-Харакат ал-фикрийа уа-л адабийа фи-л-ʻалам ал-ʻараби ал-хадис. Дар ал-Байда. 1983». Сборник опубликован в Марокко. Также был издан и в Бейруте в 1995 году. Работа находится в библиотеке богословского факультета университета Жумхурият (Турция). Имя автора – Аʻбд ал-Латифа ибн Ахмеда, нисба его ал-Фараби.

22. ʻАбдуллах ибн Мухаммед ибн Йусуф Наср ал-Фараби ал-Азди.

Имя собственное – Абдулла. Отца звали – Мухаммед. Деда – Йусуф Наср ал-Фараби ал-Азди. Видимо, этот уроженец Отрара – историк. Его работу «Таʼрих ал-ʻулама би-л-Андалус» («История ученых Андалусии») я обнаружил в Египте и в библиотеке богословского факультета Ататюркского университета Турции. Жизненные данные об этом мыслителе из Отрара отсутствуют. Сочинение его посвящено вопросам истории, похоже, что он тоже был историком.

23. Бадр ад-дин ибн Нур ад-дин ибн Аййуб ибн Ибрахим ал-Фараби.

Имя собственное – Бадр ад-дин. Отца звали Нур ад-дин. Деда – Аййуб. Прадеда – Ибрагим. Жизнь и творчество этого ученого еще не изучены, рукописи его хранятся в фонде рукописей Санкт-Петербурга.

* * *

В пятитомном сочинении «Маджмаʻ ал-адаб фи муʻджам ал-алкаб» хадисоведа, ученого-историка Камал ад-дин ʻАбд ар-Раззак ибн Ахмед ал-Багдади аш-Шайбани ал-Ханбали (1244-1323), известного под именем Ибн ал-Фувати, имеются сведения о мыслителях не только из Отрара, но и из казахских земель – Кайалык, Имил (Емиль), Туркестан, Женд, Сауран, Исфиджаб, Караспан, Сыгнақ, Икан (Иткан), Жикиль (город в окрестностях Тараза). В нем три ученых из Фараба указаны как Утрари (Отрари). Это:

24. ʻУмдат ад-дин Абу Талиб Мухаммед ибн Абд ал-Азиз ибн Ахмед ибн Абд ар-Рашид ал-Утрари ал-Мукри.

Он был из числа прекрасных чтецов, часто и много цитировал Священный Коран и вел дискуссии об его толковании. Сведений о жизни ученого не имеется. Ибн ал-Фувати в своем трактате приводит несколько строк из стихотворений **ʻ**Умдат ад-дина:

Зачем спорить, когда в нем уже все сказано,
В его крайностях – спорные моменты.
И успокойся, спокойствие в его отвержении,
Перед (рассуждениями о) крайностях добавь его!

25. ʻАлаʼ ад-дин Абу-л-Харис Арслан ибн Давуд ибн ʻАли ал- Утрари (Отрари) ал-Муʻаддил ал-Факих (ум. в 1303).

Собственное имя – ʻАлаʼ ад-дин Абу-л-Харис Арслан. Отца звали Давуд. Деда – ʻАли. Нисʻба его Отрари (отрарец) указывает на место рождения. Он жил в Багдаде, в районе ан-Низамийа. «Работал и усиленно занимался науками ал-фикх, ал-адаб, был назначен преподавателем (муʻид), мударрисом по грамматике (арабского языка), хранителем (хазин) в библиотеке (ал-хазина) ан-Насирийа. Выступал свидетелем у кади ал-кудат и был благонравным, приветливым. От него я записывал стихи, ходил на его услужение. Скончался он в 702//1302-1303 году», – пишет Ибн ал-Фувати.

26. Мадж ад-дин Абу ʻАли Фадлаллах ибн Мухаммад ибн Ахмад ал-Утрари (Отрари) ал-Мунаджжим – «из числа знатоков тайн звезд и практики (предсказания) рождения детей. В этом у него имеются отличные знания. Я прочел записанное его почерком:

Не перестаешь быть счастливым и в удовольствии,
Пока продолжают влиять (эти) семь планет:
Мах, Михр, Кайван и Катиба,
Ал-Муштари, Анахид и Бахрам.

Это персидские названия семи крутящихся звезд».

Таким образом, кроме Ала ад-дина, не известны годы рождения и смерти других выходцев из Отрара.

27. Саййид Джалал ад-дин ал-Иткани ал-Отрари

Он так же, как и Кауам ад-дин ал-Иткани ал-Фараби ат-Туркистани (1286-1356), из Икана. В свое имя он добавил не только Икан, но и Отрар.

Саййид Жалал ад-дин ал-Иткани ал-Отрари Амир Мухаммед ибн ʻУмар ибн Атик ибн Аби Бакр ибн Мухаммед жил во второй половине XII-го и в первой половине XIII-го веков. Сын Отрара закончил переписывать работу «Ал-Хака'ик фи шарх ал-Мансума фи хилафийат ли-н-Насафи» (второе короткое название «Хусул ал-ма'мул») Махмуда ибн Мухаммед ибн Да'ут ал-Лу'лу'и ал-Бухари ал-Афшанджи (ум. в 1272 г.) в городе Сарай, на берегу Волги 8 *рамадана* 722 году [хиджры] (1322 г.). Эта работа хранится в фонде «Хазрети Хамед» (№ 85) библиотеки Сулеймания в Турции. Объем составляет 263 страницы. Скорее всего он был каллиграфом.

28. Кивам ад-дин Абу ʻАли Ахмад ибн ʻАбд ар-Рашид ал-Утрари (Отрари) ал-Факих.

Собственое имя – Киуам ад-дин Абу ʻАли. Отца звали ʻАли Ахмед. Имя деда – ʻАбд ар-Рашид. Ибн ал-Фувати считал его знатоком в области адаба и утверждал, что нижеследующие байты принадлежат ему:

Хитрости сына Адама в жизни много,
Смерть прерывает хитрость мошенника.
Если строишь лицо в позе спрашивающего,
А он: «Я пожертвую его щедрого наищедрейшему!».
Дождитесь перемен времени, и
Обнаруживаются беды
Подобно освобождению от оков.

В примечании №4 указывается, что вышеуказанный Умдад ад-дин является двоюродным братом Абу Талиба ал-Отрари.

29. Камал ад-дин Абу Наср Йусуф ибн Абу-л-Касим ибн Исмаʻил ал-Иткани.

Его собственное имя – Камал ад-дин Абу Наср Йусуф. Имя отца – Абу-л-Касим. Звали деда Исмаʻил. Он был знатоком лексикографии, адаба и факихом. Поэт следующими строками воспевал весну:

Присоединяйся к компании для весны, стань вместе с нею,
Гостем, и твоими собеседниками станут светочи.
Кто был бледным на фоне холеного, в ярко-красный –
В здоровый цвет превращает его сам Создатель [25, с. 76-77, с. 84-85].

Уроженец Отрара – Икана, полагаем, жил в XII-XIII веках. Не обнаружены сведения по поводу того, что родился он в Фараб-Отраре, но Икан относится к Отрару округу и поэтому сведения о нем мы приводим в статье.

30. Мухаммед ʻАбдаллах ал-Фараби

Год рождения и смерти неизвестны до сих пор. Согласно некоторым сведениям, он был знатоком логики. Копия трактата Мухаммеда ал-Фараби «Шарх ал-гурра ал-мантик» – «Комментарий началам по логике», посвященного логике, была обнаружена в фонде рукописей Принстонского университета в США. Исследования, касающиеся его личности, – дело будущего.

Таким образом, на сегодняшний день известны 30 отрарских ученых. Если будем продолжать поиски, могут найтись и другие Фарабцы.

Әбсаттар Дербісәлі

ҚР БҒМ ҒК, Р. Сүлейменов атындағы Шығыстану институты, Алматы, Қазақстан

IX-XV Ғ. ОРТАҒАСЫРЛЫҚ ОТЫРАР (ФАРАБ) ЖӘНЕ ОТЫРАРЛЫҚ ҒАЛЫМДАР

Ортағасырлық отырарлық кемеңгерлер жайлы жаңа деректер

Аннотация. Мақалада IX-XV ғасырларда қазақ жерінің ежелгі мәдени, ғылым ордасы болған Отырарда өмір сүріп, ғылым-білімнің сан-саласы бойынша өлмес, өшпес еңбектер қалдырған Аббас әл-Джаухари, Әбу Насыр әл-Фараби, Әбу Исхақ әл-Фараби, Әбу Ибраһим әл-Джауһари әл-Фараби, Алам ад-дин әл-Фараби, Қауам ад-дин әл-Итқани (Иқани) әл-Фараби ат-Түркістани және т.б. Отырарлық отыз (30) ғалымдардың өмірі мен шығармашылығы араб тіліндегі жазба деректерге сүйене отырып зерттелген. Олардың көпшілігінің аса құнды жазба дүниелері Египет, Сирия, Түркия, Германия, АҚШ, Ресей кітапханалары мен қолжазба қорларында сақтаулы. Автор олар жайлы мағлұматтарды тауып, реттеп, зерттеп, жүйелеп қажет тұстарын орыс, қазақ тілдеріне тәржімалап, ғылыми айналымға енгізген. Зерттеу нәтижесін шығыстанушы ғалымдар, магистрлер, PhD (философия докторлары), ғылым іздеген студенттер пайдалана алады. Мақала жаңа дүние, ол сонысымен де бағалы.

Түйін сөздер: Отырар (Фараб), Оқсыз (Уасидж), Маяқұм, Джауһар ана, Итқани (Иқани), Түркістан, Египет, Түркия, Принстон, Сүлеймания, Баязид, Миллет, философия, логика, адаб, поэзия.

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MEDIEVAL OTRAR (FARAB) AND OTRAR SCIENTISTS OF THE IX - XV CENTURIES
New Data on the Medieval Otrar (Farab) Scholars

Abstract. The article highlights life and creative works of more than 30 (thirty) scholars and thinkers, descendants from the medieval (IX-XV) Kazakh city of Otrar (Farab), namely Abbas al-Jauhari, Abu Nasr al-Farabi, Abu Iskhak al-Farabi, Abu Ibrahim al-Jauhari al-Farabi, Alam ad-din al-Farabi, Qauam ad-din al-Itkani (Ikani) al-Farabi at-Turkistani. This and other cities were centers of knowledge and cultures on the Kazakh land. The research is based on the manuscripts from the funds of the libraries of Egypt, Syria, Turkey, USA, and Russia, where the author found them. After systematization, the author translated them into the Kazakh and Russian languages and introduced for the first time, what adds to the value and significance of the article.

The article could be useful for researchers orientalists (particularly working on the field of philology.

Key words: Otrar (Farab), Oksiz (Washidzh), Mayakum, Jauhar ana, Itkan (Ikan), Turkistan, Egypt, Turkey: Sulaymaniyah, Bayazit, Millet; Princeton, philosophy, logic, adab, poetry.

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IMPROVEMENT OF THE REGULATORY LEGAL FRAMEWORK OF ENSURING ECONOMIC SECURITY

Abstract. It is well known that the economic security of the Republic of Kazakhstan nowadays moves among the problems that attract attention of political statesmen, jurists, economists, etc. Ensuring economic security of the Republic in the conditions of globalization of the world economy is a guarantee of independence, a critical component of ensuring national security of Kazakhstan. In a weak and inefficient economy, it is difficult to contain the onslaught of internal and external threats, and to maintain a strong and mobile army designed to ensure the country's military security.

In the context of increasing international integration and globalization, while increasing the impact of crisis and instability of national economies, ensuring the economic security of the state and protecting its economic interests is an important condition for the development of both the country as a whole and its business structures. In this regard, the need to review the legal framework for ensuring the country's economic security is being updated.

Key words: economic security, threats, sustainable development of society, country's economic security system.

Introduction. After 25 years from the day of independence of the Republic of Kazakhstan, the definitions of “economic security” and “ensuring economic security” are firmly laid down in such regulatory legal acts of the country as the Constitution of the Republic of Kazakhstan, the Law “On National Security of the Republic of Kazakhstan” dated January 6, 2012 No. 527-IV, Decree of the President of the Republic of Kazakhstan dated February 7, 2002 “On the State Strategy for Economic Security of the Republic of Kazakhstan for 2001-2005”, etc. [1].

Economic security is an integral part of national security. In 1998, the first Law "On National Security of the Republic of Kazakhstan" was adopted, which incorporated all the developments in the field of national security, including economic security. So, in the Law “On National Security”, economic security means “the state of protection of the national economy of the Republic of Kazakhstan from real and potential threats, which ensures its sustainable development and economic independence” [2]. According to Article 22 of the Law “economic security is ensured by decisions and actions of state bodies, organizations, officials and citizens, aimed at:

– ensuring stability and sustainability of the development of the national economy, including its industrial and innovative component;

– ensuring financial, energy, food and transport independence of the Republic of Kazakhstan;

– preventing the economic isolation of Kazakhstan from the global economic system;

– maintaining the independence of the Republic of Kazakhstan and ensuring compliance with national interests ... ".

Research Methods. In the process of conducting research, analysis and synthesis methods, economic-mathematical, statistical, and comparisons were used.

The results of the study. With the entry into the Customs Union (CU), and later in the EAEU, the unification of legislative bases and the development of common markets, there was an urgent need to create a solid legislative framework - a unified state strategy to ensure the economic security of the country.

Moreover, the State Strategy for Economic Security of the Republic of Kazakhstan for 2001-2005 has lost its power, and so far no new version of the strategic document in this area has been adopted. To date, there is no separate document (strategy) to ensure the economic security of Kazakhstan, which would provide for the development and monitoring of threshold values (risks) for the main threats to economic security. And as a result, there is no proven system of measures to monitor the situation and there is no clear plan of action to eliminate emerging threats.

The analysis of the legal framework of the economic security of the Republic of Kazakhstan showed that in order to develop measures to protect the national interests of the country, it is necessary to constantly monitor the level of economic security of the Republic of Kazakhstan, providing an annual report to the Head of the State of the Republic of Kazakhstan. This work should be carried out on a systematic basis, and this will become the main platform for the consolidation of forces of state bodies, business and society as a whole.

In this regard, it is proposed to develop a new State Strategy for Economic Security until 2030 (Strategy), which will help identify threats to economic security at an early stage, as well as prevent crises in the energy, food, transport and financial sectors. The development of this Strategy is necessary for responding to new challenges and threats to the national interests of the Republic of Kazakhstan.

Considering the experience of foreign countries, as well as Kazakhstan's involvement in regional associations, we consider it appropriate to scale the concept of "economic security" in the proposed Strategy, including such concepts as ensuring sustainable economic growth, modernizing the economy, and maintaining equilibrium in trade exchange.

The new Economic Security Strategy should include the following objectives:

– economic growth and resistance to external challenges;

– raising the life level and improving the life quality of the population;

– crisis prevention in all areas of the economy;

– reduction of internal and external risks.

Key objectives of the Strategy:

– improving the mechanism of state regulation and monitoring of economic security;

– taking special measures to eliminate existing barriers and threats;

– forecasting the dynamics of the level of economic security of Kazakhstan under the influence of the implementation of subsequent stages of integration in the Eurasian space;

– improving the response mechanism in the event that foreign countries impose sanctions and restrictions;

– improvement of budget legislation.

The main directions of the Strategy for ensuring economic security will be its following types:

– financial security;

– energy security;

– transport security;

– food security.

As the main threats to economic security in the Eurasian space should be defined:

To financial security:

– the impact of the global financial crisis;

– the direction of financial flows and the nature of the settlement relationships;

– the requirement for uniform regulation and supervision in the field of financial markets of member states;

– currency fluctuation.

To energy security:

– decline in world oil prices;

– increased competition for access to energy resources;

– strengthening state regulation and control both in the energy markets and on energy transportation routes;

– unequal access to the services of natural monopolies of the Member States of the Union in the energy sector;

- unequal access to gas transmission systems located in the territories of the Member States.

To transport security:
– the use of transport control at the internal borders of the Union;
– lack of unification of domestic tariffs for the transportation of goods;
– lack of shipping documents and their inaccurate design.
To food security:
– the country's dependence on imports of strategic products;
– low competitiveness of manufactured goods;
– a ban on the transit of certain goods;
– expansion of sanctions;
– the frequency of customs inspection.
Assessment of economic security should include:
– identification of main threats to economic security. In connection with the active development of integration processes in the Eurasian space, it is considered advisable to monitor and identify main threats to economic security. For this, it is proposed to use the main factors affecting the economic security of the country;
– development and approval of a list of indicators and threshold values.

It is proposed to develop and approve a list of indicators and threshold values (by analogy with S. Glazyev’s indicators), reflecting the level of economic security of Kazakhstan. The number of indicators should be at least 50, including indicators of energy, transport, food and financial security. Monitoring and evaluation of the country's economic security should be based on official statistics of the Committee on Statistics of the MNE of the Republic of Kazakhstan, the National Bank of the Republic of Kazakhstan, the State Revenue Committee of the Ministry of Finance of the Republic of Kazakhstan, local state bodies, subordinate organizations and other official state bodies.

Given the fact that soon unified energy, financial and transport markets will be created between the EAEU member countries, it is necessary to constantly analyze the barriers and threats that may arise for our economy and domestic business. It is proposed to create a unit at the government level to ensure the economic security of the country on the basis of the Center for Strategic Research and Analysis (CSRA) of the Administration of the President of the Republic of Kazakhstan, by analogy with the successful experience of the United States. To date, the center’s competence includes ensuring the implementation of the President’s powers on the competitiveness of Kazakhstan, the state planning system, improving the public administration system, and evaluating the effectiveness of government bodies. In addition, the CSRA previously worked on the development of the National Security Strategy of the Republic of Kazakhstan, which will also contribute to the effective development of measures. It is proposed to additionally register monitoring and coordination of the level of economic security of the Republic of Kazakhstan in the conditions of integration associations in the activities of the CSRA.

The experience of creating modern economic security systems shows that today leading countries such as the USA, the Russian Federation, Japan, the EU countries (France, Italy), form within the state apparatus a special subsystem of institutions that are fully or partially occupied with ensuring national economic interests. Positive international experience shows that there is no need to create a separate state body for monitoring threats to economic security within the country, for this it is enough to empower an existing body [3].

It is proposed to create a Coordinating Council on monitoring the economic security of the Republic of Kazakhstan on the basis of CSRA with the participation of ministers of interested state bodies (Minister of Defense, Minister of Internal Affairs, Minister of Economy, representatives of the Foreign Intelligence Service of the Republic of Kazakhstan - Syrbar and the Presidential Administration, heads of tax and customs services, technical regulation and sanitary control).

– development of the EAEU Digital Economic Security Platform.

The digital platform for economic security will be a digital platform that will assess the level of economic security in accordance with pre-determined indicators of the EAEU member countries. The digital field will show which country is in a vulnerable position compared to partner countries. The presence of a digital security platform will determine the degree of security of each country in the context of economic development.

In addition to this, the platform will provide traceability and fixation of all actions that will occur with the goods during their transportation. This will help reduce transaction costs (reducing document flow, reducing transaction time), illegal product circulation. Moreover, the digital platform will increase the investment attractiveness of the markets of the EAEU member states, accelerate the free movement of goods, and optimize the supply chains and transport infrastructure of the EAEU market.

Today, ensuring economic security is mentioned in such legislative acts as the Law of the Republic of Kazakhstan “On Technical Regulation”, the Law of the Republic of Kazakhstan “On Measures to Protect the Internal Market when Importing Goods,” the Law of the Republic of Kazakhstan “On Antidumping Measures” and the Law of the Republic of Kazakhstan “On subsidies and countervailing measures. ” Obviously, the legislative framework for ensuring the economic security of Kazakhstan is significantly outdated and requires improvement, taking into account internal and external threats.

t is proposed to develop a separate law “On Economic Security”, which will ensure compliance with the law in carrying out activities to ensure economic security, timely developing measures to protect the country's economy from internal and external threats, as well as determine the responsible state body and differentiate the powers of other state bodies.

Given Kazakhstan’s involvement in the WTO, as well as the expansion of Kazakhstan’s cooperation with many international trade partners [4], it is advisable to include such types of security as trade security and foreign economic security in the definition of “economic security”.

The global economy is increasingly dependent on cyberthreats, many countries are in the process of total digitalization to provide timely protection and repulse from cyber attacks. This year Kazakhstan launched a large-scale program “Digital Kazakhstan”, within the framework of which the concept of “Cyber shield of Kazakhstan” is being developed, the purpose of which is to protect the population of the country and the state as a whole when using information and communication technologies [5]. In this regard, it is advisable to include the concept of cybersecurity in the concept of economic security.

The proposed measures will ensure the economic security of Kazakhstan, prevent crises, counter threats to economic security both within the country and abroad, as well as ensure a high standard of living for the population. The development of the State Strategy for Economic Security of the Republic of Kazakhstan until 2030 will contribute to strengthening the state policy to ensure economic security, conducting continuous monitoring and forecasting the level of economic security.

Currently, economic security is a nationwide package of measures aimed at sustainable development and improvement of the country's economy, which necessarily involves a mechanism to counter external and internal threats.

Thus, in Kazakhstan, in order to ensure economic security, it is advisable to combine the forces and means of special services and law enforcement agencies - first of all, the national security bodies of the Republic of Kazakhstan, the Barlau Foreign Intelligence Service and the counterintelligence service, as well as the relevant divisions of the Ministry of Internal Affairs of the Republic of Kazakhstan, the Agency Republic of Kazakhstan for combating economic and corruption crime and customs control bodies of the Customs Committee of the Ministry of Finance of the Republic of Kazakhstan.

Successful provision of economic security is possible only with the interaction of all the above entities. The main principles of this interaction should be:

- the mutual responsibility of the state and non-governmental organizations before the law for actions detrimental to national interests;
- State protection of their legitimate interests in relevant fields of activity;
- respect and observance of the rights, freedoms and legitimate interests of man and citizen.

Strengthening statehood and ensuring the economic security of the state require strengthening the institutions of state power and effective interaction between state bodies, determining the optimal ways of state participation in economic processes. For example, the Constitution of the Republic of Kazakhstan actually consolidated the unity of state power and carried out its division into legislative, executive and judicial branches, interacting with each other using a system of checks and balances.

However, the legal regulation of the supreme bodies of legislative, executive and judicial power is far from complete, they are constantly searching and reforming these bodies in the complex, rapidly changing market conditions of the society and the national economy development.

The participation of the Government of Kazakhstan in lawmaking is carried out in the following forms:

1) preparation of bills and their introduction into the Parliament of the Republic of Kazakhstan;

2) preparation of opinions on bills providing for a reduction in government revenues or an increase in government spending.

In the field of economic security management, the central place is occupied by the so-called state enterprises of Kazakhstan.

State enterprises are based, as you know, on property owned by the state, which transfers this property to them on the basis of economic management or the right of operational management of industry, which is the core of the economy as the most important means of ensuring economic security.

It should be noted that the reverse process is taking place in industrialized countries: private enterprises are becoming state property, i.e., there is a tendency for the role of the public sector in the economy to gradually increase. This is especially clearly seen in Italy, England, France. The decrease in the role of state-owned enterprises in the economy of Kazakhstan is due to a number of the following reasons.

In order to increase the efficiency of enterprises, including using the property assigned to them, creating a system of economic monitoring and strengthening control over the activities of state enterprises, as well as reducing budget expenditures for the maintenance of communal and republican enterprises, it is necessary to develop a mechanism for managing enterprises and to regulate it legally.

First of all, it is necessary to identify the number of state-owned enterprises necessary for performing state functions, and evaluate their activities. Next, determine the goal of the state in relation to each enterprise, establishing mandatory requirements for the submission by the leaders of these enterprises to the executive authorities of proposals on how to achieve their goals.

It is important to establish a procedure for reporting by heads of state enterprises on the progress of implementation of an approved program, to determine the mechanism for making managerial decisions when the state’s goal is not achieved, and the program is not completed. In this case, special attention should be paid to hiring a head of enterprise on a competitive basis and to strengthen control over his activities. To this end, it would be important to determine the legal procedure for certification of heads of state enterprises and their reporting.

As a commercial organization, a state-owned enterprise should receive profit from its activities, which in a certain part should be transferred to the state budget in the form of income of the owner - the state from the use of his property. However, so far, the legal mechanism for establishing the principles for determining the profit of a state enterprise to be transferred to the budget, and for monitoring such revenues has not been worked out. The solution of the tasks set will contribute to revenues and additional revenues to the budget, lower prices for certain types of goods and services, as well as reduce the number inefficient enterprises and budget expenses for the maintenance of state enterprises, improving the financial and economic results of their activities.

At the present stage of development of legislation in the field of ensuring economic security, the main attention should be paid to creating conditions for the mandatory implementation of existing regulatory legal acts, since existing laws can already constitute the necessary legal basis for ensuring economic security of the Republic of Kazakhstan.

Analysis and practice of the application of national legislation, in terms of ensuring economic security, allowed us to identify existing shortcomings and gaps in the legislation, and therefore, in order to eliminate them, it is advisable to:

- to develop a new regulatory act - the Law of the Republic of Kazakhstan "On ensuring the economic security of the Republic of Kazakhstan";
- to carry out the adjustment of the list of objects of economic security of the Republic of Kazakhstan and on this basis to develop the Concept of economic security of the state.

Bridging gaps and shortcomings in the field of ensuring economic security is seen, first of all, in the need to have a clear conceptual framework designed to ensure the preparation of a package of laws interconnected by a single idea according to the following mechanical scheme.

Firstly, to adopt the Law of the Republic of Kazakhstan “On ensuring the economic security of the Republic of Kazakhstan”, as a legal basis that defines all directions for its provision, covering the scope of national security, including primarily the area of ensuring economic security.

Secondly, to develop a concept of economic security and on the basis of the "concept" should be developed "State Strategy for Economic Security" (SSES), which, in our opinion, should be the basis for the development of "State Economic Policy" (SEP).

The role of science in the development of the Concept of Economic Security is very great and responsible. And this is not just about verbal exercises and not about the search for beautiful formulas, various kinds of hazard classifications - external and internal, long-term and current. It is fundamentally important to uncover the very essence of the problem, identify real threats, and offer reliable and effective methods to repulse them.

"The state strategy of economic security" should be focused, first of all, on maintaining an adequate standard of living of the population, ensuring the socio-political security of society, preserving the foundations of the constitutional system of the state and the formation of a stable system of national interests and values.

In general, the "State Strategy for Economic Security" and "State Economic Policy" are categories and instruments of state regulation of the national economy and therefore they should be in interconnection and interaction with each other.

Conclusion

Based on the foregoing, we can conclude that today Kazakhstan has certain problems in the field of ensuring economic security. In order for its ensuring mechanism to be followed by all interested bodies, organizations and citizens of our state, it is necessary to make wider use and strengthen their interconnection aimed at full and strict compliance with laws governing activities to ensure economic security, directly related to the protection of vital economic interests of individuals, society and the state from internal and external threats.

Thus, ensuring the economic security of the Republic of Kazakhstan is a long-term and strategic task. Any steps that go against economic security and, all the more so, contradict its objectives should be considered as actions aimed at undermining the national and economic security of the state. To ensure economic security, an examination of the legislative acts, scientific, technical and socio-economic programs should be carried out with a view to their compliance with the tasks of ensuring the economic security of the country.

The development of programs of prioritised and long-term measures to ensure the economic security of the Republic of Kazakhstan and practical steps in this direction should be based on a clear understanding of modern threats to economic security.

As world experience shows, ensuring economic security is a guarantee of the country's independence, a condition for the stability and effectiveness of society, and success. Therefore, ensuring economic security is one of the most important national priorities.

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ЭКОНОМИКАЛЫҚ ҚАУІПСІЗДІКТІ ҚАМТАМАСЫЗ ЕТУДІҢ НОРМАТИВТІК-ҚҰҚЫҚТЫҚ БАЗАСЫН ЖЕТІЛДІРУ

Аннотация. Әлемдік экономиканың қазіргі кезеңі экономикалық мүдделерді тек ұлттық қана емес, сонымен қатар аймақтық және халықаралық деңгейде де ескеру қажеттілігін туындатады.

Қазақстан Республикасы тәуелсіздікке қол жеткізе отырып, халықаралық ұйымдар мен халықаралық қауымдастыққа кірудің белсенді кезеңіне өтті, бұл сыртқы саясаттағы проблемаларға, сондай-ақ ұлттық қауіпсіздікке төнетін қатерлерге әкелді. Мұның бәрі, атап айтқанда, елдің экономикалық қауіпсіздігін қамтамасыз ету үшін белсенді шараларды қабылдауды қажет етті.

Бүгінгі таңда Қазақстан Республикасының экономикалық қауіпсіздігі саяси мемлекет қайраткерлерінің, заңгерлердің, экономистердің және т.б. адамдардың назарын аударатын мәселелердің біріне айналғаны белгілі. Әлемдік экономиканың жаһандануы жағдайында республиканың экономикалық қауіпсіздігін қамтамасыз ету – бұл елдің тәуелсіздігінің кепілі, Қазақстанның ұлттық қауіпсіздігін қамтамасыз етудің маңызды құрамдас бөлігі. Әлсіз және тиімсіз экономика жағдайында ішкі және сыртқы қауіп-қатерлерге төтеп беру, елдің әскери қауіпсіздігін қамтамасыз етуге арналған күшті және ұтқыр армияны ұстау қиын.

Тәуелсіздіктің өткен жылдары нарықтық экономика ғана толық экономикалық қауіпсіздікті қамтамасыз ете алмайтындығын көрсетті. Бұл тұрғыда нарықтың басқа субъектілерінің ретсіз және табындық мінез-құлқына үкіметтің араласуы қажет.

Соңғы жылдары жұмыссыздық, қылмыс, капиталдың қашуы, сыбайлас жемқорлық және басқа да жағымсыз құбылыстар сақталуда, бұл да үлкен алаңдаушылық тудырады. Осылайша, қылмыс, елден

капиталдың кетуі және сыбайлас жемқорлық мемлекетке тікелей қауіп төндіреді, сондықтан қазіргі жағдай «Қазақстан Республикасының ұлттық қауіпсіздігі туралы» Қазақстан Республикасы Заңының 18-бабында экономикалық қауіпсіздікті ұлттық, қоғамдық, экологиялық, ақпараттық, әскери қауіпсіздікпен қатар қауіпсіздіктің маңызды түрі ретінде тануды талап етеді.

Экономикалық қауіпсіздікті қамтамасыз ету саласындағы қатынастарды реттейтін нормалар жүйесі біртұтас емес, өйткені осы саладағы маңызды әлеуметтік қатынастарды реттеуге арналған бірқатар нормалар жоқ. Экономикалық қауіпсіздікті қамтамасыз ету үшін қолданыстағы нормативтік құқықтық актілерді жүзеге асыру және орындау үшін қажетті әлеуметтік-экономикалық, құқықтық және саяси жағдайлар жасау мәселесі шешілген жоқ.

Халықаралық интеграция мен жаһандану жағдайында дағдарыстың салдары мен тұрақсыздықты күшейте отырып, мемлекеттің экономикалық қауіпсіздігін қамтамасыз ету және оның экономикалық мүдделерін қорғау елдің және оның бизнес құрылымдарының дамуы үшін маңызды шарт болып табылады. Халықаралық интеграция мен жаһандану жағдайында сонымен қатар дағдарыстың салдары мен тұрақсыздық күшейген кезде, мемлекеттің экономикалық қауіпсіздігін қамтамасыз ету және оның экономикалық мүдделерін қорғау, елдің және оның бизнес құрылымдарының дамуы үшін маңызды шарт болып табылады. Осыған байланысты, елдің экономикалық қауіпсіздігін қамтамасыз етудің заңнамалық базасын қайта қарау өзектілігі туыедайды.

Елдің экономикалық қауіпсіздігін қамтамасыз ету үшін институционалды жүйенің сапалы жұмыс істеуі жүйесін құрудың кешенді бағдарламасы қажет. Бұдан шығатыны, экономика қауіпсіздігі жүйесінің тиімді жүйесін қамтамасыз етудің факторлары ретінде қаржы институттарын дамыту мәселесін зерделеу қажеттілігі өте маңызды болып көрінеді.

Түйін сөздер: экономикалық қауіпсіздік, қауіптер, қоғамның тұрақты дамуы, елдің экономикалық қауіпсіздік жүйесі.

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СОВЕРШЕНСТВОВАНИЕ НОРМАТИВНО-ПРАВОВОЙ БАЗЫ ОБЕСПЕЧЕНИЯ ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ

Аннотация. Современный этап мировой экономики диктует необходимость рассматривать экономические интересы не только на национальном, но и на региональном и международном уровнях.

С обретением независимости Республика Казахстан приступила к активной фазе вступления в международные организации и международное сообщество, что привело к проблемам во внешней политике, а также угрозам национальной безопасности. Все это требовало принятия активных мер по обеспечению в том числе и экономической безопасности страны.

Общеизвестно, что экономическая безопасность Республики Казахстан сегодня выдвинулась в число проблем, привлекающих пристальное внимание политических государственных деятелей, правоведов, экономистов и т.д. Обеспечение экономической безопасности республики в условиях глобализации мировой экономики – это гарантия независимости страны, важнейший компонент обеспечения национальной безопасности Казахстана. В условиях слабой и неэффективной экономики трудно сдерживать натиск внутренних и внешних угроз, содержать сильную и мобильную армию, призванную обеспечивать военную безопасность страны.

Прошедшие годы независимости показали, что рыночная экономика сама по себе не обеспечивает полноценную экономическую безопасность. В этом смысле необходимо вмешательство государства в отношении хаотичного и стадного поведения других действующих субъектов рынка.

В последние годы сохраняются безработица, преступность, бегство капитала, коррупция и другие негативные явления, которые также вызывают серьезную озабоченность. Таким образом, преступность, утечка капиталов из страны и коррупция представляют прямую угрозу государства, поэтому сложившаяся ситуация вызвала необходимость в статье 18 Закона Республики Казахстан «О национальной безопасности Республики Казахстан» признать экономическую безопасность важнейшим видом безопасности, наряду с национальной, общественной, экологической, информационной, военной.

Система норм, регулирующая отношения в области обеспечения экономической безопасности, не является целостной, поскольку отсутствует ряд норм, призванных регулировать важнейшие общественные отношения в данной области. Нерешена проблема создания необходимых социально-экономических, правовых и политических условий для реализации и исполнения, действующих нормативно-правовых актов по обеспечению экономической безопасности.

В условиях усиления международной интеграции и глобализации, при одновременном усилении кризисных воздействий и нестабильности национальных экономик обеспечение экономической безопасности государства и защита его экономических интересов является важным условием развития как страны в целом, так и ее предпринимательских структур. В этой связи актуализируется необходимость пересмотра законодательной базы обеспечения экономической безопасности страны.

Для обеспечения экономической безопасности страны необходима комплексная программа построения системы качественного функционирования институциональной системы. Отсюда следует, что необходимость исследования проблемы развития финансовых институтов как факторов обеспечения эффективной системы экономической безопасности представляется весьма актуальной.

Ключевые слова: экономическая безопасность, угрозы, устойчивое развитие общества, система экономической безопасности страны.

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MARKETING STRATEGY FORMATION OF UNIVERSITIES USING THE BALANCED SCORECARD

Abstract. The article discusses the possibilities of the university strategic management on the base of using balanced scorecard as a technology that helps to present the organisation's strategy in the form of interrelated performance indicators. The author made a deep analysis of the theoretical base on the topic of balanced scorecards. The processes of introducing BSC in foreign education markets and methods of its application and adaptation to higher educational institutions in Kazakhstan are analyzed, and the content of the BSC is carefully developed and which elements ought to be assigned as KPI indicators while introducing BSP in socially oriented companies. The necessity of using this technology in Kazakhstani universities has been identified and substantiated; a concept for its step-by-step implementation has been developed, taking into account the characteristics and actual problems of the Kazakhstan educational market. Based on the study, the author proposes an adapted concept for introducing BSP into Kazakhstani universities.

Keywords: strategic management; balanced scorecard; higher education institutions; university management; KPI at universities.

Introduction

The current state of the educational services market in Kazakhstan is characterized by the following main factors: the continuing intensification of competition between universities; a significant increase in consumer requirements for the university in terms of the quality of education, focus on the modern labor market, favorable educational environment, psychological and emotional comfort. These factors dictate the need for higher educational institutions to make more and more efforts in the search for measures conducive to attracting various segments of consumers of educational services.

Main part

And the purpose of this article is to develop an integrated approach to the strategic management of Kazakhstani universities based on the concept of a balanced scorecard. Based on the goal, the scientific problem of research is developing of an algorithm for the establishment a strategic management system based on a balanced scorecard. The highlighted problem is due to the need to change the approach to the management of public educational institutions and apply the principles of integration processes of strategic and operational management in order to increase the autonomy of higher education institutions in the face of decreasing state support for science and education. The scientific basis for studying this topic was the work of the founders of the balanced scorecard method - David Norton and Robert Kaplan, who made an invaluable contribution to the development of this model in strategic enterprise management. The problems of theoretical and practical evaluation of the strategic planning effectiveness in organisations are highlighted in the works of foreign and domestic scientists: Ansoff I. highlighted new approaches to strategic management in his work “New Corporate Strategy”; Niven P. described one of the possible interpretations of the balanced scorecard in his book “Balanced Scorecard for State and Non-Profit Organisations”, Thompson A. and Strickland A. described common problems and prospects for the development of strategic management in an eponymous works. The development of the theory of the effectiveness of enterprises' activities evaluation used works that describes various aspects of introducing a balanced scorecard to universities and university departments in different countries belonging to Baranova I.N. (“Evaluation of the University’s Activities: Possibilities for Using the Balanced Scorecard”), Cheporova V.V., Rosa L. (“Financial Indicators in the Balanced Scorecard for Higher Education Institutions”), Cherednikova L.E. and Cherepanova M.V. (“Development of a strategy for the development of an innovative university based on a balanced scorecard”). Each of these studies made a significant contribution to the development of fundamentals, methods and technologies for strategic management of the organisation based on balanced indicators. However, lack of practical experience in implementing such control systems in the Kazakhstan economy, the low flexibility of the balanced system to market conditions, and the lack of a unified approach to the development and monitoring of the system functioning, determined the relevance and purpose of this study.

And the issues of strategic management become relevant for universities that face management difficulties in new conditions. The development of tools and procedures for strategic management in the field of higher professional education is determined, on the one hand, by the increased degree of independence of universities, and on the other hand, by the sharply increased level of public and state expectations from the results of activities and services provided by educational institutions. In this aspect, the development of a university management strategy based on the Balanced Scorecard (BSC) is an actual problem for scientific research, which has both great theoretical and equally practical significance.

The concept of Balanced Scorecard (BSC) was developed, as we have already mentioned, at the beginning of the 90s of the 20th century by a team of researchers at Harvard Business School under the direction of Professor Robert Kaplan and the founder and president of Balanced Scorecard Collaborative David Norton. They called their development “Balanced Scorecard” to emphasize the balance of the system, which should be measurable using a scorecard.

The reason was criticism of the financial orientation of the existing management systems in planning and reporting. To be able to adequately assess the value of the company, a one-sided monetary approach should be supplemented with a “balanced” system of non-monetary indicators.

The concept is based on the idea that when evaluating the performance of a company (Performance Measurement), various aspects of the business should be taken into account, for example, finance, customers or processes in their entirety. The developers of the balanced scorecard proposed to operate with four main perspectives: "Finance", "Clients", "Internal business processes" and "Training and growth". Prospects are thematic sections of the company's strategy. As a rule, management uses 4-5 prospects. Consideration of various perspectives in the formation and implementation of the strategy is a characteristic feature of the balanced scorecard concept and its key element.

A balanced consideration of the aforementioned perspectives in the development of a company's strategic goals allows for obtaining a balanced system of goals. Today, the Balanced scorecard (BSC) strategic management methodology or Balanced Scorecard (BSC) is already causing not only theoretical, but also practical interest among Kazakhstani companies. Many companies are implementing this system.

The specifics of using a balanced scorecard in the public sphere may relate to the number and name of the projections which used to formulate goals and indicators. In public organisations, the financial perspective is not dominant (which, however, have not mean a complete refusal to use this perspective in the process of building a BSC). Currently, active development is underway to form the BSC of universities, as evidenced by publications in various journals. Moreover, there are various options for using prospects [1].

The activities of many Kazakh universities are aimed at meeting the needs of the state and society in highly qualified specialists in various fields, individuals in high-quality, postgraduate and continuing professional education.

When developing a balanced scorecard for Kazakhstan, the following concept is taken as the basis, described in 5 stages in Figure 1.

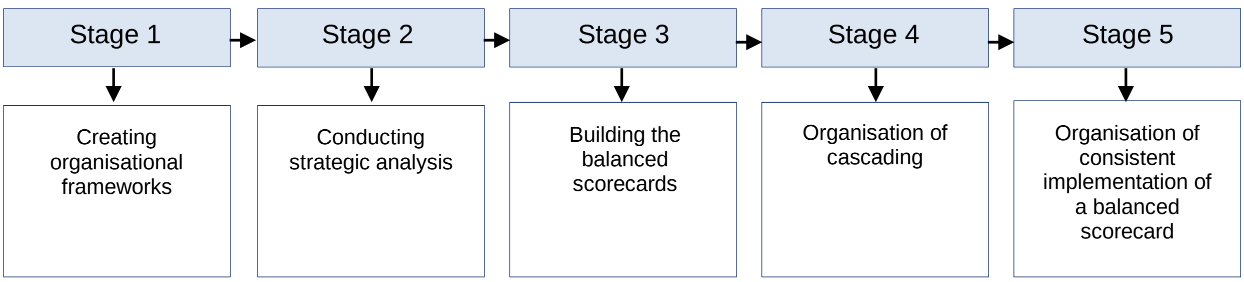

Figure 1 - The concept of introducing a balanced scorecard
for Kazakhstani universities (compiled by the author on the base of [2])

Stage 1. The creating organisational frameworks. It is proposed to start building a BSC "from top to bottom", that is, for the entire university as a whole. One of the important activities in preparing for the development of a balanced scorecard is the selection of prospects. At present, for almost all universities, funding from the state budget is no longer enough; therefore, sources of extra-budgetary funding are becoming increasingly important. Despite this, universities remain public organisations and should primarily serve the public interest. Therefore, for state universities it is recommended to use a model that includes five perspectives: “Society”, “Finance”, “Clients”, “Processes”, and “Potential”.

Stage 2. The conducting strategic analysis. The balanced scorecard is considered as a tool for implementing the company's strategy. Strategic analysis and development of the strategy itself precedes the process of BSC implementation. This stage includes conducting surveys, interviews, and document’s analysis. To identify political, economic, social and technological environmental factors that may have a significant impact on the long-term strategy and activities of the university, is used PEST analysis. In studying the basic conditions in which the university operates, a SWOT analysis is used, in which the company's strengths and weaknesses are compared with opportunities and threats.

Stage 3. The building a balanced scorecard. The core of the strategy implementation process is the development of the BSC. The process of developing a system consists of five stages: specification of strategic goals; building causal relationships between them; selection of adequate indicators; determination of target values of indicators (based on actual results achieved) and the development of strategic measures (Figure 2).

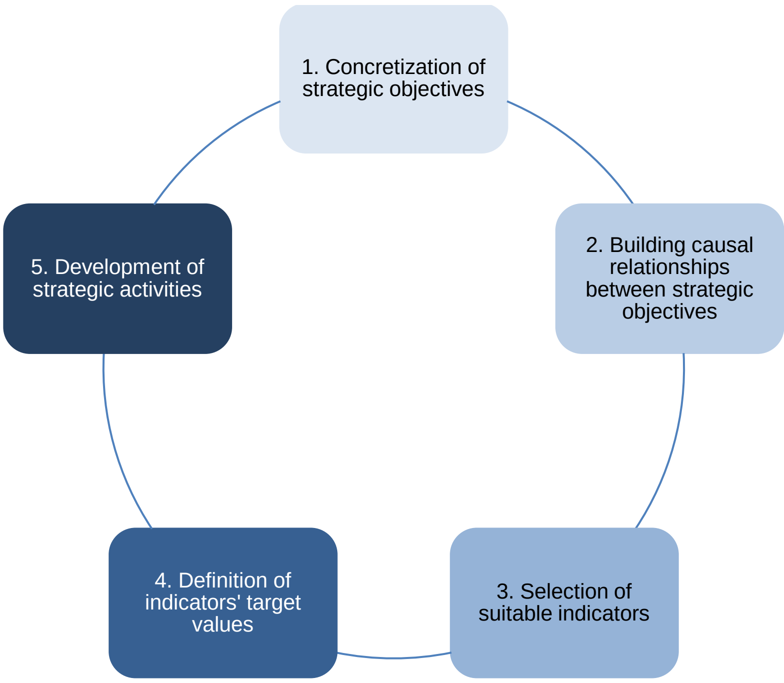

Figure 2 - Stages of the development process of a balanced scorecard (compiled by the author on the base of [3]

We will consider the content of the BSC as a whole, and at the top of the BSC system of the university’s strategic development have to be located the “Society” perspective, the map of which reflects the essence of the university’s existence (Table 1).

From the table 1 we understand that the **mission** clearly demonstrates to everyone why there is an organisation and what it seeks. This map corresponds to the result of development, the outcome of the activities of the past period. The question of this perspective is: “What should a university be like in order to meet the interests of society?”

Perspective "**Finance**". The perspective contains goals and indicators that reflect the financial result of the strategy implementation. The financial card should reflect such features of the university as the ratio of budgetary and extra budgetary sources of funding, as well as the volume of paid research activities and paid services.

Table 1 - Elements and their content in a balanced scorecard

№	BSC perspectives	Questions of perspectives
1	Society	– What should be a university to meet the interests of society?
2	Finance	– What goals should an organisation set for itself based on the financial expectations of its founders? – What are the financial indicators that could reflect the efficiency of resource allocation and reduce dependence on government subsidies, as well as reflect a desire to meet customer needs?
3	Customers	– What goals regarding the structure and requirements of university's clients should we set in order to achieve financial goals? – What indicators reflect success in working with courses applicants and trainees? – How to get a leading role in the educational market? – How to ensure an impeccable reputation?
4	Processes	– What goals regarding our processes should we set in order to achieve the goals in the "Finance" and "Clients" perspectives? – In terms of what internal processes should employees succeed in order to satisfy the consumer? – How do we see the university future and the development of international activities? – Events that drive staff development to succeed in university business processes
5	Potential	– What goals regarding our potential should we set in order to meet current and future requirements (which employees, knowledge, technologies, and resources we need to ensure the effectiveness of key business processes)?
Source: compiled by the author on the base of [4]		

Perspective "**Customers**". Within this perspective, on the one hand, we are talking about how the university is positioning itself in the market, and on the other – how clients perceive university products / services.

The client card must contain objectives that characterize the installation of students, enterprises and organisations that provide jobs, the state that pays for the training of specialists and the society as a whole.

Perspective "**Processes**". This perspective determines what and which processes is necessary to achieve in order to ensure the goals set forth in the "Finance" and "Clients" perspectives.

In this case, it is not about the enumeration of all university processes, but about focusing on the processes that are crucial for the successful implementation of the strategy.

Perspective "**Potential**". The objectives of the "Potential" perspective are related to the development of strategically necessary infrastructure. The resources of this perspective are employees, knowledge, innovations, technologies, information and information systems.

When combining strategic objectives, causal relationships arise between the objectives (strategic maps). Only due to strategic maps, the set of strategic goals becomes a concept that describes the desired changes and identified key issues. Targets are determined based on benchmarking results, customer and employee surveys, past performance data and entrepreneurial evaluation.

Stage 4. The organisation of cascading. The essence of cascading is to build a balanced scorecard for university departments. The goal of this process is to communicate the strategy to the lower levels of the organisational hierarchy. It is necessary to link the performance indicators in the departments of the university with its strategic goals. Further, it is very important to develop a motivation system for university employees, which would focus on the implementation of the target values of the developed indicators.

Stage 5. Organisation of consistent implementation of a balanced scorecard. The BSC is an effective management tool only if it is used in conjunction with other management tools. For example, goals formulated in the BSC system should be included in the goal alignment system, and the used indicators should be included in the reporting system. Thus, an adequate system of planning and reporting is created and the systems of management and employees' motivation are adapted.

Undoubtedly, a BSC has many advantages, however, when introducing it into the organisation's activities, it is necessary to be prepared for some of the difficulties associated with both the development of the strategy and the selection of KPIs, and the introduction and operation of the BSC. At first, do not take the BSC as a solution for all problems. A balanced system is used only for the implementation of strategic tasks in daily activities; it is not an automated system for managing an organisation. Its implementation requires a combination of a large number of parameters, starting with the initiative of the business manager, ending with the creation of mechanisms for translating the organisation strategy into reality and monitoring its implementation. Secondly, the development and implementation of BSC requires highly qualified managers who could not only realize the need and the required direction of the changes in the company, but also correctly explain to all employees the importance of switching to the BSC as a tool of strategic management. A vague understanding of the strategy and employees' participation in its implementation may cause aversion of innovation. In addition, the BSC must be developed painstakingly, considering the specifics of each unit of the organisation.

Unfortunately, the results of the implementation of the BSC manifest themselves in the long term, so it is rather difficult to estimate the return on invested resources and talk about the effectiveness of the BSC operating. And if the first step in building a balanced scorecard, creating a strategic top-level map, can be done in a short time without losing the quality of work, further development of the balanced scorecard model requires tremendous preparatory and explanatory work, carried out mainly by senior managers [5]. Also, the process of identification and selection of KPIs is responsible, rather complex and often subjective. This is especially reflected in the determination of non-financial performance indicators. When selecting and evaluating KPIs, they should be placed depending on the degree of importance separately in each component and include in the BSC no more than 7 most suitable from the point of view of each specific component [6]. It is also not always clear how it is possible to reflect in the indicator and measure one or another non-financial parameter.

In recent years, the balanced scorecard has been actively introduced into foreign and Kazakh universities. At the same time, when developing BSC for universities and their departments, special emphasis is placed on the client component. At the moment, several dozen BSCs have been recorded, built for the strategic management of universities. For example, the University of California at San Diego; University of Ottawa (Canada), University of Edinburgh and University of Glasgow (Scotland), University of Osaka (Japan), Siberian Federal University (Russia), Nazarbayev University (Kazakhstan).

It is important to note that not all universities make up the BSC for classical perspectives. For example, the creators of the BSC at the University of Ottawa use to create the BSC 5 organisational areas: resource management, academic excellence; commitment to transfer knowledge at the local, national and international level; student learning experience; diversity. And since the mission of universities in the first have a social character, then the commercial, financial component can be characterized by a description of the increase and diversity of income and belongs to the sphere "obligations to transfer knowledge at the local, national and international level". Also among the key performance indicators for this university are the number of publications, citations, grants and awards, which relates to the field of academic excellence.

But it is worth considering that the financial component of a university's BSC consists of KPIs used in various universities, depending on the mission and purpose. For example, the University of Edinburgh uses as an indicator of financial perspective:

- the share of income received in addition to budget funds from the Ministry of Education;
- the sum of all costs for previous periods as a percentage in total income;
- the share of funds received from sponsors for scientific researches;
- the share of administrative expenses in the system of general academic expenses;
- the commercialization of research outcomes (the number of licenses obtained);
- the amount of money received from sponsors / donors and the number of sponsors / donors;
- the ratio of total assets to total liabilities;
- the usefulness of key information received from special institutions for financial investments for each investment made;
- the amount of expenses for the maintenance of the university infrastructure.

Indicators of efficiency used in various universities for a financial perspective indicate the proximity of the strategic ideas of university management, and in some cases, partial overlap. This suggests that, perhaps, it will soon be possible to create universal blocks of indicators for the financial component of the BSC, as was done in the early 2000s for commercial organisations. And if for them such indicators are ROI, ROIC, profitability, cost for shareholders, etc., then it is still impossible to say which KPIs will become traditional for BSC in the field of education.

Today, in the educational system of Kazakhstan, even public universities operating as a business structures due to the fact that the educational services market is oversaturated: there are 127 universities in the country, including their branches. The state property is 47 universities, private - 75 universities and with foreign property form - 5 universities with the number of students equal to 496,206 [7]. And at the moment between universities there is a competitive struggle for applicants, various Olympiads and competitions are held for them, preparatory courses and open lecture halls of teachers are opened at universities. Each university is aimed at attracting talented young people from all over Kazakhstan, as well as at its development in the framework of the educational process and outside educational activities, which requires special attention to achieve the desired level of student training. In this particular case is the challenge of research, the construction of a balanced scorecard for the Kazakhstani education system, which is largely facilitated by the opportunity to rely on the experience of introducing BSC to commercial organisations or universities in Russian Federation and abroad.

The basis for assessing the functioning effectiveness of any organisation is the internal processes included in the “Infrastructure” component. They are aimed at meeting the needs of customers, which are put at the forefront of this model; also, all employees of the enterprise are usually involved in them, so we will consider internal business processes in more detail. Three main internal processes were highlighted, the improvement of which can radically enhance the university position and its reputation in the education system of Kazakhstan and in the market of neighboring Central Asian states as a whole:

1. Implementation of research activities.
2. Improving the educational process.
3. The development of talent among students.

The first process includes the discovery of new and support for existing research groups and laboratories, the creating conditions for interdisciplinary research, and the involvement of leading foreign scientists through an international recruiting programme. The problems of effective implementation of this process is the weak monitoring level of research actually carried out by laboratories and study groups: a number of laboratories and groups exist only nominally and do not make any significant contribution to the development of science even inside the campus, but their funding continues.

Despite the lively publication activity in the Scopus, Web of Science, Thomson Reuter’s databases as compared to 90th, the quality of the foreign publications, where Kazakhstani scientists are published, has to be improved. They publish non-peer reviewed articles. According to the author, this change can be made in one of the most obvious ways: by tightening the requirements for publications and by terminating contracts with faculty members who are not able to fulfill these requirements; an invitation to cooperate and hire the world's leading scientists with a high level of publication activity; Various combinations of the above methods are also possible. The main thing that needs to be understood when introducing such measures is what material and non-material costs the university will incur. It is obvious that the need to constantly publish in scientific journals implies each teacher involvement in research activities. In that conditions, it can be assumed that the level of teaching will fall due to the direct dependence of the preservation of the teacher’s workplace from their publication activity. And at the same time, not a single officially adopted indicator has been developed that would reflect a high level of teaching, which directly affects the satisfaction of students with the education they receive, as well as is connected with the reputation of the university among employers to whom graduates will hired. Unfortunately, in this case there is a possibility of dismissing a good practice teacher who is not interested in participating in research. On the other hand, the recruitment of leading scientists implies high costs not only in terms of wages, but also in terms of assistance in the adaptation of a foreign citizen in Kazakhstan. That is, before making a decision, it is necessary to weigh the material and non-material costs of dismissal and hiring.

If we talk about the practice-oriented research, it can be achieved through the development of a commercialization mechanism of research developments. This mechanism will allow researchers not only to engage in research activities, but also to be useful in business structures. Commercialization of research results will allow laboratories to switch to self-sufficiency, which will reduce to a minimum the financing of scientific-theoretical projects from the funds of universities.

The second internal business process is associated with an increase in the practice-oriented orientation of the training programmes and the student involvement in the research processes; an increase in English taught courses and the universities inclusion in the MOOC’s international online course. The task of improving practice-oriented areas of student training can be solved through the recruitment of practitioners from different areas, as well as through the creation of faculties in cooperation with large companies and leaders in their fields.

Table 2 - Goals and objectives' forms to Kazakhstani universities based on BSC

Goals	**Strategic objectives**
1	2
Financial scorecard	
Increase income, net profit, investment attractiveness of the university	– Maximizing profits from the educational activities' implementation in the system of continuous training; – Improving cost effectiveness, reducing the cost of educational services by reducing direct and indirect costs; – Increasing returns from existing consumers; – Increasing revenues from new educational products (additional educational programs) and new consumers (signing contracts for targeted training and retraining of specialists from commercial structure); – Management of existing assets; – Additional investments to eliminate bottlenecks; – Creating new sources of income.
Customer Relationships	
Offer value	– Differentiation of educational products and services in several key areas. – The introduction of individual payment for educational services. – Forming the image of a system integrator. – Creating a competitive portfolio of new educational products and services. – Development of mutually beneficial partnership
Revitalization of work with target consumers	– Creating a unique assortment of educational products, distinct from competitors; – Improving the university's image; – Development of new forms of cooperation and relationships; – Providing a complete client solution (for corporate clients' orders); – Increasing the number of products / services per consumer
A closed system formation	– Constantly development of innovations; – Provision of widely used standards; – Offer a wide selection and "easy" access.
Internal business processes	
Consumer Marketing Development	– Clear client base segmentation, taking into account their profitability and riskiness; – Identify unprofitable consumers; – Attraction valuable consumers; – Orientation to regional opportunities; – Close cooperation with potential employers.
Developing supplier relationships	– Cost accounting for the purchase of materials and services; – Increasing the share of online purchases; – Determination of supplier rating (quality, delivery, costs, order execution time, percentage of overdue orders, availability of innovative offers from suppliers, number of suppliers that provide services directly to customers with the derivation of the benchmark result of contractors).
Risk management	– Preventive and flexible risk management; – Declining bad debts.
Standardization of activities	– Improving processes throughout the operational chain; – Reducing the costs of key operational processes by type of activity; – Use of the best experience of the university departments; – Reducing the cost of educational products (services); – Increasing the proportion of processes that have been significantly improved; – Reducing the cost of inspections and inspection control; – Regulate the overall cost of quality assurance. – Optimization of the use of training areas, etc.; – Definition of gaps in resources

Continuation of the table 2

1	2
Innovation Development	– Development of research opportunities in the planned growth areas, new concepts; – Development of advanced technologies and educational programmes; – Implementation of major projects and additional education programmes; – New educational products and services development and promotion portfolio management; – Offer unique educational programmes; – Continuous development of additional specialized university services; – Expansion opportunities of the use of new educational products (services) and technologies; – Increasing the proportion of significantly improved processes.
Customer Management Improvement	– Expenses optimization for retaining customers, maintaining their loyalty; – Development of strategic partnerships (integrated management); – Education of strategic consumers and partners; – Increasing the share of partners in the university activities; – Reducing the number and frequency of consumer complaints; – Reducing time spent resolving problems or resolving complaints.
Educational process management	– Educational schedule optimization; – The scientific and educational literature provision; – Counseling; – Intermediate knowledge control.
Social Process Management	– Community formation: organization of the Board of Trustees work, strategic partnership; – Improving the employees' quality of life.
Continuous learning and improvement	
Human resources development	– Distinguishing the groups of strategic professions with new competencies; – Strategic competencies development; – Attraction and retention of especially talented employees; – Reducing the turnover of key employees; – Professional development of faculty and other staff; – Training in quality management techniques; – Development of a program to preserve the continuity of scientific schools; – Organization of trainings on innovations in the educational process; – Teaching teamwork, social security, fairness and competitive reward; – Development of leadership and management abilities.
Information Capital Development	– Information systems and databases portfolio development; – Creating a database for consumers and partners; – Interaction with leading partners; – Monitoring the profitability of educational products, services, customers, processes; – Improving the design of websites and their usability; – Problem tracking system implementation; – Increased knowledge sharing; – The introduction of an integrated management system of the educational process and educational products; – Activate feedback.
Organizational capital Development	– Orientation to continuous improvement, exchange of experience and dissemination of knowledge; – Ensuring the strategic compliance of personal goals with the goals of the university; – Putting forward new ideas, accepting for the execution of proposals of employees to improve processes.
Source: compiled by the author on the base of [8]	

Also, we should not overlook such educational formats as internships, during which students have the opportunity to come to a specific organisation and have experience in the particular business field, what duties and responsibilities a particular position implies. As is known, practical training is a mandatory element of the faculty's educational programmes, and internships are voluntary. In addition, the university does not help in finding and choosing internships for students. Speaking about the increase in student's practical skills (both undergraduate and graduate programmes) can acquire in training, one of the most attractive options is an internship, since it does not require any material investment from the student or university: in the website of almost every company students can find dozens of announcements about recruiting interns in various departments. But at the same time, during the internship, students can acquire not only extremely useful knowledge and skills, but also build up contacts and even recommend themselves for further hiring. It is necessary that each student at least once had an internship. It is recommended to agree on the possibility of free attendance of classes at the time of passage (but not more than a month) in order to make life easier for the student and give them the opportunity to establish themselves in the company.

Also an important image factor for the university and a pleasant bonus to the educational trajectory for a student is international mobility. An indicator corresponding to a high level of university reputation should be a ratio equal to the number of studies abroad programmes provided to students per year to the number of students in 2-4 undergraduate courses + 2 graduate courses; which should aim for a unit.

But, how to motivate students to engage in research activities? The aforementioned mechanism of research development commercialization will allow researchers in higher educational system of Kazakhstan not only to engage in research activities, but also to be applicable to business environment, which will also attract students to participate in research activities at the intern level of laboratories and scientific study groups. It will also help raise the image of a scientist in the students' perceptions and show them real prospects for work in the field of interdisciplinary research.

The third internal business process focuses on talent development. At the moment, this process is one of the most successfully implemented in the most Kazakhstani universities due to the fact that the universities have developed infrastructure for the implementation of student projects, administrative support is provided to almost all projects and initiatives.

And our next step is to accumulate all the above information and formulate goals and objectives suitable for many Kazakh universities on the 4 components of BSC.

The dynamics of the external environment requires the use of increasingly effective and innovative methods of strategic management in the market of professional education. And the BSC clearly demonstrates the compliance of the goals and measures being developed with the overall university's development strategy. As part of this study, it was designed to assist in finding a solution to the key problem, assessing the implementation of strategic goals through the BSC in the Kazakhstan educational sphere.

Conclusions

The balanced scorecard for over 20 years has been successfully used in the business field. The development of the concept made it possible to introduce a balanced scorecard in almost any organisation, and educational institutions/universities show great interest in the possibility of building and implementing a model of BSC for a university or its individual departments, such as libraries or individual faculties. This study showed that the mechanism for building a balanced scorecard, developed initially for use in commercial companies, can be adapted to the field of Kazakhstan's higher education system. The use of BSC in the educational sphere has its own specifics, since when applying the BSC mechanism to managing the university's internal processes, it is necessary to take into account the influence of legislation, government grants and social goals.

The effect of the BSC introduction in Kazakhstani universities is the university is able to unambiguously, comprehensively and visually describe the development strategy; set up a system of organizing activities to achieve strategic goals; manage non-financial factors to achieve financial performance. The BSC allows you to convey the strategy to operational management level. This makes it possible to carry out continuous monitoring of the strategy implementation in the real-time mode, as well as the ability to carry out timely and adequate adjustment of the activities, taking into account internal changes and the effects of the external environment.

The management of intangible assets makes it possible to identify the need for managerial influence at an early stage of the problem emergence. The university receives a real tool for the formalization and detailed strategy description, methodology and technology for strategy implementing.

Еркара Аймағамбетов, Шыңғыс Қарабаев

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КӨРСЕТКІШТЕРДІҢ ТЕҢДЕСТІРІЛГЕН ЖҮЙЕСІН ПАЙДАЛАНА ОТЫРЫП, ЖОҒАРЫ ОҚУ ОРЫНДАРЫНЫҢ МАРКЕТИНГТІК СТРАТЕГИЯСЫН ҚАЛЫПТАСТЫРУ

Аннотация. Ұсынылған мақаланың негізгі мақсаты, көрсеткіштердің теңдестірілген жүйесі концепциясы негізіндегі қазақстандық жоғарғы оқу орындарын стратегиялық басқаруының кешендік тәсілдемесін құру болып табылады. Қойылған тапсырманы басшылыққа ала отырып, зерттеудің ғылыми мәселесі ретінде, көрсеткіштердің теңестірілген жүйесі негізіндегі стратегиялық басқару жүйесін құрудың алгоритмін құруды ұсынған. Айқындалған мәселе, ғылым мен білім беру саласын мемлекеттік қолдаудың төмендеу жағдайындағы жоғарғы оқу орындарының өзін-өзі басқаруын арттыру мақсатында мемлекеттік білім беру ұйымдарын басқару мен стратегиялық және жедел басқару тәсілдерінің өзгеруінің қажеттілігінен туындайды. Мақалада өзара байланысты тиімділік көрсеткіштері түрінде ұйымның стратегиясын ұсынуға мүмкіндік беретін технология ретінде көрсеткіштердің теңдестірілген жүйесін пайдалану негізінде ЖОО-ны стратегиялық басқару мүмкіндіктері қарастырылады. Автор көрсеткіштердің теңдестірілген жүйесі тақырыбы бойынша теориялық базаға терең талдау жасаған. Шетелдік білім нарықтарында BSC енгізу процестері және оны қолдану және Қазақстанның жоғары оқу орындарына бейімдеу әдістері талданып, әлеуметтік бағдарланған компанияларда BSP енгізу кезінде KPI көрсеткіштеріне қандай элементтер жатқызылатыны және BSC мазмұны мұқият әзірленді. Қазақстандық жоғары оқу орындарында осы технологияны пайдалану қажеттілігі анықталып,негізделді; қазақстандық білім беру нарығының ерекшеліктері мен өзекті мәселелерін ескере отырып, оны кезең-кезеңмен іске асыру тұжырымдамасы әзірленді. Жүргізілген зерттеу негізінде автор қазақстандық жоғары оқу орындарына BSP енгізудің бейімделген тұжырымдамасын ұсынды. Бұл зерттеу жұмысы, бастапқыда коммерциялық ұйымдарда қолдану мақсатында құрылған көрсеткіштерді теңдестіру жүйесін құру механизмі қазақстандық жоғарғы білім беру жүйесіне бейімделуінің мүмкін екендігін көрсетті.

Түйін сөздер: Стратегиялық менеджмент; көрсеткіштердің теңдестірілген жүйесі; жоғары оқу орындары; университеттік менеджмент; жоғары оқу орындарындағы KPI.

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ФОРМИРОВАНИЕ МАРКЕТИНГОВОЙ СТРАТЕГИИ ВУЗОВ С ИСПОЛЬЗОВАНИЕМ СБАЛАНСИРОВАННОЙ СИСТЕМЫ ПОКАЗАТЕЛЕЙ

Аннотация. Целью данной статьи является разработка комплексного подхода к стратегическому управлению казахстанскими вузами на основе концепции сбалансированной системы показателей. Исходя из поставленной цели, научной задачей исследования является разработка алгоритма создания системы стратегического управления на основе сбалансированной системы показателей. Выделенная проблема обусловлена необходимостью изменения подхода к управлению государственными образовательными учреждениями и применения принципов интеграционных процессов стратегического и оперативного управления с целью повышения автономии высших учебных заведений в условиях снижения государственной поддержки науки и образования. Рассматриваются возможности стратегического управления вузом на основе использования сбалансированной системы показателей как технологии, позволяющей представить стратегию организации в виде взаимосвязанных показателей эффективности. Автором проведен глубокий анализ теоретической базы по теме сбалансированных систем показателей. Проанализированы процессы внедрения BSC на зарубежных образовательных рынках и методы его применения и адаптации к высшим учебным заведениям Казахстана, тщательно разработано содержание BSC и элементы, которые должны быть отнесены к показателям KPI при внедрении BSP в социально ориентированных компаниях. Выявлена и обоснована необходимость использования данной технологии в казахстанских вузах; разработана концепция ее поэтапной реализации с учетом особенностей и актуальных проблем казахстанского образовательного рынка. На основе проведенного исследования автором предложена адаптированная концепция внедрения БСП в казахстанские вузы. Это исследование показало, что механизм построения сбалансированной системы показателей, изначально разработанный для использования в коммерческих компаниях, может быть адаптирован к сфере казахстанской системы высшего образования.

Ключевые слова: стратегический менеджмент; сбалансированная система показателей; высшие учебные заведения; университетский менеджмент; KPI в вузах.

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PLACE AND ROLE OF BIYS COURT IN STATE ADMINISTRATION OF TRADITIONAL KAZAKH SOCIETY

Abstract. The Kazakh Court of Biys was preserved and established in the memory of generations as independent, professional and wise justice. In the centuries-old history of each people there are events, dates and personalities, which are paid tribute to and proud of subsequent generations, remember them as remarkable and important milestones, spiritual borders of the life path they have passed. There are, although much less often, phenomena, institutional structures and institutions that persistently hold and master the memory and minds of new generations of people because they have civilizational significance or even universal human value. They persist and live in their thoughts as a future orientation and legacy of enduring importance. Such a memorable historical phenomenon is Kazakh judicial proceedings - the court of biys, formed in the subsoil of the nomadic society of Turkologists, which has compiled and received the name “Golden Age” of justice. It, when it was gone, remained forever a living torch in the memory of the people.

Key words: biy, encyclopedic, traditional Kazakh society, litigation, nomadic civilization, arbiter, customs, diplomatic activity, stability, judicial functions.

The relevance of the topic. As well known, Biy resolved disputes not only in his own country, but also went to other lands in order to settle emerging conflicts, establish good relations and thereby ensure a peaceful, calm life for his people. This was said about them by the people: “Enemy brings hostility, the ambassador brings peace”. And again: “People are judged by their messengers”. So highly people valued the diplomatic activity of their biys. Bi-fearless hero. ... The word fearless biya is more dangerous for the khans than the army of the advancing enemy. Biy-politician, public figure. They were the main initiators and advisers in establishing relations of harmony, mutual understanding within various sectors of society, activities aimed at establishing stability in the country, helped the khans and sultans to solve critical political issues. For example, Zhanibek Khan was helped to conduct foreign policy by 60 biys; Abylay Khan had 8 biys. It was these biys who sat on the top of the Kul-Tobe, Martobe mountains and solved the most important political problems. Bi-scientist, thinker. He is an expert on folk history, mores, customs, a keeper of folk wisdom, a philosopher with a living mind, an encyclopedic scientist. He left his people wise sayings in which the experience of the past is concentrated and the foresight of the future is laid [1, P.88].

Biys knew the secret of the effect of words on a person, they knew how to convey hot words from heart to heart. Bi-educator. He did not keep respectful estrangement from the people, proud of his rank of biy. He did not think that “he is on his own”. He delved into the needs of others, did not remove himself from helping those in need, supported the weak, desperate, cared for the younger generation, guided the young, inexperienced on the right path, teaching them not to be afraid of difficulties and rely on their strength”.

Such an extensive classification of the functions of the Kazakh biys given by M.S.Narikbaev is not accidental, and is not any exaggeration of the significance of the biiy figure in traditional Kazakh society [2, P.48].

In our opinion, this was facilitated by the very nature of the historical process of development of the Kazakh state and law, which had specific features. The institution of biys in the initial period of the formation of state and law arose, in our opinion, from the institution of tribal elders, or elders, as they became known later. The terms “bi” and “bilik” are closely related, since all power-bilik was concentrated in the hands of bi-rulers, who initially represented the ancestors, tribal elders or patriarchs, as in other historical systems of state and law. It was they who began to be called bias. Only then, gradually among the biys, who concentrated in their hands the full power, did the “division of labor” begin to appear and the biys appeared, who performed judicial functions to a greater extent. This continued until the beginning of the Mongol period in the history of Kazakhstan, when state power was concentrated in the hands of the Mongol governors, that is, an alien element, an analogue of the Vikings in Russian history. But gradually the “Mongol element” began to take root in Kazakh society and the former “newcomers” became Kazakh khans. It was at this historical moment, in our opinion, that the Kazakh biys lost the fullness of state power, but retained the judiciary [3, P.81].

Although on the example of Edige and his heirs, we see that the original Kazakh biys of the “black bone” could subjugate the “white bone”, in the person of khans and sultans of Mongolian origin. Thus, the court in “ancient form” was justice and a people's court at the same time, in which general ethnic interests were put higher than just the norms of customary law. The Kazakh Biys court was distinguished by its spirituality, guidance by the moral principles of “conscience”. The Kazakh court resolved disputes and disagreements with which the parties appealed to it, on the basis of the importance of ensuring reconciliation of the parties, of the need to eradicate not so much personal as vices of public importance.

The judgment was handed down by a neutral judge, neutral and independent. The main criteria for the “certification” of judges-biys were the assimilation of the normative wealth of customary law and the ability to flexibly apply it based on reason, the possession of eloquence as a means of judicial conviction and the ability to be together with the audience in terms of expressing its historical mentality. One of the key specific features of Kazakh customary law is the presence of the main subject of justice. In no other national legal system there is a subject similar to the Kazakh Biy - the representative of a special social stratum [3, P.88].

His high social status did not depend on the origin, nobility of the race, proximity to the powers that be, and even age (in some cases, gender). He did not depend on the spiritual position of biy. The non-election and non-appointment of biys, in our opinion, is the main and necessary factor in a fair and objective court in the common law of the Kazakhs.

The Kazakh biys in the process of the history of the development of the Kazakh state and law played an outstanding role in the formation of the law of the traditional Kazakh society, which is commonly called the common law of the Kazakhs. This right, like any system of law, was, first of all, a system of legal norms that regulated almost all aspects of society. According to one of the many classifications, these norms are subdivided into substantive and procedural norms [3, P.100].

Materials and methods of research. The Kazakh usually-legal system is historical, it consists of layers, although at different times, but connected by a common spirit, that is why it is conservative and at the same time mobile, dynamic, being enclosed in the framework of a nomadic civilization. The judge in this system acts as a connoisseur and custodian of the traditions and institutions of Kazakh law; this is an indispensable and obligatory aspect of his professional activity. And at the same time, bi-free interpreter of the steppe law in accordance with the conditions to which these norms were applied.

The normative legal support of the Biysk court and biys, besides the usual legal “khan” code, was a case law, that is, a resolution on specific cases of famous and famous biys who, as judges, had already gained all-Kazakh fame. The uniqueness of Kazakh law was that it, born within the framework of nomadic civilization, embodied many of the value traits and optima of human dreams and humanity of that era. In this regard, it rightfully can and should take its rightful place in the world of historically significant legal systems.

Accessibility to the masses, spontaneity and non-repudiation in the settlement of disputes, ensuring the impartiality of the court and freedom of proof, unlimited in any way the participation of representatives of the parties and each of those present in the process, the desire for reconciliation of the parties and ensuring greater logical and convincing judicial decisions in the eyes of the public and when they were determined cruel and severe punishments for the guilty party, made up the form and content of the traditional Biysk court.

The famous biys created a kind of legislation in folk customs, which, in all respects, can be said to be very satisfactory, and are not without justification, at least in applying them to the conditions and needs of Kazakh life. If the majority of the studied sources and works of modern scholars are devoted mainly to the study of the material side of the common law of the Kazakhs, then its procedural side requires further careful study. The procedural rules of customary law of the Kazakhs in their entirety, or rather in the system, form the institution of procedural law or the institution of litigation under the customary law of the Kazakhs.

Research results. L.A. Slovokhotov emphasized: “Each legal institution, as well as the general legal system of the people, has developed under the influence of historical-genetic, territorial, everyday, religious and other factors of people's life ... The people’s legal proceedings in Kyrgyzstan are open, public, uncomplicated, and short-lived. For many years of their life, the people developed a peculiar, but completely understandable structure of lawsuits. Having circumvented such a bureaucratic element, which is so harmful to justice, the nomad, with all his underdevelopment, created an adversarial process of a national-family character” [3, P.102].

In our words, in our opinion, two main points should be singled out. Firstly, the publicity, publicity, uncomplicatedness and speed of the judicial process under the common law of the Kazakhs, which meets the international principles of justice over the centuries, expressed in openness, publicity, oralness and other characteristics that are fundamentally important for any justice. Secondly, Slovokhotov singles out as an extremely important circumstance the absence of an absolutely harmful and characteristic bureaucratic element, including for the modern judicial process. The bureaucratic element always breaks the necessary connection between justice and society and its members, and undermines the credibility of the court.

In other words, the absence of a bureaucratic element is one of the most important distinguishing features of the lawsuit under the common law of the Kazakhs. The first Kazakh encyclopedic scientist Chokan Valikhanov also noted this important feature of the lawsuit developed in the Kazakh steppe over the centuries: “... The main advantage of bij court, in our opinion, is the absence of formalities and any official routine” [4]. “Formality”, or rather, formalism reaching the absurdity and “official routine”, according to Ch.Ch. Valikhanov, and are the defining features of the state court.

Other authors wrote about the openness, publicity and orality of the trial, as its fundamental principles, while their statements significantly complemented each other.

“With regard to justice, the Kyrgyz courts are very demanding: in order to win in their eyes and stand, so to speak, on the basis of unshakable fame, first of all, one must thoroughly know the traditions and customs that have been sanctified for centuries. It is also necessary to have a huge memory for an oral solution of cases, sometimes requiring the presentation of the smallest details of the entire course of the case with a large crowd of people; then justice- her presence is most important. That is why not every Kyrgyz can be a behem in the Steppe, ”A.I. Krakhalev rightly remarked in due time [5, P.122].

His contemporary L.F. Balluzek substantially supplemented it: “Due to the lack of any education among the Kyrgyz and their illiteracy ... an oral court should have been established, with its characteristic openness and publicity, - a court in which every case, starting from the simplest offense of a person with a word to the highest criminal offense or murder, and from the most unimportant theft to a significant barymty, it was examined and judged verbally, without the slightest participation of a pen and paper”. In one L.F. Ballusek was the injustice, publicity and publicity of the trial, not only among Kazakhs, but in all other legal systems, is not a consequence of illiteracy, but a necessary condition, the most important principle of the trial [6, P.114].

This principle in the modern judicial process of our country is regulated by the relevant norms of the Code of Civil Procedure and Code of Criminal Procedure of the Republic of Kazakhstan (Articles 29, 311 and others). Modern researcher K.A. Alimzhan also highlights publicity and publicity as important features of the biy court. Even if the biy as a judge was recognized by both parties, he could (or should) have invited the other biy as judges or invited people respected in the society who, not taking a direct part in the decision, by the fact of their presence and appropriate behavior ensured his authority and legitimacy. Any person had the right to witness the trial. There were no restrictions in this regard. The concept of a private meeting is not known in Kazakh customary law.

The author emphasized another important feature of the bij court, which was that the trial considered conflicts not only and not so much between private individuals, but more so between clans and tribes, which gave their decisions the character of a legal doctrine.

The absence of bureaucratic formalism as another sign or feature of the lawsuit in the common law of the Kazakhs, of course, did not mean that this process itself was not clothed in a certain form. The biys court, of course, had a certain form, but it was not imposed “from above” by the countless instructions and rules of officials from the court. The popular form of court has been developed for centuries by the people, by eliminating possible errors and instilling the most effective techniques through natural selection.

Therefore, it is no coincidence that different peoples and at different historical times in the forms of the judicial process have much in common, the most rational, which made it possible to efficiently and quickly, and, most importantly, honestly and fairly, administer justice. How and when a certain form of legal proceedings arose in traditional Kazakh society is rather difficult to determine.

This statement refutes the established opinion that the court under the common

law of the Kazakhs was exclusively of a lawsuit and private law nature. In this regard, we agree with K.A. Alimzhan, who noted: “that conflicts involving litigation in legal systems based on customary law are not private in nature, as is now commonly believed. Any such conflict was obviously socially significant, because, firstly, autonomous communities consisted not so much of individuals as such, but of various micro groups (family, gender, etc.), i.e. damage to a person is inevitable involved a lot of other people in the conflict, especially if it was a conflict between people who are not related; secondly, the validity of such disputes was confirmed by the unconditional right to appeal to public law (judicial) institutions” [7, P.151].

Therefore, the definition of conflicts and the lawsuit as having a private nature is inaccurate in essence. “... The court of biys and their congresses,” said the people, “has existed with us for a long time and contains all the principles of a world court, now proposed by the Russian government. This court, the assembled Kyrgyz continued, “fully satisfies the conditions of our national life, therefore the court of biys and congresses must be left in ancient folk form,” appealing to the people Ch.Ch. Valikhanov spoke out in his “Note on judicial reform” and then expresses his reasoned point of view on the proposed draft court reform in the Kazakh steppe: “If the 40-year-old Russian rule, which introduced many completely new elements into the public life of the Kyrgyz people, had no influence on the ancient Kyrgyz court of biys, if this court could resist the unfavorable conditions of Russian law (for example, the law of 1854), it’s clear that he is fully satisfied with the real development of the Kyrgyz people. In favor of the court of biys, we can cite another major fact that speaks for itself. This is what the Russian plaintiffs or Russian defendants in many cases prefer the court of biys to the Russian investigation. It is known for certain that in Kokchetav this summer several dozen such cases were decided”, Ch.Ch. Valikhanov confirms his point. In our opinion, the last argument of Ch. Valikhanov that many Russians appealed to the biys court emphasizes, among other things, the absence of a bureaucratic element in it, which objectively attracted just such a court, including the Russian population of Kazakhstan [8, P.81].

Ch.Ch. Valikhanov noted for the first time that the biys court has much in common with the Russian arbitral tribunal, however, he also pointed out the significant differences between these forms of legal proceedings: “1) Biys exist in an indefinite number, while justices of the peace rely on several each world district. 2) Biys are not formally elected by anyone and are not formally approved by anyone. Their significance is based on private authority, which they acquire in the same way as poets, scholars, and lawyers in Europe. ... For the choice of magistrates, there is a certain order and qualification. 3) Biy then only a judge, when litigants appeal to him, they turn to him while he enjoys a good reputation, only the loss of authority deprives him of his biish rank. Justices of the peace are elected for three years and, while serving, enjoy permanent rights and obligations. 4) The biys do not receive any maintenance either from the treasury or from the people, but they take the “biidin biligi”, and the justice of the peace relies on a certain amount from the zemstvo dues for the maintenance of himself and the expenses of his office. 5) The congresses of biys are not periodic but random, and a certain term is appointed for the congresses of justices of the peace. 6) The justice of the peace shall decide the cases on his own, and the court of biys may be single-handed only if the litigants belong to the same family with the bi and will themselves wish one judge” [9, P.91].

One of the most important conclusions made by Ch.Ch. Valikhanov, and even relevant now, should be considered the following: “There is no doubt that the law is good for the people that are more familiar to him, the native law, according to which a person grew up and was brought up, no matter how perfect this law should seem to him better, clearer and clearer than the wisest legislations taken from the outside and imposed from above ... But the reforms are violent, grafted, based on abstract theories or taken from the lives of other peoples, so far constituted the greatest disaster for mankind” [10, P.5].

In the conclusion, we emphasize that this statement by Ch.Ch. Valikhanov is very relevant in our time, when a deep reform of the modern Kazakhstani court is carried out. Foreign, even positive experience, forcibly instilled on other soil, without taking into account traditional national conditions, in any field can give results diametrically opposed to the expected effect.

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СОТ БИЛЕРДІҢ ДӘСТҮРЛІ ҚАЗАҚ ҚОҒАМЫНЫҢ МЕМЛЕКЕТТІК БАСҚАРУЫНДАҒЫ ОРНЫ МЕН РӨЛІ

Аннотация. Қазақ билер соты ұрпақтар жадында тәуелсіз, кәсіби және парасатты сот төрелігі ретінде сақталып, орнатылды. Әр халықтың ғасырлар бойғы тарихында кейінгі ұрпаққа құрмет көрсетіліп, оларды мақтан тұтатын, өмір жолының маңызды кезеңдері, рухани кезеңдері ретінде есте сақтайтын оқиғалар, даталар мен тұлғалар бар. Мұндай құбылыстар әлдеқайда аз болса да, институционалды құрылымдар мен институттардай маңызы бар, олар өркениеттік маңызы бар немесе тіпті жалпыадамзаттық құндылыққа ие болғандықтан адамдардың жаңа ұрпақтарының жадтары мен саналарын жинақталады. Олар болашаққа бағдар ретінде және ұзақ мерзімді маңызы бар мұра ретінде сақталады және өмір сүреді. Бұлар есте қаларлық тарихи құбылыс - бұл қазақстандық сот ісі - қазақ түріктерінің көшпелі қоғамының негізінде құрылған билер соты, әділеттіліктің «Алтын ғасыр» атауын құрастырды. Осы құбылыс әрқашанда адамдар жадында мәңгі тірі алау болып қала берді.

Көп ғасырлық тарихы бар және ар-ождан, мен әділдікке негізделген қазақ билері ұрпақтан ұрпаққа өздерінің шынайы жоғары адами қасиеттерін берді. Істің мән-жайына қарамастан, ең қиын шешілгендердің өзінде, ол әрдайым дұрыс шешім тауып, қабылдады. Тіпті қазақ даласының әкімшілік құрылымын реформалау кезінде де дана сөз, нанымның талантымен және халықты біріктіре білді және пайда болған саяси шиеленістерді шешеді. «Бидің» сөзі ешқашан ескерусіз қалмады, дау айтылмады, ол әрқашан отандық нақыл сөз ретінде естілді. Қазақстан тарихында билердің әділдігі батыс мәдениеті мен қазіргі заман құқығы үшін Рим құқығы сияқты рөл атқарды. Ежелгі дала құқығы өмірінің жоғары моральды негіздері байлық немесе билік ұғымынан гөрі құнды болды. Осы идеалдардың арқасында билердің қазақ соты даланың мемлекеттік даму барысына ықпал еткен нақты саяси күшке айнала білді. Тарихшылар бұл кезеңді «әділ соттың алтын ғасыры» деп атады. Билердің қызметі тек қана сот төрелігін жүзеге асырумен ғана шектелмей, қоғам өмірінің басқа салаларына белсене қатысты: біріктіруші және жасаушы рөлінде болды. Олардың пікірлері сұлтандар мен хандардың жоғары ақсүйектері үшін де салмақты және танылатын болды. Көбінесе билер көшпенді ұжымдардың басында тұрды. Осылайша, сол уақытта сот өте құрметті және тәуелсіз орган болды.

Қазақ қоғамында «би» атағы мұрагерлік немесе жалындаған емес, лайықты құрметті атаққа ие болды. Би тағайындалмаған және сайланбаған. Мұндай адамдарға қойылатын негізгі талаптар: қарапайым құқық нормаларын толық білу, шешендік талант пен адалдық. Әділ адам би атағын сөзсіз жоғалтпаған, өйткені ешкім оған әділ шешім үшін жүгінуге мүмкін емес деп санаған жоқ. Мінсіз бедел сот төрелігінің қажетті және жеткілікті кепілі болып табылады. Билер адамгершілік пен әдет-ғұрыптарды, идеологияны, жазылмаған құқықтық ұстанымдарды, құқықтық ережелер мен нормаларды жетік меңгерген адамдардан құралған әлеуметтік топ болып табылады. Бұл адамдар халықтың оң қырынан шыққан, өзінің даналығымен және шешендік дарындылығымен олар туындаған барлық дауларды тамаша шешкен, ол үшін лайықты құрметке ие болған. Біздің ата-бабаларымыз билерді, олардың тазалығы мен мөлдірлігі үшін, олардың табиғи дарындары үшін - олар халықтың ар-намысы мен абыройына ие болды. Терең ақыл, жоғары интеллект, кең ой-өрісі мен данышпандығы-халық та, мемлекеттік деңгейде де мойындалған және қастерлі болу үшін биге ие болуы тиіс жеке қасиеттер. Би институты далада маңызды рөл атқарды. Мүдделі тараптар басқа туыстармен келіссөздерде билерді таңдап, әділ шешім шығара алады. Қазақ соты тараптардың татуласуын және олардың арасындағы бейбітшілікті қамтамасыз етудің, қоғам ішіндегі және аясындағы бірлік пен бүтіндікті қамтамасыз етудің маңыздылығын негізге ала отырып, қоғамдық маңызы бар ақауларды жою қажеттілігін негізге ала отырып, оған тараптар жүгінген даулар мен келіспеушіліктерді шешті. Дәл осы, соттың қарапайым міндеттері би-төрешілер дала даналықтарының мектептерінде білім алуын талап еткен.

Түйін сөздер: бий, энциклопедист, дәстүрлі қазақ қоғамы, сот процессі, көшпелі өркениет, арбитр, әдет-ғұрып, дипломатиялық қызмет, тұрақтылық, сот функциялары.

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МЕСТО И РОЛЬ СУДА БИЕВ В ГОСУДАРСТВЕННОМ УПРАВЛЕНИИ ТРАДИЦИОННОГО КАЗАХСКОГО ОБЩЕСТВА

Аннотация. Казахский суд биев сохранился и утвердился в памяти поколений как независимое, профессиональное и мудрое правосудие. В многовековой истории каждого народа бывают события, даты и личности, которым дают дань последующие поколения и гордятся ими, вспоминают о них как примечательные и важнейшие вехи, духовные рубежи пройденного ими жизненного пути. Бывают, хотя намного реже, и такие явления, институциональные структуры и учреждения, которые стойко держатся и овладевают памятью и умами новых поколений людей в силу того, что они имеют цивилизационное значение или даже общечеловеческую ценность. Они сохраняются и живут в их мыслях как ориентация на будущее и наследие, имеющие непреходящее значение. Таким памятным историческим явлением является казахское судопроизводство - суд биев, формировавшееся в недрах кочевого общества тюрков- казахов, составившее и получившее наименование «Золотой век» правосудия. Оно, когда его уже не было, оставалось вечно живым факелом в памяти народной.

Казахский суд биев, имевший тысячелетнюю историю и основанный на совести, чести и справедливости, передавал свои истинно высокие человеческие качества из поколения поколению. Независимо от обстоятельств

дела, пусть даже самых трудноразрешимых, он всегда находил и принимал правильное решение. Даже в период реформирования административного устройства казахской степи, бии мудрым словом, талантом убеждения и умением сплачивали народные массы и разрешали возникающие политические обострения. «Слово» бия никто, никогда не игнорировал, не оспаривал, оно звучало всегда как отечественное назидание. В истории Казахстана правосудие биев сыграло такую же роль, как и римское право для западной культуры и современного права. Высокоморальные основы жизни древнего степного права были более ценны, нежели понятия богатства или власти. Благодаря приверженности этим идеалам казахский суд биев сумел стать реальной политической силой, повлиявшее на весь ход государственного развития степи. Не случайно этот период историки назвали «золотым веком правосудия». Деятельность биев сводилась к осуществлению не только правосудия, они активно участвовали в других сферах жизни общества: выступали в роли объединяющего и созидающего. Их мнения были весомыми и признаваемыми даже для высшей знати султанов и ханов. Нередко бии стояли во главе кочевых коллективов. Таким образом еще в те времена суд являлся весьма уважаемым и независимым органом.

В казахском обществе титул «бий» был не столько наследственным или жалуемым, сколько заслуженным почетным званием. Бии не назначались и не избирались. Основными требованиями к таким людям были: доскональное знание норм обычного права, обладание ораторским талантом и честность. Бесчестный человек неизбежно утрачивал звание бия, так как никто не считал возможным обращаться к нему за справедливым решением. Безупречная репутация являлась необходимой и достаточной гарантией правосудия. Бии представляли собой социальную группу, сложившуюся из людей, в совершенстве изучивших нравы и обычаи, идеологию, неписаные правовые устои, правовые правила и нормы. Эти люди были выходцами из самой гущи народа, своей мудростью и ораторским талантом они блестяще разрешали все возникавшее споры, за что пользовались заслуженным уважением. Наши предки почитали биев, за их чистоту и прозрачность, за их природный дар- они были совесть и честь народа. Глубокий ум, высокий интеллект, широкий кругозор и гениальность – вот те личные качества, которыми должен обладать бий, чтобы быть признанным и почитаемым как на народном, так и на государственных уровнях. Институт биев играл существенную роль в Степи. Заинтересованные стороны выбирали биев, которые могут представить род на переговорах с другими родами и вынести справедливое решение. Казахский суд решал споры и разногласия, с которыми обращались к нему стороны, исходя из важности обеспечения примирения сторон и мира между ними, единения и обеспечения единства внутри и в сферах общежития, исходя из необходимости искоренения не столько личных, сколько пороков общественного значения. Именно эти, далеко не простые задачи суда насущно требовали того, чтобы бии-судьи учились в школах степных мудрецов.

Ключевые слова: бий, энциклопедист, традиционное казахское общество, судебный процесс, кочевая цивилизация, арбитр, обычаи, дипломатическая деятельность, стабильность, судебные функции.

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PROBLEMS OF FORMATION AND MANAGEMENT OF INNOVATION SYSTEM OF THE REGION

Abstract. In the condition of unstable economic situation on the international scene it is necessary to support the development of small and medium- sized businesses in the region, which will improve the stability of the regional economy, the innovation climate, ensure social and innovative development. The article examines the role of the information system in managing the region's innovation system. The problems of regulation of innovation activity are analyzed; recommendations on the management of the region's innovation system are given. The ways of the region's innovative development are considered, focused on achieving economic sustainability, only the orientation of science on solving urgent economic problems can provide the necessary results in the transition to sustainable development.

Key words: region, innovation, information infrastructure, indicators, innovation system, management, compatibility of system.

Abstract. In the condition of unstable economic situation on the international scene it is necessary to support the development of small and medium- sized businesses in the region, which will improve the stability of the regional economy, the innovation climate, ensure social and innovative development. The article examines the role of the information system in managing the region's innovation system. The problems of regulation of innovation activity are analyzed; recommendations on the management of the region's innovation system are given. The ways of the region's innovative development are considered, focused on achieving economic sustainability, only the orientation of science on solving urgent economic problems can provide the necessary results in the transition to sustainable development.
Key words: region, innovation, information infrastructure, indicators, innovation system, management, compatibility of system.

Introduction. Success in today's economy is increasingly associated with innovations- in the field of engineering, technology, labor organization and management based on the use of science and innovative experience. Accordingly, supporting and stimulating innovation has become an integral part of local economy development programs. The creation of regional innovation systems of interconnected groups of cluster enterprises focused on the generation and implementation of innovations is today the main line, the leitmotif of regional and municipal strategies and programs.

The term «innovation» is now one of the most commonly used concepts in economic policy. Kazakhstan, like developed countries, declares the goal of transition to innovative development. The importance of innovation for the economic development of the country today can already be considered an indisputable and empirically confirmed fact.

Among the institutions of the innovative economy it should be singled out in the first place the regional innovation system, clusters, as well as technology parks and technology transfer centers.

The scientific concept of a Regional Innovation System (RIS) began to take shape in the early 1990s. One of the authors of the RIS concept and the world's leading theorist in this field is Professor Philip Cook of Cardiff University [1].

The Regional Innovation System is a complex of organizations located in the region, initiating and producing new knowledge, their dissemination and use, contributing to the financial, economic, legal and information support of innovative process interconnected and with ever sustainable relationships [2].

Methods. The regional innovation system consists of three key subsystems:

1) Organizations and firms that directly generate knowledge: specialized research institutes, research centers, higher education institutions, enterprises and research organizations to improve competitiveness of their products;

2) Organizations that innovate, promote and implement new products: innovation-focused enterprises in the region and specialized organizations that help businesses in the region innovate and their promotion; organizations, businesses that use this knowledge;

3) Structure performing specialized mediation functions (infrastructure support, financing of innovative projects, their market expertise and organizational support): law firms, chambers of commerce, etc.

The following conditions are needed to create sustainable RIS in the region:

- the presence of universities and research institutes and organizations in the region;
- attracting and retaining highly qualified personnel staff in the region;
- creating the conditions to support innovations;
- working technology transfer mechanisms;
- the active position of the regional authorities on the formation of the RIS [3].

Regional authorities manage and coordinate the innovation system, define the goals, strategy and priorities of its development. The formation of the RIS is a complex and long- term process during of which state and local government policies should be implemented, defining the RIS strategy, stimulating private capital to participate in the innovative development of the region.

In order to ensure stable growth of Kazakhstan's economy, it is necessary to keep the course towards innovative development: increasing competitiveness in the international and interregional markets, modernizing the economy. The current state of the economy of our country is characterized by a lag in scientific and technical positions. In order to increase the scientific and technical potential, it is necessary to develop innovative regional policies.

