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THE STATUS AND THE WAYS OF RATIONAL USE OF PRODUCTION CAPACITY OF AGRICULTURAL PROCESSING ENTERPRISES IN THE TURKESTAN REGION

Abstract. The agriculture has enormous potential and large reserves, being one of the priority areas for the development of the economy of the republic. The diverse climatic conditions of Kazakhstan make it possible to grow almost all crops of the temperate thermal zone and develop animal husbandry.

The main purpose is to boost the rural economy over the past ten years, state and industry programs have been adopted to develop and support the agricultural sector, supported by substantial financial resources.

The article analyzes importance of agriculture is to meet the needs of people for food, and it significantly affects the employment of the population and the effectiveness of all national production.

Keywords: innovation, strategy, development, competitiveness.

Introduction. The agriculture is of great importance in the development of the country's economy and determines the conditions for maintaining the life of society. The importance of agriculture is to meet the needs of people for food, and it significantly affects the employment of the population and the effectiveness of all national production. About 30% of the national economy sectors are included in reproductive relations with the agricultural sector [1].

The level of the agricultural sector's development continues to be a determining factor in the economic and socio-political stability of the Kazakhstani society.

In order to boost the rural economy over the past ten years, state and industry programs have been adopted to develop and support the agricultural sector, supported by substantial financial resources.

The agro-industrial complex is the largest complex that unites several sectors of the economy aimed at the production and processing of agricultural raw materials and the production of products brought to the final consumer. This is a set of sectors of the country's economy, including agriculture and industries closely related to agricultural production, transporting, storing, processing agricultural products, supplying them to consumers, providing agriculture with machinery, chemicals and fertilizers, serving agricultural production [2].

The agriculture has enormous potential and large reserves, being one of the priority areas for the development of the economy of the republic. The diverse climatic conditions of Kazakhstan make it possible to grow almost all crops of the temperate thermal zone and develop animal husbandry.

Methods of research. As part of this study, the following methods of collecting primary and secondary data were used: the study of analytical reports, studies, articles and other materials that are publicly available.

Used research methods: interpretation of interviews, comparative analysis, case study, literature study.

Results and discussion. The modern market relations necessitate a radical change in the approach to managing agro-processing enterprises, since the requirements for expanding the range of products based on a reasonable ratio of costs and results should be reflected in the forms and methods of their interaction with other business entities, as well as in the methods of substantiating and implementing managerial decision.

This problem is solvable only in conditions of developed agriculture, based on advanced economic, managerial, organizational and technical achievements in the field of production and processing of agricultural products.

In this regard, the processing of agricultural products in the system of «raw materials - production - market», as well as the production of quality products is the main task of the processing sector of the agro-industrial complex [3.4].

The agricultural sector in Kazakhstan plays a significant role in the country's economy and is considered as one of its main sectors, where more than 30% of the fixed assets of the national economy are concentrated, including in agriculture, 38% of the whole population is employed.

The agriculture affects the economic potential of the country, the main role is played by the effectiveness of agricultural machinery.

The gross agricultural output in the Republic of Kazakhstan shows the growth over the past 5 years in monetary terms. However, the dynamics of growth is declining [5].

