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HISTORY
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ценообразование и лидерство на рынке. Стиль организации — твердо проводимая линия конкурентоспособности. При чрезмерном развитии превращается в «деспотичную и циничную потогонную систему».

Роли лидера в рыночной культуре:

- Боец — агрессивный и решительный. Личность, активно участвующая в решении задач и достижении целей, получающая заряд энергии в конкурентных ситуациях. Достижение победы — доминантная цель, фокус внимания — на внешних конкурентах и позиции на рынке.

- Постановщик — ориентирован на решение задач и принятие решений. Личность, добивающаяся результатов упорным трудом. В основе личности руководителя лежит настойчивая и разумная аргументация в пользу доведения дела до конца.

Организационная культура проявляется в характере отношения членов организации к окружающим и характере непрерывно принимаемых решений. Заслуживает внимания структура организационной культуры, приведенная исследователем М. Наумовым [62], где он утверждает, и не обосновательно, что организационная культура компании является частью глобальной духовно-нравственной системы, имеющей три уровня:

- духовно-нравственный потенциал активных и влиятельных членов организации. В компании «N» это генеральный директор, его заместители, несколько ведущих экспертов. Под их духовно-нравственным потенциалом следует понимать отношение к себе, людям и окружающему миру;

- духовно-нравственный потенциал стэйкхолдеров. Ввиду отсутствия у компании «N» внешних акционеров ее стэйкхолдерами являются руководители и акционеры предприятий-клиентов, конкурирующих фирм, сотрудники регулирующих органов. От того, в какой степени трехгранный «вижн» (отношение к себе, людям и миру) стэйкхолдеров соответствует аналогичному потенциалу руководителя организации, зависит результат их взаимодействия;

- духовно-нравственный потенциал общества, отождествляющего себя с определенной территорией (державой). Это, скорее, некий усредненный потенциал, проявляющийся в сложившейся практике решения деловых и иных вопросов, имеющих духовное основание (распределение прибыли и социальной нагрузки, инвестиционная политика и т. д.).

Успех компании «N» принято связывать с достаточно редкой особенностью ее организационной культуры. Редкой, потому что в основе культуры большинства сотрудников и организации в целом лежит христианское основание. Сотрудники «N» не задаются вопросами: «Зачем все это (работа, нервы, усилия) мне и компании? Что такое качественная работа? Кто наши клиенты? Как поступить в данной ситуации?». Стройная система подобных вопросов и, главное, ответов на них известна сотрудникам из проверенных источников духовного знания (Священного Писания, учения Святых Отцов), сформированного еще в I тысячелетии и остающегося с тех пор неизменным.

Генеральному директору компании удалось в свое время обрести этот единственно верный источник знаний, образец рассуждения и поведения. Вокруг него со временем образовалась устойчивая группа единомышленников, а затем и клиентов, партнеров, друзей в самых различных коммерческих и государственных организациях. Их разумное и предсказуемое поведение не могло не притянуть людей, разделяющих их непреходящие и живые ценности, верования, убеждения.

С годами в компании сложился особый благоприятный для любого человека (в том числе другого вероисповедания) климат взаимного уважения, ответственности и, главное, одухотворенности всей деятельности. Здесь каждый знает: его работа — это вклад в общее дело помощи ближнему (работающему рядом коллеге, коллективу консультируемого завода, Отчеству); его цель — постараться отдать максимум себя и своих знаний своему делу, людям.

Что лежит в основе рассуждений и поведения этих столь успешных людей? Как упоминалось выше, стройная система православного духовного знания, без обретения которого всякое знание приносит много зла. В свете этого духовного знания формируется особая система отношений между сотрудниками компании с православной организационной культурой, членами их семей, контрагентами компании.

В результате с людей снимается колоссальная нагрузка непрерывной оценки обстоятельств и поступков других людей, мучительного принятия бесконечного числа решений в неопределенной, «относительной» среде.