The main objective of the RIS is to create the conditions for the permanent emergence and successful development of new innovative projects aimed at realizing the competitive advantages of the region. The competitiveness of the region in today's environment is heavily dependent on innovation. Regions compete for resources including intellectual capital and markets, but nowadays the nature of competition is changing. The importance of physical infrastructure is diminishing, giving away to a leading role in expanding the range of sustainable competitive advantages of collaboration between innovation participants, their joint development of new products and services, and the joint creation and the dissemination of new knowledge and technology.

The region's ability to build intellectual capacity can change the prevailing competitive environment.

The results of the study. The degree of innovation attractiveness of the regions can be described as: Gross Regional Product (GRP); Industrial Output (IO); Volume of Innovation Products (VIP); Domestic Research and Development Costs (DRDC); Enterprise Innovation Level (EIL); and Science and Technology Works (STW).

At the end of 2018, statistical observation of the innovation activities of 30501 enterprises of the republic were carried out. During the reporting period 3230 enterprises were innovating (in 2017-2974 enterprises). Compared with 2017, the number of enterprises having innovations increased by 256 enterprises.

Innovative activity of enterprises in product, process, organization and marketing innovations was 10.6 % including in product and process innovation- 6.6%. The highest activity in innovation of all the innovation types were observed among large enterprises and amounted to 41.7 % (out of 1,764 large enterprises reported by 735 innovative enterprises) [4].

The volume of innovative products in 2018 compared to 2017 increased by 39.6% and amounted to 1179150.2 million tenge. Innovative products were sold at a cost of 1134952.6 million tenge.

During the analyzed period, the cost of product and process innovation decreased by 4, 8% compared to the previous year and amounted to 856449,5 million tenge (in 2017- 899681,8 million tenge). At the same time, the costs of product and process innovations from the own funds of enterprises amounted to 392,226.1 million tenge, which is 45.5% of the total costs of product and process innovations. According to the survey, the largest number of enterprises with all four types of innovations operates in the city Nur-Sultan (32.4%), Almaty (21.6), East Kazakhstan (18.9), Karaganda and Pavlodar regions (5.4).

Table 1 - Indicators of innovation activity by the dimension of enterprises of regions

	Small			Average			Large		
	Number of businesses, units	of them Inno-vation	Innova-tion activity rate,%	Number of businesses, units	of them Inno-vation	Innova-tion activity rate,%	Number of businesses, units	of them Inno-vation	Innova-tion activity rate,%
The Republic of Kazakhstan	26 128	1 877	7,2	2 609	618	23,7	1 764	735	41,7
Akmola	982	46	4,7	143	17	11,9	82	30	36,6
Aktobe	960	41	4,3	112	33	29,5	102	52	50,0
Almaty	1 563	87	5,6	176	29	16,5	91	35	38,5
Atyrau	959	55	5,7	108	16	14,8	94	25	26,6
West Kazakhstan	779	25	3,2	94	9	9,6	79	16	20,3
Zhambyl	708	35	4,9	70	26	37,1	63	35	55,6
Karagandy	1 914	205	10,7	220	56	20,5	155	75	48,4
Kostanay	1 049	71	6,8	188	45	23,9	105	47	44,8
Kyzylorda	608	41	6.7	77	21	27,3	71	30	42,3
Mangystau	958	21	2,2	102	12	11,8	68	12	17,6
Pavlodar	1 061	54	5.1	117	21	17,9	94	41	43,6
North Kazakhstan	814	52	6,4	145	39	26,9	54	28	51,9
Turkistan	805	24	3,0	62	13	21,0	60	23	38,3
East Kazakhstan	1 707	170	10,0	208	68	32,7	135	79	58,5
Nur-Sultan city	3 611	439	12,2	219	71	32,4	145	73	50,3
Almaty city	6 263	445	7,1	452	117	25,9	282	108	38,3
Shymkent city	1 387	66	4,8	116	25	21,6	84	27	32,1

Thus, the analysis of the statistics has identified three groups by the level of activity in innovation.

- High level: East Kazakhstan (leads in 2 positions), West Kazakhstan (leads in 3 positions), Atyrau (2 positions), Astana (2 positions), North Kazakhstan (2 positions);

- Average level: Kostanay (5 positions, but less active), Kyzylorda (3positions), Mangystau (3 positions), South Kazakhstan (2 positions), Aktobe (3 positions), Karaganda (1 position), North Kazakhstan (1 position) and Zhambyl (1 position);

- Low level: Pavlodar, Almaty, Akmola, Zhsaambyl and Karaganda.

In our opinion, the key problems in the regulation of innovation are:

- non-compliance and lag in standards from market needs;
- lack of organized government forecasting in innovation policy;
- an undeveloped system of intellectual property protection is a serious barrier to innovation;
- a high degree of bureaucracy in the innovation sector;
- low qualifications of civil servants, lack of real expertise of projects on novelty and «innovation»;
- ineffective information support [5].

A strategy of the region’s development is needed for effective innovation. Figure 1 shows the strategy of innovative development for the region. We study each task in more detail.

Solving the problem of creating effective regulatory support aimed at supporting the region will allow us to conclude that there are legislatively established grounds for combining activities with the functioning of competitive market mechanisms in the region. To solve the second problem, it is necessary to create conditions for the education of specialists in the innovation sphere, namely, training in leading universities in the region, as well as in foreign ones, to practice the training of specialists for research work.

The third problem is to create an effective demand for innovation and innovative products. The key to innovation development is the successful development of demand for innovation, search and niche in the market. The fourth task is to develop the innovative culture of the region’s residents; it is worth noting that the innovative economy requires «innovative» personnel who are able to take full advantage of the achievements of science and technology, focused on creating innovations, their introduction into all areas of life.

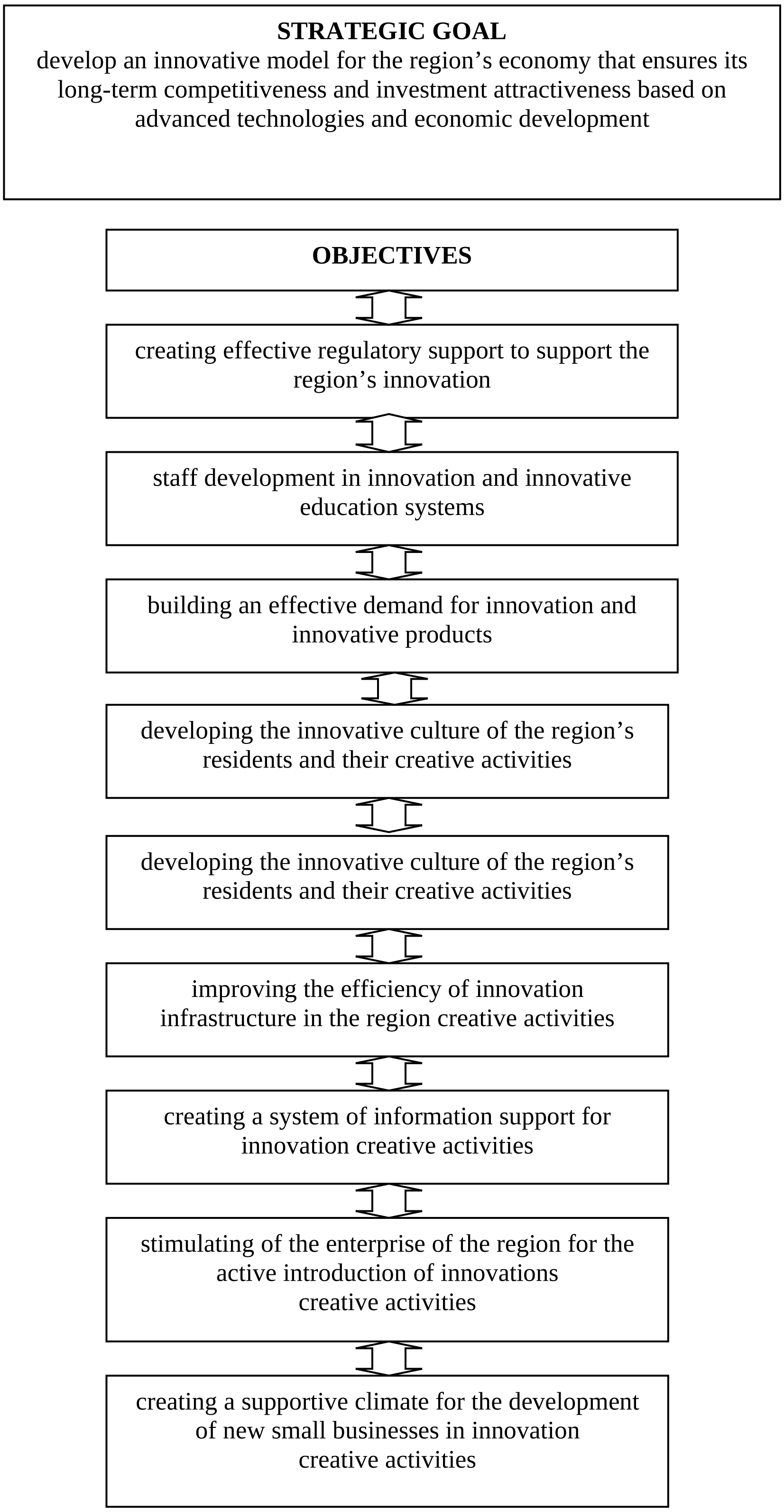

Figure 1 - Strategy of innovative development for the region

Note – compiled by authors

The group of scientific and technical factors includes the creation of information bases, the use of modern forms of information exchange, the unification and standardization of databases and information flows. These factors are necessary with the information support of innovation. In the process of implementing innovative projects, managers and professionals need to plan and make a variety of decisions, for which timely and accurate information is very important [6].

In order to obtain the most accurate and timely information, it is necessary to ensure:

- the ability to accumulate information about scientific developments;
- gaining access to a variety sources of information;
- availability of information about potential partners in the innovation process.

In the absence of the necessary information in the databases, not only negative results, but also «intellectual» information is given to the participant of the innovation process:

- a list of objects based on individual parameters that partially correspond to the request;
- scientific and technical forecasting. The information system, which is designed to manage the region's innovation system, should be built as a hierarchical, territorially- distributed structure that should contain information that is integrated into subject areas and functional uses. Based on the organizational principles of the innovation system, which are coordinated at the level of software and hardware and information and linguistic compatibility.

The region's databases should interact on the following functions:

- predicting development;
- planning development;
- monitoring the state of the region.

The region's innovation system should be managed through interconnected functions:

- forecasting – to forecast the development of the region's innovation system based on its capabilities and the needs of society for different periods;
- planning – setting goals, objectives, mechanisms, ways, timing of achievement of target indicators;
- regulation- regulatory consolidation of the action plan, regulation of interaction between performers and participants in the innovation process;
- incentives- directing the necessary resources to support the development of innovation in the region;
- coordination- to bring information to the performers and participants through software.

Manage processes and make decisions to implement activities;

- control-timely receipt of information about the results of projects, use of resources;
- monitoring and evaluating the results – to assess the effectiveness of the activities carried out using software [7].

Meanwhile, in Kazakhstan and its regions, public policy in both sustainable and innovative development is not yet unified, integrated but is carried out in a fragmented and unrelated way- including in the case of inconsistencies between the actions of the republican and regional authorities.

However, modern socio-economic interaction in every country of the world in any region is such that it requires harmonization of interaction in the system of «man-society (economy)» on the basis of the pre-emptive promotion of innovation. There is a need for clearer a stricter regulation of rules, principles of regulations, adequate stimulation of innovatively active economic entities:

1) organizational and economic – the presence or possibility of forming in the region industries (or ways of organizing them), industries or sectors of the economy that could ensure the functioning of the region on the principles of sustainability and innovation (those organizational forms - technology parks, business incubators, innovation funds, innovatively active entrepreneurial and social structures, etc. – that can contribute to the development, implementation, promotion of innovation);

2) resource prerequisites are the availability of appropriate economic, scientific, technological, natural and resource capacity in the region, as well as the labor force (economically active population), on which the transition strategy should be based on sustainable and innovative development. It is necessary to maintain human capital at the appropriate level, which implies improvement of social policies in the regions of Kazakhstan (increasing funding for education and health care, improvement of working conditions, as well as increased environmental quality). At the same time, the existing natural and human capital should be re-evaluated annually, taking into account the intensity of their consumption and the recovery-time based on the existing assimilation capabilities of the regional system [8].

Conclusion. In our view, these are the most important conditions for the transition of regions and countries as a whole to sustainable and innovative development. Thus, certain measures are required that should be taken by the relevant authorities in relation to the regional socio-economic system in order to ensure the sustainability and innovativeness of its functioning and development. However, when developing and implementing these measures, it should be taken into account that the regional system is affected by negative and favorable factors that must be taken into account. Obviously, the balance of the regional economy from the point of view of the concept of sustainable development can be achieved by overcoming the influence of negative factors and strengthening the action of positive factors that can accelerate and harmonize the process of formation of a sustainable, stable and innovative economy in the region [9].

As for the factors impeding the sustainable and innovative development of the region, they include:

1) high cost innovation, high economic risk and uncertainty over the timing of the innovation process. All this, obviously increases the potential for losses due to innovation, as a result of which economic entities seek to shift costs to other entities of the economy (consumers, the state), avoiding responsibility for reducing the region’s resource capacity and maximizing profits;

2) lack of funding for innovative enterprise activity (which is obviously linked to the first factor). In the current transitional conditions of Kazakhstan there is a transition not only from the administrative-command economy to market relations, but also from industrial society to post- industrial. At the same time, many enterprises are severely under funded even to carry out the current production and economic activities (especially in the global crisis), and even more so are unable to carry out innovative projects, while regional governments are often short of budget and unable to allocate more funds for new technologies;

3) lack of legislative and regulatory instruments that stabilize and stimulate innovation, and the lack of legal support for the entire cycle of innovation;

4) lack of awareness of regional economic entities (from civil servants to legal and individuals) about the need and importance, principles, objectives, goals and conditions for the formation of a sustainable economy in the region. Thus, in turn, entails the lack of appropriate consideration of external effects and the risk of their occurrence at both the macro and micro levels, and insufficient innovation activity in the region;

5) immunity of economic entities to innovation in general and to innovation in particular which is connected not only with the financial features of the innovation process (factors 1,2), but also with stereotyping, lopsidedness (utilitarianism) and conservatism economic thinking and behavior of people, which are aimed primarily at satisfying their own interests (which is certainly natural, but short- sighted and irrational in today’s conditions);

6) lack of developed market system in the field of innovation (cooperation of research and development projects, feasibility zones and business environment, sales market and ways, product promotion, as well as strong consumer demand for this very specific-innovative product, testing results, marketing and advertising etc.);

7) personnel problem is the lack of specially trained employees who have not only theoretical knowledge in the field of innovative management but also practical techniques and skills of innovation.

To solve this problems it is necessary to develop and implement in the region a model of innovative development, focused not just on improving the competitiveness of the region in the context of the formation of a knowledge economy in the global community, but above all on the achieving economic sustainability and equilibrium by creating a single innovation space in the region. Making appropriate changes in the nature and direction of research and engineering work: only science’s focus on pressing economic challenges can deliver the necessary results in the transition to sustainable development.

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ӨҢІРДІҢ ИННОВАЦИЯЛЫҚ ЖҮЙЕСІН ҚАЛЫПТАСТЫРУ ЖӘНЕ БАСҚАРУ МӘСЕЛЕЛЕРІ

Аннотация. Халықаралық аренадағы тұрақсыз экономикалық ахуал жағдайында өңірде шағын және орта кәсіпкерлікті дамытуды қолдау қажет, себебі бұл, өңірлік экономиканың тұрақтылығын арттыруға, инновациялық климат құруға, әлеуметтік және инновациялық дамуды қамтамасыз етуге мүмкіндік береді. Мақалада өңірдің инновациялық жүйесін басқарудағы ақпараттық жүйенің рөлі қарастырылады. Инновациялық қызметті реттеу мәселелері талданды, өңірдің инновациялық жүйесін басқару бойынша ұсынымдар

берілді. Экономикалық тұрақтылыққа қол жеткізуге бағытталған өңірдің инновациялық даму жолдары қарастырылды, тек ғылымның өзекті экономикалық проблемаларды шешуге бағытталуы ғана тұрақты дамуға көшу кезінде қажетті нәтижелерді қамтамасыз етуі мүмкін.

Қазіргі экономикадағы табыс ғылыми және инновациялық тәжірибені пайдалану негізінде техника, технология, еңбекті ұйымдастыру және басқару саласында инновациялармен тығыз байланысты. Яғни, инновацияларды қолдау және ынталандыру өңірлік экономиканы дамыту бағдарламаларының ажырамас бөлігіне айналды. Бүгінгі күні басты бағыт инновацияларды генерациялау мен іске асыруға бағдарланған кластерлік кәсіпорындардың өзара байланысты топтарымен бірлесіп, өңірлік инновациялық жүйелерді құрудағы өңірлік және жергілікті стратегиялар мен бағдарламалардың локомотиві болып табылады.

Өңірлік инновациялық жүйенің негізгі мақсаты өңірдің бәсекелестік артықшылықтарын іске асыруға бағытталған жаңа инновациялық жобалардың тұрақты пайда болуы және табысты дамуы үшін жағдайлар жасау болып табылады. Қазіргі жағдайда өңірдің бәсекеге қабілеттілігі инновациямен байланысты. Өңірлер зияткерлік капитал рыноктар мен ресурстар үшін бәсекеге түседі, дегенмен, қазіргі уақытта бәсекелестік сипаты өзгеріп отыр. Физикалық инфрақұрылымның маңызы төмендеп келеді, инновациялық қызметке қатысушылардың өзара іс-қимылының тұрақты бәсекелестік артықшылықтарының спектрін кеңейтуде, олардың жаңа өнімдер мен қызметтерді бірлесіп әзірлеуде, жаңа білімдер мен технологияларды бірлесіп жасау мен таратуда жетекші рөлге ие болуда.

Өңірлік инновациялық жүйе негізгі кіші жүйелерден тұрады: білімді тікелей генерациялайтын ұйымдар мен фирмалар: өз өнімінің бәсекеге қабілеттілігін арттыру үшін мамандандырылған ғылыми-зерттеу институттары, ғылыми-зерттеу орталықтары, жоғары оқу орындары, кәсіпорындар мен ғылыми-зерттеу ұйымдары; өңірдің кәсіпорындарына инновациялар енгізуге және оларды ілгерілетуге көмектесетін өңірдің инновациялық-бағдарланған кәсіпорындары мен мамандандырылған ұйымдары; осы білімді пайдаланатын ұйымдар, кәсіпорындар; мамандандырылған делдалдық функцияларды орындайтын құрылымдар және т. б.

Өңірдің зияткерлік әлеуетін арттыру қабілеті қалыптасқан бәсекелестік ортаны өзгерте алады. Өңірлік инновациялық стратегия макростратегияны (әлемдік бәсекеге қабілеттілік, экономиканы дамыту, әлеуметтік мақсаттарға қол жеткізу саласында ұлттық басымдықтарды іске асыратын) және өңірлік ресурстар рыноктарына бәсекелес кәсіпорындардың шаруашылық жүргізуші субъектілерінің инновациялық стратегияларын және өнімді өткізуді біріктіруге мүмкіндік береді.

Түйін сөздер: өңір, инновациялар, ақпараттық инфрақұрылым, индикаторлар, инновациялық жүйе, басқару, жүйенің үйлесімділігі.

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ПРОБЛЕМЫ ФОРМИРОВАНИЯ И УПРАВЛЕНИЯ ИННОВАЦИОННОЙ СИСТЕМОЙ РЕГИОНА

Аннотация. В условиях нестабильной экономической ситуации на международной арене необходимо поддерживать развитие малого и среднего бизнеса в регионе, что позволит повысить устойчивость региональной экономики, улучшить инновационный климат, обеспечить социальное и инновационное развитие. Рассматривается роль информационной системы в управлении инновационной системой региона. Проанализированы проблемы регулирования инновационной деятельности, даны рекомендации по управлению инновационной системой региона. Рассмотрены пути инновационного развития региона, ориентированная на достижение экономической устойчивости, когда только ориентация науки на решение неотложных экономических задач способна обеспечить необходимые результаты в процессе перехода к устойчивому развитию.

Успех в современной экономике все чаще ассоциируется с инновациями - в области техники, технологии, организации труда и управления на основе использования научного и инновационного опыта. Соответственно, поддержка и стимулирование инноваций стали неотъемлемой частью программ развития региональной экономики. Создание региональных инновационных систем из взаимосвязанных групп кластерных предприятий, ориентированных на генерацию и реализацию инноваций, является сегодня главным направлением, локомотивом региональных и местных стратегий и программ.

Основной целью региональной инновационной системы является создание условий для постоянного возникновения и успешного развития новых инновационных проектов, направленных на реализацию конкурентных преимуществ региона. Конкурентоспособность региона в современных условиях во многом зависит от инноваций. Регионы конкурируют за ресурсы, включая интеллектуальный капитал и рынки, но в настоящее время характер конкуренции меняется. Значение физической инфраструктуры уменьшается, уступая лидирующую роль в расширении спектра устойчивых конкурентных преимуществ взаимодействию

участников инновационной деятельности, совместной разработке ими новых продуктов и услуг, совместному созданию и распространению новых знаний и технологий.

Способность региона наращивать интеллектуальный потенциал может изменить сложившуюся конкурентную среду. Региональная инновационная стратегия позволяет связывать воедино макростратегию (реализующую национальные приоритеты в области мировой конкурентоспособности, развития экономики, достижения социальных целей) и инновационные стратегии хозяйствующих субъектов предприятий, конкурирующих за региональные рынки ресурсов, и сбыта продукции.

Региональная инновационная система состоит из трех ключевых подсистем: организации и фирмы, непосредственно генерирующие знания: специализированные научно-исследовательские институты, научно-исследовательские центры, высшие учебные заведения, предприятия и научно-исследовательские организации для повышения конкурентоспособности своей продукции; организации, осуществляющие инновации, продвижение и внедрение новой продукции: инновационно-ориентированные предприятия региона и специализированные организации, помогающие предприятиям региона внедрять инновации и их продвижение; организации, предприятия, использующие эти знания; структуры, выполняющие специализированные посреднические функции (инфраструктурное обеспечение, финансирование инновационных проектов, их рыночная экспертиза и организационное сопровождение): юридические фирмы, торгово-промышленные палаты и т. д

Ключевые слова: регион, инновации, информационная инфраструктура, индикаторы, инновационная система, управление, совместимость систем.

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MAIN WAYS OF IMPLEMENTATION OF SOCIAL POLICY IN TURKESTAN REGION

Abstract. Over the years of independence, Kazakhstan has achieved significant success in the field of social security. Kazakhstan has established a multi-level social security system, which pays special attention to social issues, i.e. comprehensive social support is provided to the needy population. The current social security system in Kazakhstan is characterized by priority participation of the state. The main goal of social protection of the population is to create an effectively functioning social security system aimed at reducing poverty, improving health and education, eliminating social inequality. The practical significance of the study is to discuss the creation and implementation of projects to support and develop the social sphere. Some sections of the study are suitable for use in regional development programs.

Keywords: social policy, standard of living, labor market, income, social assistance, state benefits, employment.

Introduction. According to authoritative international experts, the current social issue is seen as a factor leading to economic instability. This has become a serious problem for developed European countries. And today's socio-economic development of Kazakhstan, the welfare of the population is much lower than in developed countries.

According to the world economic forum, which determines the competitiveness rating of the world's countries, macroeconomic stability is the main advantage of our country.

Today in our country it is impossible to "postpone" social problems. And in order to confront global problems, in the conditions of global instability, in the conditions of the new century, it is necessary to answer the questions, what should be the Kazakh society.

Social policy in the Republic of Kazakhstan is formed and developed under the influence of many factors: demographic situation, birth rate and growth, maintaining a healthy lifestyle, reducing mortality and, as a consequence, improving the quality of life and increasing the life expectancy of the population.

Method of research. To achieve this goal, the methods of statistical and comparative analysis were used and as a result of the analysis of legal acts in the field of social protection, a forecast was made.

Research result. Turkestan region is a new administrative unit in the country and is among the largest regions of Kazakhstan. The new status gave a new impetus to the region, and in this regard, it is expected that its social status will have a high level. The social policy of Turkestan region is implemented in accordance with the Comprehensive plan of socio-economic development of Turkestan region until 2024.

The population of Turkestan region as of January 1, 2019 amounted to 1,977,768 people, including in urban areas - 387,214 people (19.6%), in rural areas - 1,590,554 people -80.4% compared to 2018, the population increased by 3,354 people or 0.2% (figure1) [1].

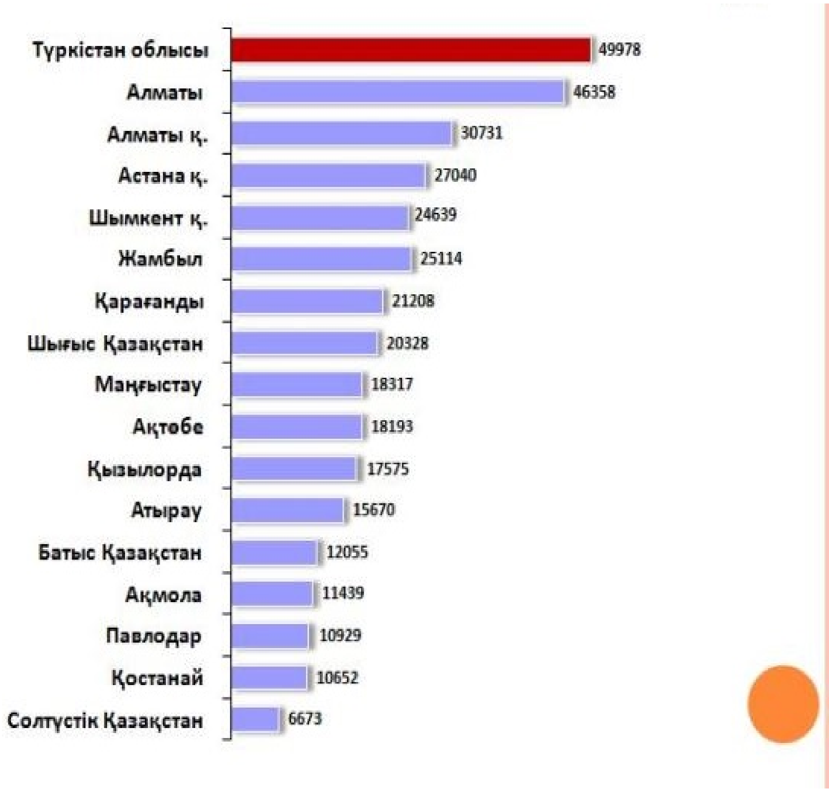

Figure – 1 Natural population growth by region

Note: Statistics Committee of the Ministry of national economy of the Republic of Kazakhstan

After the formation of Shymkent city of Republican significance, Turkestan region took the 2nd place in terms of population. The natural increase in the population of the region in January-June 2019 amounted to 40,815 people, which is 3% more than in 2018 (1,188 people). In terms of fertility and natural population growth the region ranks 1st in the Republic.

In the period from January to June 2019, the leading position in the Republic is occupied by the region, which accounts for 13.6% or 49,978 births (January-June 2018-49,077 births). In January-June 2019, 1,062 boys per 1,000 girls were born. During this period, 9,163 people died, a decrease of 3% compared to January-August 2018 [2].

The regional budget for 2017-2019 was formed on the basis of the basic forecast of macroeconomic indicators for 2017-2021 and approved by the Turkestan regional maslikhat in accordance with article 75 of the Budget code of the Republic of Kazakhstan (table 1) [2].

Table 1 - The main parameters of the regional budget (million tenge)

Name	2016	2017	2018	2019
Receipts	280 134,5	387 443,7	406 911,6	413 694,4
Revenues, including:	276 008,0	382 810,5	403 548,9	409 921,7
Tax revenue	14 326,6	17 522,6	16 456,2	15 592,9
Non-tax revenues	5 112,3	257,9	237,7	239,3
Expenses	280 134,5	387 443,7	406 911,6	413 694,4
Public service	4 272,8	3 019,9	3 688,5	3 891,7
Education	32 973,9	44 422,3	39 282,5	39 850,5
Health	31 375,9	11 391,7	14 389,1	18 604,9
Social assistance and social security	5 414,1	5 941,4	6 344,5	6 535,2
Other	1 997,9	4 346,8	3 764,8	3 760,0
Source of information: https://ontustik.gov.kz				

Expenses of the social block consist of four functional groups (figure 2).

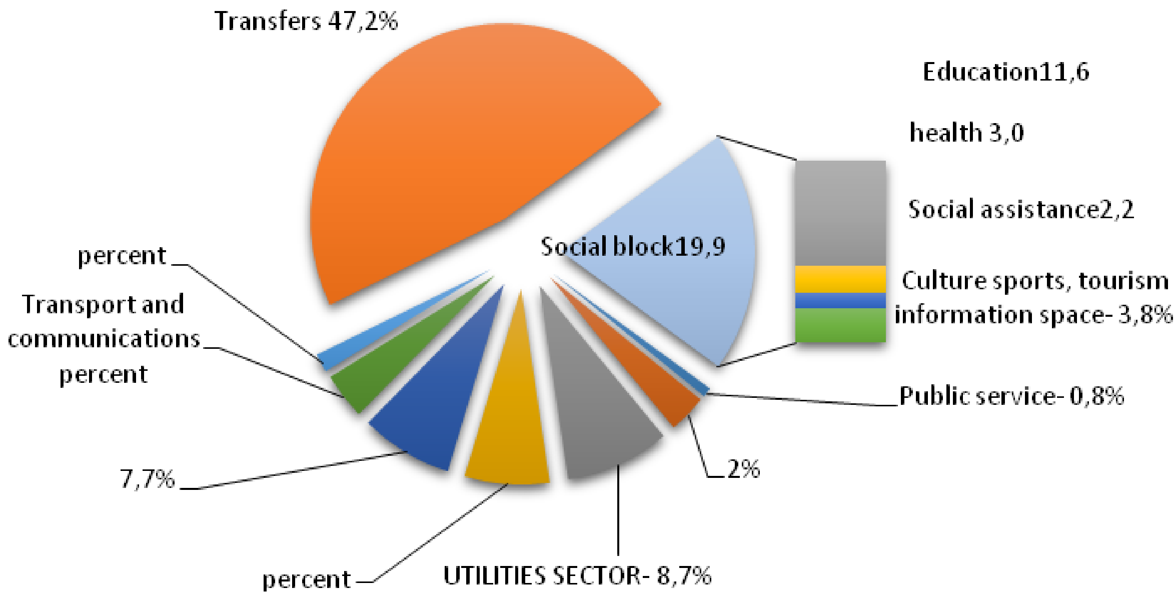

Figure 2 – Expenses of the regional budget on the main parties

Note: https://ontustik.gov.kz

In General, the expenditures of the regional budget for the social sphere in 2017 amounted to 19.9% of the expenditures or 76,202. 0 million us dollars in absolute terms.million tenge in 2018 18.4 per cent or 74 246,0 million tenge. tenge, in 2019-19.5% or 79 751.5 million us tenge [3].

For the half-year of 2019, the average monthly nominal salary of one employee in the Turkestan region amounted to 103,464 tenge and increased by 4.4% compared to the corresponding period of 2018, actually decreased by 1.9%.

The highest salary in Suzak district is 198,854 tenge, which is 92.9% higher than the regional average, the lowest salary in tolebiy district is 84846 tenge, which is 18% lower than the regional average.

At 9 798 enterprises of the region 105 811 people work. Of these, 13,674 or 12.9% receive a salary of less than 42,500 tenge per month.In the budgetary organizations of the region the salary below 42 500 tenge receives 52 170 employees.

In January-June 2019, 92 678 people arrived in the region (in January-June 2018-52 334 people), of which 40 189 people - from other regions of Kazakhstan (23 514 people), 518 people-from CIS countries (401 people), 19 people - from foreign countries (9 people).

Per capita nominal cash income of the population of the region in the II quarter of 2019 amounted to 42,829 tenge, compared to the corresponding period of 2018 increased by 12.8%, and real cash income increased by 6.9%. In the second quarter of 2019, the main source of cash income of the population is income from employment, which accounted for 79.2% of all cash income [4].

The labor market in Turkestan region this year within the framework of the "program of development of productive employment and mass entrepreneurship for 2017-2021 "it is planned to employ 65 thousand people.

To date, measures to promote employment covered 54 thousand people. This program will be implemented in 3 directions. Thus, 7953 citizens were sent for technical and short-term vocational training, 2600 citizens were sent to each village as part of the project" each village has its own master ", 63% of those who completed the training or 2 thousand people are employed on a permanent basis.

In accordance with the program article of the Head of state "Look to the future: Ruhani zhangyru" 2 thousand people are trained in the following specialties: master of National craft, cook of national dishes, artist, painter, master of grain processing, as well as agrotechnical specialties. Of these, 1400 people have completed training, 1 thousand people have been employed on a permanent basis.

As part of the development of the labor market through the promotion of employment and mobility of labor resources rendered services to 43700 people, as a result, the level of total unemployment in the region is 5.2%, and the level of youth unemployment-4.4%.

Current expenditures of the budget of Turkestan region for the functional group "social assistance and social security" amounted to 5 941.4 million dollars. mastered in the amount of 2 million tenge (table 2).

Table 2 - Expenditure on social assistance and social security (million tenge)

Indicators	2016	2017	2018	2019
Provision of special social services for the elderly and disabled	504,4	570,6	587,4	612,7
Provision of special social services for disabled children	229,8	281,2	298,9	307,1
Provision of special social services for disabled persons with neuropsychiatric diseases	1 050,7	1 301,3	1 387,6	1 439,5
Provision of special social services for the elderly, disabled people, including disabled children	370,1	469,0	490,7	503,9
Provision of special social services for disabled children with neuropsychiatric pathologies	381,0	453,7	482,2	495,3
Without parental care " social security of orphans and children left without parental care	540,9	678,6	715,2	738,6
Social rehabilitation	58,2	72,7	77,1	79,7
Social support for disabled people	1 277,2	1 482,6	1 025,4	1 097,2
Services for the implementation of public policy at the local level in the field of	101,6	129,0	131,2	134,3
Services in the field of implementation of state policy and regulation of labor relations	55,8	71,1	72,8	74,5
Data source: https://ontustik.gov.kz				

At the expense of the provided expenses according to standards of special social services to certain categories of citizens are rendered (fig.3).

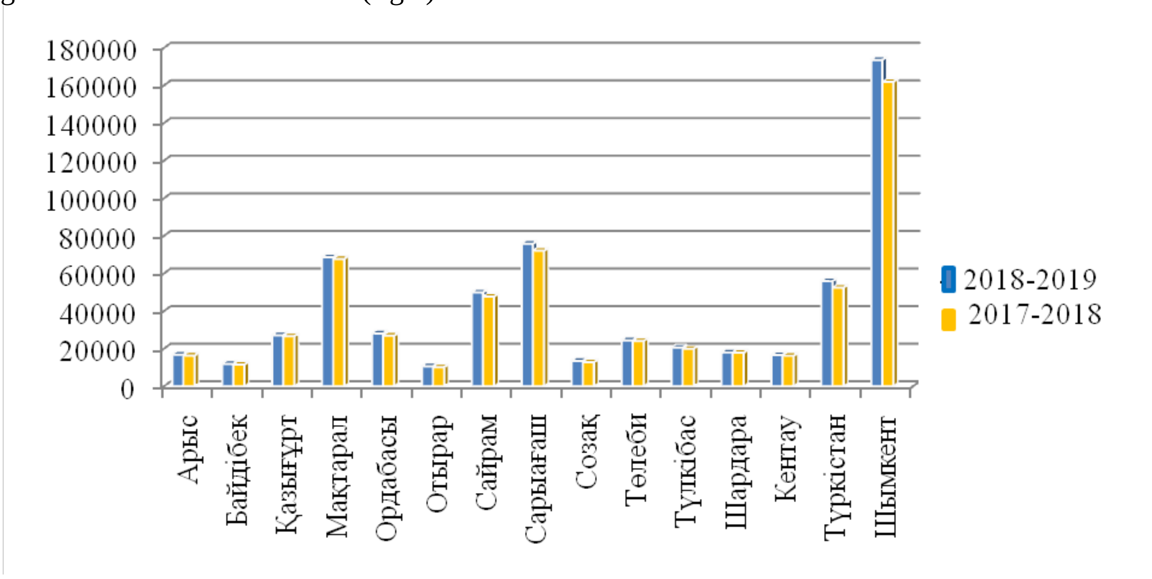

Figure 3 – Number and composition of recipients of pensions and social payments in Turkestan region

Note: compiled by the author on the basis of [1-3]

The picture shows the number of recipients of state social benefits on January 1, 2019:

- disability - 518 735 people, the average benefit - 33 087 tenge;
- loss of breadwinner-168,152 people, the average benefit is 31,334 tenge.

At the end of 2018, social benefits will be paid from the Department: in case of disability – 79 113 people, the average amount of payments-12 208 tenge; in case of loss of breadwinner-42 301 people, the average amount of payments - 14 774 tenge.

According to the types of pensions and benefits, 172242 public services were provided. A total of 317,758 pensions and benefits were allocated, which is 10% more than in 2015.

For the construction of social security facilities for 2017-2019, 2 331.4 million us dollars were allocated from the regional budget of the Turkestan region. tenge (in 2017- 331.4 million tenge, in 2018 - 1 000,0 million tenge, in 2019 - 1 000,0 million tenge) [5].

In total, 11 391.7 million tenge was allocated in the regional budget of Turkestan region for the functional group "health care".tenge (in 2018- 14,389.1 tenge, in 2019-18 604,9 million tenge) funds (table 3) [6].

Table 3 – Health costs (million tenge)

Indicators	2016	2017	2018	2019
The provision of inpatient and inpatient medical care	543,9	-	-	-
Maternal and child health services	179,3	207,7	220,8	226,1
Promotion of a healthy lifestyle	290,3	-	-	-
Services for the implementation of the policy in the field of health	111,2	140,2	148,1	151,8
Citizens free or preferential travel outside the settlement for treatment, maintenance	58,5	71,6	74,0	74,1
Information and analytical services in the field of health	77,5	83,0	84,3	85,7
Capital expenditures of health care organizations	2069,4	6102,5	6277,7	6 342,8
Source: data of the Department Of the Committee of labor, social protection and migration in Shymkent				

The expenses of the regional budget of Turkestan region for the functional group "education" in 2018 received 44 422.3 million dollars. of these, 61.7 per cent are operating expenses or $ 27,390.2 million. million tenge, including capital expenditures of 431.3 million tenge were allocated (table 4).

Table 4 – Education expenditure (million tenge)

Indicators	2016	2017	2018	2019
Special educational programs of General education in	2 187,3	2 945,4	3 116,2	3 199,3
General education for gifted children	2 980,5	4 052,8	4 292,8	4 428,0
Providing social support to students of technical and vocational, post-secondary education	12,6	11,5	12,3	13,2
Training of specialists in organizations of technical and vocational education	9 090,3	13 982,9	13 618,3	13 617,9
Training, retraining and advanced training of personnel	304,3	263,8	281,8	298,1
Examination of mental health of children and adolescents and provision of psychological, medical and pedagogical advice to the population	269,6	461,3	484,6	492,4
Rehabilitation and social adaptation of children and adolescents	101,0	141,5	149,6	153,2
Data source: https://ontustik.gov.kz				

13 982,9 million us dollars were allocated for training of specialists in the organizations of technical and professional education. 4 636.8 million tenge was allocated from the regional budget to provide social support to students in organizations of technical and vocational education. funds in the amount of 4 199.7 million tenge are provided, including for the payment of scholarships to students on the basis of the state order of 22 512 fellows - 4 199.7 million tenge. tenge, to provide preferential travel 23428 students - 184.7 million tenge [7].

For groups of the population, which due to objective reasons cannot adapt to new conditions on their own, the first place is concerned about the possibility of receiving social assistance. In General, the problem of preserving and developing a modern life support system for the population is acute.

Discussion of results. In General, the situation in the social sphere can be described as difficult. Along with certain positive developments, many negative phenomena have been stagnant, some social problems have worsened and have become a serious threat to social and economic stability in society.

Many problems and negative phenomena in the social and labor sphere, depending on the severity of the solution and their causes can be presented as follows:

- poverty of a large part of the population;
- long-term maintenance of low level of labor incomes of the population.

The analysis shows that the main problems of the social sphere of Kazakhstan are currently associated with the adaptation of the population to new socio-economic conditions.

The main problems for economically active citizens are connected with observance of social guarantees in the sphere of work: absence of work, low labor income, violation of labor rights.

It can be assumed that in order to achieve the goals and solve the problems of social policy pursued by the state as a whole, it is necessary to comply with the following conditions (figure 4)

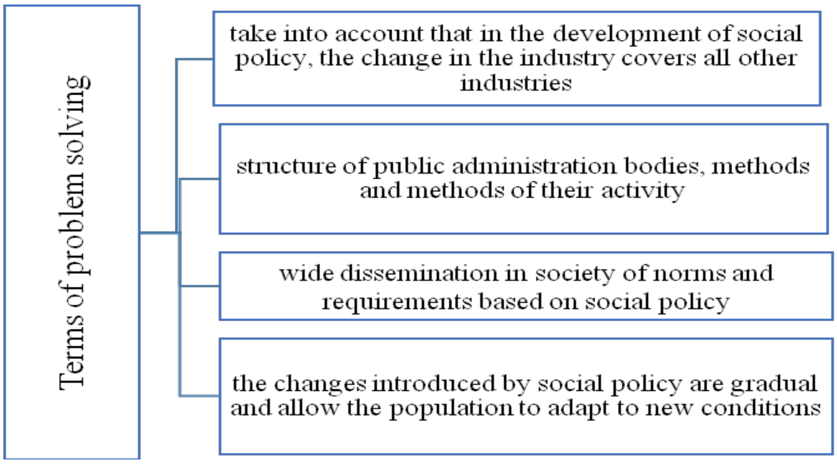

Figure 4 – Conditions for solving social policy problems

Note: compiled by the authors on the basis of data [8-10]

Currently, taking into account the work carried out over the next 10 years, we have achieved the planning of the following forecasts in the field of social protection of the family, motherhood and childhood (table 5).

Table 5 – Forecast indicators in the sphere of social protection of the family, motherhood and childhood

№	Indicators	Unit	2020 year	2023 year	2030 year
1	The gender gap in life expectancy of men in relation to women	years	8,5	8	7
2	Proportion of divorcees compared to registered marriages	%	32	30	25
3	Abortion rate per 1,000 women of reproductive age	-	17,0	15,0	10,0
4	Reduction of domestic violence reported against women	%	20	30	50
5	Reduction of domestic violence reported against children	%	20	30	50
6	Share of average wages of women in comparison with wages of men	%	70	73	75
7	Increase in the proportion of women with tangible assets (land, enterprise, IP, etc.) in relation to men	%	5	7	10
8	Share of women in decision-making	%	22	25	30
9	Share of women in peace and security	%	8	8,5	10,0
Source of information:[8-10]					

As can be seen in the table, in 2020 and 2030 we will be able to achieve a number of high achievements in the field of family, social protection of motherhood and childhood, but this requires the active work of all members of society, government agencies and non-governmental organizations.

Conclusion. Local Executive bodies collect the documents required to include these families in need of social assistance in the "E-Halyk" database.

Cooperation and joint efforts of state authorities, public associations and representatives of international and other organizations make it possible to successfully implement economic and social policies related to the interests of children and improve their quality of life. The state social policy in accordance with the norms of the Constitution of the Republic of Kazakhstan and international obligations is aimed at ensuring the full development of the family, motherhood and childhood in physical, intellectual, spiritual, moral and social terms.

The current social security system in Kazakhstan is characterized by priority participation of the state. One of the types of social assistance provided in Kazakhstan within the framework of social policy is social assistance payments. Over the past five years, funds for this sphere have been increasing year after year, that is, there is a significant attention of the state to the social sphere.

The living wage increases every year, and the average amount of benefits increases accordingly. Every year the number of recipients increases and the volume of social payments in case of disability increases.

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ТҮРКІСТАН ОБЛЫСЫНДА ӘЛЕУМЕТТІК САЯСАТТЫ ЖҮЗЕГЕ АСЫРУДЫҢ НЕГІЗГІБАҒЫТТАРЫ

Аннотация. Тәуелсіздіктің тұғырына қол жеткізгеннен бері Қазақстан әлеуметтік қамсыздандыру саласында бірталай жетістіктерге жетті. Әлеуметтік саланың мәселелерін басты назарда ұстап келе жатқан Қазақстанда көп деңгейлі әлеуметтік қамсыздандыру жүйесі құрылған, яғни мұқтаж халыққа жан-жақты әлеуметтік қолдау көрсету жүзеге асырылады. Қазақстанда қазіргі уақытта қолданылып жүрген әлеуметтік қамсыздандыпру жүйесі мемлекеттің басым қатысуымен сипатталады. Халықты әлеуметтік қорғаусаласындағы негізгі мақсат халықтың кедейлік деңгейін азайтуға, денсаулық және білім деңгейін көтеру, әлеуметтік теңсіздікті жоюға бағдарланған халықты әлеуметтік жағынан қамтамасыз етудің тиімді жұмыс істейтін жүйесін құру болып табылады.

Зерттеудің тәжірибелік маңызы әлеуметтік саланы дамыту және қолдау бойынша жобаларды құру мен іске асырудағы мәселелерді талқылауда болып тұр. Зерттеудің кейбір бөлімдері өңірдің дамыту бағдарламаларына пайдалануға жарамды болып табылады.

Түйін сөздер: әлеуметтік саясат, өмір сүрі деңгейі, еңбек нарығы, табыстар, әлеуметтік көмек, мемлекеттік жәрдемақы, жұмыспен қамту.

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ОСНОВНЫЕ ПУТИ РЕАЛИЗАЦИИ СОЦИАЛЬНОЙ ПОЛИТИКИ ПО ТУРКЕСТАНСКОЙ ОБЛАСТИ

Аннотация. За годы независимости Казахстан добился значительных успехов в сфере социального обеспечения. Создана многоуровневая система социального обеспечения, которая уделяет особое внимание вопросам социальной сферы, т.е. осуществляется всесторонняя социальная поддержка нуждающегося населения. Действующая в настоящее время в Казахстане система социального обеспечения характеризуется приоритетным участием государства. Основной целью социальной защиты населения является создание эффективно функционирующей системы социального обеспечения населения, ориентированной на снижение уровня бедности населения, повышение уровня здоровья и образования, устранение социального неравенства. Практическая значимость исследования заключается в обсуждении вопросов создания и реализации проектов по поддержке и развитию социальной сферы. Некоторые разделы исследования являются пригодными для использования в программах развития региона.

Ключевые слова: социальная политика, уровень жизни, рынок труда, доходы, социальная помощь, государственные пособия, занятость.

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GLOBALIZATION AS MANIFESTATION OF THE SYSTEM OF PUBLIC RELATIONS

Abstract. The driving force of self-regulation of the system of public relations determines the development of society in the process of globalization, aimed at the preservation and survival of society through the formation of a global society with a global rule of law on the basis of justice (orderliness, efficiency and compromise of interests). The global rule of law is a social form and manifestation of self-regulation of public relations, expressed in a certain system of regulation and management of public relations to ensure the qualities of orderliness, efficiency and compromise of interests in society. These provisions are the main conclusions of this part of the study, and are based on the analysis of applicable scientific and theoretical provisions and the necessary information. General globalization is being researched by various scholars representing the most diverse fields of scientific knowledge. In most cases, globalization is associated with the participation and inclusion of most states and societies in mutual relations, which complicates social relations in the financial and economic, socio-political, social and legal aspects, which is also closely associated with the expansion of the information space and the development of modern technologies. The term “globalization” is the main term used to refer to these processes, although there are other concepts in the doctrine, such as “internationalization”, “universalization” and many others.

Key words: globalization, integration, systematic, law, legal system, internationalization, universalization, compromise, self-regulation, global society.

The relevance of the topic. Global history is a manifestation of the interconnectedness, mutual influence, synchronization and coordination of processes and events in various parts of the world (for all their multi directionality and inclusion in a different historical, sociocultural context). The issue of the evolutionary development of law is inextricably linked with the general process of globalization, namely with the process of globalization of social relations. As already noted, this process of general globalization began from the moment of the formation of the first social relations, and many scientists define this moment as the beginning of the emergence of mankind, which, in their opinion, happened 10-12 million years ago.

Materials and methods of research. The issue of the history of globalization should be highlighted. E.A. Azroyants believes, that the “history of global relations” began with the interaction of neighbors (clans, tribes, ethnic groups), proceeding in various forms of war and peace, exchange and resettlement of peoples [1, P.90]. Some foreign authors also note that the processes of globalization, as a socio-economic phenomenon, began in ancient times, when all of humanity was still nomadic and led a collective lifestyle, that is, even before the emergence of agriculture. For example, U. Bek does not consider globalization as a phenomenon of modernity and notes that “the striving for closer social, economic and political relations between individuals, groups and countries is as old as modern” [2]. The striving for closer social, economic and political relations among individuals, groups and countries is as ancient as it is modern.

There are opinions that globalization, as a process, begins in the 19th century, and this was due to the unprecedented rise in international trade at that time and the flow of investment. Others connect the beginning of globalization with this period, since significant events of a global nature took place during this period: systems for dividing the world into time zones and date estimates were put in place, the Gregorian calendar was adopted, an international telegraph communication system was created, etc.

Today, indeed, there is no consensus on this issue (the history of globalization) - different scholars interpret it differently. Nevertheless, as S.S. Chistyakova notes all points of view can be reduced to three main points: globalization began at the “dawn of history” [3].

Globalization originated simultaneously with the emergence of capitalist relations (the beginning of the 16th century) or from the moment of the expansion of the capitalist world system (the 18th century). Globalization is a unique phenomenon of recent history associated with the formation of the information society.

The process of globalization is seen as starting at the dawn of history. To the authors who see globalization as a process concomitant with the entire history of human civilization, Wiener J., who extending the concept of globalization to the entire historical process of internationalization of people’s lives, identifies three stages of globalization (the first stage - from the integration processes of the Ancient World to the Great Geographical Discoveries of the 15th-14th centuries, the second stage - from the establishment of capitalist relations to the actual division of the world between imperialist powers Europe at the beginning of the 20th century, the third period from the middle of the 20th century, when a new geopolitical map of the world was formed) [4].

It is also necessary to identify the fact that there is no common understanding of the essence and essence of globalization in scientific doctrine, that is, the approach used in this work “Globalization as a process of building a global society” does not enjoy the absolute support of the doctrine and scientists. The positions of scientists in relation to the essence and essence of globalization (respectively, and in relation to its results) differ significantly.

For example, Wang Guiguo defines the meaning of globalization through an objective factor that determined the very process of globalization, namely economic relations: “... indomitable integration of the markets of nation-states and technologies, which allows ... to reach any point of the world faster, further, deeper and cheaper”. In this approach, globalization is often considered as a socio-economic phenomenon, which is inextricably linked with the issue of the formation of a supra-national level of governance system of public relations [5].

Research results. Many foreign and domestic researchers to one degree or another connect globalization with the development of information technology and communications. For example, Joyner C.C. writes, that “Cellular phones, computers, and the Internet reflect salient symbols of globalization” [6]. Also Joyner C.C. wroted, that the concept of globalization can combine all the processes of computerization and development of network telecommunications that are currently taking place, which determine the information revolution, and which lead to the interdependence of participants in international relations [6].

A common approach is to understand the essence of globalization in close connection with existing global problems in front of the entire world community. In this approach, global are the problems affecting the interests of many states, which, nevertheless, can be objective consequences of the development of society, and therefore the process of solving these problems requires the cooperation of states and societies through globalization.

For example, Lazarev V.V. sees these global problems at the present moment of history as objective characteristics of the development of society and considers modern globalization processes as the desire of the world to stabilize and solve these universal and global problems [7].

We can give examples of other positions that consider globalization as a process initiated by objective (external) factors and causes, and which see the meaning of this globalization precisely through the prism of certain objective catalysts for globalization. It should also be noted that the doctrine contains a variety of opinions that view the process of globalization from other perspectives, that is, not only as a process that leads to the creation of a global society. For example, as noted by M. Cheshkov and others, globalization, it is often interpreted as “a multilateral process of interconnecting structures on a global scale” (Margaret Etcher), as “a process that erodes the geographical boundaries of sociocultural standards” (Malcolm Waters), as “a process of intensification of social relations in on a global scale ”(Anthony Giddens), as“ the process of compressing the world into one whole with the simultaneous realization of this whole by local parts ”(Roland Robertson) [8].

Such an approach, for example, is expressed in the work of B. Badi, who considers globalization as a multidimensional phenomenon and which should be considered as 1) an ongoing historical process, 2) the homogenization and universalization of the world, 3) the destruction of national borders. One can also note the opinion of Ilyin M.V., who believes that the formation of a single world is not in theory, but in practice is the essence of globalization [9, P.84].

Globalization is understood as a historical process of integration, which began from the moment of the formation of the first social relations. In the framework of this approach, various scientists give different definitions of globalization. For the purposes of the study, the definition proposed by A. Filippov can be used as the initial one: “Globalization of the processes, by which the people of the world are incorporated into a single world society, global society” [10].

Unfortunately, Lazarev V.V. he considers this issue very, very briefly, without revealing the content of the declared provisions at all, but nevertheless he briefly outlines the general, in his opinion, orientation of this process - “countries and regions are gradually acquiring a new look as parts, elements and components of a single social system - civilization , ... in collaboration, they are able to create a planetary socio-political integrity” [7].

Thus, we can state that globalization is a process of progress and evolution of mankind on the path to creating a global society. This position was not the subject of serious and multilateral research, but in general, in the doctrine, there are many opinions that hold a similar, or at least not contradictory, position. As M.V. Iliin writes, “mixed society” is the embodiment of the tendency of historical synthesis and the main tendency of social progress, that is, the movement towards the formation of a mixed society, which is global in nature, coincides with the transition to a qualitatively new universal super-civilization [9].

The process of formation of a “global society” (and globalization processes in general) is irreversible and objective. Speaking about the irreversibility or imperativeness of the processes of globalization, it is worth highlighting that the doctrine largely agrees with this provision. For example, M. Cheshkov, answering the questions “Has globalization exhausted itself?”, “Is globalization reversible?” And “Is this process a process or a verse?”, Quite rightly answers that the globalization process cannot be exhausted, since it is imperative . It is irreversible as an aggregate multidimensional process, since it has a “pulsating character” and “... its spontaneous nature lends itself not so much to management as to direction through world institutions ... and through the multiplicity of mutually complementary methods of management” [8].

Another famous scientist Lazarev V.V. he also writes very briefly (albeit in a meaningful way) about the objectivity and necessity of the process under consideration, denoting the movement towards the integrity of world civilization as “an objective imperative of improving man and mankind”, “the main direction of development of the entire world community” and as “objective social value and the need for social progress” [7].

At the same time, V.V. Lazarev’s understanding is interesting. the essence of globalization, which he sees in a somewhat truncated form - as a solution to the global problems facing humanity. He writes that these problems are “objective characteristics of a developing society”.

Interesting in this regard is the opinion of the already mentioned scientist A. Filippov, who notes that “History is a product (trace) of human efforts, a manifest (actualized) part of the process of self-organization of Megasocium as an organism, reflecting the compromises found in the eternal overcoming of its two principles: the external (environment) and internal (human internal world)” [10].

The approach (to some extent, synergistic direction and nature) used by A. Filippov to understand society as a system with a number of properties of self-regulation and self-development, it is also supported by other researchers. This consensus is expressed in accordance with the provision that the content of the specified global system of social relations has bifurcation states in which the goals and development programs change, which is expressed in the development of the globalization process. The work of these programs is subject to general laws that apply to all the diversity of systems [10].

As A. Filippov notes: “A fairly high degree of organization and order is inherent in human society as an association of intelligent beings, which increases with social progress and the further development of civilization” [10].

Thus, all of humanity and all social relations are considered within the framework of this approach and this work as a specific system, and globalization processes as a process of development and evolution of this system. In this regard, the opinion of M. Cheshkov, who writes that humanity is in the process of self-organizing evolution, and globalization, as “a growing interconnectedness of all components of humanity” [8], is an integral part of this self-organizing evolution, can be attributed to the opinion of V.V. Lazarev, that “the world of our planet is one and in its development obeys the objective laws of the systemic organization of the whole” [7].

Self-regulation of the system leads to an improvement in the system of interconnections between the structural parts of this system. Self-regulation of the system of social relations leads to increased efficiency and rationality in the coexistence of the various units that make up society in a broad sense.

For example, M. Cheshkov writes that the history of social relations can be considered as actions aimed “only” at the self-preservation of society, which is the highest value of any organism (society). This opinion about the need for cooperation for the survival of mankind is also supported by V.V. Lazarev, although he considers globalization a bit one-sided, linking it to the global problems of mankind. Nevertheless, his opinion is of interest that these problems concern the question of the very existence of mankind and therefore the modern world seeks stabilization (through globalization) to solve these problems, and, accordingly, for survival and development [8].

Wang Guiguo highlights the general historical, archaeological and anthropological stages. He also notes that the processes of self-organization as a whole characterize the interaction of man and nature in the appropriating economy for many millennia and even later “in societies the regulatory principles that emerged in the course of this self-organization of mankind arise and spread. Such regulation ensured the existence and reproduction of specific communities, clans, groups” [5].

The evolutionary development of law is the most important and leading process of general globalization, since the driving force of self-regulation of the system of public relations manifests itself most of all in the corresponding changes in the legal life of society. The evolutionary development of law is the development of the mechanism of self-regulation of society, passing through certain legal processes and aimed at increasing the efficiency, orderliness and compromise of interests in public relations. These provisions are the main conclusions of this part of the study, and are based on the analysis of all applicable scientific and theoretical provisions and the necessary information.

Such an error occurs in some works, but in most cases it is categorically denied by the doctrine. As S.S. Chistiakova notes, “all legal and legal phenomena can be recognized as a manifestation of social necessity and social law ..., all legal phenomena do not and cannot have their own history, and moreover, they are not some kind of self-sufficient and self-developing substance or an idea” [3].

V.V. Lazarev in his work “Common theory of law and state” writes that the essence of law is to serve people. This is expressed in the fact that “legal matter spontaneously, by virtue of the legal logic itself”, leads “to the most important humanitarian values ... it, as it were, originally sets the mood “preset” for civilizational ideals and values of a higher order” [7].

V.V. Lazarev refers in such an understanding of the right to the opinions and work of famous scientists and figures. For example, it is noted that I. Kant evaluated law as the goal of society, the main criterion for social development, as well as the fact that F. Hayek spoke about the essence of society of this era in achieving lawfulness. This position on the nature of the purpose and orientation of the right to the interests of people and society is supported, to one degree or another, by many researchers [7].

Interesting is the opinion of M. Cheshkov, who writes about the “naked abstraction” of the transcendental principle in law, as about the purpose of law in the historical and sociocultural contexts of society, and notes that this issue is closely related to ensuring the reproduction of society. M. Cheshkov to some extent uses a synergistic approach in its understanding of the purpose of law, like Arzoyants E.A., when designating society as a system of self-regulation and self-preservation. Approach M. Cheshkov as regards law, it is in tune with understanding of the society of Arzoyants E.A. [8].

Z.K. Ayupova and D.U. Kussainov used a very interesting argumentation of this provision, namely, used the method “on the contrary” and declared the following: “If a society exists, it means that it has those norms that guarantee its existence (preservation, reproduction)”. There are the legal norms in the system of social norms that play the role of the main regulator, since social norms of a non-legal nature (but moral, religious, etc.) are not able to ensure the reproduction and self-preservation of society over a long period of time. Any social norm (even which is positioned as religious, but objectively constitutive for society), inevitably turns into a legal one (regardless of where and how it is formulated) [11, P.5].

In this regard, the opinion of Z.K. Ayupova and D.U. Kussainov, spoke about the constitutive nature of law and its norms. In particular, they state, that the compulsory (constitutive) nature of the rule of law consists in the fact that it provides the prerequisites for such behavior of citizens that helps maintain social integrity, and seeks to exclude such acts that pose a danger to it, thereby directly affecting self-preservation the whole system (society as a whole) [12, P.81].

For example, J. Wiener, considering globalization as a legal phenomenon, states the following: “legal globalization is manifested in the harmonization of national laws, harmonization of legal processes, the relationship between national laws and the system of dispute resolution and internationalization of law-making, law enforcement and law enforcement practices”. It is necessary to take into account that this definition is somewhat truncated, especially in the historical understanding of the globalization of law - it is obvious that J. Wiener proceeds from the consideration of the modern stage of globalization of law, which is only one of the stages of the evolutionary development of law and is referred to in this work as “legal integration” [4].

In the conclusion it is necessary to note, that the processes of globalization have been and are happening throughout the development of mankind, and the meaning, essence and purpose of globalization is the formation of a single “global society” on the basis of “justice”. The process of achieving this goal proceeds in different (but closely interconnected) spheres of public relations through international mutual integration, primarily through legal one.

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ЖАҺАНДАНУ ҚОҒАМДЫҚ ҚАТЫНАСТАРДЫҢ ЖҮЙЕЛІЛІГІНІҢ КӨРІНІСІ РЕТІНДЕ

Аннотация. Қоғамдық қатынастар жүйесін өзін-өзі реттеудің қозғаушы күші жаһандану процессінде қоғамның дамуын анықтайды, әділеттілік негізінде (тәртіптілік, тиімділік және ымыраға келу) жаһандық қоғам құру арқылы қоғамның сақталуы мен өмір сүруіне бағытталған. Дүниежүзілік заңның үстемдігі дегеніміз - қоғамдық қатынастардың реттілігі, тиімділігі және қоғамдағы мүдделердің беделін түсіру үшін қоғамдық қатынастарды басқарудың және реттеудің белгілі бір жүйесінде көрініс табатын қоғамдық қатынастар және қоғамдық қатынастардың өзін-өзі белгілеудің көрінісі. Бұл ережелер зерттеудің осы бөлігінің негізгі тұжырымдары болып табылады және қолданылатын ғылыми-теориялық нұсқаулар мен қажетті ақпаратты талдауға негізделген. Жалпы ғаламдануды ғылыми білімнің әр түрлі салаларын өкілдері болып есептелетін әртүрлі ғалымдар зерттейді. Көп жағдайда жаһандану көптеген мемлекеттер мен қоғамдардың өзара қатынастарға түсуі мен қосылуына байланысты, бұл қаржылық қатынастарды әлеуметтік-саяси, әлеуметтік-құқықтық аспектілердегі әлеуметтік қатынастарды қиындатады, бұл ақпараттық кеңістіктің кеңеюімен және қазіргі заманғы технологиялардың дамуымен де тығыз байланысты. «Жаһандану» термині осы процесстерге қатысты қолданылатын негізгі термин, дегенмен доктринада «интернационализация», «әмбебаптандыру» және басқа да ұғымдар бар.

Қазақстандық саяси-құқықтық, әлеуметтік-экономикалық және сыртқы саяси жүйенің тұтастай және олардың жекелеген институттарының, атап айтқанда, интеграциялық процестер жағдайында трансформациясы жаһандану феномені өзін кешенді теориялық-әдіснамалық зерттеуді өзектендірді. Ғылыми әдебиетте жаһандануды, бірінші кезекте, ғылыми-техникалық революцияның, ақпараттық технологиялар мен компьютерлік желілерді, телекоммуникациялық және көлік жүйелерін дамытудың, сондай-ақ бүкіл әлем бойынша капиталдар, тауарлар, қызметтер мен жұмыс күші қозғалысының қарқындылығы жағынан көрінбейтін ұлттық нарықтардың өзара іс-қимылының нәтижесі ретінде сипаттауға болады. Біздің ойымызша, жаһандану-бұл адамзат үшін кеңістік пен уақытты жеңетін, халықтарды, елдер мен континенттерді жақындастыратын техникалық және экономикалық қуатының артуы.

Кейбір қырынан алсақ, жаһандану теріс бағаға ие. Бірінші кезекте, алтын миллиард деп аталатын бір елдің немесе биліктің әлемдік үстемдік ету тақырыбы. Осы көзқарасты жақтаушылар-азшылық. Жаһандық әлемдік үдерістердің позитивін талқылай отырып, әлемнің ақпараттық ашықтығының жоғары дәрежесі, жоғары технологияларды дамыту және жаһандану шеңберіндегі елдердің экономикалық ынтымақтастығының кейбір аспектілері ерекшеленеді. Жаһандану бейтарап бағаға ие. Автордың пікірі бойынша, жаһандану объективті құбылыс ретінде, өз заңдары мен оның артықшылықтары мен кемшіліктері бар, және тек қана оң немесе теріс аспектіге ие емес құбылыс.

Жаһандану экономикалық, ақпараттық және технологиялық тұрғыдан неғұрлым дамыған мемлекеттерге қатысты оң тұрғыда басым көрінеді; қалған барлық мемлекеттік және құқықтық жүйелерге қатысты, онда оларға қатысты ол өзінің қарама-қарсы жағын айналып, теріс тұрғыда көрінеді.

Жаһандану әлемдік қоғамдастықтың барлық салаларындағы терең өзара байланыс пен өзара тәуелділік негізінде қағидатты жаңа дүниежүзілік жаһандық жүйені қалыптастырудың, ұйымдастырудың, жұмыс істеу мен дамытудың объективті процессі ретінде айқындауға болатын қазіргі заманғы әлемдік дамудың негізгі үрдісі болып табылады.

Түйін сөздер: жаһандану, интеграция, жүйелеу, құқық, құқықтық жүйе, интернационализация, әмбебаптық, ымыраласу, өзін-өзі реттеу, жаһандық қоғам.

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ГЛОБАЛИЗАЦИЯ КАК ПРОЯВЛЕНИЕ СИСТЕМНОСТИ ОБЩЕСТВЕННЫХ ОТНОШЕНИЙ

Аннотация. Движущая сила саморегуляции системы общественных отношений обуславливает развитие общества в процессе глобализации, направленного на сохранение и выживание общества через образование глобального общества с глобальным правопорядком на началах справедливости (упорядоченности, эффективности и компромисса интересов). Глобальный правопорядок – это социальная форма и проявление саморегуляции общественных отношений, выражающаяся в определенной системе регулирования и управления общественными отношениями для обеспечения качеств упорядоченности, эффективности и компромисса интересов в обществе. Эти положения являются основными выводами данной части исследования, и сделаны на основе анализа применимых научно-теоретических положений и необходимой информации. Общая глобализация исследуется различными учеными, представляющими самые разные области научного знания. В большинстве случаев, глобализацию ассоциируют с участием и включением большинства государств и обществ во взаимные отношения, что вызывает усложнение общественных отношений в финансово-экономическом, общественно-политическом, социальном и правовом аспектах, что также тесно связано с расширением информационного пространства и развитием современных технологий. Термин «глобализация» является основным термином, используемым для обозначения указанных процессов, хотя в доктрине существуют и другие понятия, такие как «интернационализация», «универсализация» и многие другие.

Трансформация казахстанской политико-правовой, социально-экономической и внешне-политической системы в целом и их отдельных институтов, в частности, в условиях интеграционных процессов актуализировала комплексное теоретико-методологическое изучение самого феномена глобализации. В научной литературе глобализацию принято характеризовать, в первую очередь, как результат научно-технической революции, развития информационных технологий и компьютерных сетей, телекоммуникационных и транспортных систем, а также взаимодействия национальных рынков, невиданного по интенсивности движения капиталов, товаров, услуг и рабочей силы по всему миру. По нашему мнению, глобализация - это следствие небывало возросшей технической и экономической мощи человечества, которая побеждает пространство и время, сближает народы, страны и континенты.

Глобализация имеет негативную оценку. В первую очередь, тема мирового господства одной отдельно взятой страны или власти так называемого золотого миллиарда. Сторонников данной точки зрения - меньшинство. Обсуждая позитив глобальных мировых процессов, отличается высокая степень информационной открытости мира, развития высоких технологий и некоторые аспекты экономического сотрудничества стран в рамках глобализации. Глобализация имеет нейтральную оценку. Исследователи, пытающиеся избежать как положительной, так и отрицательной оценки глобализации, говорят о невозможности эмоционального отношения к объективным процессам, научным фактам и т.д. На взгляд автора, глобализация существует как объективное явление, со своими законами со своими плюсами и минусами, и не несет в себе только лишь положительный или отрицательный аспект.

Глобализм проявляется преимущественно в позитивном плане в отношении к наиболее развитым в экономическом, информационном и технологическом плане государствам; что же касается всех остальных государственных и правовых систем, то в отношении их он оборачивается своей противоположной стороной и проявляется в негативном плане.

Глобализация является основной тенденцией современного мирового развития, которую можно определить как объективный процесс формирования, организации, функционирования и развития принципиально новой всемирной глобальной системы на основе углубляющейся взаимосвязи и взаимозависимости во всех сферах мирового сообщества.

Ключевые слова: глобализация, интеграция, систематика, право, правовая система, интернационализация, универсализация, компромисс, саморегулирование, глобальное общество.

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DIRECTIONS FOR IMPROVING ATTRACTION AND USE OF FOREIGN INVESTMENTS TAKING INTO ACCOUNT WORLD EXPERIENCE

Abstract. There are huge potential opportunities in Kazakhstan that can attract significant foreign investment in the country's economy. Among them, the richest reserves of minerals, huge agricultural lands, educated population, large export and transit potential, large markets along the perimeter of the borders, the political stability of the country. In order for the above-mentioned features of Kazakhstan to attract foreign investment to begin to work as much as possible, it is necessary to eliminate a set of problems that inhibit socio-economic transformations in the country. These include: reduction of production, bureaucratic obstacles, financial risks, shortcomings in tax legislation, insufficiently developed legal regulation in the field of insurance, collateral, etc.

Keywords: investment, financial risk, insurance, collateral, export, import, market, world market, competitiveness, capital, foreign investment.

The competitiveness of Kazakhstan and ways to increase it are priority areas of development, according to the current Message of the President of the Republic of Kazakhstan “Third Modernization of Kazakhstan: Global Competitiveness” [1].

According to the report of the World Economic Forum on global competitiveness for 2017-2018 [2], Kazakhstan takes 57th place. In 2017, there was a decrease in Kazakhstan's competitiveness in 4 points, as a result of which it gave way to Estonia (29th place), Azerbaijan (35), Russia (38) and Latvia (54) [3].

Table 1 gives a brief analytical overview of the development of Kazakhstan's competitiveness during the period from 2010 to 2017, taking into account the stages of development and lagging factors.

Therefore, since 2010 the rating of Kazakhstan reached the highest mark in the 50th place, but this year the indicators are reduced to the 57th place. The main areas that reduce competitiveness are: agriculture, innovation security, as well as the experience of previous years, the health and education system.

According to the analysis of attraction and use of foreign investments in the economy of Kazakhstan, their growth in recent years is highlighted. However, despite this, in our opinion, it is necessary to develop measures to attract further investment, including taking into account the experience of foreign countries.

When considering foreign experience, we have highlighted that there may be different problems that have led to the attraction of FDI from different countries. Among them we highlight:

1) striving for increased employment and social stability (France, UK);
2) industrial restructuring and natural resource development (Brazil, Chile, Venezuela);
3) export development and skills transfer (China);
4) development of agriculture and extractive sectors (Argentina, Australia);
5) pressure from international donors, especially IMF (India, Philippines);
6) the need for an immediate infusion of capital (Mexico, Thailand, Indonesia).

Table 1 - a brief analytical review of the competitiveness of Kazakhstan from 2010 to 2017

Indicators	2011year	2013 year	2015 year	2017 year
Place in the global competitiveness ranking	72	51	50	53
The average score in the overall ranking	4,2	4,4	4,41	4,36
"Three" leaders	Switzerland, Singapore and Sweden			
Stage of economic development	Stage of development factor	Stage of effective development	Striving for the stage of innovative development	Striving for the stage of innovative development
Strong side	stability of macroeconomic indicators	macroeconomic environment, efficiency of labor market organization	FEA development, macroeconomic stability	FEA development, macroeconomic stability
The direction of the gap	Financial markets, innovation	Healthcare, competitiveness of large and small companies, use of innovations, financial market	Health care, primary education system, low level of innovation activity	Agriculture, low use of innovation in various industries
Note-compiled by the author on the basis of sources [4-5]				

We believe that the development of competitiveness of the Republic of Kazakhstan is currently more relevant to the first four areas possible to solve, as well as the desire to increase competitiveness.

In order to obtain the fullest economic effect from foreign direct investment (FDI) aimed at improving efficiency, it is necessary to bring the structure of the Investment policy of the state as a whole in line with the specific requirements of this type of FDI at all stages of the investment life cycle (figure1):

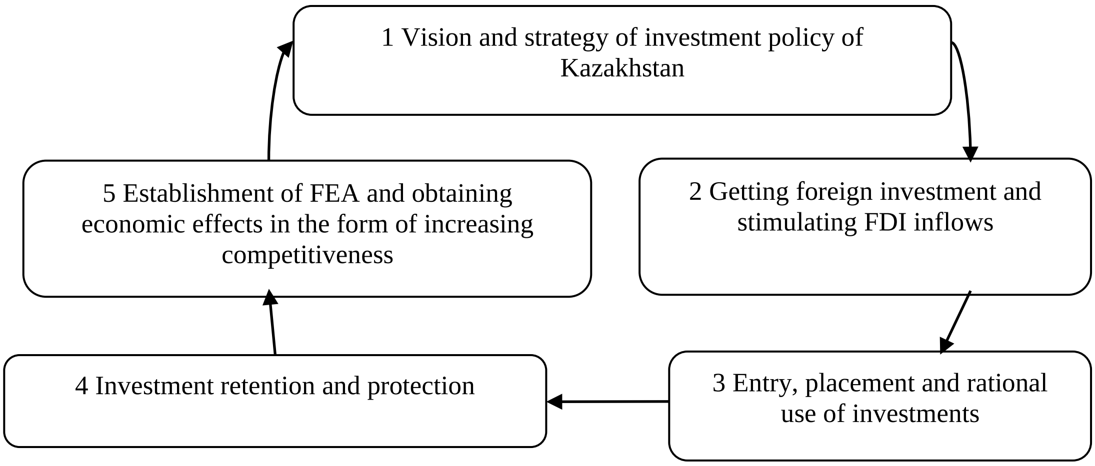

Figure 1 - The structure of the life cycle of FDI to increase the competitiveness of Kazakhstan

Note - compiled by the author based on the source [6]

Therefore, FDI should not be seen as a one-off transaction between the government and individual foreign companies, but in the context of the development of long-term production and economic ties between different stakeholders at different stages of foreign investor activity in the country. The life cycle of FDI begins with the definition of a country's overall investment vision and priorities. This is followed by the stages of attraction, entry and placement, as well as retention of investments through effective investment protection measures.

We believe that first of all it is necessary to create a favorable investment climate in Kazakhstan. In view of this, the program to attract investment "national investment strategy" states that first of all it is necessary to develop Special economic zones (SEZs).

As of January 1, 2018, 157 projects (32 of them with foreign participation) have been launched in the FEZ, 651 billion tenge of investments have been invested, this year it is planned to launch 24 more projects worth 100 billion tenge:

1) SEZ "Astana-new city" (2002-2027) focus-construction, mixed;
2) SEZ"Khorgos-Eastern gate" (2011-2036) focus-logistics, mixed;
3) SEZ"Ontustik" (2005-2030) focus-textiles;
4) SEZ"Chemical Park Taraz" (2012-2037) focus-chemistry;
5) SEZ "Park of innovative technologies" (2003-2028): focus-ICT and R & d;
6) SEZ"Saryarka" (2011-2036) focus-metallurgy and heavy engineering;
7) SEZ"Pavlodar" (2011-2036) focus-chemistry and petrochemistry;
8) of the SEZ "Burabai" (2007-2017) focuses on tourism;
9) SEZ "Aktau seaport" (2003-2028) focus-petrochemistry and oil equipment, logistics;
10) of the SEZ "national industrial petrochemical Technopark" (2007-2032) – oriented chemical and petrochemical industries [7].

The developed special legal regime of SEZin the Republic of Kazakhstan provides for customs exemptions, various tax benefits, simplified procedure for access to land in the SEZ, as well as simplified procedure for attracting foreign labor, which are the direction of attracting FDI from France and the UK.

To date, investors in the SEZface a number of problematic issues that also need to be addressed (figure 2).

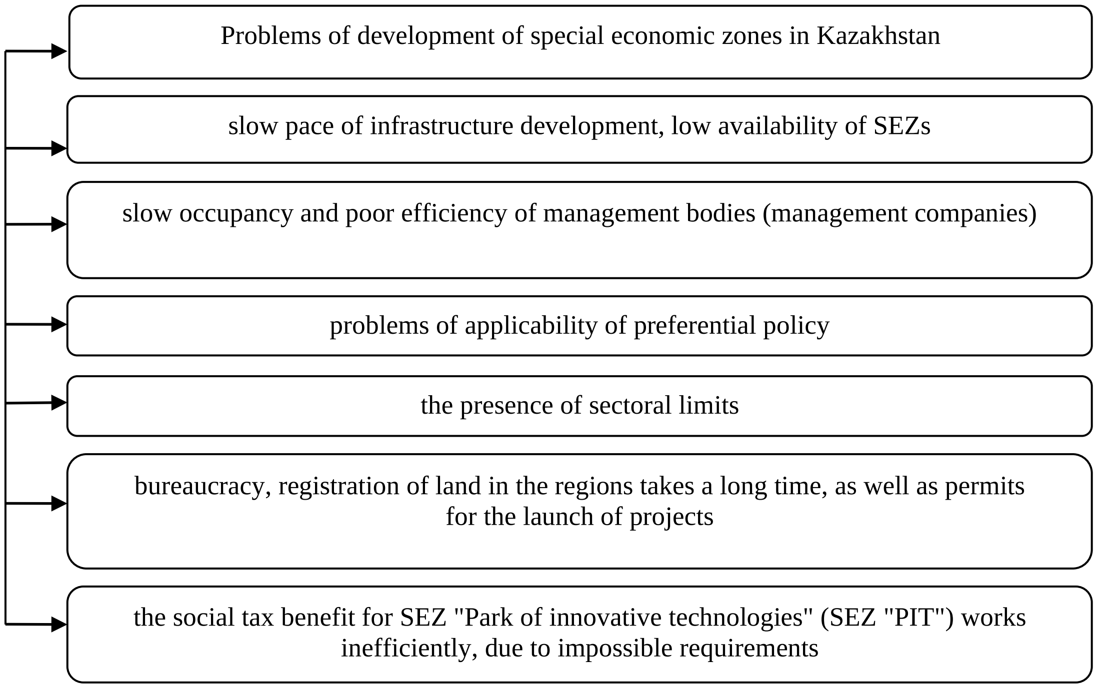

Figure 2 - Problems of development of special economic zones of Kazakhstan hindering competitiveness

Note-compiled by the author on the basis of the source [7]

Among the leading projects currently being implemented to improve the competitiveness of Kazakhstan and establish closer economic relations, we will highlight the construction of the silk road Economic belt project (SER), in which China has invested $ 40 billion [8]. The development strategy of China's foreign economic policy includes the integrated activities of Chinese enterprises with foreign counter-partners. In addition, the industrial and investment development programs of the EAEU countries contribute to the achievement of the tasks set by China.

Within the framework of the “One Belt, One Road” program, Kazakhstan is developing energy, investment, technological, trade, economic, cultural and humanitarian cooperation, cooperation in the transit and transport sector, the agricultural sector, in the sharing of water resources of transboundary rivers and the environment.

For Kazakhstan, China is important as one of the largest trade and economic partners. Kazakhstan is China’s second foreign trade partner after Russia among the CIS countries. Within the framework of the

"One Belt - One Road" program, trade and economic relations between Kazakhstan and China should strengthen and move to a new level.

For China, pragmatic economic interests, as a rule, are decisive; in Kazakhstan, it takes into account the rapid growth of its role in world politics, the specifics of foreign policy approaches, and the definition of a foreign policy strategy, where priority is given to the bilateral format of relations.

In December 2014, as a result of negotiations between the heads of government of Kazakhstan and China, a package of agreements was signed for a total of $ 14 billion for joint projects in the field of energy, industry, transport, agriculture, oil and gas.In August 2015, during the visit of the President of Kazakhstan to China, NK KTZ JSC and Jiangsu Province signed a general agreement totaling $ 600 million. Of these, $ 100 million will go to the development of the logistics zone, and 500 million dollars - for specific projects in the industrial zone of the SEZ.

For the future, Kazakhstan and China are considering the possibility of cooperation in the field of infrastructure, finance, transport, logistics, communications, agriculture. The issues of leasing Chinese equipment to promote small and medium-sized businesses in Kazakhstan are considered. The desire and opportunity to invest in Kazakhstan is shown not only by large Chinese companies, but also by medium and small businesses.

Another important aspect of Sino-Kazakh investment cooperation is the planned transfer of a number of Chinese manufacturing industries to the territory of Central Asian countries, about which a number of agreements were signed with Kazakhstan. This will lead to the justification of Chinese companies in the non-resource sectors. We are talking about dozens of enterprises and large investments. For example, China plans to open factories in Kazakhstan to produce glass, cement and process agricultural products. However, there are concerns that dirty production will be transferred, and there is a risk of their negative impact on the environment. Therefore, the preservation of the environment and compliance with environmental standards should be an important area of negotiations within the framework of the "Silk Road Economic Belt" (table 2).

Table 2 - Stages of integration cooperation between Kazakhstan and China in the framework of the SREB and major projects

Stages	Projects
Put into operation	4 projects worth about $140 million (modernization of installations of production of powder of polypropylene in Pavlodar region – $12 million; the production of cars of the brand JAC methods SKD (DKD/SKD) and CKD (CKD) in cooperation with the strategic partner of SMS - $22 million; production of rapeseed oil in the North-Kazakhstan oblast – $19 million; a dry port in SEZ "Khorgos – Eastern gate" - $90 million.)
Construction is underway - commissioning is scheduled for 2018	6 projects worth $ 363 million (construction of a metallurgical plant in South Kazakhstan - $ 22 million; production of phosphorus trichloride and glyphosate in the Zhambyl region - $ 200.3 million; for the processing of PET waste and production of staple fiber in South Kazakhstan - $ 20 million and others.)
Construction will begin in 2018	5 projects with an investment volume of $ 623 million (Construction of a plant for the production of industrial explosives in the Karaganda region - $ 25 million; production of soda ash in the Kyzylorda region - $ 265 million and others.)
Total at the beginning of 2018	51 projects totaling $ 27.7 billion are being implemented
Note - compiled by the author on the basis of data from the Ministry of Investment and Development of the Republic of Kazakhstan	

For Kazakhstan, China is important as one of the largest trade and economic partners. The program "One belt - one way" is designed to strengthen trade relations not only with China, but also with other countries covered by the "belt" [9].

In general, within the framework of the "One Belt - One Way" program, Kazakhstan continues to develop energy, investment, technological, trade, economic, cultural and humanitarian cooperation, cooperation in the transit and transport sector, the agricultural sector, and in the sharing of transboundary water resources rivers and ecology.

Among Japanese companies, NYK Line, a G-2000 listed company, began work in 2015 on a project to build a logistics terminal for car processing in Astana. Work is also underway with Jalux, which intends to implement a project to modernize Shymkent Airport. These projects will increase Kazakhstan's competitiveness in the automotive industry.

Among Korean companies, in 2015, KORES launched a project for exploration for polymetallic ores. Active negotiations are underway with the company MECEN (production of cross-linked polyethylene foam) and HarimGroup (investment in the meat processing industry, as well as the production of combined feed for animal feed) [10].

In order to create a favorable climate for attracting direct investment in the economy of Kazakhstan, the Program contains target development indicators indicated in table 3.

Table 3 - Strategic indicators for the development of attracting foreign investment through improving the favorable climate in Kazakhstan

№	Name of the result indicator	measure	Source of information	Base year	Years of implementation				Responsible for execution
				2018	2019	2020	2021	2022	
1	The regulation of FDI: impact on business" the GSI WEF	Place	GCI WEF	91	90	85	80	75	MID
2	"Partnership in relations between employers and employees" GSI WEF	Place	GCI WEF	59	58	56	53	49	MLSP
3	"The burden of administrative regulation" GCI WEF	Place	GCI WEF	36	34	32	31	30	MNE
4	FDI Restriction Index (1 = closed, 0 = open)	Index	OECD	0,21	0,20	0,19	0,18	0,16	MID
Note-compiled by the author on the basis of the source [9]									

Therefore, the strategic indicator in the impact of foreign investment on business in the Republic of Kazakhstan is the reduction of the place of impact from the 91st in 2017 to the 70th by 2022, etc. on other indicators.

In addition to these measures, in our opinion, based on the positive experience of attracting FDI by foreign countries, other areas are needed, namely:

- ensuring the consistency of interests of various public groups (government, investors, people, neighboring countries, etc.);
- decrease in inflationary growth;
- development of business activity in the country by improving tax administration and providing tax incentives and preferences for investors;
- providing conditions for attracting free cash of the population to investment projects;
- improvement of legal support mechanisms for the bankruptcy process and liquidation of the enterprise;
- providing additional financial conditions for second-tier banks making long-term investments in the economy in order to compensate them for the losses incurred by them in reducing business activity in connection with the diversion of their activities from the financial to the real sector;
- expansion of mechanisms for using public-private partnerships in investment projects;
- the creation of a risk reduction system for foreign investors, including the improvement of the insurance sector in terms of insurance instruments to cover political and socio-economic general risks;
- further development of a network of information and consulting support for entrepreneurs in Kazakhstan, providing assistance to small and medium-sized businesses, start-up projects in the field of taxation, financing, management consulting, search for partners, etc.;

- measures of the monetary policy of the National Bank aimed at stabilizing the tenge and its convertibility in order to reduce the currency risks of investors;

- taking other measures to reduce entry barriers for foreign investors, including measures for sharing risks between all participants in an investment project (especially for projects with state participation, with the participation of several foreign investors);

- development of venture financing, innovative support for entrepreneurs who independently attract foreign capital in industries that require technical and technological development;

- reservation of financial resources to cover unforeseen expenses. This form of protection is especially important for crisis industrial firms, since, as practice shows, a significant part of investment projects in the end cost much more than originally planned. And since it is very problematic for a crisis company to quickly take large loans, this should be prepared in advance;

- further expansion of the application of the special regime for strategic investment projects;

- Providing post-investment advice and support to all projects involving foreign investment.

We believe that these areas will significantly improve the investment climate in Kazakhstan, which will help attract FDI and increase the level of competitiveness.

The investment mechanism is a set of goals, principles and methods of mobilization and allocation of investment resources, as well as tools and levers of influence on the investment process to maximize the investment effect and minimize investment risks.

The mechanism for regulating and attracting FDI should be considered as a set of measures and instruments aimed not only at stimulating the influx of FDI into the Republic of Kazakhstan, but also at optimizing this process - streamlining the structure and shaping the direction of foreign investment in accordance with the needs and strategic interests of the parties.

An important element of the mechanism for attracting foreign investment is the introduction of a system of preferential taxation.

The system of tax and customs benefits includes the following tools: the period of “tax holidays”, the provision of reduced tax rates for reinvestment of profits or investments in certain regions and industries, protection against double taxation, exemption or reduction of customs duties on the import of innovations, technologies, reduction barriers to the export of domestic products to cover foreign exchange costs, etc.

The second element can be considered the improvement of the financial mechanism.

The financial mechanism covers:

- strengthening the position of the national currency, its convertibility;

- the opportunity for enterprises created with the participation of foreign investors to easily convert the proceeds into the currency of the investing country;

- expanding the attractiveness of the conditions for the provision of state financial support for investment projects implemented in priority areas of the economy.

- reduction of interest rates on borrowed capital, attracted for the implementation of the investment project at the expense of second-tier banks.

Special attention should be paid to information support for attracting foreign investment as the weakest link in the current mechanism of regulation of this process. Information support and assistance centers for foreign businessmen should inform investors about various projects and conditions of their implementation abroad, the tax system, administrative and legal procedures of economic activity, etc.

The third element of the development of the mechanism for attracting foreign investment is the legal one. The creation of an effective system for attracting foreign investment requires, first of all, the formation of a quality legislative framework. We need to clarify a number of concession issues at the state and legal level. The system of currency regulation requires a more thorough justification.

Implementation of the above-mentioned elements of the mechanism of regulation and attraction of FDI (investment mechanism) will allow to achieve the target indicators of development of the investment sector for FDI in Kazakhstan.

Table 4 presents the main target indicators of the mechanism of attraction and use of foreign investment in Kazakhstan for the next years:

Table 4 – Target indicators of the mechanism of attraction and use of foreign investments, %

№	Target indicators:	Base year	Years of implementation			
		2018	2019	2020	2021	2022
1	Gross FDI inflow	104	109	113	118	126
2	The ratio of gross FDI to GDP	16,5	17	17,5	18	19
3	FDI inflow into manufacturing	110	120	130	140	150
4	Volume of investments in fixed assets of the non-resource sector of the economy (excluding the state budget)	106	113	123	134	146
5	The volume of foreign investment in fixed assets of the non-resource sector of the economy	107	115	130	140	150
Note-compiled by the author on the basis of the source [9]						

Based on table 4, we note that the target indicators of attracting foreign investment in Kazakhstan are: increase in the gross flow of foreign direct investment by 2022 to 126% instead of 102% in 2017; the growth of FDI in the gross domestic product from 10 to 19% by 2022; a significant increase in investment in non-core capital of the non-resource sector of the economy of Kazakhstan to 146% by 2022; and the growth of foreign investment to 150% in 2022.

A significant role in the mechanism of attraction of investments belongs to create a single integrated system of state management of investment processes, which includes appropriate structures for foreign investments, mechanisms of realization the state policy of raising capital, coordinating activities with international organizations, examination of major investment projects and their competitive selection of priority national interests of Kazakhstan, the potential attractiveness and efficiency of the implementation.

The functioning of the economic-organizational unit of the mechanism of attraction of investments is possible only in conjunction with an effective mechanism of state guarantees and a system of legal, regulatory, and information management organization financial risk management system in the implementation of investment projects, improving the efficiency of the financial sector, primarily the banking system.

It is advisable to support investment projects that are aimed at the development of the private sector (primarily small and medium-sized enterprises), which should have access to investment loans, the creation of contract exchanges.

Improvement of institutional mechanisms to attract, support and support investors according to the program to attract investments "national investment strategy" contains two main directions, discussed in table 5.

Table 5 - Strategic indicators for the development
of the mechanism for attracting FDI in the economy of Kazakhstan

№	Name of result indicator	Measures	Base year 2018	Years of implementation				Responsible for execution
				2019	2020	2021	2022	
1	Ready-made investment offers for potential investors.	Investors	50	70	100	150	200	SC "UC" KazakhInvest " (as agreed)
		billion US dollars	0,5	1,5	2,25	3,5	5	
2	Announced projects in priority sectors with the participation of foreign investors.	Total amount	10	25	33	43	53	MID, ME, MA, MIC, MH, MES, akimats of regions, cities of Astana and Almaty, JSC "UC" KazakhInvest "(as agreed)
Note - compiled by the author on the basis of the source [4]								

Strategic indicators of the development of the mechanism of attracting FDI to the economy of Kazakhstan indicate the desire to attract both the number of investors from 50 in 2017 to 200 by 2022, and the level of foreign investment to 5 billion by 2022.

These indicators are planned to be achieved by progressive movement and primarily due to the growth of the declared projects of Kazakh companies in need of investment capital from 10 announced in 2017 to 53 units by 2022.

The fourth aspect of developing a foreign investment mechanism is the implementation of a flexible and effective regional investment policy. Economic disunity, aggravation of disintegration processes in the national economy require the settlement of interregional relations.

An important component of the mechanism of attracting foreign investment in the backbone industries and regions of Kazakhstan is the developed investment infrastructure.

In addition to commercial banks and investment funds, it should also cover non-state pension funds, commercial insurance companies, consortia of non-state investors, mortgage banks.

A significant role in the mechanism of attracting investment is assigned to targeted investment programs. Economic support for the implementation of regional investment programs is mainly carried out by improving the financial mechanism for attracting investment.

An important element of improving the quality of the investment climate of Kazakhstan should be the regional investment policy, the essence of which can be revealed through its two-aspect characteristics. On the one hand, based on the national interests, the practical activities of the state in all regions of Kazakhstan should be clearly worked out in the legislative plan, and on the other hand, each region has the right to pursue a policy of attracting foreign investment taking into account its internal interests, based on the need to implement certain local goals and objectives, the availability of appropriate regional resources. The optimal combination of these two components is the regional investment policy.

Based on the above, the mechanism for the implementation of regional investment policy is based on the economic and organizational block, which is based on a sound conceptual basis and a strategy for attracting foreign investment:

- system of benefits in taxation;
- identifying priority areas for the use of foreign investment, in our opinion, in the lagging sectors-agriculture and innovative development;
- increasing opportunities for foreign investors to participate in privatization and joint ventures.

Annual messages of the President of the Republic of Kazakhstan have become an integral part of its strategic development. According to the results of the economic policy "Nurly Zhol" and the implementation of the plan of Nations "100 concrete steps" Kazakhstan adequately passes the initial stage of a complex global transformation. In 2014-2016 alone, an additional 1.7 trillion tenge was allocated to support the economy. All this provided an opportunity for economic growth and business support, creating more than 200 thousand new jobs. As a result, gross domestic product grew by 1% in 2016 [10-11].

In a new Message, "the Third modernization of Kazakhstan: global competitiveness", the President of Kazakhstan stressed that the world has started a fourth industrial revolution, and the widespread digitization of the economy leads to the disappearance of entire industries and the creation of new [1].

In all 10 tasks formulated by the Head of state, the idea of digitalization of all sectors of the Kazakh economy passes, which is also one of the priorities of the development of Kazakhstan's competitiveness through the development and application of innovations. Among others, the following measures are named:

- modernization and digitalization of Kazakhstani enterprises aimed at foreign economic activity;
- implementation of pilot projects on digitization of a number of Kazakhstani enterprises and subsequent dissemination of the accumulated experience;
- the development of its own ecosystem of developers of digital technologies;
- development of IT and engineering services;
- development of the third five-year plan of industrialization dedicated to the formation of the "digital age" industry»;
- implementation of integrated information technology platforms;
- large-scale implementation of digital technologies (blockchain, Bigdata, etc.) in the field of transport logistics (implementation of Intelligent transport system);
- digitalization of educational resources, connection of all Kazakhstan schools to broadband Internet, increase in the number of graduates able to work with artificial intelligence and "big data";
- improving the availability and efficiency of medical care through the integration of information systems and the use of artificial intelligence;
- full-scale introduction of a single electronic exchange of vacancies, etc.

The developed state Program "Digital Kazakhstan" was approved by the decree of the government of the Republic of Kazakhstan No. 827 dated 12.12.2017. it is designed to attract foreign investment in this industry and identify the main directions of digitalization of Kazakhstan [12].

These measures also require the attraction of additional foreign direct investment in the economy.

At the same time, the Leader of the nation N. A. Nazarbayev draws attention to such inevitable consequences of the digitalization of the economy as the risks of large-scale release of labor. In this regard, it is necessary to develop in advance a coordinated state policy on employment of the released labor force, as well as to adapt the education system to the needs of the new industrialization.

Another area of innovative development that also requires foreign investment is the development and use of "clean energy".