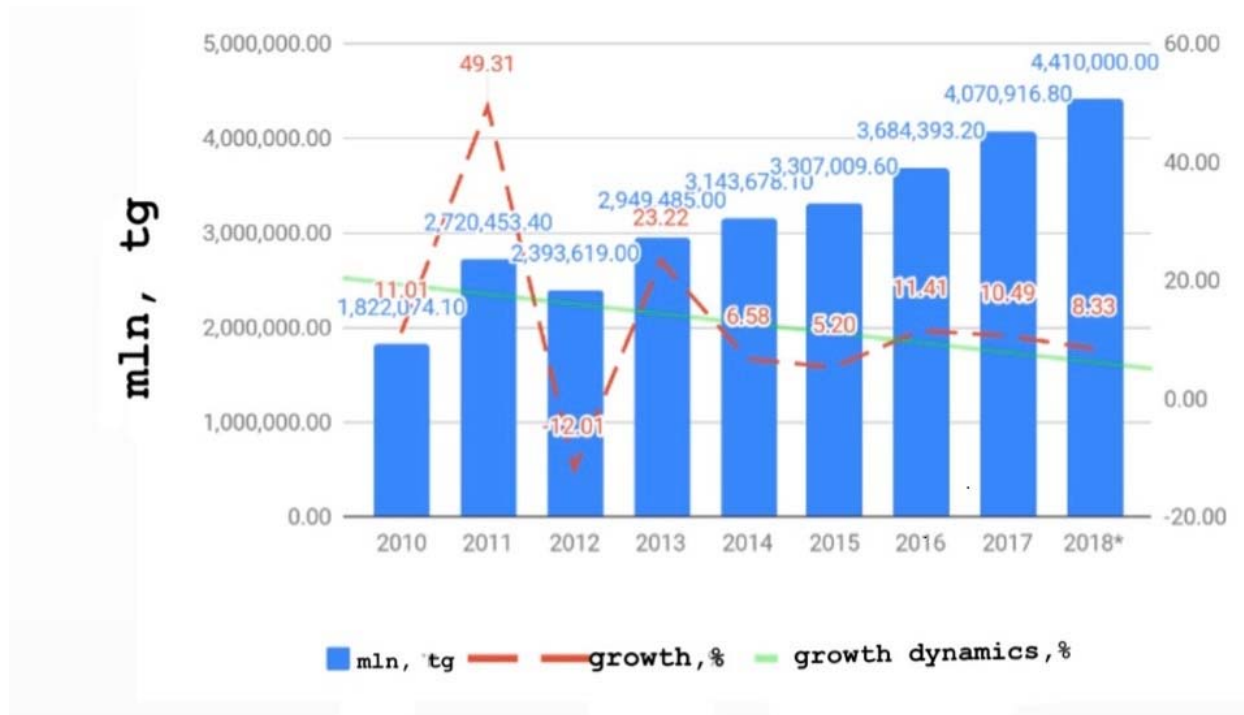


Figure 1– Gross agricultural output in the Republic of Kazakhstan

The concept of sustainable growth involves a deep rethinking of reform strategies and tactics from the perspective of giving them balance, thoughtfulness and realism. To improve production, the structure of industry as a whole, special attention should be paid to the rational management of the formation and the use of the production potential of an enterprise that concentrates all the resources of production. The main economic processes are unfold, national wealth is created and increased, the solution of economic problems is ensured, and economic and social relations are formed. The dynamism of the development of the national economy as a whole ultimately depends on how efficiently the production potential of enterprises is used [6,7].

It should also be noted that modern industrial and commercial relations of enterprises are largely formed in conditions of uncertainty and instability of the market environment. These conditions require the use of new methods in organizing the production and management of agro-processing enterprises. The

solution to this problem is possible through the use of a systematic approach that combines the dynamism, rhythm and flexibility of the production and processing of agricultural raw materials in the production and economic activities of agro-processing enterprises.

The problem of the efficiency and updating of agricultural machinery in the country's agricultural sector in the market has become one of the main circumstances of the subsequent formation and development of the industry as the productivity of agricultural producers, the quality of work and their final results of all activities are directly affected by technology.

A systematic study of the state of the actual use of agricultural machinery reveals ways on how to effectively use them.

Therefore, there was a need for a scientific assessment of the technical condition and the development of mechanisms taking into account the effectiveness of the use of agricultural technology by agricultural producers in the republic.

Regulation of the agricultural sector is a complex and multifaceted problem. Its condition does not satisfy the real needs of the republic. The long time experience of developed countries and Kazakhstan over the past decades confirm that in a market with no participation of the state, the economy will not be able to develop successfully [8].

To ensure the sustainable development of the agro-industrial complex, an effective economic mechanism is needed, based on a combination of state regulation and market self-regulation, and a balanced pricing and financial-credit policy.

With insufficient financial resources, it becomes necessary to search for additional sources of financing, which in the practical activities of agricultural units are represented mainly by the credit system. However, in conditions of high interest rates, a loan as a source of support for their economic activities is not economically profitable, even for profitable enterprises.

The agricultural sector of the Republic of Kazakhstan has the following problems, such as:

- low rates of structural and technological modernization of the agricultural industry;
- undeveloped market infrastructure;
- financial instability of the rural sector;
- a small amount of private investment in the development of agriculture,
- high costs of agricultural products;
- high wear of the main production equipment.

Reform of the agricultural economy, carried out without sufficient justification, has led to a number of problems in all sectors of the complex [9,10]. The existing management system holds back the development of production. Agricultural producers are not interested in further growth in livestock production. Processing enterprises in the current situation feel themselves to be monopolists, the losses associated with a reduction in the supply of raw materials and a decline in production, meat plants are compensated by the difference in prices for raw materials and processed products [11].

In this regard, the problems of forming a more effective system for regulating agricultural production, which involves further systematization and concretization of the used and emerging sources of regulation, identifying new opportunities for increasing the flow of funds to the agricultural sector, are of particular relevance.

A significant reserve for increasing the food supply is the reduction of agricultural losses during harvesting, transportation, storage, processing and sale. Due to the weak development of the above systems, the annual loss of certain types reaches from 4-41% of the volume of real production.

A multilateral approach is needed to solve the problems of using production potential, including search for the most progressive form of relations between enterprises for the production, processing and sale of products.

The measures taken by the state do not yet represent an effective system for regulating economic relations between the main subjects of the agricultural market: agricultural producers, enterprises that process agricultural raw materials, services and trade organizations [12,13].