Сотрудник, познавший и принявший такую проверенную веками модель отношений, имеет крепкое «каменное» основание, «черно-белую матрицу» нравственных оценок собственных мыслей и поведения. Его коллеги, имея аналогичные основы поведения, невольно создают комфортные условия для работы, духовной жизни.

Система ценностей этих людей подкрепляется и развивается непрерывно и естественно, в течение всей жизни, а все серьезные сомнения разрешаются в общении с духовно опытными людьми (духовными наставниками).

Компания освобождается от обязанности «создавать» какой-то особый, «эффективный» корпоративный дух, непонятные обряды и традиции. Ее организационная культура формируется органично и в соответствии с глубинными духовными потребностями сотрудников. Наверное, подобная модель организационной культуры не может служить эталоном для организаций различных стран и национальных сообществ, однако ее структура, глубина и целостность позволяют понять менеджерам форму конкурентоспособной корпоративной культуры, найти свое место в первичной, духовной системе мира, страны, своей организации, группы.

Исходя из этого и появляется потребность в обучении сотрудников организаций умению проникать в глубинный смысл их деятельности, прогнозировать последствия событий и принимаемых решений не на основе знания «2000 бухгалтерских проводок» (различных теорий и чужого, в основном зарубежного, опыта), а на базе реального, духовноориентированного понимания предмета и знания первичных законов [63].

Согласно модели межличностных взаимоотношений выделяют следующие виды культуры (рис. 1.5).

Культура власти. Проявляется в большой роли лидеров в организации. Лидеры проявляют жесткость, но честны по отношению к своим лояльным последователям. Негативной стороной этого типа культуры в случае плохого управления может быть появление страхов, злоупотребления властью в личных целях и политическое интриганство.

Культура достижений. В этом типе культуры акцент делается на вознаграждение реальных результатов, а не непродуктивных усилий. Рабочие команды самонаправляемы. Нормы и структура служат достижению результатов, а не рассматриваются как самостоятельные ценности. Издержками этой стратегии является чрезмерный расход энергии и энтузиазма.

Культура поддержки. При культуре поддержки сотрудник ценится и как личность, и как работник, его гармония важна для организации. Слабость этого вида культуры заключается в сосредоточении на внутренних обязательствах, а не на внешних задачах.