This is explained by the fact that:

- first, according to the Head of state, it is now important to increase the requirements for energy efficiency and energy saving of enterprises, as well as environmental friendliness and efficiency of energy producers themselves;
- secondly, the successful holding of the international exhibition "EXPO-2017" in Astana on the theme "Future Energy" showed how rapidly progress is moving in the field of alternative, "clean energy". Already today, renewable energy sources (RES) account for about 25% of the world's electricity production. By 2050 this figure will reach 80%;
- thirdly, Kazakhstan intends to increase the share of alternative energy to 30% by 2030. Currently, our country has 55 renewable energy facilities with a total capacity of 336 MW, which in 2017 produced about 1.1 billion kWh of "green" energy;
- fourth, according to the Head of state, it is important to stimulate business, invest in "green" technologies, including FDI.

In our opinion, these and other measures will require updating of legislation, including the Environmental code [13-15].

It is also necessary to increase the level of investment in the development of international transport corridors, which are the fourth task of the implementation of the directions of increasing the competitiveness of Kazakhstan in the implementation of the Program "Third modernization of Kazakhstan: global competitiveness".

By 2020, it is planned to increase annual revenues from transit to $5 billion, which will allow to return the funds spent by the state on the development of transport infrastructure in the shortest possible time.

The widespread introduction of digital technologies will not only track the movement of goods online, but also significantly simplify customs operations, as well as identify existing growth reserves and reduce costs. The intelligent transport system will allow more efficient management of traffic flows and determine the needs of further development of transport infrastructure.

The message did not avoid the issues of development of the road system of Kazakhstan. To improve intra-regional mobility, funding for the repair and reconstruction of the local road system will be increased. The total amount of annually allocated budget funds for these purposes in the medium term will be brought to 150 billion tenge.

It is also necessary to develop the financial market and its part-the stock market. This is one of the main tasks of the international financial center "Astana", which began its work. Using information on international experience there is a real opportunity to create an effective regional financial hub, based on the application of English law accompanied by operations and modern financial technologies. In addition, the development of the Kazakh securities market should also be affected by the withdrawal of shares of national companies managed by the NWF "Samruk-Kazyna" for IPO (initial placement of securities).

In terms of the organization of the investment and financial market, we offer:

- to develop the domestic investment opportunities;
- reduce systemic and specific investment risk;
- improve the efficiency of the stock market;
- modernize the risk management system of investment policy implementation;
- increase state support for the renewal of production infrastructure facilities;
- to develop national institutions of the stock market;

- to improve the efficiency of the economy as a whole, to remove the property and structural imbalance in the development of regions and industries;

- to approve new procedures and procedures for the application of investment policy instruments that reduce the time of analysis of projects and increase the collegiality of their consideration.

Main directions of attraction of foreign investments:

- creation of a favorable investment climate through the development of infrastructure, legal framework, etc.;
- development of FEZ as a priority of international economic relations and foreign economic cooperation;
- development of private small and medium-sized sectors of the economy, primarily agriculture;
- development of processing and manufacturing industry;
- development of the legal framework for the use of foreign investment, reducing corruption, improving the effectiveness of preferential policies;
- the improvement and development of regional programs to attract investment;
- development of innovative resources: digitalization and sources of "clean energy".

We believe that the selected areas will contribute to the attraction and rational use of foreign direct investment, as well as increase the level of information, innovation equipment and competitiveness of Kazakhstan in the foreign market.

To implement the mechanisms and eliminate the problems of attracting foreign investment in Kazakhstan, a policy of attracting and using foreign capital and investments should be created.

The overall policy focus should be as follows: - improvement of the investment climate in Kazakhstan. A necessary condition for this is a further reduction in inflation, and after it, the refinancing rate of the National Bank of Kazakhstan. The most important issues are the eradication of corruption in the state apparatus, the creation of a sustainable legislative and organizational mechanism for working with foreign investors;

- development and implementation of measures aimed at a sharp increase in investment, including: active attraction of foreign direct investment; creation of prerequisites for inclusion in the investment process of savings of the population, etc.;
- improving the efficiency of domestic and foreign capital investments. The main prerequisites for this may be compliance with the principles of competitiveness, openness in the use of funds raised on a credit basis [16-17].

It is necessary to attract large, commercially viable foreign capital, which will allow us to quickly adapt to developed economic relations, strengthen the elements of property rights, and ensure the emergence of domestic competitors. When attracting foreign investments, it is necessary to take into account the real needs of the national economy, industry in financing, new equipment and technology, as well as the interests of foreign partners.

Thus, we are once again convinced that attracting foreign investment is the main key to the development of our country's economy. In connection with certain problems that exist in the sphere of attracting foreign investment, we propose to implement an attacking strategy. When we implement this strategy, Kazakhstan will enter the top 30 most developed countries in the world, because we will produce high-tech products and compete with all developed countries.

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ӘЛЕМДІК ТӘЖІРИБЕНІ ЕСКЕРЕ ОТЫРЫП, ШЕТЕЛДІК ИНВЕСТИЦИЯЛАРДЫ ТАРТУ МЕН ПАЙДАЛАНУДЫ ЖЕТІЛДІРУ БАҒЫТТАРЫ

Аннотация. Қазақстан Республикасында ел экономикасына елеулі шетелдік инвестициялар тартуға қабілетті орасан зор әлеуетті мүмкіндіктер бар. Олардың қатарында пайдалы қазбалардың бай қорлары, өте

үлкен ауыл шаруашылығының алқаптары, қалыптасқан халық, үлкен экспорттық және транзиттік әлеует, шекараның периметрі бойынша ірі өткізу нарықтары, елдің саяси тұрақтылығы бар. Қазақстанның шетелдік инвестицияларды тарту жөніндегі барлық аталған белгілері барынша әрекет ете бастауы үшін елдегі әлеуметтік-экономикалық өзгерістерді тежейтін мәселелердің жиынтығын жою қажет. Оларға келесілер жатады: өндірісті қысқарту, бюрократиялық кедергілер, қаржылық тәуекелдер, салық заңнамасындағы кемшіліктер, сақтандыру, кепіл және т.б. саласында жеткілікті дамымаған құқықтық реттеу.

Инвестициялық тетік инвестициялық ресурстарды жұмылдыру және орналастыру мақсаттарының, қағидаттары мен әдістерінің, сондай-ақ инвестициялық әсерді барынша арттыру және инвестициялық тәуекелдерді азайту үшін инвестициялық үдеріске әсер ету құралдары мен тетіктерінің жиынтығын білдіреді.

Осы үдерісті реттеудің қолданыстағы тетігіндегі неғұрлым әлсіз буын ретінде шетелдік инвестицияларды тартуды ақпараттық қамтамасыз етуге ерекше назар аудару қажет. Ақпараттық қамтамасыз ету және шетелдік кәсіпкерлерге көмек көрсету орталықтары инвесторларға әр түрлі жобалар мен оларды шетелде жүзеге асыру шарттары, салық салу жүйесі, шаруашылық қызметтің әкімшілік-құқықтық рәсімдері және т.б. туралы хабардар етуі тиіс.

Қазақстанның инвестициялық климатының сапасын жақсартудың маңызды элементі өңірлік инвестициялық саясат болуы тиіс, оның мәнін екі аспектілік сипаттамасы арқылы ашуға болады. Бір жағынан, жалпы мемлекеттік мүдделерге сүйене отырып, мемлекеттің Қазақстанның барлық өңірлеріндегі тәжірибелік қызметі заңнамалық тұрғыдан нақты жүзеге асырылуға тиіс, ал екінші жағынан - әрбір өңір өзінің ішкі мүдделерін ескере отырып, осы немесе өзге де жергілікті мақсаттар мен міндеттерді іске асырудың қажеттілігін, тиісті өңірлік ресурстардың болуын негізге ала отырып, шетелдік инвестицияларды тарту саясатын жүргізуге құқылы. Осы екі құрамдас бөліктің оңтайлы үйлесімі және өңірлік инвестициялық саясатты білдіреді.

Сандық технологияларды кеңінен енгізу үдерісі онлайн-режимде жүк қозғалысын қадағалауға ғана емес, кедендік операцияларды айтарлықтай жеңілдетуге, сондай-ақ қолда бар өсу резервтерін анықтауға және шығындарды азайтуға мүмкіндік береді. Зияткерлік көлік жүйесі көлік ағындарын неғұрлым тиімді басқаруға және көлік инфрақұрылымын одан әрі дамыту қажеттілігін айқындауға мүмкіндік береді.

Бұл біздің мемлекетке дамыған экономикалық қатынастарға тезірек бейімделуге, меншік құқығының элементтерін нығайтуға, ішкі бәсекелестердің пайда болуын қамтамасыз етуге мүмкіндік береді. Шетелдік инвестицияларды тарту кезінде халық шаруашылығының, өнеркәсіптің қаржыландырудағы, жаңа жабдықтар мен технологиялардың нақты қажеттілігінің, сондай-ақ шетелдік серіктестердің мүдделерінің қандай екенін ескеру қажет.

Осылайша, біз шетелдік инвестицияларды тарту еліміздің экономикасын дамытудың басты кілті болып табылатынына тағы да көз жеткіздік. Шетелдік инвестицияларды тарту саласында бар белгілі бір мәселелерге байланысты шабуылдаушы стратегияны іске асыруды ұсынамыз. Біз осы стратегияны іске асырғанда, Қазақстан әлемнің ең дамыған 30 елінің қатарына кіреді, өйткені біз жоғары технологиялық өнім өндіретін және барлық дамыған елдерге бәсекелестік жасайтын боламыз.

Түйін сөздер: инвестиция, қаржылық тәуекел, сақтандыру, кепіл, экспорт, импорт, нарық, әлемдік нарық, бәсекеге қабілеттілік, капитал, шетелдік инвестиция

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НАПРАВЛЕНИЯ СОВЕРШЕНСТВОВАНИЯ ПРИВЛЕЧЕНИЯ И ИСПОЛЬЗОВАНИЯ ИНОСТРАННЫХ ИНВЕСТИЦИЙ С УЧЕТОМ МИРОВОГО ОПЫТА

Аннотация. В Казахстане имеются огромные потенциальные возможности, способные привлечь значительные иностранные инвестиции в экономику страны. В их числе – богатейшие запасы полезных ископаемых, огромные сельскохозяйственные угодья, образованное население, большой экспортный и транзитный потенциал, крупные рынки сбыта по периметру границ, политическая стабильность страны.

Чтобы все перечисленные черты Казахстана по привлечению иностранных инвестиций начали максимально действовать, необходимо устранение совокупности проблем, тормозящих социально-экономические преобразования в стране. К ним относятся: сокращение производства, бюрократические препоны, финансовые риски, недостатки в налоговом законодательстве, недостаточно развитое правовое регулирование в сфере страхования, залогов и т.д.

Инвестиционный механизм представляет собой совокупность целей, принципов и методов мобилизации и размещения инвестиционных ресурсов, а также инструментов и рычагов воздействия на инвестиционный процесс для максимизации инвестиционного эффекта и минимизации инвестиционных рисков.

Особое внимание необходимо уделить информационному обеспечению привлечения иностранных инвестиций как наиболее слабом звене в действующем механизме регулирования этого процесса. Информационное обеспечение и центры помощи иностранным бизнесменам должны информировать инвесторов о различные проекты и условия их осуществления за рубежом, систему налогообложения, административно-правовые процедуры хозяйственной деятельности и т.п.

Важным элементом улучшения качества инвестиционного климата Казахстана должна стать региональная инвестиционная политика, суть которой можно раскрыть через ее двух аспектную характеристику. С одной стороны, исходя из общегосударственных интересов, должна осуществляться четко отработана в законодательном плане практическая деятельность государства во всех регионах Казахстана, а с другой, - каждый регион имеет право проводить политику привлечения иностранных инвестиций с учетом своих внутренних интересов, исходя из необходимости реализации тех или иных местных целей и задач, наличия соответствующих региональных ресурсов. Оптимальное сочетание этих двух составляющих и представляет собой региональную инвестиционную политику.

Широкое внедрение цифровых технологий позволит не только отслеживать в онлайн-режиме движение грузов, но и существенно упростить таможенные операции, а также выявить имеющиеся резервы роста и снизить затраты. Интеллектуальная транспортная система позволит более эффективно управлять транспортными потоками и определять потребности дальнейшего развития транспортной инфраструктуры.

Необходимо привлекать крупный, коммерческий жизнеспособный иностранный капитал, что позволит нам быстрее адаптироваться к развитым экономическим отношениям, укрепить элементы права собственности, обеспечить появление внутренних конкурентов. При привлечении иностранных инвестиций нужно учитывать, каковы реальные потребности народного хозяйства, промышленности в финансировании, новом оборудовании и технологии, а также интересы иностранных партнеров.

Таким образом, мы еще раз убедились, что привлечение иностранных инвестиций является главным ключом к развитию экономики нашей страны. В связи с определенными проблемами, которые существуют в сфере привлечения иностранных инвестиций, предлагаем реализовать атакующую стратегию. Когда мы реализуем эту стратегию, Казахстан войдет в 30-ку самых развитых стран мира, потому что мы будем производить высокотехнологическую продукцию и составим конкуренцию всем развитым странам.

Ключевые слова: инвестиция, финансовый риск, страхования, залог, экспорт, импорт, рынок, мировой рынок, конкурентоспособность, капитал, иностранные инвестиции.

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ASSESSMENT OF PROBLEM CREDITS' REAL LEVEL IN THE BANKING SECTOR OF KAZAKHSTAN

Abstract. Macroprudential supervision of banking activities is the primary task of supervisory authorities. But due to the specifics of Kazakhstan's information disclosure practices, the authors attempted to develop a model for assessing the level of credit risk. A preliminary theoretical analysis of foreign theory and practice. Taking into account the specifics of the Kazakhstan banking sector, the main regressors (household debt level, structure of bank liabilities, level of interest rates on loans for enterprises of the non-financial sector, level of profitability of these enterprises, etc.) were calculated to calculate the current level of problem loans. In the article, in order to better understand the dependencies between economic processes and identify problems of the financial system, the goal is to develop a mathematical model of the credit risk of a problem loan (NPL) based on the collection of data from financial statements. The evaluation of the significance of the factors of the obtained regression equation on the basis of T-statistics was carried out, and the adequacy of the model was carried out on the basis of the F-criterion. The approximation error is calculated and the possibility of applying the obtained model is proposed.
Keywords: credit risk, problem credit (NPL), second-tier banks, regulator, dynamic model.

Introduction. Macroprudential supervision is necessary as a means enabling: to identify in a timely manner the sources destabilizing financial and economic processes; predict the likely level of threats and risks; take measures identical to crisis phenomena [1]. The practice of prudential regulation of second-tier banks (STB) of Kazakhstan showed the weakness of the system in terms of information disclosure, in turn, allowing a formalized approach to meeting the requirements of the regulator [2]. Risks that are not fully appreciated form a misconception of the regulator about the state of the banking sector [3]. In this connection, the measures taken, both of the regulatory plan and of direct support, will be either inadequate or belated character.

Main part. Research question: the regulator's assessment of the level of credit risk based on the identification and quantitative assessment of key factors in the formation of problem assets. This will contribute to a better understanding of dependencies in the economy and the identification of problems in the financial system.

Objective: to develop a mathematical model for predicting the level of credit risk, based on the collection of data from the financial statements provided by the STB to the National Bank of the Republic of Kazakhstan (NBRK) on a monthly basis.

The NPL coefficient was used as a simulated credit risk, as it shows the already realized credit risk (current losses of the bank). The model will be a multifactorial multiple regression equation. The development of a qualitative regression model includes the following main steps: determining the formula of the regression equation, determining the regressors of the model, analyzing the quality of the constructed model and diagnosing it for adequacy to the empirical data [4].

To determine the formula of the regression equation and the composition of exogenous factors, foreign works were studied in the field of determining indicators for early warning of crises and modeling credit risk levels. So, in studies carried out within the framework of international institutions [5, 6, 7] and state organizations [8, 9, 10, 11] in the period up to 2008, non-parametric models are used to identify leading macroeconomic indicators, or if there is no linear relationship between macrofactors and endogenous parameter apply logit or probit models. The developed models are mainly aimed at identifying currency risks. At the same time, studies were conducted by independent organizations and scientists [12,13, 14,15], in order to build a model of monitoring financial stability based on an analysis of the sovereign debt crisis using an econometric apparatus.

With the onset of the global financial crisis, it became apparent that the previously developed forecasting schemes could not be applied, since a number of indicators were limited (the sovereign debt risk and currency risk were studied) and specific (time series are based mainly on data from Asian countries). Despite the shortcomings, the experience gained was laid in the basis of subsequent scientific research in identifying early indicators of crisis phenomena [16,17,18,19].

In later studies, a signaling approach was used to build an early warning system for risks, and not only the financial sector, but also the real economy was evaluated. The indicators include macroeconomic indicators - the growth rate of GDP, inflation, interest rates, money supply - the aggressive growth of these indicators served as a signal of a rise or fall in the next 18 months [18].

Some scholars [19] examined the impact of external shocks on the financial sector of the country, built their model gave significant results in determining the depth of the crisis in one country or another, but not received in identifying compelling depth assessments of the crisis indicators.

In addition to scientific papers on the development of systems for the early detection of crisis situations in the financial sector, studies of foreign central banks in the field of determining macroeconomic factors and predicting the level of credit risk have been studied [20,21,22].

We identified common approaches used in modeling. Parametric analysis methods are used, most of the risk prediction is carried out within the framework of linear regression. Macroeconomic indicators are used as exogenous variables, risk indicators - GDP growth rate, unemployment rate, inflation rate, interest rates on bank loans (in Greece, the model includes real interest rate, inflation rate is excluded from the equation), national currency exchange rate change. When using panel data in an econometric model, the composition of independent variables is expanded by including specific regressors describing individual features of banking institutions, for example, asset growth rates, market share, the ratio of deposit and loan portfolios, and others. Some models include lag variables, since a change in the value of a regressor may affect the modeled value not in the current period, but with a certain time gap - a lag [23].

The European Central Bank conducted a study of spatio-temporal data series of 80 countries, from 2001-2010. The constructed model, the linear regression equation, yielded the following results: the main factors for increasing problem loans are GDP growth rates, feedback, but there is a direct relationship with lag variables with a gap of 4 periods, interest rates - a direct relationship; the higher the rates, the higher the proportion of problem loans, the national currency, the dynamics of stock prices - is important in countries with developed stock market. The effect of the currency exchange rate was twofold, if in the country crediting in national currency was predominant, and loans in foreign currency were less than the average value for the entire sample, devaluation reduced the level of problem loans, and vice versa.

In determining the regression formula, the approach applied by the ECB was used. The equation of the estimated regression is as follows (dynamic model):

$$NPL_t=\beta_0+\beta_1*x_{1t}+\beta_2*x_{2t}+\beta_3*x_{3t}+\ldots+\beta_n*x_{nt}+\varepsilon_t \qquad (1)$$

where β_n – the coefficient in front of the corresponding endogenous variable, t is the annual values of the indicators; NPL_t – the share of loans with overdue debt on the principal and/or accrued interest over 90 days in the aggregate loan portfolio of banks (excluding established provisions for them).

A time series of data on the NPL share and selected factors was collected for 2008-2014, data for 2015-2016. not included, since during this period there was an artificial decrease in the share of problem loans. In the period up to 2008 there is no statistics on loans with overdue debts on the principal debt and/or accrued interest.

Based on international experience and the specificity of the influence of internal factors on the development of the banking system of Kazakhstan, we selected the following indicators (regressors): the ratio of non-performing loans and loans to total gross loans (NPL); the ratio of loans in foreign currency to gross gross loans (L_SKV); the growth rate of the financial intermediation depth ratio (L/GDP); the ratio of household debt to GDP (ID/GDP); corporate debt value (DC); the ratio of total loans and borrowings (excluding loans extended to other banks and organizations carrying out certain types of banking operations) to customer deposits (LDR); the ratio of foreign currency liabilities to total liabilities (VP); the ratio of earnings before interest and taxes of non-financial corporations to assets (ROA); growth rate of money supply (M2). To analyze and build a regression model, quarterly data for the period from 2008 was used. in 2017 Baseline data are taken from a number of sources: the official site of the National Bank of the Republic of Kazakhstan; official website of the Committee on Statistics of the Republic of Kazakhstan.

In most cases, not all the regressors of the equations collected in the first stage are significant, as they may not be related to the dependent variable. In addition, the possible presence of multicollinearity between the selected factors must be taken into account. To determine the closeness of the relationship and its direction, between the level of the NPL and the selected factors, we will conduct a correlation analysis. Let us compare the calculated correlation coefficients between one pair and many pairs of regressors, in order to determine the statistical relationships between them (Table 1).

Table 1 - Correlation matrix of potential model regressors

L_SKV	L/GDP	ID/GDP	LDR	VP	ROA	DC	M2
L_SKV	1.0	0.7	0.8	0.6	0.9	0.2	0.6
L/GDP	0.7	1.0	1.0	1.0	0.9	0.5	0.5
ID/GDP	0.8	1.0	1.0	0.9	1.0	0.3	0.6
LDR	0.6	1.0	0.9	1.0	0.8	0.5	0.5
VP	0.9	0.9	1.0	0.8	1.0	0.2	0.7
ROA	0.2	0.5	0.3	0.5	0.2	1.0	-0.1
DC	0.6	0.5	0.6	0.5	0.7	-0.1	1.0
Note - calculated by the author according to the source [24]							

To determine the multicollinearity of potential factors, let us find the determinant of the inter-factorial correlation matrix. If the determinant of the matrix is close to zero, the stronger the correlation relationship, which in turn results in ineffective results of multiple regression. On the contrary, the closer the determinant is to unity, the less is the interrelation of factors [25]. The determinant of the matrix is calculated using the matrix calculator - matrix.reshish. The program calculates the determinant by reducing the matrix to a stepwise form, and then multiplying the elements of the main diagonal [26]. The determinant of the correlation matrix of potential regressors is $\Delta = 0.00001182$, therefore, it is necessary to exclude interdependent factors. Table 2 shows the pairwise correlation coefficients between the level of non-performing loans and the potential factors of the regression equation.

Table 2 - Correlation coefficients between the NPL and potential regressors

Indicators	L_SKV	L/GDP	ID/GDP	LDR	VP	ROA	DC	M2
NPL	-0.47	-0.91	-0.86	-0.94	-0.79	-0.46	-0.48	0.71
Note - calculated by the authors according to the source [24]								

Their criteria are ranked by the Cheddok Scale:

0.1 <R (NPL _ Y) <0.3: weak;

0.3 <R (NPL _ Y) <0.5: moderate;

0.5 <R (NPL _ Y) <0.7: noticeable;

0.7 <R (NPL _ Y) <0.9: high;

0.9 <R (NPL _ Y) <1: very high.

Due to the fact that the correlation coefficient has a rather complicated distribution, we use the t-test (Student's t-test) to determine the most significant parameters of the regression equation. As a result, Pearson's coefficients between the NPL and the share of household loans in GDP, the LDR ratio, the cost of loans and profitability of enterprises in the non-financial sector of the economy are the most significant at the five-percent level (Table 3).

Table 3 - Dynamics of indicators - regressors of the regression equation

Date	NPL	ID/GDP	LDR	ROA	DC	Date	NPL	ID/GDP	LDR	ROA	DC
1Q_2008	3.8	21.0	212.7	5.5	22.6	4Q_2012	21.8	10.2	119.5	3.7	17.6
2Q_2008	4.6	19,3	202.8	8.6	31.7	1Q_2013	22.4	10.2	109.7	3.7	16.3
3Q_2008	5.6	17.5	181.6	7.3	87.4	2Q_2013	22.7	10.8	110,1	3.1	17.5
4Q_2008	7.5	16.8	199.6	3.5	72.4	3Q_2013	22.6	11.1	114.1	3.1	20.5
1Q_2009	9.0	17.9	164.8	3.0	84.2	4Q_2013	22.3	11.7	117.9	3.2	20.8
2Q_2009	15.1	17.5	161.0	2.6	174.4	1Q_2014	23.9	12.1	113.2	2.5	19.4
3Q_2009	18.7	17,2	138.4	3.7	93.1	2Q_2014	22.0	12.2	110.4	3.6	22.2
4Q_2009	21.6	15.1	130.8	3.7	35.2	3Q_2014	18.3	11.9	108.1	3.3	22.1
1Q_2010	24.5	13.9	122.0	3.8	17.8	4Q_2014	13.2	11.0	110.7	2.3	20.2
2Q_2010	25.6	12,7	118.2	4.5	21,9	1Q_2015	13.2	10.6	114.8	1.3	21.3
3Q_2010	26.3	12.2	121.3	3.9	18.6	2Q_2015	10.7	10.6	109.7	2.5	22.2
4Q_2010	24.2	11,2	120.4	4.3	17,2	3Q_2015	9.7	11.0	103.2	-1.6	21.1
1Q_2011	25.9	10.6	114.5	4.6	43.3	4Q_2015	8.4	11.1	99.5	0.4	18.8
2Q_2011	25.2	10.4	114.8	4.7	6,4	1Q_2016	8.8	10.5	97,4	2.6	33.5
3Q_2011	23.8	9.7	113.1	4.9	13.8	2Q_2016	8.3	10.4	93.5	4.1	36.7
4Q_2011	23.1	9.6	118.2	4.1	22.4	3Q_2016	8.3	10.6	90.7	3.4	40.1
1Q_2012	23.9	9.5	110.0	4.7	17.0	4Q_2016	7.1	10.6	89.5	3.6	39.0
2Q_2012	23.5	9.4	113.3	4.7	20.8	1Q_2017	8.1	10.6	91.3	3.8	46.7
3Q_2012	23.5	9.8	119.0	4.0	27.2						
Note - compiled by the author by source [24].											

The experience of foreign researchers in this field also confirms the results of the choice, the dependence between the considered macroeconomic indicators in countries with identical specifics of the economy and the financial market [27].

In the econometric model of the ECB, there are lag variables, in particular the lag dependent variable NPL (t-1), this parameter is entered into the equation from the position that the level of problem loans of the previous period, with the constancy of the other macro factors, has a greater impact.

However, taking into account the formal nature of the measures taken by second-tier banks in meeting the requirements of the regulator to reduce the proportion of problem loans, the inclusion of this parameter in the model will not be effective. The calculated Pearson coefficient between non-performing loans (NPL) and lagged NPL variables (t-1), loans with overdue debts (t-1) with the inclusion of the period 2015-2016 confirms our assumption (Table 4).

Table 4 - Correlation coefficients between NPL, lagging variables NPL (t-1), overdue loans (t-1)

	NPL	NPL (t-1)	Overdue loans (t-1)
NPL	1		
NPL (t-1)	0.819333	1	
Overdue loans (t-1)	0.84424	0.984127	1
Note - calculated by the author according to the source [24].			

As a result, the regression equation is as follows:

$$NPLt= b0+b1*ID/GDP +b2* LDR - b3* ROA -b4* DC +\alpha \tag{2}$$

where, α is the regression error

The coefficients were calculated using the Data Analysis package in Microsoft Excel. An assessment of the significance of the regression parameters yielded the following results. T-statistics showed a greater significance of the first and second regression coefficients, since the probability of a statistical hypothesis (Table 5): H0: bj = 0 when adopting a 5% level of significance, 4.88% and 4, 41% are quite small.

Table 5 - Results of T-statistics

Indicators	Ratios	Standard error	t-statistics	P-Value	Lower 95%
Y-intersection	47.46318	2.273348	20.87809	5.42E-16	42.74854642
ID/GDP	0.14129	0.359117	0.39344	0.06978	0.048860545
LDR	0.19145	0.04039	0.72898	0.00010	0.127476667
ROA	-0.11131	0.486796	-0.22867	0.82123	-0.12086711
DC	-0.04313	0.018131	-0.23723	0.81467	-0.04419036
Note - calculated by the author according to the source [24].					

The model was tested for regression adequacy on the basis of F-statistics. F-criteria is determined by the ratio of ESS and RSS values, normalized to their degrees of freedom m and n-m-1: P (F> 45.26) = 2.60841E-10 (Table 6). Since there is a low probability, the hypothesis of regression inadequacy can be discarded.

Table 6 - analysis of variance

Indicators	df	SS	MS	F	Significance F
Regression	4	1153.047	288.2617	45.26672	2.60841E-10
Remainder	22	140.0976	6.368072		
Total	26	1293.144			
Note - calculated by the author according to the source [24].					

Let us evaluate the quality of the regression equation using the error of absolute approximation:

$$\overline{\mathrm{A}} = \frac{\sum |\ \mathrm{Yi} - \mathrm{Yx}\ |/\mathrm{Yi}}{\mathrm{n}} * 100\% \qquad (3)$$

where Y_i is NPL; Y_x - predicted NPL; n - number of observations.

Table 7 - presents baseline data for non-performing loans, a simulated NPL level and a deviation for each date.

Table 7 - Calculation of the error of the absolute approximation of the regression equation

Observation	Predicted NPL	Remains	NPL	Observation	Predicted NPL	Remains	NPL
1	3.16392	0.6645	3.82842	15	23.8928	-0.1391	22.7011
2	4.9085	-0.3301	4.57836	16	22.9827	0.14167	23.1244
3	9.1165	-3.4818	5.63473	17	24.5332	-0.6353	23.4598
4	6.27183	1.24289	7.51472	18	23.8825	-0.4227	23.5254
5	12.7597	-3.7521	9.00756	19	22.799	0.72641	23.7537
6	13.1951	1.85845	15.0535	20	22.7229	-0.9257	23.8793
7	17.7789	0.94881	18.3161	21	24.5946	-2.1583	23.8979
8	19.7831	1.82925	18.7277	22	24.4965	-1.7954	24.1846
9	21.7103	2.76669	21.6124	23	23.6629	-1.0602	24.477
10	22.4915	3.10011	21.7971	24	22,8519	-0.5096	25.2238
11	22.052	4.22087	22.0414	25	23.7673	0.11198	25.5916
12	22.3366	1.84803	22.3423	26	24.1724	-2.1311	25.919
13	23.3943	2.5247	22.4363	27	24.6765	-6.3604	26,2728
14	23.5063	1.71749	22.6027	$\overline{A}$= 8.7%			
Note - calculated by the author according to the source [24].							

Given the error $\overline{A}$= 8.7%, this is less than the standard minimum level of 15%, so the resulting equation can be used as a regression.

Checking the regression model for the presence of autocorrelation, based on the Durbin-Watson criterion, gave a negative result, but the resulting coefficient DW = 0.956 is at the minimum level DL = 0.95.

As a result of correlation and regression analysis, the following regression equation was obtained:

$$NPL_t = 47.46 + 0.14*ID/GDP + 0.19*LDR - 0.11 * ROA - 0.043*DC + \alpha \quad (4)$$

where α = ± 8.7%.

The statistical parameters of the equation are at an acceptable level: R-squared - the coefficient of determination is 0.89; standard error 2.52 (Table 8); F-criterion is much higher than the critical value and is equal to 45.2. The minus of the equation is the small significance of the coefficients of the second and fourth regressors.

Table 8 - Regression Statistics

Indicators	Meanings
Plural R	0.944278
R-squared	0.891661
Normalized R-squared	0.871963
Standard error	2.523504
Observations	27
Note - calculated by the author according to the source [24].	

Based on the resulting equation, we will calculate the NPL according to the regressors in 2015-2016, the results are presented in Figure 1.

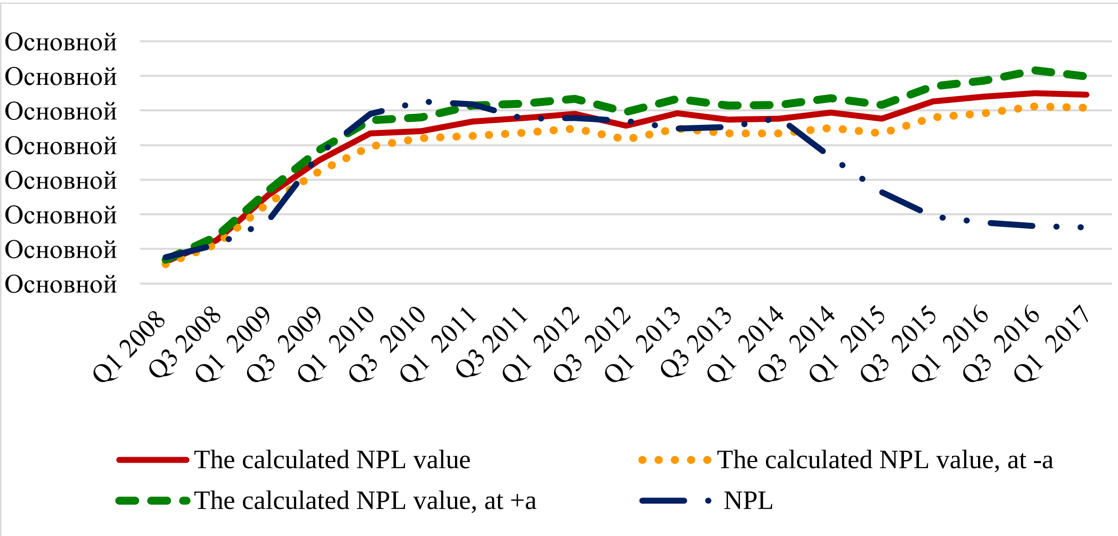

Figure 1 - Assessment of the level of NPL,%

Note - compiled by the author according to the source [24].

Modeling the level of credit risk using the multiple regression equation yields the following range of 25.5% <NPL <30.3. This level is much higher than the official data of second-tier banks on problem loans. The range of possible values of NPL with α = ± 8.7% is given in table 9.

According to the National Bank, the share of non-performing loans in 2017 was 7.1%. The decrease in this indicator is due, firstly, to the introduction of a mandatory ratio that limits the share of loans with overdue debts at the level of no more than 10% of the loan portfolio. At the same time, indicators for non-performing loans having a period of delay on the principal debt or remuneration from 30 to 90 days were canceled. It is possible to transfer part of non-performing loans to loans with overdue loans from 30 to 90 days.

Table 9 - Range of possible NPL level

Date	Calculated value of NPL	Calculated NPL value, with a = (+ 8.7%)	The calculated NPL value, with a = (- 8.7%)	NPL level, according to RBO
4Q_2014	24.4	26.5	22.3	13.2
1Q_2015	23.8	25.9	21.7	13.2
2Q_2015	24.6	26.8	22.5	10.7
3Q_2015	26.3	28.6	24.0	9.7
4Q_2015	26.8	29.1	24.4	8.4
1Q_2016	26.9	29.3	24.6	8.8
2Q_2016	27.5	29.9	25.1	8.3
3Q_2016	28.1	30.5	25.6	8.3
4Q_2016	28.3	30.8	25.8	7.1
1Q_2017	27.9	30.3	25.5	8.1
Note - calculated by the author according to the source [24].				

Thus, our assumptions that the real level of credit risk, expressed in the share of loans with overdue principal and / or accrued interest in total loans, is higher than those reported in the financial statements of banks based on the results obtained. This fact is also confirmed in government programs to improve the financial sustainability of the banking sector of the Republic of Kazakhstan, where the regulator recognizes the potential non-performing loans, taking into account restructured loans, at a level of 25% of the banks' loan portfolio, the regulator assesses based on a detailed analysis of the assets of the largest banks [28, p.4].

According to the study of the influence of macroeconomic factors on the financial system by the National Bank of the Republic of Kazakhstan in the form of a survey of financial market participants, there are three factors that have a negative impact on the financial system of Kazakhstan: the exchange rate adjustment of the national currency, the growth of inflation and unemployment. (Figure 2).

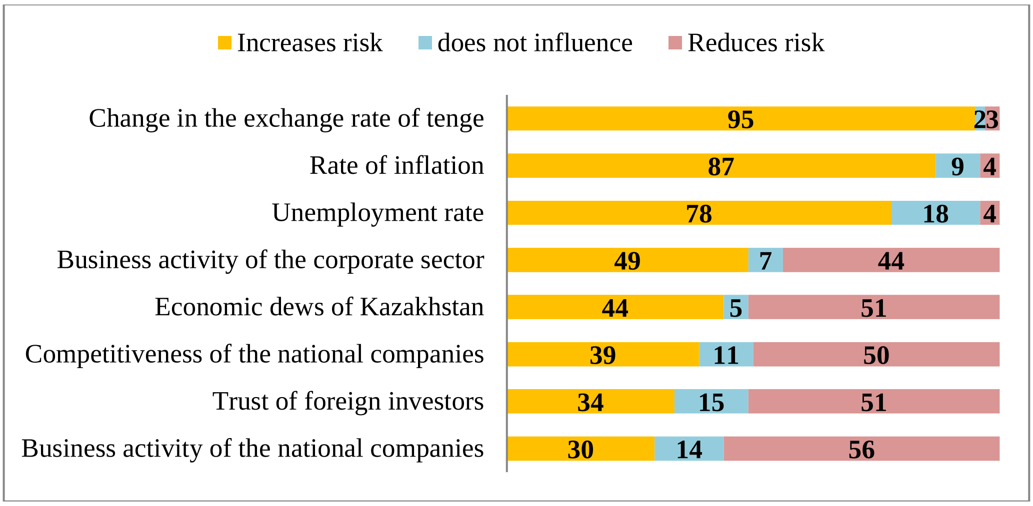

Figure 2 - Effect of environmental risk factors,%

Note - compiled by the author by source [24].

Regressors of the equation take into account the impact of negative trends in the whole economy. The fall in prices for major export products is accompanied by a weakening of the national currency, which primarily affects the bank's currency position (VP). The resulting rise in prices for imported products leads to an increase in the level of inflation and, accordingly, to a rise in the cost of borrowing in the non-financial sector (DC). Higher remuneration rates result in lower profitability of enterprises (ROA) and inability to service liabilities. Imbalances in the structure of lending, the predominance of consumer loans (lending to the sphere of trade) are mainly short-term, are explained in the equation by coefficient (LDR).

Conclusion. Thus, the crisis in the banking sector is manifested in the deterioration of the quality of the loan portfolio, the growing share of non-performing loans leads to the need to increase reserves for possible losses and significantly capitalize banks. The banking system of the country is vulnerable to the dynamics of the foreign exchange rate, at this stage of development it is one of the main macroeconomic shocks which destabilizes the banking system of the country. Banks, raising interest rates by including a high risk premium, further aggravate this problem, forming a vicious circle. Understanding this fact is necessary to develop effective measures to prevent crisis trends in the banking and real sectors of the economy.

The resulting regression equation can be used by the regulator to estimate the real level of problem loans, in order to develop a plan of measures to improve the banking sector.

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ҚАЗАҚСТАН БАНК СЕКТОРЫ ПРОБЛЕМАЛЫҚ НЕСИЕЛЕРІНІҢ НАҚТЫ ДЕҢГЕЙІН БАҒАЛАУ

Аннотация. Қазақстан қаржы нарығы континенталды үлгі бойынша қалыптасады. Осы жағдайда банктік сектор нақты нарық субъектілерін қаржыландырудың негізгі көзі болып табылады. Отандық нарықтағы капитал ағындарының қозғалысы банктік несие механизмі арқылы жүзеге асырылды. Осыған байланысты, ел экономикасы тиімді дамуының кепілі коммерциялық банктер негізгі қызметтерін сәтті орындауы болып табылады.

Банк қызметінің макропруденциялық қадағалауы - қадағалау органдарының басты міндеті. Бұл қадағалау Базель келісімдерінің қағидаларына негізделген. Қазақстанның ақпаратты ашу тәжірибесі ерекшелігіне байланысты, авторлар несиелік тәуекел деңгейін бағалау үлгісін әзірлеуге тырысты. Алдын-ала шетел теориясы мен тәжірибесіне теориялық талдау жүргізілді. Қаржы нарығын реттеуде Еуропа Одағы мен АҚШ-ғы жаңа енгізілімдер тәжірибесі неғұрлым қызықты болды. Арнайы қадағалау орган құруының мақсаты тәуекелдерді ескерту және т.б. болып табылады. Нәтижесінде бұл қадағалау субъектілерінің тізімін кеңейтуге және қадағалау органының өзінің қызметіне бақылауды күшейтуге әкеп соқты. Халықаралық және мемлекеттік ұйымдар шеңберінде озық индикаторларды анықтау бойынша жүргізілген зерттеулер параметрлік емес үлгілер немесе логит/пробит үлгілері қолданылған. Уақыт өте келе бірқатар индикаторлар шектеулі және ерекше болды. Бірақ бұл кемшіліктерге қарамастан, бұл тәжірибе кейінгі ғылыми ізденістердің негізіне алынды. Жаһандық қаржы дағдарысы мен Қазақстандық банк секторының ерекшелігін ескере отырып, авторламен проблемалық несиелердің ағымдағы деңгейін есептеу үшін негізгі регрессорлар (үй шаруашылығы қарызының деңгейі, банк міндеттемелерінің құрылымы, қаржылық емес сектор кәсіпорындарының несиелері бойынша пайыздық мөлшерлемелер деңгейі, аталмыш кәсіпорындардың тиімділік деңгейі және т.б.) анықталды. Мақалада экономикалық процестер мен қаржы жүйесі мәселелерін айқындау арасындағы тәуелділіктерін жақсы түсіну үшін, қаржылық есептіліктен алынған деректерді жинау негізінде проблемалық несиенің (NPL) кредиттік тәуекелі математикалық үлгісін әзірлеу мақсаты қойылған. Алынған регрессия бағалануы Т-статистика негізінде жүргізілді. Факторлардың маңыздылығы теріс нәтиже берді, осыдан 5 пайыздық деңгейде регрессия коэффициенттері маңызды екені көрсетілді. Өз кезегінде үлгінің барабарлығы F-критерий негізінде тексерілді. Бағалау регрессия тепе-теңсіздігі гипотезасының төмен пайыз екені көрсетілді. Абсолюттік аппроксимация қатесі 8,7% тең болды. Қолайлы деңгей шегіндегі теңдеу статистикасының параметрлері, атап айтқанда: детерминация коэффициенті-0,9, стандартты қате-2,5. Аппроксимация қатесі есептелген (8% шегінде) және алынған үлгіні қолдану мүмкіндігі ұсынылған.

Жұмыс істемейтін кредиттердің үлес салмағы өсуі банктерді резервтер өсіруге және жинақтауға мәжбүрлейтіні айқындалған. Бұл өз кезегінде несие қоржынының сапасын нашарлатады және елдің банк секторындағы дағдарыс құбылыстарына әкеледі. Қазақстан банк жүйесі шетелдік валюта бағамының өзгеруіне қатысты осал болып отыр. Сондай-ақ, банктер пайыздық мөлшерлемелерді, тәуекел үшін жоғары сыйақыны қоса алғанда, арттыруға мәжбүр, сондықтан бұл мәселе одан әрі тереңдетіледі. Осы факторларды ұғыну ел экономикасында дағдарыстық үрдістерді болдырмау үшін пәрменді іс-шаралар әзірлеуі қажет.

Түйін сөздер: несиелік тәуекел, проблемалық несиелер (NPL), екінші деңгейдегі банктер, реттеуші, динамикалық үлгісі (моделі).

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ОЦЕНКА РЕАЛЬНОГО УРОВНЯ ПРОБЛЕМНЫХ КРЕДИТОВ БАНКОВСКОГО СЕКТОРА КАЗАХСТАНА

Аннотация. Финансовый рынок Казахстана функционирует согласно континентальной модели. И в этих условиях основными источниками финансирования субъектов реального рынка является банковский сектор. Движение потоков капитала на отечественном рынке осуществлялось посредством банковского кредитного механизма. В этой связи залогом эффективного развития экономики страны становится успешное выполнение коммерческими банками своих ключевых функций.

Макропруденциальный надзор банковской деятельности является первостепенной задачей надзорных органов. Этот надзор базирован на принципах Базельских соглашений. Но в связи со спецификой казахстанской практики раскрытия информации авторами произведена попытка разработать модель оценки уровня кредитного риска. Предварительно проведен теоретический анализ зарубежной теории и практики. Наиболее интересным в регулировании финансового рынка явился опыт нововведений в странах Европейского Союза и США. Создание специального органа надзора приследовала цель предупреждения рисков и др. В последствии это привело к расширению списка субъектов надзора и к усилению контроля за деятельностью самого надзорного органа. Исследования, проведенные в рамках международных и государственных организаци, по выявлению опережающих индикаторов использовали непараметрические модели либо логит/пробит модели. Со временем ряд индикаторов стал ограниченным и специфичным. Но несмотря на данные недостатки, данная практика легла в основу последующих научных изысканий. Авторами с учетом глобального финансового кризиса и особенностей казахстанского банковского сектора выявлены основные регрессоры (уровень задолженности домашних хозяйств, структура пассивов банка, уровень процентных ставок по кредитам для предприятий нефинансового сектора, уровень рентабельности данных предприятий и другие) расчета текущего уровня проблемных кредитов. Для лучшего понимания зависимостей между экономическими процессами и выявлению проблем финансовой системы поставлена цель – на основе сбора данных из финансовой отчетности разработать математическую модель величины кредитного риска проблемного кредита (NPL). Оценка полученной регрессии произведена на основе T-статистики. Значимость факторов дала отрицательный результат, отсюда следует, что на 5 процентном уровне значимы коэффициенты регрессии. В свою очередь адекватность модели проверялась на основе F-критерия. Оценка показала низкий % гипотезы неадекватности регрессии. При этом отсутствует в модели автокорреляция. Ошибка абсолютной аппроксимации равна 8,7%. Параметры статистики уравнения в пределах приемлемого уровня, а именно: коэффициент детерминации - 0,9, стандартная ошибка - 2,5. Рассчитана ошибка аппроксимации (в пределах 8%) и предложена возможность применения полученной модели.

Выявлено, что рост удельного веса неработающих кредитов заставляет банки наращивать резервы и докапитализироваться. Это в свою очередь ухудшает качества ссудного портфеля и приводит к кризисным явлениям в банковском секторе страны. Банковская система Казахстана становится уязвимым по отношению к изменениям курса иностранной валюты. Также банки вынуждены повышать процентные ставки, включая в них высокую премию за риск, что еще больше усугубляют данную проблему. Осмысливание данных факторов необходимы при разработке действенных мероприятий для предотвращения кризисных тенденций в экономике страны.

Ключевые слова: кредитный риск, проблемный кредит (NPL), банки второго уровня, регулятор, динамическая модель.

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ACTIVITY RESULTS OF LOAN PARTNERSHIPS AND AGRICULTURAL PRODUCERS

Abstract. The article outlines the issues of financial support provided to agricultural producers through a lending system. The results of the activities of credit partnerships were analyzed using the example of Credit Partnership (CP) Tselinogradskoye Limited Liability Partnership (LLP) in Akmola region and the agricultural enterprise Aktyk Agrofirm JSC. CP Tselinogradskoye LLP provides soft loans and subsidies at interest rates that are much lower than market rates. The performance of the credit partnership, which is ensured by annual monitoring by the CP of the targeted use of bank loans and borrowings, the financial condition of the business entity, as well as their collateral. The relationship of the results of production and financial activities of agricultural business entity and credit unions, reasonable given the specific data of participants who received loans due to improved their operational and financial performance. It is noted that the effectiveness of the use of financial resources, regardless of their structuring and affiliation, is expressed through indicators of productive production activities of the enterprise. It is substantiated that, based on the principles of a systematic approach, the optimization of the structure of the formation of financial resources should be considered from the point of view of interdependence and interaction with production efficiency.

Keywords: agricultural sector of the economy, production efficiency, credit partnerships, financial support, agricultural producers, lending, subsidies, performance.

Introduction. It is known that the need for constant state financial support is due to the seasonal nature of agricultural production, high dependence on climatic conditions, risks in obtaining stable incomes, a significant time gap between the costs incurred and the production of agricultural products.

The listed factors, as well as a number of other objective reasons, ultimately lead to low competitiveness of agricultural products and to the fact that agricultural producers cannot maintain the necessary level of profitability. In this regard, financial support from the state is a necessary tool and an important component of agricultural policy.

For financial support of agricultural production, state and commercial structures use various methods of resource mobilization. Basically, they are implemented in practice through a system of lending and insurance, which differ only in terms and conditions and the subjects of the provision of additional financial and lending resources [1].

However, at present, the state of the current system of state financial regulation of the agricultural sector, especially the frequently applied subsidies, dotation, and compensations, shows their insufficient effectiveness, since they still do not significantly affect economic indicators. There is a reduction in their share, and some of them have been transferred to the regional level. Thus, the republican budget provides for compensation for part of the cost of acquiring only mineral fertilizers and chemical plant protection products.

It should also be noted that, judging by the index of the ratio of growth rates of gross output and growth rates of volumes of financial support [2], i.e. in terms of the indicator that characterizes the level of effectiveness of such support, state financing and lending to agricultural producers are still ineffective.

Since the most widespread form of state financial support in our republic is concessional lending to agricultural producers, we as a goal in this article considered, on the one hand, the effectiveness of intermediary activities of financial institutions providing such services. First of all, these are credit partnerships (CP) that directly provide financial services to agricultural producers, which cover 93% of the republic's territory, i.e. located in almost all areas, provide cheap credit resources, provide employment and are the most affordable financial institution for the rural population [3]. Due to the lack of liquid collateral among agribusiness entities and the poor representation of financial institutions in rural areas, CPs are currently an effective tool to provide rural people with affordable financial resources. Studying the experience of developing credit co-operation in countries such as Germany, Ireland, Poland, Vietnam, Russia, Lithuania, shows that the system itself is based on the credit and savings principle of credit cooperation, which allows taking savings from participants, while in a number of countries these savings are also guaranteed by the state. As a result of the high development of these systems - coverage and expansion of access to financial services of the population. International experience shows that the further development of the credit cooperation system is associated with the improvement of existing and the introduction of new mechanisms to enhance its financial stability and attractiveness, both for potential participants in the system and for investors.

It should be noted that to date, 193 CPs have been registered in the republic, including 18 credit partnerships operating in the Akmola region.

On the other hand, we examined the results of activities of loan recipients - agricultural groups of various forms of ownership and management, which were united by credit partnerships, which essentially acted as intermediaries in the distribution of allocated budget funds.

In our opinion, we have chosen the object of the most typical representative of all credit partnerships in the Akmola region, namely CP Tselinogradskoye LLP, as well as agricultural enterprises credited by this CP as the object for evaluating the activities of credit partnerships.

Methods. When studying the state and effectiveness of the facilities, a methodology was used for a comparative assessment of the production and financial activities of agricultural entities credited by CT and the credit partnership itself based on economic and statistical methods of comparison and dynamics, abstract logical methods and methods of analysis and generalization of the results.

Results. The starting materials were the current modern system of state financial support for the agricultural sector of the economy of Kazakhstan, implemented through the use of such basic forms as soft loans to agricultural enterprises and subsidies for agricultural production and material and technical resources [4].

These forms of financial support were considered in the article on the example of the activity of CP Tselinogradskoe LLP with the use of evidence for a number of years. The main economic indicators of enterprises credited by CP for a number of years served as materials and initial data for analyzing the activities of agricultural producers.

The main results of the research. LLP “CP Tselinogradskoye” has been operating since 03.03.2004. The structure of the participants of the credit partnership together with Agrarian Credit Corporation JSC in 2005 included 23 agricultural units of the Tselinograd region. The charter capital of CP was formed in the amount of 55.4 million tenge, of which the share of Agrarian Credit Corporation JSC was 8.7 million tenge, or 15.6%.

To date, there have been significant changes in the development of CP Tselinogradskoe LLP, which are confirmed by specific indicators. So, when it was created, the participants were only 23 farms, and the lending limit was a little more than 99 million tenge. Today, there are 59 participants in this CP, including 22-LLP, 2- JSC, 24-KH and 11-IP, and the lending limit has increased to 6.5 billion tenge, or 66 times more than in 2005.

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Over the years of CPs functioning, credit resources have been allocated for a total amount of more than 15.5 billion tenge, of which 26.2% are long-term and 73.8% are short-term types of loans. During this period, all CP participants acquired fixed assets in the amount of 739.6 million tenge. These are

12 tractors, 48 combines, 10 reapers, 10 sowing complexes, 14 load-lifting cars, 20 agricultural equipment, 1 mill complex, 2 sets of grain cleaning machines and equipment, 2 trailers, equipment for a machine and tractor workshop, equipment for kumys farms, a wind power station, as well as 81 horses, 405 sheep, 147 cattle.

To a certain extent, the volumes of allocated credit resources shown above also contributed to the development of agriculture in the Tselinograd region as a whole, as can be judged from the data on agricultural production in all categories of households given in Table 1.

In general, as can be seen from the data in Table 1, in the Tselinograd region, for all agricultural enterprises and households, growth in gross output is provided in dynamics. So, if in 2014 it amounted to 15.2 billion tenge in the context of agricultural enterprises, then in 2018 it increased to 36.1 billion tenge, or 2.4 times. At the same time, such enterprises accounted for an average of 62.5% of total production.

Table 1-Volumes of agricultural products in the context of categories of enterprises in the Tselinograd district, billion tenge

Indicators	2014		2015		2016		2017		2018	
	amount	share, %	amount	share, %	amount	share, %	amou nt	share, %	amount	share, %
All categories of farms	15,2	100	18,5	100	24,4	100	26,8	100	36,1	100
Agricultural enterprises	9,2	60,5	10,2	55,1	15,5	63,5	16,4	61,2	25,9	71,8
Household farms	1,1	7,2	1,1	5,9	1,5	6,1	1	3,7	2,0	5,6
Households	4,9	32,2	7,2	38,9	7,3	29,9	9,3	34,7	8,2	22,6

In 2018, compared with 2017, the highest growth rate (200%) of gross agricultural production in household farms is observed, while in private farms, on the contrary, there is a decrease of 12% in production volumes. We associate such structural changes with the development in recent years of household farms, to which the state provides financial support through credit partnerships.

Now, we will consider in more detail the main indicators characterizing the development and results of the activities of CP “Tselinogradskoye” LLP in Akmola region. Some decrease occurs in 2018. So, the value of short-term assets decreased by 1.4% and short-term liabilities - by 3.1%. And, on the contrary, if the cost of equity increased by only 13.7%, long-term liabilities increased sharply whose growth rate amounted to 174% [5].

An increase in liabilities is a perfectly acceptable and actually necessary result of CP activities, since the partnership carries out authorized banking operations and, in essence, performs the functions of a credit institution. But the positive is the fact that HF provides long-term loans, which are urgently needed by agricultural enterprises. The growth of equity, cash, reduction of short-term liabilities as a rule, indicates an increase in the financial stability of any business entity, including the analyzed credit partnership.

From the data of table 2 it can be seen that the activity of the enterprise is annually profitable, and the amount of profit gained has increased over the period from 2014 to 2018 from 4.7 million tenge to 15.6 million tenge, or 3.3 times. The increase in profits from core activities was affected by an increase in financing income, which increased over the analyzed period from 125.1 million tenge to 517.3 million tenge or 4.1 times. High at the enterprise are the growth rate of financing costs and administrative expenses.

So, the former increased from 55.6 million tenge to 331.7 million tenge, or almost 6 times, and the latter from 65.9 million tenge to 153.2 million tenge, or 2.3 times. It is not difficult to notice that, despite the increase in financing income in 2018 compared with 2017 by 16.1%, while the financing costs increased by 17.4%, the mass of profit from core activities increased by only 5, 4%, since administrative expenses increased by another 8.7%. Such changes, of course, contribute to lower levels of return on assets, equity and borrowed capital.

Table 2 - The financial results of the CT "Tselinogradskoe"

Indicators	2014 thousand tenge	2015 thousand tenge	2016 thousand tenge	2017 thousand tenge	2018 thousand tenge	2018/2017, %
Financing income	125,1	182,2	326,3	445,7	517,3	116,1
Administrative expenses	65,9	73,6	93,0	141,0	153,2	108,7
Finance costs	55,6	102,1	206,9	282,6	331,7	117,4
Other expenses	-	-	-		11,3	-
Profit (loss) for the period from continuing operations	3,5	6,5	26,4	22,2	23,3	105,4
Corporate income tax expense	1,2	3,3	1,2	7,9	7,7	98,3
Net profit (loss) for the period before deduction of minority interest	4,7	3,2	25,2	14,3	15,6	109,3
Total profit (total loss) for the period	4,7	3,2	25,2	14,3	15,6	109,3

However, taking into account the approximately different average annual growth rates of expenses and incomes, and this, in principle, is not a completely desirable phenomenon, we can conclude that the main factor in the growth of the company's net profit is the annual decrease in the administrative expenses of the partnership, financing costs and the growth of financing income .

Consider the dynamics of volumes of loans granted by CP to agricultural enterprises (table 3).

Table 3 - the State of lending to agricultural producers, mln. tenge

Indicators	2014	2015	2016	2017	2018	2018/2017,%
Number of CP participants receiving loans	20	26	28	25	26	104,0
Loans issued, total	1251,0	1449,2	2515,9	3246	4033	124,2
Including:						
working capital loans	1135,9	1099,8	1709,5	2858	3080	107,7
loans for the acquisition of fixed assets and other purposes	115,1	103,1	806,4	387,8	953	2,5 times
Loan issued for 1 participant on average	62,6	55,7	61,1	129,8	155,1	119,5
Credit repayment	1217,9	1120,4	1633,8	3288	3822	116,2
% loan repayment	97,3	77,3	95,6	101,3	94,8	-

The data on the lending status of CP participants - agricultural producers of the Tselinograd district, shown in table 3, indicate that, judging by the average rate of loan disbursement per participant, then, starting from 2016, a generally positive dynamics of lending volumes has been observed. However, the number of loan recipients and their total volumes vary by year. So, if in 2014 the volume of loans issued amounted to 1251.0 million tenge, then in 2018 this amount amounted to 4033 million tenge. In 2014, a credit line was opened to 20 participants, and in 2018 CP Tselinogradskoye LLP provided loans to 26 agricultural producers. This is evidence of the development of CP itself and the effectiveness of its activities. A satisfactory picture has also arisen on the repayment of loans, since there is a rather high level of loan repayment, which ranged from 77.3-101.3%. It can be seen that its highest level in 2017 was 101.3%.

If we evaluate the structure of loans issued by the directions of their use, we can see that their main share was annually allocated to replenish working capital or, in other words, to carry out spring-autumn field work. So, in 2018, 76.4% of the total volume was received to replenish working capital, and the remaining 23.6% - for the acquisition of fixed assets and for other purposes. Compared with the 2014 level, there is a significant increase in the share of loans for the purchase of fixed assets (in that year only 9.2% was received for this purpose, and in 2018 -23.6%).

However, we note that in general there is a low share of investments in fixed assets, i.e. this means that the share of long-term loans is still insignificant. In fact, the allocation by agricultural producers of more significant amounts of credit resources to increase their assets would contribute to their further development, would indicate the renewal of fixed assets necessary to increase production and sales of agricultural products, improve technology and expand areas of activity.

Of practical interest are the results of activities of direct recipients of loans, i.e. participants of credit partnerships. The analysis showed that the volume of loans issued to agricultural producers, subsidizing interest rates on loans received significantly improved the production and financial performance of most participants in the credit partnership. All participants in the CP are engaged in the production and sale of crop products (growing grain and fodder crops), livestock (meat and dairy), as well as the processing of agricultural products (production of flour, pasta, kumys, dairy and sour-milk products, semi-finished products).

Discussion of the data and conclusion. An analysis of the activities of CP Tselinogradskoye LLP over a five-year period allows us to conclude that the credit partnership, like all SKT of the republic, takes part in the implementation of state programs of financial support for agriculture, directly crediting agricultural producers. At the same time, the credit partnership as a result of its activities provides a sufficiently high level of profitability ratios for the use of its assets, equity and borrowed capital, as well as an acceptable level of payback for its expenses.

In other words, CT, providing intermediary assistance in the allocation of credit resources allocated from the republican budget, demonstrates its financial stability and the effectiveness of its activities. In addition, by increasing the volume of loans issued to agricultural producers, subsidizing interest rates on loans received, the partnership contributes to a significant improvement in the production and financial performance of most participants in the credit partnership.

The level of efficiency in the use of loans received and, most importantly, how they affected the production of gross agricultural products, can be judged by the results of the activities of one of the participants in the trade, namely, En-Dala LLP, the main production and economic whose indicators are given in table 4 [6].

Table 4 - Key performance indicators of Agrofirm Aktyk JSC did not find data, you look at Aktyk Folder

Indicators	2016		2017		2018		Relative changes, % (2018/2017)	
	wheat	barley	wheat	barley	wheat	barley	wheat	barley
1	2	3	4	5	6	7	8	9
Sown area, ha	20120	1200	20150	2600	18318	1200	90,9	46,1
Productivity, c/ ha	13,18	57,3	9,2	10,9	12,28	30	133,4	2,7 times
Gross harvest, ton	265170	68760	185375	28340	224910	36000	121,3	127
Cost of 1 ton, tenge	30337	4907	31555	26633	40246	16471	127,5	61,8
Selling price, tg	57000	26500	48855	34000	63000	48950	128,9	144,0
Grain sales, tons	19156	5311	8074	1376	12200	3640	151,1	2,6 times
Revenue from sales, thousand tenge	1091892	140741,5	394455,3	46784	768600	178178	194,8	3,8 times
Profit from sales, thousand tenge	580043,7	114680,4	139680,2	10137	277598,8	118223,6	198,7	11,7 times

The calculation results of this table show that the highest gross yield of wheat and barley was in 2016. In 2017, these indicators sharply decreased, and in 2018 they increased again. The decrease in the gross harvest of the two main crops in 2017 is due, first of all, to a decrease in the yield of wheat from 13.18 centners to 9.2 centimeters and barley from 57.3 centimeters to 10.9 centimeters. Accordingly, the volume of sales of goods and the revenue received decreased. In 2018, at Aktyk Agrofirm JSC, the level of wheat productivity increased by 33.4%, barley - 2.7 times. The increase in crop yields in two crops positively affected their gross yield. Thus, the gross yield of wheat increased by 21.3%, and barley - by 27%. At the same time, there was an increase in the cost of wheat in 2018 from 31,555 tenge to 40,246 tenge, and, conversely, barley production costs decreased by 38.2%, which amounted to 16,471 tenge per ton, which positively affected the final financial result. It can be seen that the revenue from the sale of wheat annually exceeded its cost, therefore, profit from sales in 2016 amounted to 580043.7 thousand tenge, in 2017 - 139680.2 thousand tenge and in 2018 it increased to 277598.8 thousand tenge, or 98.7%.

Even better results were achieved by the company from the sale of barley in 2018. The profit gained was 11.7 times higher than the level of 2017.

It should be noted here that the analyzed company in order to achieve high final financial results annually attracts short-term and long-term loans. And, in addition, CT Tselinogradskoye LLP often provides loans for emergency needs to this household from (HF) its own funds under the Trust program.

For reference, in 2016, the total amount of short-term debt of Aktyk Agrofirm JSC on loans of CP Tselinogradskoye LLP amounted to 6144481 thousand tenge, in 2017 it increased to 925136 thousand tenge or 1.5 times, and in 2018 it decreased to 378,039 thousand tenge or 60%, which should be noted as a positive moment in the enterprise. In addition, CP Tselinogradskoye LLP annually provides this company with long-term loans for replenishment of fixed capital from its own funds, debt on which for 2016-2018 amounted to an average of 1307,000 thousand tenge.

Discussions. In conclusion, we can say that progressive achievements in the development of individual farms, in particular, Aktyk Agrofirm JSC in general, show the effectiveness of attracting loans. The experience of such enterprises gives reason to argue that, ceteris paribus, financial and credit resources provided to agricultural producers contribute to the growth of production volumes. This is possible even despite the difficult conditions that exist both in their functioning and in their financial support. Moreover, we note that, as analysis shows, in the practice of organizing the functioning of these farms there are examples of a relatively high level of material costs. However, nevertheless, rational use of resources, a high level of organization and management in such enterprises provide a high level of production and low cost of production.

Along with this, we also note that the main beneficiaries of loans of CP Tselinogradskoye LLP are large agricultural enterprises, which ensured the growth of agricultural production, especially in the crop sector. Household farms still do not have the opportunity to receive loans, especially long-term loans for the purchase of agricultural machinery, since the achieved production indicators remain quite low in terms of securing loans.

Based on this, we believe that further development of the lending mechanism for agricultural entities through the system of credit partnerships should be carried out taking into account the size and results of production and financial activities, development prospects of the partnership participants. Loans should be received, first of all, by successfully operating agricultural enterprises.

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НЕСИЕЛІК СЕРІКТЕСТЕР МЕН АУЫЛШАРУАШЫЛЫҚ ӨНДІРУШІЛЕРДІҢ ҚЫЗМЕТІНІҢ НӘТИЖЕЛЕРІ

Аннотация. Мақалада ауыл шаруашылығы кәсіпорындарын олардың қызметі нәтижелерінің және берілетін қаржы қаражатының көлемдерінің өзара байланысын бағалаумен мемлекеттік қаржылық қолдау мәселелері қаралды. Экономиканың аграрлық секторын қаржылық қолдау негізінде-маусымдық фактордың әсерінен ақша қаражатының біркелкі түспеуі, өндірістік процестерде қарыз ресурстарын пайдаланудың объективті қажеттілігі, аграрлық өндірістің дотациялық сипаты және басқалар. Бұл саланың дамуы және ауыл шаруашылығы өнімдері өндірісінің өсуі ауылдық аумақтардың тұрақты дамуын теңдестіреді және елдің азық-түлік қауіпсіздігін қамтамасыз етеді. Экономиканың агроөнеркәсіптік кешенін қаржылық қолдау проблемалары бойынша әртүрлі дереккөздерді зерттеу аграрлық сектордағы қаржылық-несиелік қатынастарға мемлекеттің әсер ету жүйесі өзара байланысты экономикалық, құқықтық және ақпараттық салалар жиынтығын пайдалануға негізделгенін көрсетеді.

Мемлекет тарапынан ауыл шаруашылығы тауарөндірушілерді қаржылай қолдау бірқатар әдістер мен тетіктерді қолдана отырып жүзеге асырылады. Олардың ішінде біздің республикамызда ең дамыған кез келген жағдайда бұл саладағы кәсіпорындарды ауылдық несие серіктестіктері арқылы қаржыландыру болып саналады. Алайда, қазіргі түсінікте кредиттік серіктестіктер "кооперация" ұғымының өзінің негізгі идеясын жоғалтты, өйткені бастапқыда "кредиттік серіктестік" түсінігі жеке сенім мен олардың қызметінің табыссыздығы принципіне негізделген серіктестердің өзара несиесін ұйымдастыруды білдірген. Қазір несие серіктестіктері коммерциялық банктердің бір түріне айналды. Бұл болашақта елдің аумағының барлық ауылдық аудандарын қамтитын ауылдық несие серіктестіктерін ауыртпалықсыз қайта ұйымдастырылған ауыл шаруашылығы банкінің бөлімшелері ретінде қайта құру мүмкіндігі бар дегенді білдіреді.

Ауыл шаруашылық тауарөндірушілерге мемлекеттік жәрдем жасау жүйе шаруашылық жүргізуші субъектілердің нарықтық өзара әрекеттесуі үшін жағдайларды жүзеге асыру шеңберіндегі бағдарламалар мен іс-шараларды жүзеге асыруға, олардың тиімді жұмыс істеуі үшін оңтайлы жағдайларды жасауға, шаруашылық жүргізуші субъектілердің қаржы-шаруашылық қызметіне араласудың рұқсат етілген шекараларын бұзбай және олардың қаржылық тәуелсіздігін сақтауға ықпал етуі керек. Ауыл шаруашылық өндірісін мемлекеттік қаржылық қолдау шараларын оңтайландыру және оның тиімділігін арттыру қажет. Республикалық бюджеттен бөлінетін қаражат көлемін ұлғайту ғана емес, сонымен бірге субъектілердің жарғылық капиталының мөлшеріне тәуелді емес, олардың қызметінің нәтижелерін ескере отырып қаржылық ресурстармен қамтамасыз етіп, сол ресурстарды пайдалануын жақсарту қажет. Мақалада келтірілген жекелеген кәсіпорындардың тәжірибесі ауыл шаруашылығының тауар өндірушілеріне олардың жұмысының қиын жағдайларында да, оларды қаржылық қамтамасыз етудегі қиындықтарға қарамастан берілетін қаржылық-несиелік ресурстардың оң әсерін көрсетеді.

Түйін сөздер: мемлекеттік қаржылық қолдау, экономиканың аграрлық секторы, өндіріс тиімділігі, ауылшаруашылық өндірісі, қаржылық жағдайды талдау әдістері, субсидиялар, өндіріс көрсеткіштері.

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РЕЗУЛЬТАТЫ ДЕЯТЕЛЬНОСТИ КРЕДИТНЫХ ТОВАРИЩЕСТВ И СЕЛЬХОЗТОВАРОПРОИЗВОДИТЕЛЕЙ

Аннотация. В статье рассмотрены вопросы государственной финансовой поддержки сельскохозяйственных предприятий с оценкой взаимосвязи результатов их деятельности и объемов предоставляемых финансовых средств. В основе финансовой поддержки аграрного сектора экономики – неравномерность поступления денежных средств из-за влияния фактора сезонности, объективная необходимость использования заемных ресурсов в производственных процессах, дотационный характер самого аграрного производства и другие. Развитие этой отрасли и рост производства сельскохозяйственной продукции сбалансирует устойчивое развитие сельских территорий и обеспечит продовольственную безопасность страны.

Финансовая поддержка селскохозяйственных товаропроизводителей со стороны государства осуществляется с применением целого ряда методов и механизмов. Среди них самым развитым, во всяком случае в нашей республике, считается финансирование предприятий этой отрасли посредством сельских кредитных товариществ. Однако в современном понимании кредитные товарищества потеряли основную идею самого понятия «кооперация», поскольку изначально понятие «кредитное товарищество» означало организовать взаимный кредит товарищей, который основывался на личном доверии и принципе бездоходности их деятельности. Сейчас же кредитные товарищества практически превратились в разновидность коммерческих банков, причем, надо заметить, очень мелких банков. Это означает, что в перспективе имеется возможность безбо-лезненного преобразования сельских кредитных товариществ, которые территориально охваты-вают практически все сельские районы страны, в отделения вновь организованного сельскохо-зяйственного банка.

Отмечено, что эффективность использования финансовых ресурсов не зависимо от их структуризации и принадлежности выражается через показатели результативной производственной деятельности предприятия. Обосновано, что, исходя из принципов системного подхода, оптимизация структуры формирования финансовых ресурсов должна рассматриваться с точки зрения взаимообусловленности и взаимовлияния с эффективностью производства. Необходимо осуществлять рационализацию мер государственной финансовой поддержки сельскохозяйственного производства и повышение ее результативности. Нужно не только увеличивать объемы средств, выделяемых из республиканского бюджета, но и улучшать их использование, предоставляя финансовые ресурсы субъектам с учетом результатов их деятельности, а не в зависимости от размеров их уставных капиталов. Приведенный в статье опыт деятельности отдельных пред-приятий свидетельствует о положительном влиянии предоставляемых сельхозтоваропроизводителям финансово-кредитных ресурсов, даже в сложных условиях их функциони-рования и несмотря на проблемы в их финансовой поддержке.

Ключевые слова: государственная финансовая поддержка, аграрный сектор экономики, эффективность производства, производство продукции сельского хозяйства, методика анализа финансового состояния, субсидий, производственные показатели.

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THE ECONOMIC ESSENCE OF THE INNOVATIVE POTENTIAL OF SMALL AND MEDIUM-SIZED ENTERPRISES

Abstract. The modern model of innovative activity indicates that one of the key factors for the success of enterprises innovative activities is the correct introduction of new solutions to the market. It is widely recognized that the ability to spread innovation is an important determinant of firms' potential. Analysis of companies' innovation activities very often indicates that innovations introduced to the market do not bring the expected benefits. This leads to the conclusion that very often the innovative activity of the enterprise is ineffective. This article attempts to study the relationship between the internal resources of a company and the effectiveness of innovation. To achieve the research goal, the author formulated a hypothesis: (H1) there is a relationship between the internal resources of the company and the effectiveness of innovation. The article presents the results of an empirical study conducted by the author among Kazakhstani SMEs in 2016-2018.

Key words: innovation, innovation potential, enterprises, entrepreneurship.

INTRODUCTION

In the modern economy, this is the generally accepted paradigm of innovation. Enterprises are encouraged to innovate, which by definition should be profitable and increase competitiveness. The innovation paradigm is supported by a number of studies. Based on these studies, recognized economic development strategies are also usually formulated. Meanwhile, innovation is often ineffective and does not bring the expected results. This problem is especially noticeable in the case of SMEs. Poland is currently at a special stage in its development. The former competitive advantages based on the cost of legal work are increasingly losing their significance.

There is a need to create new advantages on the basis of knowledge and innovations that form the main factor of long-term economic growth. From this point of view, it is fundamentally important to develop innovative activities of companies, including research and development, as the most important factor in competitiveness on a global scale. The innovation of a country economy is mainly determined by the innovation of companies that operate in the economy. Innovative activities of companies are influenced by internal factors (including, first of all, the potential and resources of the company, plus intellectual capital, material, financial and organizational resources)[1].

In addition, the development of the innovative potential of the enterprise is influenced by the particularities of the industry and sector in which the company operates, and external factors (including national conditions (for example, legal regulations regarding innovation support activities) and regional conditions (for example, legal, cultural, economic and technical factors).

An analysis of all modern models of innovative activity of enterprises and studies of innovative scope determinants show that the key innovative factor in the effectiveness of innovative processes is the internal innovative potential of enterprises. The theory of innovative potential is based on the concept of company resources. This concept, developed in the early 1990s, suggests that the company's ability to develop all aspects of its activities is closely related to available resources.

METHODS

The applied research method is based on the analysis of innovative processes occurring in companies - with particular regard to the nature of innovative processes occurring in companies SME sector. The author, using an online survey, conducted an empirical study of 200 companies in the SME sector (the choice of companies was deliberately layered. The layers were: company size, dominant type of business). The author applied a two-stage analysis to confirm the hypotheses. The first step was to analyze the innovative potential of the companies surveyed. This analysis made it possible to accurately determine the factors affecting the innovative activities of enterprises[2]. The second stage was the analysis of the innovation effectiveness of the companies surveyed. Summary of the study is aimed at analyzing the relationship between the internal resources of the company and the effectiveness of innovation.

RESULTS AND DISCUSSION

A detailed analysis of the factors determining the innovative potential of a company is the subject of numerous studies and scientific publications. It seems that the most global view of the factors determining the innovative potential of the company was proposed by Bircell and Armstrong, who created a model of innovative conditions that includes the following factors: external environment, internal environment, innovation process and development management. The most important include, in particular: visionary leadership, an appropriate organizational structure, recruitment, willingness to participate in the innovation process, the ability to work collectively or the willingness to learn and make new decisions.A comprehensive concept of innovation potential factors was presented by American economists. They noted, among other things: strategy, leadership, change, customer focus, innovative organizational culture, knowledge alliances, quality processes, training and innovative HR orientation. In foreign literature, the interpretation that the innovative potential of a company is determined by internal innovative potential, as well as access to external sources of information necessary for the innovation process, seems to be the most accurate.

In other words, innovative ability or potential determines a company's ability to create innovation. By analogy, it can be stated that the lack of innovative potential is an obstacle to effective innovation processes of companies. In addition to determining the nature and role of innovative potential in the innovation process, an urgent issue is the measurement of the individual determinants of innovative potential. A significant part of the factors that significantly affect the innovative potential of the company (especially in connection with external factors) is difficult to measure or quantify, which greatly complicates the analysis and evaluation of these issues.

The indicated multidimensionality and complexity of the phenomena forming the innovative potential of enterprises forces us to look for optimal methods of analysis and assessment of this area. This problem is especially relevant for enterprises in the SME sector. Various publications proposed new methods for measuring the innovative potential and potential of enterprises, which accurately take into account the special nature of the operations and the influence of regional conditions on the innovativeness of the enterprise. New proposals for measuring innovative potential very often involve different measurement methods for different sizes of companies or groups of companies, high-tech companies. The authors of these proposals indicated that when implementing the innovation process in companies belonging to different industries or sectors, there are so great differences that using one method of measuring innovative potential very often leads to incorrect results. This situation forces us to conduct in-depth studies aimed at identifying the actual innovative potential of companies.

The concept of effectiveness of actions is often applied especially in relation to economic science, where it acquires special significance in the context of evaluating and improving actions and decision-making processes. In the literature, efficiency is defined as the result of actions taken, characterized by the ratio of achieved results to costs[3].

The next step in the development of methods for assessing effectiveness was the introduction of stochastic border analysis, which allows one to describe relations in all sectors of the economy by comparing the costs and performance of individuals taking into account the appearance of two data components: a random factor and inefficiency.Implementation of innovative projects - regardless of the size of the company that introduces innovations and regardless of the type of innovation introduced, occurs according to a scheme that is defined in the subject literature as a model of the innovation process. Further studies of the essence of the implementation of innovative projects, the development of the theory of innovation and practice in relation to innovative activities led to the creation of subsequent evolutionary models of innovative processes. The authors of new proposals integrated the implementation of the innovation process with almost every area of the company's activity, showing that the resources owned by the company determine its innovative potential - namely, the ability to effectively and efficiently implement innovative projects. Currently, mandatory models for the implementation of innovative projects are: "5th generation innovation process", spiral innovation process, effective innovation management. Analyzing modern models, we can clearly state that the authors of each of the new proposals emphasize the significance of the stage related to diffusion and popularization of the introduced innovation a number of indicators apply. This can be illustrated by an example:

1. The level of sales of innovation.
2. The success rate associated with the sale of innovation.
3. The innovative level of the studied companies.
4. The level of acceptance by customers of new products and services.
5. The level of efficiency of diffusion processes of new products and services[4].

To study the relationship between the internal resources of the company, which form the innovative potential, and the effectiveness of innovative activity, the above indicators should be correlated with the indicator of the effectiveness of innovative activity. The analysis of the relationship between the internal resources of the company and the effectiveness of innovative activities of SMEs in Kazakhstan. The method of research and data on the study of the causes of low innovation activity of companies in the sector of small and medium-sized businesses, the author paid special attention to the barriers associated with the effectiveness of the implementation of the innovation process.The author carried out a detailed analysis of the relationship between the innovative level of the company, the sale of innovative products and services, an indicator of success and the relationship between the adoption of a new product or service by customers and the possibility of its market commercialization.Based on the analysis of the above features, the author has formulated the following research hypotheses: there is a relationship between the internal resources of the company and the effectiveness of innovation.

The goal of the study is implemented on the basis of the method of logical induction, based on the analysis of diffusion of innovations in companies in the sector of small and medium-sized businesses. The study includes an assessment of the relationship between the internal resources of the company and the effectiveness of innovative activities of SMEs in Kazakhstan. The study was conducted using a questionnaire consisting of 43 questions, divided into eight categories - the stages of the innovation process implemented by the company. This research hypothesis has a research goal, which is to analyze and evaluate the internal innovative potential of small and medium-sized businesses in Kazakhstan to identify barriers to the effective implementation of innovative processes.

The aim of the study was achieved in these studies on the basis of logical induction and analysis of all the most important internal determinants that affect the innovative abilities of the enterprise, as well as classical static analysis.To confirm the hypotheses, the author applied a two-stage analysis. The first step was to analyze the innovative potential of the companies surveyed. This analysis made it possible to accurately determine the factors affecting the innovative activities of enterprises. The second stage was the analysis of the innovation effectiveness of the companies surveyed. The research summary is an analysis of the relationship between the internal resources of the company and the effectiveness of innovation. The author examined in detail, in particular, the following characteristics characterizing the innovative potential of the companies surveyed and the diffusion process of innovations[5]:

1. Analysis of the internal and external situation of the company
2. Matters relating to the search for ideas on innovation
3. Matters relating to the planning of innovation projects
4. Financing of innovative projects
5. Innovative culture and human resources development strategy
6. Internal communication of the company and its organization
7. Matters relating to the diffusion and transfer of innovation to the market:

a. Sales level of innovation;
b. A measure of success associated with sales of innovation;
c. The level of innovation of the studied companies;
d. Level of customer acceptance regarding new products and services;

e. The level of efficiency of diffusion processes for new products and services.

8. Issues of implementing innovative projects.

Table 1 shows the aggregated values of the innovative potential of enterprises surveyed in the analyzed areas. An analysis of the results allows us to conclude that the studied companies demonstrate the smallest internal innovative potential in relation to innovation culture (the entire sample is 2.35), assessment and planning of innovative activities (the entire sample is 2.05), as well as communication and organization. Such a low result in these categories can be caused by the lack of experience of the companies studied related to innovation, the historical lack of innovation culture in Kazakhstan's SMEs and the continuous transition of the Kazakhstan economy (from central planning to a free market). It should be noted that, despite the low innovation potential in the majority of the studied categories, the analyzed companies very highly rated their own potential in terms of transferring the results of innovation activity to the market.

Table 1–The total value of the innovative potential of the surveyed enterprises

Type of business / stages of the innovation process	Type of operations						Business size					
	Production			Services			Small			Medium		
	2016	2017	2018	2016	2017	2018	2016	2017	2018	2016	2017	2018
Culture of Innovation and Human Resource Development Strategy	2	2,1	2,4	2	2,2	2,3	2,1	2,3	2,3	2,5	2,9	2,9
Internal communication within the company and its organization	2,2	2,3	2,4	2,5	2,5	2,5	2,2	2,4	2,3	3,1	3	2,9
Spreading innovation and commercialization	1,9	2,1	3,2	1,9	2	3,1	1,6	1,9	3,8	3,6	3,6	3,8
The issue of introducing innovative projects	3	2,9	2	2,9	2,7	2,8	2,9	3	3,3	4,1	3,5	3,4
Innovation Project Financing	2	2,1	1,8	2,1	2,2	1,9	3,1	3	2,7	4	3,6	3,5
The issue of project planning in the field of innovation	1,9	2,1	2	2	2	2,1	2	2	2,1	3,7	3,5	3,5
The problem of finding ideas for innovation	3,2	2,9	2	3,1	3	3	3	3,1	3,3	3,5	3,7	3,8
Situation and environmental analysis	2,1	2,3	2,3	1,9	2	2	3	3	4,2	3,9	4	4,1
innovative potential	2,29	2,35	2,26	2,30	2,33	2,46	2,49	2,59	3,00	3,55	3,48	3,49

Source: authoring

On the positive side, for the three analyzed years, the companies under study increased their innovative potential in most of the categories being evaluated, and the total innovation potential of the companies under study was 3.00%. The companies studied over the analyzed period (2015-2017) increased their innovative potential most in relation to the innovation culture (15.01% change between the first and third research) and in relation to the analysis of the situation and the environment (7.51% change between the first and third research). On the other hand, the greatest decrease in the potential of the companies under study occurred in the financing category (-12.42% change between the first and third research) and the Communication and organization category (-2.25% change between the first and third research), which also can be explained by a decrease in the availability of financial resources for innovation. The unit’s level of innovation is defined as the proportion of new products or services in its offering over the past three years, regardless of whether they have been successful in the market. The concept of “success indicator”, on the other hand, should be understood as the share of new products or services in the company's offer over the past five years, which, after implementation, has received market approval. The assessment here is supplemented by indicators relating to the ratio of revenue and profits from the sale of new products / services compared with the company's turnover over the past three years. Distinctive in this regard should be considered those companies for which the values of the above indicators exceeded the level of 30%. If, on the other hand, they fluctuate within 1%, these entities are in the weakest group of patients. This range description is commonly used in studies of company innovation or innovation audits. Aggregated results are presented in table. 2.

Table 2 – Key indicators characterizing the effectiveness
of the implementation of innovative diffusion in the studied companies

Groups	Category	< 1% 2% - 10%	< 1% 2% - 10%	< 1% 2% - 10%	< 1% 2% - 10%	< 1% 2% - 10%
Services	Selling Innovation	24%	25%	25%	18%	6%
	Success rate	30%	29%	19%	17%	5%
	Level of innovation	28%	24%	23%	19%	5%
Production	Selling Innovation	25%	30%	22%	14%	9%
	Success rate	15%	23%	27%	25%	10%
	Level of innovation	24%	22%	26%	20%	8%
All	Selling Innovation	26%	28%	22%	16%	8%
	Success rate	23%	26%	23%	21%	7%
	Level of innovation	27%	23%	25%	19%	6%

Source: authoring

The results obtained indicate that half of the companies surveyed (50%) have a low innovation level (innovation level <10%), which classifies them into the category of non-traditional companies. Only 6% of the companies surveyed can be considered innovative, namely those that have introduced new products or services over the past three years (level of innovation>10%). These results show that the companies studied do not have sufficient innovative potential to implement innovative projects. Another study by the author confirms this thesis and indicates that the studied companies demonstrate the least innovative potential in the following areas: evaluation and planning of innovative activities, communication and organization or financing of innovative operations.

The above results can be supplemented by an indicator characterizing the market acceptability of the introduced innovations, namely, actually characterizing the efficiency of the diffusion process. This indicator is very unfavorable for the studied companies. As many as 49% of the companies surveyed appreciate success rate below 10%. On the other hand, only 7% of implemented innovations have received market recognition - a success rate above 30%. The obtained values should be considered as clear evidence of the low efficiency of the processes for introducing the diffusion of innovations in the studied companies as a result of insufficient capacity in this aspect.

The financial component of the weaknesses in the implementation of innovation diffusion processes is characterized by the indicator of innovation sales. Up to 54% of the companies surveyed claim that profits from the sale of innovations account for less than 10% of total profits, and only 8% of the companies surveyed claim more than 30% of profits from the sale of innovations. The results obtained indicate that manufacturing companies achieve slightly better results than companies, but this difference is small. Another category that has been analyzed in detail is the relationship between the customer’s acceptance of a new product or service and the effectiveness of its distribution. The results obtained made it possible to clearly assess the effectiveness of the implementation of the diffusion of innovations in the studied SMEs. The generalized results are presented in the table. 3.

Table 3 – Dependence of customer acceptance of implemented innovations and diffusion efficiency

Groups	Category	No	Sometimes	Often	Usually	Always
Services	The spread of innovation	24%	25%	25%	18%	6%
	Customer reception	30%	29%	19%	17%	5%
Production	The spread of innovation	25%	30%	22%	14%	9%
	Customer reception	15%	23%	27%	25%	10%
All	The spread of innovation	26%	28%	22%	16%	8%
	Customer reception	23%	26%	23%	21%	7%

Source: authoring

As can be seen from the data obtained, despite the fact that 29% of innovations introduced have always received customer recognition, the distribution of only 8% of them ended in complete market success. These results clearly indicate that the companies under study, despite the fact that they often have valuable, new products and services that receive a positive rating from customers, are very rarely able to carry out an effective process of their market diffusion. This is another confirmation of the thesis presented in the article that the companies under study have insufficient potential for diffusion of innovations. Detailed results that provide a percentage of the profit from the sale of innovative products in the total profit of the studied companies are presented in Table No. 4.

Table 4 – Average % share of profits from the implementation of innovations

The sizeof companies	Type of activity		General Average	The expected value of the average	The difference between the research sample and the expected value	Normative averages	The difference between the study sample and the normative averages
	Production	Service					
SB	11,20%	9,45%	10,33%	31,00%	20,68%	27,00%	16,68%
MSB	14,10%	13,34%	13,72%	42,00%	28,28%	35,00%	21,28%
General Average	11,58%	9,85%	10,71%	32,67%	21,95%	27,33%	16,62%

Source: authoring

The table includes the values of the profit of the studied companies obtained from the sale of innovative goods and services. The author compared the actual profit with the declared profit level expected by the studied companies and with the reference profit level indicated in other studies. The results also indicate that the companies under study receive significantly lower profits from the implementation of innovations both in relation to the expected level (21.95%) and in relation to the reference level (16.62%). The difference between the actual level of profit and the expected level is understandable - company owners would like to get the highest possible profit. Unfortunately, the difference between the actual profit from the implementation of innovations in the studied group of companies and the reference profit clearly confirms the connection between the low innovative potential of the studied companies and the profit from the implementation of innovations.

In connection with the results obtained, the author divided the companies surveyed into two groups:

1. Not innovative companies,
2. Advanced company.

The author classified the company as a group of innovative companies, which at the first stage of the analysis received 10% of the best average results.

Table 5 – Claster Analisis Results for 2018

Type of business / stages of the innovation process.	Without innovative companies	Advanced company
Culture of Innovation and Human Resource Development Strategy	2,5	4,2
Internal communication within the company and its organization	2,1	4,3
Spreading innovation and commercialization	1,8	4
The issue of innovation	2,4	4,2
Innovation Project Financing	2,6	4,1
The issue of project planning in the field of innovation	2,1	4,3
The problem of finding ideas for innovation	2,4	4,1
Situation and environmental analysis	2,8	4
Total Innovation Potential	2,2	4,3
Average% share of profits from the implementation of innovations	9,81%	14,52%
The number of companies in the group	167	33

Source: authoring

The data presented indicate that innovative companies have a very low innovation efficiency. The effectiveness of innovation for companies with strong internal resources is much higher than for companies with low resources. In addition, the table shows the difference between the average profit received from the implementation of innovations for innovative and non-traditional companies. The results show that companies with large innovative potential as a result of their internal resources receive significantly higher (48.01%) profit from the sale of innovations than companies with lower innovative potential. This is another argument supporting the hypothesis.

The author of this article has formulated the thesis that there is a relationship between the internal resources of the company and the effectiveness of innovation. The presented results confirm the research hypothesis formulated by the author. Companies with low innovation potential have also shown very low efficiency in terms of innovation. This low potential in the field of the effective implementation of diffusion processes is one (not the only thing that others mentioned by the author of the research indicate) the determinant of low innovative activity of Kazakhstani companies in the small and medium-sized business sector.

Despite the fact that 29% of innovations introduced have always been recognized by customers, the distribution of only 8% of them has ended in complete market success. Up to 54% of the companies surveyed claim that profits from the sale of innovations account for less than 10% of total profits, and only 8% of the companies surveyed claim more than 30% of profits from the sale of innovations. The results also indicate that the companies under study receive significantly less profit from the implementation of innovations both in relation to the expected level (21.95%) and in relation to the initial level (16.62%).In addition, the table shows the difference between the average profit received from the implementation of innovations for innovative companies and non-innovative companies. The results show that companies with large innovative potential as a result of their internal resources receive significantly higher (48.01%) profit from the sale of innovations than companies with lower innovative potential. The results should encourage in-depth research in this direction. An in-depth study, a typical case study will be important in terms of evaluating the effectiveness of innovative processes. The dissemination processes of specific innovations should be subjected to a detailed and thorough analysis as part of this study. Such a search can help identify specific errors made by companies in the implementation of diffusion processes[6]. No less valuable information could be obtained from studies of the dynamics of changes in the efficiency of the diffusion process over a long period of time, which would lead to conclusions and assessments about whether SMEs are increasing their competence in this area.

CONCLUSION

The author has information on the implementation of the innovation process in companies for the period 2016-2018. This range of data will allow in-depth study of the dynamics of this phenomenon. A comparison of the effectiveness of innovative activities of Kazakhstani companies with the activities of companies from other countries would be another additional study and would help to identify the innovation gap between the compared countries. Another area of research on the effectiveness of the implementation of innovative processes may be the idea proposed by N. Rozbush, J. Brinkmann and A.

Bausch, combining the effectiveness of innovative processes with the size of the company, the duration of the market or the culture of the organization - one of the resources that make up the innovative potential of the company. The author advocates the idea of creating a comprehensive model for assessing the effectiveness of innovative processes implemented by SMEs, which would most accurately describe the nature and complexity of innovative processes.

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ШАҒЫН ЖӘНЕ ОРТА КӘСІПКЕРЛІК КӘСІПОРЫНДАРЫНЫҢ ИННОВАЦИЯЛЫҚ ӘЛЕУЕТІНІҢ ЭКОНОМИКАЛЫҚ МӘНІ

Аннотация. Инновациялық қызметтің қазіргі заманғы моделі кәсіпорындардың инновациялық қызметі жетістігінің негізгі факторларының бірі нарыққа жаңа шешімдерді дұрыс енгізу болып табылатынын куәландырады. Инновацияларды тарату қабілеті фирмалардың әлеуетін айқындайтын маңызды фактор болып табылады. Компаниялардың инновациялық қызметін талдау нарыққа енгізілетін инновациялар күтілетін пайда әкелмейтіндігін жиі куәландырады. Бұл кәсіпорынның инновациялық қызметі өте жиі тиімсіз деген қорытындыға әкеледі. Бұл мақалада компанияның ішкі ресурстары мен инновациялық қызметтің тиімділігі арасындағы өзара байланысты зерттеуге әрекет жасалды. Зерттеудің қойылған мақсатына жету үшін автор гипотезаны тұжырымдады: (H1) компанияның ішкі ресурстары мен инновациялық қызметтің тиімділігі арасында өзара байланыс бар. Мақалада авторлармен 2016-2018 жылдары қазақстандық ШОК арасында жүргізілген эмпирикалық зерттеудің нәтижелері берілген. Қолданбалы зерттеулер әдісі ШОК секторының компанияларында болып жатқан инновациялық үдерістердің сипатын ерекше ескере отырып, компанияларда болып жатқан инновациялық үдерістерді талдауға негізделген. Авторлар онлайн-сауалнаманы пайдалана отырып, ШОК секторының 200 компаниясына эмпирикалық зерттеу жүргізді. Гипотезаны растау үшін авторлар екі кезеңді талдауды қолданды. Зерттелген компаниялардың инновациялық әлеуетін талдау бірінші қадам болды. Бұл талдау кәсіпорындардың инновациялық қызметіне әсер ететін факторларды нақты анықтауға мүмкіндік берді. Екінші кезең зерттелген компаниялардың инновациялық қызметінің тиімділігін талдау болды. Зерттеу түйіндемесі компанияның ішкі ресурстары мен инновациялық қызметтің тиімділігі арасындағы өзара байланысты талдауға бағытталған.

Қазіргі экономикада бұл инновациялардың жалпы қабылданған парадигмасы. Кәсіпорындарға анықтау бойынша пайда әкелуі және бәсекеге қабілеттілікті арттыруы тиіс инновациялық қызмет жүргізу ұсынылады. Инновациялар парадигмасы бірқатар зерттеулермен расталады. Осы зерттеулердің негізінде әдетте танылған Экономикалық даму стратегиялары тұжырымдалады. Сонымен қатар, инновациялық қызмет көбінесе тиімсіз және күтілетін нәтижелер әкелмейді. Бұл мәселе әсіресе ШОК жағдайында байқалады. Заң жұмысының құнына негізделген бұрынғы бәсекелестік артықшылықтары өзінің маңыздылығын одан әрі жоғалтады. Ұзақ мерзімді экономикалық өсудің негізгі факторын қалыптастыратын білім мен инновациялар негізінде жаңа артықшылықтар жасау қажеттілігі туындайды. Осы тұрғыдан алғанда, компаниялардың инновациялық қызметін, оның ішінде әлемдік ауқымдағы бәсекеге қабілеттіліктің маңызды факторы ретінде ғылыми-зерттеу және тәжірибелік-конструкторлық қызметті дамыту қағидатты түрде маңызды. Ел экономикасының инновациясы негізінен экономикада жұмыс істейтін компаниялардың инновацияларымен айқындалады. Компанияның инновациялық қызметіне ішкі факторлар әсер етеді (оның ішінде, ең алдымен, компанияның әлеуеті мен ресурстары, зияткерлік капитал, материалдық, қаржылық және ұйымдастырушылық ресурстар). Бұдан басқа, кәсіпорынның инновациялық әлеуетін дамытуға компания жұмыс істейтін сала мен сектордың ерекшеліктері және сыртқы факторлар (ұлттық шарттарды мысалы, инновацияларды қолдау жөніндегі қызметке қатысты құқықтық нормаларды және өңірлік шарттарды мысалы, құқықтық,мәдени, экономикалық және техникалық қоса алғанда) әсер етеді.

Түйін сөздер: инновация, инновациялық әлеует, кәсіпорындар, кәсіпкерлік.