In order to ensure the sustainable development of agriculture, it is necessary to develop an effective economic mechanism for state regulation of the economy, including a system of interdependent forms and methods of influencing the behavior of producers in order to stimulate production, financial, investment activity and saturate the market with competitive products.

Conclusion. The economic mechanism is a complex system, which in our understanding is considered as part of the economic mechanism and as a form of organizational and economic relations. Its essence is to establish optimal ratios of various methods and levers, including price and financial-credit mechanisms, insurance and taxes, budget support and investment in the agro-industrial complex [14].

Each element of the economic mechanism is characterized by features and relative independence, but the result of their interaction involves solving common problems.

Agriculture in Kazakhstan has such elements of the economic mechanism of state regulation as financial, credit and budget, tax, pricing, investment, etc., aimed at realizing both current and future tasks of the development of the agro-industrial complex. Its effective and targeted use and understanding that the standard of living of the rural population largely depend on the development of the agricultural economy. It is supposed to reliably ensure the food security of the country and to steadily develop the production potential of agriculture in real market conditions.

The regional development program for the agro-industrial complex of the Turkestan region provides for 19 priority directions. In the direction of digitalization of the agro-industrial complex, a full electronic map of sown lands for 798.0 thousand hectares has been developed, and out of 2.9 million hectares of pastures in the region 26.3% have already been digitized. In general, in order to achieve the indicators stipulated by the state program, 15 regional programs are being developed in Turkestan region for their subsequent implementation in each rural district [15].

The agro-industrial complex is a key industry in the Turkestan region, which provides the population with the most important food products, and also has significant export potential. The region has a leading position in the country in terms of gross output for a number of agricultural crops.

Table 1 – The export of agricultural products of the Turkestan region

Title	2017	2018	2019	2020 forecast	2021 forecast
Export's growth of processed products, million US dollars	231,5	277,8	333,4	400,1	480,1
source - The agro-industrial complex Development Program. November 2018 [16]					

The gross agricultural output for 10 months of 2018 amounted to 475.6 billion tenge, the index of physical volume - 103.4% (plan - 103.9). According to this indicator, the region takes the 2nd place in the republic.

In general, the State agro-industrial complex development program is aimed at implementing the strategic objectives, primarily in order to increase labor productivity in the agro-industrial complex and export of processed agricultural products by at least 2.5 times. 170 billion tenge of investments will be attracted for the development of the agro-industrial complex of the Turkestan region.

The foreign trade turnover of the Turkestan region in January-June 2019 amounted to \$ 164 million, or 33.7% more than the corresponding period in 2018, including export, respectively - \$ 120.2 million or increase for 30.8%, import - \$ 43.8 million or 142.4% [16].

On the 1st August, 2019, the volume of taxes and other payments to the state budget amounted to 98.6 billion tenge, which is 3.4% more than the plan. 66.7 billion tenge (67.6% of total income) was received in the republican budget, which is 3% more than the plan. The local budget received 31.9 billion tenge, which is 4.1% more than the plan. The number of economically active population of the region in the second quarter of 2019 amounted to 818.7 thousand people.

The gross agricultural output has amounted to 290.4 billion tenge during 8 months of 2019. The growth compared to the same period last year amounted to 4.2%. According to this indicator, the region takes the second place in the republic. The volume of livestock production amounted to 174.6 billion tenge, increasing by 1.7%, agriculture - 113.9.3 billion tenge, which increased by 9.3% [17,18].

25 billion tenge was allocated for agriculture, and more than 27.5 thousand agricultural producers received state support last year. Moreover 72.1% of agricultural producers provided government services electronically. In 2017 this indicator was only at the level of 6.6%.

Along with this, subsidies for agricultural producers have been simplified. Subsidizing the cost of mineral fertilizers and subsidizing the cost of herbicides, bioagents and biological products for plant protection for agricultural producers are issued through the QOLDAU.KZ information system [19].

The number of people employed in the agricultural sector amounted to 178.2 thousand people, and labor productivity per employee amounted to 1,140 thousand tenge or an increase of 103.4%.

According to statistics, 40% of the production of fruit and berry products and 73% of grapes in the country are in the Turkestan region.

The issues of reproduction of the agricultural machinery park have been and remain relevant throughout the entire development of our republic. In the circumstances of the changed situation and with a shortage of funds, new difficulties for technical reproduction arise associated with the need to purchase agricultural machinery of the highest quality level.

Kazakhstan is one of 26 countries of the world which remain the main producers of grain, potatoes, vegetables, as well as livestock products - meat and milk.

To carry out their activities, agricultural enterprises must have the necessary means of production and material conditions, which are an essential element and determine the development of productive forces. A significant increase in the profitability of agricultural production can be achieved through an economical use of technical resources that make up 70-80% of the cost of the final product, especially an optimal use of energy-saving innovative technologies, as well as modernization, taking into account the main types of innovations, innovative activities in the agricultural sector [20].