56. **CULTURAL BORDERS IN VIRTUAL SPACE: THE INTERACTION OF LOCAL CULTURES.** Tolstikova Irina, Progdudin Dmitry, ITMO University, Russia.....435
57. **CULTURAL DIVERSITY IN KNOWLEDGE DISSEMINATION: LINGUO-EPISTEMIC APPROACH.** Valeria Chernyavskaya, St. Petersburg State Polytechnical University-Institute of Civil Engineering, Russia.....443
58. **CULTURAL PHENOMENON ATTRIBUTES IN GRAPHIC USER INTERFACE DESIGN.** Lidia Korpan, ITMO University, Russia.....451
59. **DO HUMAN BEINGS HAVE DIRECT DUTY TOWARDS ANIMALS? DR. NORA HELD.** Universität Erfurt, Germany.....457
60. **EMANCIPATION OF AFFECTS. ART AS ICONOGRAPHY OF THE UNCONSCIOUS.** Dr. Ewa Bobrowska, Academy of Fine Arts in Warsaw, Poland..463
61. **ENROLMENT RATE TRENDS IN THE ISTRIA COUNTY ITALIAN PRE-SCHOOL AND ELEMENTARY SCHOOL INSTITUTIONS.** Nada Poropat Jelenc, Lorena Lazaric, Juraj Dobriča University of Pula, Croatia.....471
62. **ETHICAL AND MORAL CONSIDERATIONS IN COMMUNICATION PROCESS: RESEARCH IN LATVIA.** Assist. Prof. Dr. Andrejs Cekuls, University of Latvia, Latvia.....479
63. **ETHICS OF PROFESSIONAL PRACTICE.** Vladimir A. Tsyvk, Irina V. Tsyvk, Ivan Y. Lapshin, Peoples Friendship University of Russia, Russia.....487
64. **FROM SYSTEM TO STRUCTURE: A CHANCE FOR A TURNAROUND IN TODAY'S EDUCATIONAL INSTITUTIONS.** Michaela Muensterer, M.A., Charles University Prague, Czech Republic, Germany.....495
65. **GADAMER ON HEIDEGGER'S WAY.,** PhDr. Kristina Bosakova PhD., Pavol Jozef Safarik University in Kosice, Slovakia.....503
66. **GLOBAL CHALLENGES, THREATS, RISKS IN THE CULTURE SPHERE OF REPUBLIC OF KAZAKHSTAN.** Omirbekova A.O., Massalimova A.R., Zholdubayeva A.K., Nasimova G.O., Al-Farabi Kazakh National University, Faculty of Philosophy and Political Science, Kazakhstan.....509
67. **HOMOSEXUALITY IN RUSSIA: ARE THERE REASONS TO BE HOMOPHOBIC TODAY?;** Vadim V. Kortunov, Ivan Y. Lapshin, Sergey A. Kokonov, Russian State University of Tourism and Services Studies, Russia.....517
68. **HUMAN CAPITAL DEVELOPMENT IN KAZAKHSTAN: SPIRITUAL AND MENTAL FACTORS.** Gulzhan Abdigalieva, Ayazhan Sagitkyzy, Zhanna Kantarbayeva, Kenzhegul Biyazydykova, Bauryzhan Moldagaliev, al-Farabi Kazakh National University, Kazakhstan.....529
69. **INFORMATION AS ONTOLOGICAL CATEGORY, TOGETHER WITH SUBSTANCE AND ENERGY.** Gabriel Crumpei, Alma Gavrilut, Irina Crum Tanasa, Alexandru Ioan Cuza University, Romania.....
70. **INFORMATIONAL TOPOLOGY. TO INTEGRATE REALITY.** Gabriel Crumpei, Alma Gavrilut, Irina Crumpei Tanasa, Alexandru Ioan Cuza University, Romania.....
71. **INTEGRATIVE TEACHING MODEL OF READING AS A COMPONENT OF TRANSLATOR'S PROFESSIONAL ACTIVITY.** A. Dolzhikova, V. Kurilen Yu. Biryukova, Peoples Friendship University of Russia, Russia.....
72. **INVESTIGATION INTO LINGVOCREATIVITY AS PART OF HUM CREATIVE ACTIVITY RESEARCH.** Prof. Elena Pozdnyakova, Moscow State Institute of International Relations (University), Russia.....
73. **JAN HUS, DELIBERATIVE ARGUMENTS AND ECUMENIC DIALOGUE.** Martin Simsa, J. E. Purkyne University in Usti nad Labem, Czech Republic.....
74. **KNOWLEDGE REPRESENTATION IN CHAT COMMUNICATION SEMIOTICS MEETS VIRTUAL REALITY.** Prof. Elena Pozdnyakova, Moscow State Institute of International Relations (University), Russia.....
75. **KNOWLEDGE, REALITY, AND INTERDISCIPLINARY DISCOURSE.** Vera Zaboitkina, Russian State University for the Humanities, Russia.....
76. **LANGUAGE ACQUISITION PROCESSES IN A BILINGUAL ENVIRONMENT.** Assoc. Prof. Editia Hornackova Klapicova, PhD., Ss. Cyril and Methodius University - Department of English and American Studies, Slovakia.....5
77. **LINGUISTIC REFERENCE IN SCIENCE: PROBLEMS AND PROGRESS.** Koen B. Tanghe; Alexis De Tugue; Stéfhan Blancke; Ghent University, Belgium.....6
78. **MAN WITHOUT FOUNDATION IN PIETRO PIOVANI.** Marta de Grani Erasmo da Rotterdam, Italy.....6
79. **MATHEMATICS AND REALITY, COMPLEX SPACE AND REAL SPACE** Alma Gavrilut, Gabriel Crumpei, Alexandru Ioan Cuza University, Romania.....6
80. **MIGRATION - SCHOOL - PRINCIPLE OF TOLERANCE.** Dr. Maria Gluchmanova, University of Presov in Presov, Slovakia.....6
81. **MODELS OF KNOWLEDGE REPRESENTATION AND METAREPRESENTATION: DOUBLE REALITY OF ADVERTISING.** Prof. Elena Pozdnyakova, docent Stanislav Tumsky, Moscow State Institute of International Relations (University), Russia.....6