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ЭКОНОМИЧЕСКАЯ СУЩНОСТЬ ИННОВАЦИОННОГО ПОТЕНЦИАЛА ПРЕДПРИЯТИЙ МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА

Аннотация. Современная модель инновационной деятельности свидетельствует о том, что одним из ключевых факторов успеха инновационной деятельности предприятий является правильное внедрение на рынок новых решений. Широко признается, что способность к распространению инноваций является важным фактором, определяющим потенциал фирм. Анализ инновационной деятельности компаний очень часто свидетельствует о том, что внедряемые на рынок инновации не приносят ожидаемой выгоды. Это приводит к выводу, что очень часто инновационная деятельность предприятия неэффективна. В данной статье предпринята попытка изучить взаимосвязь между внутренними ресурсами компании и эффективностью инновационной деятельности. Для достижения поставленной цели исследования автором сформулирована гипотеза: (H1) существует взаимосвязь между внутренними ресурсами компании и эффективностью инновационной деятельности. В статье представлены результаты эмпирического исследования, проведенного автором среди казахстанских МСП в 2015 – 2017 годы. Метод прикладных исследований основан на анализе инновационных процессов, происходящих в компаниях - с особым учетом характера инновационных процессов, происходящих в компаниях сектора МСП.Автор, используя онлайн-опрос, провел эмпирическое исследование 200 компаний сектора МСП (выбор компаний был намеренно-слоистый. Слои были: размер компании, доминирующий тип бизнеса).Для подтверждения гипотез автор применил двухэтапный анализ. Первым шагом стал анализ инновационного потенциала обследованных компаний. Этот анализ позволил точно определить факторы, влияющие на инновационную деятельность предприятий. Вторым этапом стал анализ эффективности инновационной деятельности обследованных компаний. Резюме исследование направлено на анализ взаимосвязи между внутренними ресурсами компании и эффективностью инновационной деятельности.

В современной экономике это общепринятая парадигма инноваций. Предприятиям рекомендуется вести инновационную деятельность, которая по определению должна приносить прибыль и повышать конкурентоспособность. Парадигма инноваций подтверждается рядом исследований. На основе этих исследований также обычно формулируются признанные стратегии экономического развития. Между тем инновационная деятельность зачастую неэффективна и не приносит ожидаемых результатов. Эта проблема особенно заметна в случае МСП. Польша в настоящее время находится в особом этапе своего развития. Прежние конкурентные преимущества, основанные на стоимости юридической работы, все более и более теряют свою значимость. Возникает необходимость создания новых преимуществ на основе знаний и инноваций, формирующих основной фактор долгосрочного экономического роста. С этой точки зрения принципиально важно развивать инновационную деятельность компаний, в том числе научно-исследовательскую и опытно-конструкторскую, как важнейший фактор конкурентоспособности в мировом масштабе. Инновация экономики страны в основном определяется инновациями компаний, которые работают в экономике. На инновационную деятельность компаний влияют внутренние факторы (в том числе, прежде всего, потенциал и ресурсы компании, плюс интеллектуальный капитал, материальные, финансовые и организационные ресурсы). Кроме того, на развитие инновационного потенциала предприятия влияют особенности отрасли и сектора, в которых работает компания, и внешние факторы (включая национальные условия [например, правовые нормы, касающиеся деятельности по поддержке инноваций и региональные условия например, правовые, культурные, экономические и технические факторы).

Ключевые слова: инновация, инновационный потенциал, предприятия, предпринимательства.

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CONCEPT OF DEVELOPMENT OF A MODERN GLOBAL-ORIENTED INVESTMENT BANK

Abstract. The experience of economic practice of the last century convincingly indicates that the effective functioning of a market economy is unrealistic in the absence of the ability to raise capital to achieve development goals and improve the efficiency of the corporate sector. Moreover, any economy based on market principles should have a well-developed financial system that would ensure the free movement of capital between business entities.

This scientific article discusses the concept of a modern globally-oriented investment bank and analyzes the global experience of investment banking intermediation in the process of attracting external financing for corporations by issuing securities. A comprehensive analysis of the main trends, problems and prospects of the global investment banking business has become a platform for the subsequent development of a number of recommendations by the author for Kazakhstan investment banking institutions.

The study of these institutions is, of course, very relevant in Kazakhstan. In Kazakhstan, there is currently a significant imbalance between the level of development of the corporate sector and the capital market. Most of the Kazakhstani companies at the forefront of the corporate sector of emerging markets have already entered the stage of development in which further development and implementation of long-term strategic tasks is impossible without increasing financial leverage, that is, without attracting external financing.

Separately, it is worth noting the insufficient development of this issue in the domestic scientific literature, which is reflected in the presence of significant shortcomings in the study of investment banking business, as well as superficial coverage of several aspects of the functioning of investment banking in Kazakhstan.

Of course, the existence and development of the stock market is impossible without financial intermediaries, because in the modern market economy there is a system of rational division of labor, which means that enterprises in the real sector should be engaged in production, and organizations in the financial sector should be provided with financial services, including search for sources financing for enterprises in the real sector From the foregoing, we can conclude that, firstly, enterprises in the real sector should have a need l and the opportunity to attract external sources of financing, secondly, financial sector enterprises should be able to provide the enterprises with the services they need, thirdly, the necessary infrastructure must be created to realize all the opportunities of enterprises. Such conditions developed three to four years ago and were the starting point a new stage in the development of financial intermediaries in Kazakhstan. It was then that organizations appeared that provided professional services on the preparation of bond issue prospectuses, as well as on the search for investors, prepare to provide funds for enterprises

Kazakhstan practice, following the world one, brought to life financial institutions that act as a “guide” for the issuer in the world of investment - investment banks. The investment bank represents the issuer to a wide range of investors, thereby overcoming the restrictions associated with individual credit transactions. At the same time, there are investment banks in the market that do not have significant equity capital, the business of which is services directly for organizing bonded, bill loans, exit IPO enterprises Both of them exist in the conditions of fierce competition, constantly expanding the range of services, inducing enterprises to use public financing tools

Keywords: investment banking, finance, economics, bank, securities.

Introduction

Investment banking plays an important role in financing the economy. This is one of the main areas of banking investment intermediation (investment banking), the main task of which is to realize the investment intentions of the client. In this case, the investment bank acts as a professional participant (intermediary) of the market.

Developing the problem of organizing the activities of specialized subjects of investment banking in the financial market, it seems appropriate to systematize theoretical approaches to the essence of the concept of «investment banking», based on the fact that the sphere of investment banking is a promising area.

It should be noted that the concept of «investment banking» is often identified with the concept of «investment banking», which complicates its consideration as an economic concept. In addition, there are various methodological approaches to the classification of investment activities of the bank.

Methods

Methodological studies are general scientific methods of cognition - analysis and synthesis, analysis and synthesis, content - media analysis, sociography, a system and comparative-historical method that allows to identify the genesis, sequence and functioning of the digitization stages in agricultural exchange.

Scientific research and experimental-methodical research in the field of banking business.

Results and discussion

Investment banking is given the attention of domestic and foreign authors, among which G. Kaliev, G. Kalkabaev, O. Demchuk, Y. Mirkin, G. Beloglazov, V. Makarov, A. Ramazanov, Yu. Lapin, S. Leonov, S. Kozmenko, E.J. Dolan, M. Harris, R. Giovanni, J.M. Honor, S. Singh and others.

Conditionally, investment banking is based on the «three» pillars.

Firstly, this is advice (for example, regarding mergers and acquisitions).

Secondly, the management of assets and securities (i.e., the management of client capital investments), including the management of various kinds of funds, portfolios, in the interests of third parties.

Thirdly, directly trading in securities and related services; assistance in the placement of company securities (IPO, underwriting).

Taking into account the specifics of investment banking, a number of its distinctive features can be distinguished [1,2]: Investment banking is a direction of banking investment intermediation; Investment banking is the provision of various kinds of services (financial, consulting, organizational, informational) in the securities market, in mergers and acquisitions (M&A) [3,4], etc .; Investment banking is the assistance to clients in the implementation of their investment intentions; Investment banking is one of the promising areas of investment banking, where the most advanced and complex products are created (for example, structured products); Investment banking is a supervised and regulated activity (both credit organizations and other financial organizations) [5,6,7,8]; Investment banking can be carried out both by banks and other professional participants in the securities market (for example, brokerage and dealer companies, investment companies).

Thus, investment banking is a supervised and regulated activity of credit and other financial organizations regarding the implementation of investment intentions of clients in various segments of the financial market and the provision of related consulting, analytical and other services.

The presence of banks in the stock market is logical: banks, as professional intermediaries of the financial market with a significant resource base, strive to invest part of it in the profitable segments of the financial market, in particular, the securities market [9,10,11].

Many Kazakhstan banks position themselves as investment. From the layman's point of view, any bank is an investment bank, since it invests funds placed by customers on deposits. At the same time, the investment bank has a very precise definition - it is an investment institution that deals with the placement of new issues of securities. It is more correct to consider an investment bank not as an investor, but as a financial intermediary. A company that wants to place (that is, sell) a new issue of its securities may attract an investment bank to place this issue. Very often, an investment bank is involved in financial projects at the earlier stages of their implementation, so that the investment bank's experts help the company management decide what kind of securities and when to issue, in order to attract the necessary amount of financing on the most favorable conditions [12].

Investment activities of banks can be divided into their own investment activities and investment banking (or banking investment intermediation, investment banking).

Banks own investment operations are carried out at the expense of own and borrowed funds. The main goal of such operations is asset diversification, increasing bank liquidity and generating income.

Investment banking (investment banking, banking investment intermediation) is not associated with the attraction and allocation of resources by banks on their own behalf. Investment banking brings commission income to the intermediary. Leading investment banks account for about 60-70% of the income associated with the provision of investment banking services.

Globally, investment banking has an important role and place in the global economy. Investment banks have development prospects in Kazakhstan. The practical application of the proposed theoretical and methodological foundations of the categorical apparatus in the field of investment banking creates the necessary conditions for the further development of this area of investment banking in Kazakhstan.

The presence of banks in the stock market is logical: banks as professional intermediaries in the financial market, with a significant resource base, strive to invest part of it in the profitable segments of the financial market, in particular, in the securities market. According to this position, a mixed stock market model is being formed in Kazakhstan [13,14].

According to this model, banks are one of the participants in the domestic securities market. As you know, the activities of banks in the securities market involve certain risks that are directly reflected in classic banking operations. In this regard, the issues of considering the inherent risks and clarifying the nature of the category «investment banking» do not lose their relevance.

We are in solidarity with the position of O.I. Lavrushina, who claims that «the danger of new crisis phenomena in modern banking is largely due to a change in the structure of banking assets: banking operations are becoming more diverse, risks are more noticeable, and tools are more exotic» [15]. The resource structure of different banks is very diverse, which is explained by the specific features of the activities of each particular bank (the goals pursued and the policies pursued, the number and nature of clients served, regional and other special conditions, etc.) [16,17].

In contrast to bank investments, the ability to take and issue bank loans depends on the general emerging economic situation. During a downturn in business activity, aggregate demand for bank loans usually decreases, and banks invest funds that might otherwise be given into a loan in securities. During periods of boom, when industrial firms show increasing demand for loans from commercial banks, banks usually sell part of their securities in order to free up additional funds for the subsequent issuance of loans.

Currently, the world economy is rapidly changing - there is a slowdown in global economic growth, there are some imbalances in global financial markets. Economists and politicians in several post-Soviet countries argue that there is a global economic crisis in the world. At the same time, in the European Union countries in 2018, GDP grew by 1.6%, in the United States - by 2.3%. Along with other countries in which there is an economic recession (Russian Federation, Kazakhstan, Ukraine, Uzbekistan, Azerbaijan, Venezuela, Greece, etc.) [18,19, 20].

The Republic of Kazakhstan needs to look for its place in a new, extremely competitive world, because it has exhausted all the previous growth drivers, mainly related to the growth of the Russian Federation (oil duties, the voluminous Russian market with growing purchasing power, the relative competitiveness of Kazakhstani products on the Russian market, supported by regular devaluations of the Kazakhstan tenge).

Now for every percentage point of growth will have to compete with other countries. Under these conditions, it is impossible to achieve sustainable economic growth only by increasing internal efficiency or «warming up» the economy with unsecured emissions, especially since we were not able to generate sufficient national capital.

In our opinion, not all representatives of the Kazakhstani economic elite are fully aware of the need for deep transformations that can help the Belarusian economy become adequate to the challenges that await it in a tangible future.

Most economists agree that one of the most important factors in the innovative development of the economy of most states, in addition to the development of the IT industry, nano-technologies, renewable energy, is the development of the financial market and its efficiency, determined by the mechanism of interaction between investors and investment recipients and its costs. Optimization of this mechanism and minimization of its costs are the tasks of various financial intermediaries, including financial institutions - professional participants in the financial market, referred to in the economic literature as investment banks. The analysis of such financial institutions and their activities is due to the need to expand the investment activity of the banking sector as an important factor in the development of the economy of the Republic of Kazakhstan.

One of the main directions of the development of the entire banking system for the long term is a significant increase in financing of the real sector of the country's economy, the depreciation of fixed assets in most sectors of which is close to reaching a critical value, which makes it impossible to maintain the competitiveness of its products in the world market and, as a result, leads to problems in the balance of payments, in the foreign exchange market, impedes the achievement of price stability and ultimately affects the social sphere.

The importance of specialized banks in the investment sector has recently increased. A typical activity of an investment bank is a combination of underwriting services, mergers and acquisitions services, advisory services to corporate clients and governments, brokerage services, lending to clients and settlement transactions. The scope of underwriting and mergers and acquisitions services directly depends on the number and volume of IPOs, the desire of issuers to enter the primary market with new issues, and surges in the mergers and acquisitions market. A modern investment bank is a structured investment business holding, in which the main principle of structuring is the presence of a specific client base.

Summary and Conclusion

As a result of increased competition in recent decades, the cost of intermediary services has significantly decreased, especially the size of commissions, which created the prerequisites for a curious trend: investment banks began to compete not only with their traditional rivals - commercial banks, but also with their customers.

Currently, there is a tendency towards the universalization of banking operations. The need to find other ways to increase the profitability of banking operations was caused by increased competition between credit institutions, as well as the emergence of new opportunities in the context of the development of the financial market.

The result of this search was a sharp increase in the number of operations carried out by the bank, as well as the development of forms of investment activity: financing of investment projects, leasing, portfolio management of client investments, consulting services, etc.

The participation of banks in project financing has expanded, in which banks independently prepare an investment project or provide clients with advice, pay the costs of the project, and often banks become co-owners of shares in newly created enterprises. The desire to universalize banking is inherent in the credit systems of all developed countries, but each of them has its own characteristics. It should also be noted that the success of investment banks mainly depends on the degree of formation of the securities market. Based on the foregoing, we can say that the allocation of investment banks as a special type of financial institution implies a high degree of development of the securities market.

Commercial banks of Kazakhstan are going through a difficult stage of development. The economic downturn caused by the latest economic events in the country and in the global economy complicates the work of banks.

Today, the issues of the state’s active participation in supporting commercial banks and developing the interaction of the banking and real sectors of the economy are acquiring special significance. In the work of famous Kazakhstani scientists, it is noted that «during the period of economic recovery, the public and private sectors prefer to keep their distance, and in a situation of crisis and depression, their connections are strengthened».

Most theories of financial intermediation are developed for developed market systems, balanced by money supply and demand, with adequate financial and credit mechanisms. In such economic systems, there are many alternative channels that provide an effective capital outflow, in connection with which the redistributive function of banks gradually loses its relevance as a subject of scientific and theoretical research, without losing practical importance as a channel for transforming savings into an investment resource of the economy.

This circumstance determines the differences in approaches to studying the role of banks in the economy in the works of Western and Kazakhstani scientists.

For domestic specialists, the key is the function of transforming savings into investments, and the functions of reducing the asymmetry of information and transaction costs are more likely to be secondary or related.

Sharing the opinions of well-known Kazakhstani scientists, we believe that it is in the system-forming function of the bank to transform savings into investments, inter-industry and inter-regional overflow of capital that its essence lies. The Bank, in its essence, is an institutional investor with a social and economic responsibility for organizing, servicing the real sector of the economy, and preserving the funds of savers. This idea of the essence of banking reflects the theoretical aspect of the macroeconomic theory of banks. From a microeconomic point of view, a bank, as a financial company, is an entity whose goal is to maximize profits in the process of providing intermediary services between lenders and borrowers.

Thus, having studied a wide range of scientific works of Kazakhstani and foreign scientists on determining the content of the studied concept, as well as methodological and instructional materials, we consider it necessary to highlight the microeconomic and macroeconomic aspects of the investment activities of commercial banks. The criterion for differentiation is the purpose of the bank's investment activity: maximizing bank profits, diversifying investments - at the micro level, increasing the volume of gross social product, developing the social sphere due to the growth of bank investments in the economy - macro level.

Having analyzed the totality of sources, we formulate a definition of the category «investment banking». In our opinion, investment banking is a supervised and regulated activity of a credit organization (or its separate division) in the securities market, aimed at optimizing active-passive operations. Thus, taking into account the underdevelopment of the domestic stock market, the expansion of commercial banks' interest in activities in this market, the issues of differentiation and minimization of risks from investment and classical banking activities remain unresolved, as well as recommendations for further directions of development of investment banking in Kazakhstan.

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ҚАЗІРГІ ЗАМАНҒЫ ЖАҺАНДЫҚ-БАҒДАРЛАНҒАН ИНВЕСТИЦИЯЛЫҚ БАНКТІ ДАМЫТУ ТҰЖЫРЫМДАМАСЫ

Аннотация. Өткен ғасырдағы экономикалық практиканың тәжірибесі даму мақсаттарының жүзеге асырылуына және корпоративтік сектордың тиімділігін арттыруға капитал тарту мүмкіндігінің жоқтығынан нарықтық экономиканың тиімді жұмыс істеуі мүмкін екендігіне дәлелдейді. Сонымен бірге нарықтық қағидаттарға негізделген кез-келген экономика шаруашылық субъектілері арасында капиталдың еркін қозғалысын қамтамасыз ететін дамыған қаржы жүйесі болуы тиіс. Бұл сұраным бағалы қағаздар нарығымен толығымен қанағаттандырылды, бұл корпорацияларға бағалы қағаздарды шығару арқылы сыртқы қаржыландыруды жылдам және тиімді тарту, инвестициялар мен қажетті капитал арасындағы қажетті тепе-теңдікті сақтау және қолдау.

Бұл мақала заманауи жаһандық бағдарланған инвестициялық банк тұжырымдамасына қатысты және бағалы қағаздарды шығару арқылы корпорациялар үшін сыртқы қаржыландыруды тарту процесінде инвестициялық банктік делдалдықты жүзеге асырудың әлемдік тәжірибесін талдайды. Әлемдік инвестициялық банктік бизнестің негізгі үрдістеріне, проблемаларына және перспективаларына жан-жақты талдау Қазақстан инвестициялық-банктік институттары үшін бірқатар ұсыныстарды одан әрі дамыту үшін тұғыр болды.

Бұл институттарды зерттеу, әрине, Қазақстанда өте маңызды. Қазақстанда қазіргі уақытта корпоративтік сектор мен капитал нарығының даму деңгейі арасындағы елеулі сәйкессіздік бар. Дамып келе жатқан нарықтардағы корпоративті сектордың алдыңғы қатарындағы қазақстандық компаниялардың басым бөлігі дамып келе жатқан даму кезеңіне кірді, онда ұзақ мерзімді стратегиялық міндеттерді одан әрі дамыту және жүзеге асыру қаржы левереджін ұлғайтусыз, яғни сыртқы қаржыландыруды тартпай, мүмкін емес.

Инвестициялық банктік бизнесті зерттеуде елеулі кемшіліктер бар, сондай-ақ Қазақстандағы инвестициялық банкингтің жұмыс істеуінің бірқатар аспектілерін егжей-тегжейлі жариялау арқылы көрініс табатын отандық ғылыми әдебиеттерде бұл мәселенің жетілдірілмегенін атап өту қажет. Атап айтқанда, қазіргі заманғы әдебиетте халықаралық

капитал нарығы жағдайында инвестициялық банктің бәсекелестік жағдайын талдауға арналған іс жүзінде ешқандай іргелі жұмыстар жоқ.

Әрине, қор нарығының болуы және дамуы қаржылық делдалдарсыз мүмкін емес, өйткені қазіргі нарықтық экономика жағдайында еңбек ресурстарын ұтымды бөлу жүйесі бар, яғни нақты сектордағы кәсіпорындар өндіріспен айналысуы керек, ал қаржы секторындағы ұйымдар қаржылық қызметтермен қамтамасыз етілуі керек, соның ішінде дереккөздерді іздеуі керек Нақты сектордағы кәсіпорындарды қаржыландыру Жоғарыда айтылғандардан, біріншіден, нақты сектордағы кәсіпорындарға қажеттілік болуы керек деген қорытынды жасауға болады. Біріншіден, және сыртқы қаржыландыру көздерін тарту мүмкіндігі, екіншіден, қаржы секторының кәсіпорындары кәсіпорындарға қажетті қызметтерді ұсынуға қабілетті болуы керек, үшіншіден, кәсіпорындардың барлық мүмкіндіктерін іске асыру үшін қажетті инфрақұрылым құрылуы керек.Мұндай жағдайлар үш-төрт жыл бұрын дамыған және бастау нүктесі болған Қазақстандағы қаржы делдалдарының дамуындағы жаңа кезең. Дәл сол кезде облигациялар шығарылымы проспектілерін дайындау, сондай-ақ инвесторларды іздеу бойынша кәсіпқой қызметтер ұсынатын ұйымдар пайда болды, кәсіпорындарға қаражат ұсынуға дайындалды.

Әлемдік тәжірибеге сүйене отырып, Қазақстан тәжірибесі инвестициялар әлемінде - инвестициялық банктер үшін эмитент үшін «жетекші» рөл атқаратын қаржы институттарын өмірге әкелді.Инвестициялық банк эмитентті кең ауқымды инвесторларға ұсынады, осылайша жеке несиелік операциялармен байланысты шектеулерді еңсереді. нарықта айтарлықтай меншікті капиталы жоқ инвестициялық банктер бар, олардың қызметі тікелей облигациялар, вексельдер, шығуды ұйымдастыру қызметтері болып табылады IPO кәсіпорындары Екеуі қатал бәсекелестік жағдайында өмір сүріп, қызмет түрлерін үнемі кеңейтіп, кәсіпорындарды мемлекеттік қаржыландыру құралдарын қолдануға мәжбүр етеді.

Түйі сөздер: Инвестициялық банкинг, қаржы, экономика, банк, бағалы қағаздар.

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КОНЦЕПЦИЯ РАЗВИТИЯ СОВРЕМЕННОГО ГЛОБАЛЬНО-ОРИЕНТИРОВАННОГО ИНВЕСТИЦИОННОГО БАНКА

Аннотация. Опыт хозяйственной практики последнего столетия убедительно свидетельствует о том, что эффективное функционирование рыночной экономики нереально в отсутствие возможности привлекать капитал для реализации целей развития и повышения эффективности работы корпоративного сектора. При этом любая экономика, основанная на рыночных принципах, должна иметь хорошо развитую финансовую систему, которая обеспечивала бы свободное перемещение капитала между хозяйствующими субъектами.

В настоящей научной статье рассматривается концепция современного глобально-ориентированного инвестиционного банка и анализируется мировой опыт осуществления инвестиционного-банковского посредничества в процессе привлечения внешнего финансирования для корпораций путем эмиссии ценных бумаг. Всесторонний анализ основных тенденций, проблем и перспектив мирового инвестиционно-банковского бизнеса стал платформой для последующей выработки автором ряда рекомендаций для казахстанских инвестиционно-банковских институтов.

Исследование этих институтов, безусловно, весьма актуально в казахстанских условиях. В Казахстане в настоящее время существует ощутимая диспропорция между уровнем развития корпоративного сектора и рынка капитала. Большинство казахстанских компаний, находящихся в авангарде корпоративного сектора развивающихся рынков, уже вошли в ту стадию развития, при которой дальнейшее развитие и реализация долгосрочных стратегических задач невозможны без наращивания финансового рычага, то есть без привлечения внешнего финансирования.

Отдельно стоит отметить недостаточную разработанность данной проблематики в отечественной научной литературе, что выражается в наличии существенных недочетов в исследовании инвестиционно-банковского бизнеса, а также поверхностном освещении ряда аспектов функционирования инвестиционного банкинга в Казахстане.

Безусловно, существование и развитие фондового рынка невозможно без финансовых посредников, ведь в современной рыночной экономике существует система рационального разделения труда, что означает, что предприятия реального сектора должны заниматься производством продукции, а организации финансового сектора - оказанием финансовых услуг, в том числе по поиску источников финансирования для предприятий реального сектора Из вышесказанного можно сделать вывод о том, что, во-первых, у предприятий реального сектора должна появиться потребность и возможность в привлечении внешних источников финансирования, во-вторых, предприятия финансового сектора должны иметь возможность предоставить предприятиям необходимые им услуги, в третьих, должна быть создана необходимая инфраструктура для реализации всех возможностей предприятий Такие условия сложились три-четыре года назад и явились отправной точкой нового этапа развития финансовых посредников в Казахстане. Именно тогда появились организации, оказывающие на профессиональной основе услуги по подготовке проспектов эмиссии облигаций, а также поиску инвесторов, готовьте предоставить денежные средства для предприятий

Казахстанская практика, вслед за мировой, вызвала к жизни финансовые институты, выступающие «проводником» для эмитента в мире инвестиций - инвестиционные банки Инвестиционный банк представляет эмитента широкому кругу инвесторов, тем самым, преодолевая ограничения, связанные с индивидуальными кредитными сделками В то же время, на рынке присутствуют инвестиционные банки, не обладающие значительным собственным капиталом, основой бизнеса

которых являются услуги непосредственно по организации облигационных, вексельных займов, выходу предприятий на IPO И те, и другие существуют в условиях жесткой конкуренции, постоянно расширяя комплекс услуг, склоняя предприятия к использованию публичных инструментов финансирования.

Ключевые слова: инвестиционный банкинг, финансы, экономика, банк, ценные бумаги.

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WAYS TO IMPROVE COMPANY VALUE ASSESSMENT

Abstract. The topic ofresearch is the development of companies, determination of market value, analysis of financial performance indicators is of great scientific and practical importance. Since the topic of studying the value of companies in our country is gaining momentum, it is necessary to close the relationship of research centers and companies for the successful development and implementation of scientific developments in practice. Joint work in this particular area should contribute to the development and the development of advanced valuation techniques, develop new approaches to calculating the value of companies, development of a more detailed analysis of financial and economic activities, the exchange of practical knowledge and theoretical framework of the research staff. Based on the results of the calculation of the value of the company "ABC" LLP, obtained during the project work, the total value of the company was calculated by several methods, taken in an equal ratio when entering the final cost.

Keywords:value, financial resources, balance sheet, asset, liability, entrepreneurship, investment, equity, debt capital.

Today, calculating the value of projects and companies is very relevant, both for the owners of companies and for potential investors who want to invest certain funds in the business. This procedure was previously considered unprofitable and costly, but today it is necessary to know the true value of your own business for the competent management of the company and a vision of an adequate picture of business development.

When evaluating a business, an appraiser needs to evaluate the company's engagement industry, study aspects of the company's financial work, audited reporting, annual reports, the company's development strategy, and internal unpublished documents.

However, today, with all the necessity and usefulness, of calculating the value of a company or project, there are a number of problems associated with the procedure of the evaluation itself.

The business valuation process combines art and science and can be complex. Generally speaking, a detailed, comprehensive analysis and the ability to develop accurate forecasts and assumptions are necessary when evaluating a particular development industry. Calculating the value of projects or companies also requires applying the theory of finance in appropriate places and using professional thinking. The following describes a number of difficulties in calculating value in Figure 1 [1-2].

Reasonable assumptions are understood as assumptions for forecasts based on historical trends and expected future events in the development of the company, and documented justification of these assumptions. The collection of data on peer companies includes the collection of relevant comparable market comparable data (both public and private) and the documentation of arguments compared to the market.

Calculation of the discount rate, which appropriately reflects the risk inherent in the subject and documenting the reasons for using (or not using) the methods used to calculate WACC. For most professionals, the real problem is to create a reliable, fundamentally sound assessment report. A written report is often the only tangible product delivered to the customer and usually serves as the cornerstone of professional credibility.

Software, such as SageworksValuationSolution, offers an optimized business valuation workflow, but more importantly, provides a single system for creating and compiling valuation reports. Using the right technology will significantly reduce the burden on comprehensive reporting, thanks to user-friendly progression and a fully integrated intuitive report template builder. SageworksValuationSolution leads the list.

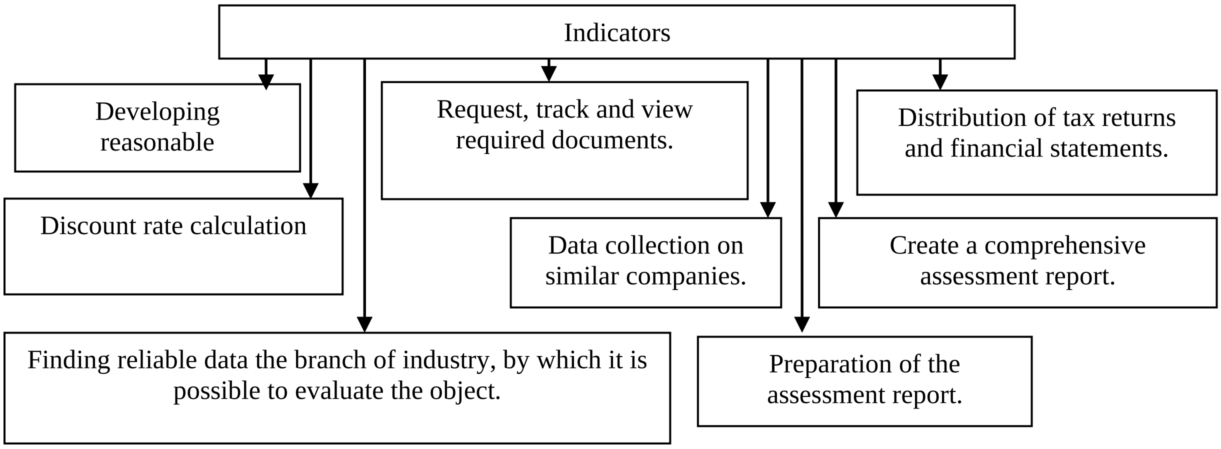

Figure 1 - The most common difficulties faced by evaluators of companies

As western practice of business development shows, knowledge of the market value of your company allows you to possess complete and reliable information about the extent of development, about the effectiveness of management decisions. Knowing the value of the company shows how correctly and efficiently the company is developing or, on the contrary, will indicate the development aspects that need to be developed. The experience of world practice has shown domestic business development paths to achieve effective management and development of the company.

The application of costing or the project of companies in our country is a relatively recent process, on the basis of this there is no single documentary, including methods of assessment based on an individual approach to the industry, involving the company. There are no perfect assessment tools, since the most popular methods to date, namely, comparative, profitable, costly, are not ideal for assessment [3-4].

Increasing the value of the company today is an integral part of the management of the company, the development of its financial management. Choosing the right methods and principles of its selection guarantees the result in a shorter time frame and at the lowest cost. Before making decisions on further modernization of the financial management of the company, it is necessary to analyze the scale of development of financial activities, determine its market value, calculate the future forecast values of financial and economic activities that affect the value of the company and determine the prospective directions of increasing the value of the company.

Before proposing measures to increase the value, the analysis of all major financial and economic indicators, which include the analysis of the company's assets, was carried out, according to the forecast values, the company's assets will grow annually. The average annual growth is observed in the amount of 230 535 million tenge. Also in Appendix A you can see the projected value of net assets. This is considered a positive aspect of the development of the company's activities, since the increase in the value of assets increases the economic power of the company, increases the company's property, the increase in assets also indicates an increase in investment in the activities of the company and its subsidiaries [5-7].

The EVA in these calculations is influenced by three other forecast values of the main performance characteristics. «ABC» LLP such as: ROIC, WACC and Invested capital (IC) Average. The non-positive value of EVA is due to the negative value of ROIC, which is in this particular case the difference between noplat and the Invested capital (IC) Average. According to the calculations, EVA indicator will reach positive results in 2025.

According to the methodological recommendations for the calculation of key performance indicators of "Samruk-Kazyna"LLP efficiency Free funds for development and dividends", used to determine the ability of the operating activities of the group of companies to provide profits available for distribution to the Shareholder, debt coverage and investment activities.

Free cash for development and dividends (ssrd) = Net Cash flow of operating activities (CFO) – Capital expenditures for maintenance of administrative and production assets excluding VAT on cash basis.

The purpose of applying this ECE is to determine the ability of operating activities to provide profits available for distribution to the Shareholder, to cover debt obligations, and investment activities. The allocation of consolidated funds with the KLPE project to a separate table is due to the fact that this project is currently at the design stage. At the moment, it is launched and a potential partner is found for its implementation. Successful implementation of this project will allow the company to receive the greatest profit from projects and increase available funds for Shareholders. However, at the initial stages of its implementation, the process of reaching the breakeven point would last until 2025, and without its implementation this process would have occurred in 2021, but the amount of profit without its implementation would have been much less than with it.

So in 2025 the cash flow from the implementation of projects without KLPE would have reached 116922.2571 thousand tenge against 348 541 thousand tenge with it, which is 231 619 thousand more, provided that this is only the first year of breaking even with the project KLPE. Next, the effect of capital characteristics in table 1 is investigated.

Table 1 - A study of the characteristics of the capital of «ABC» LLP for 2019-2021

Names	Годы		
	2019	2020	2021
Ke-cost of equity, %	9,91%	9,91%	9,91%
Kd – the cost of borrowing capital, %	0,62%	2,25%	5,93%
WACC – weighted average cost of equity and debt, %	4,54%	4,89%	6,71%
Note - [according to companies]			

Based on the calculated information from table 1, we can see that the value of the company's personal funds has a stable value from 2019 to 2021, and the value of the attracted external capital is growing rapidly from 0.62% in 2019 to 5.93 % in 2021.

During this period of time, the Kd-value of the attracted external capital increased by 6.5 times, which indicates the inexpediency of attracting external capital, as it turns out to be very expensive for the company.

To determine the rate of borrowing and making the right decisions in the management of the company, it is necessary to take into account the WACC indicator-the weighted average cost of personal and externally attracted capital, which gives a clear idea of the ratio of the cost of own and borrowed capital. This indicator is also growing under the influence of the increase in the cost of externally attracted capital.

There are optimal capital structures, in this regard, we offer the optimal capital structure, developed specifically for «ABC» LLP taking into account changes in the dynamics of capital and special development.

Speaking about the optimal capital ratio, it is always necessary to take into account the indicators of the cost of attracting external capital, the value of which should be as small as possible otherwise it will be difficult for the company to ensure timely payment for the externally attracted capital.

To do this, it is necessary to carry out a number of computational forecasts for planning the amount in the future necessary for the development of personal and debt capital.

Having analyzed this information, it is possible to draw a conclusion about the fast-growing rates of increase in the amount of borrowed capital in the analyzed period of time 2019-2021. So in 2019, compared to 2018, the increase in the amount of borrowed capital amounted to 1.16 times.

The average annual growth of the amount of borrowed capital is 1.08 times. Such a sharp increase in the amount of borrowed capital is due to the low amount of its attraction. The lowest cost of its involvement is projected for 2019 at 0.62 %, and the highest in 2019 at 5.93 %. The optimal ratio of these two capitals determines a number of theories and indicators, one of which is the average cost of capital.

Based on the WACC data, it is possible to conclude that in this case, the best structure of capital optimization is observed in 2019, since the WACC in this case has the lowest value, equal to 4.54 %, which is an order of magnitude less than the WACC indicators in the studied period of time. However, this is not quite true, because despite the lowest value of the WACC in 2019, the ratio of personal and external capital this year is negative because the amount of borrowed capital exceeds the amount of personal capital by 132,864,963 thousand tenge, which is not an indicator inherent in the structure of the optimal capital ratio. A more detailed analysis of the ratio of the structure of personal and external capital can be seen in table 2.

Table 2 - The ratio of the structure of equity and debt capital of LLP «ABC», for the period from 2019 to 2021

	2019 year		2020 year		2021 year	
	Amount, thousand tenge	Portion, %	Amount, thousand tenge	Portion, %	Amount, thousand tenge	Portion, %
We	408 559 901	43.1	426 596 039	38.1	446 826 585	38.2
Wd	541 424 864	56.9	694 126 155	61.9	724 800 276	61.8
Common:	949 984 765	100	1120722194	100	1171626861	100

After analyzing this table, it is possible to conclude that in the period from 2019 to 2021 the company will increase the number of borrowed capital for the development and expansion of copmania, to increase the number of fixed assets and other things. However, in this case, it is necessary to conduct a detailed analysis of borrowing, since the predominance of external capital over personal capital is not always beneficial for companies. This circumstance increases the risks of the company on the impossibility of repayment of borrowed funds, high interest rate on the loan of funds, and other circumstances.

To date, there is a predominance of external capital in the period from 2019 to 2021. so every year the amount of borrowed capital increases by 8.5%. The value of personal capital is much smaller and shows an annual decrease in its values starting from 43.1% in 2019 and ending with 38.2% in 2021.

The average value of We-personal capital in the period from 2014 to 2017 was 84% compared to 43% in the period from 2018 to 2021, the deviation is 41 %. There was this negative shift in the value of personal capital due to the increase in Wd-external capital of the company. Its value has changed from 16% in the period from 2014-2017 to 57% in the period from 2018-2021.

In this case, the average value of the financial leverage in the period from 2014 to 2017 will be 0.3%, and in the period from 2017 to 2021 1.38. This is due to an increase in debt capital, which is in the numerator of the financial leverage formula.

For a more extended analysis of their ratio, not the financial lever is used, but the effect of the financial lever, which is found by the formula:

$$EFL = (1\text{-}СН) \times (КР\text{-}СК) \times We/Wd \tag{1}$$

The size of the effect of financial leverage in the period from 2014 to 2017 is 0.5, which is less than 1. This indicates the excess of equity over debt and financing of the company's activities at its own expense:

$$EFL = (1\text{-}0{,}2) \times (6{,}9\text{-}5{,}1) \times 0{,}3 = 0{,}5$$

In the period from 2018 to 2021, the effect of financial leverage is 1.2%. This value suggests that confirms the distribution of capital in the ratio 57/43. Since the value of the ROA return on assets is higher than the value of the external borrowing rate is higher, in this case it is possible to conclude that the external borrowing is not a costly measure:

$$EFL = (1\text{-}0{,}2) \times (6{,}2\text{-}5{,}1) \times 1{,}38 = 1{,}2$$

Based on the results of the analysis of the ratio and composition of the company's cash over the past four years, it is possible to propose the following optimal structure of the company's cash [5].

At a ratio of 80/20, there is a more effective use of both personal and external capital according to the analysis of the company's capital, since it is mainly from the efficiency of the capital that the final cost of the company will depend, also for the development of promising areas of development, a SWOT analysis was conducted in table 3 [8-12].

Table 3-SWOT-analysis of «ABC» LLP

Strengths	***Weaknesses***
Competitive advantage in the industry within the country	Lack of qualified personnel, specialists working directly in the production
Financial support of the state within implementation of large-scale programs of development of production	The lack of an established logistics system both within the country and at the exits to the near abroad
Sufficient number of experienced management personnel, top management of the company	The preferential orientation of the moment on the market inside the country
The polarity of different types of products	Lack of access to world markets supply of production products
Availability of sufficient natural resources in the country	Long payback period and break-even point for most of the company's projects
Opportunities	***Threats***
The possibility of implementing large-scale projects in the production industry, previously not implemented in the country	As a leading company in the manufacturing industry, the company can become a monopolist
The opportunity to increase the country's ranking in the ranking of industrialized countries	Financial threats related to the devaluation of the national currency tenge
The possibility of forming the largest number of jobs	External threats associated with changes in the exchange rate of foreign currencies, due to the attachment to the dollar
Possibility of receiving gratuitous transfers from the national Fund of the Republic of Kazakhstan	Threats related to injury hazard of personnel in the workplace
Implementation of world experience in the development of the production industry	Economic, legal, legal difficulties in the supply of products abroad
	Political and ethnic strife, leading to the destabilization of society, affecting the demand for products
Note - according to data [8-12]	

Based on the data of the SWOT analysis, we can say that the company has good prospects for development and further in table 4, a set of measures for the effectiveness of the company's value management is proposed.

Table 4-Complex of measures for cost management efficiency of «ABC» LLP

Event	***Tools***	***Expected effect***
Development of Long-term development Strategy	Analytical calculation of performance indicators	Increase of profitability of the company, forecasting of possible risks and ways of their avoidance
Monitoring of competitors ' activities	Conducting analytical activities	Awareness of the competitive place in the industry, knowledge of technological innovations-competitors
Professional development of the company's employees	MBA training, team building	Increase employee engagement to work more efficiently
Decrease in the value of capital raised	Using	Reduction of risks associated with the company's operating activities
Increase in cash flow from each project	Increase the profitability of each project	Increase in company profits
Increase of efficiency of use of external capital of the company	Money Management Methods	The optimal ratio of capital
Establishment of business relations with the countries of near and far abroad		Access to world economic markets
Development of impeccable business reputation in the business sphere	The implementation of export-import operations with countries near and far abroad	High demand for cooperation among other companies
Note - according to data [8-12]		

In order to increase the value of «ABC» LLP, when assessing the value using the net asset method, it is necessary to optimize expenses and debt. Since the value of the company will directly depend on the value of these indicators.

Based on the results of the analysis, promising methods and directions for increasing the company's value were developed taking into account the development features of «ABC» LLP. Thus, the set of measures includes measures:

- on innovative optimization of the capital structure of «ABC» LLP;
- to reduce the value of the attracted capital of the investigated company «ABC» LLP;
- to increase the amount of cash flows from each project of «ABC» LLP, achieved by increasing the profitability of each project;
-on monitoring the activities of competitors of «ABC» LLP, carried out through analytical activities;
- to develop an impeccable business reputation in the business sphere, achieved by eradicating debt to partners of «ABC» LLP [13-15].

In the long run, the results of the study may be applicable when a company reaches an IPO, since when developing the Development Strategy, an action plan was developed for the company to enter an IPO by 2025 in order to increase the company's capital. The results of the study can serve as an example for assessing the cost of «ABC» LLP, through the implementation of research and development in the practical activities of «ABC» LLP.

The study of determining the value of a company, the direct calculation of its value in modern realities are of great practical importance not only for a scientist studying this effect, the company being studied, but also for the development of the economic potential of the country as a whole, since a positive increase in value has a significant impact.

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КОМПАНИЯ ҚҰНЫН БАҒАЛАУДЫ ЖАҚСАРТУ ЖОЛДАРЫ

Аннотация. Компаниялардың дамуын зерттеу, нарықтық құнды анықтау, қаржылық қызметтің көрсеткіштерін талдау тақырыбы үлкен ғылыми және тәжірибелік мәнге ие. Біздің елімізде компаниялардың құнын зерттеу тақырыбы даму қарқынына ие болғандықтан, ғылыми әзірлемелерді табысты дамыту және тәжірибелік қызметке енгізу үшін ғылыми орталықтар мен компаниялардың тығыз өзара байланысы қажет. Осы белгілі бір бағыттағы бірлескен жұмыс құнды анықтаудың озық әдістерін дамытуға және әзірлеуге, компаниялардың құнын есептеудегі жаңа тәсілдерді әзірлеуге, ғылыми қызметкерлердің тәжірибелік білімі мен теориялық базасын алмасудың қаржы-шаруашылық қызметін неғұрлым егжей-тегжейлі талдауды әзірлеуге ықпал етуі тиіс. Жобалық жұмысты орындау кезінде алынған "АВС" ЖШС компаниясының құнын есептеу нәтижелері бойынша қорытынды құнға шығу кезінде тең қатынаста алынған бірнеше әдістермен есептелген компания құнының қорытындысы алынды.

Бизнесті дамытудың батыс тәжірибесі көрсетіп отырғандай, өз компаниясының нарықтық құнын білу даму ауқымы туралы, басқарушылық шешімдердің тиімділігі туралы толық және дұрыс ақпаратты меңгеруге мүмкіндік береді. Компанияның құнын білу компания қаншалықты дұрыс және тиімді дамып жатқанын көрсетеді немесе керісінше дамытуды қажет ететін даму аспектілерін көрсетеді. Әлемдік тәжірибе отандық бизнеске компанияның тиімді басқарылуы мен дамуына қол жеткізу үшін даму жолдарын көрсетіп отыр.

Компанияның құнын ұлғайту бүгінгі күні компанияны басқарудың, оның қаржылық менеджментін дамытудың ажырамас бөлігін алып отыр. Оның жоғарылауының дұрыс әдістері мен принциптерін таңдау нәтижені қысқа уақыт мерзімінде және ең аз шығынмен алуға кепілдік береді. Компанияның қаржылық менеджментін одан әрі жаңғырту туралы шешім қабылдау алдында қаржылық қызметті дамыту ауқымын талдау, оның нарықтық құнын айқындау, компанияның құнына әсер ететін қаржылық-шаруашылық қызметтің болашақтағы болжамды мәнін есептеу және компания құнын ұлғайтудың келешектегі бағыттарын айқындау қажет.

Ұзақ мерзімді келешекте зерттеу нәтижелері компанияның IPO-ға шығуы кезінде қолданылуы мүмкін, себебі даму стратегиясын әзірлеу кезінде компанияның капиталын ұлғайту мақсатында компанияның 2025 жылға қарай IPO-ға шығуы жөніндегі іс-шаралар жоспары әзірленді. Алынған зерттеу нәтижелері "АВС"

ЖШС-нің құнын бағалау үшін "АВС" ЖШС-нің тәжірибелік қызметіне ғылыми-зерттеу әзірлемелерін енгізу арқылы үлгі бола алады.

Компанияның құнын анықтауды зерттеу, оның құнын қазіргі заманғы шынайыларда тікелей есептеу осы әсерді зерттейтін ғалым үшін ғана емес, сонымен қатар жалпы елдің экономикалық әлеуетін дамыту үшін де өте үлкен тәжірибелік маңызы бар, себебі құнның оң өсуі айтарлықтай әсер етеді.

Түйін сөздер: құн, қаржылық ресурс, баланс, актив, пассив, кәсіпкерлік, инвестиция, меншікті капитал, қарыз капиталы.

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ПУТИ УЛУЧШЕНИЯ ОЦЕНКИ СТОИМОСТИ КОМПАНИИ

Аннотация. Тема исследования развития компаний, определения рыночной стоимости, анализа показателей финансовой деятельности имеет большое научное и практическое значение. Поскольку тема изучения стоимости компаний в нашей стране набирает обороты развития, необходима тесная взаимосвязь научных центров и компаний для успешного развития и внедрения научных разработок в практическую деятельность. Совместная работа в этом определенном направлении должна способствовать развитию и разработке передовых методов определения стоимости, разработке новых подходов в подсчете стоимости компаний, разработке более детальному анализу финансово-хозяйственной деятельности обмену практических знаний и теоретической базы научных сотрудников. По результатам подсчета стоимости компании ТОО «АВС», полученному при выполнении проектной работы, был получен итог стоимости компании, рассчитанный несколькими методами, взятыми в равном соотношении при выходе на итоговую стоимость.

Как показывает западная практика развития бизнеса, знание рыночной стоимости своей компании, позволяет владеть полной и достоверной информацией о масштабах развития, о эффективности управленческих решений. Знание стоимости компании показывает насколько правильно и эффективно развивается компания или же наоборот укажет на аспекты развития, которые необходимо развивать. Опыт мировой практики показал отечественному бизнесу пути развития для достижения эффективного управления и развития компании.

Увеличение стоимости компании на сегодняшний день занимает неотъемлемую часть управления компанией, развития ее финансового менеджмента. Выбор правильных методов и принципов ее повышния гарантирует получения результата в более короткий временной срок и с наименьшими затратами. Перед принятием решений о дальнейшей модернизации финансового менеджмента компании, необходимо проанализировать масштабы развития финансовой деятельности, определить ее рыночную стоимость, рассчитать будущие прогнозные значения финансового-хозяйственной деятельности, влиящие на стоимость компании и определить перспективные направления увеличения стоимости компании.

В долгосрочной перспективе результаты исследования могут быть применимы при выходе компании на IPO поскольку при разработке Стратегии Развития был разработан план мероприятий по выходу компании к 2025 году на IPO с целью увеличения капитала компании. Полученные результаты исследования могут послужить примером для оценки стоимости ТОО «АВС», посредством внедрениия научно-исследовательских разработок в практическую деятельность ТОО «АВС».

Изучение определения стоимости компании, непосредственный подсчет ее стоимости в современных реалиях имеют очень большое практическое значение не только для ученого изучающего данный эффект, исследуемой компании, но и для развития экономического потенциала страны в целом, поскольку положительное увеличение стоимости оказывает значительное влияние.

Ключевые слова: стоимость, финансовые ресурсы, баланс, актив, пассив, предпринимательство, инвестиция, собственный капитал, заемный капитал.

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THE CONCEPT OF “CHOREOGRAPHIC INTEGRITY” IN THE METHODS OF NATIONAL DANCE STYLIZATION

Abstract. The reproduction of the interpretation of the synthesis of folk dance and choreographic directions is one of the topical issues of modern directing.

Starting to reveal the concept of «choreographic integrity», the authors refer to the analysis of each term reflecting the method of deductive research.

The article presents the analysis of vivid examples of manifestation of «choreographic integrity», disclosed in the lexical and semantic aspect in the interpretation of the synthesis of the Kazakh dance with the directions of choreography staged by domestic choreographers. Revealing the concept «choreographic integrity» in stylization techniques, the authors used the method of analysis of dance movements «contour dioramas», developed by A.A. Melanyin.

The results of the study present the possibility of applying the concept of «choreographic integrity» in the theory of choreographic art as a method of creating an interpretation of the synthesis of folk dance and other areas of choreography, the purpose of which is to provide axiological guidelines for ballet-masters, directors, choreographers in determining ways to preserve the semiotic code and the basis of the artistic language of national dance.

Key words: interpretation, synthesis, choreography, artistic image, folk dance, Kazakh dance, choreographic directions, method.

Introduction

During the process of development of choreographic art in general, folk dance as a subject of various choreographic searches in the XX century, undergoing unprecedented forms of evolution, significantly developed on the professional stage.

As history reveals, a rich tradition of folk dance in the Russian ballet theatre in the version of the academic style started developing at the turn of XIX-XX centuries. By1920 of the last century, the search within this genre was conducted in a variety of directions and styles (stylization, grotesque, accurate recreation of ethnic material and regional features, etc.). Subsequently, the field of folk dance adaptations for the stage manifested interest in them. The examples are the works of M. Fokin («Polovtsian Dances», «Scheherazade», «Jota Aragonese»). The creation of the state folk dance ensembles in the first third of the twentieth century contributed to a more intensive development of this layer of dance culture. In subsequent years, the old ideals of its stage interpretation were replaced by a rapid development in synthesis with modern choreography.

The relevance. The new trend in choreography reflected in the Kazakh ballet art showed that the observed growth of the evolution of means of artistic expression, revealing a number of topical issues, is reflected in the work of domestic choreographers. The area of synthesis of national dance with different directions of choreography, gaining increasing popularity in our time, often represents the picture of empty art of forms. The handsentwined trivially in a Kazakh style with a palette of lexical material from other areas of dance that we observe, often present the lexis of folk dance not as the basis of artistic language, but as an integrated element, a subordinate unit in a hierarchy of plastic expressive means. This position being one of the themes of the discourse undertaken among professionals and connoisseurs of domestic choreographic art determines the **relevance of this study.**

The field of creative search cannot be adjusted to any frame of judgment, as every artist, choreographer, director is free to express his art as he sees it. However, asfortheso-called «individual vision» or the expression «my vision» frequently used by ballet-masters to justify their poor interpretations, the routine use of which was noted in the early XX century by F. Lopukhov [1.84], who emphasized the necessity to disclose the essence of this «vision», today this necessity is still relevant, as the allowance for such assumption in the aspect of the development of folk dance is a manifestation of indifference to preservation of its identity, which will indicate a direct path to the loss of its shape or disappearance.

Hence, the creation of interpretations of folk material in the synthesis of choreographic techniques from other areas in order to achieve a reasonable and appropriate representation deserves a special approach, involving a justified choice of decisions not only at the compositional and lexical, but also at the semantic level, which in general would constitute a harmonic mixture, «a choreographic integrity».

Taking into account the broad interpretation of the concept «choreographic integrity», the authors consider its application only in the field of synthesis of folk dance with the directions of choreography.

This vector allowed us to highlight a number of works. The following list of research works, directly related to the aspect studied in the article, considers the development of folk dance in different directions, no thigh lighting the direction of the theory of choreography.

O. Makarova's thesis [2], devoted to the development of folk dance in modern ballet performances. Covering the age-old chronological range, the author analyzes the works of Russian and Western choreographers using the comparative method.

A.L. Vasilyeva's thesis [3], devoted to the study of the cultural history of characteristic dance as a form of representation of national images on the ballet stage.

Yu.Yu. Ryazanova's thesis «Development of new means of expression in the ballet art of the XX century», particularly considered in national dances, is of particular interest [4].

In search of a solution to the above problem, the authors suggest that the prospects of introducing the concept of «choreographic integrity» into the theory of choreographic art can serve as an indicator in creating a synthesis of folk dance with choreographic directions. This goal can be achieved with the solution of following **tasks:**

Firstly, to define the concept of «choreographic integrity»;

Secondly, to introduce and give examples revealing the concept «choreographic integrity» using the example of choreographic works by domestic ballet-masters, directors;

Methods. In the field of disclosure of the concept of «choreographic integrity», the authors relied on a number of works on the theory of choreography, previously identified by F. Lopukhov [5], A.A. Melanyin [6].

The research insight undertaken by the authors to reveal the concept of «choreographic integrity» involves the use of the method of deductive analysis, separate treatment of its items, for «general theories should be built up through a synthesis of the principles of individual areas, well-known and comprehended in every detail, for «where there is no systematic order, that serves as a model, the general theory rather consists of uncertainties than well-substantiated generalizations» [7. 188].

Discussion

Studying the nature of dance, S. Lisitsian who made a valuable contribution to the development of a system for recording dance movements, exploring the emergence of the term «choreography», noted in his book «Record of movement (kinetography)» [8. 370] that for the first time this term was introduced in 1700by the dancing master R. Feuillet. According to the history of mankind, the time of the emergence of this term, which dates from the beginning of XVIII century coincides with the beginning of the development of European culture of the New time (XVII-XIX century), whose guidelines in understanding the progress were aimed at the development of humanism and anthropocentrism, scientism and teleologism, which, respectively, in the subsequent dance art determined the emergence of the role of the creator, director, in consequence of which the term «choreography» was understood as «the art of composing dances and ballet, and in the late XIX- early XX centuries –dance art as a whole» [9. 451].

At the present stage «choreography» is a term that subsumes such components like dance and all its types, ballet, training school, etc. This concept has contributed to the emergence of many terms such as choreographer, choreoauthor, choreologue, choreoethnography, choreographic school. At the same time, «choreography» is «a type of art …in several interrelated and independent styles: from folk choreography to contemporary choreographic art» [10.11].

Given the time of emergence of the term «choreography» coinciding with the dawn of philosophical idealistic and ideological notions, asserting the supreme value of self-determination and free will in the dance world, which put choreographer, ballet master on a pedestal, we can agree withA.A. Melanyin, who described the term «choreography»as «the object of intellectual property» [6].

Determined by the above definition, we should note that the main task of choreography with its creator is a creation and transmission of the image, the theoretical interpretations of which originate from theories of ancient philosophers Plato and Aristotle. Plato's theory of the image emanating from the a priori existence of ideas, archetypes residing in eternity, is revealed by the use of the terms «drawing», «image», which characterize the phenomena outside the soul, defining the image as an external derivative of the material world, as copies of copies. Aristotle derived his arguments from the field of psychology. For him the images are psychic mediators between the senses and mind, bridge between the inner world of consciousness and the outer world of material reality, expressed by the imagination. According to the above, Aristotle describes sensory data, according to which the image is a reflection, not a source. Thus both Plato and Aristotle regard the image as the result of copy or repetition.

If we consider the definition of «choreography» as a product of an intellectual nature, that presumes the presence of a master, assigning the image to the category of simulation or imitation simplify and understate the status of the choreography as a form of art, since «art… reflects the world not through concepts, but through the system of artistic images » [11. 242]. Accordingly, the ballet-master’s tasks are not just to trivially copy, but to create an image in its broadest sense determined by the status of art, which reflects «a certain stage in the development of dance thinking associated with the processing of the language of dance into the artistic system» [12], which is often implemented and achieved by creating a synthesis.

Addressing the Kazakh dance, we see that most of its dance lexis as well as many other folk dances express universal archetypes, reflecting the imitative character. Elements, movements of the Kazakh dance often have ancient roots and still retaining original character, reflect literal understanding by the ancient people, imitation, image.

Therefore, according to the above, the aim of the choreographer in the creation of synthesis is to achieve an artistic image, permissible through the guidance of the compositional and lexical arsenal, which in synthesis with the directions of choreography would be represented in a reasonable creation, with an internal ordered connection, the degree of «density», «internal cohesion», and «general integrity».

No one disputed the representation of «integrity» as a unity of content and expression planes, however, different semantic meanings hid under this term» [13, 40]. Reference to the dictionary of synonyms showed that the term «integrity» has the following close meanings as unity, completeness, community, synthesis. If we adopt the last definition - «synthesis», it already provides for the manifestation of «integrity». Respectively, the main task of creating a synthesis of choreographic directions is «integrity», which, being implemented in the level of dance, at the same time should correspond to the content aspect.

Thescarcechoreographicdecisionsinmodernrepresentationofthedanceofshamansmainly enriched with elements of modern dance and acrobatics (somersaults) bring it closer to circus character, rather than to the spiritual diviner, which is not always implemented at the level of the dance language. In turn, dance plasticity should be considered as a paradigm of development of the Kazakh dance as “a national treasure transmitted from generation to generation through the ages, an indicator of the degree of artistic thinking of the people” [14. 106].

On the other hand, without disputing or denying the permissible use of these elements, the authors would like to draw attention to another important component aspect of folk dance – semantic component, since «… the world of semantic convergence, analogies, oppositions, which does not coincide with the semantic grid of natural language, in particular in choreography comes into conflict and struggles with it»[15. 237]. However, it is not always possible to follow a strict choice of each movement according to its semantic component. Nevertheless, the need for a choreographer to follow the choice close in meaning, figurative component is not just someone's whim, but his direct duty of knowledge and mastery of the material.

Returning to the issue of interpretation of dance plasticity of shamans, we should pay attention to the fact that in the Kazakh dance there is a large arsenal of dance lexis (specific positions and movements), with accurate transcripts of archaeologists. Examples are the images of dancing shamans found in the Bayanzhurek mountains deciphered by Z. Samashev as a shaman's dance.

In Figure 1, the semantics of the position«жоғары төмен» (top and bottom) expresses the value of the main and equal notions for a nomad, the dualistic concept, binary oppositions (separation of the upper and lower world, heaven and earth, birth and death), which are the basic notions information of picture of the world. This specific position expresses the shaman mediator of the upper and lower world.

The second image represents the position of the hands called «sharshy». It has a semantic meaning of the four elements of the universe (air, water, fire, earth), and defines the four cardinal directions.

In addition, the existing specific positions of cosmogonic section –the version «сыйлык» (a big gift, a small gift, scenic form), reflecting a tribute to the Supreme deity Tengri, «бес саусак» (five elements of nature), «шаршы» (square, four corners of which represent the four cardinal directions), «жоғары төмен», reflecting the upper and lower world, the movement «сақ жүріс» (creeping movement), conveying the character of creeping movement performed stealthily, reflected searches of the soul of a sick man in the world of spirits, could fully reveal and convey the theme of the shamanic dance art.

The correspondence of semantics and compositional-lexical decision will identify the integrity at the level of «aesthetic category» [16] by Borev Y.B. [17], oppositional disruption, since the lexical expression will be the embodiment and transmission of semantic array, for «the form is the expression of the content, and is associated with it so closely that separating it from the content means destroying the content itself» [18].

Consequently, one of the main goals in the choreographers' orientation in the creation of a choreographic work is the synthesis (integrity) of the poles of the content and the plan of expression, which, requiring sufficient detail, must be implemented in a reasonable language of expression.

In order to explain the «choreographic integrity», we provide a number of examples from the works of ballet-masters, choreographers of domestic choreographic art. One of the striking examples is a particularly popular dance «Balbyrauyn» staged by D. T. Abirov. The dance «Balbyrauyn», which requires high technical performance skills, represented a bright example of creation of choreographic integrity by ballet-master, where movements of the Kazakh folk dance are harmoniously equipped with classic pas («pas echappe", «jeteen trelace», «saut de basque», «sissone»), while the folk dance movements constitute the basics of artistic language. The choice of widely used classic movements with the colorful movements of the Kazakh male dance, expressing the dzhigits' bold strength, agility represent the dance Balbyraun as a bright example of intercomplementing tandem, the presence of the unity of the intonational system of classical and national movements. In addition, D. T. Abirov, plastically accurately expressing the dynamics of the rhythms of Kurmangazy's kui, creates an image in which music and dance in a voluntary union are wrapped into a visible form of choreographic union. Creation of authentic, colorful, mannered and traditional character is a distinctive feature of intentionality in the interpretations of Kazakh dance by D. T. Abirov.

Continuing to talk about the «choreographic integrity», I would like to give an example of another performance «Shashu» by A.ATati, created for the Astana ballet team. The ballet-master uses such movements of classical dance, as pas faili, jete entrelace, passing arabesque, which in tandem with the movements of the Kazakh dance are presented in a reasonable and appropriate use. If we address the literary sources of ballet theorists, their statement about the first arabesque, about its ability to «evoke the idea of flight, of enthusiastic detachment, of an inspired high dream» [19. 50], is confirmed in the dance. In «Shashu» dance that reflects a moment of celebration, a joy from good news, the use of passing arabesque, performed with the hands holding the hem of the skirt, convey lightness, youth, flight of the soul, filled with sincere maiden joy that in the context of dance finds a justified embodiment. Use of the first arabesque, double-throw jetée flowing into a movement of the Kazakh dance, creating harmonic plastic line, bear a justified value in contextual significance.

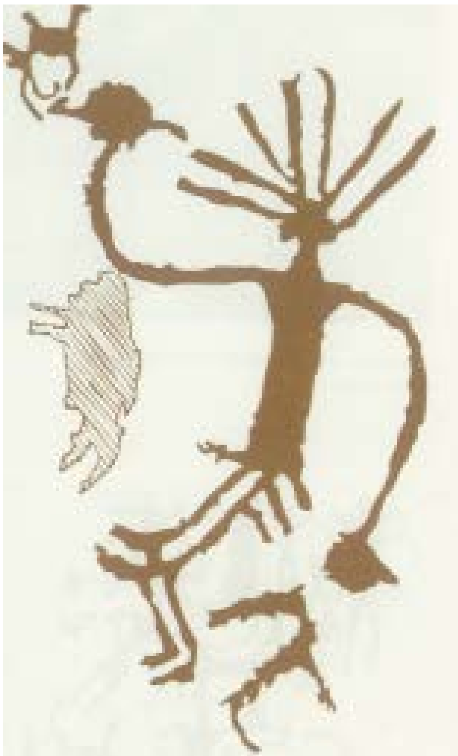

Figure1 - Bayanzhurek.[2]Shaman

Figure 2 –The position «Up and down»

Figure 3 - Bayanzhurek.[3] Shaman

Figure 4 - The position« Sharshy»

[2]Figure22 - p. 170. Samashev, Z. Petroglyphs of Kazakhstan. Almaty: «Oner», 2006. p.200.
[3]Figure24 - p. 170.Samashev, Z. Petroglyphs of Kazakhstan. Almaty: «Oner», 2006. p.200

Another original interpretation of the synthesis of Kazakh and classical dance was presented by the composition «Balbobek» to the eponymous music of ethno-folk ensemble «Turan» staged by A. Tati, performed by students of3-4 grades at the anniversary concert of the Kazakh national Academy of choreography on the stage of Kazakh State Academic Theatre of Opera and Ballet named after Abay. The composition that is full of various specific hand positions of the Kazakh dance in the synthesis of classical dance movements, in a mutually justified tandem of existence, conveying the tenderness and fragility of childhood performed by primary school girls in white and national headdress, generally represented the embodiment of the image of the little swans, young fans of ballet and its future Odette or Odiles.

If we analyze the above dances in terms of «contour dioramas»[6] (the method of analysis of dance movements) by Melanyin A.A., we see «plastic line» [5], plastic intonation passing in a cord to another, when «one movement flows into another», which is also an essential aspect in the creation of a «choreographic integrity».

«The knowledge of the development of the subject as a whole is first of all the knowledge of the direction of development»[20], - stated the scientist G. A. Yugay. Vivid examples of the interpretation of the synthesis of the Kazakh dance with choreographic directions presented from the works of domestic choreographers who genuinely love and care for native folk art are valuable and correct vector of development of national choreography.

The identification of the concept of «choreographic integrity» in the theory of choreographic art as a method of creating an interpretation of the synthesis of folk dance and other areas of choreography will provide a certain axiological guideline determining the ways of preserving the semiotic code, the basis of the artistic language of national dance.

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ҰЛТТЫҚ БИДІҢ СТИЛЬДЕУІНДЕГІ «ХОРЕОГРАФИЯЛЫҚ ТҰТАСТЫҚ» ҰҒЫМЫ

Аннотация. Мақалада отандық балетмейстерлердің, режиссёр-хореографтардың шығармашылығындағы көркемдік мәнерлілік құралдарының эволюциясындағы байқалатын өсуінің салдарынан туындаған "хореографиялық тұтастық" ұғымының анықтамасы қарастырылады.

Қазіргі заман контекстіндегі халықтық би мен хореографиялық бағыттардың синтезін түсіндіруді жаңғырту, жиі танымалдыққа ие болған шығармашылықтың формасының бос көрінісі болып табылады.

Хореографияның басқа бағыттарының лексикалық материалының палитрасымен қазақ биінің қол қимылдарының үйлесімсіздігі көбінесе ұлттық бидің лексикасы көркем тілдің негізі емес, пластикалық мәнерлі құралдардың иерархиясындағы бірлікке бағынатын интеграцияланған элементі ретінде жеткізіледі.

Бұл жағдай отандық хореографиялық өнердің кәсіби мамандары мен бағалаушылары арасында туындаған дискурс тақырыптарының бірі бола отырып, осы зерттеудің өзектілігін анықтайды.

"Хореографиялық тұтастық" ұғымын түсінудің кең шегін назарға ала отырып, мақала авторлары оны тек ұлттық бидің хореографиялық өнер саласында ғана қолдануды қарастырады. Қарастырылатын контексте бар ғылыми жұмыстарға шолу ұсынылған.

"Хореографиялық тұтастық" ұғымын ашуға кірісе отырып, авторлар ұғымның әрбір қосылысын талдауда дедуктивті зерттеу әдісіне жүгінеді.

"Хореографиялық тұтастық" ұғымын анықтау ретінде пластикалық және семантикалық өрнектер деңгейінде құндылықты-бағдарды детерминацияның болуы түсіндіріледі, онда бірінші (пластикалық деңгей) хореографиялық бағыттардың би лексикасы халық биінің қол қимылдарымен өрілген, ол логикалық, сенімді және орынды өзара әрекет жасайтын, тұтас пластикалық "консистенцияны" білдіретін, би тілінің монолитділігін және бұл ретте ұлттық би қозғалысының интеграцияланған элементі көркем тілдің негізі, екінші (семантикалық) хореографиялық лексика қосылыстарының мағыналық мәніне сәйкестігін білдіреді.

"Хореографиялық тұтастық" ұғымының ашылуы Д. Т. Абировтің, А. А. Татидің қойылымдарындағы қазақ хореографиясының мысалдарын талдау негізінде ұсынылған.

"Хореографиялық тұтастық" ұғымын анықтай отырып, авторлар А.А. Меланьинмен әзірленген "контурлы диорамалар" би қозғалысын талдау әдісі қолданылады.

Зерттеу нәтижелері "хореографиялық тұтастық" ұғымын халықтық би мен хореографияның басқа да бағыттарын синтездеу әдісі ретінде хореографиялық өнер теориясында қолдануға мүмкіндік береді, оның басты мақсаты балетмейстерлер, режиссер-хореографтарға аксиологиялық жолдарын бағыттай отырып семиотикалық кодты және ұлттық бидің көркем тілінің негіздерін сақтау жолдарын анықтаудан тұрады.

Түйін сөздері: интерпретация, синтез, хореография, көркемік образ, халық биі, қазақ биі, хореография бағыты, әдіс.

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ПОНЯТИЕ «ХОРЕОГРАФИЧЕСКАЯ ЦЕЛОСТНОСТЬ» В ПРИЁМАХ СТИЛИЗАЦИИ НАЦИОНАЛЬНОГО ТАНЦА

Аннотация. В статье рассматривается определение понятия «хореографическая целостность», вызванная следствием наблюдаемого роста эволюции средств художественной выразительности в творчестве отечественных балетмейстеров, режиссёров-хореографов.

Воспроизведение интерпретации синтеза народного танца и хореографических направлений в контексте современности, обретшая всё большую популярность зачастую являет представление картины пустого формотворчества. Банальность переплетений движений рук казахского танца с палитрой лексического материала других направлений хореографии, чаще всего преподносят лексику национального танца не основой художественного языка, а интегрированным элементом, подчинённой единицей в иерархии пластических выразительных средств. Данное положение, являясь одной из тем вызываемого дискурса среди профессионалов и ценителей отечественного хореографического искусства определило актуальность данного исследования.

Принимая во внимание широкие границы понимания понятия «хореографическая целостность», авторы статьи рассматривают его применение лишь в области приёмов хореографического формообразования национального танца. Представлен обзор имеющихся научных работ в рассматриваемом контексте.

Приступая к раскрытию понятия «хореографическая целостность» авторы обращаются к анализу каждого слагаемого отражающий метод дедуктивного исследования.

Под определением понятия «хореографическая целостность» подразумевается наличие ценностно-ориентационных детерминаций на уровне пластического и семантического выражения, в котором первое (пластический уровень) должно выражать не пустое формотворчество, где танцевальная лексика хореографических направлений переплетена движениями рук народного танца, а созданием логического, достоверного и оправданно уместного взаимосуществования, представляющую целостную пластическую «консистенцию», выражающую монолитность танцевального языка, при этом движения национального танца не интегрированный элемент, а основа художественного языка, второе (семантическое) представляет соответствие соединений хореографической лексики согласно их смысловому значению.

Раскрытие понятия «хореографическая целостность» представлен на основе анализа примеров казахской хореографии в интерпретации Д.Т. Абирова, А.А. Тати.

В определении понятия «хореографическая целостность» в интерпретациях национального танца с хореографическими направлениями авторами был применён метод анализа танцевальных движений «контурные диорамы», разработанный А.А. Меланьиным

Результаты исследования предоставляют возможность применения понятия «хореографическая целостность» в теории хореографического искусства как приёма создания интерпретации синтеза народного танца и других направлений хореографии, цели выявления которого заключаются в предоставлении аксиологических ориентиров для балетмейстеров, режиссёров-хореографов в определении путей сохранения семиотического кода и основ художественного языка национального танца.

Ключевые слова: интерпретация, синтез, хореография, художественный образ, народный танец, казахский танец, хореографические направления, метод.

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PROBLEMS OF HIGHER EDUCATION DEVELOPMENT IN THE REGIONS ON THE EXAMPLE OF AKMOLA REGION

Abstract. This article provides an analysis of the data of higher education sphere on the example of Akmola region, estimated the dynamics of the number of universities, admission, graduation and number of students of higher education of Akmola region, as well as the distribution of received higher education institutions of the region by the type of reimbursement of costs for education. The qualitative and quantitative structure of the faculty of higher education institutions of the region, preparation scientific and research and educational personnel of the top skills in higher education institutions of the Akmola region was investigated; the analysis of the condition of material and technical resources of educational institutions was carried out. One of the key priorities of Kazakhstan’s development strategy is the development of modern education and advanced science as the level of education and the development of human capital. The experience and practice of developed countries show that the effective functioning and development of this sphere, in the context of globalization and openness of the world economic space becomes determining factor for the successful development of the state. It should be noted that the process of providing educational services is taking place in the regional context. This fact makes it necessary to consider higher vocational education as the regional phenomenon. It is necessary to note the insufficient efficiency of higher education in Akmola region, which manifests the mismatch of the quantitative and qualitative composition of the produced specialists with the needs of the labor market.

Key words: education, human capital, higher education, science, higher education institutions, investment, competitiveness, education system, educational programs, educational services.

The relevance of the topic. The transition of the Kazakh education system to market relations revealed the problem of reducing the efficiency of higher education, which immediately affected the reduction of the quality of training of specialists. The low level of knowledge of graduates, the changes in the structure of employment of the population, the change in the structure of demand for different categories of workers, the training and graduation of educational programs, which are no longer in demand, the low rate of employment of graduates - all this indicates the low efficiency of the management in the field of higher education.

Meanwhile, the emergence and rapid development of high technologies, the growth of the level of technical equipment of production, the provision of high rates of the development of science and technology, due to the need to achieve competitiveness of domestic production and services, require an effective regional system of higher education, capable of training qualified specialists with an appropriate system of their training.

The modern labor market requires improvement of the quality of vocational education, professional training, and higher level of qualification received by the specialist at the beginning of his/her life path [1].

Materials and methods of research. In the process of collection, study, accumulation, processing, analysis and synthesis of the obtained information, the following scientific methods of economic research were used in the article: monographic, economic-statistical, abstract-logical, comparative and system analysis. The information base was compiled by the data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, as well as the works of scientists-economists, published in periodicals and posted on websites, legislative and program documents.

Research results. Analysis of the number of strategic documents showed that education is the priority industry in the development of the Republic of Kazakhstan. The key role of education is outlined in Strategy 2050: “In order to become the developed competitive state, we must become highly educated nation. In today’s world, simple literacy is no longer sufficient. Our citizens should be prepared to constantly acquire skills in the most advanced equipment and modern production” [2].

The State Program for the Development of Education and Science (SPDES) for 2016-2019 was focused on the training of competitive personnel. In accordance with the “National Plan: 100 concrete steps”, the expansion of academic and managerial independence of universities has been introduced. The Address of the first President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan “New opportunities for the development in the conditions of the fourth industrial revolution within the framework of the seventh direction “Human capital - the basis of modernization” defines the prospects of the education system” [3].

Changes in economic relations have an impact on the education system, requiring an inadequate response to the realities of the new historical stage and to meet the needs of social development. Today it is important to srudy, analyze and effectively use the necessary information for maximum self-realization and useful participation in the life of the society; the competence becomes a measure of professional suitability. Processes of reforming and modernization of education and science in the Republic of Kazakhstan go intensively [4].

The state of higher education of Akmola region in the first half of the last decade was characterized by contradictory trends. On the one hand, the reduction of the share of actual funding, the closure “optimization” of a number of educational institutions, crisis phenomena in the system; on the other hand, the education system of the region has entered a period of stabilization, which is characterized by wide development of innovative processes, organization and management of education, which produce certain positive results.

Akmola region has a small network of institutions of higher education, which is presented in Table 1.

Table 1 - Dynamics of the number of universities in Akmola region

№	Name of indicator	2014	2015	2016	2017	2018
1	Number of higher education institutions of RK	126	127	125	122	124
2	Number of universities in Akmola region	6	6	5	4	4
Note - Compiled on the basis of the data of the Department of Statistics of Akmola region of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan.						

The analysis of the table 1 shows the number of universities of the region over the last five years; decreased by 2 units (33%), which are connected with the closure of the Academy “Kykshe” and Kokshetau Institute of Economics and Management. However, despite the difficulties of the transition period, universities in the region have managed to mitigate the consequences of technical, material and personnel shortages; to continue work on the most important scientific and technical problems, related to the development of production of the region; to adapt to the new conditions of economic management and financing; to develop market mechanisms for the functioning of the scientific sphere, to take significant steps to integrate university science with production. Training of scientific personnel and retraining of production specialists, which is clearly evident from the dynamics of the number of students shown in table 2.

Table 2 - Dynamics of admission, graduation and number of students of Akmola universities regions, people

№	Name of indicator	2014	2015	2016	2017	2018
1	Number of students in higher education	10289	9267	8455	9441	10166
2	Admission of university students	2881	2339	2685	2709	3090
3	Graduation of university students	7197	3444	4520	2857	3295
Note - Compiled on the basis of the data of the Department of Statistics of Akmola region of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan.						

The table shows that over the past five years the number of students has not increased to 10166, the admission has increased by 6.8%, the output has decreased by 218.4%.

The analysis of the number of students by form of education revealed the following trends: in State educational institutions students give preference to study in day form, in non-State, on the contrary, in correspondence. Thus, in private higher educational institutions, the number of students in correspondence departments is 2 times higher, than the number of day schools. Evening uniforms were the least preferred, accounting for the lowest number of students.

As shown in table 2, since 2014, there has been a gradual decline in enrolment first of all, to the demographic situation in the region, which is characterized by a steady decline in the number of births, which is common in many regions. Secondly, the increase in tuition fees in higher education institutions, which indicates a decrease in the availability of education to socially and economically vulnerable segments of the population.

Of the total number of students in the 2017/18 academic year, 6,538 students (69,3%) were enrolled on fee basis, 2,903 (30,7%) were enrolled through state educational grants. More than 52,3% of students studied in Kazakh, 46,9% - in Russian and 0,007% - in English.

Table 3 - Distribution of admission to higher education institutions
of Akmola region by type of reimbursement of training costs

Indicators	Academic year, person		
	2015/2016	2016/2017	2017/2018
In total	9267	8455	9441
Including, for the account:			
State educational grants	1518	1493	2903
State educational orders	991	987	-
On paid basis	6 758	5 975	6 538
Note - Compiled on the basis of the data of the Department of Statistics of Akmola region of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan.			

As shown in Table 3 in 2017/2018, the number of students increases annually. Compared to the last academic year, the increase was 11,1%. Despite the above-mentioned decrease in the level of State financing of education, the percentage of students enrolled at the expense of the State increases annually, which indicates an increase in the level of educational training of school graduates, according to the proportion of paid students' decreases. [7-9]

In the state higher education institutions of the region at the beginning of 2016/2017 academic year the number of students amounted to 5,590 people, in non-state - 2,865. Compared to the previous year, the number of students in state higher education institutions increased by 13,7%, in non-state institutions decreased by 34,2%, compared to 2014/2015 - by 39%. The decrease in the number of students was due to the termination of educational activities of the Kykshe Academy in 2016.

At the beginning of the 2017/2018 academic year, the admission of students to higher education institutions amounted to 2,709 people, and the graduation - 2,857 people. Over the past 3 years, admission to higher education institutions has increased by 15,8%, and output has decreased by 36,8%. In terms of specialties, the largest preference for students is given to the specialty "education" - 999 people, which amounted to 36,9% of the total number of accepted and the specialty "technical sciences and technology" - 438 people (16.2%).

The largest number of students study in the specialty "education" (31,8% of the total number of students), "technical sciences and technologies" (17,9%), "social sciences, economics and business" (15,5%).

Despite the decrease in the total number of students in higher education institutions, over the past three years there has been a tendency to increase the number of students in such demanded specialties, as "technical sciences and technologies" - in 42,8% and "agricultural sciences" - in 24,6%.

The age structure of tertiary students in the 2017/18 school year was characterized by the students, aged 18 to 22, and account for 69% of the total population. The proportion of men is higher in the age groups 19-20 and 23-24, the proportion of women is 17-18, 21-22, 25-29 and 30 and older.

Table 4 - Number of foreign students of higher education institutions of the region

№	Name of indicator	2014	2015	2016	2017	2018
1	Number of students in higher education	10289	9,267	8,455	9,441	10 166
2	Total foreign students, person	116	52	47	79	92
3	Share of foreign students, %	1,1	0,6	0,6	0,8	0,9
Note - Compiled on the basis of the data of the Department of Statistics of Akmola region of the Statistics Committee of the Ministry of National Economy of Kazakhstan.						

On full-time departments, 94,5% of all students fall to the share of pupils, aged from 17 up to 22 years, 22 years - 5,5% are more senior. In correspondence departments, older students make up larger percentage. Thus, there are 22 students aged 60% and over. The majority of the students are girls (61,7% of the total). Over the past 10 years, the number of female students has increased 2,4 times, and male students have increased 1,9 times. The proportion of women is higher, than men in most higher education institutions in the region. However, public education institutions preferred special form of education for them.

In addition to citizens of the Republic of Kazakhstan, the students from other countries study in the region. In 2018, 92 foreign students studied, while in 2017 only 79 people arrived from near and far abroad (see table 4).

For 2017/18 academic year the main (regular) personnel of higher educational institutions totaled 869 people from whom 309 people (35,5%) had an academic PhD doctors degree, the doctor or the candidate of science, and 112 people (12,8%) - an academic status of professor or associate professor [7-9].

There has been an improvement in the quality of teaching staff in non-State educational institutions. Thus, compared to the previous academic year, the share of those with PhD increased by 6%, and candidate of science - by 4%. However, the state of provision of scientific and pedagogical personnel to universities does not fully meet the modern requirements. Thus, in the state higher educational institutions of doctors of sciences there are 21 people, candidates of sciences 100 people, doctors PhD 14 people, which is accordingly less than in non-state.

In the Akmola region at the level of postgraduate education preparation scientific, research and educational personnel of the top skills the doctors of PhD are carried out. Training of specialists at the level of world standards and development of higher education depend, first of all, on scientific and pedagogical potential of universities of the Republic. Data on scientific training is presented in table 6.

Table 6 shows marked increase in scientific training. In comparison with 2016, the number of doctoral students tripled, and the number of master students increased by 14%.

An important factor, affecting the quality of the educational process, is the state of the material and technical base of educational institutions and the equipment of educational facilities.

On the balance sheet of higher educational institutions of the region in 2018/19 academic year there were 118,2 thousand m2 of total area. Educational and laboratory buildings occupied 70,5 thousand m2, which was 60% of the total area. About 1% (1,9 thousand m2) of all space higher educational institutions of the region rented. The area of dormitory buildings was 29,3 thousand m2 or 24,7% of the total area of buildings [7-9].

Table 5 - Training of scientific and pedagogical personnel
of higher qualification in higher education institutions of Akmola region

Years	Number of organizations, providing training		Number of undergraduates	Number of doctoral candidates
	undergraduates	doctoral candidates		
2016	3	2	534	18
2017	3	2	585	41
2018	3	2	611	61
Note - Compiled on the basis of the data of the Department of Statistics of Akmola region of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan.				

This is not the case with the book fund of higher education institutions. If for the 2018/19 school year the book fund numbered 1,380,672. Copies of books (54% were for textbooks, 25,8% for scientific literature, 7,9% for art literature and 12,3% for other publications), annual revenues for the 2018/19 academic year were 14,692 copies of books [10, P.91]. The number of readers in libraries on the single reading ticket in 2018/19 amounted to 12,065 people, and the number of visits for the year 242,591 people, the number of book releases for the year, amounted to 478,320 books [11, P.165].

Conclusion. Thus, the analysis of the development of higher education in the region revealed, that the policy has been implemented in the light of the reduction of the network of non-state institutions, which in general, did not affect the accessibility of higher education, as the statistics of admission and graduation of students show the dynamics increased. Despite a number of shortcomings in the educational sector of the region, we can say that the field of higher education has not suffered as a result of the consequences of the transition period, but rather has strengthened its position and adapted to market conditions.

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АҚМОЛА ОБЛЫСЫ ҮЛГІСІНДЕ ӨҢІРЛЕРДЕ ЖОҒАРЫ БІЛІМ БЕРУДІ ДАМЫТУ МӘСЕЛЕЛЕРІ

Андатпа. Бұл мақалада Ақмола облысы мысалында жоғары білім беру саласының деректерін талдау келтіріледі, жоғары оқу орындары санының динамикасы, Ақмола облысының жоғары оқу орындарын қабылдау, шығару және студенттер санының, сондай-ақ оқуға түскен шығындарды өтеу түрі бойынша облыстың жоғары оқу орындарына түскендердің бөлінуі бағаланады. Өңірдің жоғары оқу орындарының профессор-оқытушылар құрамының сапалық-сандық құрамы зерттелді, Ақмола облысының жоғары оқу орындарында жоғары білікті ғылыми және ғылыми-педагогикалық кадрларды даярлау, оқу орындарының материалдық-техникалық базасының жағдайына талдау жүргізілді.Қазақстанның даму стратегиясының негізгі басымдықтарының бірі Заманауи білім беру мен озық ғылымды дамыту болып табылады, өйткені білім деңгейі мен адами капиталды дамыту - бұл елдің бәсекеге қабілеттілігіне әсер ететін екі маңызды көрсеткіш. Дамыған елдердің тәжірибесі мен практикасы жаһандану және әлемдік экономикалық кеңістіктің ашықтығы жағдайында осы саланың тиімді жұмыс істеуі мен дамуы мемлекеттің табысты дамуының айқындаушы факторына айналғанын көрсетеді. Білім беру қызметін көрсету үрдісі өңірлік контекстте жүретінін атап өткен жөн. Бұл жағдай жоғары кәсіптік білім беруді өңірлік құбылыс ретінде қарастыру қажеттілігін алдын ала айқындайды. Ақмола облысында шығарылатын мамандардың сандық және сапалық құрамының еңбек нарығының қажеттіліктеріне сәйкес келмеуінен көрінетін жоғары білім берудің жеткіліксіз жоғары тиімділігін атап өтуге тура келеді.

Жаһандану және интеграция үдерістерін күшейту жағдайында адам капиталы елдің бәсекеге қабілеттілігін арттырудың құралы және негізгі тетігі ретінде әрекет етеді. Елдің әлемдік аренада табысты бәсекелестік етуі үшін өз білімі мен дағдыларын ел экономикасын дамыту үшін пайдалана алатын жоғары білікті кадрларды даярлауды қажет етеді. Адами капитал экономиканың шикізаттық бағыттылығынан, еңбек сыйымды өндірістен және инновациялар мен технологиялардың дамуын ынталандырудан көптеген елдердің кетуіне байланысты экономикалық өсудің негізгі факторы ретінде қарастырылады. Сондықтан жоғары білім берудің дамуы мен сапасын арттыруға және елдің барлық өңірлерінің жаңа жаңа жағдайларға сәйкес қажетті кадрларды қалыптастыруға бағытталған өңірлік жоғары оқу орындарын дамытуға ерекше назар аударылады.

Жоғары білім беруді дамыту проблемасының өзектілігі Қазақстан Республикасындағы жоғары оқу орындарының түлектерін даярлау сапасының әлемдік талаптарына сәйкес келтіру қажеттілігін көздейтін қазіргі заманғы әлемдік үрдістерге негізделген. Қазіргі уақытта Қазақстанда Қазақстан Республикасында білім беруді дамытудың 2011-2020 жылдарға арналған мемлекеттік бағдарламасының екінші кезеңі жүзеге асырылуда. Бағдарламаның негізгі мақсаты экономиканың тұрақты өсуі үшін сапалы білімге қол жеткізуді қамтамасыз ету жолымен білім берудің бәсекеге қабілеттілігін арттыру, адами капиталды дамыту болып табылады. Басқаша айтқанда, қолжетімді сапалы білім орта мерзімді перспективада елдің экономикалық дамуының негізгі тетіктерінің бірі болуға тиіс. Бағдарламаны табысты іске асыру Қазақстан Республикасында адами капиталды қалыптастыруға ықпал етуі тиіс.

Еліміздің өңірлерінде жоғары білім беруді дамытудың маңызы мен маңыздылығы университеттік білім беруді дамытудың жаңа деңгейін қамтамасыз ету, сондай-ақ қазақстандық жоғары оқу орындарының әлемдік білім беру кеңістігіндегі көшбасшылық позицияға шығуы мақсатында Қазақстанда жоғары білім беруді дамытудың өзекті мәселелерін зерделеу мен шешу қажеттілігіне негізделеді.

Жаһандану жағдайында жеткіліксіздігін көрсетіп отырған, тілдік дайындық мамандарға өз қызметін тиімді жүзеге асыру үшін шетелдік әріптестермен байланыс орнатуға кедергі келтіреді. Сондықтан білім алушылар мен оқытушылар үшін ағылшын тілін меңгеру сапасын әлемдік білім қоғамдастығына табысты кірігудің құралы ретінде жақсарту өте маңызды. Ағылшын тілі курстарын енгізу және мамандардың тілдік дайындығын кеңейту мүмкіндігін қарастыру керек.

Түйін сөздер: білім, адами капитал, жоғары білім, ғылым, жоғары оқу орындары, инвестициялар, бәсекеге қабілеттілік, білім беру жүйесі, білім беру бағдарламалары, білім беру қызметтері.

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ПРОБЛЕМЫ РАЗВИТИЯ ВЫСШЕГО ОБРАЗОВАНИЯ В РЕГИОНАХ НА ПРИМЕРЕ АКМОЛИНСКОЙ ОБЛАСТИ

Аннотация. В данной статье приводится анализ данных сферы высшего образования на примере Акмолинской области, оценена динамика численности вузов, приема, выпуска и численности студентов вузов Акмолинской области, а также распределение поступивших в высшие учебные заведения области по виду возмещения затрат на обучение. Исследован качественно-количественный состав профессорско-преподавательского состава вузов региона, подготовка научных и научно-педагогических кадров высшей квалификации в вузах Акмолинской области, проведен анализ состояния материально-технической базы учебных заведений. Одним из ключевых приоритетов стратегии развития Казахстана является развитие современного образования и передовой науки, так как уровень образования и развитие человеческого капитала - это два важнейших показателя, которые влияют на конкурентоспособность страны. Опыт и практика развитых стран показывают, что эффективное функционирование и развитие этой сферы, в условиях глобализации и открытости мирового экономического пространства становится определяющим фактором успешного развития государства. Следует отметить, что процесс оказания образовательной услуги протекает в региональном контексте. Данное обстоятельство предопределяет необходимость рассмотрения высшего профессионального образования как регионального явления. Приходится констатировать недостаточно высокую эффективность высшего образования в Акмолинской области, которая проявляется в несоответствии количественного и качественного состава выпускаемых специалистов потребностям рынка труда.

В условиях усиления процессов глобализации и интеграции человеческий капитал выступает как инструмент и основной рычаг повышения конкурентоспособности страны. Для успешной конкуренции на мировой арене страны нуждаются в подготовке высококвалифицированных кадров, которые смогут использовать свои знания и навыки для развития экономики страны. Человеческий капитал рассматривается как основой фактор экономического роста в связи с отходом многих стран от сырьевой направленности экономики, трудоемкого производства и стимулирования развития инноваций и технологий. Поэтому особый упор делается на развитии и повышении качества высшего образования и развитие региональных вузов, которое направлено на формирование востребованных кадров в соответствие с новыми реалиями всех регионов страны.

Актуальность проблемы развития высшего образования обусловлена современными мировыми тенденциями, которые диктуют необходимость приведения в соответствие мировым требованиям качества подготовки выпускников высших учебных заведений в Республике Казахстан. В настоящее время в Казахстане реализуется второй этап Государственной программы развития образования в Республике Казахстан на 2011-2020 годы. Основной целью Программы является повышение конкурентоспособности образования, развитие человеческого капитала путем обеспечения доступности качественного образования для устойчивого роста экономики. Иными словами, доступное качественное образование должно стать одним из основных механизмов экономического развития страны в среднесрочной перспективе. Успешная реализация Программы должна способствовать формированию человеческого капитала в Республики Казахстан.

Значение и важность развития высшего образования в регионах страны обуславливается необходимостью изучения и решения актуальных проблем развития высшего образования в Казахстане с целью обеспечения нового уровня развития университетского образования, а также выхода казахстанских высших учебных заведений на лидерские позиции в мировом образовательном пространстве.

В условиях глобализации недостаточная языковая подготовка мешает специалистам устанавливать контакты с иностранными коллегами для эффективного осуществления своей деятельности. Поэтому для

обучающихся и преподавателей очень важно улучшить качество владения английским языком как инструмента успешной интеграции в мировое образовательное сообщество. Следует рассмотреть возможность введения курсов английского языка и расширения языковой подготовки специалистов.

Ключевые слова: образование, человеческий капитал, высшее образование, наука, высшие учебные заведения, инвестиции, конкурентоспособность, система образования, образовательные программы, образовательные услуги.

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TOPICAL PROBLEMS, SUPPORT AND CONTRIBUTION OF ENTREPRENEURSHIP IN THE ECONOMY OF KAZAKHSTAN

Abstract. The article describes current issues, state support and the contribution of Kazakhstani entrepreneurship.

In the study it was made a deep analysis of the important advantages, conditions that are necessary for the development of entrepreneurship and business, the tools of Unified Program of the Damu Fund, the contribution of small and medium-sized enterprises to the economy of Kazakhstan from 2013-2017, as well as development trends and entrepreneurs` problems which need to be radically addressed. The authors of the article proposed the main directions for improving the development of entrepreneurship in the Republic of Kazakhstan, as a long-term, key factor in development of the economy.

Key words. Economics, entrepreneurship, income, small and medium-sized businesses, property, output, risks, profits, marketplace, costs, private ownership**.**

Introduction. Modern entrepreneurship is a complex economic phenomenon that has passed a long development path, which are caused, first of all, by processes associated with the transition to a market economy and affecting the formation and development of its external and internal environment, caused by two reasons: firstly, constantly changing innovative processes in the world; secondly, this is due to the glut of the market for goods and the increase in demand and requirements of consumers, whose tastes are constantly changing

At the same time, entrepreneurs have many problems and they experience significant difficulties, but a market economy cannot exist without entrepreneurship. This is a separate layer of initiative, talented, risk-taking part of the layers of society who strive to live independently, produce demanded products or services and at the same time make a profit, i.e. work in free labor activity. But this requires radical changes related to the demonopolization and development of competition, which is based on various forms of ownership and state support.

The development of entrepreneurship has many important advantages:

- an increase in the number of owners, which means the formation of the middle class - the main guarantor of political stability in a democratic society;
- an increase in the share of the economically active population, which increases the incomes of citizens and smoothes the imbalances in the welfare of various social groups;
- selection of the most energetic, capable individuals, for whom small business becomes the primary school of self-realization;
- creation of more jobs with relatively low capital costs, especially in the service sector;
- employment of workers released in the public sector, as well as representatives of socially vulnerable groups of the population (refugees from the “crisis spots”, people with disabilities, youth, women)
- manpower training through the use of workers with limited formal education who acquire their qualifications at the place of work;

- development and implementation of technological, technical and organizational innovations (in an effort to survive in the competition, small firms are more likely to take risks and implement new projects);
- indirect stimulation of production efficiency of large companies through the development of new markets, which reputable firms consider insufficiently capacious (not only large companies, but also the most advanced high-tech industries and production often grow from the bowels of small businesses);
- liquidation of the monopoly of producers, creation of a competitive environment;
- reduction in capital-labor ratio and capital intensity in the production of more labor-intensive products, quick return on investment (for example, in the United States, companies with less than 100 employees have more sales per dollar of assets than large companies, not only in industries such as services, financial insurance, wholesale, but also in transport, as well as in manufacturing);
- improving the relationship between different sectors of the economy [1].

Terms necessary for the development of entrepreneurship and business

1. Economical:

- private property (individual, associated) as the dominant form of ownership;
- freedom of choice of material and financial resources and freedom of distribution of the product and net profit;
- availability of conditions for the formation of initial capital;
- free access to information, its truthfulness.