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ТҮРКІСТАН ОБЛЫСЫНЫҢ АШЫҚТЫҚ ӨНДЕУ КӘСІПКЕРЛЕРІНІҢ ӨНДІРІСТІК ҚАУІПСІЗДІГІН ҰЙЫМДЫ ҚОЛДАНУ ШАРТТАРЫ ЖӘНЕ ЖОЛДАРЫ

Аннотация. Қазіргі заманғы нарықтық қатынастар агроқайта өңдеу кәсіпорындарын басқарудың түбегейлі өзгеруін талап етеді, өйткені шығындар мен нәтижелердің ақылға қонымды арақатынасына негізделген өнімдер ассортиментін кеңейтуге қойылатын талаптар олардың басқа шаруашылық жүргізуші субъектілермен өзара іс-қимылының нысандары мен әдістерінде, сондай-ақ басқаруды негіздеу және жүзеге асыру әдістерінде көрінуі керек.

Соңғы онжылдықта ауыл экономикасын өркендету мақсатында ауылшаруашылық және агроөнеркәсіптік кешенді дамыту және қолдау жөніндегі мемлекеттік және салалық бағдарламалар қабылданды, қомақты қаржы ресурстарымен қамтамасыз етілді.

Мақалада ауыл шаруашылығында адамдардың азық-түлікке деген қажеттіліктерін қанағаттандырудағы маңызы талданған және бұл халықтың жұмыспен қамтылуына және барлық ұлттық өндірістің тиімділігіне айтарлықтай әсер етеді.

Түйін сөздер: инновация, стратегия, даму, инновациялық қызмет, тиімділік, бәсекеге қабілеттілік.

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СОСТОЯНИЕ И ПУТИ РАЦИОНАЛЬНОГО ИСПОЛЬЗОВАНИЯ ПРОИЗВОДСТВЕННОГО ПОТЕНЦИАЛА АГРОПЕРЕРАБАТЫВАЮЩИХ ПРЕДПРИЯТИЙ В ТУРКЕСТАНСКОЙ ОБЛАСТИ

Аннотация. Современные рыночные отношения вызывают необходимость кардинального изменения подхода к управлению перерабатывающими предприятиями АПК, так как требования по расширению ассортимента выпускаемой продукции на основе разумного соотношения затрат и результатов должны отражаться в формах и методах их взаимодействия с другими хозяйствующими субъектами, а также в способах обоснования и реализации управленческих решений.

С целью подъема экономики села за последние десять лет были приняты государственные и отраслевые программы по развитию и поддержке АПК и села, подкрепленные солидными финансовыми ресурсами.

В статье анализируется важность сельского хозяйства в обеспечении потребностей людей в продуктах питания оно и существенно влияет на занятость населения и эффективность всего национального производства.

Ключевые слова: инновации, стратегия, развитие, эффективность, конкурентоспособность.

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SOME QUESTIONS OF KAZAKHSTAN'S DIPLOMACY IN WATER AREA OF THE CASPIAN SEA

Abstract. The environmental system of the Caspian Sea and all its components are under full protection and protection. In order to effectively implement the Convention on the Legal Status of the Caspian Sea of 12 August 2018, a special mechanism for regular five-party consultations, the High-level Working Group on Caspian Sea Issues, at the level of Deputy Ministers for Foreign Affairs/Plenipotentiary Representatives of Coastal States, is being established. It was signed in Aktau during the Fifth Caspian Summit by the Presidents of Kazakhstan, Azerbaijan, Iran, Russia and Turkmenistan. The Convention regulates issues related to the delineation of national zones, jurisdictions and sovereignty; the exercise of rights to subsoil use; transit and transportation; the laying of submarine pipelines and cables; and the protection of the natural environment and biological resources of the Caspian Sea. Special attention is paid to security issues in terms of countering modern challenges and threats, disaster prevention and response, military activities of Caspian States. According to the Convention, the marine area of the Caspian Sea is divided into zones with different regimes. The parties shall establish territorial waters with a width of not more than 15 nautical miles, and their outer borders shall acquire the status of State waters. Adjacent to the territorial waters are ten-mile fishing zones, where each state has exclusive fishing rights. With a view to maintaining a unique population of biological resources, fisheries throughout the water area are carried out on the basis of agreed national quotas.

Key words: water space, sea frontiers, coastal countries, water area, national quota, freedom of navigation, freedom of transit, subsoil, trunk pipelines, ecological system of the Caspian Sea.

On August 12, 2018, in Aktau, during the Fifth Caspian Summit, the Presidents of Kazakhstan, Azerbaijan, Iran, Russia and Turkmenistan signed the Convention on the Legal Status of the Caspian Sea. The document is a fundamental international treaty that defines and regulates the rights and obligations of the parties in respect of the Caspian Sea, including its waters, seabed, subsoil, natural resources and airspace.