HUMAN CAPITAL DEVELOPMENT IN KAZAKHSTAN: SPIRITUAL AND MENTAL FACTORS

Prof. Dr. Gulzhan Abdigalieva

Kazhgan Sagkiyzy

Dasana Kantarbayeva

Kerzhegul Blyazydkova

Bayrzhan Moldagaliev

Al-Farabi Kazakh National University, Kazakhstan

ABSTRACT

The purpose of article is scientific justification and development of:

effective methods of improvement of the human capital as factor of spiritual progress of the country during modernization of society taking into account strategy of industrial and innovative development of the country and increase of its competitiveness in a modern human civilization (process of transformation of industrial society in post-industrial);

scientific and humanitarian approach to an innovation and transformation of the human capital as set of knowledge, mentalities, abilities, skills which are used for satisfaction of diverse needs of the person and an intensive moral and psychological factor of development of society and tools of intellectual and administrative work. A number of progressive economic, political and sociocultural transformations is carried out in Kazakhstan today, however strategic development plans aren't always evidence-based by the advanced achievements of modern sciences and national experience. Unilateral (Marxist, Post-Soviet, westernized and others) views and ideological installations which interfere the scientific analysis of a current state of the Kazakhstani society are still prevailed in methodology and theoretical approaches. For example, modern society still is considered from positions of theories of mass society and culture when these theories are considered outdated even in the West. Theories of mass society correspond to an industrialization stage with domination of economy as a social institute. Theories of post-industrial or information society assume formation of new type of society where the economic dominant is replaced by cultural information and media. Therefore the modern scientific analysis of society has to consider the happened structural changes and place emphasis not only on the analysis of economic components, and also on the mental sphere.

Keywords: human capital, mentality, spirituality, innovations, index of human development.

INTRODUCTION

Social progress in post-industrial information society is provided not only by economic capital investments, but also by human capital, intellectual capital, and intellectual

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Prof. Dr. Gulzhan Abdigalieva
Gulzhan Sagikyzy

Danana Kantarbayeva

Kanzhegul Biyazydykova

Banyrzhan Moldagaliev

Farabi Kazakh National University, Kazakhstan

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technologies in a broad sense. If equipment and technologies were considered as theories of industrial society as the component subordinated to wider system of economy, then the theory of post-industrial society assumes equipment and technology as the independent and more fundamental system including economy and other social institutes as subsystems. The human intellectual capital, creative innovative activity in information society is put in the forefront and demands paramount attention. Philosophical, sociological, cultural, psychological, political, economic and semantic approaches are necessary for research of conditions and determinants which form creative, critical, innovative thinking, and also form the factors promoting increase of prestige of science and education, formation of the intellectual nation.

Mental and spiritual factors of the human capital. The Human Capital (HC) as a major factor forming innovative economy and post-industrial society through education, economy, high-quality life, intelligence, science and the quality human capital. Traditional resources, production factors (the capital, work, the earth) become minor in present period, and knowledge comes to the forefront according to the classic of management P. Druker [1]. It is considered that the human factor plays a key role in ensuring competitiveness of the modern companies [2].

According to study of the report of JP Morgan "U.S. Recession and Depression Are Only in Our Minds" the stock of "human capital" makes about \$70 trillion physical and financial assets belonging to the American households [3]. Experience of USA shows that investments into "the human capital" are 25% more favorable than involvement of the prepared worker in the company, also payback and profitability of these investments are rather high and, respectively, risk degree is low [4].