2. Political:

- political stability;
- economic policy aimed at developing market relations.

3. Legal:

- legal regulation of entrepreneurship;
- legal literacy and culture (knowledge of laws and regulations, mandatory implementation for all subjects of society).

4. Free competition.

1. Developed market infrastructure (banking system, securities market, risk insurance system, information technology).

In some countries, there are schools for entrepreneurship development, the so-called business incubators, where various experts (economists, lawyers, psychologists) advise, train entrepreneurship, learn to develop business plans, establish contacts with partners, etc. [2].

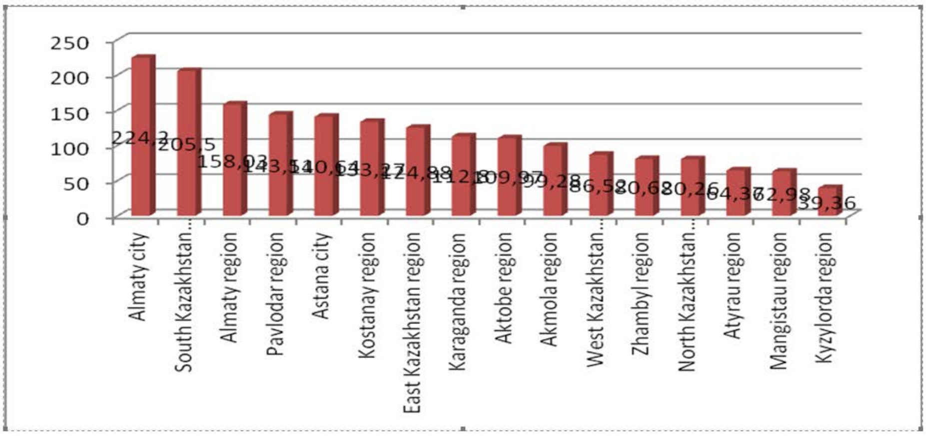
Various large-scale measures are being created in the Republic of Kazakhstan for state support of entrepreneurship, small and medium-sized businesses. In order to strengthen state support and development of small business, the President of the Republic of Kazakhstan issued a decree in March 1997, which became the basis for the creation of the «Small Business Development Fund» JSC.

For the entire period of the implementation of Unified Program, Damu Fund has signed subsidy agreements on interest rates for 12083 projects for a total loan amount of 2068.04 billion tenge. Grants paid in the amount of 181.74 billion tenge. Including in 2017, 2287 projects were subsidized for subsidizing interest rates for the total amount of loans of 248.64 billion tenge (table 1).

Table 1 - Results of the implementation of the instrument for subsidizing interest rates for 2014-2017

Key figures	2014 y.	2015 y.	2016 y.	2017 y.
Number of members, unit.	1814	1595	2 121	2287
Loan amounts, mil.tenge	241 016	260 131	331 879	248 640
Note - based on source [3]				

By the volume of the subsidized loan portfolio, the leaders are the city of Almaty (224.2 billion tenge), South Kazakhstan (205.5 billion tenge), Almaty (158.03 billion tenge), Pavlodar region (143.51 billion tenge) and the city of Astana (1140.64 billion tenge). More clearly presented data are shown in Figure 1.



Note - compiled according to the source [3]

Almaty, South-Almaty region, Pavlodar region, Astana, Kostanay region, East-Karaganda region, Aktobe region, Akmola region, West-Zhambyl region, North-Atyra region, Mangistau region, Kyzylorda region.

Figure 1 - Loan amount for signed projects on subsidizing interest rates for the period from 2010 to 01.01.2017, billion tenge

«Damu» Entrepreneurship Development Fund JSC for 2015-2018, which combined the non-financial support measures implemented by the Fund into 5 main areas:

1) start-up business support;
2) support and increase the competitiveness of the existing business;
3) support and development of entrepreneurship of persons with disabilities;
4) monitoring of business support services;
5) creation of conditions for the qualitative development of native entrepreneurship.

Service support of the existing business is aimed at improving the enterprise management system in order to increase its efficiency and includes the provision of a wide range of specialized services to support business processes, including:

– services related to accounting and tax registration, as well as the preparation of statistical reports;
– customs procedures services;
– consultation and full support of the entire process of implementing management systems / support of appeals of entrepreneurs and the public with an entrepreneurial initiative;
– provision of legal services;
– marketing services;
– consultations in the information technology services;
- services related to government procurement, procurement of national companies and subsoil users;
- management services/Consultations regarding public-private partnership.

New instruments of Damu Fund, introduced in 2017-2018, include:

1. Concessional lending and microcredit guarantee under the Program for the Development of Productive Employment and Mass Entrepreneurship.

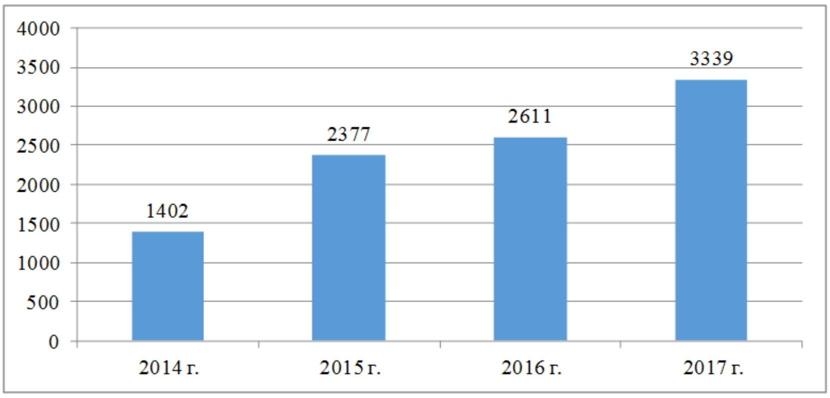
2. Subsidizing interest rates on loans issued by second-tier banks to private enterprises for housing purposes under the «Nurly Zher» Housing Program;

3. Automation of the digital supermarket of business support «Digital Damu»;

4. “Startup Academy” Startup Business Support Project;

5. Project for supporting existing business «Asyldar»;

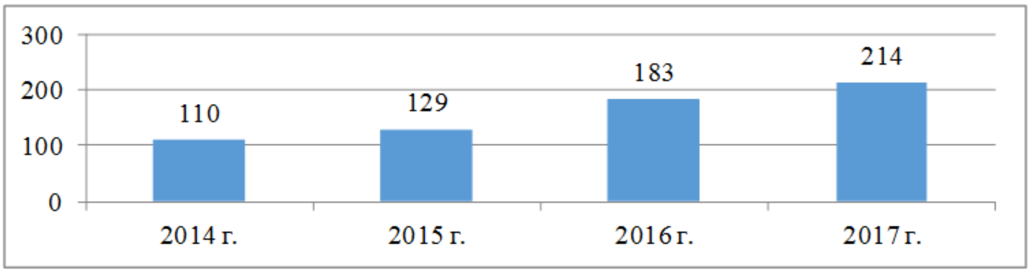
6. SME financing through a new fundraising from international financial organizations and local budgets, which include the Unified Business Support and Development Program “Business Road Map 2020”, where the volume of output as of January 1, 2017 is estimated at 8.5 trillion tenge, including, according to preliminary estimates, for 2016 - 2.61 trillion tenge (Figure 2)



Note - compiled according to the source [4]

Figure 2 - Dynamics of output by participants

The Unified Business Support and Development Program “Business Roadmap 2020”, billion tenge, by the participants of the Unified Business Support and Business Development Program “Business Roadmap 2020” as of January 1, 2017, about 256.5 thousand jobs were previously saved and over 81,1 thousand new jobs were created (Figure 3).



Note - compiled according to the source [4]

Figure 3 - Dynamics of taxes paid by participants of the Unified Business Support and Development Program “Business Roadmap 2020”, bln. tenge

Systemic problems with access to finance, high costs in a number of industries lead to the fact that the state is forced to subsidize business.

In 2016, more than 400 billion tenge was allocated from the state budget (republican + local) for subsidies.

For business, the main subsidies are BRM-2020 and subsidies in agriculture. The study showed that the scope of such measures is small. And such support is not all SMEs, of which nearly 1.2 million. For example, last year a subsidiary “road map” -2020 Fi-connection via -879 was achieved, if only SMEs (23 billion). Within the framework of SIID, due to the budget, only 2 projects at the level of USA $ 75 billion were supported through BRK.

For most entrepreneurs, horizontal measures are important, such as a low tax burden, affordable loans, quality infrastructure, access to foreign markets, access to advanced knowledge and technology.

In general, it can be noted that even within the framework of existing programs, it is possible to significantly expand the coverage of state support measures by redistributing budget funds between individual regions. For example, in the framework of the DKB, the construction of infrastructure for one object can significantly limit the possibility of subsidizing dozens of enterprises [5].

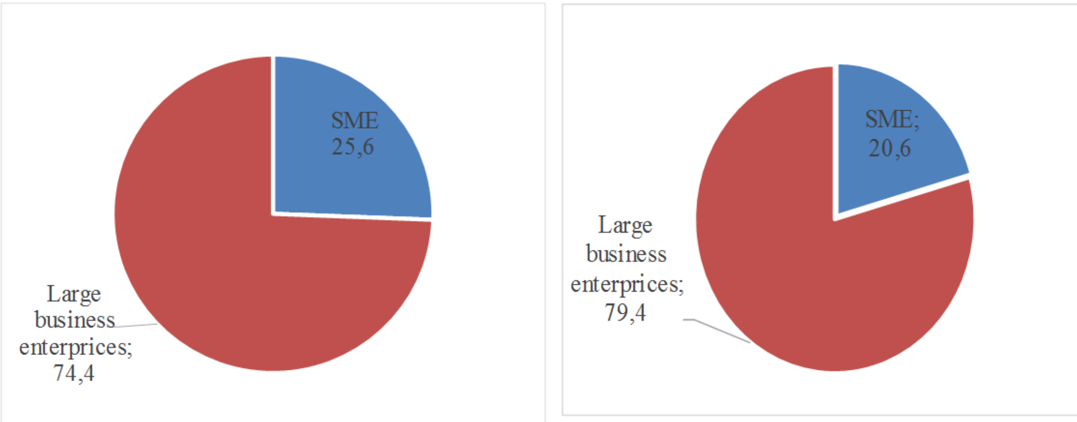
Thus, the above data indicate the lack of effectiveness of support programs for small and medium-sized businesses of the EDF “Damu” in terms of increasing the competitiveness of Kazakhstani SMEs. Despite the fact that the government of Kazakhstan is actively declaring these programs, today their implementation can be called rather weak. This is especially true for non-financial programs to support small and medium-sized businesses implemented by the Damu Fund, including a competency-building program for free training on the Business Advisor project for start-up entrepreneurs, Business Relations Project, two-stage education in Kazakhstan and abroad , service support for entrepreneurs.

So, not quite suitable contingent of audience often incapable and not interested in business development, is being recruited for training programs. The training service providers for these programs themselves are selected by tender at the lowest price, often without the experience and methodology of organizing training for entrepreneurs or people planning the implementation of start-up projects. All this happens due to the disinterest of most employees of the Damu Fund in opening a new business and developing an existing one. Most employees are incompetent in matters of business development, they do their work according to the instructions, but they do not care about the final result, they only know the theory. When implementing the above programs, the indicator “who will spend the most money” is often used. Although it would be necessary - on the contrary: strive to achieve the maximum effect with minimal costs. This should be the main indicator of the programs being implemented by the Damu Fund [6].

At the local level, sometimes annoy people who want to implement an idea. In this regard, the Damu Fund is recommended to hire personnel not only with knowledge of Kazakh language and higher education in public administration, but with experience in small business. In addition, it is necessary to develop a system of plans for achieving certain results for employees, for example, when opening a new business by a student who has been trained in the Fund's programs, to reward an employee engaged in servicing this student, etc. ways to stimulate the Damu Fund staff to more actively promote and develop business in Kazakhstan

In addition, it should be noted the low awareness of entrepreneurs about the programs of Damu Fund. As the study showed, most entrepreneurs do not know neither about the possibilities of financial support, nor about the non-financial programs of the Fund. A more active strategy is needed to use to inform entrepreneurs about the Fund's programs. According to data for 2017, the share of SMEs in GDP grew to 25.6% (16.7% in 2013).

More clearly, the share of SMEs in Kazakhstan's GDP before the start of the program and as of the end of 2017 is shown in Figure 4.



Note - compiled according to the source [4]

Figure 4 - The share of SMEs in Kazakhstan's GDP before the start of the program (2010) and as of the beginning of 2018, in percent

For this indicator, it should be noted that there are still questions about the methodology for calculating the share of SMEs in GDP. Currently, for statistical purposes, only one indicator is used - the number of employees (up to 250 people). Thus, the number of small and medium enterprises included subjects of the quasi-government sector and some large mineral companies.

According to preliminary estimates, in the total amount of the total income of SMEs, 15% falls on quasi-sector and another 8% on raw materials. That is, the real share of SMEs in GDP may differ from that published by the Committee on Legal Statistics and special registers of the General Prosecutor's Office of Kazakhstan.

The main problems of entrepreneurship are the predominance of raw materials exports, the low share of SMEs in Kazakhstan's GDP, and the relatively undeveloped layer of enterprises producing value-added products. The share of products manufactured by small and medium-sized businesses in GDP remained at an average level of 16.7%. Experts also note a number of factors that impede the development of entrepreneurship in Kazakhstan: poor public awareness, high loan rates for entrepreneurship, administrative barriers, etc.

If there is no effective demand from the population for products and services that small and medium-sized enterprises are capable to produce, this area will not be able to develop actively. Those who have now decided to realize their potential in this area, it is necessary to understand clearly what services will be most in demand in the market in the near future. In addition, in order to survive, small businesses must be as mobile as possible. Consequently, if the demand for goods or services in one area begins to decline, and in the future this trend will only intensify, then the representative of a small business should quickly reorient and enter potentially growing markets, without regret leaving the previous direction in the past.

At the same time, today in our state, all those efforts that are aimed at the systematic and widespread development of entrepreneurship are gradually beginning to justify themselves. A state program for the development and support of small business in the Republic of Kazakhstan is being implemented, social-entrepreneurial corporations (SECs) based on close cooperation between the state and business have been created. Kazakhstan’s GDP is twelve times less than Russia’s, but the republic allocated three times as much money to support small and medium-sized businesses (SMEs) during the crisis. The share of SME loans in the portfolio of second-tier banks over the past year has grown by one percent, and the loan portfolio itself has grown by nine percent. The economies of Kazakhstan and Russia are similar in their raw materials orientation, issues of supporting small and medium-sized businesses are of great importance, since the development of this sector creates a stabilizing core for national economies as a whole. In this regard, the development of SMEs in Kazakhstan is one of the priorities of the country's economic policy. Table 2 shows the share of GDP of small and medium enterprises.

Table 2 - Assessment of the contribution of entrepreneurship to the economy of Kazakhstan

Key features	2013	2014	2015	2016	2017	Deviations 2017/2013 y.	
						+,-	%
Assessment of the contribution of small and medium enterprises to the gross domestic product), in percent	16,7	25,9	24,9	26,8	26,8	+10,1	+60,5
Note: compiled according [7]							

Assessment of the contribution of small and medium-sized enterprises to the gross domestic product, in%, shows that its share is growing steadily, so in 2017 the volume of gross output was 26.8%, which is + 10.1% higher compared to 2013, which indicates on the growing contribution to the GDP of SMEs.

Improving the economic situation in the country largely depends on solving problems that impede the development of entrepreneurship.

Conclusion. Thus, having analyzed the overall picture of indicators of small and medium-sized businesses, we can make the following conclusions:

1. The downward trend in the activity of SMEs at the end of 2017 indicates that the existing forms and institutions for supporting small businesses are not effective enough, crisis phenomena are forcing SMEs to minimize or go into the shadows.

2. In a regional context, the concentration of small enterprises is in most industrialized and densely populated areas. In this regard, it is necessary to strengthen support in each district of the regions, as well as establish inter-regional relations for certain groups of goods and services.

3. Taking into account that during the crisis, small and medium-sized enterprises are moving from the manufacturing sector to less capital-intensive measures, it is necessary to consolidate various forms of support for SMEs and support the manufacturing sector of SMEs, trade and services in a balanced way.

Undoubtedly, all measures taken to improve the implementation of innovations in small businesses have a positive impact on the development of innovation, but there are certain disadvantages:

– the lack of modern mechanisms for introducing technologies, but in introducing them and bringing them to the market;

– investment and credit conditions, high interest rates;

– insufficient development of infrastructure elements to promote innovative projects, such as technology parks and specialized business incubators, a network of risks, financial funds, special financial mechanisms to support firms at the stage of their rapid growth, certified appraisers of firms and intellectual property, etc.;

– lack of domestic market and effective demand for advanced technology and industrial innovations, etc.;

- insufficient staff [7].

Further business development, the use of innovative potential, its stimulation, the development of such forms of interaction as contract cooperation, joint production, fulfillment of state orders, leasing, franchising and venture financing should ensure the stable functioning of the liberal economic system of the Republic of Kazakhstan, the main foundation of which will be a strong entrepreneurial class.

In order to increase the competitiveness of Kazakhstani small and medium-sized businesses, it is necessary, first of all, to increase the share of innovatively active enterprises. The Damu Fund needs to focus more actively on innovative policies to increase the competitiveness of SMEs.

To increase the level of research and development, it is necessary to carry out a state policy of incentives in the following areas:

1) direct government stimulation of research and development (R&D) by allocating budgetary and extra-budgetary financial resources (government contracts, grants, loans) between various fields of research and development in accordance with the system of state scientific priorities;

2) indirect state stimulation of science and its development in the public and private sectors of the economy through tax, depreciation, patent, customs policy, as well as support of SIE;

3) the provision of various types of benefits to the subjects of the innovation process (both directly to entrepreneurs engaged in innovation, and those infrastructure elements that provide them with some support);

4) the formation of an innovative climate in the economy and infrastructure for scientific research and development, including national services, for scientific and technical information, patenting and licensing, standardization, certification, statistics, analytical centers for studying foreign experience, preparation of forecasts of scientific and technological development and the formation on their basis of a system of national scientific priorities for providing information to decision makers [8, 9].

Summing up the above, it can be noted that the development of entrepreneurship in the Republic of Kazakhstan is considered as a global mass orientation with the creation of a flexible mixed economy, the combination of all forms of ownership and as a long-term, key strategically important factor for the development of the economy.

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КӘСІПКЕРЛІКТІҢ ӨЗЕКТІ МӘСЕЛЕЛЕРІ, ҚОЛДАУ ЖӘНЕ ҚАЗАҚСТАН ЭКОНОМИКАСЫНА ҚОСҚАН ҮЛЕСІ

Аннотация. Қазіргі заманғы кәсіпкерлік дамудың үлкен жолынан өткен, ең алдымен, нарықтық экономикаға көшумен байланысты және оның сыртқы және ішкі ортасын қалыптастыру мен дамытуға ықпал ететін процестерге негізделген күрделі экономикалық феномен болып табылады, ол екі себеппен белгіленеді: біріншіден, әлемдегі үнемі өзгеріп отыратын инновациялық үдерістер; екіншіден, бұл тауарлар нарығының шамадан тыс қанығуына және тұтынушылар сұранысы мен талаптарының артуына байланысты.

Бұл ретте кәсіпкерлердің проблемалары көп және олар елеулі қиындықтарға тап болады, бірақ нарықтық экономика кәсіпкерліксіз өмір сүре алмайды. Бұл өз бетінше өмір сүруге, сұранысқа ие өнім немесе қызмет көрсетуге және сонымен бірге табыс алуға, яғни еркін еңбек қызметінде жұмыс істеуге ұмтылатын бастамашылық, талантты, тәуекелге келе жатқан қоғам топтарының бір бөлігі. Бірақ бұл үшін монополиялан-

дыру мен бәсекелестікті дамытуға байланысты түбегейлі өзгерістер қажет, ол мемлекеттің меншігі мен қолдауының әртүрлі нысандарына негізделеді.

Мақалада қазіргі заманғы проблемалар, мемлекеттік қолдау және қазақстандық кәсіпкерліктің Қазақстан экономикасына қосқан үлесі қарастырылады.

Кәсіпкерлік пен бизнесті дамыту үшін қажетті маңызды артықшылықтарға, шарттарға, "Даму" қорының бірыңғай бағдарламасының құралдарына, 2013-2017 жылдары шағын және орта кәсіпкерліктің Қазақстан экономикасына қосқан үлесіне, сондай-ақ түбегейлі шешілуі қажет кәсіпкерлердің даму тенденциялары мен проблемаларына терең талдау жүргізілді. Мақала авторлары экономиканы дамытудың ұзақ мерзімді, негізгі факторы ретінде Қазақстан Республикасында кәсіпкерлікті дамытуды жақсартудың негізгі бағыттарын ұсынды.

Қолданыстағы бағдарламалар шеңберінде жекелеген аудандар арасында бюджет қаражатын қайта бөлу жолымен мемлекеттік қолдау шараларын қамтуды айтарлықтай кеңейтуге болады. Мысалы, DKB шеңберінде бір объект үшін инфрақұрылым құрылысы ондаған кәсіпорындарды субсидиялау мүмкіндігін айтарлықтай шектеуі мүмкін.

Көптеген кәсіпкерлер үшін төмен салық жүктемесі, қолжетімді кредиттер, сапалы инфрақұрылым, сыртқы нарықтарға қол жеткізу, озық білім мен технологияларға қол жеткізу сияқты «көлденең» шаралар маңызды.

Сонымен қатар, бүгінде біздің мемлекетте кәсіпкерлікті жоспарлы және жаппай дамытуға бағытталған барлық күш-жігерді біртіндеп ақтай бастайды. Қазақстан Республикасында шағын кәсіпкерлікті дамыту мен қолдаудың мемлекеттік бағдарламасы іске асырылуда, мемлекет пен бизнестің тығыз ынтымақтастығына негізделген әлеуметтік-кәсіпкерлік корпорациялар құрылды. Қазақстанның ЖІӨ он екі есе Ресейден аз, алайда, республика дағдарыс кезеңінде шағын және орта бизнесті қолдауға үш есе көп ақша қаражат бөлді. Екінші деңгейдегі банктердің портфеліндегі ШОБ кредиттерінің үлесі соңғы жылы бір пайызға өсті, ал кредиттер портфелінің өзі тоғыз пайызға өсті. Қазақстан мен Ресей экономикасы өзінің шикізаттық бағытына ұқсас, шағын және орта бизнесті қолдау мәселелері үлкен маңызға ие, өйткені бұл сектордың дамуы тұтастай алғанда ұлттық экономикалар үшін тұрақтандырушы өзек жасайды. Осыған байланысты Қазақстанда ШОБ-ты дамыту елдің экономикалық саясатының басымдықтарының бірі болып табылады.

Түйін сөздер: экономика, кәсіпкерлік, табыс, шағын және орта бизнес, меншік, өнім шығару, тәуекелдер, пайда, тауарлар мен қызметтер нарығы, шығындар, жеке меншік.

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АКТУАЛЬНЫЕ ПРОБЛЕМЫ, ПОДДЕРЖКА И ВКЛАД ПРЕДПРИНИМАТЕЛЬСТВА В ЭКОНОМИКУ КАЗАХСТАНА

Аннотация. Современное предпринимательство представляет собой сложный экономический феномен, прошедший большой путь развития, которые обусловлены, прежде всего, процессами, связанными с переходом к рыночной экономике и оказывающими влияние на формирование и развитие ее внешней и внутренней среды, вызванное двумя причинами: во-первых, постоянно меняющимися инновационными процессами в мире; во вторых, это связанно с перенасыщением рынка товаров и увеличения спроса и требований потребителей, у которых постоянно меняются вкусы.

При этом проблемы у предпринимателей множество и они испытывают значительные трудности, но рыночная экономика не может существовать без предпринимательства. Это отдельный слой инициативного, талантливого, идущего на риски часть слоев общества, которые стремятся жить самостоятельно, производить востребованную продукцию или услуги и при этом получать прибыль, т.е. работать в свободной трудовой деятельности. Но для этого необходимо радикальные перемены, связанные с де монополизацией и развитием конкуренции, которая базируется на разнообразных формах собственности и поддержки государства.

Рассматриваются современные проблемы, государственная поддержка и вклад казахстанского предпринимательства в экономику Казахстана.

Проведен глубокий анализ важных преимуществ, условий, которые необходимы для развития предпринимательства и бизнеса, инструменты Единой Программы Фонда «Даму», вклад малого и среднего предпринимательства в экономику Казахстана с 2013-2017 годы, а также тенденции развития и проблемы у предпринимателей, которые необходимо радикально решать. Авторами статьи предложены основные направления улучшения развития предпринимательства в Республике Казахстан как долговременного, ключевого фактора развития экономики.

В рамках существующих программ можно значительно расширить охват мер государственной поддержки путем перераспределения бюджетных средств между отдельными районами. Например, в рамках DKB строительство инфраструктуры для одного объекта может значительно ограничить возможность субсидирования десятков предприятий.

Для большинства предпринимателей важны горизонтальные меры, такие как низкая налоговая нагрузка, доступные кредиты, качественная инфраструктура, доступ на внешние рынки, доступ к передовым знаниям и технологиям.

Вместе с тем сегодня в нашем государстве постепенно начинают оправдывать себя все те усилия, которые направлены на планомерное и повсеместное развитие предпринимательства. Реализуется государственная программа развития и поддержки малого предпринимательства в Республике Казахстан, созданы социально-предпринимательские корпорации (СПК), основанные на тесном сотрудничестве государства и бизнеса. ВВП Казахстана в двенадцать раза меньше российского, однако республика выделила в три раза больше денежных средств на поддержку малого и среднего бизнеса (МСБ) в период кризиса. Доля кредитов МСБ в портфеле банков второго уровня за последний год выросла на один процент, а сам портфель кредитов вырос на девять процентов. Экономики Казахстана и России схожи в своей сырьевой направленности, вопросы поддержки малого и среднего бизнеса представляют большую важность, так как развитие этого сектора создает стабилизирующий стержень в целом для национальных экономик. В связи с этим развитие МСБ в Казахстане является одним из приоритетов экономической политики страны.

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THE ROLE OF THE EURASIAN ECONOMIC UNION IN SOLVING PROBLEMS OF THE ECONOMY OF KAZAKHSTAN

Abstract. Within the framework of Eurasian integration, Kazakhstan is looking for ways to overcome economic problems and counter the global crisis. In this regard, the deepening of economic interaction between Kazakhstan and partner countries can become a strong enough factor to counter negative trends in the conditions of instability and uncertainty for the future development of the world economy. In the search for integration, Kazakhstan sees new sources of growth and development for the economy. In general, Kazakhstan's participation in the CES can open up new promising markets, create additional opportunities for the development of entrepreneurial activity and increase the competitiveness of the economy in the international market.

Key words: Eurasian integration, economic problems, consequences of integration, entrepreneurial activity, competitive ability.

The relevance of the topic. In the context of the globalization of the world economy, the economy of Kazakhstan is negatively affected by the number of external factors. The study allows us to identify the factors of a multi-level nature, including: factors of the global nature, locally regional nature; namely those determined by the membership in the Asia-Pacific region, the CIS countries, based on the characteristics of the Republics by themselves. Foreign trade has the great importance both for the implementation of market reforms in Kazakhstan, and for the formation of the country's position in the international division of labor, determining the most effective forms and directions of using the country's economic potential. In 2018, the foreign trade turnover of the Republic of Kazakhstan amounted to 93,489, 7 million US dollars and increased by 19.7% compared to 2017, including exports – 60,956, 2 million us dollars (25.7% more), imports-32,533, 5 million us dollars (9.9% more).

Mutual trade of the Republic of Kazakhstan with the EAEU countries amounted to 19,114, 4 million US dollars or 7.5% more than in 2017, including exports – 5,891.9 million us dollars (12.0% more), imports – 13,222, 5 million us dollars (5.6% more). Exports to the Russian Federation in 2018 amounted to us $ 5,162, 1 million (an increase of 11.3% compared to 2017), and imports – us $ 12,392,1 million (an increase of 5.6%) [1, P.17].

Exports to the Republic of Belarus in 2018 amounted to 87.5 million US dollars (13.5% less than in 2017), imports – 593.2 million US dollars (11.6% more). Exports to the Republic of Armenia in 2018 amounted to 7.4 million US dollars (compared to 2017, an increase of 33.8%), imports – 6.8 million us dollars (compared to January-December 2017, an increase of 34.1%).

Exports to the Kyrgyz Republic in January-December 2018 amounted to 634.9 million US dollars (compared to 2017, an increase of 22.9%), imports – 230.4 million US dollars (7.3% less) [2, P. 110-117].

Being at the crossroads of the interests of the leading centers of economic cooperation, the onslaught of new industrial countries history, interdependence of the CIS countries in the conditions of strengthening of non-military methods of expansion, priorities of the foreign policy of the Republic of Kazakhstan can be formed under the influence of the number of factors, has locally regional character.

The first consequence that is expected by the Kazakh side in the integration processes in the EAS is to improve the geo-economic situation of the country, the first of the Central Asian countries, where was break out the continental isolation. The Republic gets access to the Russian and Belarusian transport infrastructure on preferential terms. In fact, it reaches the borders of the European Union in the West, and the markets of Japan and other countries of the Asia-Pacific community in the East. Our partners will enter the huge Chinese market through Kazakhstan [1, P.18].

The peculiarities of the implementation of trade policy in the medium-term perspective will be determined by the growing attractiveness of Kazakhstan and the European economic area as a major market for non-primary products of the foreign countries, including products of a high degree of processing. The participation of states in integration processes is aimed at liberalizing the conditions for access of the Union's goods and services to the world market, as well as attracting long-term investments. The existing competitive advantages of the Union allow us to speak about the high attractiveness of the economies of the member States for investors, including the potential integration projects.

The second vector, in the direction of which the economic problems of Kazakhstan are solved, is the globalization, integration, the possibility of solving the problem of increasing the competitiveness of the products, produced in the country. In the course of the study, we selected, in accordance with the chosen methodology, commodity items for the six-digit HS code, to determine the level of competitiveness of Kazakh products in the market of the member-states of the Eurasian Economic Union. For more accurate picture of the dynamics of export presence in the above countries, the study period covers 15 years [3, P.141].

The results showed that the share of competitive products in the country's total exports is insignificant and there is a tendency to decrease, since the beginning of the period under review. At the same time, the number of exported product items increases, therefore, and provided by non-competitive products. However, the distribution of the commodity items by the category depending on trends in index values LaFee and Balassa showed that the number of the commodities, constantly competitive in the world market, significantly less than the number of commodity positions, permanently uncompetitive. At the same time, these commodity items account for the largest share in the total value of Kazakhstan's export.

According to the results of calculating the RCA index, the dynamics of Kazakhstan's export, supplies to Belarus, is characterized by unstable growth. In general, it can be noted that Kazakhstan's export products has the significant potential for increasing the level of competitiveness that can be implemented in the market of Belarus. The number of Kazakh commodity items exported to Belarus annually has been increasing since 2010, which is undoubtedly, has the positive trend. The share of competitive products in the total volume of exports of the Republic of Kazakhstan, sent to Belorussia, is prevailing during the entire period under review (on average, more than 55%) [2, P.110].

The selection of the categories, depending on the change or continuation of the trend in the level of competitiveness among competitive products in the Belorussian market, showed that there are a number of product positions that are consistently competitive, since they are present in the categories "competitive product positions" and "product positions with improved position". This category includes items in the sections "mineral products", "base metals and products made from them" and also "products of chemical and related industries". Thus, the composition of the commodity structure of Kazakhstan's exports to Belarus also shows the pronounced raw of the material orientation.

Materials and methods of research. In turn, the results of the calculation of the Balassa index show the low level of export supplies to the Armenian market. Despite the presence of commodity items that are competitive during the period under review, the volume of trade between Kazakhstan and Armenia remains insignificant. Almost the entire volume of exports of this product group is accounted for flat rolled products made of iron or non-alloy steel and wheat. The processed products mainly include mechanical engineering and metallurgy, which account for the main share of all processed exports of the Republic of Kazakhstan to Armenia. Weak trade can be explained by the geographical distance of the countries from each other. Despite the remoteness and sparsely populated nature of Armenia, we believe that under other favorable circumstances, Kazakh products can occupy the certain niche in the Armenian market. The positive effect of the foreign trade relations can be achieved on the basis of so-called comparative advantages. The most promising commodity items can be medicines, furniture, wheat flour or wheat-rye, pasta, mechanical engineering and metallurgy products.

Research results. Referring to the results of calculating the Balassa index on the example of Kyrgyzstan, we can say that the share of Kazakhstan's exports to Kyrgyzstan in the total exports of Kazakhstan has gradually increased. Commodity structure of the exports from Kazakhstan to Kyrgyzstan, for both countries, in the beginning and the end of the reporting period is characterized by the significant predominance of the products, such as the HS "mineral products", "ready food products; alcoholic and non-alcoholic drinks and vinegar; tobacco and manufactured tobacco substitutes", "vegetable products" and "base metals and articles", both before and after the EEU. The dynamics of Kazakhstan's exports for the above-mentioned commodity items confirms that, despite the small volume of deliveries, the nature of deliveries remains constant. Also, positive trends in export supplies to Kyrgyzstan should include, first, an increase in the share of intermediate consumption goods that form the basis of Kazakhstan's exports. It is necessary to eliminate measures that prevent the promotion of Kazakh products in the Kyrgyz market.

The analysis of the comparative advantages of Kazakh products in the Russian market revealed the following key points. It should be noted that Kazakhstan's raw materials with low added value, such as non-ferrous metal ores, oil, non-organic chemical products, and various types of rolled products, are constantly competitive in the Russian market. Attention should be paid to the reduction in the level of competitiveness of food and agriculture products. Among the product positions with declining level of the competitiveness, are the products of the enlarged group, "products of plant origin".

The prevailing part of the exported goods of the Republic of Kazakhstan is uncompetitive in the Russian market during the period under review. The current level of the competitiveness is ensured by the competitiveness of products from extractive industries and products with a low degree of processing, since demand for raw materials, comes from Russia. Thus, the products of the agro-industrial complex are at risk of reducing the level of competitiveness, while the products of the extractive industries demonstrate the relatively high level of the competitiveness.

In addition, the low level of the competitiveness of goods may be one of the reasons for the weak orientation of Kazakhstan's exports to the Russian market, which was revealed during the analysis. Despite the decrease of the number of competitive products in the overall structure of Kazakhstan's exports, the largest number of product items entered the first category (competitive during the entire period under review), which has the positive aspect, since it indicates that a number of the products consistently maintain their competitive positions, despite various factors. With regard to commodity items in the second and third categories, it is difficult to form unambiguous conclusions about their impact on the competitiveness of Kazakh goods. This may have been caused by the integration associations or other factors. Also, new types of goods, exported to Russia, have appeared in the structure of Kazakhstan's exports over the past 2-3 years, but the bulk of these goods remain uncompetitive.

In general, it can be noted that Kazakhstan's export products has the significant potential for increasing the level of competitiveness that can be realized in the Russian market, since the functioning of the EEU, leads to an increase in the trade relations with new members of the integration association, moreover, deepening the trade cooperation with the historical partner Russia. Within the framework of the Common economic space, and then the NPP, a huge sales market is expected to appear for Kazakhstani manufacturers, to produce the competitive manufacturing products, since Russia is considered the main consumer of Kazakhstan's processed products. The third possibility for Kazakhstan is the implementation of the technical modernization of the production.

Within the framework of Eurasianism, Kazakhstan can use the internal integration potential of the EAEU in modernization and industrialization, as well as on this basis to diversify exports, in terms of geographical and commodity structure, and develop export-oriented import substitution by involving its own resources, including R & d and new technical means in the country's innovative development. Countries have the opportunity to connect to the modern telecommunications systems and effectively use their, integrate into the structure of transnational corporations (TNCs) and get the guaranteed access to the foreign markets through them, and mobilize more significant amounts of the financial resources, since investors can use the wider range of tools in an increased number of the markets [4, P.13].

The fourth direction of work is to deepen the cooperation with the partners in the Customs Union in the field of resolving issues, related to the supply of oil and petroleum products. Increasing the importance of economic integration with the CIS countries is an important additional factor of economic growth and creates the significant additional opportunities to overcome the current fuel and raw materials orientation of the country's economies. On May 31, 2016, in Astana, the Supreme Eurasian Economic Council, at the level of the Heads of the Member States of the Eurasian economic Union (EEU), approved the Concept of forming the common markets for oil and petroleum products and the Concept of forming a common gas market of the EEU [5, P.134].

The fifth possibility is to ensure the effective development of the country's economy by solving market infrastructure problems within the EEA in an organic relationship with the global problems. Thus, Kazakhstan can realize itself on the world market as a trans-continental economic bridge, the current potential of the logistics services market is approximately 10-11 billion dollars USA.

Having a unique transit opportunity, since the territory is located on the direction of the land bridge for cargo flows between the main macroeconomic poles – the countries of the European Union and the Asia-Pacific region, America and Eurasia, gives Kazakhstan the opportunity to create an alternative route, which will reduce the time of transit cargo movement on a global scale. It is envisaged to deepen the Union's economic relations with the third countries and key integration associations. Since the international trade is expected to grow to $18 trillion in 2030, the number and volume of trade flows between Europe and Asia will also increase. In 2030, 12 of the 20 largest existing trade flows will come from China, 8 of which already have China [6, P.22].

The prerequisites for increasing the internal potential of the economy are structural modernization of the economy, transforming the raw material model into an innovative model that allows to radically change the place of the Republic in the international division of labor, strengthen its position in international trade and economic relations as a strong partner, thus realizing national economic interests [7, P.51].

There is an urgent need for Kazakhstan to use the opportunities of the international division of labor, using all forms of interstate cooperation within the framework of the single integration space, created with the partner countries. Observations of the objective course of the globalization processes require outlining the trajectory of the development of the Republic of Kazakhstan and fixing the possible place on the coordinate axis of the world economy. This requires, first of all, defining the boundaries of two interrelated problems: what are the opportunities to fit into the emerging international division of labor and positioning the possible place that Kazakhstan can take in the emerging system of the global economy [8, P.95].

In this regard, the future development of Kazakhstan's economy and the degree of the realization of the national interests is determined by the degree of adaptation of its economy to rapidly changing events in the world and crisis situations; the art of entering new international internationalized economy and determining its place in it; the implementation of the structural adaptation of the economy, which involves the modification of its international specialization. The deepening of the economic cooperation between Kazakhstan and partner countries can become a strong enough factor to counteract the negative trends in the conditions of instability and uncertainty of the prospects for the further development of the world economy [9, P.54].

Thus, Kazakhstan is looking for the new sources of growth and development for the economy in the search for integration. That is why today, both within the framework of the WTO and the implementation of the idea of Eurasians, the term "capacity building" encourages the creation of the potential for using the best opportunities [10, P.147]. Actually, Kazakhstan's participation in the CES can open up new promising markets, create additional opportunities for the development of the entrepreneurial activity and increase the competitiveness of the economy in the international market.

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ҚАЗАҚСТАН ЭКОНОМИКАСЫНДАҒЫ МӘСЕЛЕЛЕРДІ ШЕШУДЕГІ ЕАЭО РӨЛІ

Аннотация. Қазақстан Республикасы көптеген интеграциялық процестердің бастамашысы және белсенді қатысушысы болып табылады. Еуразиялық интеграция туралы идеяны алғаш рет 1994 жылы Қазақстан Республикасының Тұңғыш Президенті Н. Ә. Назарбаев жария етті. Алдымен бұл бастама, сол кезде революциялық болып көрінген кезде бірдей қабылданды. Алайда уақыт өте келе ол үлкен қолдау мен дамуға ие болды. Нәтижесінде, бірінші кезеңде Кедендік одақ, содан кейін Бірыңғай экономикалық кеңістік құрылды, ал 2015 жылдың 1 қаңтарынан бастап Еуразиялық экономикалық одақ басталды, оның негізін қалаушы Беларусь, Қазақстан және Ресей болды. Осы жылы Армения Республикасы мен Қырғыз Республикасы ЕАЭО-ның толыққанды мүшесі болды. XX ғасырдың ортасында қалыптасуы басталған Европалық одақпен қатар, ЕАЭО әлемдегі толыққанды экономикалық одақтың екінші мысалы болды. ЕАЭО саяси бірлестік емес. Одақ туралы келісім-шарт бойынша жұмыс барысында ЕАЭО мүше-мемлекеттер оның саясаттандырудан және ұлттық егемендікке қатысты мәселелерді Одақтың құзыретіне енгізуден саналы түрде бас тартты. ЕАЭО аясында тек қана экономикалық ынтымақтастық мәселелері қарастырылады,сондай - ақ егеменді теңдік, тең құқылық және оның

мүше мемлекеттерінің ұлттық мүдделерін есепке алу қағидаты қамтамасыз етілген. ЕАЭО өңірлік экономикалық интеграцияның халықаралық ұйымы болып табылады, оның негізінде Кеден одағы мен Бірыңғай экономикалық кеңістік шеңберінде мемлекеттер қол жеткізген уағдаластықтар жатыр. ЕАЭО шеңберінде тауарлар, қызметтер, капитал және жұмыс күші қозғалысының еркіндігі, 2014 жылдың 29 мамырындағы ЕАЭО туралы келісім-шартпен және Одақ шеңберіндегі халықаралық шарттармен белгіленген экономика салаларында үйлестірілген, келісілген немесе бірыңғай саясатты жүргізу қамтамасыз етіледі. ЕАЭО негізгі мақсаттары халықтың өмір сүру деңгейін арттыру мүддесінде Одаққа мүше мемлекеттердің экономикасын тұрақты дамыту үшін жағдай жасау болып табылады; Одақ шеңберінде тауарлардың, көрсетілетін қызметтердің, капитал мен еңбек ресурстарының бірыңғай нарығын қалыптастыруға ұмтылу, сондай-ақ жаһандық экономика жағдайында ұлттық экономикалардың бәсекеге қабілеттілігін жан-жақты жаңғырту, кооперациялау және арттыру. Еуразиялық интеграцияның экономикалық әлеуеті өте жоғары. Мемлекеттер экономикаларының жиынтық көлемі 2,2 триллион АҚШ долларынан астам, халқының саны 182 миллион адамнан астам. Құрлықтық "тұйықталу" жағдайында Қазақстан экономикасының өсуі және оны әртараптандыру үшін маңызды жүйелік аспектілер көлік шығындарын төмендету болып табылады. ЕАЭО аясында инфрақұрылымға және жүк тасымалдауға серіктес елдердің мемлекетішілік тарифтеріне қол жеткізу туралы келісім қазақстандық бизнеске көлік шығындарын қысқартуға мүмкіндік берді. Тиісінше, қазақстандық өнімнің сыртқы нарықтарда бәсекеге қабілеттілігі артты. Техникалық реттеудің бірыңғай қағидаттары, ветеринариялық-санитариялық және фитосанитариялық қауіпсіздіктің жалпы жүйесі өнімді мүше мемлекеттердің аумағы бойынша бірыңғай талаптар бойынша және тең шарттарда өткізуге мүмкіндік береді. ЕАЭО-ға мүше мемлекеттердің азаматтары мен бизнесіне жұмыс күшінің еркін қозғалуынан артықшылықтар сезіле бастады. Одақ елдерінің қатардағы азаматтары еңбек қызметін жүзеге асыруға рұқсат алмай-ақ мүше мемлекеттердің кез келгенінде жұмыс істей алады, Білім туралы құжаттарды тану рәсімдерінсіз пайдалана алады. 2016 жылы дәрілік заттар мен медициналық бұйымдардың бірыңғай нарығын қалыптастыру үшін қажетті құжаттар пакеті қабылданды, бұл қазақстандық фармацевтикалық өнім өндірісінің көлемін ұлғайтуға, қосымша жұмыс орындарын құруға, ал тұтынушылар үшін – Одаққа мүше мемлекеттердің аумағында өндірілетін дәрі – дәрмектердің бағасын төмендетуге және сапасын арттыруға мүмкіндік береді. 2019 жылы баға белгілеудің тиімді жүйесін қамтамасыз еткен, электр энергиясын өндіру көлемін және елдердің энергия жүйелерінің экспорттық құрамдас бөлігін арттырған ортақ электр энергетикалық нарық қалыптасты. Жалпы электр энергетикалық нарық шеңберінде электр энергиясы тапшылығының туындау ықтималдығы төмендейді. ЕАЭО аясында 2025 жылға қарай мұнай және мұнай өнімдерінің ортақ нарығын қалыптастыру бойынша уағдаластықтарға қол жеткізілді. Ол өзара саудада экспорттық кедендік баждар мен шектеулерді қолданбауды көздейді. Бұдан басқа, 2025 жылға қарай газ тасымалдау инфрақұрылымына қол жеткізу ұсынылатын болады. Қазақстан бұл мәселелерді шешуге өте мүдделі.

Түйін сөздер: еуразиялық интеграция, экономикалық проблемалар, интеграция салдарлары, кәсіпкерлік белсенділік, бәсекеге қабілеттілік, Инфрақұрылым, тапшылық, профицит, энергия жүйесі, кедендік баждар.

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РОЛЬ ЕАЭС В РЕШЕНИИ ПРОБЛЕМ В ЭКОНОМИКЕ КАЗАХСТАНА

Аннотация. Республика Казахстан является инициатором и активным участником многих интеграционных процессов. Впервые идея о евразийской интеграции была озвучена первым Президентом Республики Казахстан Н.А. Назарбаевым в 1994 году. Сначала эта инициатива, на тот момент казавшаяся революционной, была воспринята неоднозначно. Однако со временем она получила большую поддержку и развитие. Как результат, на первом этапе был создан Таможенный союз, затем Единое экономическое пространство, а с 1 января 2015 года стартовал Евразийский экономический союз, основателями которого стали Беларусь, Казахстан и Россия. В этом же году полноправными членами ЕАЭС стали Республика Армения и Кыргызская Республика. Наряду с Европейским союзом, становление которого началось в середине XX века, ЕАЭС стал вторым примером полноценного экономического союза в мире. ЕАЭС не является политическим объединением. В ходе работы над Договором о Союзе государства - члены ЕАЭС осознанно отказались от его политизации и включения в компетенцию Союза вопросов, затрагивающих национальный суверенитет. В рамках ЕАЭС рассматриваются вопросы исключительно экономического сотрудничества, а также обеспечен принцип суверенного равенства, равноправия и учета национальных интересов его государств - членов. ЕАЭС является международной организацией региональной экономической интеграции, в основе которой лежат договоренности, достигнутые государствами в рамках Таможенного союза и Единого экономического пространства. В рамках ЕАЭС обеспечивается свобода движения товаров, услуг, капитала и рабочей силы, проведение скоординированной, согласованной или единой политики в отраслях экономики, определенных Договором о ЕАЭС от 29 мая 2014 года и международными договорами в рамках Союза. Основными целями ЕАЭС являются создание условий для стабильного развития экономик государств-членов Союза в интересах повышения жизненного уровня их населения; стремление к формированию единого рынка товаров, услуг, капитала и трудовых ресурсов в рамках Союза, а также всесторонняя модернизация, кооперация и повышение конкурентоспособности национальных экономик в условиях глобальной экономики. Экономический потенциал евразийской интеграции очень высок. Совокупный объем экономик государств составляет более 2,2 триллионов долларов США, с численностью населения более 182 миллионов человек. В условиях континентальной «замкнутости» важнейшим системным аспектом для роста экономики Казахстана и ее диверсификации является снижение транспортных издержек. В рамках ЕАЭС договоренности о доступе к инфраструктуре и внутригосударственным тарифам стран-партнеров на перевозку грузов позволили казахстанскому бизнесу сократить транспортные издержки. Соответственно, повысилась конкурентоспособность казахстанской продукции на внешних рынках. Единые принципы технического регулирования, общая система ветеринарно-санитарной и фитосанитарной безопасности позволяют перемещать продукцию по территории государств-членов по единым требованиям и на равных условиях. Гражданам и бизнесу государств-членов ЕАЭС уже стали ощутимы преимущества от свободного передвижения рабочей силы. Рядовые граждане стран Союза могут работать в любом из государств-членов без получения разрешений на осуществление трудовой деятельности, использовать документы об образовании без процедуры их признания. В 2016 году принят пакет документов, необходимый для формирования единого рынка лекарственных средств и медицинских изделий, что позволит увеличить объем производства казахстанской фармпродукции, создать дополнительные рабочие места, а для потребителей – снизить цены и повысить качество лекарств, производимых на территории государств – членов Союза. В 2019 году был сформирован общий электроэнергетический рынок, который обеспечил эффективную систему ценообразования, увеличил объемы производства электроэнергии и экспортную составляющую энергосистем стран. В рамках общего электроэнергетического рынка снизится вероятность возникновения дефицита электроэнергии. В рамках ЕАЭС были достигнуты договоренности по формированию к 2025 году общего рынка нефти и нефтепродуктов. Он предусматривает неприменение во взаимной торговле экспортных таможенных пошлин и ограничений. Кроме того, к 2025 году будет предоставляться доступ к газотранспортной инфраструктуре. Казахстан крайне заинтересован в решении данных вопросов.

Ключевые слова: евразийская интеграция, экономические проблемы, последствия интеграции, предпринимательская активность, конкурентоспособность, инфраструктура, дефицит, профицит, энергосистемы, таможенные пошлины.

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STRATEGIC PRIORITIES SYSTEM REFORM OF THE REGIONAL ECONOMY ON THE PRINCIPLES OF OUTSOURCING (ON THE EXAMPLE OF THE PAVLODAR REGION)

Abstract. The article considers the current economic situation in the field of outsourcing of the leading industrial region of the Republic of Kazakhstan – Pavlodar region. The purpose of the study is focused on the search for effective and optimal ways, mechanisms of forming regional outsourcing industry systems. Particular attention is focused on the trends in the formation and development of outsourcing mechanisms in regional economic systems, including aspects of the republican level. Research and analysis of the outsourcing services market were performed in the Pavlodar region. The research identifies main conceptual problems of systemic economic reform of the Pavlodar region on the principles of outsourcing, based on statistical and analytical analysis. The following have been identified as leading strategic priorities of outsourcing: devising a regional model of outsourcing development, designing optimal organizational and economic foundations of outsourcing, developing a regional system of outsourcing centers. The main research methods were statistical, comparison, analogy, analysis and synthesis, a systematic approach, a forecasting method, induction and deduction methods, a method for designing hypotheses. The results of scientific research can find practical application at the national level and in the system of functioning of regional economic systems aimed at the dynamic development of small and medium-sized businesses, through the creation and functioning of an effective supporting infrastructure.

Key words: outsourcing, outsourcing services, outsourcing market, regional economy, region, economic mechanisms, contract manufacturing.

Introduction

The current state of Kazakhstan and the regional economy is best described by a high degree of economic interdependence due to changes in the organizational structure of global production, the development of transnational trade and investment cooperation, the international division of labor, and the presence of multinational companies with close cooperative ties.

In these conditions, in order to maintain a leading position, it is necessary for republican and regional enterprises, firms, companies to constantly improve production processes, technology, management methods, and seek innovative solutions to problems using the latest global business achievements. Under current conditions, it is necessary to develop and apply a whole range of measures to increase the competitiveness of products and services, level of customer service, and the speed of achieving strategic goals and objectives. With all other conditions being equal, the main task of production and economic activity for most enterprises remains to increase net profit, increase their competitiveness and reduce total costs. Outsourcing is a modern management tool focused on solving these goals and objectives.

Outsourcing as a relatively innovative concept of building a business and entrepreneurship constitutes a fundamentally new outlook at the future not only for individual enterprises, firms and companies, but also business entrepreneurship as a whole. This is a new form of developing industrial-economic relations, focused on the integration and diversification of industrial-functional and commodity relations [1, 2].

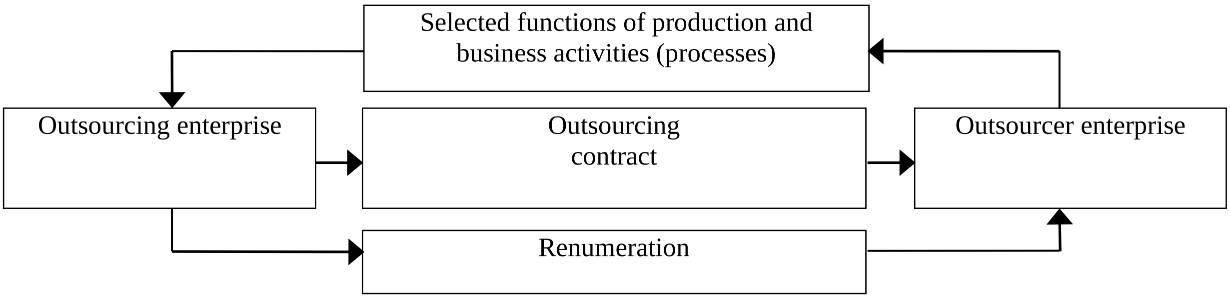
Scientific studies show that modern outsourcing systems are always focused on supporting entrepreneurship, on the one hand, and, on the other hand, on the diversification of business systems [3,4].

In the Kazakhstani economy, as a whole at the macro level, as well as in regional economic systems, outsourcing is a poorly explored, new and promising type of activity that can find its potential strategic application in almost any business field and is especially relevant during periods of economic situations when a search for reserves to develop enterprises and increase their efficiency is needed. Outsourcing also allows enterprises to enter a new format of innovative and creative work, apply radically new approaches to the organization of marketing, management, investment financing, and human resource management.

In modern scientific literature and scientific publications, outsourcing is seen as the process of using an external source or resource. The latter refers to the transfer by an organization, on the basis of an agreement, of certain types or functions of the production and business activities to another organization operating in the relevant field of knowledge [5].

Unlike services and support, which are one-time, episodic or random in nature and are limited to the beginning and the end, outsourcing is usually transferred to the functions of professional support for the smooth operation of individual systems and infrastructure on the basis of a long-term contract, the validity of which ranges from one year or more [6, 7].

The subjects of outsourcing, according to Figure 1, are: enterprise (company, firm) – enterprises that transfer production and business functions (certain business processes that are not specific to the core business) to external management; enterprise-outsourcer - an enterprise that assumes obligations to perform or manage production and business functions (business processes).



Note – Compiled by the authors according to sources [6, 7]

Figure 1 – The system of interaction of subjects and objects of outsourcing

The objects of outsourcing are: managing production and business activities; contract, outsourcing contract; the payment (remuneration) for outsourcing services [6, 7].

In modern theory and practice, outsourcing is usually divided into types and forms. Types of outsourcing are consolidated and analytical in nature.

The main types of outsourcing according to economists and managers are: manufacturing outsourcing; IT outsourcing; outsourcing of processes and all management subsystems; knowledge management outsourcing [5, 6, 7].

To date, in the world practice, in the context of each type of outsourcing, there are many subsections, many of which are successfully used in enterprises with access to a quantitative and qualitative effect. Depending on the specifics, industry, goals and objectives in each specific organization, the processes that are transferred to third-party outsourcing companies can differ significantly from each other [8].

Methods

To build a new type of economy (post-industrial economy), and to form an effective system for managing business processes of regional enterprises, it is necessary to use modern methods of long-term integration cooperation with various actors in the market infrastructure.

The transition to an outsourcing model of business processes of enterprises, is bound to the fact that the dynamic and uncertain market environment puts forward new issues, the solution to which involves reconstruction of all structural elements and subsystems of industrial and economic activities.

The relevance of outsourcing, according to Figure 2, is multi-level. The potential effect of outsourcing can be as follows: macroeconomic level (economic system of the country as a whole); meso level (regional economy); micro level (production and business activities of enterprises, firms, companies).

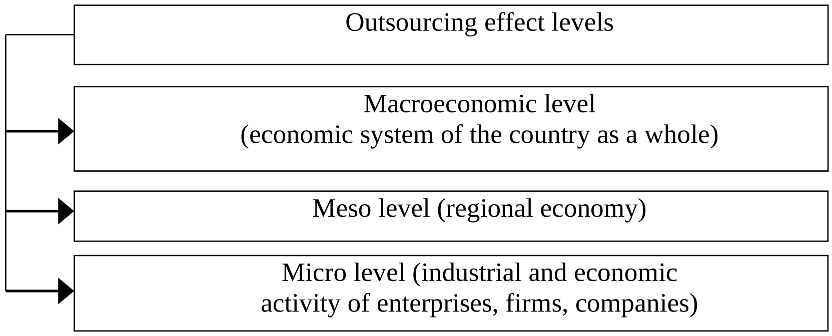


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Figure 2 – Outsourcing effect levels

In the regional economy, the economic effect of outsourcing, on the one hand, consists of economic effects of outsourcing at the micro level, and on the other hand passes into specific qualitative components.

Given the enlarged analytical approach, the model of the economic effect of the use of outsourcing at the regional level will take the form

$$E_{outs.}^{Reg.} = \sum_{i=1}^{n} \frac{E_{outs.}^{Enterprize.}}{n},$$

where $E_{outs.}^{Reg.}$ is the total weighted average efficiency or outsourcing effect at the regional level; $E_{outs.}^{Enterprize.}$ – the effectiveness or outsourcing effect at the micro level in the enterprises, firms of companies; n – the number of enterprises, firms, companies using outsourcing systems in the regional economy.

Based on the above, the outsourcing application model can be presented according to Figure 3.

The formation and development of outsourcing in the Republic of Kazakhstan is directly related to the dynamic development and deepening of the market economy both at the national and regional levels.

The development of outsourcing processes takes place almost simultaneously with the independence of the economy of the Republic of Kazakhstan, the development of service and technological sectors of the economy. At the same time, according to Figure 4, the formation and dynamic development of outsourcing was determined, on the one hand, by the evolution of organizational and economic mechanisms for the functioning of enterprises, firms, companies, and, on the other hand, by the evolution of business and entrepreneurship, considering global trends in market relations.

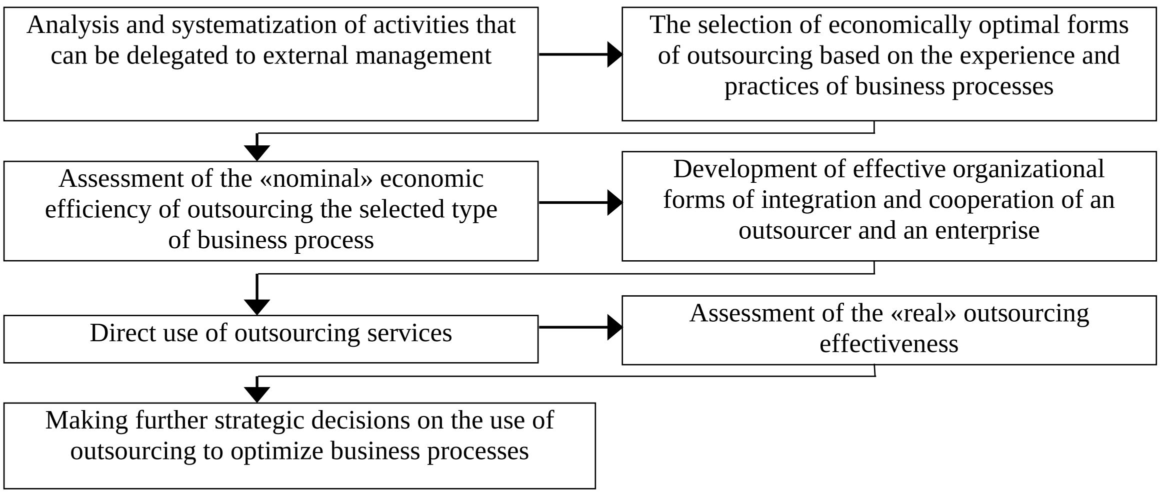

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Figure 3 – Outsourcing application model

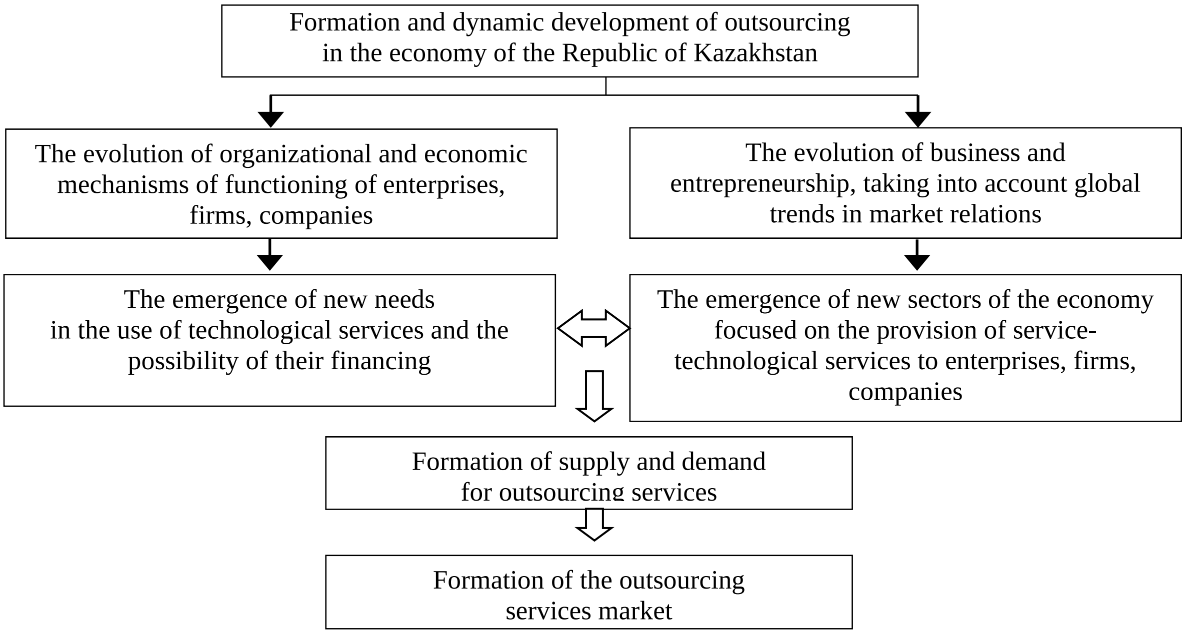

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Figure 4 – System-forming trends in the formation and development of outsourcing in the economy of the Republic of Kazakhstan

The evolution of organizational and economic mechanisms for the functioning of enterprises, firms, companies led to the emergence of new needs for the service and technological services and the possibility of financing them.

The basic needs of enterprises, firms, companies in service and technological areas were: marketing services; management services (organization of production, the formation of optimal organizational and managerial structures); services in the field of planning and assessment of economic, industrial and economic activities; accounting and auditing services; services in the field of investment activity; services in the field of commerce, including marketing; other services [10, 11].

As a result, the appearance on the market of service-technological services served as the basis for their transformation into services and the outsourcing market.

For large periods, outsourcing development trends in the Republic of Kazakhstan are presented according to Figure 5.

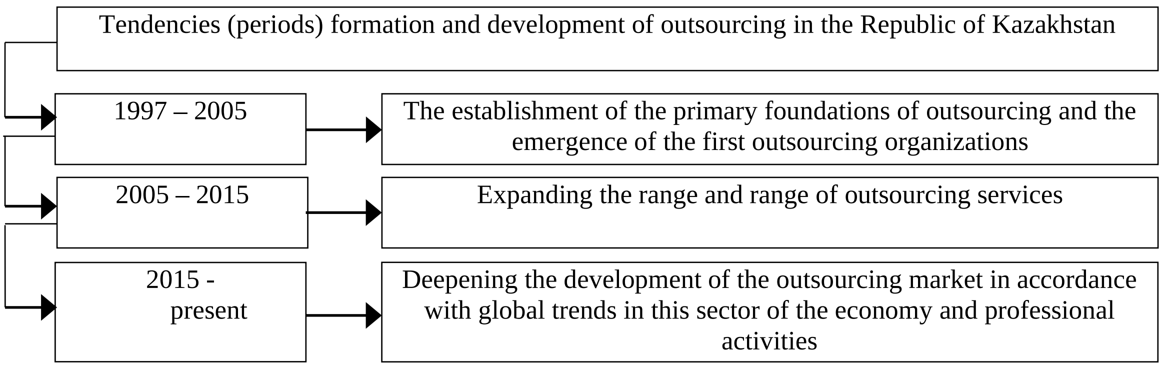

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Figure 5 – The enlarged periods, the development trends of outsourcing in the Republic of Kazakhstan

Many Kazakhstani experts and scientific economists note the fact that the outsourcing services market in Kazakhstan is developing at a low rate in terms of intensity.

Among regional small and medium-sized enterprises, there is a certain kind of low potential for trust in outsourcing organizations that provide a variety of customer-selected service and technological services.

The main customers in the Kazakhstan market of outsourcing service providers, in the framework of the past and planned strategic periods, are an overwhelming majority of foreign multinational companies, as well as large industrial enterprises with the participation of foreign capital [10, 11].

The development of outsourcing in regional economic systems is not comparable with the development trends of a similar market at the national (republican level). Nevertheless, outsourcing in the regions of the Republic of Kazakhstan is developing dynamically in specific, private areas of outsourcing.

In Pavlodar region, outsourcing services are: computer programming services, consulting services and similar; legal and accounting services; management consulting services; services in the field of architecture, engineering surveys, technical testing and analysis; research and development services; advertising and market research services; other professional, scientific and technical services; security services; services in the field of maintenance of buildings and territories; office administrative services, office support services and others.

According to official statistics, a dynamic growth of organizations specializing in outsourced services is observed and takes place in the region. According to Table 1, while in 2013 there were 681 organizations in the region, in 2017 there were already 908 organizations (enterprises) providing outsourcing services.

Table 1 – the dynamics of the number of enterprises
and organizations providing outsourcing services

number of units

Name of services oriented to outsourcing	Years				
	2013	2014	2015	2016	2017
Computer programming services, consulting services and similar	47	60	63	70	82
Legal and accounting services	63	70	67	80	87
Management Consulting Services	17	12	14	24	24
Services in the field of architecture, engineering surveys, technical testing and analysis	200	219	207	245	280
Research and Development Services	12	15	13	20	24
Advertising and market research services	36	40	45	45	53
Other professional, scientific and technical services	35	34	31	40	48
Security services	178	197	178	198	209
Services in the field of maintenance of buildings and territories	40	48	51	54	57
Office administrative services, office support and other	53	43	29	36	44
Total	681	738	698	812	908

Note – Compiled by the authors according to the source [12]

The maximum number of outsourcing organizations in the region falls on such types of services as: computer programming services, consulting services and similar; legal and accounting services; services in the field of architecture, engineering surveys, technical testing and analysis; security services.

In parallel with the growth of organizations and enterprises providing outsourcing services, the region has seen an increase in the volume of service provision in this sector of the economy. According to table 2, in 2013, outsourcing services were provided in the amount of 21,454.3 million tenge, in 2017 the volume of services amounted to 30,646.9 million tenge.

Extremely low income falls on such outsourcing services as: legal and accounting services; research and development services; office administrative services, office support services and others.

In terms of outsourcing organizations by size, the maximum income, was accounted for by small outsourcing enterprises. Approximate parity income occurred in the context of medium and large outsourcing organizations.

The provision of outsourcing services also varies depending on the form of ownership of enterprises and organizations.

In the regional market, outsourcing services are provided by: state enterprises, organizations; private enterprises, organizations; foreign organizations and enterprises.

Table 2 – the Dynamics of the volume of rendered services oriented to outsourcing

million tenge

Name of services oriented to outsourcing	Years				
	2013	2014	2015	2016	2017
Computer programming services, consulting services and similar	867,1	897,1	824,4	1 260,1	1 965,5
Legal and accounting services	371,9	529,7	324,0	519,8	469,9
Management Consulting Services	143,8	215,8	205,9	379,2	854,6
Services in the field of architecture, engineering surveys, technical testing and analysis	9 828,0	8 327,0	9 075,6	9 945,9	10 716,0
Research Services and development	267,2	234,2	277,9	431,6	654,9
Advertising and market research services	1 579,9	1 682,6	1 238,2	990,6	1 259,4
Services are professional, scientific and other technical	310,6	310,1	355,6	689,2	1 515,6
Security services	6 642,0	7 569,3	8 712,5	9 828,1	10 605,1
Services in the field of maintenance of buildings and territories	596,8	2 089,9	4 286,1	5 593,9	1 941,5
Office administrative services, office support and other	847,0	569,2	533,8	610,7	664,4
Total	21 454,3	22 424,9	25 834	30 249,1	30 646,9

Note – Compiled by the authors according to the source [12]

Most income from outsourcing services is earned by private enterprises and organizations. At the same time, there is a positive trend of income. The minimum volume of outsourcing services provided is provided by state enterprises and organizations, while there are trends in revenue decline. The average income from the provision of outsourcing services is accounted for by foreign enterprises and organizations.

Research and analysis of the outsourcing services market in Pavlodar region shows that the number of enterprises and organizations that initiated outsourcing projects had positive progressive dynamics. Nevertheless, the outsourcing market, as a whole, is still not perfect and there are issues in the integration of supply and demand.

The results of the study

In the Pavlodar region economy, with all respect to its importance and significance to the national economy, outsourcing has not been included in the system-forming factor in the work of small, medium and large regional companies, enterprises, firms and organizations of the region.

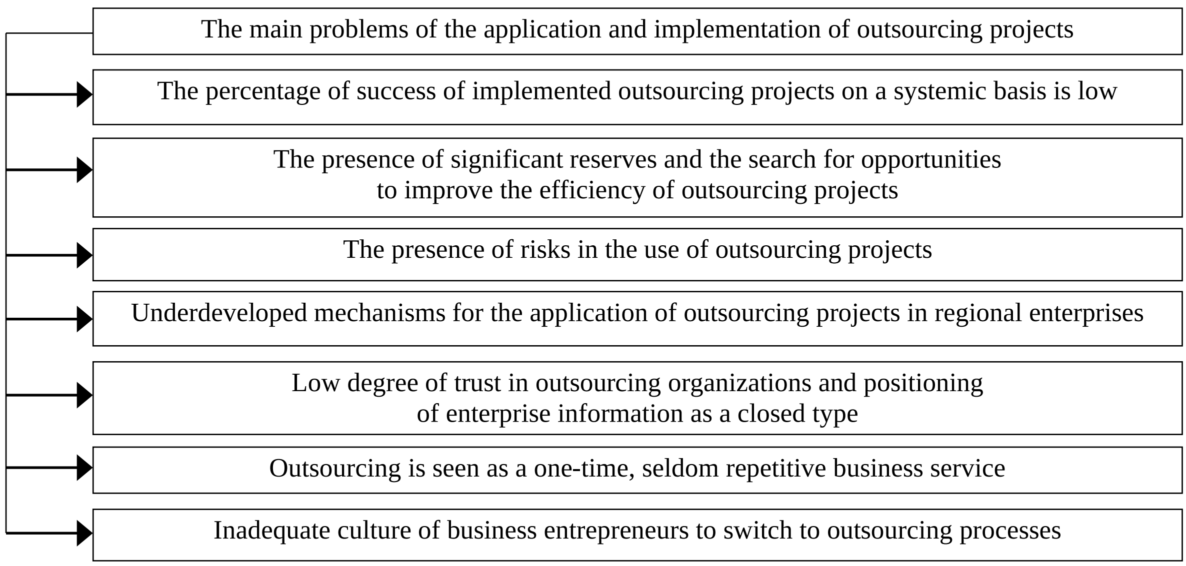

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Figure 6 – The main problems of the application and implementation of outsourcing projects at the regional level

In most cases, outsourcing is seen as a one-time, seldom or medium-repeating service, and not a systematic and dynamic management process, which is ceded into external control. It should also be noted that outsourcing services, as such, are not considered by statistics and in practice, it is difficult to evaluate the real-practical contribution of this process to the economic development of the region in the research process.

In a systematic way, the main regional problems of the application and implementation of outsourcing projects are presented According to Figure 6.

The development of the regional system and the outsourcing market should presuppose the dynamic formation of both organizational and economic foundations.

The organizational and economic foundations of the functioning of the regional economy on the principles of outsourcing can be represented According to Figure 7.

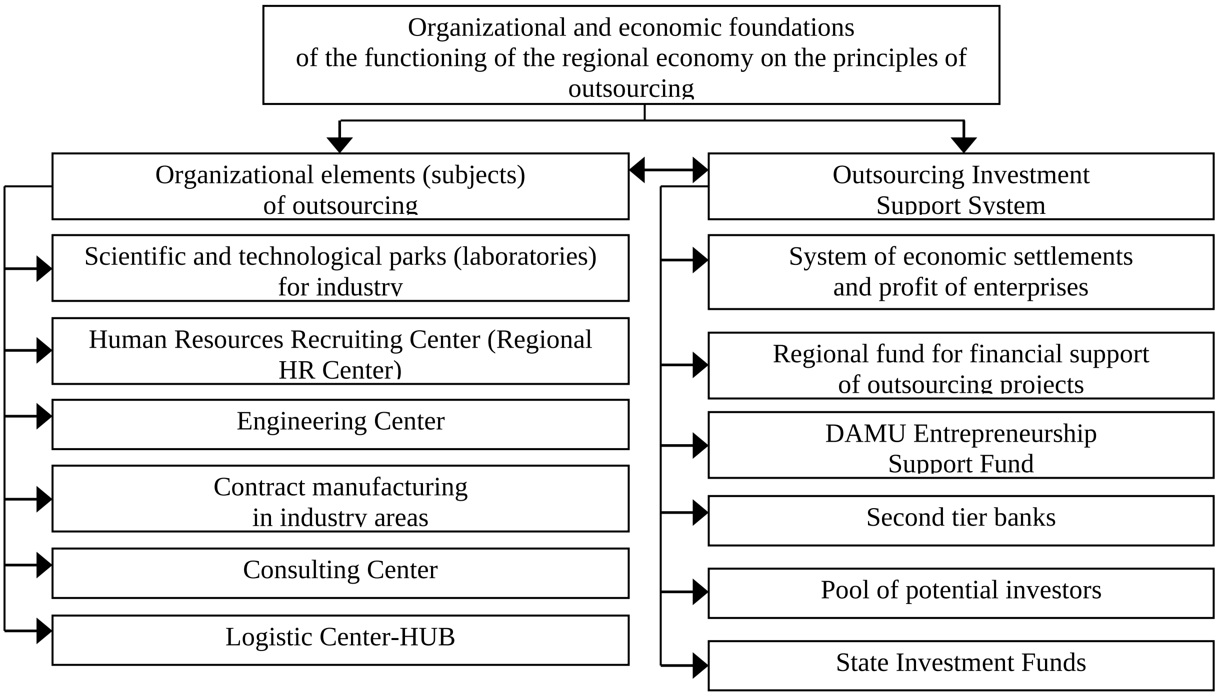

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Figure 7 – Organizational and economic foundations
of the functioning of the regional economy on the principles of outsourcing

As an intensification of investments in outsourcing entrepreneurial projects, at the regional level, the following can be created:

- regional fund for financial support of outsourcing projects;
- a pool of potential investors.

The main tenets of achieving efficiency when using outsourcing should be:

- the cost of outsourcing services as a rule should be lower than the cost of building an organizational element in the structure of the enterprise;
- the selection of human resources to carry out the necessary business processes must be complex, requiring a certain period of time;
- creating your own element in the organizational structure requires additional capacity (office space, office equipment, stationery, reference and legal systems, licensed software).

One of the options for optimizing costs and evaluating the effectiveness of outsourcing using the example of personnel outsourcing is presented in table 3.

According to table 7, the calculations show that in the system of functioning of a small enterprise, the annual cost savings from optimizing (eliminating) personnel recruiting services can amount to an average of up to 1.3 million tenge per month, while the level of efficiency of investments in HR outsourcing is 55 – 56%.

Table 3 – Cost optimization option and evaluation of the effectiveness of outsourcing using the example of personnel outsourcing in the functioning of a small business

Name of the indicators	Value
Base cost of personnel outsourcing, per month, tenge	200 000
Base cost of personnel outsourcing, per year, tenge	2 400 000
Cost savings from the use of outsourcing services, tenge, including:	1 340 740
- taxes, tenge	860 740
- payment of advanced training expenses, tenge	300 000
- equipping and financing the functioning of the workplace, tenge	180 000
Outsourcing efficiency, %	55,9

Note – Compiled by the authors

Conclusion

The regional outsourcing system, that is created and put into practice, should serve as an associative tool for all subjects of the regional market system with the latter focusing on a high level of creativity, competitiveness and innovation. Also, the regional outsourcing system should become a multiplier of new business projects for the production of high value-added products.

Summing up, we can conclude that the proposed economic model of outsourcing support for the activities of enterprises in the region of various sectoral directions will improve the parameters of effective all types of production and business processes and macro-indicators of the functioning of the economic system.

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АУТСОРСИНГ ҚАҒИДАТТАРЫНДАҒЫ ӨҢІРЛІК ЭКОНОМИКАНЫ ЖҮЙЕЛІ РЕФОРМАЛАУДЫҢ СТРАТЕГИЯЛЫҚ БАСЫМДЫҚТАРЫ (ПАВЛОДАР ОБЛЫСЫ МЫСАЛЫНДА)

Аннотация. Қазақстан Республикасының жетекші өнеркәсіптік аймағы – Павлодар облысының аутсорсинг жүйесін дамыту саласындағы қазіргі заманғы экономикалық жағдай қарастырылған. Зерттеудің мақсаты аутсорсинг саласының аймақтық жүйелерін қалыптастырудың тиімді және оңтайлы жолдарын, механизмдерін іздестіруге бағытталған.

Республикалық деңгейдегі аспектілерді қоса алғанда, өңірлік экономикалық жүйелерде аутсорсинг тетіктерінің қалыптасуы мен даму үрдісіне ерекше назар аударылды. Павлодар облысында аутсорсингтік қызметтер нарығына зерттеу жүргізілді және талдау жасалды. Жүргізілген зерттеулер барысында статистикалық және аналитикалық талдау негізінде аутсорсинг қағидаттарында Павлодар облысының экономикасын жүйелі реформалаудың негізгі тұжырымдамалық проблемалары белгіленген. Аутсорсингті дамытудың жетекші стратегиялық басымдықтары ретінде мыналар анықталды: өңірлік аутсорсингті дамыту моделін әзірлеу, аутсорсингтің оңтайлы ұйымдық-экономикалық негіздерін жобалау, аутсорсинг орталықтарының өңірлік жүйесін дамыту. Зерттеудің негізгі әдістері - статистикалық, салыстыру, аналогия, талдау және синтез, жүйелік тәсіл, болжау әдісі, индукция және дедукция әдістері, гипотезаларды жобалау әдісі. Ғылыми зерттеу нәтижелері тиімді қолдау инфрақұрылымын құру және оның қызметі арқылы шағын және орта бизнесті серпінді дамытуға бағытталған өңірлік экономикалық жүйесінде және ұлттық деңгейде іс жүзінде қолданылуын таба алады.

Түйін сөздер: аутсорсинг, аутсорсинг қызметтері, аутсорсинг нарығы, өңірлік экономика, өңір, экономикалық тетіктер, келісімшарттық өндірістер.

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СТРАТЕГИЧЕСКИЕ ПРИОРИТЕТЫ СИСТЕМНОГО РЕФОРМИРОВАНИЯ РЕГИОНАЛЬНОЙ ЭКОНОМИКИ НА ПРИНЦИПАХ АУТСОРСИНГА (НА ПРИМЕРЕ ПАВЛОДАРСКОЙ ОБЛАСТИ)

Аннотация. В статье рассмотрена современная экономическая ситуация в области развития системы аутсорсинга ведущего промышленного региона Республики Казахстан – Павлодарской области. Цель исследования сосредоточена на поиске эффективных и оптимальных путей, механизмов формирования региональных систем отрасли аутсорсинга. Особое внимание акцентировано на тенденции становления и развития механизмов аутсорсинга в региональных экономических системах, включая аспекты республиканского уровня. Проведены исследования и выполнен анализ рынка аутсорсинговых услуг в Павлодарской области. В ходе проведенных исследований, на основании статистического и аналитического анализа обозначены основные концептуальные проблемы системного реформирования экономики Павлодарской области на принципах аутсорсинга. В качестве ведущих стратегических приоритетов развития аутсорсинга были определены, такие как: разработка модели развития регионального аутсорсинга, проектирование оптимальных организационно-экономических основ аутсорсинга, развитие региональной системы аутсорсинговых центров. Основными методами исследования послужили – статистический, сравнение, аналогия, анализ и синтез, системный подход, метод прогнозирования, методы индукции и дедукции, метод проектирования гипотез. Результаты научного исследования могут найти практическое применение на национальном уровне и в системе функционирования региональных экономических систем, нацеленных на динамичное развитие малого и среднего бизнеса, посредством создания и функционирования эффективной поддерживающей инфраструктуры.

Ключевые слова: аутсорсинг, аутсорсинговые услуги, рынок аутсорсинга, региональная экономика, регион, экономические механизмы, контрактные производства.

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RISKS IN THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED BUSINESSES

Abstract. In the article there are given the definition of risk, types of risks and the impact of the risk on development of small and medium-sized businesses. The article also discusses methods of risk reduction, where various techniques are used to reduce them, such as diversification, acquisition of additional information about the choice and results, limiting, self-insurance, and insurance. it provides a clear explanation of methods of risk reduction. These methods allow you to choose the most appropriate optimal method depending on the goals and objectives set by small and medium-sized businesses, as well as the current market situation. If the risks are serious and poorly understood, then you should refuse to accept the risk, if this can not be done, then you should transfer this risk to another person, distribute it among partners, compensate for it in the form of obtaining additional information, attracting external resources, and self-insurance.

Kew words. Risk, small and medium business, project, efficiency, cost, diversification, limitation, insurance, entrepreneurship, risk management, risk management methods.

Introduction. The development of small and medium-sized business is an indispensable condition for sustainable economic development in the long term. The role of small and medium-sized enterprises has been increasing in conditions of economic instability and turbulence. The reason of this is that small and medium-sized enterprises, by virtue of their mobility and flexibility, can become the strategic recourse that can mitigate negative consequences of the crisis.

Entrepreneurship is the riskiest business ongoing voluntary by citizens at their own risk and under their responsibility. Entrepreneurship is associated with the concept of doing something new or improving an existing one. It is connected with the concepts as “dynamism”, “initiative”, “courage” and exempts the potential in society that turns many interesting things into reality [1,2].

Risk is the integral element of small business activity and here the problem of assessing and managing the economic risks comes to the fore. The effectiveness of the organization of risk management is largely determined by knowledge of the classification of risks, which allows you to determine the place of each in the overall risk system and provides the selection of the optimal method of analysis, assessment and management of the corresponding risk. The study of economic risk types of small and medium-sized business is due to the need to use the internal manifestation of economic risk in the formation of a risk management system [3,4].

There exist methods of risk management, which, in turn, are diverse. An avoidance of these risks, retention, transfer and mitigation are the means of risk resolution.

Risk avoidance means avoidance of a risky activity. However, risk avoidance for the investor often means denial from profits.

Risk retention is the leaving the risk under the responsibility of the investor. Thus, that an investor is sure in advance, investing in venture capital that he can cover the possible loss of venture capital at his own expense.

Risk transferring means that the investor transfers responsibility for the risk to someone else, for example of an insurance company.

Various techniques are used to reduce the degree of risk. The most common are diversifying, the acquisition of additional information about the choice and results, limitation, self-insurance and insurance.

In order to reduce the degree of risk and loss of income, the diversification is the process of distributing invested funds between various investment objects that are not directly related to each other.

Diversification avoids part of the risk in the distribution of capital between a variety of activities [5].

Limiting is the setting of a limit to the amounts of expenses, sales, credit and etc. Limiting is an important method of reducing the degree of risk and is used by banks in the providing loans and other operations [6].

Self-insurance means that an entrepreneur prefers to insure himself than to buy insurance from an insurance company.

The essence of insurance is explained by the fact that the investor is ready to give up part of the income in order to avoid risk. In other words, he is willing to pay the particular amount of money to reduce the risk to zero [7].

In order to choose a specific risk resolution tool, an enterprise should proceed from the following principles:

- you cannot risk more than your own capital can allow;
- you cannot risk much for the sake of small thing;
- the consequences of risk should be foreseen.

The question of choice of the optimal policy aimed at reducing risk is solved within the framework of microeconomic theory. The relevant result states that the optimal risk management policy should be such that the marginal cost of implementing this policy is equal to the marginal utility of its application.

The practical application of these principles means that it is always necessary to calculate the maximum possible loss for a given type of risk, then compare it with the amount of capital of the enterprise exposed to this risk, and then compare the total possible loss with the total amount of own financial resources. By implementing the last step, it is possible to determine whether this risk will lead an enterprise to bankruptcy.

Tables 1 and 2 present ways to reduce the negative consequences of various types of risk that an entrepreneur may encounter.

Table 1 -Various types of risk not related to insurance

Type of risk	The way of reducing the negative effects
Commercial risk	The correct determination of the acceptable level of correlation of financial ratios. The right choice of ways of increasing the projected return on investment in the project.
Risk of suboptimal resource allocation	Clear and correct prioritization of resource allocation based on their availability. Correct and clear marketing research to determine the exact number of products produced.
Economic fluctuations and changes in customer taste	Effective forecasting and planning
Actions of competitors	Intensive work on the studying and prediction of the possible actions of competitors and their accounting in marketing and production activities
Discontent of workers, which may lead to their resignation or strikes	Well-designed socio-economic programs for employees that take into account their requirements and requests, problems of motivation and creation of a favorable psychological environment and etc.
Financial risk associated with passivity of capital and simultaneous placement of large funds	Proper financial management, timely placement of passive funds in profitable projects or the provision of profitable loans. The main thing is that capital should not lie “dead, burden”, but it should work. Transfer of part of the risk to other firms by connecting them to participate in the financing of expensive and risky projects by using venture capital.
Note - [8]	

Table 2 - Various types of risk that it is advisable to insure with the help of insurance companies

Type of risk	The way of reducing the negative effects
Fire and other natural disasters	Loss insurance
Carcrashes	Car insurance
Risk of destruction or damage to cargo during transportation	Cargo cost insurance (sea, aviation and other types of transport insurance)
The risk of negligence of workers	Insurance of the cost of possible losses from employee negligence
The risk of probable dishonesty of employees, which can cause material and moral damage to the company	Acquisition of “honesty” bonds in an insurance company
The risk of non-performance by one of the employees or a group of employees, on which depends the implementation of the entire project	Acquisition of “guarantee” bonds
The risk of suspension of business activity of the company (various reasons)	Insurance of the amount of possible losses for the entire period of business shutdown.
The risk from the possible death or illness of the head, leading employee of the company, the risk of intellectual or other qualified activities of which depends on the success of the company.	Insurance of the amount of possible losses. This is especially important in the most critical period.
Risk of a possible illness, death or accident with an employee.	Insurance in insurance companies
Note - [9]	

The final step in the analysis of risk reduction tools is the formulation of a general project of the risk management plan. The scheme of choice of the tools proposed to reduce risk is presented in Table 3.

Table 3 - Scheme for the choice of funds proposed to reduce risk

Possiblelosses	The likelihood of a crisis		
The profit from resources (is)	high	moderate	low
1. Comparable to the amount of project assets	reject the project	reject the project	risk reduction analysis
2. Does not exceed the estimated revenue	preventive measures	risk insurance	risk insurance
3.Does not exceed the amount of estimated profit	preventive measures	application of reservation policy and self-insurance	
Note – [10]			

This plan should include:

- the results of identification of all areas of project risk, a list of the main risk identifiers in each area;
- the results of a rating assessment of risk indicators, reflecting their importance for achieving the objectives of the project;
- the results of statistical risk analysis, sensitivity analysis and global risk analysis of project adoption;
- recommended risk reduction strategies in each area of activity related to the project;
- a list of procedures for monitoring the risks of an entrepreneurial project.

One of the main reasons for ineffective risk management is the lack of clear and precise methodological foundations of this process. An analysis of the principles of risk management shows their fragmentation, and individual attempts to systematize them are inherent in many controversial issues. Taking into account the requirements of the modern economy, the analysis of research in the field of risk management methodology allows us to formulate a system of risk management principles:

- a decision connected to the risk should be economically sound and should not adversely affect the results of the financial and economic activities of the enterprise;
- risk management should be carried out as part of the corporate strategy of the organization;
- decisions should be based on reliable informationin risk management;
- decisions should take into account the objective characteristics of the environment in which the company operates;
- risk management should be systemic;

- risk management should include a current analysis of the effectiveness of decisions made and operational proofreading of the set of principles and methods of risk management used [11].

The essence of each stage of risk management involves the use of various methods.

Results. The entire risk management process can be shown as follows:

1. Setting risk management goals;
2. Risk analysis;
3. Qualitative analysis
4. Quantitative analysis;
5. The choice of methods of exposure to risk;
6. Analysis of the effectiveness of decisions made and proofreading of risk management goals [12, 13].

The stage of setting risk management goals is characterized by the use of methods of analysis and forecasting of the economic situation, identifying the capabilities and needs of the enterprise as part of the strategy and current plans for its development.

At the stage of risk analysis, there should be used methods of qualitative and quantitative analysis such as collecting existing and new information, modeling the activities of the enterprise, statistical and probabilistic methods and etc.

The effectiveness of various methods of risk influence is compared such as risk avoidance, risk reduction, risk taking on, transfer of part or all of the risk to third parties, which ends with the development of a decision on choosing their optimal set in the third stage of the risk management process.

The final stage of risk management is the selection of methods of exposure to risk. The result of this stage should be new knowledge about risk, which allows to adjust previously set risk management goals [14].

There should be used a proper risk management method at each stage. The results of each stage become the initial data for the subsequent stages, forming a decision-making system with feedback. Such a system ensures the most effective achievement of goals, since the knowledge gained at each stage allows you to adjust not only the methods of influencing the risk, but also the goals of risk management.

The basic stage, allowing the formation of a further risk management strategy to be the risk analysis stage.

The task of a qualitative risk analysis is to identify the sources and causes of risk, stages and work, during which the risk occurs, that is:

- identification of potential risk areas;
- identification of risks associated with the activities of the enterprise;
- prediction of practical benefits and possible negative consequences of the manifestation of identified risks [15].

Qualitative analysis methods can be divided into four groups:

1. Methods based on the analysis of available information;
2. Methods of collecting new information;
3. Methods of modeling the activities of the organization;
4. Heuristic methods of qualitative analysis.

The final results of the qualitative risk analysis, in turn, serve as initial information for conducting a quantitative analysis.

The numerical values of the probability of occurrence of risk events and the amount of damage or benefit caused by them are calculated at the stage of quantitative risk analysis.

It is necessary to apply a whole range of methods for an effective analysis of the whole variety of risks in the enterprise, which, in turn, confirms the relevance of developing an integrated risk management mechanism.

In modern economic conditions characterized by political, economic and social instability, the existing management system at the enterprise should include a risk management mechanism.

The first stage of formation of a risk management mechanism in an enterprise is the creation of a risk management service. At the current stage of economic development, the goal of this service is to minimize losses by monitoring the activities of the enterprise, elaboration of recommendations to reduce risks and monitor their implementation.

The sources of information intended for risk analysis are:

- the financial statements of the enterprise. These documents (balance sheet, profit and loss statement, cash flow statement, etc.) in a concise form contain all official information about the enterprise;

- the state of fixed assets, the level of stocks of materials and finished products, the value of receivables and payables, financial results of the enterprise, etc. An analysis of the financial statements of the enterprise will reveal a significant share of business, credit, and organizational risks;

- organizational structure and staffing table of the enterprise. The analysis of this information allows to identify organizational risks;

- a map of technological flows (technical and production risks);

- agreements and contracts (business and legal risks);

- the cost of production. Its analysis reveals the vast majority of risk-forming factors and determines the monetary value of losses due to the occurrence of risk;

- financial and production plans of the enterprise. The completeness of their implementation makes it possible to comprehensively assess the stability of the enterprise to the entire set of risks [16].

Upon completion of the collection of information intended for risk analysis, the risk management service will be able to really assess the dynamics of the performance of the enterprise, taking into account the effects of external and internal socioeconomic and political factors, which will allow comprehensively and professionally forecast the future state of the market and realistically assess possible risks.

The logical continuation of the work of the risk management service should be the formation of a program of risk management measures, the development of which should take into account the following:

- the amount of possible damage and its likelihood;

- existing risk reduction mechanisms proposed by the state and their production and economic efficiency;

- production and economic efficiency of the measures proposed by the service to reduce risks;

- a practical opportunity to implement activities within the allocated funds limit;

- compliance of program activities with existing regulations and the goals of long-term and short-term development planning of the enterprise and the main directions of its financial policy;

- the subjective attitude of program developers and enterprise management to risk.

The specialists in the risk management service should focus on the maximum unification of the generated risk level assessments during the developing a program of risk management measures, which is expressed in the formation of universal parameters characterizing the amount of possible damage. It is more advisable to use the impact of risks on financial flows and the financial condition of the enterprise as such parameters.

The final stage in the development of the program is the formation of a set of measures to reduce risks, indicating the planned effect of their implementation, the timing of implementation, funding sources and responsible people for the implementation of this program. The program should be approved by the management of the enterprise and it has to be taken into account in the financial and production planning.

At the same time, it is recommended to accumulate all the information about errors and deficiencies in the development of the program that appeared during its implementation. Such an approach will allow to formulate the subsequent risk reduction programs at a higher level using new knowledge about risk.

Conclusion. All of the above allows to conclude that the risk reduction mechanism of the enterprise in modern business conditions should have a clear hierarchical structure with the need for its adjustment based on the results of the implementation of the risk reduction program measures, taking into account changing impact factors. The adoption of a risk-related project involves the identification and comparison of possible losses and incomes. The definition of risk and timely response to it can affect development, both for the enterprise and for the country as a whole.

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ШАҒЫН ЖӘНЕ ОРТА БИЗНЕСТІҢ ДАМУЫНДАҒЫ ТӘУЕКЕЛДЕР

Аннотация. Қазіргі заманғы нарықтық қатынастарында бизнесті жүргізуде тәуекелдерді азайту мақсатында оларды бағалау мен талдау маңызды мәнге ие болады, себебі оның нәтижесі экономикалық субъектінің пайдасын

барынша арттыруға әкелуі мүмкін. Бұл мақалада тәуекелге анықтама берілді, тәуекел түрлері және олардың шағын және орта бизнестің дамуына әсері қарастырылады.

Өз қызметінде шағын және орта бизнес көптеген тәуекелдерге, әсіресе, пайыздық мөлшерлемелер мен валюта бағамдарының өзгеру тәуекелі, табиғи апаттар және т.б. сияқты экономикалық тәуекелдерге ұшырайды, олар қаржылық шығындарды ұлғайту есебінен олардың пайдасын барынша азайтуы мүмкін. Авторлар бұл жұмыста шағын және орта бизнестің тәуекелге ұшыраудан болған қаржылық шығындарын азайтуы мүмкін, тәуекелдерді басқарудың тиісті құралдарына ие, шағын және орта бизнестің тәуекелдерін басқарушылармен талдау жүргізу жолымен шешуге болатындығы туралы айтып кеткен. Талдау жүргізу, әдетте, шағын және орта бизнестегі тәуекелдерді басқару процесіне шоғырланады, олардың жыл сайынғы шығындарымен сүйемелденеді және компанияда тәуекелдерді басқарудың осы әдістері тәуекелдерді еңсеру үшін қалай пайдаланылатынын қарастырады. Бұдан басқа, тәуекелдерді басқарудың компанияның қаржылық көрсеткіштеріне, зерттеулер әдіснамасына, зерттеулерді шектеуге және зерттеулер жүргізу мерзімдеріне әсер етуіне түрлі көзқарастар талқыланады және ұсынылады.