The Convention specifies issues related to the delimitation of national zones; jurisdictions and sovereignty; exercise of rights to subsoil exploitation; transit and transportation; laying submarine pipelines and cables; protection of environment and biological resources of the Caspian Sea. Convention pays special attention to security issues in terms of countering modern threats and challenges, preventing and eliminating emergency situations, and military activities of the Caspian states. The Convention provides for the delimitation of the marine area into zones with different legal regimes.

The parties establish the breadth of their territorial waters up to a limit not exceeding 15 nautical miles, while their external borders acquire the state status. 10 nautical miles-wide fishery zones are adjacent to the territorial waters, where each state has the exclusive right to harvest aquatic biological resources. In order to preserve a unique population of biological resources, fishery throughout the entire water area is carried out based on agreed national quotas. Outside the fishery zones, the parties preserve a common water area. Outside the maritime state borders, ships flying the flags of coastal countries enjoy freedom of navigation. The agreement on the freedom of transit to other seas and the Ocean by all means of transport is also quite important.

The states with adjacent and opposite coasts delimit the seabed and subsoil into sectors by agreement with due regard to the generally recognized principles and norms of international law, to enable those states to exercise their sovereign rights to the subsoil exploitation and other legitimate economic activities related to the development of resources of the seabed and subsoil. It is also possible to lay trunk submarine pipelines and cables on the bed of the Caspian Sea, on the condition that the projects comply with environmental requirements. The parties protect and preserve the ecological system of the Caspian Sea and all its elements [1]. Any activity at sea must not be detrimental to the marine environment and biological diversity. To ensure effective implementation of the Convention, the states establish a special mechanism of regular five-party consultations - High-Level Working Group on the Caspian Sea at the level of deputy foreign ministers/plenipotentiaries of the coastal states.

At present, the parties are conducting domestic procedures for ratifying the Convention, which will enter into force on the date of the receipt by the Depositary of the Convention (Republic of Kazakhstan) of the fifth instrument of ratification. The determination of the legal status of the Caspian Sea and the establishment of stable and friendly relations between the coastal states, based on generally recognized principles and norms of international law, has been one of the strategic objectives of the foreign policy of the Republic of Kazakhstan since independence. Negotiations to determine the legal status of the Caspian Sea were launched in 1992 in order to resolve issues of cooperation at sea among the five Caspian states.

From 1992 to 1996 the parties held five meetings of deputy foreign ministers of the Caspian states, three expert meetings, as well as a number of bilateral and trilateral meetings, where they discussed specific issues related to the Caspian Sea. As a result of the Meeting of Ministers of Foreign Affairs of the Coastal States, held in Ashgabat in November 1996, the parties established an Ad Hoc Working Group to develop the Convention on the Legal Status of the Caspian Sea at the level of deputy foreign ministers of the Caspian states. The parties held the meetings alternately in the territory of each Caspian state. They organized a total of 52 meetings of the Ad Hoc Working Group (the final meeting held on August 10, 2018 in Aktau).

In order to bring the parties' positions closer, the Caspian states held consultations on a regular basis in various formats. As part of the negotiation process, Ministers of Foreign Affairs of the Caspian states held seven meetings (11-12 November 1996 in Ashgabat, 6 April 2004 in Baku, 20 June 2007 in Tehran, 22 April 2014 in Moscow, 12-13 July 2016 in Astana, 4-5 December 2017 in Moscow, 11 August 2018 in Aktau). Before the Summit in Aktau, the Caspian states held four Summits (23-24 April 2002 in Ashgabat, 16 October 2007 in Tehran, 18 November 2010 in Baku and 29 September 2014 in Astrakhan). The First Caspian Summit in 2002 in Ashgabat laid the foundation for other summits [2].

At the Second Caspian Summit, the Republic of Azerbaijan, the Islamic Republic of Iran, the Republic of Kazakhstan, the Russian Federation and Turkmenistan signed the Declaration, which politically consolidated the existing arrangements on the legal status of the Caspian Sea, security and stability at sea, as well as the position of the Caspian states on certain aspects of international relations.

At the Third Caspian Summit, the Presidents signed a Joint Statement and the Agreement on Cooperation in the Field of Security in the Caspian Sea. In the Joint Statement, the leaders of the Caspian states reaffirmed their commitment to the positions reflected in the Declaration of the Second Summit, and urged to agree on the Convention on the Legal Status of the Caspian Sea.

The Agreement on Cooperation in the Field of Security, being a framework document, created a legal basis for the interaction of the coastal states in ensuring security and combating unlawful activities in the Caspian Sea, identifying the main areas and forms of cooperation. The specific mechanisms of such interaction, according to the common understanding of the parties, are enshrined in the relevant protocols to this Agreement.

