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DIGITALIZATION OF THE ECONOMY: FOREIGN EXPERIENCE AND PRACTICE IN KAZAKHSTAN

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ABSTRACT

The article examines how the topic of digitalization is covered by foreign authors, what our partner competitors in foreign companies and countries are doing in this direction. The available foreign experience connected with the use of information technologies was analyzed. At the same time, only those countries and companies that will be able to adapt quickly and maximize the benefits of the changes that have taken place have achieved a sustainable competitive advantage.

Key words: Digital economy, global trends, digitalization, digital transformation, big data, industrie 4.0

Technologically, the digital economy is defined by four trends: mobile technologies, business intelligence, cloud computing and social media; in the global plan - social networks such as Facebook, YouTube, Twitter, LinkedIn, Instagram, etc. This means that when forming a national segment, it is important to use their capabilities.

Kazakhstan also seeks to keep pace with its competitors. According to the results of a study by the Boston Consulting Group company, reflected in the article "Kazakhstan on the road to digital economy", Kazakhstan occupies the 50th line of the rating of 85 countries in terms of the digitization level of the economy and is in the group with the emerging digital economy (BCG, 2015: p 3-4.). The digital divide between the leading states and the backward countries is increasing year by year. The key to preserving the competitiveness of our economy is the development of the digital component by joint efforts of the state and business, including in the

following priority areas: agriculture, mining and manufacturing, transport and logistics infrastructure, trade, and health, education and information and communication technologies.

This is an important complex task. " It should be noted that the first step towards creating conditions for the transition to an information society was the State Program "Information Kazakhstan 2020", approved in 2013. As the basis for the digital transformation of the country's economy, this program contributed to the development of the following factors: the transition to an information society, the improvement of public administration, the creation of "open and mobile government" institutions, and the growth of accessibility of information infrastructure not only for corporate structures but for citizens of the country. Based on the results of the three years of the implementation of the State Program "Information Kazakhstan 2020", implementation has already been achieved by 70% and target indicators have been exceeded by 40%. In today's world, digital technology plays an increasingly important role in the development of countries economy. Even today, more than 40% of the world population has access to the Internet, and almost every 7 out of 10 households have a mobile phone. Digital technologies have a number of advantages – simplification of the public and business access to public services, the acceleration of the information exchange, the emergence of new business opportunities, the creation of new digital products, etc. The main goal of the government program "Digital Kazakhstan" is the improvement of the competitiveness of Kazakhstan's economy and quality of life through the progressive development of the digital ecosystem. The implementation of the State Program "Digital Kazakhstan" will be held in four key areas: Creating a "Digital Silk Road". This is the development of the reliable, affordable, high-speed, secure digital infrastructure. Creating a "creative society". This is the development of competencies and skills for the digital economy, the upgrading of digital literacy, training of ICT specialists for industries. Digital transformation in the economy branches. It is the widespread introduction of digital technology to enhance the competitiveness of various branches of the economy.

Formation of "Proactive digital government". This is the improvement of electronic and mobile-government systems, optimization of the public services supply sphere

Digital technologies are rapidly changing the usual forms and methods of conducting economic life around the world. The business of not only individual companies is changing - industries, regions and entire states are changing. Digitalization begins to go far beyond changes in technology proper and even in business - they become a macroeconomic and political factor. Not only engineers, scientists, and entrepreneurs are trying to understand the changes, but also politicians, philosophers, and public figures. Some see it as a tool for fundamental changes in public life, while others, on the contrary, hope that digitalization will become an alternative to painful reforms.

During the current techno-economic wave, of which the digitization process is a part, Kazakhstan is in the echelon of the persecuting countries. If there is a plus in this position, then it is that you can take into account the experience of competitors in the forefront. In this sense, the analysis of foreign experience presented in this study provides food for thought, first of all, about what the macroeconomic effect can be expressed from the massive use of digital technologies. It turns out that this effect is expressed not so much in the quantitative increase in labor productivity, as in qualitative changes in business models, the nature of doing business, its manageability and flexibility. In addition, leading foreign analysts expect that as the scope of the digital presence in various segments of the economy expands, there will be an abrupt transition of economic efficiency indicators of their application to a new, higher level. And right now the world is on the verge of such a leap.

The technologies that can have the greatest impact on the economy are artificial intelligence technologies, "big data" analytics, cloud computing, the Internet of things, robotics, autonomous vehicles, production of customized products and 3D printing, social networks and other types of digital Internet platforms. It is important to emphasize that leading foreign analysts argue that digital technologies will not only replace existing types of economic activity but rather "unlock" their hidden

economic potential. The monetary equivalent of such an unblocking is estimated at tens of trillions of dollars.

One of the key trends occurring in the global economy over the past decades is its rapid digitization. Digital transformations change the image and structure of the economy, breaking common business models, leading to the expansion of markets and opportunities, becoming the most important engine of world economic growth.

The results of this analysis suggest that with a high degree of probability in the near future, the level of digitalization will determine the competitiveness of not only business but also entire countries. At the same time, only those countries and companies that will be able to adapt quickly and maximize the benefits of the changes that have taken place have achieved a sustainable competitive advantage.

Training and retraining of personnel should become one of the key elements of the state policy. In this context, it will be necessary to adapt the educational system and infrastructure to the new requirements of the digital age. In particular, first of all, it is necessary to introduce fundamentally new approaches to teaching and ensure a high level of basic digital literacy of the population.

Thus, the digital economy is a powerful catalyst for innovation, growth and social well-being and its development in Kazakhstan is a requirement of the modern era. Deepening and expanding digitalization will increase the competitiveness of the domestic economy in the world arena, provide conditions for a phased transition to the level of the innovation economy and knowledge economy, and improve the quality and standard of living of the population.

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