Мақалада тәуекелдерді басқару әдістері қарастырылады, олар өз кезегінде әртүрлі болып келеді. Тәуекелдер мәселесін шешу құралдары осы тәуекелдерді болдырмау, ұстап қалу, беру, дәрежені төмендету болып табылады. Тәуекелдерді болдырмау немесе олар болған жағдайда шешу құралын таңдауда кәсіпорын келесідей қағижаттарға негізделуі қажет: өз капиталыңнын мөлшеріне қарай тәуекелге бару қажет, тәуекел салдарын болжап білу керек, т.с.с. Тәжірибеде осы қағидаттарды қолдану тәуекелдің түрлері бойынша барынша мүмкін болатын залалды әрқашан есептеу, содан кейін оны осы тәуекелге ұшырайтын кәсіпорын капиталының көлемімен салыстыру және одан кейін барлық ықтимал залалды меншікті қаржы ресурстарының жалпы көлемімен салыстыру қажет екенін білдіреді. Тек соңғы қадам жасап, бұл тәуекелді кәсіпорынның банкротқа ұшыратпайтынын анықтауға мүмкіндік береді.

Шағын және орта бизнес, ірі кәсіпкерлікке қарағанда, әлемдік қаржы жүйесіндегі өзгерістерге неғұрлым қатты ұшырайтынын атап өту қажет. Бірақ, сонымен бірге шағын және орта бизнес өсудің жаңа нүктелерін жылдам генерациялауға, дағдарыстық құбылыстарды еңсеру үшін қажет экономиканы әртараптандыруға және тиімділігін арттыруға белсенді ықпал етуге қабілетті.

Мақалада сондай-ақ тәуекелдерді төмендету әдістері қарастырылады, онда оларды төмендету үшін әртараптандыру, таңдау мен нәтижелер туралы қосымша ақпарат алу, лимиттеу, өзін-өзі сақтандыру, сақтандыру сияқты түрлі тәсілдер қолданылады және тәуекелдерді төмендету әдістеріне нақты түсініктеме беріледі. Бұл әдістер шағын және орта бизнес субъектілерін өз алдына қоятын мақсаттар мен міндеттерге, сондай-ақ нарықтағы қалыптасқан жағдайға байланысты барынша қолайлы оңтайлы әдісті таңдауға мүмкіндік береді. Егер тәуекелдер елеулі және аз зерттелген болса, онда тәуекел қабылдаудан бас тарту керек, егер мұны істеу мүмкін болмаса, онда бұл тәуекелді басқа тұлғаға беру, әріптестер арасында бөлу, қосымша ақпарат алу, сыртқы ресурстарды тарту, өзін-өзі сақтандыру түрінде өтеу керек.

Түйін сөздер: тәуекел, шағын және орта бизнес, жоба, тиімділік, өзіндік құн, әртараптандыру, лимиттеу, сақтандыру, кәсіпкерлік, тәуекел-менеджмент, тәуекелдерді басқару әдістері.

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РИСКИ В РАЗВИТИИ МАЛОГО И СРЕДНЕГО БИЗНЕСА

Аннотация. В современных рыночных отношениях ведения бизнеса важное значение приобретает оценка и анализ рисков с целью их минимизации, что, в конечном счёте, может привести к максимизации прибыли экономического субъекта. В данной статье дается определение риску, рассматриваются виды рисков и их влияние на развитие малого и среднего бизнеса.

В своей деятельности малый и средний бизнес подвержены многим рискам, особенно, экономическим, таким как риск изменения процентных ставок и валютных курсов, стихийные бедствия и т.д., которые могут свести к минимуму их прибыль за счет увеличения финансовых потерь. В работе авторами показаны, как малый и средний бизнес могли бы уменьшить свои финансовые потери от подверженности риску, располагая надлежащими инструментами управления рисками, путем проведения анализа с управляющими рисками малого и среднего бизнеса. Проведение анализа обычно фокусируется на процессе управления рисками в малом и среднем бизнесе, сопровождаемом их ежегодными расходами на него, и рассматривает, как эти методы управления рисками в компании используются для преодоления рисков. Кроме того, обсуждаются и представляются различные точки зрения на влияние управления рисками на финансовые показатели компании, методологию исследований, ограничения исследований и сроки проведения исследований.

В статье рассматриваются методы управления рисками, которые в свою очередь, бывают весьма разнообразны. Средствами разрешения рисков являются избежание этих рисков, удержание, передача, снижение степени. При выборе конкретного средства разрешения риска предприятие должно исходить из таких принципов,

как нельзя рисковать больше, чем это может позволить собственный капитал; нельзя рисковать многим ради малого; следует предугадывать последствия риска и др. Применение на практике этих принципов означает, что всегда необходимо рассчитать максимально возможный убыток по данному виду риска, потом сопоставить его с объемом капитала предприятия, подвергаемого данному риску, и затем сопоставить весь возможный убыток с общим объемом собственных финансовых ресурсов. И только сделав последний шаг, возможно, определить, не приведет ли данный риск к банкротству предприятия.

Необходимо отметить, что малый и средний бизнес, в отличие от крупного предпринимательства, наиболее сильно подвержен изменениям в мировой финансовой системе. Но в то же время именно малый и средний бизнес способен быстро генерировать новые точки роста, оказывать активное влияние на диверсификацию и повышение эффективности экономики, которое необходимо для преодоления кризисных явлений.

В статье также рассматриваются методы снижения рисков, где для их снижения применяются различные приемы, как диверсификация, приобретение дополнительной информации о выборе и результатах, лимитирование, самострахование, страхование и дается четкое пояснение методам снижения рисков. Эти методы позволяют выбрать наиболее приемлемый оптимальный метод в зависимости от целей и задач, которые ставит перед собой субъекты малого и среднего бизнеса, а также от сложившейся ситуации на рынке. Если риски серьезные и малоизученные, то следует отказаться от принятия риска, если этого сделать нельзя, то следует передать данный риск другому лицу, распределить между партнерами, компенсировать в виде получения дополнительной информации, привлечения внешних ресурсов, самострахования.

Ключевые слова: риск, малый и средний бизнес, проект, эффективность, себестоимость, диверсификация, лимитирование, страхование, предпринимательство, риск-менеджмент, методы управления рисками.

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MECHANISM OF ATTRACTION OF FINANCIAL SOURCES OF MODERNIZATION IN THE ECONOMY OF KAZAKHSTAN

Abstract. Global challenges and risks that arise in the world in the conditions of crisis phenomena affect the development of new approaches, forms and new methods of financing the modernization of the country's economy with a focus on innovation. The world experience testifies to the existence of various effective mechanisms of financing innovative industrialization of the economy, which are not or are not sufficiently developed in Kazakhstan. For the development of innovations in the implementation of the national economy, in addition to financial resources, it is necessary to choose effective methods, or rather mechanisms to attract them. Analyzing the experience of developed foreign countries, the most effective methods for financing technological modernization are venture financing, financing on the basis of PPP, lending using factoring, forfeiting, business angels, etc.

Keywords: financing,venture financing, crediting, public-private partnership, factoring, forfeiting, modernization.

One of the most preferable options is venture capital, since it is through venture financing that the leading countries switched to innovative tracks and ended up in the list of developed economies.

Analyzing foreign experience, it is venture financing that is the driver for an innovative breakthrough, a high GDP indicator and increasing the competitiveness of the country's economy. For example, in the United States more than 10 thousand jobs were created, while in the country venture investments account for only 0.2% of GDP, while the income from this amounted to about 2 trillion dollars, which is 16.6% of the total share of GDP. The growth of exports of high-tech products is directly affected by the creation of conditions and preferential provision of venture investments in small and medium-sized businesses.

For example, in Israel, existing tax incentives are assessed as the most favorable, where when compiling venture capital of 13.1 billion dollars, the volume of exports in 2013-2016 increased from 5.6 to 9.6 billion dollars. In China, with an annual venture capital of $33 billion, the export volume almost doubled, or $278 billion. However, if there are not enough favorable tax preferences, even with high volumes of venture capital, the export of high-tech products, the proof of which is the United States, may decrease, the country's export volume decreased from 219 billion to 148 billion dollars.

Today, in the Republic of Kazakhstan, exports, namely high-tech products amounted to about $ 2 billion, but if the country is created favorable conditions for the development of venture investments, Kazakhstan can increase the export level by more than 40% until 2025. Moreover, by 2025, the effect of GDP with the annual attraction of venture capital investments in the amount of $ 100 million will reach almost $ 2 billion, or about 600 billion tenge [1-2].

In the Republic of Kazakhstan, the National Agency for Technological Development is engaged in the formation of venture capital institutions with the participation of foreign and domestic capital, which invest money in a high-tech business. Today, "NATR" JSC is considered a partner of domestic and foreign venture funds, which were created jointly with local and foreign investors on the basis of PPP. The Agency's share in domestic venture funds amounted to 49%.

Despite the presence of venture capital funds in Kazakhstan, problems are still present. Modern practice shows that businesses that continue to operate for almost decades are very resistant to the influence of any negative factors. However, this does not apply to entire industries. Unfortunately, the venture business in Kazakhstan is not able to withstand crises and has low activity in the country. A few years ago in our country, there were about 30 venture capital funds, but at the moment their number has halved.

Since its inception, "NATR" JSC has participated in the formation of seven Kazakhstani and 7 foreign venture capital funds, which financed the same funds for a total of 18 innovative projects in the Republic. The amount amounted to 2 billion tenge, while only 4 projects were completed in the amount of 60 million tenge. The main factors of underdevelopment of venture financing in a country can be not only the passive work of funds and businesses as a whole, but their opacity, imperfections in legislation on venture financing and inefficiency of use [3-4].

In this regard, in Kazakhstan, it is necessary to finance companies at the first stage of their existence in order to prepare them for investors in the venture sector. Ultimately, in the country it will be advisable to train managers in the field of innovation, create innovation centers for training venture culture of people who are engaged in business. In this case, the state will be able to return the invested funds through certain taxes that are collected from the created companies.

In order to develop a venture financing mechanism, initiatives such as:

- Formation of a legal system for the development of venture investment by pension funds, insurance companies and other financial institutions;

- Creation of an information environment that will allow innovative enterprises and investors to find each other;

- development of financial and tax mechanisms to stimulate innovation;

-development of venture financing through the introduction of tax incentives, state guarantees and insurance of investments that invest in innovative and high-tech small enterprises;

- allocation of funds for training- allocation of funds for training personnel in the venture field in business schools and universities.

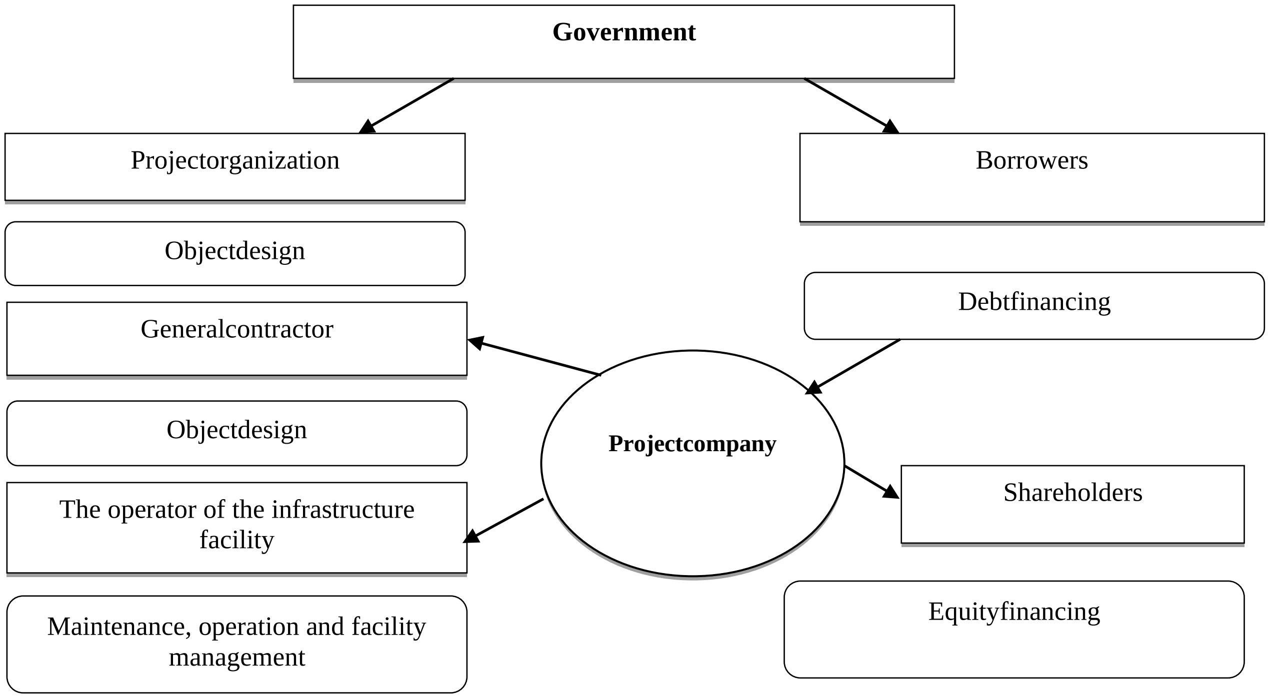
In order to launch a venture system in the country, we propose to create an independent venture sector, using the PPP mechanism focused on subsidizing small projects in the field of innovation. The essence of such a venture financing mechanism is that a certain share will be transferred to the state. Because of this, the state can exert influence through mediation, through investment assistance to funds and companies or through direct influence.

PPP is essentially a specific form of risk sharing associated with the provision of technological and infrastructure services, which are carried out between the private and public sectors. PPP also helps to attract resources from private investors and carries out large and profitable projects. The structure of PPP participants is shown in figure 1.

For entrepreneurs, the benefits of participating in PPP projects are determined by the probability of admission to such segments of the economy in which the role of business was previously insignificant, etc.

Along with this, we propose developing in Kazakhstan such a mechanism as forfeiting - this is a kind of model for lending to exporters, sellers in the sale of goods, most often used in foreign trade operations, financing of trade by accounting for bills without authorization to recourse. At the same time, the buyer of the bill assumes the entire risk of default by the importer. Forfeiting is a form of turning a commercial loan into a bank loan. The essence of forfeiting: a buyer who does not have at the time of conclusion of the contract the necessary amount of financial resources to pay for the acquired large transaction object, issues a set of bills to the seller, the total value of which will equal the value of the sale object, taking into account interest for deferred payment[5-6].

World experience indicates that the use of this mechanism of attracting investments for the development of innovations shows its effectiveness (table 1).



Note - The figure is compiled by the author based on data

Figure 1 - Type of structure of PPP project participants

Table 1 - Features of financing of PPP projects in foreign countries

Countries	Characteristics of PPP project financing
USA	The key role in the US PPP belongs to the state, as it is the state that is represented as an important factor of PPP, both at the stage of project approval and in the process of its implementation. State control acts in the form of regulation of tolls on toll roads, the rate of return on investment, supervision of management and operation, etc. also, an important role in US PPP is played by state corporations-enterprises created by the government and authorities.
France	PPP projects are organized and managed by the PPP development Center, which is a structural subdivision of the Ministry of Finance. The main forms of PPP: concession, contract agreement, lease agreement (leasing). PPP projects are implemented in the energy, water and social sectors. 95 % of the projects are implemented at the local level. PPP is formed at the expense of the state and the private sector.
Canada	PPP in Canada is very actively implemented primarily at the regional level. The state organizes its activities in the field of PPP in three directions. 1) develops a strategy and principles on which business relations with society as a whole and with public authorities operate; 2) it forms the institutional environment for the development and implementation of partnership projects; The Department of the Treasury and the Partnership Center are implementing and regulating Canadian PPP activities.
Germany	In Germany, state / federal / municipal authorities pay for services between the state and the private sector. The issues of the formation and implementation of PPP projects are in charge: at the federal level - the Federal Ministry of Finance, at the regional level - the Regional Ministry of Finance; at the municipal level - municipality governing bodies. The country uses two models of project financing: it is project financing, which does not use guarantees from the public sector) and forfeiting, which represents the use of guarantees from the public sector.
Great Britain	The main form of PPP contracts in the UK is a "private financial initiative", in which a private firm receives from the state in the person of an Agency, local government or other public institution an order for the provision, creation or restoration of fixed assets, as well as long-term maintenance services (for 25-50 years). An "infrastructure Finance Centre" has been set up under the UK Treasury to ensure the progressive development of infrastructure projects and attract additional funding.
Note - compiled according to data [7].	

In our country, public-private partnerships began to be used not so long ago, and are practically not applied in the innovation sphere. In the Republic, this method is used in construction processes, in heat and water supply systems, etc. In the near future it is planned to use PPP in projects for the development of cultural, social and infrastructural spheres. An innovative enterprise is often faced with the problem of insufficient capital for implementing projects. In this regard, there is a need to attract sources on the side. Such funds are usually called the capital of other people.

The world experience of countries shows that the funds of individuals or business angels are good enough sources of financial resources to invest in starting a business. Such sources include wealthy private investors who are looking for more profitable investments than traditional investment tools. Investor angels, as a rule, concentrate a special interest on firms with an already developed basic concept and business strategy that need seed, or starting, capital. The capital of business angels can become a bridge that connects the initial stage and the stage of rapid development.

Funds of business angels, as a rule, are a loan, share capital or a combination of two instruments. In addition, business angels often take non-financial part in business, for example, they share their own skills, knowledge, reputation and connections. Business angels put forward various conditions to investment objects. There are no hard and fast rules in this matter. Experience shows that business angels invest between $ 10,000 and $ 1,000,000. The average investment is $ 10,000-250000. They are guided by 20-25% of annual income. They are invested by capital for a period of 5-7 years. Benefit companies located in the same region as themselves.

For example, in the UK and the USA, business angels pour in 2-5 times more capital than venture funds. According to the analysis, the number of companies financed by business angels is 30-40 times higher than the number of companies financed by representatives of formal venture capital. According to estimates, there are up to 1 million business angels in the United States, more than 100 thousand in the European Union, and the number of potential business angels exceeds the number of existing ones by 3-4 times.

Despite the fact that the number of business angels investing in projects in Kazakhstan is growing steadily, it is still too early to talk about the maturity of the business angel investment market. In this regard, it is necessary to create such a Union of business angels that would protect the interests of individual venture investors, business angels, seed funds and other players in the Kazakhstan venture market.

To successfully attract funding from business angels in Kazakhstan, a well-designed business plan, enormous tenacity and the creation of a law encouraging angelic investments are necessary.

In addition, for the development of technological modernization of the country, we consider it necessary to launch such programs in Kazakhstan as lending using a factoring tool, lending to franchising projects and microcredit through microfinance organizations to increase the coverage of entrepreneurs with government support tools. In this regard, to finance innovation in small and medium-sized businesses, we offer, with the help of the Damu Fund, to allocate funds for STB Kazakhstan (second-tier banks of Kazakhstan) and MFIs (microfinance organizations).

Thus, we can conclude that Kazakhstan has not yet developed new mechanisms for financing innovative projects, such as venture financing, factoring lending, forfeiting, etc. Therefore, the implementation of our recommendations will ensure the development of forms and methods of financing innovation.

In the context of the Fourth Industrial Revolution, the need for accelerated technological modernization of the economy is growing. This is stated in the Address of the Head of State, where the President called for stimulating the latest industry, which are formed using digital technologies, robotics, automation, artificial intelligence.

Today, Kazakhstan uses digital technologies in the areas of public services (PSC), where they provide services in electronic format, e-portals of government agencies, and much more.

The introduction of new technologies will help not only automate all sectors, but also provide the opportunity for transparency in the activities of government bodies, which will obscure the shadow economy, while creating great opportunities for entrepreneurs. And of course, all this requires enormous financial resources.

At the same time, one should not forget that the digitalization of the economy implies the release of labor resources, and the problem of retraining and creation of conditions for entrepreneurial activity also requires financing and support from the state and comes to the fore. In this context, changing approaches to employment centers and their modernization, as well as reducing business costs and increasing the lending potential of small and medium-sized businesses, including through microcredit, form a wide area to strengthen entrepreneurial activity.

It is understood that due to the implementation of the Digital Kazakhstan program, part of the information and communication sector in Kazakhstan's gross domestic product will reach 4.85% by 2020; labor productivity in the ICT sector will increase by more than 30%; digital literacy of the population will be 80%; the proportion of Internet users will increase to 78%; the proportion of electronic government services provided in relation to the total number of services purchased in paper and electronic forms will show growth of up to 80%, and 150 thousand jobs will be created in the IT sector. Therefore, the implementation of this program will give a powerful impetus will become a driver of modernization of the economy of Kazakhstan.

Thus, to implement the transition of the country's economy to digitalization, we offer the following recommendations:

- attract public and private investment in such promising areas as robotics, IT, the green economy, etc.;
- support the development of IT in Kazakhstan, with the help of state financing of IT startups;
- increase the competitiveness of Kazakhstani enterprises by encouraging those that have switched to the use of digital technologies through long-term lending with a low rate on the purchase of other technologies and equipment;
- allocate funds from the private and public sectors to create an analogue of the “Silicon Valley”.

In the process of digital transformation, it is necessary to determine values and understand which industries will be the main ones. Since, due to the fact that we cannot immediately refuse to support the basic industry, we undoubtedly need such a program that is not only based on automation and digitalization, but also on increasing the competitiveness of domestic production and modernizing its potential. You also need to understand that resources are not eternal. For example, in Dubai, in a country where oil reserves are running out and very soon, the economy simply has nothing to hold on to using the Big Data digital policy. Our country also needs to use similar experience.

Our analysis of financial support for the modernization of the economy of Kazakhstan at the present stage allowed us to identify problems that impede the rapid pace of economic development as:

- the lack of long-term lending to enterprises without which it is impossible to quickly modernize the economy, the debt of enterprises and the unresolved situation with bad loans;
- low level of innovative activity of enterprises in the Republic; high cost of innovation, lack of own financial resources;
- low cost share for new technologies and developments, which make up only 0.14%;
- underdevelopment of new mechanisms for financing technological modernization;
- insufficient inflow of foreign investment in priority sectors of the economy.

Regarding the first problem, in connection with the financial crisis in recent years, the situation of many enterprises, which also includes small and medium-sized businesses, has been aggravated. Therefore, due to lack of capital, there is a need to take loans.

However, second-tier banks make high demands on enterprises. The whole process comes down to a thorough check and study of the conditions of activity, for example, such as: the operating time of the enterprise, the stability of revenue and net profit. Lackof credit history, the predominance of a high financial burden, the unstable state of borrowers are the reason for the refusal of second-tier banks to provide long-term loans.

At the same time, the demand for long-term loans is reduced due to macroeconomic factors. In this regard, companies cannot have a “long" planning horizon. They are not ready for financial dependence on banks for the long term. Therefore, the demand for long-term financing from borrowers is declining.

The National Bank of the Republic of Kazakhstan does not guarantee the expansion of access to finance and the growth of competitiveness of enterprises in the country's manufacturing sector. There is a slowdown in lending to the real sector of the economy. Bank loans to the economy in 2017 amounted to 12.7 trillion tenge. The volume of loans to legal entities for 2017 compared to 2013 decreased by 5.8% or to more than 8164 billion tenge. Lending to small businesses showed a decrease of 7.1% to 2,788.6 billion.

Policies aimed at supporting enterprises should be part of the country's overall economic development strategy. In this regard, it is necessary to:

- provide legal support, including acceleration of registration procedures for enterprises and organizations, support from law enforcement agencies, reduction in the number of business inspections;

- create a quota system that will allow enterprises to participate in the procurement of state-owned companies and natural monopolies.

Measures to support companies can have a big impact by attracting guarantees from guarantee organizations at low interest rates. This measure will help stimulate the activities of enterprises and ensure the sustainability of bank loan portfolios.

Despite the fact that the number of business angels investing in projects in Kazakhstan is growing steadily, it is still too early to talk about the maturity of the business angel investment market. In this regard, it is necessary to create such a Union of business angels that would protect the interests of individual venture investors, business angels, seed funds and other players in the Kazakhstan venture market.

In order to increase the interest of banks in financing organizations, it is necessary to reduce the cost of funding and the burden on capital. The market will demand a mechanism for refinancing loans of the NBK and securitization of loan portfolios of enterprises. Thus, the National Bank can reduce the cost of loans for enterprises engaged in priority sectors through the use of such a mechanism for refinancing banks, when funds can be secured by loans from enterprises issued against state guarantees.

The use of such methods, as well as a further reduction in the capital burden, which provides for the use of development institutions as guarantors, will increase the interest of second-tier banks in SMEs, which will also contribute to further market recovery.

Against the background of the problems associated with lending, there is an interest in the use of new technologies. In this connection, we propose to introduce the use of platforms in the online P2P-lending mode. This system is used in developed countries. The online platform is a system where individuals act as lenders, where online transactions are carried out without the participation of banks.

It should be noted that in many developed and dynamically developing countries, various methods of state financial stimulation of the modernization of national economies are used. Here are a number of legislative, financial, tax and property levers at the state and regional levels that contribute to the development of modernization in all areas of business.

To solve these problems, we suggest using the following recommendations for the implementation in Kazakhstan of new mechanisms for financing the modernization of the economy, taking into account international experience:

- implementation of state financial programs for technical support of small and medium-sized businesses, on the subject of government organizations on the example of such states as: USA, Japan, Great Britain and other countries;
- to finance from the state budget by providing subsidies and loans to young enterprises that reach 50% of the costs of creating new products and technologies, taking into account the experience of France and the USA;
- to provide loans, interest-free, free of charge to cover 50% of the costs of introducing innovations in Germany;
- to issue targeted subsidies for research and development. Such a mechanism is currently being applied in all developed countries;
- Creation of innovation introduction funds taking into account possible commercial risk (England, Germany, France, Switzerland, Netherlands);
- reduction of state duties for individual inventors and the provision of tax benefits to them (Austria, Germany, USA, Japan, etc.), as well as the creation of special infrastructure for their support and economic insurance (Japan);
- deferral of payment of duties or exemption from them, if the invention relates to energy saving (Austria);
- to reduce taxes for enterprises operating in priority sectors, such as in the UK, China, Japan and India;
- to create powerful state organizations in the form of a corporation, providing comprehensive scientific, technical, financial and industrial support to business, this is practiced in the USA, Japan, India, and China.

It is necessary to apply the Japanese model of financing for modernization, since it is this country that has achieved innovative development and has made a rapid positive leap in the economy. Great financial support in Japan is provided by credit agencies under the administrations of the prefectures, by providing interest-free loans to start-up young enterprises up to 5 years old so that they can purchase equipment through leasing and installments. Credit organizations provide loans for the long term up to 20 years with a low interest rate.

Through various direct and indirect measures, the state directs the activity of private capital in line with the modern modernization strategy. Thus, the Japanese Development Bank, one of the largest state financial institutions, provides long-term loans for the modernization and updating of priority sectors [7-8].

Risk capital activity can only increase when sources of long-term financing, such as pension funds and insurance companies, become available.

Studies show that in Kazakhstan a significant source, which makes up a large part in financing modernization and innovation processes, is state financial resources. Although in foreign countries capital is drawn for modernization purposes, both from state and private sources. In many European countries, their ratio is 50 to 50%, while in Japan 80% is private investment.

The success of technological modernization is largely determined by the forms of its organization and methods of financial support. Sources of financing can be the state, enterprises, financial and industrial groups, small innovative business investment and innovation funds, private individuals, etc., all of them participate in the economic process and contribute to the development of economic modernization.

In order to meet the investment needs, we need a financing model that will be built on the following principles:

- it is necessary to achieve such indicators of financial leverage so that every 1 tenge of state investment is provided with 5 tenge of private investment;
- more than 70% of the financial resources that the state allocates to companies should be allocated to such industries that will provide a sufficiently large return, for example, a contribution to the manufacturing industry, agribusiness, innovation, etc.

To increase the private financial resources invested in the economy, it is necessary to use the Kazakhstan stock market in order to provide enterprises with access to the capital and securities markets, as well as to attract UAPF funds in the longterm using stock market instruments.

Also, for the successful implementation of modernization programs, it is necessary to consolidate the financial resources of the state and the private sector, while the state should focus on providing financial support measures that create the conditions for the arrival of private investment.

Having studied the world experience in economic development, we consider it appropriate to provide the following preferences for priority investment projects:

- tax incentives: CIT - 0% for 10 years, land tax - 0% for 10 years, property tax 0% for 5 years;
- an investment subsidy of up to 30% for the reimbursement of investor costs for construction work and the purchase of equipment;
- guarantees of the stability of legislation: tax and in the field of attracting foreign labor.

However, the stock market of Kazakhstan is currently assessed as an incomplete institution, as it has not yet become that part of the financial industry, which serves as a source of replenishment of equity capital. In addition, the underdevelopment of this mechanism largely hinders the use of UAPF financial resources for the needs of economic modernization. For the development of the stock market it is necessary:

- create new tools to improve the condition and create a low liquid stock market;
- attract issuers represented by companies and enterprises and increase the financial literacy of the population.

Also, for the successful implementation of technological modernization, there is a need to attract foreign investment, which is one of the effective methods of contribution to the innovative industrialization of the state.

In recent years, there has been a decline in the inflow of foreign investment. This also affected our country, where FDI in just one year declined in the mining and oil and gas sectors. Since the need arose to attract foreign capital to the economy in order to increase the country's competitiveness and the new goal of implementing modernization using new industries, Kazakhstan has taken various measures to create favorable conditions for foreign investors. Since then, the tax policy has significantly changed in the Republic, which is aimed at reducing tax rates. For example, the CIT rate in Kazakhstan at the moment is 20%, and the VAT is 12%, in the world these rates are considered the lowest in comparison with standard rates.

A huge role in connection with the plan of Modernization 3.0 is assigned to increase the investment flow to Kazakhstan. Therefore, through the Astana International Financial Center (AIFC) it is planned to attract investments into the Kazakhstani economy through the close relationship of the AIFC with foreign multinational companies. Also, today, it is planned to implement an investment program with China, which also contributes to the growth of foreign investment for the modernization of priority sectors and industries of the Republic [9-10].

The creation of the Astana International Financial Center (AIFC), located on the basis of EXPO-2017, will provide investors with favorable conditions that have no analogues in the post-Soviet space. AIFC will become a financial center for investors and companies from the Middle East, Central Asia, the republics of Transcaucasia, the EAEU, Western China, Mongolia and Europe.

AIFC will provide such favorable conditions for investors as:

- exemption from payment of relevant taxes for a period of 50 years;

- A simplified currency, visa and labor regime for AIFC authorities, participants and employees, as well as the unification of Astana with key financial centers of the world by direct air service;

- free rental of office space for 2 years.

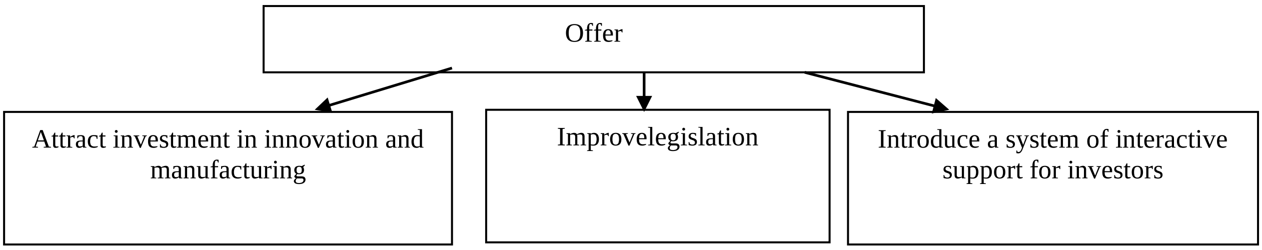
Also in 2016, the “one window” principle was created for investors implementing investment projects, which implies the facilitation of all public services during the implementation of projects. There are 19 sectors for servicing foreign investors in the country, and investors can also seek help from the Investor Services Center at the MIIIR RK and KazakhInvest.

To increase the inflow of foreign direct investment in the economy, it is advisable to apply the following proposals:

- attract foreign investment and transnational corporations in the innovation sphere and in the manufacturing industry. Since foreign investment is able to bring into the country not only cash, but can also introduce new financing mechanisms, doing business and new technologies;

- improve legislation, constantly work on improving the performance of world indices for assessing the investment environment in order to interest foreign investors;

- introduce a system of interactive support for investors on taxation and finance, which will help to obtain the necessary information in the course of investing in projects(Figure 2).



Note - Figure compiled by the author.

Figure 2 - Recommendations for increasing FDI

The economy of Kazakhstan is able to overcome the negative consequences of the global financial crisis, since our country has significant experience in market conditions, huge potential, enormous material and financial resources, internal sources of development, professional staff and human capital, a favorable economic location, strong oil and gas and mining and metallurgical industry.

Despite the problems, now Kazakhstan, perhaps one of the most dynamically developing countries in the CIS, is also the most developed country in Central Asia, having managed to overcome the crisis from the time of independence and maintain stable indicators of economic growth[11].

The current financial and economic crisis provides an opportunity to mobilize forces and funds for a technological breakthrough in the economy, since only such a breakthrough can ensure stable economic growth in the future. This will require a large-scale upgrade of the entire production base of the real sector of the economy of the republic, since it is 70-80% morally and physically outdated. Without solving this practical problem, one cannot count on the progress of society in the 21st century. Therefore, it is advisable to concentrate a certain part of the state’s financial resources, including part of the oil and gas revenues of the accumulated funds of pension funds, on the technical and technological equipment of newly created industries in industries that are of priority importance for the development of the national economy.

This is not to prevent to many billions of dollars in financial resources of the state allocated to the industrialization of the economy was wasted, every spent tenge has to have high returns in the long term, and this must be secured rigidly controlled by the state.

In order to increase the availability of financial resources for the implementation of Programs, the work of the development institutes of JSC "Baiterek" will be reviewed.

Thus, all the proposed recommendations and actions must ensure sustainable funding for modernization of Kazakhstan's economy, which will create high-tech sector with high export potential and ensure global competitiveness, Kazakhstan's joining the 30 most developed countries of the world and improving the quality of life of the population.

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ҚАЗАҚСТАН ЭКОНОМИКАСЫН ЖАҢҒЫРТУДА ҚАРЖЫ КӨЗДЕРІН ТАРТУДЫҢ ТЕТІКТЕРІ

Аннотация. Дағдарыстық жағдай кезінде әлемде пайда болатын жаһандық сын-қатерлер мен тәуекелдер инновацияларға еңістей отырып, ел экономикасын жаңғыртуды қаржыландырудың жаңа тәсілдерін, нысандарын және әдістерін әзірлеу мәселелері туындайды. Әлемдік тәжірибе көрсеткендей Қазақстанда жоқ немесе жеткілікті дамымаған экономиканы инновациялық индустрияландыруды қаржыландырудың әртүрлі тиімді тетіктерінің бар екендігін куәландырады. Ұлттық экономиканы жүзеге асыруда инновацияларды дамыту үшін қаржы ресурстарынан басқа, тиімді әдістерді, дәлірек айтқанда оларды тартудың тетіктерін таңдау қажет. Дамыған шет мемлекеттердің тәжірибесін талдай отырып, технологиялық жаңғыртуды қаржыландыру бойынша ең тиімді әдістерге венчурлік қаржыландыру, МЖӘ негізінде қаржыландыру, факторингті, форфейтингті, бизнес-періштелерді және т. б. пайдалана отырып кредит беру жатады.

Қазақстанның экономикасы әлемдік қаржылық дағдарыстың теріс салдарларын еңсеруге қабілетті, өйткені біздің еліміздің нарықтық жағдайларда айтарлықтай жұмыс тәжірибесі, орасан зор әлеуеттері мен материалдық және қаржылық ресурстары, ішкі даму көздері, кәсіби кадрлар мен адам капиталы, тиімді экономикалық орналасуы, мықты мұнай-газ және тау-кен металлургия салалары бар.

Орын алып жатқан әр түрлі мәселелерге қарамастан, қазір Қазақстан мемлекеті, бөлкім, ТМД-дағы неғұрлым серпінді дамып келе жатқан елдердің бірі, сондай-ақ Орталық Азиядағы ең дамыған ел болып табылады, Тәуелсіздік кезеңінен бастап дағдарыс құбылыстарын еңсере отырып, экономикалық өсудің тұрақты көрсеткіштерін сақтап келеді.

Қазіргі заманғы қаржылық-экономикалық дағдарыс экономикадағы технологиялық серпілісті жүзеге асыруға күштер мен құралдарды жұмылдыру үшін мүмкіндік береді, өйткені мұндай серпіліс болашақта тұрақты экономикалық өсуді қамтамасыз ете алады. Бұл республика экономикасының нақты секторының барлық өндірістік базасын ауқымды жаңартуды талап етеді, өйткені ол моральдық және физикалық тұрғыдан 70-80%-ға ескірді. Осы тәжірибелік міндетті шешусіз 21 ғасырдағы қоғамның ілгерілеуіне сенім артуға болмайды. Сондықтан зейнетақы қорларының жинақталған қаражатының мұнай-газ кірістерінің бір бөлігін қоса алғанда, мемлекеттің қаржылық ресурстарының белгілі бір бөлігін ұлттық экономиканы дамыту үшін басым маңызы бар салаларда жаңадан құрылатын өндірістерді техникалық және технологиялық жарақтандыруға шоғырландыру орынды болып саналады.

Осылайша, барлық ұсынылған ұсынымдар мен шаралар жоғары экспорттық әлеуеті бар экономиканың жоғары технологиялық секторын құруға мүмкіндік беретін және жаһандық бәсекеге қабілеттілікті, Қазақстанның әлемнің ең дамыған 30 елінің қатарына кіруін және елдің халқының өмір сүру сапасын арттыруды қамтамасыз ететін Қазақстан экономикасын жаңғыртуды тұрақты қаржыландыруды қамтамасыз етуі тиіс.

Түйін сөздер: қаржыландыру,венчурлік қаржыландыру, кредит беру, мемлекеттік-жекеменшік әріптестік, факторинг, форфейтинг, жаңғырту.

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МЕХАНИЗМ ПРИВЛЕЧЕНИЯ ФИНАНСОВЫХ ИСТОЧНИКОВ МОДЕРНИЗАЦИИ В ЭКОНОМИКЕ КАЗАХСТАНА

Аннотация. Глобальные вызовы и риски, которые возникают в мире в условиях кризисных явлений затрагивают вопросы разработки новых подходов, форм и новых методов финансирования модернизации экономики страны с уклоном на инновации. Мировой опыт свидетельствует о наличии различных эффективных

механизмов финансирования инновационной индустриализации экономики, которых нет или недостаточно развиты в Казахстане. Для развития инноваций в осуществлении национальной экономики, помимо финансовых ресурсов, необходимо выбрать эффективные методы, а точнее, механизмы их привлечения. Анализируя опыт развитых зарубежных государств, самым эффективным методам по финансированию технологической модернизации является венчурное финансирование, финансирование на основании ГЧП, кредитование с использованием факторинга, форфейтинг, бизнес-ангелы и т.д.

Экономика Казахстана способна преодолеть негативные последствия мирового финансового кризиса, поскольку наша страна имеет значительный опыт работы в рыночных условиях, огромный потенциал, колоссальные материальные и финансовые ресурсы, внутренние источники развития, профессиональные кадры и человеческий капитал, выгодное экономическое местоположение, сильные нефтегазовые и горно-металлургические отрасли.

Несмотря на проблемы, сейчас Казахстан, пожалуй, одна из наиболее динамично развивающихся стран в СНГ, является также и самой развитой страной в Центральной Азии, сумев преодолеть кризисные явления со времен независимости, и сохранить стабильные показатели экономического роста.

Современный финансово-экономический кризис дает шанс для мобилизации сил и средств на осу-ществление технологического прорыва в экономике, поскольку только такой прорыв может обеспечить в перспективе стабильный экономический рост. Это потребует масштабного обновления всей производ-ственной базы реального сектора экономики республики, так как она на 70-80% устарела морально и физически. Без решения этой практической задачи нельзя рассчитывать на прогресс общества в 21 веке. Поэтому целесообразно сосредоточить определенную часть финансовых ресурсов государства, включая часть нефтегазовых доходов накопленных средств пенсионных фондов, на техническое и технологическое оснащение вновь создаваемых производств в отраслях, имеющих приоритетные значение для развития национальной экономики.

Таким образом, все предложенные рекомендации и меры должны обеспечить устойчивое финансиро-вание модернизации экономики Казахстана, который позволит создать высокотехнологический сектор экономики, имеющий высокий экспортный потенциал и обеспечит глобальную конкурентоспособность, вхождение Казахстана в 30-ку самых развитых стран мира и повышение качества жизни населения страны.

Ключевые слова: финансирования, венчурное финансирование, кредитования, государственно-частное партнерство, факторинг, форфейтинг, модернизация.

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INTERNATIONAL EXPERIENCE OF RISK MANAGEMENT IN PUBLIC AUDIT AND PERFORMANCE AUDIT

Abstract. In the article, the author analyzes the foreign experience of risk management in the state audit and risk-oriented regulation of financial organizations. Successful international practices are analyzed, and problems and difficulties in risk management are identified. The scope of state financial control has a complex structure, which over time is constantly changes, it is this that determines the desire of states for a high-quality organization of state audit. The experience of various countries will allow us to take into account all the positive and negative aspects in the activities of regulatory bodies, evaluate progress and problems in this area, and develop our own adapted standards for organizing the activities of government bodies that control the use of budget funds.

Keywords: risks, risk management, foreign experience, state audit, risk-based selection.

The system of risk management of state financial control and government audit,performance audit for Kazakhstan is seen by us as a holistic and independent assessment of the efficiency of audit objects, covering not only financial issues, but also all directions of their activities with submission of effective recommendations on the basis of identified shortcomings and proposals on risk management. It should be noted that the late response of SIDS to cyclical changes in the macroeconomics of the national economy or the absence of such a system leads to problems in the activity of the entity and the inability to solve them, and as a result to the non-competitive and non-viable nature of such entity. According to INTOSAI GOV 9130 international standards, the internal control system 9130 include new developments such as the SOSO Enterprise Risk Management Framework. The standard contains the following definitions, namely COSO Risk Management of the Organization: Integrated System "indicates that the risk management of an organization involves risks and opportunities that affect the increase or retention of benefits, namely: "Risk management of an organization is a process carried out by a board of directors, management or other employees with respect to the strategy of the organization and its activities as a whole, Aimed at identifying possible events that may affect the organization and at keeping the level of risk within acceptable limits in order to ensure appropriate guarantees for the achievement of the goals of the organization[1]. "For Kazakhstan, the study of the experience of foreign countries plays an important strategic importance, Since the quality of monitoring and auditing activities depends on the efficiency of the use of budgetary funds and assets. To date, the system of risk management in the sphere of public audit at the stage of reform, which should be more aimed at its improvement [2].

No doubt, risks can be caused both by external factors (for example, negative changes in the foreign exchange market, impact of the external environment) and internal factors (for example, failure of information systems, negligence of employees). Once identified, risks need to be assessed in terms of the likelihood of their occurrence and the consequences they may have.

The assessment of the probability and impact of a particular risk can be assessed on a qualitative or quantitative scale.

In a qualitative assessment, the risk can be assigned the following probability:

3 - high probability;

2 - average probability;

1 is a low probability.

Similarly, the consequences of risk can be assessed:

3 - high consequences;

2 - average effects;

1 - minor consequences.

Certain values should be used in the quantification of risks. For example, the probability may be estimated by a time interval and the consequences expressed in value:

3 - high probability - negative event will occur within the next year;

2 - average probability - negative event will occur within the next three years;

1 - low probability - event occurs every five years.

Similarly, the consequences of risk can be assessed:

3 - high consequences - losses of the organization will be at least 1 million US;

2 - average consequences - losses of the organization will amount to 500 thousand US;

1 - minor consequences - losses of the organization will not exceed 100 thousand. The probability and consequences of risks are determined by probabilistic or expert models. We will review foreign countries [3].

Australia emphasizes the development of an internal audit department business plan and its implementation. WOFC in Australia, referred to as the Australian Office of National Audit (ANAO), conducts audits in departments of the Federal Government (ministries), agencies and companies. In accordance with the Australianauditor standards, reasonable (reasonable confidence) is a high level of confidence, but it is not absolute confidence. Reasonable (reasonable) assurance is achieved when the auditor receives sufficient substantiated audit evidence to reduce the audit risk (i.e., the risk that the auditor expresses an inadequate opinion when the financial report contains material distortions) to an acceptable low. Number of comments per category A, B and C * decreases from year to year

In the context of the topic, Australia and New Zealand were distinguished not only by the existence of national risk management standards, but also by the fact that those standards were common to the private and public sectors of those countries.

ANAO evaluates its audit comments on the risk scale. Audit comments that relate to risks in the area of large business or financial management are evaluated according to category "A." Comments that relate to mid-sized business or financial management risks are rated as B. Comments that relate to risks in small business or financial management are evaluated according to category "C." (2010-2011) 158 violations were identified during the interim audit phase (compared to the 188 violations identified in 209-2010), of which 3 violations were classified as "A," 31 violations as "B" and 124 violations as "C"; Total - 158 violations*)* [4].

Therefore,Australia and New Zealand have begun to develop and implement principles and procedures for risk management in the public and public administration sectors before most countries. In Australia, emphasis has been placed on state and territory risk management, so many documents produced by state governments place considerable emphasis on linking risk management processes in individual government departments to state and territory risk management.

This document notes that risks can be classified according to the goals, objectives, or outcomes of an organization 's corporate, strategic, or business plans. Thus, the risks of the highest order are risks that threaten the ability of the organization to carry out the tasks of public policy.

Risk management in this review refers to the systematic application of management principles, procedures and methods to the tasks of identification, analysis, assessment, management proper and risk monitoring.

The paper also refers to other legal and regulatory instruments that outline the essence and principles of risk management in Australia and New Zealand. First of all, it is Australian and New Zealand Standard AS/NZS 4360:1999 "Risk Management" and its accompanying guidance on the application of HB 143:1999 "Recommendations for Risk Management in the Public Sector in Australia and New Zealand". They are the detailed management for the organizations wishing to create risk management bases and call the organizations, whatever industry they treated, to formally structure risk management and to include economic risk in assessment of technical or financial risks. As noted in the review, many government agencies in Australia use risk management methods and procedures that have already gone beyond the purely financial sphere and, in fact, cover all areas of activity. A similar approach is used in a range of documents produced by the National Audit Authority (ANAO) and Australia 's professional public auditors organisation (CPA) [5].

The system of the state audit of Germany is presented by auditor institutions which book audit of financial management of Bundesrechnungshof and federal states (Courts of audit of states / auditor courts), including property funds of Federation and states and also the federal enterprises. BundesrechnungshofAudits federal budgets. It is an independent institution that is not part of the legislative, judicial and executive branches. This is a characteristic feature that distinguishes external audit bodies from internal audit bodies integrated into the structure of the various bodies and agencies in which they are to audit. Bundesrechnungshof carries out all three types of audit: audit on compliance, financial statements and efficiency and also preliminary (at a stage of development of programs), flowing (at a stage of implementation of projects) and the subsequent (upon completion of financial year) audits [6].

In accordance with the German Federal Budget Code (19 August 1969), WOFC carries out an inspection of the financial management of the Federation, including its individual property funds and enterprises. The Budget Principles Act includes a description of the auditing powers of Bundesrechnungshof and other auditing institutions in Germany with respect to private enterprises and bodies subject to public law. Bundesrechnungshof Act. The status of Bundesrechnungshof - the Supreme federal body and independent body of the state audit which submits only to the law is accurately stated in this law and within the functions provided by the law renders assistance in decision-making by Federal Parliament and the Federal Government of 25.

The study of the German experience shows that already at the planning stage all the bodies that will be involved in the application of the risk management system in the conduct of audits are identified, for example, regional offices, state audit courts, European Court of Auditors. During the year, members and auditors and its regional offices gather proposals for potential audit assignments that can be completed in the medium term. These proposals are used in the development of the annual plan[4].

Audit Planning:

- Audit planning purpose
- Plans of audits
- Choice of auditor tasks
- The description of auditor tasks in the Annual plan
- Subject and object of audit
- Audit types
- Audit with participation external and internals
- Procedure of annual planning
- Planning of intersectoral audits

A systematic analysis of major government programmes that have significant financial impact or are exposed to high risks has been introduced and included in the German OFC work plan [7].

According to the current legislation of the Republic of Singapore, the fundamental legal framework for auditing is implemented by the Auditor-General's Office (OGA) is the Constitution, the Accounts Act (attached) and the Financial Procedure Act (attached). The UGA performs regular financial regulatory audit and selective audit. The scheme of the state audit is shown in. Regular financial audits include:

1. Independent examination of the financial activity of the economic entity for the purpose of drawing up an opinion on financial statements (Financial statements - Financial Statements audit);

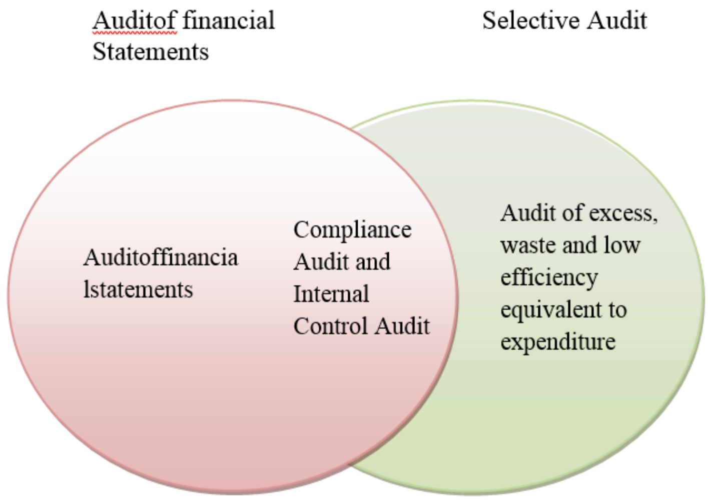
2. Verification of compliance with laws, contracts, agreements, administrative rules and instructions that may affect revenues, expenses, assets and liabilities (Compliance audit);

3. Review the compliance of internal controls that management has put in place to protect its resources against costs, losses, and abuses (Internal Controls audit).

A sample audit is an independent, selective audit of the activities and operations of an economic entity performed in relation to accounts and includes:

1. Review of financial statements (not for opinion on financial statements);

2. Determine whether there has been an excess or inefficiency in the use of costs and whether measures have been taken to prevent them on the ground [8].



The audit results in the following:

1. Letters to management of companies audited;
2. Annual report of the Auditor General to the President, Parliament and the public.

Also, INTOSAI standards based on

The OGA carries out about 30 inspections annually within the framework of management audit in federal ministries and other entities of the state administration of the federal level. The Auditor General Act gives the OGA considerable discretion (i.e. discretion) in selecting the area of government activity to be subject to management audit. This can include both a specific government programme as a whole (e.g., Canada 's agricultural development programme) and a separate government activity (e.g., pesticide management) [9].

Management audit audits are planned several years ahead. The CGA conducts a comprehensive risk analysis and draws up a list of those segments of the public sector that are of particular importance to Parliament. The list of objects on which the audit should be carried out as a matter of priority includes so-called high-risk objects. This refers to facilities whose funding is particularly expensive for Canadian taxpayers, as well as facilities that potentially pose a threat to the safety and health of citizens. The object can be included in the management audit plans also at the request of the deputies of the Parliament (for example, at the request of the parliamentary committee).

In addition, there are no generally accepted risk management standards in the UK. The UK can use its own approaches and methodologies to organize and implement the risk management process. Perhaps that is why the UK is almost the only country in the world where specific sectoral risk management methodologies (guidelines) have been developed at the central government level [10].

Following the launch in 1992 of the COSO report "Internal Controls - Integrated Approach" and INTOSAI 's International Public Sector Internal Control Standards, individual UK government agencies have developed and implemented risk management procedures[11].

However, at the systemic level, the issue of risk management and linking risk to internal controls in the UK public administration sector was first addressed in a National Audit Service report for 2000. "Supporting Innovation - Managing Risk in Government Institutions."In 2001, the British Ministry of Finance issued a Regulation on Internal Control, clarifying the requirements of the previous edition with regard to the implementation of internal control standards in ministries and agencies. One of the main reasons for the changes was the adoption of the "Combined Code," a comprehensive document containing a list of rules and regulations binding on management of companies whose shares are listed on exchanges. Requirements for an internal control system include an integral part of the Joint Code, the Turnbull report (1999). The report indicates that the effectiveness of the internal control system depends to a large extent on a qualitative regular assessment of the risks to which the organization is exposed. The main purpose of internal control, according to the Report, is "to assist in managing risks rather than eliminating them." The successful implementation in the private sector of the principles and internal control requirements set out in the Turnbull Report has led to the idea of best practices in the public administration sector. After the necessary adaptation, these requirements were set out in the Regulation on Internal Control. Initially, in the public administration sector, Turnbull 's principles applied only to financial reporting requirements, but by the mid-2000s were extended to the entire internal control system. Also, in 2001, the Ministry of Finance published the report "Risk Management - Strategic Review," which was later called the Orange Book[12]. The document outlined the general principles of risk management in government departments and provided practical recommendations for the development and implementation of procedures to ensure proper identification, assessment and management of risks. As stated in the second edition of the Orange Book, published in 2004, the main result of the report is the fact that in the three years since the first edition of the report, risk management procedures have been introduced in all UK government departments. The new version of the 2004 Orange Book, as well as the original version, provides general recommendations on the principles of risk management in government departments and, in addition, concludes on existing risk management practices in specific government departments [13].The Ministry of Finance recommended that the Orange Book be used along with recommendations from other central government bodies such as the Green Book, the Department of Public Trade's Risk Management, and the Department of Finance 's Risk Management Support Group's Risk Management Program recommendations. The following are excerpts from the Orange Book, which provide an overview of the British Government 's approaches to treating risk and organizing the risk management process in the country 's public administration sector.Analysis of the regulatory and methodological framework of foreign countries on SDS issues oriented to planning makes it possible to formulate the following proposals on the organization of this process in the public financial audit sector in the Republic of Kazakhstan.

1. To formulate the common (uniform) understanding risk - the focused process of management of risks

Risk-oriented selection of the control object is an administration system that ensures effective planning and control, based on the principles of selectivity, optimal allocation of resources in the highest priority areas of control activities. In practice, risk-oriented selection of control (audit) objects is seen primarily as a strategic resource that plays a key role in assessing and guaranteeing effective SIDS [14]. Often risk-oriented selection of objects of control (audit) is also connected with new opportunities, new directions of activity of state bodies. Proper planning of risk-oriented selection of control (audit) objects in the state department is necessary not only to minimize possible control (audit), but also to identify and analyze the feasibility of new directions and types of activities. In Canada, similar content is embedded in the notion of "integrated risk management." The essence of COSO ERM, or an integrated approach to risk management, is:

A) Linking risk-oriented selection of control (audit) of government agencies, budgetary institutions with their goals and objectives. Evaluation of risk-oriented selection of control (audit) objects necessarily includes indicators and indicators of Strategic Plans of state bodies and budgetary organizations;

B) Drawing up a profile (register) of risks at the level of state bodies, budgetary institutions in general. Risk-oriented selection profile (register) is formed after all risks are identified, evaluated and ranked; Key risks have been identified, relationships established, measures identified and actions taken in respect of them,Tools and procedures for monitoring the implementation of activities are available;

C) Adoption of the general cycle and main stages of the process of risk-oriented selection of control (audit) objects. State organizations in the sphere of state financial control (audit) should develop and implement a single cycle of risk management process, including stages, tools and methods of management;

D) Management of the control (audit) risk-oriented selection system is a continuous process. It includes continuous monitoring, control of execution of actions for risk management, periodic revision of the register (profile), identification and assessment of the new risks connected with new activities and opportunities for their development[15].

In conclusion, the study of foreign experience and the current approach to the risk management system in the republic will allow to develop an approach to the functioning of the risk management system in the state financial control bodies in the republic. At the same time, the system of risk management of state financial control bodies should include: risk management in the process of control over completeness and timeliness of revenue receipt to the budget and assessment of efficiency of tax administration; Define budget expenditure control objects Identification of quasi-public sector entities subject to audit and financial control by State financial control bodies. At the same time, risk management on income in the republic is distinguished by the fact that fulfillment of tax and customs obligations of economic entities to the state is checked by the state committee on income and its structural subdivisions.

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МЕМЛЕКЕТТІК АУДИТ ЖӘНЕ ТИІМДІЛІК АУДИТІНДЕГІ ТӘУЕКЕЛДЕР МЕНЕДЖМЕНТІНІҢ ХАЛЫҚАРАЛЫҚ ТӘЖІРИБЕСІ

Аннотация. Мемлекеттік аудит,тиімділік аудит пен қаржы ұйымдарын тәуекелдерге бағытталған реттеу саласындағы тәуекелдерді басқарудың шетелдік тәжірибесіне талдау жасайды. Халықаралық тәжірибеге талдау жасалды, сондай-ақ тәуекелдерді басқарудағы мәселелер мен қиындықтары анықталды. Мемлекеттік қаржылық бақылаудың шеңбері уақыт өтекеле үнемі өзгеріп отыратын күрделі құрылымға ие, бұл мемлекеттік аудитті жоғары деңгейде ұйымдастыруға деген ұмтылысын айқындайды. Әртүрлі елдердің тәжірибесі бізге реттеуші органдардың қызметіндегі барлық оң және теріс жақтарды ескеруге, осы саладағы мәселелерді бағалауға және бюджеттік қаражаттардың пайдаланылуын бақылайтын мемлекеттік органдардың қызметін ұйымдастырудың өзіндік бейімделген стандарттарын жасауға мүмкіндік береді. Қазақстан үшін шет елдердің тәжірибесін зерттеу маңызды стратегиялық маңызға ие, себебі жүргізілетін бақылау-тексеру іс-шараларының сапасына бюджет қаражаты мен активтерді пайдалану тиімділігі байланысты. Бүгінгі таңда реформалау кезеңінде мемлекеттік аудит саласындағы тәуекелдерді басқару жүйесі, көбінесе жетілдіруге бағытталуы тиіс. Бұл ретте мемлекеттік қаржылық бақылау органдарының тәуекелдерді басқару жүйесі: бюджетке кірістердің толық және уақтылы түсуін бақылау және салықтық әкімшілендірудің тиімділігін бағалау процесінде тәуекелдерді басқаруды; бюджет шығыстары бойынша бақылау объектілерін айқындауды; мемлекеттік қаржылық бақылау органдары тарапынан аудитке және қаржылық бақылауға жататын квазимемлекеттік сектор субъектілерін айқындауды қамтуға тиіс. Тәуекелге бағытталған іріктеу мемлекеттік аудит пен тиімділік аудитінде маңызды рөл атқарады. Практикада аудит объектілерін тәуекелге бағытталған іріктеу, ең алдымен, тиімді ТБЖ бағалауда және кепілдеуде басты рөл атқаратын стратегиялық ресурс ретінде қарастырылады. Аудит объектілерін тәуекелге бағытталған іріктеу мемлекеттік органдар қызметінің жаңа мүмкіндіктерімен, жаңа бағыттарымен де байланысты. Мемлекеттік мекемелерде аудитті бақылау объектілерін тәуекелге бағытталған іріктеуді дұрыс жоспарлау мүмкін болатын аудитті азайту үшін ғана емес, сондай-ақ қызметтің жаңа бағыттары мен түрлерінің орындылығын анықтау және талдау үшін де қажет.

Мақалада сондай-ақ шет елдерде тәуекелдерді басқару бойынша талдау жүргізілді .Яғни,тәуекелдерді басқару деп сәйкестендіру, талдау, бағалау, тәуекелдерді басқару және мониторинг жүргізу міндеттерін орындау үшін басқару қағидаттарын, рәсімдері мен әдістерін жүйелі түрде қолдану түсіндіреді. Жоспарлауға бағдарланған ТБЖ моделін қолдану, сондай-ақ тәуекелділік бақылау объектілерін іріктеу бойынша әдістерді қолдану ұзақ уақыт бойы тиімді қолданылатын Канада, Австралия, Германия және Ұлыбританияны қоса алғанда, ТБЖ қалыптастыру және қолдану саласындағы шетел ЖҚБО-ның нормативтік және әдіснамалық құжаттары мен тәжірибесін зерттеуге ерекше назар аударылды. Сондай-ақ, INTOSAI халықаралық стандарттары, атап айтқанда ISSAI 9130, FERMA стандарты және экономикалық ынтымақтастық және даму халықаралық ұйымдарының (ЭЫДҰ) тәжірибесі зерттелді.Сақталып отырған жаһандық тәуекелдер мен белгісіздіктің жоғары дәрежесі жағдайында ішкі бақылау мен тәуекелдерді басқарудың тиімді жүйесінің болуы кез келген экономикалық субъектіге қателер мен есептеулердің көпшілігінің алдын алуға, дағдарысқа қарсы немесе кез келген басқа шараларды іске асырудың тиімділігін бағалауға, неғұрлым жаһандық тәуекелдерді анықтауға мүмкіндік береді.

Түйін сөздер: тәуекелдер, тәуекелдерді басқару, шетелдік тәжірибе, мемлекеттік аудит, тиімділік аудиті, тәуекелдерге бағытталған реттеу саласы.

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МЕЖДУНАРОДНЫЙ ОПЫТ РИСК МЕНЕДЖМЕНТА В ГОСУДАРСТВЕННОМ АУДИТЕ И АУДИТЕ ЭФФЕКТИВНОСТИ

Аннотация. Проанализирован зарубежный опыт управления рисками в государственном аудите, аудите эффективности и риск-ориентированного регулирования финансовых организаций. Проанализированы успешные международные практики, а также обозначены проблемы и трудности по управлению рисками. Сфера государственного финансового контроля имеет сложную структуру, которая с течением времени постоянно изменяется, именно это обусловливает стремление государств к качественной организации государственного аудита. Опыт различных стран позволит учесть все положительные и отрицательные моменты в деятельности контролирующих органов, оценить прогресс и проблемы в этой области и разработать собственные адаптированные стандарты по организации деятельности государственных органов, контролирующих использование бюджетных средств. Для Казахстана изучение опыта зарубежных стран играет важное стратегическое значение, так как от качества проводимых контрольно-ревизионных мероприятий зависит эффективность использования бюджетных средств и активов. На сегодняшний момент система

управления рисками в сфере государственного аудита на этапе реформирования, который в большей степени должен быть направлен на его совершенствование. При этом система управления рисками государственных органов финансового контроля должна включать: управление рисками в процессе контроля за полнотой и своевременностью поступления доходов в бюджет и оценки эффективности налогового администрирования; определение объектов контроля по расходам бюджета; определение субъектов квазиго-сударственного сектора, подлежащих к аудиту и финансовому контролю со стороны государственных органов финансового контроля.

Риск-ориентированный отбор играет важную роль в государственном аудите и аудите эффективности. На практике риск-ориентированный отбор объектов аудита рассматривается, прежде всего, как стратегический ресурс, играющий ключевую роль в оценке и гарантировании эффективных СУР. Нередко риск-ориентированный отбор объектов аудита связаны и с новыми возможностями, новыми направлениями деятельности государственных органов. Правильное планирование риск-ориентированного отбора объектов контроля аудита в государственном ведомстве необходима не только для того, чтобы минимизировать возможный аудит, но и для того, чтобы выявить и проанализировать целесообразность новых направлений и видов деятельности.

В статье также проведен анализ по управлением рисками в зарубежных странах .Под управлением рисками в этом обзоре понимается систематическое применение принципов, процедур и методов управления для выполнения задач идентификации, анализа, оценки, собственно управления и мониторинга рисков. Особое внимание было уделено изучению нормативных и методологических документов и опыта ВОФК зарубежных стран в области формирования и применения СУР, включая Канаду, Австралию, Германию и Великобританию, по которым применение модели СУР, ориентированной на планирование, а также методы по отбору рисковых объектов контроля, эффективно применяются на протяжении длительного времени. А также были исследованы международные стандарты INTOSAI, в частности стандарт ISSAI 9130, FERMA и опыт международных организаций экономического сотрудничества и развития (ОЭСР).

В условиях сохраняющихся глобальных рисков и высокой степени неопределенности наличие эффек-тивной системы внутреннего контроля и управления рисками позволяет любому экономическому субъекту предотвратить большинство ошибок и просчетов, оценить эффективность реализации антикризисных или любых других мер, выявить наиболее узкие места в экономической и финансовой политике, сформировать правильную стратегию развития.

Ключевые слова: риски,управление рисками, зарубежный опыт, аудит эффективности, государствен-ный аудит, риск-ориентированный отбор.

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JAMSHID'S IMAGE IN NAVOI'S LYRICS

Abstract. The Timurid statesman and poet Alisher Navoi (1441-1501) was the great example of justice, enlightenment, and creativity in Timurid prince Sultan Husain Baykara's court where Navoi promoted the image of Sultan Husain as a just and enlightened lover depicted in his works as a traditional symbol of Jamshid as just and creative shah. Being well aware of myths and fables through historic books and literature works, Navoi created a new symbol of mythical Jamshid inspired by "Shahnama" by Firdausi. The skills and specifics of the use of traditional characters by Navoi are a special object of this research. Although he depicted shah Jamshid as a just ruler as one of the important problems of his time, Navoi expanded upon the historical-mythical image of Jamshid by re-developing and adapting many mythical images from "Shahnama" by Firdausi, the roots of which goes back directly to the first written source "Avesto". In his book "A history of Ajam State", epic dastan "Khamsa", and "Khazoyin ul-maoniy" Navoi skillfully pictures the image of Jamshid as a great, powerful, just, and enlightened ruler. What is significant about this research is the emphasis on positive features peculiar to the human as knowledgeability, entrepreneurship, and mastership, craftsmanship, and business-master as it was significant in Navoi's multifaceted creative character. Thus, in Navoi's creative fiction and lyric works the traditional image of Jamshid is masterfully depicted vividly and brightly to promote justice and mercy for the rulers of that time.
Key words: traditional character, oriental literature, traditional symbol, historical-mythical image, goblet.

Introduction. In his works Alisher Navoi (1441-1501) used effectively the traditional characters of the oriental literature. That's why the skills and specifics of the use of traditional characters by Navoi is a special object of research. This is the secret of the popularity of the thinker's works. "Loving and highly assessing the folklore creation Navoi had used it very efficiently and properly"[4]. For example, the weight of such literary images as Farkhod, Shirin, Layli, Majnun, Bakhrom, Iskandar; mythical images as Hizr, Suqrot and such historical-mythical images as Jamshid and Faridun have become traditional characters in his creative fiction, and are significant in Navoi's creation. That is why, the poetics of traditional characters in the creation of the poet is a problem worth of special study. One of such characters is Jamshid. The name of Shah Jamshid is often met in the majority of Navoi's poems written in Turkic and Persian languages.

While depicting the image of Jamshid Alisher Navoi was primarily inspired by Firdausi. "In the image of Jamshid Firdausi created the character of two shahs opposed to each other. One of them is a just and enlightening lover shah Jamshid whom the poet praises high, the other is an arrogant and selfish shah whom the poet criticizes and convicts to death. By treating them so, on the one hand, Firdausi preserves the basis of mythology, on the other hand, he puts forward the idea of fight for a just rule as one of the important problems of his time, through just and enlightening lover Jamshid's image he calls the rulers to take an example from him, to serve for people and country, to get support from the majority, and warns them through arrogant and selfish Jamshid's fate"[5]. This tradition continues in Navoi too. That is, in creating Jamshid's image Navoi follows Firdausi's steps[6].

Alisher Navoi treats the image of Jamshid in different occasions. In fact, first, he brings the reports connected with the activity of historical, mythical shah Jamshid, second, he shows as a positive example

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the just and creative features of Jamshid; third, he uses Jamshid’s goblet for different purposes as a symbolic image in certain couplets of oriental literature.

Materials and analysis. On the suggestion of Husayn Bayqaro, Alisher Navoi wrote in 1492-1498 his book “Khazoyin ul-Maoniy” consisting of four devons. This devon by Alisher Navoi includes 3132 poems created in 16 lyric genre[7].

In many couplets of “Khazoyin ul-Maoniy” Jamdhid’s name is not mentioned. However, Jamshid’s name is used and repeated for different purposeq, for example, in “Gharayib us-sigrar” – 19 times, in “Navodir ush-shabob” – 18 times, “Badoye` ul-vasat”- 21 times, “Favayid ul-kibar” – 10 times, “Favoyid ul-kibar” – 10 times, and totally - 68 times; Besides, in Badoye` ul-vasat” -1 time, “Favoyid ul-kibar” – 2 times, totally 3 times, including soqiynama in “Favoyid ul-kibar”.

In the majority of his poems, Navoi uses Jamshid’s image to certify, to compare or to express his thoughts more vividly, in some of his couplets to exaggerate the lyrical episode or to express the lyrical hero’s psychological state he resorts to Jamshid’s image and his famous goblet. In addition, as a poetic device the poet uses effectively Jamshid’s image for developing poetic devices.

In the example of shah Jamshid, Alisher Navoi teaches that the wealth is mortal, it would not be loyal to anybody, both to a pauper and a great ruler who is famous throughout the world. The couplets of the same content are often met in Navoi’s ghazals. In them the poet resorts to philosophical thinking together with traditional characters, for example:

Where are Khotam, Qorun, Jamshid and Afridun?
Alas, do charity for a little attention from Heaven.
(Qani Xotam, qani Qorun, qani Jamshidu Afridun?
Bas ehson qil sanga gardundin adno e’tibor o‘lg‘och.) (1.118)

Let me hold you, Solomon, or Jamshid in the world,
Neither to this the goblet nor to that the ring was loyal.
(Tutay jahonda Sulaymon seni va yo Jamshid,
Ne munga jom vafo ayladi, ne anga, uzuk.)(3.336)

To Jamshid the shah-hood was not loyal, he failed.
In the goblet his fate was written, it he read and fell.
(Bukim, Jamshidqa davron vafo ko‘rguzmayin yiqti,
O‘qu kayfiyatinkim, yozilibtur davri jom ichra.)(4.573)

In three couplets brought above, the poet thinks deeply of disloyalty of the wealth, and reminds that even such great rulers passed in history as Qorun, Khotam, Faridun, Jamshid, Iskandar and Solomon have been the victim of this disloyalty. Navoi proves his opinion on the example of “those shahs whose fame reached the seven continents”.

In some of his ghazals, along with the poetic image Jamshid’s goblet, Navoi applies another symbolic image “mir`oti Iskandar, through this poetic image the artful skill for choosing words will become more and more clearer. For example:

Iskandar, Jamshid are subjected to love for Navoi, I bet,
The trace of horseshoe was revealed in mirror, goblet.
(Iskandaru jamliqdur ishqingda Navoiyg‘a
Kim, raxshing izu na’lin ko‘zgu bila jom etmish.)(1.278)

From the matla` of this ghazal it describes the most charming beauty of a beloved, her indifference to a lover’s state, but the lover can’t be tolerant to the beauty of the beloved, because the beautiful idol’s one glare can convict him to death, and as soon as the development of events reaches the matla` the lover is satisfied with the trace of the beloved’s steed. The trace left from horseshoe of the steed seems as the mirror of Iskandar and Jasmshid’s goblet, it vividly shows all the events in details about the beloved. As Iskandar looked at his magic mirror, so did Jamshid at his magic goblet, and became aware of the secrets of the world, through these traces the lover becomes aware of the beloved’s state. For example:

[7] To get more information see: Yusupova D. History of Uzbek classic literature (Alisher Navoi’s period). –Tashkent: Akademnashr, 2013.

The mirror turned black, goblet's filled with poison,
To Iskandar and Jamshid he became a companion.
(Bo'lur tiyra ko'zgung, to'lar zahrai joming
Tutaykim, bo'l Iskandaru Jamg'a solis.)(2.94)

In Navoi's creation the names of ancient shahs are remembered as a model or as an example for taking a lesson from them. In the couplet said above, the poet makes his advices and warnings against lovers of position, idols of government officials, teaches and calls them to take an example of Iskandar and Jamshid's images. Through remembering the great rulers of the past he recognizes that the wealth is mortal; position, wealth, power are all mortal and lack loyalty. The blackening of the mirror and filling the goblet with poison represent a symbolic description that it hints that a human being would never be able to be a perfect creator.

In another group of ghazals the poet himself reveals himself in the image of a lyrical hero. He suffers from the tortures of missing and separation. His state of being charmed and admired by the beloved is likened to the state as if Iskandar cannot take off his eyes from his magical mirror, as if Jamshid forgot all except his goblet. For a lover, the lips of the beloved are likened to Jamshid's goblet, her face is compared to Iskandar's mirror.

Your lip is Jamshid's goblet, face is Iskandar's mirror,
I'm captive to those who have beautiful appearances so far.
(Labingdur jomi Jamshidu yuzung mir'oti Iskandar,
Musallamdur sanga husnu jamol ahlig'a sultonliq.)(3.321)

In this couplet the poet pays much space to hyperbole in describing the beauty of the beloved. However, the honey on the lover's lips is likened to Jamshid's wine in mystics which would never finish in his goblet, and her expression of fairy-beauty's face, her mimics and glares are made similar to that of Iskandar's mirror which informs of the secrets of the world.

The couplet says that no matter how many people might enjoy the honey of the beloved's lips, it would never end. As if her lip is Jamshid's goblet, the endless honey is his wine.

The next couplet tells that the poet pleads Allah to change him for a moment into Iskandar and Jamshid so that he might address the wine-pourer, throw sight at his beloved's lips (goblet) and her face (mirror), for example:

Hey, wine server, with a bright goblet,
For a moment turn me to Iskandar, Jamshid.
(Soqiyo, oyinagun jom bila
Bir dam etgil meni Iskandaru Jam.)

There were left neither Jamshid nor Inkandar,
There were lost also the goblet and mirror.
(Ki, na Jam qoldiyu ne Iskandar,
Itti ul jom ila ul ko'zgu ham.)(3.401)

In the mortal world where the goblet was not loyal to Jamshid and the mirror was not loyal to Iskandar, the mortal world for a lover is also valuable time which can never be found again.

The poet has another group of poems which serve as a means for the poet's philosophical thoughts about Jamshid's image that the world is mortal, it is temporary, for example:

Drink wine, neither Jamshid knew the secret of heaven's goblet,
Nor was he aware of a wine-drinker like that of Jamshid's fate.
(Boda ichkim, charx jomi sirrini Jam bilmadi,
Garchi ul yuz Jam kibi mayxoraning davrin bilur.)(1.199)

In this couplet, the great poet likens the circling wheel to Jamshid's goblet. The wheel's secrets are extraordinarily complex. Though Jamshid is well aware of goblet's going round the wine round-table feast, he passed away without comprehending goblet's secrets. It is difficult to know the secrets of the world that's why one would rather drink wine than think of this world. In the couplet Jamshhid's goblet is applied as a symbol of the world.

In this couplet Jamshid is a symbol of being unaware of the world's secrets, in another couplet he is interpreted as being unaware of wine's secrets, for example:

This wine burned my soul, keep wine server close to yourself,
Because Jamshid was not aware of goblet's secret itself.
(Bu ersa mayki kuydurdi vujudim kishvarin atri,
Yaqin bil, soqiyokim, jom sirrin bilmay o'tmish Jam.)(2.431)

Hey wine server, said the lyric hero addressing him, the sweet flavor of wine burned and turned into ash the country of my body and soul. If wine were like this, I knew clearly well that Jamshid had passed away from this world without knowing the secrets of the goblet. In the couplet wine is love, body and soul are a greediness, the goblet is symbolic expression of wine. Not only the wine itself as a love's image, even its sweet flavor can burn man as if it burns the human greed in the fire. But wine is understood only as feasting wine by those who might pass away from this world as Jamshid without being clearly aware of this secrecy.

In majority of Alisher Navoi's gazhals Jamshid's goblet is mentioned regarding one more literary image – broken ceramics (singan safol). The poet uses the images Jamshid's goblet and a broken ceramic opposing one another and creates a model for tazod art:

Poor I was, like Jamshid's goblet, they turned my soul into wine,
My ruined dignity they turned into the treasure of Khorun, fine.
(Muflis erdim may qilib sing'on safolim jomi Jam,
Xotirim vayronasin xud ganji Qorun qildilo.)(1.594)

The couplet initially describes the following scene: a poor man is standing helplessly with a broken ceramic in his hand in a ruin. "This poor will have luck to drink wine", says he, wine will change my broken ceramic into Jamshid's goblet, the ruin of my memory into Qorun's ganj. For sure, the poor mentioned in the couplet has never been a poor without wealth. He is a poor (muflis) who lacks the luck of knowing the secrets of divine love, the pearls of divine enlightenment.

In addition, a broken ceramic, a broken bowl, Jamshid's goblet are not Jamshid's goblet. If the broken ceramic and a broken bowl represent a soul unaware of love and enlightenment, Qorun's ganj is a divine enlightenment, and Jamshid's goblet is a soul filled to the brim with the divine enlightenment[8]. So, it becomes known that the divine love would turn a poor into Jamshid, his valueless soul like that of the broken ceramic into Jmashid's goblet filled with divine enlightenment and pearls.

In this couplet it is not difficult to feel a thought stated in harmony with the previous couplet, for example:

The love's world is wine in our broken bowl, how perfected.
He who drinks it not choosing Jamshid's goblet, be respected.
(Ishq dayri bazmining sing'an safoli ichra may,
Kim ichar, Jamshid jomin tanlamas himmat anga.)(2.13.)

In this case, as different from the previous couplet, Jamshid's goblet is used in its original meaning, it is not a soul filled to the brim with the divine enlightenment, but it's a symbol of material wealth and glory. "If in the feast of love's winery, he who drinks wine in a broken ceramic cup, his kindness rises high", says the poet, that he would not even remember Jamshid's goblet, for example:

Hey wine server, you offered me wine by revealing Jam's goblet face,
If you make me forget my hundred griefs, so will you too, if I trace.
(Soqiyo, ochting chu may tutmakda Jomi Jam yuzin,
Yuz g'amim daf' ayladingkim, ko'rmagaysen g'am yuzin.)(3.481)

Here the poet, by using the word "face" three times, he realizes the so called stylistic device "fun" He says: "Hey, wine server, – says he, – when you were offering wine, you opened the face of Jamshid's goblet. With wine in Jamshid's goblet you pushed away a hundred grieves of mine, I hope that you will

[8]Qurbonov A. Jamshid's goblet is a broken ceramic. /Jomiy and Uzbek literature. Materials of international scientific conference. –Tashkent: "Al-hudo" – "Movarounnahr" publications, 2005. pp. 62–71.

not see the face of the grieve like me. In the couplet wine is opposed against the grieve. It is an instrument to remove sadness[9]. Since wine washes off the grieve of the soul, the concerns of the world, the man who has Jamshid's goblet is a wine server by himself, that is, a soul of the perfect man.

The ghazals by Alisher Navoi have been analyzed many times by literature study scholars, diverse analysis and interpretations opinions were expressed on the semantic aspects of material and spiritual meanings of ghazals. The initial ghazals of the devon "Gharayib ul-sighar" of "Khazoyin ul-maoni" begins with the words: *"Ashraqat min aksi shamsil-ka'si anvorul-hudo".*

In this ghazal the religious and Sufi views of the poet are expressed with literary ways. The poet defines his divine love, divine missing with such literary devices as *wine, goblet, wine-server*. Of course, these images are reflected in allegoric meaning. Naturally, this ghazal has been analyzed by several scholars of Navoi studies[10] and "Khazoyin ul-maoni" is assessed as an opening (Fatihah) ghazal of the collection[11]. On the basis of these analysis let's observe the third couplet of the ghazal which mentions Jamshid's name:

What nice wine it is, even when it is offered in a broken bowl.
Goblet is world's mirror, he who drinks it turns into Jamshid.
(Ey, xush ul maykim, anga zarf oʻlsa bir singʻan safol,
Jom oʻlur getiynamo, Jamshid, ani ichkan gado.)(1.22.)

It means that what wonderful wine it is, if its cup is a broken ceramic then the cup turns into a world-mirror's goblet, the poor who drinks wine from it, would change into Jamshid.

For this wine is not an ordinary wine, it is wine of unity, that is, it combines into a unity, into a unique whole sum. Surely, it is connected with the Sufi views of the poet. This couplet is analyzed and qualified by Sufi scholar N.Komilov as the following: "If man is engaged only in world concerns (erosion), he would miss the divine ray. In reality, the supreme goal of man is to understand his creator and to return to Him. That's why, he must wash the dirt off his soul and turn it into a goblet reflecting Allah's rays because the man who reaches this level can perceive that the world itself is a mirror and a goblet which reflect Allah's face. In this state man feels himself powerful, perfect and even though he is a poor humble, he would ripen in this fire of love, feels himself stronger than padishah Jamshid"[12]. From this it is possible to perceive that for the poet *wine* is a way, an instrument which would lead him to heaven, too his creator.

The analytical thoughts of literature scholar A.Rustamov does not negate the thoughts said above. "In this couplet Navoi says that if a person acquires wine of unity, even it is in a broken ceramic instead of a goblet, it would be better, if such a broken ceramic bowl is filled with such wine, it would turn into Jamshid's magic getiynama goblet, i.e. turns into a world's mirror, the person who drinks it, though poor he might be, he enjoys the drunken state of Jamshid's shah-like feasting pleasure and joy"[13].

Regarding this couplet researcher A.Qozikhujayev expresses the idea that Navoi hints at "the reports that Jamshid had created wine and had a goblet made that if poured wine into this goblet it would display the whole world, it means: first, the soul of a wise man is also a mirror which shows both the world and divine charm because it expresses the idea full of love, divine secrets and wisdoms, second, it denotes darvish's broken soul ("a broken ceramic") which is more considerate and more valuable than Jamshid's shah-like goblet, it is these "Broken souls" who can reflect the heavenly rays, display the world"[14].

Besides, A.Qozikhujayeva analyses the ghazal couplet by couplet by providing its vocabulary, comments on terms and says the following about this couplet: "the words *Ey, xush ul maykim*… ("Hey, wine is fine…", are used in the couplet with the purpose of raising somebody's wonders to the highest degree. If wine of unity (*Mayi vaxdat)* falls into the soul of a broken hearted person, if it takes place in the

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[9]Qurbonov A. Mirror of Iskandari or soul's mystery./ Role and importance of literature in enlightening–moral upbringing of the youth. Materials of Republican conference. Tashkent: TSPU named after Nizami, 2014, p.44–52.

[10]Komilov N. A trip to the world of meanings. Tashkent: Tamaddun, 2012-p.16; Qozikhujayev A. About the first ghazal poetics of the devon "Khazoin ul-maoni"/Issues of Uzbek Literature (collection of scientific articles). Tashkent: 2013. pp. 171-183.; Mullakhujayeva K. The harmony of a Sufi symbol and literary devices in Alisher Navoi's ghazals ("On the basis of Badoel ul-devon").PhD diss. On philology. 2005. p. 13.

[11]Aliybek Rustamiy. Lessons from writers' ethics. Tashkent: Manaviyat, 2003. p.54.

[12]Komilov N. A trip to the world of meanings. Tashkent: Tamaddun, 2012. p.16.

[13]Aliybek Rustamiy. Lessons from writers' ethics. Tashkent: Manaviyat, 2003.-p. 60.

[14]Komilov N. A trip to the world of meanings. Tashkent: Tamaddun, 201/ p.16.

poor's helpless soul, it would turn into a soul pure from alien illustrations which perceives the essence of the whole existence. At every second, at every moment of his passing life he raises to the status of padishah"[15]. This ghazal absorbs Navoi's views about the divine love, through his couplet, the poet says that, first, it is wine which reflects the beloved (here the beloved is in the sense of Allah), i.e. a person who drinks the wine of unity (if he could reach this degree, is found worth), he would reach the greatness, the highest position. Surely, this position is not a position or dreams of the mortal world. This is greatness in the immortal world, finally, it is the greatness in the life of the beloved. Should there be the supreme status than this for mankind? Second, it calls the mankind to reject the alien and flaws of this world because the person who has world's aliens in his soul, should not be lucky to drink the wine of unity.

The ghazals of Alisher Navoi are unrepeatable due to their peculiarity of ignorance from enlightenment. The sixth couplet of the ghazal which begins with the words: *"Ko'rgali husnungni zoru mubtalo bo'ldum sanga"* Jamshid's goblet is applied in two meanings. In this ghazal the poet expresses his enlightened thoughts:

Were Jamshid's goblet and Khizir's water we might still share,
Hey wine server, the world I quitted, I became your beggar.
(Jomi Jam birla Xizr suyi nasibimdur mudom,
Soqiyo, to tarki joh aylab gado bo'ldum sanga.)(1.37)

Hey wine server, after rejecting positions and doing pauper's begging in front of you Jamshid's goblet and Khizir's water became my usual food.

In Uzbek literature Khizir's image reveals itself with its colorful qualities, "But initially relating it to Khizir, what comes first to one's mind is a leading impression, its lasting aliveness, being immortal forever, his being an owner of an alive water. Khizir is the "water of livelihood", an owner of alive water"[16].

"According to our folk's mythical impression, Khizr is an extraordinarily mystic personage who is immortal, alive forever, who could be a witness for events which might have happened even long ago"[17]. His alive water is a factor for lasting aliveness. In Navoi's creativity Khizir's alive water is often mentioned for diverse purposes.

The lyric hero of this couplet is the poet himself. If to look upon Jamshid's goblet and Khizir's water overtly they are wonderful things: one, if filled with wine, it turns into a mirror to show the whole world and a goblet which no matter how often you drink its wine never ends, and another one is the alive water. The lyric hero consents to become a pauper in order to acquire these two extraordinary powers for reasoning his love. The lyric hero expresses his feelings, inner sufferings, fire-like love to his beloved, to his angel. In the ghazal the hero's beloved reveals herself in the image of a wine-server. The lover has become a beggar of love's wine in wine-server's hand.

Thus, the traditional symbol in Alisher Navoi's ghazals, first, Jamshid is a fair and folk-loving person, he is depicted as a famous shah who has ruled for many years. The reports about him are often cited. However, in his ghazals Navoi as different from ghazals by Firdavsi does not remember a Jamshid's image who is addicted to arrogance and egoism. Second, as a lyric lover the poet has achieved to describe lively the lover's image in the image of a shah and a pauper as a lover he reflects the tortures of love, sufferings of missing of the beloved. It means, the beloved is as great as Jamshid the lover is as poor as a beggar and etc. Third, in the majority of poet's ghazals the famous goblet of Jamshid is mentioned. This image in the perception of the poet is depicted in the sense of a soul, the world, life, and the wine in the goblet is depicted as water of love, as alive water. Also, in some other couplets Navoi mentions the broken ceramic against the symbol of Jamshid's goblet and through this he achieves to exaggerate his psychological state, to strengthen the lyric image of the lover.

Thus, in his lyric poems the poet masterfully uses the image of shah Jamshid to express literarily lover's feelings, soul sufferings, finally, his Sufi views artfully.

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[15]Qozikhujayev A. About the first ghazal poetics of the devon "Khazoin ul-maoni"/Issues of Uzbek Literature (collection of scientific articles). – Tashkent: 2013.-p.177.

[16]Khujayev T.R. Uzbek literatrure and folklore of the first half of the XV Century. ND. 1996. – P. 48.

[17]Nurmonov F.I. The genesis of Khizir's character and its interpretati0on in Uzbek folklore. ND.2007. – P. 70.

Conclusion. By using Jamshid's image in his ghazals Navoi has created such bright examples of stylistic devices as tashbeh, istiora, mubolagha (hyperbole), tazod. Through Jamshid's symbol Navoi puts forward such ideas as justice, construction, valuing the science and crafts. In some of his couplets he states that the throne and crown, wealth and state would not be loyal to anybody, he uses the image of shah as Jamshid for confirming and certifying his opinions. In his couplets written in Sufi conception a broken ceramic is opposed against Jamshid's goblet. The broken ceramic was interpreted as perfection, Jamshid's goblet - as the wealth of the past world. In some couplets by Navoi Jamshud's goblet or a goblet of world news or a goblet of the world mirror is represented as a soul of a wise man.

Thus, in Navoi's works Jamshid's traditional image is specifically interpreted as a historical and literary symbol.

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ДЖАМШИДТІҢ НАВОЙЛЫҚ ЛИРИКАДАҒЫ ЖОЮ

Аннотация. Тимуридтік мемлекет қайраткері және ақын Әлішер Навои (1441–1501) - Тимурид ханзадасы Сұлтан Хусейн Байқараның сотында Навои Сұлтан Хусейн бейнесін әділ және жарық сүйетін адам ретінде бейнелейтін әділеттіліктің, ағартудың және шығармашылықтың керемет үлгісі болды Джамшидтің дәстүрлі символы ретінде әділ және креативті шах.

Тарихи кітаптар мен әдебиет туындылары арқылы аңыздар мен ертегілерді жақсы білетін Навои Фирдаусидің «Шахнама»-дан шабыттандырған мифтік Джамшидтің жаңа символын жасады.

Навоидің дәстүрлі кейіпкерлерді қолдану шеберлігі мен ерекшеліктері осы зерттеудің ерекше объектісі болып табылады.

Ол шах Джамшидті өз заманының маңызды мәселелерінің бірі ретінде әділ билеуші ретінде суреттегенімен, Навои Джамшидтің тарихи-мифтік бейнесін Фирдаусидің «Шахнама» -дан көптеген мифтік бейнелерін қайта құру және бейімдеу арқылы кеңейтті. Тікелей «Авесто» алғашқы жазба дереккөзіне оралу керек. «Аджам мемлекетінің тарихы» кітабында «Хамса» эпостық дастанында және «Хазойин ул-маоний» Навои Джамшидтің ұлы, қуатты, әділетті және ағартушы билеуші ретіндегі бейнесін шебер суреттейді.

Бұл зерттеудің маңыздылығы - Навоидің жан-жақты шығармашылық сипатында болғандықтан, адамға білім, кәсіпкерлік және шеберлік, қолөнер және бизнес-шебер сияқты жағымды қасиеттерге баса назар аудару.

Осылайша, Навоидің шығармашылық көркем әдебиеті мен лирикалық шығармаларында Джамшидтің дәстүрлі бейнесі сол кездегі билеушілер үшін әділеттілік пен мейірімділікті насихаттау үшін айқын және жарқын түрде бейнеленген.

Түйін сөздер: дәстүрлі кейіпкер, шығыс әдебиеті, дәстүрлі символ, тарихи-мифтік сурет, қобдиша.

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ОБРАЗ ДЖАМШИДА В ЛИРИКЕ НАВАИ

Аннотация: Тимуридский государственный деятель и поэт Алишер Навои (1441-1501) был великим примером справедливости, просвещения и творчества в дворе принца Султана Хусейна Байкары, где Навои пропагандировал образ султана Хусейна как справедливого и просвещенного любовника, изображенного в его произведениях как традиционный символ Джамшида, как справедливого и творческого шаха.

Будучи хорошо осведомленным о мифах и баснях по историческим книгам и литературным произведениям, Навои создал новый символ мифического Джамшида, вдохновленный «Шахнамой» Фирдауси.

Навыки и особенности использования традиционных персонажей Навои являются особым объектом этого исследования.

Хотя он изобразил шаха Джамшида как справедливого правителя как одну из важных проблем своего времени, Навои расширил историко-мифический образ Джамшида, переработав и адаптировав множество мифических образов из «Шахнамы» Фирдауси, корни которых уходят вернемся непосредственно к первому письменному источнику «Авесто».

В своих книгах «История государства Аджам», эпическом дастане «Хамса» и «Хазоин уль-маоний» Навои умело представляет образ Джамшида как великого, могущественного, справедливого и просвещенного правителя. Что важно в этом исследовании, так это то, что он акцентирует внимание на положительных чертах, присущих человеку, таких как знание, предпринимательство, мастерство, мастерство и бизнес-мастер, что было важно в многогранном творческом характере Навои. Таким образом, в творческих художественных и лирических произведениях Навои традиционный образ Джамшида мастерски ярко и ярко изображен, чтобы способствовать справедливости и милости для правителей того времени.

Ключевые слова: традиционный персонаж, восточная литература, традиционный символ, историко-мифический образ, джам.

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PROBLEMS OF COMPULSORY SOCIAL INSURANCE SYSTEM IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The article is devoted to the analysis of the functioning of the compulsory social insurance system in Kazakhstan. Coverage of the economically active population with compulsory social insurance is presented. Contains actual data of activity of JSC "State Social Insurance Fund". A comparison of social benefits with the main socio-economic indicators has been made. Problems of the modern system of compulsory social insurance, according to the author's vision, have been identified. Since the acquisition of State sovereignty and the transition to market relations, Kazakhstan has begun to form, at the present stage of development, its own financial system, corresponding to its state structure, economic development and social guidelines. Compulsory and voluntary social insurance has the functional "place" and an appointment in the structure of the current financial system of the Republic of Kazakhstan. Thus, the system of state compulsory social insurance, which has universal coverage, is one of the key links in the sphere of State financial relations in the composition of state extra budgetary funds and is represented by the State Social Insurance Fund, which has the legal status of the joint-stock company.

Key words: social insurance, labor, jobless population, social assignments, social payments, social reference points, obligatory social insurance, voluntary social insurance, social insurance fund, medical insurance.

The relevance of the topic. Compulsory pension insurance is represented by a non-state extra budgetary fund - the Unified Accumulative Pension Fund, which also has the legal status of the joint-stock company. Also from July 1, 2016, in accordance with the Resolution of the Government of the Republic of Kazakhstan No. 389, the "Social Health Insurance Fund" has been established, has the status of non-profit joint stock company, in order to implement universal compulsory social health insurance. Specialized types of compulsory social insurance, in particular, "Insurance of the employee against accidents in the performance of his employment (work) duties" and voluntary social insurance are realized through the formed insurance market of the Republic of Kazakhstan. At the same time, it should be noted, that voluntary social insurance is not allocated separately, but was implemented as the part of the 4th classes of personal insurance named: sickness insurance; annuity insurance; life insurance and accident insurance.

Since the establishment of the system of compulsory and voluntary social insurance in Kazakhstan, many key issues have been resolved and many problems have been overcome. At the initial stage of market reforms, there was no clear framework for the process not only of voluntary insurance, but also of compulsory social insurance by the state. Thus, at the initial stage of the transition to market relations, which were also characterized by high inflation, decline in production, unemployment, the possibility of development in the social sphere was very limited. And the role of the state was to create conditions to mitigate the negative consequences of the sharp decline in the standard of living of citizens, and to protect the poorest segments of the population. Naturally, the lion's share of the costs of financing these conditions fell on the high-priority costs, as well as the deficit state budget.

In order to reduce the burden on the state budget and the branches of the social insurance system in an independent institution, the following actions have been taken:

- Introduction of compulsory health insurance in the period from 1996 to 1998, which failed due to lack of experience and incomplete work of the project, imperfections of the legislative framework at that time, economic instability, characterized by high inflation and high unemployment;

- Transition to the accumulative pension system since 1998, which has been successfully implemented to date, taking into account adjustments and timely changes;
- The establishment of the State Compulsory Social Insurance Fund in 1996, which was abolished by 2000;

The formation of the State Employment Promotion Fund, which was also abolished by 1999.

Thus, the state has taken action in the right direction towards the creation of an optimal system of social protection for the population of Kazakhstan. But their full realization and compliance with the objectives pursued in practical reality have become more difficult. This was due to a number of factors: an inappropriate economic component; society's lack of preparedness for fundamental change; the high level of the shadow economy; and imperfect financial and legal mechanisms.

Materials and methods of research. According to A.M. Kurmanov, the effective functioning of the compulsory social insurance system depends on the number of parameters: primarily on the extent of coverage of the economically active population; second, the amount of social contributions, accumulated in the State Social Insurance Fund (GFSS); third, the effectiveness of investing the Fund's assets in order to generate investment income and ultimately increase the funds intended for compulsory insurance [1].