Convention on the Legal Status of the Caspian Sea delimits national zones of jurisdiction and sovereignty; procedures for the exercise of sovereign rights to subsoil use, navigation, fishing and marine scientific research in areas with different legal regimes were established and issues of security cooperation, as well as the conservation and rational use of aquatic biological resources and the protection of the marine environment, were settled.

In accordance with the Convention, matters relating to the Caspian Sea shall be exclusively addressed within the competence of the parties and settled on the basis of respect for sovereignty, territorial integrity,

and independence, sovereign equality of the states, non-use of force or the threat of force, mutual respect, cooperation and non-interference in the internal affairs of each other.

Andrei Chebotarev noted, that “The Convention is the result of an extensive and very complex negotiating process, accompanied by persistent and principled debates on each issue requiring a legal settlement. The achievement of the agreement was facilitated by a common desire to address the existing problems, as well as by constructivism and mutual understanding of the negotiators. The delegations of the Caspian states have done a lot of hard work to create the fundamental document that takes into consideration the interests of all parties. The parties used the existing world experience to prepare it. The applicable rules of international maritime law were adapted to the Caspian Sea and incorporated into the text of the Convention on the Legal Status. Proposals from experts and national authorities who participated in the talks were widely used in the search for suitable wording” [3].

Each state obtained exclusive rights to harvest biological resources. Fishing will be carried out on a quota basis. As for the so-called shared aquatic biological resources, such as sturgeon species, seals and sprat, agreed norms and rules for reproduction and regulation of their use are applied. Scientific research serves as the basis for both the conservation of aquatic biological resources and the management of shared biological resources. The parties have made mutual commitments to combat the illegal fishing of shared biological resources.

Freedom of navigation is established outside the state maritime borders and is exercised without prejudice to the sovereign and exclusive rights of the parties, covering subsoil use and fishing, respectively. Navigation in the Caspian Sea and passage to/from the sea can be carried out exclusively by ships under the flags of the states of the Caspian Five.

The agreement on freedom of transit by all means of transport from the Caspian Sea to other seas, oceans and back creates favorable opportunities for economic development. It helps us to unite the efforts of our states in expanding the transport infrastructure. Thanks to this, the transit and transport potential of the Caspian region will be significantly increased and the landlocked countries will be connected with the rest of the world [4, P.17].

During the Soviet period the Caspian region was fully controlled by the Soviet Union, sharing the sea with Iran. At that time Moscow could influence global and regional trends around the region. The breakup of the Soviet Union has fundamentally changed geopolitical conditions at the Caspian basin. The emergence of new actors asserting their own national interests, power vacuum created by the loss of control by Moscow, the absence of exact data of untapped energy sources characterize the first period (early 1990-s) of geopolitical game in the region. All players had to identify national interests and to form or transform their strategies in new political environment.

Since mid-1990s there has been an active phase of geopolitical game around the Caspian Sea. It has become obvious that it possesses enormous oil and gas potential. The main feature of the latter half of the 1990-s were competing interests of the western countries and Russia over the issue of pipeline routes.

At present all export pipelines are directed via Russia, including the new big pipeline from the Tengiz oilfields on the Caspian Sea to the Black Sea over the Russian port of Novorossiysk. The only pipeline that does not pass the territory of Russia is the one of Baku- Tbilisi-Batumi.

Such situation benefits Moscow by giving it political tools for strengthening its position in the region. Other littoral states are highly interested in diversification export routes to increase their own economic benefits and to decrease political influence of Russia. These interests are shared by other actors involved in the region, and particularly by the USA.

A new phase of political developments in Caspian region has begun after the events of September 11th, which have changed strategic conditions at international and regional levels. In new strategic conditions, the United States have strengthened political and economic positions in Central Asia and Caspian regions, whereas Russia's political influence has been weakened [4, P.58].

Kazakhstan is one of the richest countries in the world in terms of oil and gas reserves and is a primary producer of oil in the Caspian region. It is the main focal point for geopolitical struggle to control Caspian oil. In these geopolitical conditions to ensure the protection of economic and political interests and to promote national security is the main task for Astana.

For Kazakhstan, the energy sector is the main source of export revenue so needed for economic development. This sector represents a key asset and an attraction for foreign investors, and has been prioritized by the government as strategically important for the Republic.

The existing oil pipeline network through Russia makes vulnerable landlocked Kazakhstan to political and economic pressures. Astana is highly interested in development alternative export routes for energy resources. A number of oil and gas pipeline projects to carry Central Asia's resources have been proposed. The cheapest oil route might be via Iran. However, any scheme involving Iran seems unlikely to attract Western financing, because of tense relations between Iran and the USA. Other routes are substantially costly and cross large, remote and often volatile areas. The routes in direction East-West receive support of Western countries, particularly the USA. But a combination of economic and political factors hinders prospects for most of them [5, P.64].