In USA the total investment in the human capital makes 26% of GDP. Such successful countries as Malaysia, South Korea, and Japan relied on investments into the human capital as allowed them to create samples of "economy of knowledge". In Kazakhstan the indicator of total investment in the human capital is at the level of 9% of GDP. Businessmen in Kazakhstan are guided by receiving a raw and administrative rent, but not technological (intellectual) rent.

For achievement of the objectives put in strategy "Kazakhstan-2050" to enter into number of 30 most developed countries, it is necessary to develop the human capital which includes all indexes of human development accepted by the UN program of development. In 2012 Kazakhstan (Fig. 1) took the 69th place in the world in the Russian Federation-55, Belarus-50, Estonia-30 according to this index which defines the country level of development [5]. According to this indicator and also according to GDP per capita (12,5 US dollars) Kazakhstan belongs to the high average countries. It allows to use a method of analogy to the calculations which are carried out in OECD [6]. The success in realization of innovative economy directly depends on a level of development of the human capital (further HC) and high technology. The human capital is the following high stage of development, it is a major factor forming innovative economy and economy of education, and the innovative economy is a high-quality life, intelligence, education, science and the quality human capital [7].

Production of material benefits kept its importance but it is first of all defined by new knowledge, highly qualitative experts, level of development of technology and application of a new control system. Production of material benefits, certainly, will keep the importance, but its economic efficiency will be defined first of all by use of

highly qualified personnel, new knowledge, technologies and methods of management. Thus, the way of production and transfer of knowledge and, actually, person - his intellectual potential is put in the forefront. By calculations of the World Bank the fixed business assets of the USA as a part of national wealth (the building and a construction, cars and the equipment) make only 19% where natural resources is 5%, and the human capital is 76%. The corresponding indicators in Western Europe are 23,2 and 74%; in Russia - 10,40 and 11,50%. Therefore the increasing part of researchers considers that the human capital is the most valuable resource of post-industrial society, much more important than the natural or saved-up wealth. Already now in all countries the human (intellectual) capital predetermines rates of economic development and scientific and technical progress.

One of conditions of increase of competitiveness of domestic economy is development of the human capital [8]. Its value steadily increases in conditions of globalization of world economy and a modern level of development of a civilization which is a factor of social and economic development at national, regional and transnational level. Thus it is necessary to consider that insufficiently high level of the human capital is the main obstacle for economic updating of the country today. Information and computer technologies, globalization of economic activity and tendency concerning a bigger individual responsibility and autonomy, all of them changed requirements to training. The key role of knowledge and competences of ensuring economic growth gained wide recognition of economists and politicians. It is necessary to refuse passive policy to provide the advancing development of the human capital according to modern realities. The development strategy leaning on model of a social market economy is necessary. Achievements of human reason, intellectualization of production at the present stage lead to a new round of development of society, created (first of all, in the developed countries) more favorable conditions for realization of creative opportunities of the person in political, economic, social and cultural life.

New competitive advantages of economy and possibility of its modernization substantially are defined by the saved-up and realized human capital. People with the education, qualification and experience define borders and possibilities of technological economic and social modernization of society [9].

The developed countries continue to increase industrial production, significant modifying it under the influence of new realities. It is both base, and a condition of development of the human capital which doesn't overshadow fixed capital. They don't resist but interact and supplement each other. Progress of social development which is expressed in formation of information and industrial society is a synthesis of the interaction. There is no clear boundary between industrial and post-industrial societies gradually develops into another.

Thus the human capital in modern economic systems is a necessary independent resource and it is important for ensuring national competitiveness. Development of the doctrine of development of the human capital as major factor of progress of society in the requirements of today. The person has to become the center of the application of the main efforts of the state. If each member of society has more opportunities (educational, intellectual, information, etc.), then the intellectual resource of all nation and the state will be higher, growth rates of economy will be more dynamic, possibilities of society will be huge.