In accordance with the standards and methodological recommendations of the International Labor Organization (ILO): "The economically active population (labor force) is the part of the population at the age, established to measure the economic activity of the population, ensuring the supply of labor for the production of goods and services. The active population includes those employed in all economic activities and unemployed persons". The first category includes all employed and unemployed, and the second category includes those who, for any objective reason, do not participate in public activity [2].

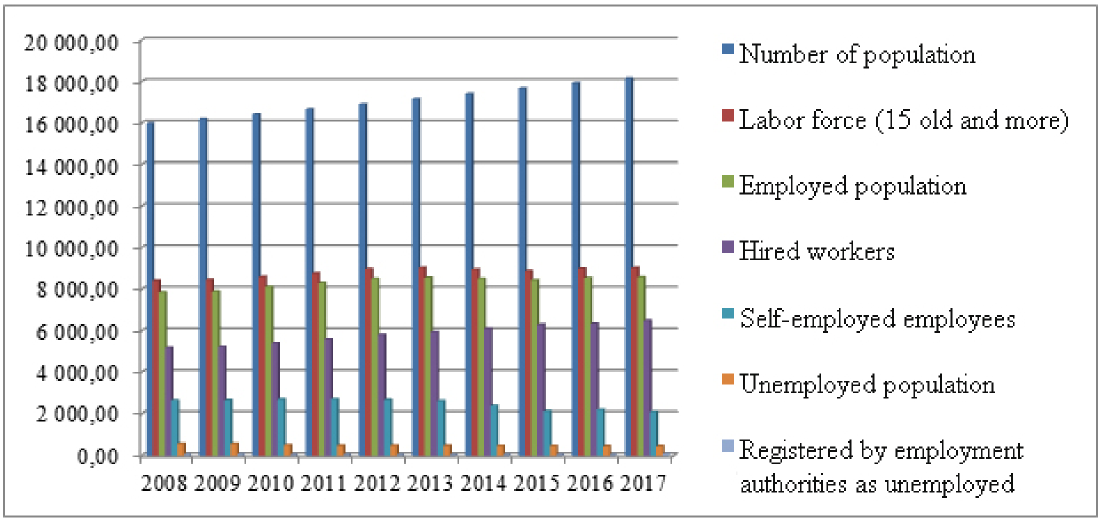

Figure 1 - Dynamics of change of population size of Kazakhstan
and its economically active part in the period from 2008 to 2017, thousand people

Population dynamics are positive. This is due to the increase in life expectancy of the population and the increase in natural population growth (Basic socio-economic indicators of Kazakhstan. stat.gov.kz). These achievements are the result of overall economic development. At the same time, it should be noted, that the share of the economically active population in the demographic structure in the period from 2008 to 2013 is growing, then shows a decrease (Fig.1). Thus, in 2008 this indicator was 52.65%, and in 2017 49.7%. The reason is labor and educational emigration.

Next, consider the employment of the population in the labor force structure. The number of employed people in 2008 was 7,857.2 thousand, and there is a trend of growth until 2013, when a rather high figure of 8,570.6 thousand people was recorded. Or 94.8% in the labor force structure. 2014 and 2015 show a decline, similar to the labor force. This circumstance is due to crisis events and their consequences, which occurred in 2014 in the economy of Kazakhstan. Then there is a slight recovery of employment in 2016 by 1.42% and in 2017 by 0.37%. At the same time, in 2017 employment in the structure of the labor force amounted to 95% [3].

Considering the number of persons, registered with employment bodies in the structure of the unemployed population, the picture is mixed (Fig. 1). Even with the increase in employment and the decrease in unemployment and vice versa, the indicator of the number of unemployed registered with the employment authorities does not show a correlation relationship.

Table 1 - Percentage of unemployed population, registered in employment bodies, %

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
8,67	9,63	7,12	7,73	7,28	6,37	7,39	7,61	8,41	15,89

Compiled by the author on the basis of (Basic socio-economic indicators of Kazakhstan. stat.gov.kz)

Research results. Part of the reason for the increase in the number of registered employment bodies can be explained by the results of economic crises. For example, 2009 and 2014, when the decline in production led to a slight reduction in staff, their registration in employment centers. As well as wave-like surges among the population from the operation of public employment programs. During the period under study, state employment programs, such as the Employment Roadmap 2020, Youth Practice, Diploma to the Village and others are in operation, the mandatory condition of which is registration in employment bodies as unemployed. It is worth noting the result of 2017, when this indicator reached an unprecedented level - 15.89%. This is related to the approval and implementation of the “Program for the Development of Productive Employment and Mass Entrepreneurship for 2017 - 2021 Years” Yubek, which provides wide opportunities for the realization of the labor potential of the population [4, P.11].

Next, consider the coverage of the economically active population with compulsory social insurance.

Table 2 - Number of participants in compulsory social insurance, persons

2009	2010	2011	2012	2013	2014	2015	2016	2017
5699829	5918268	6067628	5666667	5798670	5856811	5856270	5846153	5942416

Source: [2].

The number of participants in compulsory social insurance is not constant; the small increase in the number of participants is replaced by small decrease in the number. This situation is due to changes in the economic situation and changes in the demographic composition of the population. The highest rate of coverage of the economically active population by the compulsory social insurance system was recorded in 2011 and was 69.15% ; the lowest in 2012 - 63.09%.

Table 3 - Amounts of social contributions for participants of compulsory social insurance system, million tenge

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
60116	88932	130630	156174	183300	202925	225190	240248	263979	279838

Source: [2].

The amounts of money, accumulated in the State Social Insurance Fund of Kazakhstan in the period under study, have positive growth dynamics, regardless of the number of participants. The weighted average amount of social contributions for the 1st employee also has a positive increase in years.

With regard to the accumulation of social contributions, there are a number of the problems: irregular and late payment of social contributions by payers; transfer of social contributions not full; transfer of social contributions for several months by one payment [5]. As a result, the protection of a particular citizen and his family is very weak. There is a growing mistrust of the citizens to the state social protection system in the objectivity of calculations and timeliness of execution.

The analysis of the social risks, based on the number of participants in the compulsory social insurance system, and the participants, who received insurance payments on the occurrence of insurance cases, tends to increase social risks. Thus, in 2008, 1 insurance case was observed for every 17 people or 5.8% of the total number of participants of the GFSS, and 2015, 2016, 2017 - already 1 insurance case for every 8 people. On the one hand, this is a positive result, which testifies to the effectiveness of the current system of compulsory social insurance. On the other hand, if this trend continues, the problems of adequacy may arise in the near future, if adjustments are not made in a timely manner [6, P.64].

Table 4 - Average social benefits; average wages; minimum wages;
average amounts of social contributions by years, tenge

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
4172	4745	5490	6282	7284	8540	9655	10761	11642	12208
5678	6382	7422	8443	9770	11399	12719	14058	15042	14773
9224	9660	10819	12830	15330	16962	17723	19200	20354	21699
167568	180094	202285	239738	280160	293134	292247	301252	321408	368449
9557	10024	12135	13818	15315	17310	18659	20729	22349	26744
60805	67333	77611	90028	101263	109141	121021	126021	142898	149663
12025	13717	14952	15999	17439	18660	19966	21364	22859	28284
10865	15603	22072	25739	32346	34995	38449	41024	45154	47092

Sources: lines 2, 3, 4, 5, 6, 9 - [2], lines 7.8 - [3].
1st line: investigated time period, years;
2nd line: average amounts of social benefits "In case of disability"
3rd line: average social benefits "In case of loss of survivor, tg.";
4th line: average amounts of social benefits "In case of loss of work, tg.";
5th line: average social benefits "In case of loss of income due to pregnancy and childbirth, tg.";
6th line: Average social benefits "In case of loss of income due to childcare after reaching the age of 1, tg.";
7th line: average wages, tg;
8th line: minimum wages, tg;
9th line: average amounts of social contributions, tg.

The approved calculation methodology is used to determine the social benefit for each type of social risk [7]. From the analysis of table 3, it can be shown that not one of the social benefits, except for social benefits "In case of loss of income due to pregnancy and childbirth" (taking into account the specifics of the calculation of the lump sum payment for several months) is not even equal to the minimum wage, but only a part of it [8, P.58].

Of particular note the fact of the amounts of social payments are even less, than the amounts of social contributions [9]. Accordingly, the logical question arises of individual facing, analyzed social risks to the fairness and appropriateness of the principle of solidarity in this case.

Social Security benefits are progressive: they represent a higher proportion of a worker's previous earnings for workers at lower earnings levels. For example, benefits for a low earner (with 45 percent of the average wage) retiring at age 65 in 2019 replace about half of his or her prior earnings. But benefits for a high earner (with 160 percent of the average wage) replace about one-quarter of prior earnings, though they are larger in dollar terms than those for the low-wage worker [10, P.60].

Social Security provides a higher annual payout than private retirement annuities per dollar contributed because its risk pool is not limited to those who expect to live a long time, no funds leak out in lump-sum payments or bequests, and its administrative costs are much lower [11, P.147].

In the conclusion we would like to note, that in our opinion in the system of functioning of compulsory social insurance of the Republic of Kazakhstan at the current stage of development there is an acute problem of non-conformity of amounts of social contributions to the expectations of the population at the onset of most social risks. In this regard, the methodology for calculating social benefits for all approved social risks should be gradually adjusted.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА МІНДЕТТІ ӘЛЕУМЕТТІК САҚТАНДЫРУ ЖҮЙЕСІНІҢ ЖҰМЫС ІСТЕУ ПРОБЛЕМАЛАРЫ

Аннотация. Мақала Қазақстандағы міндетті әлеуметтік сақтандыру жүйесінің қызметін талдауға арналған. Міндетті әлеуметтік сақтандырумен қамтамасыз етілген экономикалық белсенді халық қамтылған. Онда «Мемлекеттік әлеуметтік сақтандыру қоры» АҚ қызметі туралы нақты мәліметтер бар. Әлеуметтік төлемдерді негізгі әлеуметтік-экономикалық көрсеткіштермен салыстыру жүргізілді.Авторлардың көзқарасы бойынша міндетті әлеуметтік сақтандырудың қазіргі заманғы жүйесінің проблемалары анықталды. Қазақстан Республикасында мемлекеттік егемендік алған және нарықтық қатынастарға көшкен сәттен бастап қалыптасу басталды және дамудың қазіргі кезеңінде оның мемлекеттік құрылымына, экономикалық дамуы мен әлеуметтік бағдарына сәйкес келетін жеке қаржы жүйесі қалыптасты. Міндетті және ерікті әлеуметтік

сақтандыру Қазақстан Республикасының қолданыстағы қаржы жүйесінің құрылымында өзінің функционалдық «орны» және тағайындалуына ие. Мәселен, жалпыға бірдей қамтылған мемлекеттік міндетті әлеуметтік сақтандыру жүйесі мемлекеттік бюджеттен тыс қорлар құрамындағы мемлекеттік қаржылық қатынастар саласының негізгі буындарының бірі болып табылады және акционерлік қоғамның құқықтық мәртебесі бар мемлекеттік әлеуметтік сақтандыру қоры ұсынады.

Қалыптасқан әлеуметтік сақтандыру жүйесі қазіргі Қазақстанның әлеуметтік-экономикалық қатынастарының маңызды және қажетті элементі болып табылады. Республиканың міндетті әлеуметтік сақтандыру жүйесінің негіздерін айқындайтын заңнамалық база әзірленді. Оның сақтандырудың басқа түрлерінен (мүлікті, көлік құралдарын және т.б. сақтандыру) принципті айырмашылығы ол еңбек қызметіне қатысудың мүмкін еместігіне байланысты адамды материалдық қамтамасыз етуді жүзеге асыруды қамтамасыз етеді. Сондықтан әлеуметтік сақтандырумен бірінші кезекте жалдамалы қызметкерлер мен өз еңбегінің есебінен өмір сүретін адамдар қамтылған, олардың негізгі көзі жалақы немесе табыс болып табылады. Осылайша, астында міндетті әлеуметтік сақтандыру жүйесімен нормалар мен ережелердің жиынтығын белгілейтін және кепілдік беретін мемлекет арасындағы қатынастарды реттеуші міндетті әлеуметтік сақтандыру жүйесінің қатысушыларының мүдделері жүзеге асырылады.

Еліміздегі қалыптасқан міндетті әлеуметтік сақтандырудың негізгі принциптері мыналар болып табылады: Қазақстан Республикасының Міндетті әлеуметтік сақтандыру туралы заңнамасын сақтаудың және орындаудың жалпыға бірдей болуы; әлеуметтік төлемдерді қамтамасыз ету үшін қолданылатын шараларға мемлекеттің кепілдік беруі; әлеуметтік сақтандыру жүйесіне қатысудың міндеттілігі; әлеуметтік тәуекелдер туындаған кезде әлеуметтік төлемдерге әлеуметтік аударымдарды пайдалану; міндетті әлеуметтік сақтандыру жүйесіне қатысушылардың әлеуметтік тәуекелдері басталған кезде әлеуметтік төлемдердің міндеттілігі; міндетті әлеуметтік сақтандыруды қамтамасыз ететін мемлекеттік органдардың қызметіндегі жариялылық.

Айта кету керек, қазіргі әлеуметтік аударымдар міндетті түрде орындау сипатына ие. Бұл ретте, әлеуметтік төлемдер және әлеуметтік қатер басталғанда ғана алуына болады жүйеге қатысушылар, яғни адамдар зейнетақы мен әлеуметтік төлемдердің мөлшері мен көлемі төленген әлеуметтік аударымдар жатады. Қолданыстағы әлеуметтік қорғау жүйесінің тиімді жұмыс істеуіне кедергі келтіретін негізгі кемшіліктері мыналар болып табылады: жетілдірілмеген заңнама; әлеуметтік саланы реттейтін заңнама негізінен әлеуметтік тәуекелдер және төлемдер үшін негіздер бойынша емес, төлем түрлері бойынша қалыптастырылған; әділдіктің жеткіліксіздігі және төмен ынталандырулар - әлеуметтік жәрдемақы алу құқығын іске асыру кезінде салық аударымдарын жүзеге асыратын экономиканың формальды секторы қызметкерлерінің есептен шығармаған адамдардың алдында артықшылықтарының болмауы; әлеуметтік төлемдер алу процесін қадағалау үшін жеке сәйкестендіру жүйесі қалыптасу сатысында жеткіліксіз ашықтық.

Түйін сөздер: әлеуметтік сақтандыру, еңбек, жұмыссыз халық, әлеуметтік тағайындаулар, әлеуметтік төлемдер, әлеуметтік бағдарлар, міндетті әлеуметтік сақтандыру, ерікті әлеуметтік сақтандыру, әлеуметтік сақтандыру қоры, медициналық сақтандыру.

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ПРОБЛЕМЫ ФУНКЦИОНИРОВАНИЯ СИСТЕМЫ ОБЯЗАТЕЛЬНОГО СОЦИАЛЬНОГО СТРАХОВАНИЯ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Статья посвящена анализу функционирования системы обязательного социального страхования в Казахстане. Представлен охват экономически активного населения обязательным социальным страхованием. Содержит фактические данные деятельности АО «Государственный фонд социального страхования». Проведено сравнение социальных выплат с основными социально-экономическими показателями. Определены проблемы современной системы обязательного социального страхования по видению авторов. С момента обретения государственного суверенитета и перехода к рыночным отношениям в Республике Казахстан начала формироваться и на современном этапе развития сформирована собственная финансовая система, соответствующая ее государственному устройству, экономическому развитию и социальным ориентирам. Обязательное и добровольное социальное страхование имеют свое функциональное «место» и назначение в структуре действующей финансовой системы Республики Казахстан. Так, система государственного обязательного социального страхования, имеющая всеобщий охват, является одним из ключевых звеньев сферы государственных финансовых отношений в составе государственных внебюджетных фондов и представлена Государственным фондом социального страхования, имеющим правовой статус акционерного общества.

Создающаяся система социального страхования стала важнейшим и необходимым элементом социально-экономических отношений современного Казахстана. Разработана законодательная база, определяющая основы системы обязательного социального страхования республики. Ее принципиальное отличие от других видов страхования (страхования имущества, транспортных средств и т.д.) состоит в том, что она обеспечивает защиту человека от материальной необеспеченности в связи с невозможностью участия в трудовой деятельности. Поэтому социальным страхованием в первую очередь охвачены наемные работники и люди, живущие за счет собственного труда, основным источником существования которых является заработная плата или доход.

Таким образом, под системой обязательного социального страхования понимается совокупность норм и правил, устанавливаемых и гарантируемых государством, регулирующих отношения между участниками системы обязательного социального страхования.

Основными принципами обязательного социального страхования являются: всеобщность соблюдения и исполнения законодательства Республики Казахстан об обязательном социальном страховании; гарантирование государством мер, применяемых для обеспечения социальных выплат; обязательность участия в системе социального страхования; использование социальных отчислений на социальные выплаты при наступлении социальных рисков; обязательность социальных выплат при наступлении социальных рисков участников системы обязательного социального страхования; гласность в деятельности государственных органов, обеспечивающих обязательное социальное страхование.

Следует отметить, что социальные отчисления носят обязательный характер. При этом, социальные выплаты при наступлении социальных рисков могут получать только участники системы, т.е. лица, за которых уплачивались социальные отчисления, и размер социальных выплат зависит от размера уплаченных социальных отчислений. Основными недостатками действующей системы социальной защиты, препятствующими ее эффективному функционированию, являются: несовершенное законодательство; законодательство, регулирующее социальную сферу, сформировано в основном по видам выплат, а не по социальным рискам и основаниям для выплат; недостаточная справедливость и низкие стимулы – отсутствие преимуществ работников формального сектора экономики, осуществляющих налоговые отчисления, перед теми, кто не отчисляет, при реализации права на получение социальных пособий; недостаточная прозрачность на стадии становления находится система индивидуальной идентификации для отслеживания процесса получения социальных выплат.

Ключевые слова: социальное страхование, труд, безработное население, социальные назначения, социальные выплаты, социальные ориентиры, обязательное социальное страхование, добровольное социальное страхование, Фонд социального страхования, медицинское страхование.

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MUNICIPAL INFRASTRUCTURE PROJECT: MUNICIPAL BONDS AS ONE OF THE MAIN FACTORS IN ECONOMIC DEVELOPMENT

Abstract. Infrastructure bonds are one of the most promising financial instruments that can solve the tasks set for the Kazakhstani economy, and therefore, the importance of carefully developing a model for their regulation and issuance, allowing to maximize the benefits for infrastructure development, is noted. The history of the active use of bonds to finance infrastructure projects has more than 20 years. During this time, a large number of different types of infrastructure bonds were developed, differing from each other by sources of repayment of obligations, the degree of participation of the state and the municipality, risk sharing mechanisms, terms, currency of obligations and a number of other conditions. The lack of a single universal mechanism for issuing infrastructure bonds is associated both with a variety of infrastructure projects and with differences in the general economic, political and legal environment of individual countries and regions. In this regard, the design of any issue of infrastructure bonds should begin with a thorough study of the features of the funded project: the cost and duration of construction work, the payback period and life of the project, variable and fixed costs when using the infrastructure object, the demand for the services provided, the tariff pricing system, and the competitive environment.

Based on this analysis, from the whole set of existing and applicable in various situations conditions for issuing bonds, it is necessary to choose the most appropriate for a particular infrastructure project, its risks, as well as the investment policy pursued by the state or municipality in the field of infrastructure and their financial capabilities. It is possible to create such an issue that will require only a few initial investments from the state, and all risks will be transferred either to private investors or to third parties. Such infrastructure bonds will prove to be the most effective way of financing projects with high yield potential and in the presence of modest financial capabilities of local, regional and state budgets.

The idea of issuing municipal bonds is that payments are made at the expense of income from the operation of public facilities or from tax revenues to the local budget.

As the experience of developed countries shows, households are the widest and most active segment of the stock market. The non-working money of the population in the economy is the currency, which, according to experts, is about $ 20.6 billion, and it must be forced to appeal, generate income and work for the country's economy. Expecting the development of domestic enterprises under the programs of the GP IIR, the Industrialization Map, the Business Roadmap and the gradual growth of income on this basis, we can assume an increase in population savings. But one should not assume that many citizens will rush to invest money in securities, there are other ways to spend or save money.

In addition, there is some element of mistrust in financial institutions and banks. Therefore, in order to use the potential of the monetary resources of the population and business, it is necessary to create such papers that would correspond to the interests of all consumer groups, would be competitive in comparison with bank deposits. Most likely, these should be short-term instruments, or, at least, with frequent interest payments and a small nominal value. Investors' confidence is much higher if they know what exactly their money will go for and where the funds will come from to repay.

Keywords: securities, resources, financial institutions, stock market segment, finance.

Introduction

One of the key features, historically critical for our country, is the significant heterogeneity of territorial development.

The combination of geographical, economic, social and demographic factors forms a certain imbalance in the spatial development of the Republic of Kazakhstan, which has been repeatedly noted by Kazakhstani scientists as an obstacle to the sustainable growth of the country's economy. Of course, a similar imbalance is observed in other countries.

But modern experience, including foreign ones, shows that the already established model of a simple redistribution of a part of income between unevenly developing regions of the country, through the action of the budget process mechanism, is losing its effectiveness.

In the process of such a redistribution between the donor region and the recipient region, the prerequisites for the intensive growth of the economy of the latter are not formed. The main task in this case should be the mechanism of not just redistribution, but the intensification of economic processes, which is a direct consequence of creating conditions that are attractive for life. A key factor in the solution is the qualitative growth of investments in the region’s infrastructure.

The acute relevance of the problem of state competitiveness clearly indicates the need to strengthen territorial cohesion. But the practical result of this strategy does not imply the renovation of the municipal infrastructure, although an infrastructure mortgage scheme is most preferable for municipalities. At the same time, the sanction costs, risks and unattractiveness of domestic investments, as well as the pathological restraint of entrepreneurs and the fear of the population, have led to the fact that the funds are «dead weight» in the accounts.

For example, in the United States, infrastructure bonds are issued by municipalities as «special purpose bonds». Under specific infrastructure projects - generating cash flow - revenue bonds are issued [1,2].

If the object of the issue is a project in the field of education, medicine or social purpose, general bonds are issued. An important detail: in the United States, revenues from municipal infrastructure bonds in most states are not taxed, which creates an additional investment attractiveness.

In this regard, the authority of the works of such American researchers as Steven Erie (Erie, 2004), Brett Frischmann (Frischmann, 2012), Robert Stimson (et al.) (Stimson, Stough, Roberts 2006; Marans, Stimson, 2011) is indisputable. .

The influence of publications of Bank of America / Merrill Lynch (Muni Commentary, 2013) and Brookings Institution (Private Capital, Public Good, 2014), Barbara Weber (Weber, 2010) and Andrew Anga (et al.) (Ang, Green & Yuhang, 2014).

An important contribution to the development of the municipal bond market was provided by periodicals of the National Association of Districts of the USA (Municipal Bonds Build, 2013), the United States Congress (Th e Federal Revenue, 2012) and the International Association of Urban Management (Municipal Bonds, 2015). As a result, already in 2016, the total issue of US municipal bonds reached almost 4 trillion. dollars (SIFMA, 2017).

This experience is indicative, since in different socio-economic systems, the interaction of internal processes with external conditions and internal capabilities is a determining factor in a qualitative change in the space and environment of life. The functioning of society is primarily associated with the interests of both citizens and the state. And the consequence of the realization of these interests is the following: a balance of forces will arise on a specific problem in society as a whole or not.

Methods

Methodological studies are general scientific methods of cognition - analysis and synthesis, content - media analysis, sociography, a system and comparative method that allows you to determine the genesis, sequence and functioning of the development stages of the municipal securities market, attractiveness and effectiveness of the municipal securities market.

Scientific research and experimental-methodical research in the field of development and effectiveness of the municipal securities market.

Mainpart

The issuing activity of regional and municipal government bodies is an independent field of scientific theoretical and practical knowledge in the field of managing socio-economic processes.

At present, the development of its theoretical basis is somewhat behind in its development from practical application, in view of which practice has shown significant gaps, which are one of the causes of the crisis in the regional and municipal securities market [3,4,5].

The low level of initial public offering, the lack of a complete holistic system for conducting emissions, legislative gaps in the regulation of the issuing activities of regional and municipal government bodies, and violations of the rights of owners of regional and municipal securities revealed the need for a serious study of the processes for issuing, circulating and redeeming these financial instruments.

Without resolving these issues, it is impossible to create a favorable investment climate and create effective mechanisms for attracting domestic and foreign investment in the economy of regions and municipalities, and develop a market for regional and municipal securities.

The significance and prospects of the municipal securities market as an integral part of the financial sector of the national economy is confirmed by international experience. Thus, US municipal bonds occupy, according to various estimates, up to 40% of the national government debt market.

At the same time, local authorities in European countries are not independent in lending operations, often they cannot issue a new loan without obtaining special permission from the central government and without agreeing on the terms of the loan with the central bank of the country or the ministry of finance.

The central government usually sets both the upper limit of the loan and the general «ceiling» of local debt. In a number of countries, the maximum amount of a local loan permitted per issue is established per capita. In some countries, local debt is set as a percentage of local budget revenues or limited to capital expenditures. In addition to these restrictions, ratification of a local loan by referendum is sometimes required.

In most European countries, local governments have the freedom to choose a lender [6], however, gradually introduced pan-European norms stimulate borrowing in the capital market through the placement of bonds. In accordance with a decision of the Council of Europe, local authorities should have direct access to the capital market for borrowing.

Direct access to the capital market has municipalities and their bodies in the United States, whose credit operations are significant.

At the present stage, municipal infrastructure bonds could become a real tool for attracting private investment and at the same time municipal development [7.8]. They are widely used in Western countries for housing renovation projects, the development of engineering and transport infrastructure, the modernization of housing and communal services and the construction of social facilities, and in the case of depressed areas or single-industry towns, for the comprehensive rehabilitation or evolution of the functions of single-industry settlements.

In the United States, infrastructure bonds are issued by municipalities as «special purpose bonds» [9,10]. Under specific infrastructure projects - generating cash flow - revenue bonds are issued. If the object of the issue is a project in the field of education, medicine or social purpose, general bonds are issued. An important detail: in the USA, revenues from municipal infrastructure bonds in most states are not taxed, which creates additional investment attractiveness [11].

In 2018, the total issue of US municipal bonds amounted to almost $ 4 trillion, or about 10% of the total debt on bonds. In another federal state, Canada, municipal infrastructure loans are governed by provincial laws. Accordingly, any emission of a municipality must be authorized by a specific province [12].

Today, so-called infrastructure bonds [13] are getting more widespread, and in the CIS countries. Moreover, this tool is increasingly being used at the state level. This is understandable - with its help you can attract the maximum amount of investment on the most favorable conditions. But not only the state takes advantage of the possibilities of securities. For entrepreneurs and a number of individuals, this area looks very promising.

All «infrastructure» securities can be divided into two main types - bonds secured by project income, and bonds of general coverage. The most popular is the first type of bonds, because in it the main calculation goes to profit from ongoing projects. As for the signs of infrastructure bonds, here we can distinguish several key features:

- Long repayment period - from 15 to 25 years;
- the issue of securities is carried out for the construction (reconstruction) of specific objects - airports, railways and highways, airports and so on;

- the main buyers of infrastructure bonds include pension and investment funds, financial institutions and insurance companies;
- Infrastructure bonds in most cases are secured by state guarantees.

In world practice, municipal bonds are usually presented in the form of infrastructure targeted bonds and corporate infrastructure bonds [14,15]. The USA, Canada, Australia, South Korea, Kazakhstan and even Chile have significant experience in production.

The United States, Australia, India, Chile, South Korea, Canada, Kazakhstan, Poland and some other countries have the most experience in the practice of using infrastructure bonds. Consider the differences in the use of infrastructure bonds abroad.

In the United States, municipal infrastructure bonds are divided into two types: general coverage bonds that are not backed by any source of income and bonds issued for specific projects and backed by income from these projects [16]. Under the latter type of bond, it is assumed that the sources of income for paying the debt are payments from consumers of services (tolls, tolls for electricity, etc.). Funds of pension funds, insurance companies, banks are invested in infrastructure bonds. The popularity of these bonds is due to the fact that they are not subject to federal taxes and payments on them are guaranteed by the laws of the state where the project is being implemented.

In Australia, infrastructure bonds are also secured by project revenue. However, the list of facilities for which infrastructure bonds may be involved is narrow: land and air transport, housing and communal services: electricity, gas, water, sewage and water treatment facilities. Often, banks and insurance companies act as issuers of bonds.

In Chile, as in Australia, the list of objects in which infrastructure bonds are invested is strictly defined and includes housing and communal services objects and transport objects (airports, roads, etc.). Often the initiators are not banks, but insurance companies, less often pension funds.

India, on the contrary, prefers issuers - banks. Here, great attention is paid to the size of the loan for infrastructure bonds, as the amount is tied to the economic indicators of the project - the loan amount is strictly limited. The disadvantage that impedes the development of infrastructure bonds in India is the fact that they are not protected from inflation, which significantly reduces interest in them because the holder of this bond may not even receive the money invested, not to mention additional income.

Kazakhstan is also known for its experience in implementing infrastructure bonds, however, not as successful as in other countries. It was here that the loudest default on infrastructure bonds occurred in 2008 due to high inflation in the country. Due to the fact that the mechanism of state responsibility was not clearly defined: how, through which channels and from which budget program to allocate funds, the PPP project was transformed into a fully state-owned project through the repurchase of a block of shares [17].

The securities market in Kazakhstan is regulated by the provisions of the Civil Code, the Law on the securities market, resolutions of the Government, the National Bank, KASE internal rules, AIFC documents. In addition, there are legal documents regulating specific procedures of the RZB. In accordance with these standards, the issuer issues, arranges, circulates, maintains and repays government securities issued by local executive bodies of oblasts, a city of republican significance, and a capital for circulation on the domestic market to finance housing construction within the framework of state and government programs (paragraph 20, paragraph 5 of the Government Decision of 06.06.2016 No. 332) [18].

At the moment, many regional administrations place securities on the stock exchange for 2 years with a yield of 0.15% -0.35%. They are issued for a specific buyer - Baiterek NMH to raise funds for the construction of credit and rental housing under the Nurly Zhol program [11.19]. For these purposes, funds were allocated from the country's budget through the Baiterek NMH, which I bought in 2016-2017. MIO debt securities for subsequent financing of housing construction. With a plan to redeem bonds for 100.9 billion tenge, in 2018 Akimats acquired 77.3 billion tenge. Akimats issued securities without the help of market makers. The ICB market is served by the same structures as the general securities market plus M&E, which play the main role as issuers (Figure 1). Great responsibility and professionalism should be shown by the company-consultant that we offer (market-maker). From the point of view of state regulation, market control, conclusion and execution of transactions in the stock market, the infrastructure servicing the issue and circulation of bonds can be represented as follows (Figure 2).

The opportunities for the development of the socio-economic sphere in the region depend on the ability of the authorities to attract additional sources of financing.

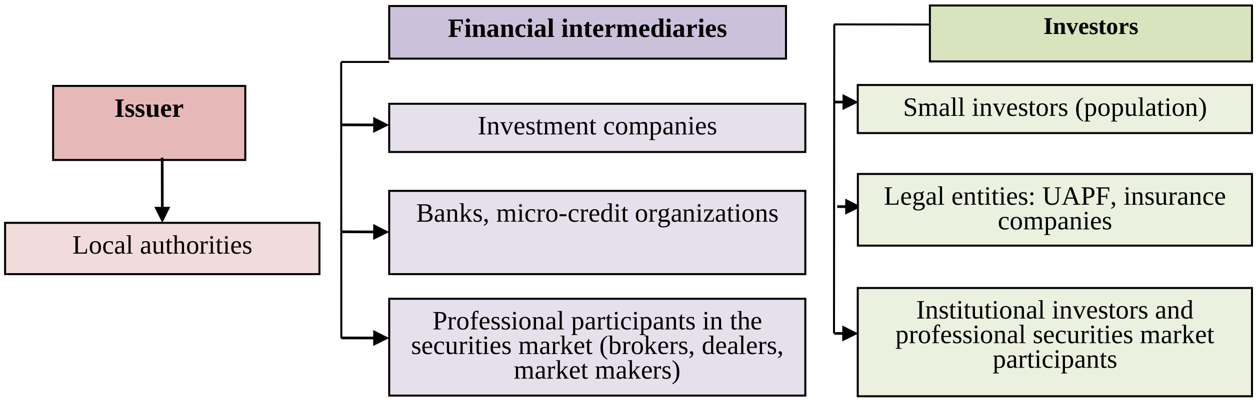

Figure 1 - The current structure of the securities market

Source: compiled from a study of the literature on the topic

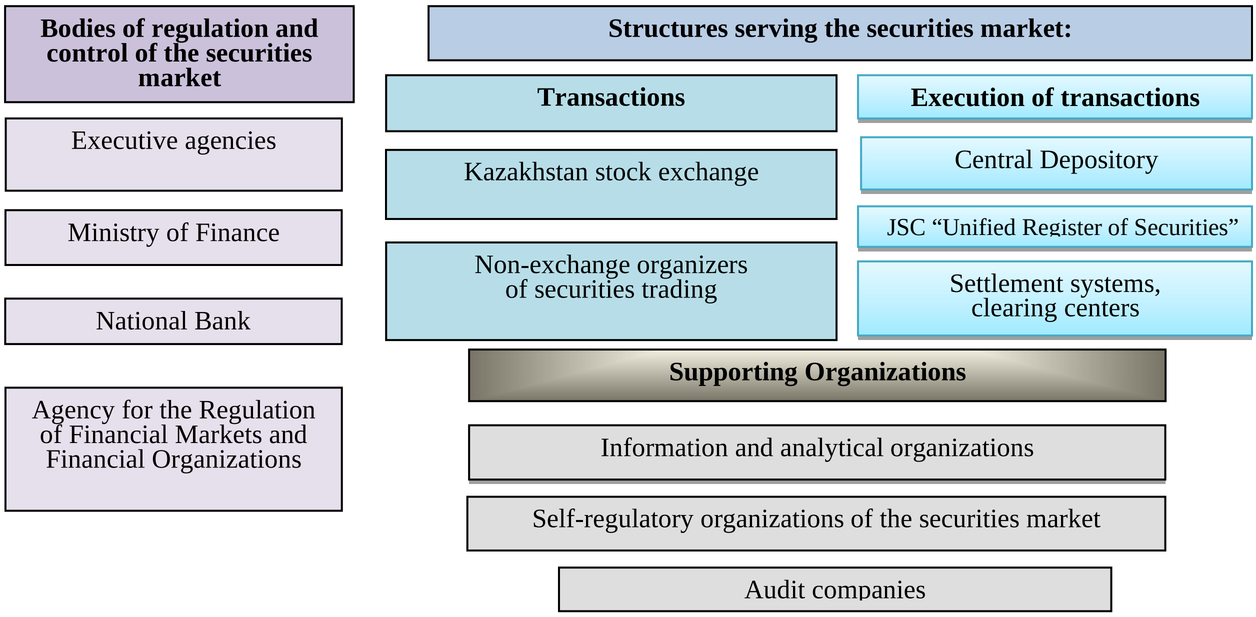

Figure 2 - An example stock market infrastructure serving the municipal bond market

Source: compiled from a study of the literature on the topic

The idea of issuing the ICB is aimed at creating an effective mechanism for borrowing within the region in order to make the transition from the issuance of short-term loans that provide ongoing expenses and reduce the budget deficit to the strategic planning mechanism for targeted loans. The issue of the ICB is relevant not only for housing financing, but also for the implementation of projects significant for the region. If we look at the data, there is almost always a local budget deficit. Budgets are not adequately funded for the full implementation of all planned programs and projects.

The reasons for the deficit of local budgets are associated with changes in budget and tax laws, standards for the distribution of taxes, fees and duties between the levels of the budget system. The current methodology for calculating transfers of a general nature does not allow the region to build up its own resources.

The application of the principle that incomes exceeding the forecasted amount of local budget expenditures is withdrawn to the republican budget has a negative consequence: restraining local initiatives, decreasing interest in increasing the tax base and increasing tax collection.

Therefore, issuing the ICB would solve a number of problems of a local scale: financing the regional budget deficit; repayment of previously placed debt obligations; smoothing out fluctuations in tax payments to the local budget (closing cash gaps); raising financial resources for the needs of the region in case of financing local programs and capital-intensive projects without increasing the tax burden on enterprises. One of the ways to effectively spend borrowed funds may be to apply the principle of “double budget”. Its basis is the division of budget expenditures into current and investment, which allows you to "tie" the attracted capital to specific projects, ensuring maximum borrowing efficiency. As a result, loans become sources of investment for long-term development programs, and are not used as a tool for short-term financing of the budget deficit.

The success of the circulation of securities depends on the correct price and their profitability. International practice shows that on the basis of fundamental knowledge and technical analysis it is impossible to decide on the benefits of issuing securities, because There are many factors that determine success in the financial market. We identified several factors affecting the price of bonds at initial placement and in the secondary market (full note in the appendix: Assessment of the primary market; Prices in the secondary market; Calculation of income; Security guarantees; Applicability of tax legislation in the field of circulation of municipal bonds.

After analyzing foreign and domestic experience, we identified some points that impede the development of the infrastructure bond market in our country.

Firstly, the size of the market for infrastructure bonds in Kazakhstan is still small, because of this, often a significant part of the issues is entirely bought out by a single investor. Thus, in this segment of bonds one cannot talk about one's own benchmarks for yield within this asset class [1].

Secondly, at this stage there are no pools of investment projects. Under state guarantees, it is necessary to form such pools, and using a portfolio approach and a thorough assessment of the effectiveness and risks of projects, invest in them institutional investors. It is important that new players in the infrastructure market are able to quickly adapt and attract financing in medium-sized PPP projects of up to 15-35 billion tenge. Financing such projects will allow funds to diversify and balance their portfolios at the same time.

Thirdly, Kazakhstan does not yet have both an external and an internal risk management system for NPFs and insurance companies.

Fourth, of course, it is necessary to adhere to the scheme of maximum risk allocation for project bonds between the state and the private sector. For this purpose, it is necessary to build contractual relations between the state and the issuer in the framework of the law and to ensure multistage control over the actions of one or another entity in order to prevent default on this type of bonds. Important in this case is the provision of state guarantees for the fulfillment of obligations certified by infrastructure bonds under PPP, as this is a significant criterion for evaluating the credit rating of future bonds. The willingness of the state to provide direct and indirect guarantees for innovative projects carried out on PPPs using infrastructure bonds is an additional argument in favor of investing pension reserves and savings in such bonds [7].

Fifth, perhaps the most important aspect is the need for legislative consolidation of the concept of «infrastructure bond» and the procedure for working with this financial instrument.

Results and discussion

Despite the obvious advantages described above of attracting municipal infrastructure bonds to intensify the investment process in the field of financing infrastructure projects, there are still a number of limitations that hinder this process.

The main one is the uncertain status of infrastructure municipal securities in the legal field of the country.

There is no direct ban on issuing municipal infrastructure bonds in the Budget Code of the Republic of Kazakhstan, but in fact project (infrastructure) bonds are not municipal and municipal bonds are infrastructural.

It should also be noted that investment projects to finance the development of infrastructure facilities are long-term.

Accordingly, one of the required characteristics of the issued bonds is a significant duration of the circulation period. At the same time, the circulation periods of municipal bonds rarely exceed five years.

Moreover, after all the changes, the Budget Code, which was finalized by the Ministry of Finance of Kazakhstan by order of the Government of the Republic of Kazakhstan on improving the efficiency of public finance management and passed the public hearing procedure, practically repeated the previous version on the contents of the section of municipal bonds.

In case of amendments to the Budget Code specifying loans for financing the infrastructure of municipalities, as well as approval of the governing structure — the Bank for Infrastructure Development, a legislative base and a legitimate institution coordinating infrastructure development projects will appear. This will allow municipalities to independently attract financial resources directly from the market and without state subsidies.

As a result, a self-regulatory mechanism will be formed aimed at developing the country's investment potential, increasing incomes and solving social problems.

However, due to the fact that the profitable municipal infrastructure project affects a significant number of interested parties, relies on tariff payments, the need for routine maintenance, etc., there is a need to formulate a mechanism for the interaction of all participants, taking into account the listed features and interests of the state and investors. The most appropriate in this case is the use of a life cycle contract as an organizational and legal form of a PPP project.

In accordance with it, the state partner - the municipality - on a competitive basis concludes an agreement with a private partner on the design, installation and operation of equipment at a particular facility for the duration of the life cycle contract.

The new «smart» (including digital) economy is directly focused on a qualitatively different type of both state and public institutions, and politics, especially regional, taking into account the mandatory participation in decision-making by municipalities and local communities.

This process involves stimulating business activity and intensifying investment activity, which is directly related both to the increasing role of the image of investment attractiveness and to a significant increase in the responsibility of the subjects of Kazakhstan and municipalities for observing targets and priorities of spatial development policies.

An important aspect is the creation of rules and environments for the most favorable conditions for business, production, trade and tourism, competitive with other states, but taking into account local characteristics.

In other words, this is a culture of new socio-economic interaction, where the basis of qualitative changes should be the infrastructure basis - industrial sites and utilities, roads and communications.

One of the key factors in the formation of appropriate conditions in the economic sphere is the attraction of investment capital in financing municipal infrastructure projects. At the same time, the problem of the long-term nature of infrastructure investments remains among the most important.

Eliminating the benefits between the needs of the real sector in investments, and investors - in reliable, liquid instruments will allow the mechanism that extends the budget and focused on the long-awaited attraction of private capital in infrastructure construction.

The ill-conceived refusal from infrastructure mortgages and the permanent sabotage of putting municipal infrastructure bonds into circulation not only reduce the investment attractiveness of municipalities and regions, but also contribute to migratory unattractiveness and the outflow of the population from infrastructure-deficient settlements.

It is well known that this deficit torpedoes any management initiatives and projects, reduces the risk appetite of investors and ceases business activity.

The development of the municipal infrastructure system can and should become the starting point in the diversified development of the economy: the growth of the tax base, the increase in commodity circulation, the creation of prerequisites for preserving capital in the places of its generation - the regions of Kazakhstan and, of course, the formation of a new level of space and the quality of life of the population as one of the main tasks of the social state.

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МУНИЦИПАЛДЫҚ ИНФРАҚҰРЫЛЫМДЫҚ ЖОБА: МУНИЦИПАЛДЫҚ ОБЛИГАЦИЯЛАР ЭКОНОМИКАНЫҢ ДАМУЫНДАҒЫ НЕГІЗГІ ФАКТОРЛАРДЫҢ БІРІ

Аннотация. Инфрақұрылымдық облигациялар - бұл Қазақстан экономикасы үшін алға қойылған міндеттерді шеше алатын ең перспективті қаржы құралдарының бірі, сондықтан инфрақұрылымды дамыту үшін максималды пайда алуға мүмкіндік беретін оларды реттеу мен шығару моделін мұқият әзірлеудің маңыздылығы атап өтілді. Инфрақұрылымдық жобаларды қаржыландыру үшін облигацияларды белсенді пайдалану тарихы 20 жылдан астам уақытты құрайды. Осы уақыт ішінде бір-бірінен міндеттемелерді өтеу, мемлекет пен муниципалитеттің қатысу дәрежесі, тәуекелдерді бөлу тетіктері, мерзімі, міндеттемелер валютасы және басқа да шарттар бойынша ерекшеленетін әр түрлі инфрақұрылымдық облигациялар шығарылды.

Инфрақұрылымдық облигациялар шығарудың бірыңғай әмбебап тетігінің жоқтығы әр түрлі инфрақұрылымдық жобалармен де, жекелеген елдер мен аймақтардың жалпы экономикалық, саяси және құқықтық ортасындағы айырмашылықтармен байланысты. Осыған байланысты инфрақұрылымдық облигациялардың кез-келген шығарылымын жобалау қаржыландырылатын жобаның ерекшеліктерін егжей-тегжейлі зерттеуден басталуы керек: құрылыс жұмыстарының құны мен ұзақтығы, жобаның өтелу мерзімі мен мерзімі, инфрақұрылым объектісін пайдалану кезіндегі өзгермелі және тіркелген шығындар, көрсетілетін қызметтерге сұраныс, тарифтік баға жүйесі және бәсекелестік орта .

Осы талдау негізінде облигациялар шығарудың әртүрлі жағдайларында қолданылатын және қолданылатын барлық жиынтықтардан нақты инфрақұрылымдық жобаға, оның тәуекелдеріне, сондай-ақ мемлекет немесе муниципалитеттің инфрақұрылым саласындағы жүргізетін инвестициялық саясатына және олардың қаржылық мүмкіндіктеріне сәйкес келетін таңдау қажет. Мемлекеттен бірнеше бастапқы инвестицияларды талап ететін осындай мәселені туғызуға болады, және барлық тәуекелдер жеке инвесторларға немесе үшінші тұлғаларға өтеді. Мұндай инфрақұрылымдық облигациялар жоғары кірістілік потенциалы бар жобаларды қаржыландырудың тиімді тәсілі және жергілікті, аймақтық және мемлекеттік бюджеттердің қаржылық мүмкіндіктері болған кезде болады.

Муниципалды облигацияларды шығару идеясы төлемдер коммуналдық объектілерді пайдаланудан түскен кірістер немесе жергілікті бюджетке салық түсімдері есебінен жүзеге асырылады.

Дамыған елдердің тәжірибесі көрсеткендей, үй шаруашылықтары - қор нарығының ең кең және белсенді сегменті. Экономикадағы жұмыс істемейтін халықтың ақшасы - бұл сарапшылардың пікірі бойынша шамамен 20,6 миллиард долларды құрайтын валюта және оны айналдыруға, кіріс алуға және ел экономикасына жұмыс істеуге мәжбүр ету керек. GP IIR, Индустрияландыру картасы, Бизнестің жол картасы бағдарламалары бойынша отандық кәсіпорындардың дамуын және осы негізде кірістердің кезең-кезеңімен өсуін күте отырып, біз халықтың жинақтарының өсуін болжай аламыз. Бірақ көптеген азаматтар ақшаны құнды қағаздарға салуға асығады деп ойламау керек, ақшаны жұмсаудың немесе үнемдеудің басқа тәсілдері бар.

Сонымен қатар, қаржы институттары мен банктерде сенімсіздік белгілері бар. Сондықтан, халықтың және бизнестің ақша ресурстарының әлеуетін пайдалану үшін барлық тұтынушы топтардың мүдделеріне сәйкес келетін, банктік депозиттерге қарағанда бәсекеге қабілетті осындай құжаттарды құру қажет. Сірә, бұл қысқа мерзімді құралдар болуы керек, немесе, ең болмағанда, жиі төленетін төлемдер және номиналды құны аз. Егер олар ақшалары нақты не үшін және қайда қаражат қайтарылатынын білетін болса, инвесторлардың сенімі анағұрлым жоғары болады.

Түйін сөздер: бағалы қағаздар, ресурстар, қаржы институттары, қор нарығының сегменті, қаржы.

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МУНИЦИПАЛЬНЫЙ ИНФРАСТРУКТУРНЫЙ ПРОЕКТ: МУНИЦИПАЛЬНЫЕ ОБЛИГАЦИИ КАК ОДИН ИЗ ОСНОВНЫХ ФАКТОРОВ В РАЗВИТИИ ЭКОНОМИКИ

Аннотация. Инфраструктурные облигации являются одним из наиболее перспективных финансовых инструментов, способных решить поставленные перед казахстанской экономикой задачи, и поэтому отмечается важность тщательной разработки модели их регулирования и выпуска, позволяющих извлечь максимальные выгоды для развития инфраструктуры. История активного использования облигаций для финансирования инфраструктурных проектов насчитывает более 20 лет. За это время было разработано большое количество различных видов инфраструктурных облигаций, отличающихся друг от друга источниками погашения обязательств, степенью участия государства и муниципалитета, механизмами распределения рисков, сроками, валютой обязательств и рядом других условий. Отсутствие единого универсального механизма выпуска инфраструктурных облигаций связано как с разнообразием инфраструктурных проектов, так и с различиями в общеэкономической, политической и правой среде отдельных стран и регионов. В связи с этим конструирование любого выпуска инфраструктурных облигаций должно начинаться с тщательного изучения особенностей финансируемого проекта: стоимости и длительности строительных работ, срока окупаемости и жизни проекта, переменных и постоянных затрат при использовании объекта инфраструктуры, спроса на производимые услуги, системы тарифного ценообразования, конкурентной среды.

На основе данного анализа из всего множества существующих и применяющихся в различных ситуациях условий выпуска облигаций необходимо выбрать наиболее адекватные конкретному инфраструктурному проекту, его рискам, а также проводимой государством или муниципалитетом инвестиционной политики в области инфраструктуры и их финансовым возможностям. 83 Возможно создание такого выпуска, который потребует от государства лишь некоторых первоначальных вложений, а все риски будут переданы либо частным инвесторам, либо третьим лицам. Такие инфраструктурные облигации окажутся наиболее эффективным способом финансирования проектов с высоким потенциалом доходности и при наличии скромных финансовых возможностей местных, региональных и государственных бюджетов.

Идея выпуска муниципальных облигаций состоит в том, что платежи по ним осуществляются за счет дохода от эксплуатации объектов общественного пользования или за счет налоговых поступлений в местный бюджет.

Как показывает опыт развитых стран, домохозяйства являются самым широким и активным сегментом фондового рынка. Неработающие в экономке деньги населения – это валюта, составляющая, по оценкам специалистов, порядка 20,6 млрд. долл., и ее нужно заставить обращаться, приносить доход и работать на экономику страны. Ожидая развития отечественных предприятий по программам ГП ИИР, Карте индустриализации, Дорожной карте бизнеса и постепенного роста доходов на этой основе, можно предположить увеличение сбережений населения. Но не следует полагать, что многие граждане кинутся вкладывать деньги в ценные бумаги, есть другие способы потратить или сберечь деньги.

Кроме того, есть некоторый элемент недоверия к финансовым институтам, банкам. Поэтому, чтобы использовать потенциал денежных ресурсов населения, бизнеса, необходимо создавать такие бумаги, которые соответствовали бы интересам всех групп потребителей, были бы конкурентоспособными по сравнению с банковскими депозитами. Скорее всего, это должны быть инструменты краткосрочного характера, или, по крайней мере, с частой выплатой процентов и небольшой номинальной стоимостью. Доверие инвесторов гораздо выше, если они знают, на что конкретно пойдут их деньги, и откуда будут браться средства для погашения.

Ключевые слова: ценные бумаги, ресурсы, финансовые институты, сегмент фондового рынка, финансы.

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ACTIVATION OF COMPETITIVENESS PROCESSES: ASSESSMENT OF THE ADAPTIVITY OF THE AGRICULTURAL COMPLEX OF KAZAKHSTAN WITHIN THE FRAMEWORK OF THE EURASIAN ECONOMIC UNION

Abstract. The material conditions of production that underlie the formation and development of a single national economic complex dictate at the same time the possibility and necessity of improving methods of regulation and management of the economy in accordance with changing conditions and factors of production. They require reorientation of enterprises, production associations and intermediate performance indicators to the final results. The agro-industrial complex (AIC), like other intersectoral national economic complexes, must effectively fulfill its functional tasks. The achievement of this goal contributes to the functional and sectoral structure of the complex of the corresponding production. Of course, the government should be credited with the fact that it pursues a proactive policy, does not hide, but builds protective mechanisms.

Today, in the context of globalization of world agri-food markets and the actualization of issues of ensuring food security of the country, the agro-industrial complex of Kazakhstan has a tendency to stable growth of agricultural production. And for this growth we have created all the conditions.

The article considers the impact of economic integration on the national economy, including the country's agro-industrial complex. Identified positive and negative effects of integration. The dynamics of economic indicators of agriculture in Kazakhstan, Russia and Belarus is analyzed.

Modern systems of state support for the agricultural sector involve the development of the institutional base of agri-food systems both at the macro level and at the regional level. The analysis showed that the degree of intensity of integration processes varies significantly depending on the type of goods: the effects are most noticeable in the trade in food products and agricultural raw materials. In the context of the imposition of sanctions by a number of foreign countries and the current import substitution policies in both Russia and Kazakhstan, the development of integration processes in the field of agriculture, especially within the border regions, is becoming a powerful factor reducing the risks of food security, both political and and economic, natural.

Refined indicators reflecting the competitiveness of agriculture.

The authors believe that assessing the competitiveness of the agro-industrial complex should be carried out not by absolute, but by relative indicators: crop yields, livestock and poultry productivity, net export index, profitability of production, degree of depreciation of fixed assets, per capita output. Based on the analysis, the authors came to the conclusion that each EAEU partner country has its own comparative advantages, which must be taken into account when forming a single food market within the framework of the Eurasian Economic Union.

Keywords: agriculture, strategy, development, productivity, economy, efficiency, Eurasian Economic Union.

Introduction

Under the new conditions, the main issue for the further development of the Kazakhstani economy is the inter-regional division of labor within the EAEU and the implementation of a unified foreign economic policy in relation to third countries. A crucial point in this context is the provision of domestic and foreign businesses the freedom to choose the best conditions for the implementation of financial and industrial activities.

The most important function of the Government is to pursue an economic policy that stimulates business and investment activity aimed at the creation and expansion of existing manufacturing industries in Kazakhstan. The implementation of the second five-year program of industrial and innovative development, taking into account the experience of previous years, should also contribute to this.

Kazakhstan should become a center of attraction in the EAEU of foreign capital and new technologies, which will create new jobs and increase labor productivity, thereby ensuring a further increase in the well-being of the population. The new export potential of the country should be directed, first of all, to the EAEU countries, and in the long term - to foreign markets within the WTO.

The EAEU is a challenge to domestic business to increase its efficiency, which allows it to strengthen in fair competition in a single economic space. And there is no alternative to economic integration, because Only in competition can stable economic growth be ensured.

Today in the expert community of the three countries there are no significant arguments against the fact that the creation of the Eurasian Economic Union has no alternative both in terms of regional economic security and the overall prospects for the growth and prosperity of the post-Soviet countries within a single market. Nevertheless, along with the positive perception of the integration processes by the majority of the population of our countries, in a polarized society there are many judgments, the essence of which is that integration satisfies the geopolitical ambitions of only one country.

However, such a look at the natural processes of development is subjective, given that even in nature itself, whether in space or in the microworld, there is no other principle of consolidation, like the grouping of matter around celestial bodies and microparticles with the greatest mass and gravity. But mass is energy that is expended, including on ensuring the balanced development of the entire system. Therefore, in the long run, no isolated state in the world, no matter how powerful in the military and economic sense, can serve as a locomotive if there is no unity of interests of the subjects of integration that bear certain physical costs. Consequently, in the economic alliances of modernity there can be no poles of dictatorship, including participants who receive from this the lion's share of material and other benefits. Otherwise, the destructive forces of friction and resistance will sooner or later tear apart the vicious circle of interaction, distribution and consumption.

Methods

The methodological basis of the study is the general scientific methods of cognition - deduction and induction, analysis and synthesis, content - media analysis, sociography, a system and comparative historical method that allows us to identify the genesis, sequence and functioning of the stages of digitalization in the agricultural sector.

The theoretical source of the research was the scientific works of Russian and foreign scientists and specialists on the problems of introducing innovations and digitalization tools in the agricultural sector.

Results and discussion

Today, despite the contrasts of global politics, the caravan of the world economy continues its path in time, filling the oases of civilization with the main content - material meaning. At the same time, global trade and investment vectors are steadily striving to where capacious markets extend and new points of economic growth are formed. This is their essence, and nothing has so far dominated this pattern.

Therefore, the colossal markets of the Eurasian Economic Union, China, and the countries of Southeast and Central Asia possess not only powerful gravity of investment capital, but also the ability to accelerate objective historical processes that undergo global geoeconomic transformations.

Currently, the country's main national security priorities are not only confronting internal and external threats (extremism and terrorism, the proliferation of weapons of mass destruction, interethnic and interfaith conflicts, etc.). A key factor in public policy, along with public, military, political, information security, is recognized economic security. A major role in ensuring the normal functioning of the country is played by economic factors - the competitiveness of production, the welfare and quality of life of the population, ensuring financial, energy, food and transport security, stability and sustainability of the development of the national economy, including its industrial and innovative component, as well as avoiding isolation Kazakhstan from the global economic system. In the Concept of Foreign Policy of the Republic of Kazakhstan for 2014-2020, one of the main goals is defined as «further integration into the system of regional and international trade and economic relations» [1,2,3].

Not only for Kazakhstan, but also for all participants in the integration process, the significance of the strategy to deepen integration is objectively increasing. According to the President N.A. Nazarbayev, it is the commonality of the strategic interests of the CU and CES countries, the essence of which is to increase the competitiveness of their industries, moving away from the raw materials sector, the critical need for innovative and technological breakthroughs, creates space for joint action and the opportunity to ensure real economic growth and bring the emerging EAEU to leading positions in the global world.

It is in the interests of all countries to make maximum use of the transit potential of the Eurasian Economic Union, the possibilities of creating international corridors with a modern transport and logistics system, which can provide a multiple reduction in the timing of deliveries of goods to European and Asian markets.

Kazakhstan's interest in active efforts to create international economic associations - the CU, the CES, the EAEU, is determined by specific economic needs and long-term priorities. Moreover, the creation of regional integration structures is considered not as an end in itself, but as a mechanism, an instrument for the implementation of important tasks related to meeting basic needs - the formation of fundamental conditions for a successful transition to the neo-industrial stage of social progress. [4,5,6,7].

In the interests of Kazakhstan - participation in the process of forming the Common Economic Space. The implementation within the CES of the freedom of movement of goods, services, financial and human capital across the borders of the participating states creates an opportunity to address many issues that cannot be resolved in other conditions. Thus, the implementation of the free movement of goods provides for the replacement of the application in mutual trade of anti-dumping, countervailing, special and protective measures with uniform rules in the field of competition and subsidies.

The implementation of the «four freedoms» - freedom of movement of goods, services, capital and labor - involves ensuring mutual access to the services of natural monopolies in the electric power industry, gas transportation, including the basics of pricing and tariff policy. The formation and activities of the CES are carried out taking into account WTO rules and regulations, which creates the prerequisites for the unification of national norms and rules with international standards.

Mutual cooperation with the SES countries in the agricultural sector is of significant interest to Kazakhstan. This interest is reinforced by the fact that Kazakhstan has the largest share of rural residents in the total population in comparison with other countries of the TS-CES (45.3%) [8,9,10].

The economic mechanism for attracting resources in agriculture should contribute to the formation of competitive financially stable agricultural production.

For this, first of all, favorable conditions are needed for the influx of investments in fixed assets of the industry, which are based on promising production technologies, a set of measures to financially support their implementation.

Overview analysis of statistical data of the Agency of the Republic of Kazakhstan for Statistics for 2016-2018 shows that in order to develop competitive agricultural production and provide the food market with food products for the population of the republic, it is necessary to increase the volume of investments for the purchase of high-performance agricultural equipment, taking into account the need for it for 2018-2019. (tractors - 22 thousand units, combine harvesters - 12 thousand units, sowing complexes -1680 units, etc.) for 1266.4 billion tenge; to build 16 dairy farms, 9 feedlots, 18 poultry farms, 183 hectares of greenhouses, 24 vegetable stores, 250 slaughterhouses, 8 processing complexes, 3 pig farms for 386.8 billion tenge, to buy 9 thousand goals. cattle, introduce drip irrigation in the production of vegetables on 6560 ha of arable land. [eleven].

In the structure of investments, the share of budget funds will be 8.8%, own funds - 68.3%, foreign investments - 0.3% and borrowed funds - 22.6%.

State support to rural producers through centralized investments should be carried out taking into account the transition from irrevocable budget financing to loans on a repayable and paid basis. Moreover, the allocated funds must be returned to the state at the prices of the year at which they are returned. They should be directed to the implementation of training programs, the implementation of major environmental measures, the development of the veterinary and chemical protection services, etc.

According to the Ministry of Agriculture of the Republic of Kazakhstan, it is planned to create and modernize a network of vegetable storages (with a total capacity of about 75 thousand tons to satisfy the additional need for storage capacities of agricultural products for 3 years by 26% (26.4%). The use of modern storage technologies by controlling the optimal thermal regime, an automated ventilation system will reduce storage losses from 40% to 4% of products.

Expanding the production of fruits and vegetables using drip irrigation technologies will ensure optimal water-air balance of the soil, save water, increase productivity by 50-70% in open fields. " The creation of a network of dairy farms will make it possible to produce up to 73 thousand tons of milk annually, increase the domestic demand for raw materials from 55% to 70%, reduce import dependence by 15%, and increase the proportion of dairy cows by almost 2 times (from 37 thousand Goals up to 72 thousand goals). And another important result of these projects.

Since 2017, it is planned to implement similar projects without importing highly productive cattle by reproduction of breeding stock on previously funded dairy farms.

Equipment from world manufacturers Agraliz (Germany), Delaval (Sweden), and others will be used. Meat poultry farms will be expanded and modernized using computer control and control of all production processes, which will reduce the level of poultry meat imports on the domestic market 20% [6.16].

When creating a network of modern feedlots, it is planned to use modern feeding technologies with the production of environmentally friendly beef, covering 35 thousand heads and delivering standard batches in the amount of up to 11 thousand tons per year.

A network of slaughterhouses will be created in accordance with international requirements, which will increase the safety and quality of products and create the basis for large-scale export of domestic meat products. The creation of meat processing plants using high-tech automated equipment will allow the production of vacuum-packed products for direct deliveries to Russian retail chains (production up to 20 thousand tons).

It is planned to increase the number of fine-fleece sheep and increase their specific gravity in 2017 to 35% (from the current 26%) with the receipt of export products with high added value, in particular the production of up to 3.7 thousand tons of high-quality wool tops [6, 12,13].

As part of the development of export of Kazakh grain, a project is underway to build an elevator with a one-time storage capacity of 100 thousand gon: grain, which will ensure the transshipment of at least 1.5 million tons of grain for export to the Caspian direction, the countries of Central Asia and the Middle East.

All projects will be implemented using modern technologies for the production and processing of agricultural products based on high-performance equipment from leading manufacturers from Germany, Holland, Israel, Russia.

The activities of the National Fund of the Republic of Kazakhstan, JSC «Development Bank of Kazakhstan», JSC «Investment Fund of Kazakhstan», JSC «National Innovation Fund» are aimed at implementing targeted investment and scientific and technical programs, regulating investment and stimulating innovative activity. In general, these institutions will focus on investing in the creation of new and developing existing high value-added industries and supporting scientific and technical research and development based on a comprehensive analysis of promising industries, identifying their most important elements. Development institutions should form a single system, the sustainable functioning of which will be based on the principles of decentralization, specialization, competition and transparency.

Innovation policy is the lever with which it is necessary to overcome the recession in the economy, ensure its structural reorganization, saturate the market with various competitive products, increase labor productivity in the industry and fulfill export guidelines for the production and sale of agricultural products. The transition to an innovative model of the economy means not only stabilization, but also an increase in the technical and technological level of domestic production, bringing it closer to a group of highly developed countries of the world. An innovative agricultural economy is formed when agricultural production is based primarily on the basis of innovative activity, which is impossible without new technologies for the formation of a single financial and information space.

Accession to the WTO is considered by Kazakhstan from the point of view of overcoming the main obstacles in the development of the agro-industrial sector: a low level of productivity, an imperfect technological base and small commodity production of agricultural production [7,14].

In this regard, Kazakhstan is of great interest to develop common approaches to subsidizing the agricultural sector within the framework of the CES, similar to the requirements of the WTO Agreement on Agriculture. This will help create additional opportunities for the gradual preparation of agricultural enterprises for activities in the conditions of the most severe competition when entering the world markets.

At the same time, the differences in the provision of state support to the SES countries (in Belarus, the level of state support is about 18%, in Russia - about 6%, in Kazakhstan - about 4%) are considered as an additional opportunity for Kazakhstan to increase the volume of support to the agricultural sector. The creation of equal conditions of state support for Kazakhstani enterprises involved in the processing of agricultural products should lead to a reduction in the share of imports of deep-processed milk and sugar products in domestic consumption and will have a positive impact on the economic and financial activities of enterprises, which will generally positively affect the development of processing sectors of the agro-industrial complex. A similar approach will be effective in the case of subsidies to industrial enterprises.

Over the past 10 years, agricultural production has increased by 41%, in real terms. Exports of agricultural products and their processing increased by 59% and amounted to more than 2.0 billion US dollars, including export to the EAEU countries amounted to 379 million US dollars. Moreover, that investment in fixed assets of agriculture increased only in 2019 to 167.0 billion tenge, or almost 3.4 times.

However, the potential of domestic agribusiness is much higher. Moreover, in most cases, our products compete on an equal footing in the Eurasian market. This is good, but it should be noted here that in many respects the production of these competing products is subsidized by the governments of the EAEU countries, that is, in fact, we reduce the effectiveness of state support to each other or, in other words, finance trade confrontations.

World practice and science show that integration does not guarantee only a positive effect. It can lead to an exacerbation of the contradictions that have accumulated in the economy, and to a decrease in competitiveness. It all depends on the right economic policy, the correct assessment of the economic and political situation in the country, the presence or absence of economic resources.

An assessment of the development indicators of an important sector of the economy that ensures the country's food security shows that in many respects in terms of competitiveness Kazakhstan lags behind Russia and, especially, Belarus.

Kazakhstan is almost 3 times behind Belarus in grain and leguminous crops, almost 2 times behind Russia, and 1.8 and 1.7 times behind sugar beets, respectively. Potato productivity in Belarus is 1.15 times higher than in Kazakhstan. Kazakhstan has a slight advantage in the yield of vegetables, but this is due to the fact that the republic is located farther south than the Russian Federation and Belarus.

In Kazakhstan, the average milk yield per 1 dairy cow in 2015 was 2280 kilograms, or 2.2 times less than in Russia and 2 times less than in Belarus (in Russia - 5001 kg, in Belarus - 4638 kg) [10, from. fifteen; 12; 5; 14, p. 288]. The volume of state support of agriculture to the gross output of agricultural products in Belarus is 16%, in Russia 8%, while in Kazakhstan - 4% [8.16]. Significantly different indicators of state support per 1 hectare of land and 1 employee employed in agriculture.

Kazakhstan occupies an intermediate position between Russia and Belarus, however, it lags significantly behind the indicators of Belarus: in terms of state support per 1 hectare of sown area by 5.4 times, by 1 agricultural worker - almost 8 times. One of the main indicators reflecting the competitiveness of products is its cost.

For almost all commodity items under consideration, except for cattle, the cost of agricultural products in Kazakhstan is higher than in Russia. These and many other data show that Kazakhstan and its partners in the EAEU need to pursue a joint agricultural policy so that neither side suffers, but, on the contrary, benefits from integration into the common market. In world practice, considerable experience has been accumulated in solving the agrarian problems of the partner countries of integration groups.

Summary and Conclusion

The experience of the EE deserves special attention, where since 1957, that is, the time of the creation of a common market, the Unified Agricultural Policy (CAP) has been implemented throughout the European Union. Moreover, until 1992, expenditures on agriculture represented 49% of the EU budget [13,17,18,19,20].

The main values that can be learned from the experience of the EU Common Agricultural Policy:

Firstly, the goals of the UCP. The main objectives of the Unified Agricultural Policy are:

1. Providing farmers with an acceptable standard of living. In other words, the EU agrarian policy is aimed at maintaining farm prices and incomes. It is known that agriculture is the only branch of production where the laws of free competition apply. Therefore, surrounded by monopolized industrial, commercial, etc. To do farming on the market is to doom yourself to disproportionate low incomes. Without strong government support guaranteeing an acceptable income, the agricultural business is unattractive.

2. Providing consumers with quality products at fair prices. The products of European farmers are divided into three groups: destined for export to third world countries, destined for export to developed countries and destined for domestic consumption (the highest quality). We, as a rule, produce better products for export than for our own population. This is a legacy of the Soviet past. In Europe, by contrast, agricultural production aims to provide its population with the highest quality products at fair prices.

3. Preservation of agricultural heritage. The agricultural heritage is not only the preservation of traditions in production activities, but also cultural and historical values.

Secondly, the harmonization of politics, its transfer to the supranational level. Currently, each EAEU partner country is pursuing its own agricultural policy. Even the volume of state aid is 4 times more in Belarus and 2 times more in Russia than in Kazakhstan. Therefore, the formation of a single food market without harmonization of agricultural policy does not seem real.

Thirdly, the principles of agricultural policy. In the EU, by 1962, three main principles for the conduct of the ESC were established:

- market integrity. The agricultural market of partner countries should function as a whole. Only in this case is it possible to realize comparative advantages for the benefit of the whole union;
- preference for community products. Agricultural policy should be aimed at creating a healthy population. Therefore, products for domestic consumption should be of high quality, environmentally friendly, without various gene changes and harmful additives. And the population of partner countries must be sure of this and prefer the products of the union;
- financial solidarity. In this regard, the experience of the EU is invaluable. Germany and France are EU budget donors, and agricultural countries such as Spain, Greece and Portugal are the largest recipients.

Fourth, the need to take into account the social structure of agriculture and both structural and natural differences between different agricultural regions. Kazakhstan, Belarus and Russia are three large countries. Their territories are located in various natural zones. Different national traditions, which are especially preserved in the countryside. Therefore, it is impossible to completely level out all forms and methods of support for all regions of these countries, but also to act in accordance with their features.

Fifth, a set of mechanisms for implementing agricultural policy. In the West, methods such as:

- taxation of imports;
- import quotas to limit the number of imported products;
- domestic intervention prices. If the domestic market price falls below the intervention level, the EU buys goods to raise the price to the intervention level;
- direct subsidies for farmers. Moreover, subsidies were a tool to encourage farmers to grow crops that are not enough in the EU countries, that is, a tool to reduce economic incentives for overproduction.

Subsidies were mainly paid to the land on which a particular crop was grown, and not to the total number of crops produced. In the West, it is believed that storing and placing surplus production is a waste of resources.

Sixth, harmonization of legislation. Existing differences on such items as the permission or prohibition of preservatives, food colors, hormones and other substances in food, labeling rules, animal diseases, etc. should be leveled, because they can create problems both in the internal trade of partner countries and in trade with third countries.

Seventh, transparency of expenditures on agricultural support. The financial resources allocated from the general budget to support agricultural producers in a particular country should be controlled, transparent, well-known, and should not infringe on the interests of either side.

The experience of the SAT shows that, thanks to its implementation, the EU countries have become major exporters of agricultural products, fully providing their population with food.

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БӘСЕКЕЛІК ПРОЦЕСІНІҢ ҚЫЗМЕТІ: ЕУРАЗИЯЛЫҚ ЭКОНОМИКАЛЫҚ ОДАҚ ШЕҢБЕРІНДЕГІ ҚАЗАҚСТАННЫҢ АУЫЛШАРУАШЫЛЫҚ КЕШЕНІНІҢ БІРЛІГІН БАҒАЛАУ

Аннотация. Біртекті халықшаруашылық кешенін құру және дамыту негізіндегі өндірістің материалдық жағдайы, өндірістің жағдайы мен шараларының өзгермелі шарттарына сәйкес бір уақытта экономикалық реттеу және басқаруды қамтамасыз етудің қажеттілігі мен мүмкіншіліктерін айтып көрсетеді. Олар кәсіпорындар мен өндірістік бірлестіктердің соңғы жұмыс көрсеткіштерінің қайта бағдарлануын талап етеді. Агроөндірістік кешен (АӨК) басқа да салааралық халықшаруашылық кешендері сияқты өзінің құрылымдық міндеттерін тиімді орындауы қажет. Бұл мақсаттың жетістігі өзіне сәйкес өндірістің кешендік қызметтік-салааралық құрылымына әсер етеді. Өкімет, әрине, бұл жерде жасырынбай, белсенді саясат жүргізумен қатар қорғаныс механизмдерін түзеді.

Бүгін жаһандану әлемдік нарықтарда ауыл мен елдің негізгі азық-түлік қауіпсіздігін қамтамасыз ету, Қазақстан агроөнеркәсіптік кешені ауыл шаруашылығы өндірісінің тұрақты өсу үрдісіне ие. Және бұл өсімге бізде барлық жағдай жасалған. Қазақстан Республикасында бейімделуі мүмкін оң үрдістер, ауыл шаруашылығын дамытуға шетелдік тәжірибесін зерттеу, тұрақты негізде отандық өнімнің ұлттық бәсекелестік артықшылықтарын дамыту ауыл шаруашылығы тұрақты дамуын қамтамасыз ету мақсатында жүргізілуде.

Мақалада ұлттық экономика, оның ішінде АӨК, бәсекеге қабілеттілігіне экономикалық интеграцияның әсері бойынша мәселелер қаралған. Оң және кері әсер тигізуші эффектілер анықталған. Қазақстан, Ресей және Беларусь елдерінің ауылшаруашылығының экономикалық көрсеткіштерінің динамикасы талданған.

Агроөнеркәсіптік кешенді мемлекеттік қолдаудың заманауи жүйелері агро-азық-түлік жүйесінің институционалдық базасын макро деңгейде де, аймақтық деңгейде де дамытуды көздейді. Талдау интеграциялық процестердің қарқындылығының деңгейі тауарлардың түріне байланысты айтарлықтай өзгеретіндігін көрсетті: әсер азық-түлік және ауылшаруашылық шикізаттарының саудасында едәуір байқалады. Бірқатар шет мемлекеттердің санкциялар салуы және Ресейде де, Қазақстанда да импортты алмастыру бойынша қолданыстағы саясат аясында ауылшаруашылығы саласындағы интеграциялық процестердің дамуы, әсіресе шекаралас аймақтарда, азық-түлік қауіпсіздігінің қауіп-қатерін төмендететін күшті факторға айналуда.

Ауылшаруашылығының бәсекеге қабілеттілігінің өзгеруін көрсететін көрсеткіштер анықталған.

Авторлардың пікірі бойынша, аграрлық-өнеркәсіптік кешеннің бәсекеге қабілеттілігін абсолютті емес, салыстырмалы көрсеткіштермен талдау болады. Ауылшаруашылық өнімділігі мал және құстың өнімділігі, таза экспорт индексі, өндіріс тиімділігі, негізгі қорлардың тозуы, жан басына шаққандағы өнім көлемітен өлшенеді. Жүргізілген зерттеулер нәтижесінде авторлар келесі қорытындыға келді: ЕАЭҚ-ға кіретін әрбір елдін салыстырмалы артықшылықтары бар, оларды Еуразиялық экономикалық қоғам жағдайында біртұтас азық-түлік нарығын қалыптастыру кезінде еске алу керек.

Түйін сөздер: өнеркәсіп, мұнай өнеркәсібі, стратегия, даму, өнімділік, экономика, отын-энергетикалық ресурстары.

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АКТИВИЗАЦИЯ ПРОЦЕССОВ КОНКУРЕНТОСПОСОБНОСТИ: ОЦЕНКА АДАПТИВНОСТИ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА КАЗАХСТАНА В РАМКАХ ЕВРАЗИЙСКОГО ЭКОНОМИЧЕСКОГО СОЮЗА

Аннотация. Материальные условия производства, лежащие в основе формирования и развития единого народнохозяйственного комплекса диктуют одновременно возможность и необходимость совершенствования методов регулирования и управления экономикой в соответствии с меняющимися условиями и факторами производства. Они требуют переориентации предприятий, производственных объединений и промежуточных показателей работы на конечные результаты. Агропромышленный комплекс (АПК), как и другие межотраслевые народно-хозяйственные комплексы, должен эффективно выполнять свои функциональные задачи. Достижению этой цели способствует функционально-отраслевая структура комплекса соответствующего производства. В заслугу власти, конечно, следует поставить то, что она проводит проактивную политику, не прячется, а выстраивает защитные механизмы.

Сегодня, в условиях глобализации мировых агропродовольственных рынков и актуализации вопросов обеспечения продовольственной безопасности страны, агропромышленный комплекс Казахстана имеет тенденции стабильного роста сельскохозяйственного производства. И для этого роста у нас созданы все условия.

В статье рассматривается влияние экономической интеграции на национальную экономику, в том числе на агропромышленный комплекс страны. Выявлены положительные и отрицательные эффекты интеграции. Проанализирована динамика экономических показателей сельского хозяйства Казахстана, России и Беларуси.

Современные системы государственной поддержки АПК предполагают развитие институциональной базы агропродовольственных систем как на макроуровне, так и на уровне регионов. Проведенный анализ показал, что степень интенсивности протекания интеграционных процессов в значительной степени варьируется в зависимости от вида товаров: в наибольшей степени эффекты заметны в торговле продовольственными товарами и сельскохозяйственным сырьем. В условиях введения санкций со стороны ряда зарубежных стран и осуществляемой в настоящее время политики импортозамещения как в России, так и в Казахстане развитие интеграционных процессов в области сельского хозяйства, особенно в рамках приграничных регионов, становится мощным фактором, снижающим риски продовольственной безопасности как политического, так и экономического, природного характера.

Уточнены показатели, отражающие конкурентоспособность сельского хозяйства.

Авторы считают, что оценка конкурентоспособности агропромышленного комплекса должна осуществляться не абсолютными, а относительными показателями: урожайность сельхозкультур, продуктивность скота и птицы, индекс чистого экспорта, рентабельность производства, степень износа основных средств, объем продукции на душу населения. На основе проведенного анализа авторы пришли к выводу, что каждая страна-партнер по ЕАЭС имеет свои сравнительные преимущества, которые необходимо учитывать при формировании единого рынка продовольствия в рамках Евразийского экономического союза.

Ключевые слова: сельское хозяйство, стратегия, развитие, производительность, экономика, эффективность, Евразийский экономический союз.

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MECHANISMS OF DEVELOPMENT OF INNOVATIVE ACTIVITY: ADAPTATION OF FOREIGN EXPERIENCE IN KAZAKHSTAN

Abstract. Nowadays, the development of innovation activity is particularly important for the economy of Kazakhstan. The effectiveness of legal acts depends on the development of innovation activity. In article the advanced foreign experience of normative-legal regulation of innovative sphere is considered.

The commercialization of technologies cannot be fully linked to the state budget; it is mainly determined by the demand for research and development from the non-state sector of the economy. The experience of developed countries shows that partnerships between the private and public sectors of the economy are the basis for innovative development. Mutually beneficial cooperation of private commercial and state scientific structures should also become the basis for the development of innovation processes in Kazakhstan. In this regard, it is necessary, by analogy with the measures provided for in the Stevenson-Wydler Act, to give state scientific institutions the right to conclude cooperative agreements on joint research and development with firms.

Keywords: innovation, regulatory support, intellectual property, center for engineering and technology transfer, scientific and technical institute.

In today's world innovations do not happen by themselves. On a continuous basis, they are introduced only where there are appropriate conditions for the emergence of ideas and an understanding of their value and significance, to ensure their implementation. The formation of such conditions is meant to be implemented by the state innovation policy as a mechanism to regulate the innovation activity itself. Accordingly, the legal aspects that regulate the development of innovation from the moment an idea emerges to the processes of commercialization of innovation and distribution of the results of innovation activities become particularly important. [1].

Regulatory and legal support for innovation activities in Kazakhstan lags behind the requirements of time. Adopted legislative and regulatory acts aimed at stimulating innovation processes do not produce the expected effect. The current global trends in the development of the innovation sphere require the use of more effective mechanisms for the integration of science and business, cooperation between the public and private sectors in the adoption of innovations and technology transfer.

In the developed countries of the world various schemes of commercialization of intellectual property objects (IPO) have been developed and applied - from the transfer of property rights for the whole IPO created at the expense of budget funds to the private sector (USA) to the system when the state reserves certain property rights and actively promotes commercialization of the results of scientific research and development created at the expense of state financing (Great Britain, Germany, Japan) [2]. Despite the existence of different approaches to involving IPOs created with public funding into economic turnover, all these systems have proved to be quite effective. Nevertheless, the American scheme of involving IPOs in industrial development is recognized by many experts as one of the best examples in international practice.

In 1980, the U.S. Congress, concerned about Japan's increasing competitiveness through two pieces of legislation - the Bayh Dole Act (Pub L. 96-517) and the Stevenson-Wydler Act (Pub L. 96-418) - was forced to take drastic measures to promote the commercialization of R&D results.

The enactment of the Bayh-Dole Act and the Stevenson-Wydler Act has fundamentally changed the innovation landscape in the United States. Whereas before 1981 Universities were granted fewer than 250 patents per year, about 10 years after the Act was adopted, the number of patents increased to 1,600, with about 80% of the research funded by the Government.

Both of these Acts were aimed at encouraging the commercialization of research and development (R&D) activities that were funded or developed by the Government. The Bayh Dole Act falls within the scope of ownership of patented R&D results that have been obtained through Government funding from non-governmental institutions - universities, small firms and non-profit research laboratories. The Stevenson-Wyldler Act refers to proprietary rights in patented R&D results obtained through collaborative research between Government research laboratories and external partners from the Federal Budget without direct funding from an external partner [2].

The adopted laws were based on the premise that simple financing of fundamental research in large amounts would not solve the problem of commercialization of American technology. On the contrary, commercialization of technologies is not a linear process when increasing investments in fundamental research automatically leads to creation of additional applied research and development, to commercialization and introduction of R&D results into the economy. In the 1980s, the problem in the USA was that despite the high level of development of basic science in general, other countries commercialized the results of American research. The second precondition was that the US Government was not the effective owner of IP, which had already been financed and created by it.

Based on the study of the American experience of legal support of innovation activities, we deem it necessary to adopt the Law of the Republic of Kazakhstan "On Technology Transfer".

The Law of the Republic of Kazakhstan "On Technology Transfer" should be aimed at stimulating the process of involving intellectual property objects created at the expense of budgetary funds in the economic turnover.

In order to effectively involve the IPO in industrial development, it seems advisable to establish in Kazakhstan a legal framework for the creation of research and technology implementation centres and joint research centres within each State scientific institution.

The functional responsibilities of the Centers for Research and Technology Introduction should be as follows:

1) evaluation of the scientific and technical project in which the state scientific and technical institution is involved for commercial value;

2) search and dissemination of information regarding R&D results owned by a state scientific and technical institution that have a high degree of commercialization;

3) cooperation and assistance to the Engineering and Technology Transfer Centre (hereinafter - CITT);

4) participation in regional, regional programmes designed to facilitate or promote technology transfer for the benefit of local authorities under whose jurisdiction the institution is located.

The staff of such Centres should be made up of researchers in the institution. As the majority of scientific workers are people far from practical economy, it would be expedient to legislate a mandatory organization by CITT management - courses, round tables, where scientists could improve their knowledge and practical skills, share experiences in the field of technology transfer.

The commercialization of technologies cannot be fully linked to the state budget; it is mainly determined by the demand for research and development from the non-state sector of the economy. The experience of developed countries shows that partnerships between the private and public sectors of the economy are the basis for innovative development. Mutually beneficial cooperation of private commercial and state scientific structures should also become the basis for the development of innovation processes in Kazakhstan. In this regard, it is necessary, by analogy with the measures provided for in the Stevenson-Wydler Act, to give state scientific institutions the right to conclude cooperative agreements on joint research and development with firms. The outcome of joint research would be results of high commercial value. For example, the average cost of a similar collaborative research project in the United States is $800,000 [3]. Such an agreement carries with it mutually beneficial conditions, both for budget-funded R&D organizations and for firms that have taken part in research. As a result, the government would increase the efficiency of public investment in R&D by engaging the private sector for the subsequent commercialization of research results. In turn, private firms involved in joint R&D could obtain a simple non-exclusive license to the IPO, thereby enabling them to generate greater economic benefits.

In order to motivate employees of scientific institutions in technology transfer, it is advisable to allow public research organizations to license their inventions independently, bypassing higher supervisory authorities, and to retain all income from licenses after payment of at least 15% of this income to federal employees and inventors.

In the Kazakhstan legal system aimed at stimulation of innovation processes, the gap that needs to be filled remains the issue of rights of ownership of research and development results by the University and/or private sector, creating IPO, within the framework of the state order. According to the Kazakhstan legislation, in this case the state would be the owner of an IPO. However, international practice proves that such a scheme for allocating ownership rights to research results is not promising from the perspective of building an effective innovation system.

In our opinion, it is necessary to allow small enterprises and Universities to keep patent rights on IPO, received in the course of performance of the state order on research and development. In this case, as a customer and investor of research and development, the state would assign ownership of the R&D result to innovation enterprises and universities that fulfilled this order. The benefits of such interaction are obvious. From the assignment, the Government would benefit from the creation of new jobs and, as a result, from increased tax revenue due to increased economic activity caused by the commercialization of inventions financed by the Government. Enterprises would receive exclusive licenses to use inventions, which would greatly encourage them to use corporate funds for the commercialization of inventions. Universities, by granting licences to commercial enterprises to use innovations, would receive royalties and licence fees.

All the above measures to facilitate commercialization of R&D results performed at the expense of the budget should be reflected in the Law of the Republic of Kazakhstan "On Technology Transfer".

With regard to improving legal and regulatory support for small innovative businesses in Kazakhstan, the US Federal Small Business Innovation Research (SBIR) Program is of interest. The program is designed to provide start-up capital for small firms engaged in the production of knowledge-intensive products. Inclusion of SBIR in the mechanism of state regulation obliged federal agencies with the total budget for research and development of more than 100 million dollars. USA allocates annually 0.2% of the R&D budget for small innovative businesses, and more than $20 million for agencies with the scientific budget. Also, government increase annual allocations to support small science-intensive business R&D [4, p. 99].

The adoption of the SBIR program has had a positive impact on small innovative firms. According to a study by the US National Institute of Health, more than 90% of the businesses surveyed were highly appreciative of the government support provided through SBIR, and 64% of the respondents said that without SBIR the project would not have been possible. Since the SBIR was launched, the program's budget in 1983 has been about 45 million dollars. It has grown to $2.01 billion by 2004. Together with SBIR, the government has invested more than $17.5 billion in small enterprise research.

In our opinion, it is expedient to adopt a special Program of small science intensive business development and the Law of the Republic of Kazakhstan "On state support of small innovative entrepreneurship". The Program should become an instrument of state support for small innovative entrepreneurship, similar to the American practice of supporting small knowledge-intensive business. In order to implement this Program, it would be advisable to establish a Small Innovative Entrepreneurship Support Fund (hereinafter, the Fund). The Fund's responsibilities will include the following:

- accumulation of monetary funds allocated by the Ministries to support small innovative businesses;
- the organization of competitions on selection of perspective innovative projects, proceeding from requirements of the Ministries of RK and carrying out of examination on commercial value;
- according to the results of the expertise, provision of financial support in the form of grants to the subjects of small innovative business for the implementation of a potentially profitable innovative project.

Financial support to innovation projects under the Small Science-Intensive Business Development Program should be carried out in three stages. The first stage, the maximum term which is 6 months, should estimate perspective of innovation and possibility of realization of this project. At the given stage on the works corresponding to this stage it can be allocated to 20 thousand dollars. The transition to the next phase is largely determined by the performance of the previous phase. The second stage includes project development and implementation. The work at this stage should lead to the creation of a prototype product, product, technology and, even more importantly, to show the benefits of innovation. The maximum grant amount at this stage is up to $250,000, and the duration of the stage is 3 years. The last stage of the Program is a transfer of research results from laboratory practice to market environment, and if they are in demand, the Program ends with large-scale production of innovation. At this stage the Fund should depart from financing of the innovative project and the enterprise should independently take care of attraction of investments.

The aim of the Program is to involve small firms in innovation activities.

The direction of the Program shall correspond to the following objectives:

- to stimulate the growth of innovation in knowledge-intensive industries;
- to harness the potential of small businesses to perform R&D in line with the public interest;
- increasing the interest of small businesses in commercialization of R&D results performed with the state support.

All ministries of the Republic of Kazakhstan, including the Fund for the Support of Small Innovative Enterprises, should become responsible bodies for the Program implementation. The Ministries are responsible for allocating 2% of their R&D budget to form the Fund's budget and carrying out orders for research projects in accordance with their needs for the allocated amount.

The Law, in turn, should define the goals and objectives of the Program, the bodies responsible for the implementation of the Program and their competences.

At present, the scientific and technological potential of Kazakhstan is characterized by a low level of involvement of creative people in research and development. The circumstance that has led to a shortage of human resources in science and technology is the relatively low wages in this area compared to other sectors of the economy and the declining prestige of the profession. In our opinion, it is impossible to increase the attractiveness of the profession of a researcher without solving such an important task as improving the legislative framework regulating the raising of the status, social guarantees and increasing the income level of researchers.

It would be advisable to add a new paragraph providing for an increase in the salary of a researcher to Article 26 "Financial support of science and scientific and technical activity" of the Law of the Republic of Kazakhstan "On Science", or a new article "State support of scientific personnel" should be added to this Law. According to this paragraph, the minimum wage for scientific personnel should correspond to the average wage in the financial sector of the economy.

Most young specialists are people who have difficulties with housing. Renting an apartment in large cities of Kazakhstan is approximately the same as renting a similar apartment in cities of industrialized countries. As science occupations require home comfort, emotional calmness and concentration of attention on the investigated problem, instead of constant search of habitation, it will be expedient from the side of the state to provide young employees in need of habitation who are occupied in research institutes, higher educational institutions, scientific centers, etc. The measure on maintenance of young employees with housing should be reflected in new article of the Law of the Republic of Kazakhstan "On science" - "State support of scientific personnel".

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ИННОВАЦИЯЛЫҚ ҚЫЗМЕТТІ ДАМЫТУ МЕХАНИЗМДЕРІ: ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ШЕТЕЛ ТӘЖІРИБЕСІН БІРДЕУ

Аннотация. Қазіргі таңда озық мемлекеттердің экономикалық дамуы инновацияларға арқа сүйейді. Сол инновациялар Қазақстанда да экономикалық дамудың басты қозғаушы күші болмақ. Инновациялар бос орынның үстінде пайда болмайды, олардың пайда болуына қолайлы орта жасалуы қажет. Инновациялардың қарқынды түрде пайда болуына қолайлы орта туғызатын бірден-бір басты механизмнің бірі нормативті-құқықтық қамтамасыз ету болып табылады. Берілген мақалада Қазақстан Республикасындағы инновациялық саланы нормативті-құқықтық қаматамасыз ету механизімін жетілдіру мәселелері қарастырылады.

Технологияларды коммерцияландыру мемлекеттік бюджетпен толық байланысты бола алмайды, негізінен ол экономиканың мемлекеттік емес секторы тарапынан зерттеулер мен әзірлемелерге деген сұраныспен айқындалады. Дамыған елдердің тәжірибесі көрсеткендей, экономиканың жеке және мемлекеттік секторларының серіктестігі инновациялық дамудың негізі болып табылады. Жеке коммерциялық және мемлекеттік ғылыми құрылымдардың өзара тиімді кооперациясы Қазақстанда да инновациялық процестерді дамытудың негізі болуға тиіс. Осыған байланысты Стивенсон-Уайдлер Заңында көзделген шараларға ұқсас мемлекеттік ғылыми мекемелерге фирмалармен бірлескен ҒЗТКЖ жүргізуге кооперативтік келісімдер жасау құқығын беру қажет.

Бірлескен зерттеулердің қорытындысы үлкен коммерциялық құндылығы бар нәтижелер болар еді. Мысалы, АҚШ-та ұқсас бірлескен зерттеулер жобасының орташа құны 800 мың АҚШ долларын құрайды. АҚШ-тың [3]. Мұндай келісім ҒЗТКЖ-ны бюджет есебінен жүзеге асыратын ғылыми ұйымдар үшін де, зерттеулер жүргізуге қатысқан фирмалар үшін де өзара тиімді шарттарды өзіне алып келеді. Келісім нәтижесінде мемлекет зерттеу нәтижелерін кейіннен коммерцияландыру үшін жеке секторды тарту арқылы ҒЗТКЖ-ға мемлекеттік инвестициялардың тиімділігін арттыруға қол жеткізер еді. Өз кезегінде, бірлескен ҒЗТКЖ-ға қатысқан жеке фирмалар ИЫҰ-ға жай ерекше емес лицензия ала алады, осылайша үлкен экономикалық пайда алу мүмкіндігіне ие болады.

Ғылыми мекемелердің қызметкерлерін технологиялар трансфертінде уәждеу мақсатында Жоғары тұрған жетекшілік ететін инстанцияларды айналып өтіп, мемлекеттік ғылыми-зерттеу ұйымдарына өз өнертабыстарын дербес лицензиялауға және федералдық қызметкерлер мен өнертапқыштарға осы кірістердің кемінде 15% төленгеннен кейін лицензиядан барлық кірістерді ұстап тұруға рұқсат еткен жөн.

Инновациялық үдерістерді ынталандыруға бағытталған қазақстандық құқықтық жүйеде толымды талап ететін бос орын мемлекеттік тапсырыс шеңберінде ҒЗТКЖ нәтижелерін университеттің және/немесе ИЫҰ құратын жеке сектордың иелену құқығына қатысты мәселе қалады. Қазақстандық заңнама бойынша бұл жағдайда ИЫҰ иесі мемлекет болып табылады. Алайда, халықаралық тәжірибе тиімді инновациялық жүйені құру тұрғысынан зерттеу нәтижелерін иеленуге құқықтарды бөлудің осындай схемасының перспективалылығын дәлелдейді.

Біздің ойымызша, шағын кәсіпорындар мен университеттерге ҒЗТКЖ-ға мемлекеттік тапсырысты орындау барысында алынған ИЫҰ-ға патенттік құқықтарды сақтауға рұқсат ету қажет. Бұл жағдайда, ғылыми зерттеулер мен әзірлемелердің тапсырыс берушісі және инвесторы бола отырып, мемлекет инновациялық кәсіпорындар мен университеттерге осы тапсырысты орындаған ҒЗТКЖ нәтижесін иеленуге меншік құқығын берер еді. Мұндай өзара іс-қимылдың тиімділігі айқын. Құқықты қайта табыстаудан Үкімет жаңа жұмыс орындарын құрудан және нәтижесінде үкімет қаржыландырған өнертабыстарды коммерцияландырудан туындаған экономикалық белсенділіктің өсуінен салық түсімдерінің ұлғаюынан пайда алар еді.

Түйін сөздер: инновация, нормативтік қамтамасыз ету, зияткерлік меншік, инженерлік-технологиялық трансферт орталығы, ғылыми-техникалық институт.

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МЕХАНИЗМЫ РАЗВИТИЯ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ: АДАПТАЦИЯ ЗАРУБЕЖНОГО ОПЫТА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В настоящее время экономическое развитие передовых государств опирается на инновации. Эти нововведения станут движущей силой экономического развития в Казахстане. Инновации не появляются над свободным пространством и должны быть предназначены для создания благоприятной среды. Одним из основных механизмов, создающих благоприятную среду для появления инноваций, является нормативно-правовая поддержка. Данная статья посвящена вопросам совершенствования правовой базы для инноваций в Республике Казахстан.

Коммерциализация технологий не может быть всецело связана с государственным бюджетом, в основном она определяется спросом на исследования и разработки со стороны негосударственного сектора экономики. Как свидетельствует опыт развитых стран, партнерство частного и государственного секторов экономики является основой инновационного развития. Взаимовыгодное кооперирование частных коммерческих и государственных научных структур также должно стать основой развития инновационных процессов и в Казахстане. В связи с этим необходимо по аналогии с мерами, предусмотренными в законе Стивенсона-Уайдлера, предоставить государственным научным учреждениям право заключения кооперативных соглашений на проведение совместных НИОКР с фирмами.