After gaining independence Azerbaijan found itself in the center of a "geopolitical triangle" of clashing interests of Russia, Iran and Turkey. Baku has chosen a pro-Western orientation based on close relationship with Turkey, representing the interests of the United States in the region.

One of the most important issues in close cooperation of Azerbaijan with Turkey and the USA is the project of construction of Baku-Dzheikhan pipeline, where they have common economic and geopolitical interests.

Relations with Russia were not so close until recently. The rapprochement of Russia and the United States in the Caspian region has created a necessity for Baku to find common grounds with Moscow. This trend eventually has led to the signing of a bilateral Agreement on delimitation of related sectors of Caspian seabed between Russia and Azerbaijan in June 2002 [5, P.27].

Contrary to the close cooperation of Baku with the Western countries, relations between Azerbaijan and Iran have been deteriorated considerably because of disputable oil fields of Alov, Araz and Sharg. The situation had been worsened after an incident in Southern Caspian in 2001, when an Iranian warship forced the Azerbaijani oil field research vessels to stop activities in disputable area.

Turkmenistan ranks third in the region in liquid and gaseous hydrocarbon resources. Its gas reserves are estimated at 8.1-8.7 trillion cubic meters and its prospecting potential at 10.5 trillion cubic meters. But it has achieved less progress toward developing hydrocarbon resources than other littoral states. In early 1990s Turkmenistan could not realize its potential in gas and oil sphere due to the problem of transportation. All of the pipelines to world markets were routed through Russia, imposing big economic and political constraints on Ashgabat.

At present, Turkmenistan is still dependent on Russia in exporting natural gas. This gives an advantage to Russia in comparison with the United States, which is also interested in rich gas deposits of the country. Washington lobbied the project of Transcaspian gas pipeline from eastern Turkmenistan across the Caspian undersea, via Azerbaijan and Georgia to Turkey. This ambitious project has not been yet realized due to some difficulties. Firstly, there were serious disagreements between Turkmenistan and Azerbaijan over disputable area of Serdar and other issues relating to share of participation in the Transcaspian gas pipeline project. Secondly, Russia proposed Turkmenistan to participate in "The Blue Stream" project of transportation of gas via Russian Gazprom pipelines to Turkey.

For Turkmenistan, another attractive direction of cooperation in the energy sector is Iran. The latter tries to strengthen its positions in Central Asia by developing cooperation with Turkmenistan. Both sides consider the possibility of pipeline construction through relatively stable Iranian territory to the Persian Gulf. Recently, Iranian specialists have finished the construction of a gas refinery in Turkmenistan, which constitutes a part of the project on transporting Turkmenian gas to Iran.

The position of the Republic of Kazakhstan in regard to the legal status of the Caspian Sea is application of some provisions of the United Nations Convention on the law of the sea of 1982 concerning regimes and width of the various parts of the sea to the Caspian Sea.

Kazakhstan proposes to establish the territorial sea, a fishing zone and common water zone on the Caspian Sea in accordance with the provisions of the 1982 UN Convention to ensure political and economic interests of the littoral states.

It is necessary to define corresponding regimes in these zones. The external border of the territorial sea should be the state border within the limits of which the littoral state will exercise its sovereign rights.

This will additionally guarantee security in the context of ensuring inviolability of borders and territorial integrity.

Fishery and the use of bio-resources should be allowed in corresponding zones, as well as in the high seas on the basis of agreed yield quotas and licensing. The fishing zone it is suggested to divide as a category with the width and regime agreed with the Caspian states.

Negotiations on these issues are held within the framework of the Special Working Group on elaboration of the Convention on the legal status of the Caspian Sea on the level Deputy Foreign Ministers of the Caspian states.

Issues of the legal status of the Caspian Sea are discussed at bilateral and tripartite consultations. In addition, interaction in the sphere of use of biological and mineral resources, development of navigation, maintenance of security and protection of the Caspian Sea environment are also topics of consultations.

Meetings of experts of the Caspian states on development of international agreements are also held on a regular basis.

The Framework Convention on Protection of the Marine Environment of the Caspian Sea was signed on November 4, 2003.

On July 6th 1998, Kazakhstan and Russia signed the Agreement on delimitation of the bottom of the northern part of the Caspian Sea and the Protocol to this Agreement on May 13 2002.

On November 29 2001 and on February 27 2003 the Agreement between the Republic of Kazakhstan and the Republic of Azerbaijan on the delimitation of the bottom of the Caspian Sea between the Republic of Kazakhstan and the Republic of Azerbaijan and the Protocol to it was signed.

Kazakhstan, Azerbaijan and Russia signed the Agreement on the common point of the lines of delimitation of the neighboring sites of the bottom of the Caspian Sea on May 14 2003.