Итогом совместных исследований были бы результаты, имеющие большую коммерческую ценность. К примеру, средняя стоимость проекта аналогичных совместных исследований в США составляет 800 тыс. долл. США [3]. Такое соглашение несет в себе взаимовыгодные условия как для научных организаций, осуществляющих НИОКР за счет бюджета, так и для фирм, перенявших участие в проведении исследований. В результате соглашения государство добилось бы повышения эффективности государственных инвестиций в НИОКР посредством привлечения частного сектора для последующей коммерциализации результатов

исследований. В свою очередь, частные фирмы, участвовавшие в совместном НИОКР, могли бы получать простую неисключительную лицензию на ОИС, тем самым иметь возможность извлечь большую экономическую выгоду.

В целях мотивирования сотрудников научных учреждений в трансфере технологий целесообразно разрешить государственным научно-исследовательским организациям, минуя вышестоящие курирующие инстанции, самостоятельно лицензировать свои изобретения и удерживать все доходы от лицензий после уплаты минимум 15% этих доходов федеральным сотрудникам и изобретателям.

В казахстанской правовой системе, направленной на стимулирование инновационных процессов, пробелом, требующим восполнения, остается вопрос относительно прав владения результатами НИОКР Университетом и/или частным сектором, создающим ОИС, в рамках государственного заказа. По казахстанскому законодательству в данном случае владельцем ОИС являлось бы государство. Однако международная практика доказывает неперспективность такой схемы распределения прав на владение результатом исследований с точки зрения построения эффективной инновационной системы.

На наш взгляд, необходимо разрешить малым предприятиям и университетам сохранять патентные права на ОИС, полученные в ходе выполнения государственного заказа на НИОКР. В данном случае, являясь заказчиком и инвестором научных исследований и разработок, государство переуступило бы право собственности на владение результатом НИОКР, исполнявшим данный заказ организациям – инновационным предприятиям и университетам. Выгодность такого взаимодействия очевидна. От переуступки права Правительство получало бы прибыль от создания новых рабочих мест и, в результате, от увеличения поступлений налогов из-за роста экономической активности, вызванной коммерциализацией изобретений, создание которых было финансировано Правительством.

Ключевые слова: инновации, нормативно-правовое обеспечение, объект интеллектуальной собственности, центр инжиниринга и трансфера технологий, научно-технического учреждения.

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THE CONCEPT OF GRAPHIC DESIGN OF THE MEDICINE AND VETERINARY EMBLEMS IN THE TURKISH WORLD

Abstract. The article presents a unified graphic design of the national emblems of medicine and veterinary science of the Turkic nations, which can be used in the effective organization of healthcare and veterinary in the Turkic world

Keywords: concept, Turkic folk traditions, alasta, hygiene, graphic design of medicine and veterinary emblems, Turkic world.

Relevance. When considering the arrangement of sciences in the general classification of engineering sciences in their broad sense, the medical sciences are next to the veterinary and are directly interconnected, that is why more than 100 years ago, two institutions of medicine and veterinary science were part of the same Medical Department, in this regard, the emblems of medicine and veterinary should be presented together for analysis and development of a common concept.

In addition to the common attributes of statehood, many countries have their national emblems of medicine and veterinary, which are largely borrowed from the classical emblems: the Rod of Asclepius, a cup with a snake, winged Caduceus, the Red Cross (symbolizing Christian mercy), the Red Crescent (symbolizing Muslim mercy), etc. [1,2,3,4]. In this regard, the Republic of Turkey is no exception, having its own national emblems of medicine and veterinary, which are a stylized copy of famous signs.

Two emblems of medicine are used in the republic, which are completely different from each other, but referring to copies imitating well-known medicine emblems [5], one of them is shown in figure 1.

Figure 1 – The old emblem of Turkish medicine

Figure 2 – The general medical logo of a joyful individual with hands up

Figure 3 – The new emblem of Turkish medicine

The old emblem of Turkish medicine has a lot in common with some modern symbols of medicine and a healthy lifestyle, illustrating a joyful individual with hands up under the slogan "Health is wealth" [6], (figure 2).

The second emblem of Turkish medicine is shown in figure 3.

The new logo of Turkish medicine (figure 3), basically symbolizing medicine, is identical to the winged Caduceus, who in the Ancient World was considered “the god of travelers, merchants, thieves, and also many others, but **not the god of healing**” [1, p.17].

There are also two veterinary emblems in the Republic of Turkey, however, they are almost identical in a degree of similarity, but have different color and graphic solutions [7,8], (figures 4 and 5).

Figure 4 – The emblem of the Turkish Veterinary Medical Society

Figure 5 – The logo of the «Turkish Veterinary Medical Association»

Figure 6 – Israel Veterinary emblem

Each of the veterinary emblems is based on a burning torch with a snake entwined along with its handle. A similar logo of veterinary medicine is used in Israel, in composition with the Latin letter "V" [9], (figure 6).

The presented Turkish Veterinary emblems, embodying the "fusion" of the staff of Asclepius and the burning torch, are borrowed from symbolic emblems, "especially of the later period of antiquity (in the Roman Empire), where the snake already encircles the burning torch" [1, p.18].

Thus, the medicine and veterinary emblems in Turkey cannot be correlated with the true spiritual values of the Turkish people, regarding the healing of humans and animals in the distant past, besides, in our opinion, the use of the elements of the state emblem and flag in these symbols is not permissible. Meanwhile, to popularize state symbols, it is perfectly acceptable to display them on souvenir products by firms that have received a license for such production.

Introduction. Ancient civilizations revered fire and the sun, seeing in them a kind of healing power and often depicted them in the form of fiery-solar signs. The Turkic civilization, which left us a large number of images of the sun, was no exception.

For many centuries, the majority of Turkic backgammon had a rite of purification (healing) by fire, which can be attributed to the first medical and veterinary hygienic methods of a kind of prevention of human and animal diseases by healers [10,11].

A brief mention of such a purification rite by fire is available from the envoy of the Byzantine Emperor Justinian II in the Western Turkic Kaganate Zemar Kilikiy, made by him back in 568 AD [12].

A similar purification rite was also common at the headquarters of Batu Khan in the 13th century, where “Tatars must pass between two bonfires before entering other people's homes” [12, p.9].

One of the first of these rites was described in detail by the great son of the Kazakh people, ethnographer Chokan Chingisovich Valikhanov: “The fire has a purifying quality. Clean by passing between two fires. The Kyrgyzs (Kazakhs) rite of purification is called *alasta*. Traveling from wintering grounds, they pass between two fires.” [13,14], (figure 7).

Figure 7 – Photo of Ch.Ch. Valikhanov

Somewhat later, in 1911, S.I. Rudenko described similar worship of fire from another Turkic people - the Chuvashs: "The entire male population takes part in the fire production. With this fire, the healer lights two fires on the sides of the entrance of the dug trench and puts 2 tubs with water near the exit. Through it, all the inhabitants of the village pass, then drive the cattle. At the exit, the healer sprinkles water from the tub with everyone: “Be healthy” (quoted by I. Kukushkin) [15,16].

According to G.A. Alekseev, in ancient times, healers concentrated in their hands the whole treating action, for these purposes they created "bonfire sites" in camps and hillforts, hence the name "sanctuary" came [10, p.85]. In the purification rite “Passing through the gates” of the Tatar people, which was caused by epidemics of especially dangerous infections, the passage between the two fires of the entire population of the village, as well as livestock, was also unchanged [17].

The emergence of purifying rites of *serenes* among the Chuvash, meaning “to expel”, leads it to the Turkic root of the *suras* - “to drive forward, to drive away” between two fires, which corresponds to the Altai syur - “to drive, to expel”, other Turkic peoples have this similar word [17, p.48].

Authoritative ethnographers proved that the simultaneous purification rite (passing between two fires (or bonfires) “among many nations of Eurasia does not mean borrowing it from each other, but a single archaic basis,” but “one should not forget its variability” [17, p.63].

It must be emphasized that another of the common symbols in traditional Turkic society was fiery-solar drawings [15, p.66, 214] since the Turkic orientation system was also associated with the cult of the rising sun [18], then as a frame in emblems can be represented by a solar sign in the form of rays of the sun - the so-called Turkic eight-ray star [15, p.214].

In the opinion of I.A. Kukushkin, the Turkic eight-ray star was found during excavations of the Ashchi-Ozek monument, located in the Karkaraly district of the Karaganda region, the Republic of Kazakhstan, 12 km north-west of the Kasym Amanzholov village, on the right bank of the Ashchi-Ozek river, the left tributary of the Taldy River and dates back to the Andronovo culture [19,20].

The aim. Presentation and application of the concept of graphic design of the medicine and veterinary emblems in the Turkic world states.

Results. After reviewing the literary, archival and archaeological sources about the material culture in the antiquity of the Turkic nations, we graphically reconstructed the emblems of medicine and veterinary of the Turkic world using the example of the traditional Kazakh society [21,22].

Previously, we had graphically reconstructed the main elements of the emblems, these were two lights of bright red color, one above the other and on the same vertical line, each of which was framed by a colored arc.

Figure 8 – Photo of postage stamp No. 920

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ РЕСПУБЛИКА КАЗАХСТАН

АВТОРЛЫҚ ҚҰҚЫҚПЕН ҚОРҒАЛАТЫН ОБЪЕКТІЛЕРГЕ ҚҰҚЫҚТАРДЫҢ МЕМЛЕКЕТТІК ТІЗІЛІМГЕ МӘЛІМЕТТЕРДІ ЕНГІЗУ ТУРАЛЫ

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Автордың (лардың) жөні, аты, әкесінің аты (егер ол жеке басын куәландыратын құжатта көрсетілсе):

МАМЕДОВ НИЗАМИ ШАМИЛЬЕВИЧ

Авторлық құқық объектісі: дизайн туындысы

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СВИДЕТЕЛЬСТВО

О ВНЕСЕНИИ СВЕДЕНИЙ В ГОСУДАРСТВЕННЫЙ РЕЕСТР ПРАВ НА ОБЪЕКТЫ, ОХРАНЯЕМЫЕ АВТОРСКИМ ПРАВОМ

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Вид объекта авторского права: произведение дизайна

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Figure 9 – Photo of the author's certificate

In 2015, the republic marked the 100th anniversary of vaccination in Kazakhstan. In connection with the upcoming anniversary date, on our initiative, the Ministry of Healthcare of the Republic of Kazakhstan on June 18, 2013, contacted the Ministry of Transport and Communications of the Republic of Kazakhstan with a letter and a layout of the future postage stamp for issue, which depicted the main elements of the emblem in the form of two lights with arcs between which there was an inscription in the state language "ҚАЗАҚСТАНДАҒЫ ВАКЦИНОПРОФИЛАКТИКАҒА 100 ЖЫЛ" (100th anniversary of the Kazakhstan vaccinal prevention). In turn, the Ministry of Transport and Communications of the Republic of Kazakhstan sent a letter No. 03-16/ЖТ-М-374-И, dated November 25, 2013, to Kazpost JSC with a request to include one of the first in the 2015 plan the issue of the named anniversary postage stamp. The solemn cancellation of the postage stamp of the Republic of Kazakhstan No. 920 in Almaty, dedicated to the 100th anniversary of vaccine prevention in Kazakhstan, took place on January 15, 2015 (figure 8).

In early 2019, we decided to place two fires inside an eight-ray star, then prepared the final graphic design of the national emblems of medicine and veterinary in the traditional Kazakh society - as a reflection of the material culture of our people and protected by the copyright certificate of the Republic of Kazakhstan No. 2354 of March 19, 2019 (figure 9).

Based on the copyright certificate of the Republic of Kazakhstan No. 2354 dated March 19, 2019, we are presenting the projects of the unified medicine and veterinary emblems of the Turkic world (figures 10, 11).

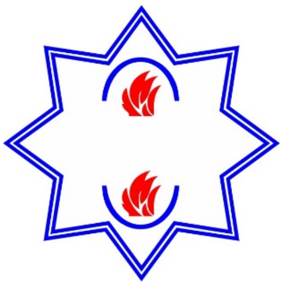

Figure 10 – The project of the unified emblem of medicine of the Turkic world

Figure 11 – The project of the unified emblem of veterinary medicine of the Turkic world

The description of the claimed designation and its semantic meaningful load in figure 10: the color figurative mark is made in accordance with the color symbolism in the nomad culture, consists of two main elements represented in the form of a genuine Turkic eight-ray star - fiery-solar symbolism in ancient times among nomads, with an angular 45 degrees distance between all eight rays, with a common bright white background, framed along the perimeter and inside with two bright blue stripes, between which is bright white strip; in the center of an eight-rayed star, compositionally arranged one above the other and on one vertical line, two stylized fires of bright red color, each of which is framed by arcs of bright blue color. According to the description, wandering from the wintering houses, represented in the form of arcs (the conditional boundaries of the camp), in accordance with the Turkic orientation system, the nomads pass along with cattle between two fires, performing a purification rite - *alasta* (synonym for *hygiene*). In general, the medical symbol is directly associated with the national culture in traditional Turkic societies.

Indication of colors: the bright white color of the nomads is sacred as a symbol of purity; the bright blue color is associated with calm and clear sky among Turkic nations; the bright red color of the nomads is a positive symbol as a sign of life.

The description of the claimed designation and its semantic meaningful load in figure 11: the color figurative mark is made in accordance with the color symbolism in the culture of nomads, consists of two main elements represented in the form of the genuine Turkic eight-ray star - fiery-solar symbolism in ancient times among nomads, with the angular 45 degrees the distance between all eight rays, with the bright white common background, framed along the perimeter and inside with two bright green stripes, between which the white stripe; in the center of the eight-rayed star, compositionally arranged one above the other and on one vertical line, two stylized lights of bright red color, each of which is framed by arcs of bright green color. According to the description, wandering from the wintering houses, represented in the form of arcs (the conventional boundaries of the camp), in accordance with the Turkic orientation system, the nomads pass along with cattle between two fires, performing a purification rite - *alasta* (synonym - *hygiene*). In general, the veterinary symbol is directly associated with the national culture in traditional Turkic society.

Indication of colors: the bright white color of the nomads is sacred as a symbol of purity; the bright green is associated among nomads with the greens of the Great Steppe; the bright red color in the nomads is a positive symbol as a sign of life.

Based on the elaborated graphic design of the reconstructed national emblems of medicine and veterinary medicine, a draft Law of the Republic of Kazakhstan "On state emblems of medicine and veterinary medicine of the Republic of Kazakhstan" consisting of 4 chapters and 8 articles was prepared.

There are sample signs of the developed graphic design of the reconstructed national emblems of medicine from the Turkic world (figures 12, 13, 14 and 15).

Figure 12

Figure 13

Figure 14

Figure 15

There are also sample signs of the elaborated graphic design of the reconstructed national emblems of veterinary from the Turkic world (figures 16, 17, 18 and 19).

If the European medicine and veterinary emblems appeared in myths and legends, the emblems of the Turkic world are recreated from the real cultural and spiritual traditions of the Turkic nations many centuries ago and passed down from generation to generation, up to 1917, and this is an undeniable fact established by scientists in the second half of the 19th century and at the beginning of the 20th century.

It should also be noted that at the 14th plenary meeting of the Inter-Parliamentary Assembly of the Member States of the Commonwealth of Independent States (Decision No. 14-12, dated October 16, 1999), the Model Law "On the Use and Protection of the Red Cross, the Red Crescent, the Red Crystal and the names "Red Cross", "Red Crescent", "Red Crystal", distinctive signals used to identify medical units and sanitary transport, which provides for the following Geneva conventions excluding the impression that it represents a protection.

The project of the national emblems of medicine and veterinary medicine of the Turkic world has an absolute global novelty and its implementation in the countries of the Turkic world can significantly replenish the budget of the republics, provided that they are licensed to be produced by advertising licensees as well as to use signs by every business medical and veterinary entity, not depending on forms of ownership through public procurement portals under the control of the regulatory and metrology body of the respective ministries.

Figure 16

Figure 17

Figure 18

Figure 19

At the same time, universal accreditation for the right to use the medicine and veterinary emblems of the Turkic states should be carried out according to the uniform standards of the states that wished to switch to the presented national symbols.

Conclusion. The elaborated single graphic design and corporate identity of the emblems of medicine and veterinary are directly associated with the cultural traditions and spiritual values of the Turkic nations and can be used in organizing healthcare and establishing veterinary medicine in the Turkic world.

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ТҮРКІ ӘЛЕМІНІҢ МЕДИЦИНА ЖӘНЕ ВЕТЕРИНАРИЯ ЭМБЛЕМАЛАРЫНЫҢ ГРАФИКАЛЫҚ ДИЗАЙН КОНЦЕПЦИЯСЫ

Аннотация. Мақалада түркі халықтарының денсаулық сақтау және ветеринарлық медицинасын тиімді ұйымдастыруда қолдануға болатын түркі халықтарының медицинасы мен ветеринариясының ұлттық эмблемаларының бірыңғай графикалық дизайны келтірілген.

Әлемнің бірқатар елдері жалпыға ортақ мемлекеттік атрибуттардан басқа, медицина мен ветеринарияның ұлттық эмблемаларына ие. Бұлар көп жағдайда классикалық эмблемалардан алынған, бұл тұрғыда белгілі символдардың стильді көшірмесі екенін, Түрік Республикасы медицина мен ветеринарияда өзінің жеке ұлттық эмблемасы бар екенін көрсетті.

Көптеген ғасырлар бойы түркі халықтарының басым көпшілігінде отпен емдеу дәстүрі кең етек алған, адам мен жануарлар ауруларының алдын алудың алғашқы медициналық және ветеринарлық гигиеналық тәсілдеріне емшілердің жұмысын жатқызуға болады.

Әдеби, мұрағаттық және археологиялық мәліметтерді зерттегеннен кейін, ежелгі түркі халықтарындағы материалдық мәдениеті жөнінде екі отты орналастыру арқылы дәстүрлі қазақ қоғамы үлгісінде Түрік әлемінің медицина және ветеринария эмблемалары графикалық түрде қайта жаңартылды, көшпенділердің ежелгі заманындағы отты-солярлы символиканы бейнелейтін сегіз сәулелі жұлдыздың ішінде барлық сегіз сәуленің арасындағы бұрыштық қашықтық қатаң 45 градусты құрады.

Медицина эмблемасы үшін түсті көрсету: көшпенділердің жарқын ақ түсі – тазалықтың символы ретінде қасиетті; қанық көк түс – түркі халықтарының тыныштығы және ашық көк аспанмен байланысты; ашық қызыл түс – көшпенділердің өмірге құштарлығының оң символы.

Ветеринария эмблемасы үшін түсті көрсету: көшпенділердің жарқын ақ түсі – тазалық символы ретінде қасиетті; ашық жасыл түс – Ұлы Дала көшпенділерінің көсегелерінің көгеріп өсуін көрсетеді; көшпенділердің ашық қызыл түсі – өмірдің белгісі ретінде оң символды білдіреді.

Жетілдірілген бірыңғай графикалық дизайн және фирмалық стиль эмблемасы – медицина және ветеринария мәдени дәстүрлерімен тікелей байланысты түркі халықтарының рухани құндылықтары.

Түйін сөздер: концепция, аластау, гигиена, түркі әлемі, түркі дәстүрлері, медицина және ветеринария эмблемаларының графикалық дизайны.

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КОНЦЕПЦИЯ ГРАФИЧЕСКОГО ДИЗАЙНА ЭМБЛЕМ МЕДИЦИНЫ И ВЕТЕРИНАРИИ ТЮРКСКОГО МИРА

Аннотация. В статье представлен единый графический дизайн национальных эмблем медицины и ветеринарии тюркских народов, который может быть использован в эффективной организации здравоохранения и ветеринарного дела.

Ряд стран мира обладают, помимо общепринятых атрибутов государственности и национальными эмблемами медицины и ветеринарии, во многом заимствованными из классических эмблем. В этом отношении Турецкая Республика не является исключением, имея собственные национальные эмблемы медицины и ветеринарии, которые являются стилизованной копией известных символов.

В течение многих столетий у большинства тюркских народов существовал обряд исцеления огнём, который можно отнести к первым медицинским и ветеринарным гигиеническим приёмам своеобразной профилактики болезней человека и животных знахарями.

После изучения литературных, архивных и археологических сведений о материальной культуре в древности у тюркских народов были графически реконструированы эмблемы медицины и ветеринарии тюркского мира на примере традиционного казахского общества путём размещения двух огней внутри восьмилучевой звезды, олицетворяющих огненно-солярную символику в древности у кочевников, с угловым расстоянием между всеми восемью лучами, составляющим строго 45 градусов.

Указание цвета для эмблемы медицины: ярко белый цвет у кочевников является священным как символ чистоты; ярко синий цвет ассоциируется у тюркских народов со спокойствием и чистым небом; ярко красный цвет у кочевников является положительным символом и воспринимается как признак жизни.

Указание цвета для эмблемы ветеринарии: ярко белый цвет у кочевников является священным как символ чистоты; ярко зелёный цвет ассоциируется у кочевников с зеленью Великой Степи; ярко красный цвет у кочевников является положительным символом как признак жизни.

Разработанный единый графический дизайн и фирменный стиль эмблем медицины и ветеринарии напрямую ассоциируются с культурными традициями и духовным ценностями тюркских народов.

Ключевые слова: концепция, тюркские народные традиции, аласта, гигиена, графический дизайн эмблем медицины и ветеринарии, тюркский мир.

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THE LEAN SIX SIGMA IMPROVEMENT PROGRAM CONCEPT AND THE STANDARD OPERATING PROCEDURE

Abstract. The speed of changes in manufacturing and service business increases year-on-year. Customer is getting more sophisticated, product / service features dramatically evolve, improvement is a matter of life and death of the company. In such environment, companies decide to invest in improvement teams and programs to hit the bottom line. In the majority of cases, these companies use Lean Six Sigma toolkit and infrastructure, as the current proven best approach.

The Lean Six Sigma implementation method is being well described in the literature, but with the common focus on CEO and executive board level. The organization levels below, process managers and project leaders, were, in most of the cases, left on their own to create and execute improvement programs in their respective areas. The purpose of this thesis is to extend the process improvement framework for this, frontline, organization level.

In this thesis, we will be reviewing first the basic Lean Six Sigma concepts along with complexity reduction tools, in order to set the foundation and the context for the improvement team activities. In the second chapter, we will combine Lean Six Sigma infrastructure with the project management methodology in order to develop standard operating procedure as the operation framework for the improvement teams acting in the medium and small size organization units (below 350 people). As a summary, this standard operating procedure is represented by the flowchart that serves as a single roadmap for all improvement teams in the organization.

Keywords: Improvement team, Lean Six Sigma, DMAIC, project management, standard operating procedure.

Chapter 1 gives the background and the overview of the Lean Six Sigma methodology and its toolkit, which is considered to be the current best approach for the organization transformation. In addition to traditional Lean Six Sigma concepts, we will also discuss complexity reduction methods, which, combined with Lean Six Sigma, give the highest contribution to a company success in the shortest period of time

The drive for improvement was ever present force since the early 20th century. Advanced thinkers of that time (Ford, Taylor) recognized the need for work division (Pascal, 2007) to series of single operations to make the product cheaper with less defects, at the lead time in line with market needs (mass production). Then there was one more milestone: Toyota way - Lean manufacturing and their focus on eliminating “muda”, non-added value work, to reduce cycle time, work-in-progress, inventory. Further breakthrough was made with Six Sigma (George, 2003) and their focus to reduce variations in process to achieve superior outcome quality. The last but not least, complexity reduction theories look critically over the business as a whole, trying to focus funds around most profitable products and their standardization.

Finally, there is a new direction that blends all the good sides of Lean, Six Sigma and standardization, simply called Lean Six Sigma method for rapid improvement that appears to be current best practice for organizational transformation. In the end of the 20th century, a new component is added to Lean Six Sigma blend. It is complexity reduction through product / service portfolio optimization We will be describing each component, in order to understand their strengths and weaknesses, prior to implementing Lean Six Sigma improvement toolkit to improvement teams in medium and small organization units.

Time. Quality. Cost (George, 2003). These simple words are corners of the magic business success triangle. Until recently, it was thought that it was not possible to achieve all these three goals simultaneously. Two main approaches were practiced separately: either pure Lean or pure Six Sigma. Despite the results achieved, there is a deep mathematical connection between their fundamental ideas that could yield even more gain. A simple mathematical derivation shows that a 10% of defects incidence increases process cycle time by 38% and the work-in-process mi by 54% (George, 2003). Maximum speed cannot be achieved without improving quality, nor can maximum quality without also improving velocity. Therefore, methods are complementary and should be integrated to achieve maximum performance.

Control (George, 2003) is the last phase of DMAIC whose main purpose is to sustain changes made in the Improve phase. In this phase, knowledge of the project team is documented and handed over to users which are trained on the process changes. In order to preserve achievements, Control phase passes through six steps listed below:

- Changes documented and trainings delivered
- Change outcomes recalculated into financial figures
- Health check after the implementation
- Process performance monitoring system
- Implementation pilot
- Developing a process control plan

Each of these steps will be explained in more details in the paragraphs that follow.

Any change to the process made by the project team has to be formally documented through a procedure, work instruction or manual that is shared with all the stakeholders (George, 2003). Later changes to this documents have to be made in a controlled manner, with informing all the involved parties. Best practices have shown that these documents should be uploaded on a web portal with document change management, accessible to all the interested parties. Apart from documenting the change, in the majority of cases, a formal training needs to be executed with both the process owners and the execution level in order to ensure sustainability. A great tool to help in defining the training scope can be a training matrix that defines what the training requirements per position in an organization are.

Immediately after the project execution, it is responsibility of the project leader to ensure that the change is documented and the trainings are done. However, once the project is closed, it becomes the responsibility of the process owner to ensure up-to-date documentation and trainings of the new personnel.

Lean Six Sigma is highly data oriented method. This is valid as well when it comes to benefits evaluation (George, 2003). In all cases where possible, it is required to calculate benefits into financial impact verified by the company finance and approved by the CEO or other equivalent function. Apart from calculating financial impact of the change to the business before the project is executed, actual financial results are being tracked to check whether promised gains are achieved. At this point project team and finance department have to agree on the method of tracking and quantifying improvements through cost saving, cost avoidance, additional income etc. Of course, some improvements are easy to be quantified (example: new production line replacing the manual work of two people), but some are not so tangible (example: benefits of the new workspace organization to productivity). For those non-measurable cases, usually metrics defined in the measure phase can help in determining how the improvement was successful. One of the typical methods to quantify success of some initiative could be a survey comparison before and after the change (a customer survey, a process owner survey etc.). However, as an ultimate goal, we should try to quantify and convert to financials whatever we can, even being it completely out of conventional financial thinking.

For every change there is a transition period for the organization to transfer from one way of working to another (George, 2003). This time frame is usually embedded in the project plan like a hyper care period, when project team time is dedicated to full support to the organization to integrate changes. Immediately after this period is finished, organization is given to perform one process cycle independently, usually one to two months, after which a process health check is performed. The health check is a predefined questionnaire designed to formally measure success of the change acceptance and organizational ability to operate independently. When dealing with larger scale changes, affecting several parts of the organization, health check questionnaires can be developed for each part of the organization. Based on these checks further measures to can be taken to improve aspects of the change implementation identified through health check. Going further and depending on the nature of the change, several months to one year after change implementation, management might decide to perform formal audits of the compliance with the new procedures. These audits can be conducted by internal or external audit teams. Audits are being followed by action plans for non-conformities correction or prevention with clearly defined responsibilities and deadlines.

After the change is implemented and process improvement put in place, it is necessary to establish a system that would monitor process performances and prevent performance deterioration (George, 2003). Usual means of control are IT solutions that automatically generate control charts of the key parameters or send out alerts or emails if the process gets out of specified boundaries. It is important to book time and resources for development of the performance monitoring solution in the process improvement plan in order to prevent process and staff to return to the previous low performance level and to ensure sustainability of the changes. At the later implementation stages, management should show focus and commitment on the control system alerts and staff reaction upon them. Performance monitoring systems functionality and staff reaction should be mandatory parts of the health check questionnaire mentioned in the previous paragraph.

Latest developments and start-ups, especially in the IT area, have proven the advantage of running a pilot (George, 2003) wherever possible before a process change or process improvement is being implemented on a larger scale. A pilot is a real-life simulation of the change run on a single equipment, facility, department or test version of the software. It can reveal solution issues in the early stages, before major investment is being done, so that modifications can be done on time, without replicating mistakes or defects. Also, a pilot is a real life proof of the benefits, which can increase management and staff buy-in and facilitate further change implementation. Before running the pilot, it is important to agree and embed into the project plan time needed for piloting so that the data gathered is relevant for the further decision making. One of the worldwide known example of piloting is Uber app for taxi services, which was tested only on the two vehicles in New York to check whether taxi drivers and customers will find it useful and accept it. After positive test results, app was commercialized on a wide scale and today used worldwide.

The process control (George, 2003) plan is the last step when implementing the process improvement. Similarly to the previous step, the ultimate goal of this step is to ensure changes sustainability over time. Unlike previous step that was focused on the IT solutions, here project team is focused on defining ownership and responsibilities for the process performance. In this phase, metrics of the process performance is being clarified and agreed with the process owners, as well as visualization tools that will be used. Responsibilities, metrics and visuals are being formally shared via procedures, manuals or other written forms, so that they remain available to the process owners after the project closure.

Control charts, described in the Measure chapters, represent one well known tool for the Control phase, as well. Second widely known and used tool is Mistake Proofing (Poka-Yoke)

The basic principles of Mistake Proofing (Mistake Proofing, 2019), (George, 2003) are

- Preventing the defects 100 % if possible
- If the first is not possible, detecting 100 % of the defects that occurred.
- If the second is not possible, reduce the severity of defects that will reach customer or the process step that follows.

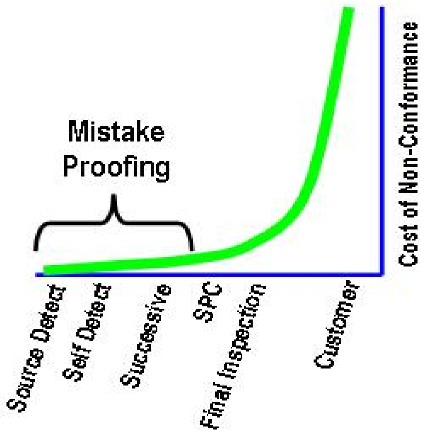
Improvement teams may decide to use one of the principles or to combine all of them depending on the issue they are working on, with the aim to attack the root causes of the defects.

There are three Mistake Proofing concepts depending on the defects checkpoint place in the process:

- Successive control - control point is placed in the process step that follows current step. This control is reactive as it allows defective work item to propagate to the next step. Feedback on the defect comes, therefore, from the next process step.
- Self-control - control point is placed at the current process step. In this way, feedback on the defect occurrence is quicker and problem is being solved at the source.
- Control at the source - control point is set to check operating conditions before the work item is being processed. This is proactive option, preventing defect occurrence and decreasing losses in time and money.

As mentioned before, these control concepts can be combined depending on the particular issue, budget and available resources. What is important to mention is that, as shown on the Figure 13 (Mistake

Proofing, 2019), the later the defect is found in the process, the greater the cost incurred, since the more material and labour is being invested as the process approaches its end. Even worse, if the defect reaches final customer, the reputation and customer loss may exceed the pure processing cost. Thus, it makes sense to include defect control at every process step, the earlier the better. Of course, the investment in Poka-Yoke has to be justified by the gain coming from defect rate reduction ("Poka-Yoke ROI"). The second thing to be considered is the impact of these additional controls to the process velocity i.e. once the additional controls are being introduced, the time needed to perform additional inspection has to be taken into account.



Source: (Mistake Proofing, 2019)

Figure 1 - Cost of defects found at different points of the process

When it comes to the action that control points needs to perform in the case defect is detected, there are two directions:

- Warnings / alarms / messages to the operator or process owners that defect occurred
- Process action - rejecting defective product / work item and / or stopping the process (equipment or workflow)

Some solutions may combine both approaches, for example:

- System might send out messages and rejects defective products, while the process continues - so called "yellow messages"
- If the same defect is being detected error on X consecutive products, system will stop the equipment ("red message") and the operator should perform a detailed inspection to find the root cause of the issue.

At the end of this discussion we will mention some Poka-Yoke examples that we can find every day at our home or work. (Mistake Proofing, 2019)

- Spelling and Grammar Checker in the document editors
- Field Value Checkers - we cannot enter letters into field that requires phone number, ZIP code, bank account number etc.
- Parts that can be assembled in a single, correct way
- LOTO safety procedure - main drive of the machine is locked and tagged, so no one can start machine as long as maintenance work is being performed
- "Lights on" beeper once the car engine is stopped
- "Ink level low" message on the printers
- Second vent preventing a bathtub overflow
- Purchase order not being approved in full cannot be sent out to the supplier
- Bar code scanners that saves time and prevents mistakes of the manual entry

In the Control phase, it is no longer the project team playing the key role. It is the process owner that takes over the improved process and gets responsible for sustaining its performance (George, 2003). This is why, at this handoff, it is critical to make sure that process owner understands the change and his/her responsibility to sustain it. This is why it is crucial, apart from formal training, to leave full process documentation available to the process owner after the project team is being adjoined. In many companies, for the bigger project there is a sign-off procedure, formally pointing the moment of responsibility transfer to the process owner. This whole process is much easier if the process owners have been involved in all DMAIC phases and actively participated in improvement design and implementation.

Second important aspect of this phase is to identify all relevant indirect process participants and inform them about the changes affecting their activities, so that they are aligned with the process owners. There are many examples how skipping this step can affect negatively improvement results. Here is one example. One worldwide known company introduced reusable finished goods packaging. The project was providing significant cost cut to the company and waste disposal cost saving and environmental responsibility at the customers' end. But one off-shore customer service office, serving Eastern Europe, was forgotten to be kept in the information loop. Therefore, this service point operated without informing customers that the packaging is reusable and, therefore, should be collected and returned back. It took more than one year to discover this issue, and all that time customers were throwing the expensive reusable packaging immediately to garbage. The benefits the project was supposed to bring were decreased and, for this group of the customers, delayed by one year.

In the paragraphs above we have discussed about DMAIC methodology and some key tools used in every phase. As a conclusion (George, 2003), it should point out key watch outs, in order to have improvement projects rolling out as planned.

After researching many real life improvement projects, DMAIC phase that most often slips out of schedule is Improve - selecting, applying and validating solutions. Main causes why project teams get surprized here can be:

- Wrongly selected improvement project
- Project management issues (lack of resources, late sponsor involvement, extending the project scope compared to the initial project charter)

This is why many companies are adding project management package to the basic Lean Six Sigma training module. Mentioned issues are also pointing out focus on the Define phase:

- Project selection should be done based on Return-on-Investment (ROI) and impact to the customer. These two should be reassessed before the Improve phase as, at this point of time, project team has a much better insight of the problem that is to be solved than in the Define phase.
- Clear communication on the parties' involvement expectations and the resources needed. Of course, the prerequisite is to have alignment within the entire organization on the project goals and priorities.

Further, there are literally hundreds of tools available to support improvement efforts. But, project teams are usually using several most common tools, for example: 5 Why, Kaizen events, control charts etc. If these tools are sufficient to get to the root cause of the issue, there is no need to insist on using full set of tools, as long as there is project leader awareness of these tools in the case common techniques fail. Also, project leaders should be practical and efficient in leading the team through the DMAIC phases. Their ultimate goal is being to contribute to the company bottom line and to sustain that contribution over time. If they reach this goal, nobody will question whether they fully respected or not the predefined improvement models.

Vice versa, now we will see some Six Sigma gaps that can be complemented with Lean tools (George, 2003).

1. Identifying waste. Six Sigma uses process mapping but it does not take into account setup time, completion rate, waiting time etc. is which are critical in defining non-value-added activities and their cost. Instead, Six Sigma focuses on eliminating variation and, if this is not possible, takes process redesign into account. Lean is improvement oriented and process redesign for Lean is natural thing, done by default.
2. Using proven Lean Tools. Lead time and process effectiveness are outside Six Sigma focus. Since there is a natural, mathematical relation between quality and speed (10% of defects incidence increases process cycle time by 38% and the work-in-process by 54%), it is clear that reduction of defects rate will increase the speed. However, Six Sigma is not using Little's Law and, therefore, misses the opportunity to

apply some well-known and proven Lean tools to improve the process performance (Pull system for WIP limitation, Total Productive Maintenance, 5S, waste recognition).

3. One important Lean tool is a Kaizen event - intensive improvement event that gathers all stakeholders or certain process for several days session with the aim of achieving tangible results in a shortest time period. Action-orientation of these events can serve as a real power cord for DMAIC methodology.

4. Quality is achieved faster after eliminating non-value-added activities. Six Sigma focuses on value added process steps trying to minimize variation. However, once Lean eliminates unneeded activities, the process itself becomes simpler, with less possibilities to create non-quality. Thus, combining Lean and Six Sigma tools yields in better results, faster, then application of Six Sigma by the book.

During Lean Six Sigma application, an often dilemma is what to apply first: optimize process output with Six Sigma or simplify the process through Lean. As discussed in previous chapters, there is organic, mathematical relationship between quality and speed, therefore both Lean and Six Sigma tools are contributing to the common goal - improvement effort according to the highest ROIC.

According to the discussion in the previous chapters, Lean Six Sigma is the current best practice to cope with business challenges and complexity (George, 2003). In today's competitive environment, improvement programme is not only “nice-to-have” interest of the CEO, but an instrument of company or organizational unit survival.

As a short summary at the end of the section we will list key principles of both methods, that, when combined together, bring complete transformation (not step-by-step evolution) of the organization.

1. Customer First: Customer basic quality requirement define customer sensitive defects which are priority one for improvement, being more important than the ROIC.

2. Flexibility: The velocity and the flexibility (ability to answer the most urgent customer needs) of the process are proportional

3. Pareto Principle: 20% of the activities cause 80% of the delay.

4. Little’s Law: The higher the WIP, the slower the process. The WIP is impacted by long changeover time, defects / errors, demand variations, product portfolio complexity.

5. Complexity: the complexity of the offering portfolio can add more non-added-value cost than slow or defective process, as described in the next chapter. Thus complexity needs to be reviewed and reduced along with Lean and Six Sigma implementation.

For a very long time, a prevalent marketing and product development premise was to offer wide variety of products or services to attract highest possible number of customers (George, 2003). The wider, the better. It was indeed wider, but was it wiser at the same time?

This hunger for differentiation started around the early 20s of last century, with the famous story of Model-T, a product available in one colour and with single feature set, with a single purpose: to satisfy transportation needs at low cost due to eliminated complexity of mass production. And at the beginning, it succeeded, gaining tremendous portion of the market share. However, the success was not sustainable, as in the few years customers were ready to pay a little bit more to get colour, power or feature they like. So, the volume share of Model T started to fall, until 1928, when it finally became part of the automotive history. Until the beginning of the 21st century, key marketing principle was differentiation and wide variety of features to accustom all possible customers’ needs.

One well known international company was following this policy for decades. It spent millions to launch products in new packaging, offer all possible sizes and features to fit all the tastes. What their marketing and product development were not able to see is that every single of their invention required a new piece of equipment or modification of the existing one. Setup times were higher, together with the number of changeovers. In the end its production centres were full of equipment below 20% of utilization with slow moving stock of spare parts and functional knowledge rather related to the person than to maintenance systems and practices. There was a massive and slow organization created to support life cycle management of such complex offering. On the other hand, the impact on the customer was below expectations and the total sold volume was slightly declining. Did they know the cost of keeping all this complexity in house? What would be the most logical move to keep the market share?

Since the beginning of 21st century, many companies with long history started to have a critical look over their offerings and take the learnings from emerging IT giants (Google, Apple, Microsoft). Instead of trying to serve each and every need (basic, functional and nice to have), focus was on customer sensitive features for the products / services bringing the highest income. Consequently, products with low income and market share started to be withdrawn from the market.

Coming back to our Lean Six Sigma discussion, let's have a look what would be the outcome of the Lean Six Sigma implementation over a process that is suffering from complexity. Lean Six Sigma will definitely contribute in achieving stable outcome (George, 2003) at a shorter cycle time (second chart on the same figure). But, the results will be only partial as the root cause of the problem was missed. If the process can be re-engineered in a way that only value added activities are kept, a tremendous improvement level can be reached.

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АЛТЫН СИГМА ЖАБДЫҚТЫ БАСҚАРУ БАҒДАРЛАМАСЫНЫҢ ҚҰРЫЛЫМЫ ЖӘНЕ СТАНДАРТТЫ ЖҰМЫС ТӘРТІБІ

Аннотация. Өндірістік және сервистік бизнестің өзгеру қарқыны жылдан-жылға артып келеді. Клиент жетілдірілуде, өнім / қызмет мүмкіндіктері күрт кеңейіп келеді. Жақсарту – бұл компания-ның өмірі мен өлімі. Мұндай ортада компаниялар практикалық нәтижелерге қол жеткізу үшін жақсарту топтары мен бағдарламаларына қаражат салуды шешеді. Көп жағдайда бұл компаниялар Lean Six Sigma құралдар жиынтығын және инфрақұрылымды қазіргі уақыттағы ең жақсы тәсіл ретінде пайдаланады.

Lean Six Sigma әдісі әдебиетте жақсы суреттелген, бірақ бас директор мен атқарушы кеңестің деңгейіне баса назар аударылады. Төмендегі ұйымдастырушылық деңгейлер, процесс менеджерлері мен жоба менеджерлері көп жағдайда тиісті салаларда жақсарту бағдарламаларын құрумен және іске асырумен ғана қалды. Диссертациялық жұмыстың мақсаты – ұйымның осы алдыңғы деңгейінде процесті жетілдіру құрылымын кеңейту.

Бұл тезисте біз алдымен Lean Six Sigma негізгі ұғымдарын, сондай-ақ жақсарту тобының жұмысының негізі мен мазмұнын құру үшін күрделілікті азайту құралдарын қарастырамыз. Екінші тарауда біз Lean Six Sigma инфрақұрылымын жобаны басқару әдіснамасымен біріктіріп, орта және кіші ұйымдастырушылық топтарда (350 адамнан кем) жұмыс жасайтын топтардың жұмыс құрылымы ретінде стандартты жұмыс тәртібін әзірлейміз. Осылайша, осы стандартты жұмыс процедурасы ұйымдағы барлық жақсарту топтары үшін бірыңғай жол картасы ретінде қызмет ететін кесте түрінде ұсынылған.

Қорыта келе, бір белгілі халықаралық компания ондаған жылдар бойы бұл саясатты ұстанып келе жатқаны анықталды. Ол миллиондаған өнімді жаңа қаптамада шығаруға жұмсады, әр түрлі мөлшерде және әр түрлі талғамға сай мүмкіндіктер ұсынады. Маркетинг пен өнімді әзірлеу олардың әрбір өнертабысы жаңа жабдықты немесе қолданыстағы түрлендіруді қажет ететіндігін көре алмады. Орнату уақыты коммутаторлар санымен бірге жоғары болды. Нәтижесінде, оның өндірістік орталықтары жүктеме деңгейі 20% -дан төмен, қосалқы бөлшектермен және адамдарға функционалды біліммен жүйелер мен техникалық қызмет көрсету тәжірибелеріне қарағанда анағұрлым жақын жабдықтармен толықты. Осындай күрделі ұсыныстың өмірлік циклін басқаруды қолдайтын жаппай және баяу ұйым құрылды. Екінші жағынан, сатып алушыға әсер күткеннен төмен болды, ал жалпы сатылым аздап төмендеді.

Түйін сөздер: жетілдіру тобы, Lean Six Sigma, DMAIC, Жобаны басқару, стандартты жұмыс тәртібі.

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КОНЦЕПЦИЯ ПРОГРАММЫ УЛУЧШЕНИЯ LEAN SIX SIGMA И СТАНДАРТНАЯ РАБОЧАЯ ПРОЦЕДУРА

Аннотация. Скорость изменений в производственном и сервисном бизнесе увеличивается из года в год. Клиент становится все более изощренным, резко расширяются возможности продукта / услуги. Улучшение –

это вопрос жизни и смерти компании. В такой среде компании решают инвестировать в команды по улучшению и программы, чтобы достичь практического результата. В большинстве случаев эти компании используют инструментарий и инфраструктуру Lean Six Sigma как проверенный на данный момент лучший подход.

Метод реализации Lean Six Sigma хорошо описан в литературе, но с общим акцентом на уровне CEO и исполнительного совета. Организационные уровни ниже, менеджеры процессов и руководители проектов в большинстве случаев были оставлены наедине с созданием и выполнением программ улучшения в соответствующих областях. Целью данного тезиса является расширение структуры улучшения процессов на этом переднем уровне организации.

В этом тезисе мы сначала рассмотрим основные концепции Lean Six Sigma, а также инструменты снижения сложности, чтобы установить основу и контекст для деятельности группы по улучшению. Во второй главе мы объединим инфраструктуру Lean Six Sigma с методологией управления проектами, чтобы разработать стандартную рабочую процедуру в качестве рабочей структуры для команд по улучшению, действующих в средних и малых организационных единицах (менее 350 человек). Таким образом, эта стандартная рабочая процедура представлена блок-схемой, которая служит единой дорожной картой для всех групп по улучшению в организации.

Было установлено, что одна известная международная компания следовала этой политике в течение десятилетий. Он потратил миллионы на запуск продуктов в новой упаковке, предлагая всевозможные размеры и функции на любой вкус. Что их маркетинг и разработка продукта не смогли увидеть, так это то, что каждое их изобретение требовало нового оборудования или модификации существующего. Время установки было выше, вместе с количеством переключений. В конце концов, его производственные центры были заполнены оборудованием с уровнем загрузки ниже 20%, с медленным запасом запасных частей и функциональными знаниями, скорее связанными с человеком, чем с системами и практикой технического обслуживания. Была создана массивная и медленная организация, которая поддерживала управление жизненным циклом такого сложного предложения. С другой стороны, влияние на покупателя оказалось ниже ожиданий, а общий объем продаж немного снизился.

Ключевые слова: команда по улучшению, Lean Six Sigma, DMAIC, управление проектами, стандартная рабочая процедура.

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CONCEPTUAL AND EMPIRICAL GROUNDS FOR USING THE CLUSTER APPROACH IN THE MANAGEMENT OF ECONOMIC PROCESSES

Abstract. In the context of increasing divergence at the levels of formation of regional territorially-localized subsystems of the national economic space, the development of a cluster management model, which is a territorial concentration of the aggregate of interconnected business interests of enterprises, as well as state and public socio-economic institutions necessary for the development of competitive the benefits of clusters and regional economies as a whole m

The process of functioning and development of spatially localized economic systems (clusters) is based on the principle of territorial concentration of economic resources, the exchange of information about needs and technologies between enterprises of related industries, buyers and suppliers. The key point in the formation of the cluster is the market mechanism of mutually beneficial interaction between enterprises located on the same territory, which is explained by a decrease in a number of transaction costs and the emergence of positive feedbacks that ensure the intensive development of all enterprises within the cluster.

In this regard, the positive side of the cluster approach is not only a reduction in transaction costs, but also an increase in the efficiency of specialization of combined (within the cluster) production due to the concentration of resources, production, consumers and suppliers in one economic space.

This actualizes the problem of using cluster approaches in managing the processes of formation and development of regional economic systems, necessitates the scientific justification of algorithms for creating cluster-type enterprises, the development of organizational and economic instruments for cluster management, taking into account industry and regional characteristics of the development of territories, as well as analysis of external and internal factors environment of the regional economic system.

The study used general scientific and special methods of cognition: analysis and synthesis, induction and deduction, statistical analysis, a systematic approach, the method of expert assessments; As a research methodology, a cluster approach to the development of the national economy was used.

The problems of innovative activity in the Republic of Kazakhstan were identified, including: the country's weak position in assessing the institutional environment; reduction in the number of innovatively active organizations; reduction in the proportion of shipped innovative products; low value of the proportion of shipped innovative products (works, services) new to the world market; lack of own funds for innovations.

The essence of the cluster is determined in terms of self-organization of economic systems based on network cooperation and public-private partnerships; the role of clusters in innovative development and increasing the competitiveness of the national economy is substantiated.

Based on the cluster concept developed by the authors of this article and taking into account the specifics of the socio-economic state of the economy of Kazakhstan, the degree of development of civil society, the principles of cluster policy formation in Kazakhstan, the goals of cluster policy and the subjects of the policy are determined.

Keywords: cluster, clustering, efficiency, economic growth, localization, economic systems.

Introduction

There are a large number of different theories of the formation and development of competitiveness [1]. But, as the practice of developing the most successful firms and successful economic systems shows, the theory of cluster mechanism is the most effective form of economic growth. It is based on the concept of «cluster», the concentration of the most effective and interrelated types of economic activity, ie the set of interconnected groups of successfully competing firms that form the «golden section», in the Western interpretation of «diamond – diamond» of the entire economic system of the state and provide competitive positions in the industry, national and world markets.

Methods

The methodological basis of the study is the general scientific methods of cognition - deduction and induction, analysis and synthesis, content - media analysis, sociography, a system and comparative historical method that allows us to identify the genesis, sequence and functioning of the clustering stages at present.

The theoretical source of the research was the scientific works of domestic, Russian and foreign scientists and specialists on the problems of introducing a cluster approach and its impact on the economic system as a whole.

Results and discussion

A cluster in economic literature is defined as an industrial complex formed on the basis of the territorial concentration of networks of specialized suppliers, major producers and consumers, connected by a technological chain and acting as an alternative to the sectoral approach [2].

S.I. Sokolenko refers to a cluster as a territorial association of interconnected enterprises and institutions within the respective industrial region, directing their activities to the production of world-class products [3].

A. Voropov, studying this issue, came to the conclusion that the cluster is «an ordered set of specialized enterprises that produce competitive products» [4].

According to V.M. Kutyin, clusters do not have geographical determinism, which is explained, firstly, by the weakness of the vast majority of regions, and secondly, notes that even the regions located close to the geographical map are so different in their resource and human potentials. which does not allow them to be attributed to one economic cluster [5].

World experience shows that in market conditions, clusters are the most efficient and flexible structures. They are based on two principles - cooperation and competition. Competitiveness has increasingly been seen as the result of the ability of regions to innovate in the manufacturing sector, which can stimulate knowledge sharing, interaction and networking between enterprises.

There are three ways that clusters can influence competition:

a) by increasing the productivity of their member firms and industries;

b) by increasing the ability to innovate and, thus, to increase productivity;

c) by stimulating new businesses that support innovation and expand the boundaries of the cluster. M.Porter notes that each of the three effects of clusters on competition depends to some extent on interpersonal relationships, personal contacts, as well as interactions between networks of private entrepreneurs and organizations.

Despite the fact that there are no guarantees for the development of the cluster, after the start of the process, something like a chain reaction is observed, and after which cause-effect relationships begin to be traced quite quickly [6]. The process taking place in this case depends heavily on the effectiveness of existing relationships or feedback chains, on how well, for example, local educational, legislative and other structures respond to the needs of the cluster, or on how quickly potential suppliers respond to its needs.

Three special areas deserve special attention: the intensity of competition on a local scale, the general environment for the formation of a new type of economic activity in a given area, and the effectiveness of formal and informal mechanisms for bringing together cluster members [7]. A significant driving force in the rapid improvement and development of entrepreneurship is a strong competition [8]. The climate in which entrepreneurship is developing is very important, since the creation of new firms and institutions is an integral part of the development of the cluster [9]. And, finally, mechanisms for organizing and building relationships are necessary, since the benefits that exist in a cluster are highly dependent on the relationships and interactions between individuals and groups.

Among the reasons for the decline of clusters, economists distinguish the following:

- endogenous - as a result of localization in itself;
- exogenous - which are associated with the expansion of the cluster or the formation of gaps in the external environment.

Existing points of view regarding the definition of «cluster» can be divided into two groups: the first includes authors who pay great attention to the geographical component of the cluster and the second includes authors who, when determining the «geographical component», consider it insignificant.

The founder of the theory of cluster development, M. Porter, defines the cluster as an industrial group, namely, a cluster is a group of geographically neighboring interconnected companies and related organizations operating in a certain field and characterized by common activities and complementing each other.

The advantage of this theory is the selection of a fundamentally new structural element in the aggregate of the subjects of competition, where clusters represent a new and additional way of organizing the economy, its dynamic development and the principle of conducting state policy in the regions. Understanding the state of clusters in the region provides an important vision of the internal properties of the production potential of the cluster economy and the constraints that exist for their future development. However, in the proposed theory there are also significant drawbacks associated, first of all, with an insufficient level of investigation of the problem. First of all, it is not clear how the cluster differs from the «simple» aggregate of enterprises in the economy. Dan Haag defines the cluster as «an industrial complex formed on the basis of the territorial concentration of networks of specialized suppliers, and the main producers connected by the technological chain, and acting as an alternative to the sectoral approach» [9].

A.Yu. Andrianov and Lothar Lincen proposed the following definition: a cluster is a territorial-industrial association of enterprises that work closely with scientific, financial institutions and local authorities. Clusters have a special structure, where the head of the network is a central company, which, on the basis of tenders, selects subcontracting organizations that produce complementary products [10]. But nevertheless, it can be noted that the progress and results of the work, as well as the understanding of the importance of its different participants in the competition of the regions, allows us to conclude that the success of further work on the application of the cluster approach is largely determined by how much fully engage those who are objectively interested in its results and is able to make a real contribution to the overall development of the region. Among such entities are industrialists and entrepreneurs, municipal authorities, regional authorities, as well as public associations [11].

The cluster approach to the study of economic processes of competitiveness formation is applied in a number of other theories. So E. Limer considered clusters with a high level of correlation export when analyzing trade at the national level [12].

The cluster approach is also used in the development of Swedish theorists. Their cluster theory is mainly formed on the structure of the national economy, and more specifically on the study of the interconnections of large Swedish multinational corporations. Here, clusters are based on the thesis of E. Dakhman «on development blocks» [13].

Thus, the basis for the development of competitive success according to Dakhmen is the presence of a connection between the ability of one sector to develop and the ability to ensure progress in another. Development should take place in stages, or along the «vertical line of action» within the same industry, connected with other industries, which will provide an opportunity to gain competitive advantages.

The most modern cluster-based competitiveness theories have been developed by V. Feldman. The advantages of this theory are that they are based on extensive empirical studies of diversification forms in various countries [14,15]. The essence of the theory is as follows. Diversification often follows a input-output matrix or contacts between industries related to supply and acquisition relationships. This is consistent with the mechanisms that lead to the formation of clusters. Moreover, the most viable innovation activity clusters are formed on the basis of diversification.

Thus, a cluster is a territorial and sectoral voluntary association of enterprises that work closely with scientific and financial institutions and local authorities in order to increase the competitiveness of their own products and the effective economic growth of the region as a concomitant effect.

Cluster construction is associated with the need to combine production business projects in a specific technological field, fundamental developments and modern systems for designing new products and preparing the production of these products within one special zone [16].

Porter dealt with the problem of competition at the level of individual companies. The main results of research on this topic were published in his two books: «Competitive Strategy: Methods of Analysis of Industries and Opponents» and «Competitive Advantage: Creating and Maintaining Successful Activities».

Based on the accumulated material, Porter built the following logical chain: if there are competitive companies, then they form competitive sectors of the country's economy, which, in turn, support the general competitive ability of the state in world markets. Therefore, the country's share in the world export of each product was chosen as a criterion for the country's competitiveness. The competitiveness of the state has come to mean its export competitiveness, expressed through the foreign economic activity of companies.

Thus, Porter focused not on the economy as a whole, but on certain industries and sectors of the economy.

The main result of Porter's research was the creation of a diamond of competitive advantages:

1) Conditions for factors of production.

2) The state of demand.

3) Related and supporting industries.

4) Sustainable strategy, structure and rivalry.

The four determinants listed are influenced by two independent forces:

1) The government, because it plays a leading role in creating the competitive advantages of countries.

2) The case, because this factor is almost impossible to control.

Porter argues that it is necessary to support the development of all clusters, without exception, because it is impossible to predict which cluster will develop faster and which will slower. Therefore, the government’s policy, in which assistance is provided only to those clusters that currently have high rates of development, is, in his opinion, erroneous. Thus, the rhombus of competitive advantages and the cluster ceased to be only theoretical constructs and gained their practical significance [17].

Summary and Conclusion

Reflecting the dynamics of relative advantages, clusters form, expand, deepen, but can also narrow, coagulate, disintegrate over time. Such dynamism and flexibility of clusters is another advantage over other forms of organization of the economic system.

One or several firms, achieving competitiveness in the world market, spreads its influence to the immediate environment: suppliers, consumers and competitors. In turn, the success of the environment has a positive impact on the further growth of the competitiveness of this company. As a result, a «cluster» is formed - a community of firms, closely related industries that mutually contribute to each other's competitiveness.

For the entire economy of the state, clusters act as growth points for the domestic market and a base for international expansion.

Following the first in the economy, new clusters often form, and the country's international competitiveness increases. The country's high competitiveness rests precisely on the strong positions of individual clusters, while outside of them even the most developed economy can produce mediocre results.

When a cluster is formed, all industries begin to support each other in it. Thus, national competitiveness largely depends on the level of development of individual clusters. This fact is of great importance for the government policy and strategy of the company.

The need to overcome inter-regional divergence and the transition of problem regions to the model of «catching up» development led to the search for new, more competitive forms of their spatial organization. World experience and the practice of modernization transformations in the supporting regions of Kazakhstan allow us to consider regional clusters as such a form. Being an effective model of public-private partnership and the interaction of business structures, clusters act as a source of regional competitiveness. The cluster approach, based on taking into account the positive synergetic effects of regional agglomeration, network effects, diffusion of innovations, can act as an accelerator of the socio-economic development of problem regions, and prevent deprivation of rural territories.

Cluster classification

- ***One-dimensional approaches to cluster classification***
  - ***based on research interactions***
    - in the form of ties
    - by structure of interactions
    - cluster management structure
    - by organizational structure
    - by type of connections within the cluster
    - in terms of industrial coverage
    - by the degree of development of enterprise interactions within the cluster
    - by degree of influence on competition
  - ***based on a study of cluster members***
    - by member functions
    - by nature of activity
    - consumer orientation
    - by the nature of the serving market
    - according to the degree of dependence of participants on external resources
    - by the generality of enterprises
  - ***based on research on the emergence and development of clusters***
    - on the dynamics of development or degree of formation
    - by way of functioning
    - by the nature of occurrence and the process of passing through the early stages of development
    - by stage of development (life cycle)
  - ***based on location research***
    - geographic coverage
    - based on localization
    - based on territorial hierarchy
    - by the presence of a geographical component
  - ***based on a study of the manufactured product***
    - by the nature of the final product
    - according to the range of products
    - by competitive advantage levels
    - by industry specialization or diversification
  - ***based on cluster resource research***
    - by the nature of the main resource
    - by type of main resource
- ***Multidimensional approaches to cluster classification***
  - by a set of features (criteria)
  - along the technological path
  - by company size and type of interactions
  - by type of dominant relationship and degree of geographical concentration
  - by the number of participants, the nature of the relationship between them, the openness of cluster membership

Figure 1 - Classification of clusters

Note - Compiled by the author based on research materials

The formation of general conditions for cluster formation is associated with the development of an integrated system of strategic planning for cluster development of the territory. The regional cluster development strategy and its implementation program are the basis for the implementation of comprehensive state support for cluster initiatives and the development of cluster potential.

Thus, the imperative of ensuring the integrity of the economic space determines the need to modernize program-targeted management of the socio-economic development of problem regions, the formation of cluster strategies and network models of interaction.

It is proposed to generalize the existing approaches, which will make it possible to systematize clusters by groups of attributes (Figure 1).

When studying the processes of creating clusters and justifying the choice of methods for their formation, the most significant classification of clusters according to the characteristics presented in Figure 2.

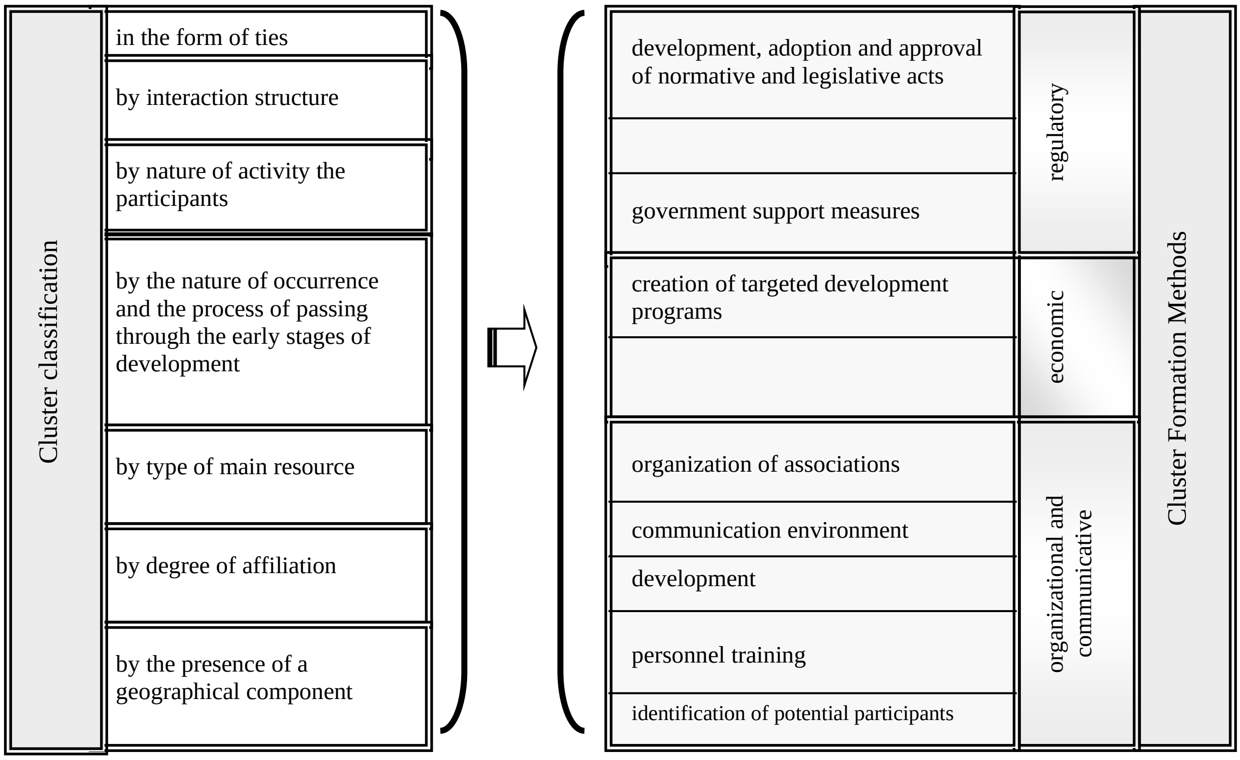

Figure 2 - The relationship between the types of clusters and methods of their formation

Note - Compiled by the author based on research materials

These types of classification contribute to an adequate assessment of the type of cluster being created and play a decisive role in the choice of methods for its formation.

The tasks of overcoming the recession in the region’s economy during the recovery period must be solved in the context of increasing competition at various levels and in various areas of economic activity. Under the current conditions, the transition from the model of «catching up» to the model of «leading» development is possible only by increasing the competitive capabilities of the region.

In the context of globalization, the level of competitiveness of the region’s economy depends on the efficiency of the functioning of new competitive forms of organization of production - regional economic clusters, which mean a group of interconnected companies concentrated on a certain territory; suppliers of equipment, components and specialized services; infrastructure; research institutes; Universities and other educational organizations that complement each other and enhance the competitive advantages of individual companies and organizations, as well as the cluster as a whole.

Historically, classifications of clusters have developed under the influence of specific conditions of economic development, as part of the study of the economies of certain countries or territories, so each classification corresponds to specific research objectives. This explains the variety of classification approaches.

A generalization of the approaches to the interpretation of the «agrocluster» categories presented in the scientific literature allows us to define the agrocluster as a form of institutionalization of interests concentrated on a certain territory of a group of interconnected companies and organizations, including specialized suppliers of factors of production, an enterprise for the production of agricultural raw materials, and organizations in the field of its deep processing and marketing end products competing but working together to reduce trance share costs and the growth of the synergistic effect, as well as the interests of the population living in this territory.

The cluster approach to managing regional development is implemented in the form of a cluster policy [18]. In world practice, two models can be distinguished within the framework of which cluster policy is implemented - liberal (USA, UK, Australia, Canada), within which the cluster is considered as a market organism, and the role of federal authorities is to remove barriers to its natural development, and conducting (Japan, Korea, Singapore, Sweden, France, Finland, Slovenia), involving the active participation of the state in the formation and development of clusters. An analysis of the cluster policy conducted in Kazakhstan indicates the formation of a conducting model, which, in our opinion, is most effective in modern Kazakhstani conditions. The implementation of such a cluster policy model must be considered at three hierarchical levels.

The implementation of an effective cluster policy involves the development of strategies aimed at the formation of regional economic clusters.

In the context of the global economic crisis and the post-crisis development of the regional economy, the need has arisen to improve the current model of socio-economic relations based on a cluster management mechanism that ensures the interconnection of associated enterprises of various sectors of the economy, mutually contributing to the growth of the competitiveness of the regional economic system. The specified mechanism is able to ensure the concentration of the most effective and interrelated types of economic activity in various sectors of the economy, which can guarantee higher economic indicators of economic entities due to the effect of the scale of activity.

The process of cluster formation is based on the exchange of information on needs and technologies between enterprises of related industries, as well as buyers and suppliers. The key tool for cluster formation is the market mechanism for mutually beneficial interaction between enterprises located on the same territory, which is explained by a reduction in a number of transaction costs and the emergence of positive feedbacks that ensure the intensive development of all organizations related to industrial and economic relations within the cluster. The positive side of the cluster approach is not only a reduction in transaction costs, but also an increase in the efficiency of production specialization due to the concentration of consumers and suppliers in one economic space.

Having analyzed the positions of Russian and Kazakhstani economists, we believe that the concept of «cluster» applies not only to the principle of combining enterprises of different industry sectors, but also combining legal entities of various forms of ownership into a single conglomerate, the so-called corporate type of connections in the external environment.

The cluster is a symbiosis of commercial and non-commercial entities of various forms of ownership and industry, which, thanks to the concentration of resources (financial, industrial, intellectual, etc.), allows solving problems of regional significance.

When organizing a cluster, participating companies (initiator, customer, investor, contractors, subcontractors, suppliers, licensors, manufacturers of final products and consumers) form its operational base - the initial set of enterprises - potential cluster members.

When organizing the work of the cluster, it is important to distinguish from the whole set of real and potential participants in the project a subset of enterprises and organizations that have the highest innovative potential and the closest scientific and industrial relations, which help reduce the time for the implementation of the full innovation cycle and accelerate the diffusion of innovations.

For the successful organization of the cluster's work, its internal environment is of great importance. Figure 3 shows its most significant factors.

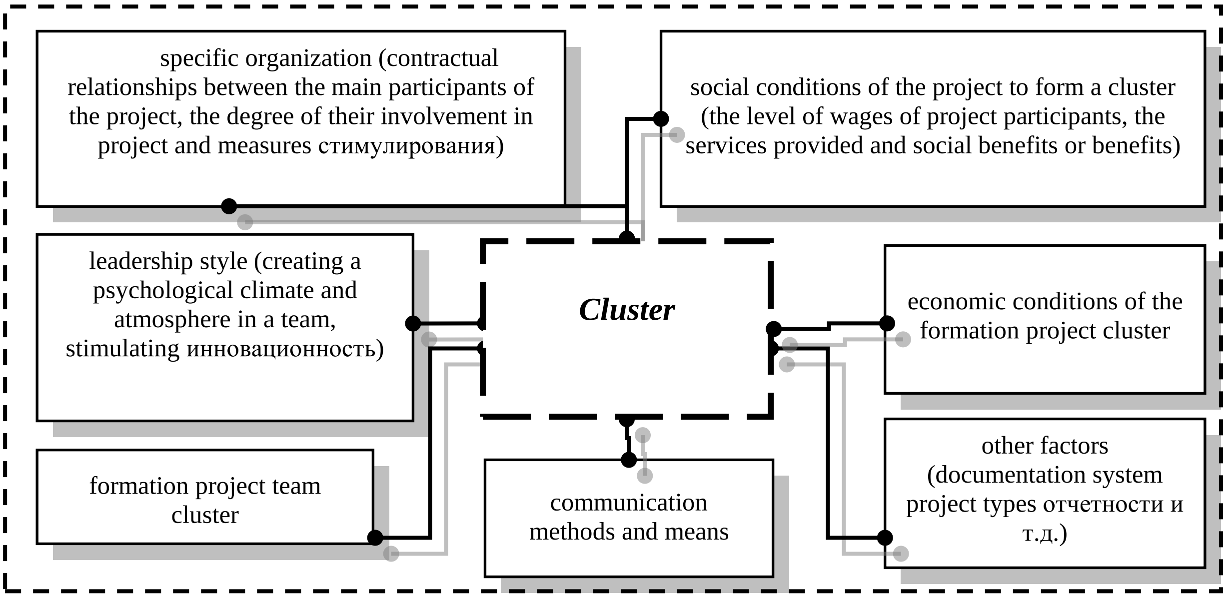

Figure 3 - Cluster (its internal environment) and factors exerting priority on its formation

Note - Compiled by the author based on the sources studied.

When organizing the work of the cluster, it is important to distinguish from the whole set of real and potential participants in the project a subset of enterprises and organizations that have the highest innovative potential and the closest scientific and industrial relations, which help reduce the time for the implementation of the full innovation cycle and accelerate the diffusion of innovations.

The analysis of international experience in ensuring the competitiveness of regional economic systems using the instrumental functions of the cluster approach showed that even in the conditions of the past global economic crisis, the most developed Western countries did not abandon the chosen policy of innovative transformations in the regional management system using cluster technologies.

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КОНЦЕПТУАЛЬНО-ЭМПИРИЧЕСКИЕ ОСНОВАНИЯ ИСПОЛЬЗОВАНИЯ КЛАСТЕРНОГО ПОДХОДА В УПРАВЛЕНИИ ЭКОНОМИЧЕСКИМИ ПРОЦЕССАМИ

Аннотация. В условиях усиливающейся дивергенции в уровнях формирования региональных территориально-локализованных подсистем национального экономического пространства приоритетной задачей становится разработка кластерной модели управления, представляющей собой территориальную концентрацию совокупности взаимосвязанных между собой бизнес-интересами предприятий, а также государственных и общественных социально-экономических институтов, необходимых для развития конкурентных преимуществ кластеров и региональных экономических систем в целом.

В основе процесса функционирования и развития пространственно локализованных экономических систем (кластеров) лежит принцип территориального концентрации экономических ресурсов, обмен информацией о потребностях и технологиях между предприятиями смежных отраслей, покупателями и поставщиками. Ключевым моментом образования кластера является сам рыночный механизм взаимовыгодного взаимодействия между предприятиями, расположенными на одной территории, что объясняется снижением ряда трансакционных издержек и возникновением положительных обратных связей, обеспечивающих интенсивное развитие всех предприятий в рамках кластера.

В этой связи, позитивной стороной кластерного подхода является не только снижение трансакционных издержек, но и рост эффективности специализации комбинированного (в рамках кластера) производства за счет концентрации ресурсов, производства, потребителей и поставщиков в одном хозяйственном пространстве.

Это актуализирует проблему использования кластерных подходов в управлении процессами формирования и развития региональных экономических систем, обусловливает потребность в научном обосновании алгоритмов создания предприятий кластерного типа, разработке организационно-экономических инструментов кластерного управления с учетом отраслевых и региональных особенностей развития территорий, а также анализа факторов внешней и внутренней среды региональной экономической системы.

В исследовании применялись общенаучные и специальные методы познания: анализа и синтеза, индукции и дедукции, статистического анализа, системного подхода, метода экспертных оценок; в качестве методологии исследования использовался кластерный подход к развитию национальной экономики.

Идентифицированы проблемы инновационной деятельности в Республики Казахстан, включая: слабые позиции страны в оценке институциональной среды; сокращение количества инновационноактивных организаций; снижение удельного веса отгруженной инновационной продукции; низкое значение удельного веса отгруженной инновационной продукции (работ, услуг) новой для мирового рынка; недостаток собственных денежных средств для нововведений.

Определена сущность кластера с точки зрения самоорганизации экономических систем на основе сетевого сотрудничества и государственно-частного партнерства; обоснована роль кластеров в инновационном развитии и повышении конкурентоспособности национальной экономики.

На основе разработанной авторами настоящей статьи кластерной концепции и с учетом специфики социально-экономического состояния экономики Казахстана, степени развития гражданского общества, определены принципы формирования кластерной политики в Казахстана, цели кластерной политики и субъекты проведения политики.

Ключевые слова: кластер, кластеризация, эффективность, экономический рост, локализация, экономические системы.

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ЭКОНОМИКАЛЫҚ ПРОЦЕСТЕРДІ БАСҚАРУДА КЛАСТЕРЛІК ТӘСІЛДІ ПАЙДАЛАНУДЫҢ ТҰЖЫРЫМДАМАЛЫҚ-ЭМПИРИКАЛЫҚ НЕГІЗДЕМЕСІ

Аннотация. Ұлттық экономикалық кеңістіктің аймақтық-локализацияланған ішкі жүйелерін қалыптастыру деңгейлеріндегі алшақтықтың күшеюі жағдайында, бәсекеге қабілеттілікті дамыту үшін қажетті кәсіпорындардың, сондай-ақ мемлекеттік және қоғамдық әлеуметтік-экономикалық институттардың өзара байланысты іскерлік мүдделерінің жиынтығының аумақтық шоғырлануы болып табылатын кластерді басқару моделін дамыту кластерлердің және тұтас алғанда аймақтық экономиканың артықшылықтары.

Кеңейтілген локализацияланған экономикалық жүйелердің (кластерлердің) жұмыс істеуі және дамуы процесі экономикалық ресурстарды аумақтық шоғырландыру, байланысты салалардағы кәсіпорындар, сатып алушылар мен жеткізушілер арасында қажеттіліктер мен технологиялар туралы ақпарат алмасу қағидатына негізделген. Кластердің қалыптасуындағы маңызды сәт - сол аумақта орналасқан кәсіпорындар арасындағы өзара тиімді өзара әрекеттестіктің нарықтық механизмі, ол транзакциялық шығындардың азаюымен және кластер құрамындағы барлық кәсіпорындардың қарқынды дамуын қамтамасыз ететін оң нәтижелермен түсіндіріледі.

Осыған байланысты кластерлік тәсілдің оң жағы транзакция шығындарының азаюы ғана емес, сонымен бірге ресурстарды, өндірісті, тұтынушылар мен жеткізушілерді бір экономикалық кеңістіктегі шоғырландыруға байланысты біріктірілген (кластер шегінде) өндірісті мамандандыру тиімділігінің артуы болып табылады.

Бұл аймақтық экономикалық жүйелердің қалыптасуы мен даму процестерін басқаруда кластерлік тәсілдерді қолдану мәселесін өзекті етеді, кластерлік типті кәсіпорындар құру алгоритмдерін ғылыми негіздеуді, кластерлік басқарудың ұйымдастырушылық-экономикалық құралдарын, аумақтарды дамытудың салалық және аймақтық ерекшеліктерін, сондай-ақ сыртқы және ішкі факторларды талдауды қажет етеді. аймақтық экономикалық жүйенің жағдайы.

Зерттеуде танымның жалпы ғылыми және арнайы әдістері қолданылды: талдау және синтез, индукция және дедукция, статистикалық талдау, жүйелік тәсіл, сараптамалық бағалау әдісі; Зерттеу әдістемесі ретінде ұлттық экономиканың дамуына кластерлік тәсіл қолданылды.

Қазақстан Республикасындағы инновациялық қызметтің мәселелері анықталды, оның ішінде: елдің институционалды ортаны бағалаудағы әлсіз позициясы; инновациялық белсенді ұйымдар санының қысқаруы; тиелген инновациялық өнім үлесінің азаюы; жөнелтілетін инновациялық өнімнің (жұмыстардың, қызметтердің) әлемдік нарықтағы үлесінің төмен мәні; инновациялар үшін меншікті қаражаттың болмауы.

Кластердің мәні желілік ынтымақтастық пен мемлекеттік-жеке серіктестік негізінде экономикалық жүйелердің өзін-өзі ұйымдастыру тұрғысынан анықталады; кластерлердің инновациялық дамудағы және ұлттық экономиканың бәсекеге қабілеттілігін жоғарылатудағы рөлі негізделген.

Осы мақаланың авторлары әзірлеген кластерлік тұжырымдаманың негізінде және Қазақстан экономикасының әлеуметтік-экономикалық жағдайының ерекшеліктерін, азаматтық қоғамның даму дәрежесін, Қазақстандағы кластерлік саясатты қалыптастыру қағидаларын, кластерлік саясаттың мақсаттары мен саясат субъектілері анықталған.

Түйін сөздер: кластер, кластерлеу, тиімділік, экономикалық өсу, локализация, экономикалық жүйелер.

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ОЙ САЛАТЫН ЕҢСЕЛІ ЕҢБЕК

2018 жылдың соңғы айларында «Мектеп» баспасынан «Қазақстандағы математиканы оқыту әдістемесінің қалыптасуы мен дамуы» деп аталатын көлемді еңбек жарық көрді Оның авторлары - білім мен ғылым саласына еңбегі сіңген тәжірибелі маман, қоғам қайраткері, профессор, ҚР Ұлттық ғылым академиясының корреспондент мүшесі А.Е. Әбілқасымова және оның шәкірті педагогика ғылымдарының кандидаты, профессор Б.М. Қосанов. Кітап кіріспеден, төрт тараудан және библиографиядан тұрады, соңында математиканы оқыту әдістемесінен XIX-XXI ғасырлар аралығында жарық көрген 64 басылымның сыртқы мұқабаларының суреттері келтірілген. Жалпы айтқанда, аталмыш еңбекте Қазақ елінде математикалық білім беру ісі қалай қолға алынып, жүзеге асырылды, оны кімдер жүргізді, осы уақытқа дейін ана тілінде қандай математика оқулықтары жазылды, сондай-ақ, математиканы оқыту әдістемесі ғылым ретінде қалай қалыптасып, дамыды деген келелі мәселелерге жауап берілген.

Кітап тараулары былай аталған:

- математиканы оқыту әдістемесінің бастамасы;
- математиканы окыту әдістемесінің қалыптасуы;
- математиканы оқыту әдістемесінің дамуы;
- математиканы окыту әдістемесінің тәуелсіз Қазақстан кезіндегі дамуы.

Тараулардың аттарынан-ақ еңбекте Қазақстан Республикасындағы математиканы оқыту әдістемесі тарихының жүйелі түрде карастырылғаны аңғарылады.

I тарауда қазақ халқының сонау есте жоқ ежелгі замандардан бастап өзіндік әдістемелік-математикалық мәдениетінің болғандығы нақты тарихи деректермен, сондай-ақ, халық санамақтарына, сан мен санау мәселелеріне байланысты мақал-мәтелдерге, жұмбақтар мен жаңылтпаштарға және қазақтың ауызша есептері жүйесіне терең талдаулар жасау арқылы дәлелденген. Осы орайда мұнда

қазақ топырағынан шыққан Әбунәсір әл-Фараби, Ғаббас әл-Жауһари, әлам ад-дин әл-Жауһари, Ахмет әл-Фараби, Жамал ад-дин әт-Түркістани сияқты әлемдік деңгейдегі ғалымдардың есімдері мен математикалық трактаттарына қазақ халқының математикалық сауаттылығы деңгейінің көрсеткіші ретінде баға берілуі көңіл аударарлық және құптарлық жағдай деп білеміз. Сонымен қатар, Қазақстанда орыстың озық әдістемелік-математикалық ой-пікірлерінің тамыр тарта бастауы тиянақты түрде баяндалған, мұндағы атап айтарлық мәселе, алғашқы қазақ педагогы Ы.Алтынсариннің математиканы оқыту жөніндегі ой-пікірлеріне, XIX ғасырдың екінші жартысында татар ағартушылығының әсерімен қазақ даласында кеңінен таралған ұсұл-жәдид мектептеріндегі математиканы оқытудың тәжірибелеріне терең талдаулар жасалған.

Кітаптың II тарауы Қазақстанда математиканы оқыту әдістемесінің қалыптасуына арналған. Мұнда қазақ мектебінде берілуге тиісті математикалық білім мазмұнын анықтаудың алғашқы тәжірибелері баяндалады. Атап айтқанда, әлі күнге дейін мұрағат қорларында шаң басып жатқан және өздерінің лайықты бағасын ала алмай келе жатқан Мыржақып Дулатұлының, Кәрім Жәленұлының, Сұлтанбек Қожанұлының, Әлмағамбет Қасымұлының, Қаныш Сәтбайұлының, Елдос Омарұлының, т.б. Алаш қайраткерлерінің арифметикадан, алгебрадан және геометриядан жазған оқу құралдары әдістемелік тұрғыдан талданып, олардың ерекшеліктері анықталған.

Ауыл балаларын жаппай мектепке тарту, сауатын ашу, білім мен ғылымға тарту, мәдениетін көтеруде алғашкы зиялылардың атқарған ісі орасан.

Мәселең, Ресей патшалығының соңғы жылдарында Мыржақып Дулатұлы –

«Көзіңді аш, оян казақ, көтер басты
Өткізбей караңғыда бекер жасты.
Жер кетті, дін нашарлап, хал харам боп,
Қазағым, енді жату жарамас-ты» -

деп ұран тастады. Сол үшін патша үкіметі оны соттады.

Патша үкіметі 1917 жылы ақпан айында құлағанда Жүсіпбек Аймауытов –

Қазағым! Қақтык па, қамал ма,
Ел болар камыңды амалда.
Өтті түн, атты таң, шықты күн,
Сөл малды, сөл жанды, аянба!» -

деп жар салды.

Бала оқытты, шығармалар жазды. «Бір, екі, үш - жастар алға түс» - деп білімге шақырды.

Сонымен қатар, қазақ жеріндегі тұңғыш педагогикалық оқу орындарында (педкурстар, педтехникумдар, халық ағарту институттары) математика мен математика әдістемесінің пән ретінде оқытыла бастауы, қазақ педагогикалық баспасөзінде математиканы оқытудың әдістемелік мәселелері бойынша жарияланған алғашқы мақалалар және ана тіліміздегі әдістемелік-математикалық терминологияның қалыптасу жолдары сияқты мәселелер баяндалған.

III тарауда Қазақстанда математиканы оқыту әдістемесінің 1930-1990 жылдардағы дамуы қарастырылған. Мұнда авторлар осы кезеңнің басында жарық көрген, алайда күні бүгінге дейін бізге беймәлім болып келген ана тіліндегі көптеген математика оқулықтарымен таныстырады. Сондай-ақ, мұнда қазақ жоғары оқу орындарында математика мен математика әдістемесін оқытуды қолға алудың алғашқы тәжірибелері туралы тың деректер келтірілген. Әсіресе, осы істің бастауында тұрған және қазақтан шыққан алғашқы физика-математика ғылымдарының кандидаттары мен профессорлары Әлімхан Ермековтың, Садуақас Боқаевтың және Ибадулла Ақбергеновтың атқарған еңбектері мен мұраларына терең талдаулар жасалған. Тарау соңында кеңестік дәуірдегі математиканы оқыту әдістемесінің дамуына сипаттама берілген.

Кітаптың IV тарауы математиканы оқыту әдістемесінің тәуелсіз Қазақстан жағдайындағы дамуы мен қазіргі жағдайына арналған. Онда Қазақтан Республикасы мектептері үшін математикалық білім беру мазмұнын анықтау (мемлекеттік стандарттар, оқу бағдарламалары, оқулықтар, оқу-әдістемелік құралдар, т.б. дайындау), математиканы оқытудың әдістерін, құралдарын және оны оқытуды ұйымдастырудың формаларын жетілдіру және педагогикалық бағыттағы жоғары оқу орындарында әдістемелік-математикалық білім беруді қайта құру бағытында атқарылған сан салалы жұмыстар ашып көрсетіліп, математика әдістемесінің тәуелсіз Қазақстан кезеңіндегі ғылыми негіздегі дамуына сипаттама берілген.

Міне, бұрын-соңды ғылыми айналымға түспеген тың, әрі аса құнды ғылыми деректер келтірілген еңбектің қысқаша мазмұны осындай.

Әрине, қай халықтың да болмасын санау және есептеу мәдениеті бірден пайда болған жоқ, ол - жүздеген жылдардың нәтижесі. Алдымен пайда болғаны - саусақпен санау. Саусақтармен оннан аспайтын сандарға ғана амалдар жүргізуге болады. Алайда, сандар үлкейгенде ол жарамсыз болып қалатыны түсінікті. Сондықтан алғашқыда, Антика дәуірінде есептеулерді таяқшаларды пайдалану арқылы жүзеге асыру қолға алына бастады. Оны Рим санағы (цифры) деп атаған. Кейін келе бұл жүйенің де кемшіліктері байқалды, өйткені сандық мөлшер біртіндеп өскен сайын оны таяқшалармен кескіндеу үлкен қиындық әкелді. Содан келіп адам баласы санақ жүргізудің басқа, жеңіл жолын іздестірді. Осының барысында сандарды таяқшалар мен олардың арасындағы бұрыштарға негіздей отырып таңбалау пайда болды. Айталық, бір дегеніміз - «1» (бір бұрыш); екі - «2» (екі бұрыш); үш - «3» (үш бұрыш; төрт – «4» (төрт бұрыш); бес – «5» (бес бұрыш); алты – «6» (алты бұрыш); жеті – «7» (жеті бұрыш); сегіз – «8» (сегіз бұрыш); тоғыз – «9» (тоғыз бұрыш) және ноль - «0».

Орта ғасырда әл-Хорезми бұларды икемдеп, араб жазуына ұқсатып, бұрыштарды өзгертіп қазіргі цифрлар жүйесін жасады. Олар 1, 2, 3, 4, 5, 6, 7, 8, 9 және 0. Аса ыңғайлы болғандықтан, бұл цифрлар бүкіл дүниежүзіне таралды. Осы жерде еске алатын тағы бір мәселе тұр. Ол бұдан бір мың жүз жыл бұрын әл-Фараби арнайы бір еңбегінде әрбір сөйлемдегі сөз, өлең ұйқастығы есептен тұрады деген.

Әр халықтың ежелден бастап қалыптасқан өзіндік математикалық білім беру мәдениеті бар. Кітапты оқи отырып, біз қазақ халқының ешкімге ұқсамайтын өзіндік математикалық білім беру мәдениеті болғандығының куәсі болдық. Мыңдаған жылдар мал бағып өмір сүрген біздің халқымыз тұрақты түрде жұмыс істейтін мектебі болмаған кездің өзінде-ақ ұрпағының математикалық сауаттылығына ерекше мән беріп отырған. Математикалық білімнің қажет екендігін санға байланысты мақал-мәтелдер арқылы ұғындырып отырған және ол үшін түрлі санамақтарды, санға байланысты жұмбақтар мен жаңылтпаштарды және ауызша есептерді математикалық білім берудің әдістемелік құралдары ретінде аса шеберлікпен пайдалана білген.

Қазақ даласынан математика саласы бойынша Әбунәсір әл-Фарабиден де басқа атақты ғалымдар шыққан. Олар өздерінің сан салалы математикалық трактаттары арқылы әлемдік математика ғылымының дамуына өлшеусіз үлес қосқан. Неліктен олардың есімдері мен мұралары әлі де болса халыққа танылмай келеді? Кітапты оқи отырып, осы сұрақтарға жауап беру үшін арнайы ғылыми-зерттеу жұмыстарын жандандыру арқылы Ұлы даланың математикалық мәдениетін жарқыратып көрсетуге күш салуымыз керек деген ой туындайды.

Жалпы арифметика, алгебра, геометрия және т.б. ғылымдар басталуы Таяу Шығыстан басталған. Кеңес дәуірінде оқып, білім алған кейінгі ұрпақтың санамызда «Қазақ еліне математикалық білім Ресей арқылы келді», «Өзіміздің математика оқулықтарымыз болған жоқ», «Математика оқулықтарын орыс тілінен аударып алып, пайдаландық» деген сияқты пікірлер берік орнығып, қалыптасқаны белгілі. Аталмыш кітап бұл пікірдің толығымен қисынсыз екендігін дәлелдейді. Кітапты оқи отырып, осы мәселеге қатысты бұған дейін белгісіз болып келген көптеген жайттарға көз жеткіздік. Шынында да XX ғасыр басында мектеп математикасының барлық дерлік салалары толық мағынасындағы қазақ тіліндегі төл оқулықтармен және оқу құралдарымен қамтамасыз етілген екен. Бұл орайда әсіресе, Алаш қайраткерлерінің тыңғылықты істер атқарғанын атап айтуға тиіспіз, өйткені олардың авторларының басым көпшілігі солар. Кітапта математиканың бастауыш қазақ мектебіне арналған 13, қазақ орта мектебіне арналған 5, орта дәрежелі қазақ мектебіне арналған 5 және қазақ жоғары мектебіне арналған 1 төл оқу құралдары келтірілген.

Математикадан ұлттық сипаттағы мұншама төл оқулықтар мен оқу құралдарының табылып, жариялануы аса қуанарлық жағдай. Бұл жерде авторлардың оларды мұрағат қорларынан тауып қана қоймай, әрқайсысына жүйелі талдаулар жасай отырып, оларды ғылыми айналымға түсіргенін аңғардық. Қысқасы, еңбекті оқу барысында жоғарыдағы сыңаржақ пікірлердің қисынсыз екендігіне, Қазақ елінде математиканың төл оқулықтарын дайындау ісінің өзіндік бай тәжірибелерінің болғандығына және айналамыздағы басқа жұртқа бізде де математика саласы бойынша өзіміздің классикалық оқулықтарымыз болғандығын жария етуге болатындығына көзіміз жетті. Бұл көңілімізді марқайтып, кеудемізде ерекше бір мақтаныш сезімін тудырды.

XX ғасырдың 30-ыншы жылдарынан бастап, қазақ мектептерінің бүкіл Кеңестер одағына ортақ оқу бағдарламаларына көшірілуіне және авторларының басым көпшілігінің алашордашылар болғандығына байланысты бұл оқулықтар қазақ мектебінің тәжірибесінен алынып тасталып, олардың орнына аударма оқулықтар пайдаланыла бастағаны белгілі. Алаштың марқасқалары бұл үрдістің ертерек басталуына тосқауыл болып, оның орын алуын аттай он бес жылға кейін шегіндірген екен. Бұл да еңбекті оқу үстінде туындаған ойларымыздың бірі десек болады.

Кеңестік дәуірде мектептерімізде математика пәнін оқытуда жаппай аударма оқулықтардың пайдаланылғанына қарамастан, математиканы оқытудың әдістемесі ғылымы өзінің ұлттық сипатын жоймаған екен. Оның айқын дәлелі, осы ғылым саласы бойынша ұлттық кадрлар дайындалып, бірқатар еңбектер жазылыпты. Бұл істе әсіресе, Абай атындағы КазПИ-дің «Математиканы оқыту әдістемесі» кафедрасының жетекші роль атқарғанын атап айтуға тиіспіз.

Математикадан ана тілімізде оқулық жазу мәселесі еліміз егемендік алғалы бері дұрыс жолға қойылды. Тәуелсіздік жылдары математикадан төл оқулықтар мен оқу-әдістемелік кешендер дайындауда ұлан-ғайыр жұмыстар атқарылды. Бұл саладағы атқарылған жұмыстарға Ы. Алтынсарин атындағы Қазақ білім академиясы Жоғары білім институтының директоры, Жалпы білім беру институтының директоры, ҚР Білім және ғылым министрлігі «12-жылдық білім беру» ғылыми-практикалық орталығының директоры, «Оқулық» ғылыми-практикалық орталығының директоры және Ы.Алтынсарин атындағы Ұлттық білім академиясының президенті ретінде педагогика ғылымдарының докторы, ҚР ҰҒА корреспондент мүшесі, профессор А.Е. Әбілқасымова жетекшілік жасады. А.Е. Әбілқасымова мектептерге математика оқулықтарын дайындау мәселесімен ғана шектеліп қалған жоқ, оның математиканы оқыту әдістемесі ғылымының өркендеуіне қосқан орасан зор үлесін мына бағыттағы атқарылған жұмыстарды атқаруы мен оларға жетекшілік жасауынан аңғаруға болады: ҚР мемлекеттік жалпыға міндетті білім стандарттары мен математиканың оқу бағдарламаларын әзірлеу, әртүрлі деңгейдегі ғылыми-әдістемелік конференциялар мен семинарлар өткізу, монографиялық еңбектер жазу, математика пәні мұғалімдерінің съездерін ұйымдастыру, ана тіліндегі математикалық терминологияны жүйеге келтіру, «Математиканы оқыту әдістемесі» оқулықтарын дайындау, математика пәні мұғалімдерін дайындаудың сапасын арттыру, математиканы оқыту әдістемесі саласы бойынша ұлттық ғылыми кадрларды дайындау, т.б.

Қазіргі таңда А.Е. Әбілқасымова әдістемелік-математикалық ғылымның орталығы болып отырған Абай атындағы Қазақ Ұлттық педагогикалық университетінде «Математика, физика және информатиканы оқыту әдістемесі» кафедрасының меңгерушісі ретінде аталмыш ғылым саласының қарыштап алға басуы мен дамуына күш салуда. Ең бастысы, оның шәкіртімен бірге Қазақстандағы математиканы оқыту әдістемесінің қалыптасу және даму жолын тарихи-педагогикалық үдеріс ретінде тұтастай бір жүйеге келтіруі және математиканы оқытудағы түйткілді мәселелерді шешуде өткеннен көп нәрсені ескеруге ұмтылуы ерекше қуантады.

А.Е. Әбілқасымова мен Б.М. Қосанов жазған кітап математика тілімен мығымдап жазылған. Егер оны талдайтын болсақ, онда ол бірнеше томға айналар еді. Біз тек кітапты баяндап отырған жоқпыз. Керісінше, одан туындаған ойларды ғана айтып отырмыз. Басқа ғылымдардан математиканың ерекшелігі міне осында.

Жалпы біз жарық көрген кітапта көтерілген мәселелерді талдап, оның артық, кемін көрсету емес, керісінше, оның мағынасына мән беріп, одан туындайтын ойларды қозғай отыра пікір айтпак болдық.

Оқулық жасөспірімдерді білімге тартатын құрал ғана емес, ол өмірде болып жатқан түрлі ғылыми-техникалык жаңалықтарды тиімді әдістемелер арқылы өмірге баулитын жұмыс. Сонымен қатар, математиканың алғашқы ғылымдардың бірі ретінде орны бөлек екенін баса айтқанымыз жөн.

Бүкіл әлем, болмыс, тіршілік бәрі есептен тұрады. Мықты Кеңес үкіметі құлады. Себепсіз емес. Есептен қате жіберді. Мәселең, шығыс кірістен бірнеше рет асып түсті. Сондықтан нарық керек болды.

Кітаптан туындаған негізгі ойдың бірі - ол алғашқы цивилизация қолға алынғаннан бастап мал өсіру, атқа міну, металл қорыту, түрлі құбылыс ауыстырылып, әріп жасап, сауат ашу, есеп шығару, ғылымдар бастауы сонау Шығыс пен Батыс Сібір аумағынан басталып, жүздеген жылдардан кейін Европа елдерінің көтерілуі. Ал бұл көптеген мысалдармен дәлелденген ғылыми тұжырым.

Қорыта айтқанда, «Қазақстандағы математиканы оқыту әдістемесінің қалыптасуы мен дамуы» атты кітап өзінің терең мазмұны мен мағынасы арқылы жоғарыда айтылған ойларды қозғауға және түйіндеуге себепкер болды. Кітапты сапалы еңбектер қатарына жатқызуға болады дей отырып, оның авторларына шығармашылық табыстар тілейміз.

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