There were two Summit of Presidents of the Caspian littoral states (23-24 April 2002 and 16 October 2007) and three meetings of Foreign Ministers (11-12 November 1996, 6 April 2004 and 20 June 2007).

B.I. Osminin is sure, that “During the Second Summit of Heads of the five Caspian adopted the Declaration of the Republic of Azerbaijan, the Islamic Republic of Iran, Kazakhstan, the Russian Federation, and Turkmenistan - the first paper concerning the Caspian Sea, signed by all the leaders of all riparian countries. Declaration on political reinforced the existing level of agreement on substantive issues the legal status of the Caspian Sea, security and stability at sea, as well as issues related to the position of the Caspian States on certain aspects of international relations (to strengthen the role of the UN, IAEA, the nuclear non-proliferation, international terrorism)” [6].

Next Summit of Heads of Caspian states held in the Republic of Azerbaijan agreed through diplomatic channels as possible. For a long time, the littoral states have been actively cooperating in this area on the basis of the Framework Convention for the Protection of the Marine Environment of the Caspian Sea, signed 15 years ago in Tehran, by jointly and comprehensively regulating anthropogenic impact on the marine environment and solving the problems associated with pollution of the sea from various sources, including those located in the coastal area.

In addition to that, the Convention thoroughly spells out the exclusive rights of the parties to regulate, authorize and conduct marine scientific research in their territorial waters, fishery zones and sectors. Marine scientific research within the territorial waters, fishery zones and sectors of the coastal states can be carried out only with their written permission and on the terms established by them [7, P.14].

A mutually acceptable solution was found to the problem of the potential military activities. Given the likelihood of new challenges and threats to stability in the region, and taking into account the need for the presence of military formations in the Caspian Sea for antiterrorist purposes, the parties developed a principle on “ensuring a stable balance of armaments of the parties in the Caspian Sea, developing military capabilities within the limits of reasonable sufficiency with due regard to the interests of all the parties and without prejudice to the security of each other”. This principle is considered in conjunction with other conventional principles, namely “compliance with the agreed confidence-building measures in the military field in the spirit of predictability and transparency in line with general efforts to strengthen regional security and stability, including in accordance with international treaties concluded among all the parties”, as well as “using the Caspian Sea for peaceful purposes, making it a zone of peace, good-neighborliness”, friendship and cooperation and solving all issues related to the Caspian Sea through peaceful means” [8, P.30].

In the conclusion we would like to note, that the Caspian littoral states demonstrated to the world a unity in creating an effective mechanism to increase the opportunities for tapping their potential. They created favorable conditions for the deepening of mutually beneficial economic cooperation and the development of a new transit-transport infrastructure. The settlement of different territorial and resource issues is aimed at resolving potential differences. This will contribute to sustainable development and stability in the region and will have a beneficial effect on all aspects of life in our countries. Ultimately, the Caspian will always be captive to the interests of the five littoral states and those five states, while often in agreement, and have divergent interests in several important areas.

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КАСПИЙ ТЕҢІЗІНІҢ АКВАТОРИЯСЫНДАҒЫ ҚАЗАҚСТАНДЫҚ ДИПЛОМАТИЯНЫҢ КЕЙБІР МӘСЕЛЕЛЕРІ

Аннотация. Каспийдің экологиялық жүйесі және оның барлық құрамдас бөліктері халықаралық деңгейде қорғалады және күзетіледі. Тиімділік мақсатында Каспий теңізінің құқықтық мәртебесі туралы конвенцияны имплементациялау мәселелері жөніндегі жоғары деңгейдегі жұмыс тобы 2018 жылғы 12 тамыздағы арнайы тетік құрылады бес жақты консультациялар жағалаудағы мемлекеттердің сыртқы істер министрлері орынбасарларының деңгейіндегі өкілеттілігінде өткізілді. Бұл құжатқа Ақтау қаласында Каспий саммиті барысында Қазақстан, Әзірбайжан, Иран, Ресей және Түрікменстан бесінші Президенттері қол қойылды. Конвенция шектеуіне байланысты заңды құзыры мен егемендігін ұлттық аймақтардың мәселелерін реттейді; жер қойнауын пайдалануға құқықтарды жүзеге асырады; транзитпен және тасымалдауға; суасты құбыржолдары мен кәбілдерін қарастырады; табиғи ортаны қорғауға және Каспий теңізінің биологиялық ресурстарын пайдалануға жол ашады. Сонымен қатар қазіргі заманғы қыр көрсетулер мен қауіп-қатерлерге қарсы қауіпсіздік мәселелері, төтенше жағдайлардың алдын алу және оларды жою, әскери қызметке қарсы іс-қимыл тұрғысынан Каспий жағалауы мемлекеттерінің жеке назары аударылды. Каспий теңізінің теңіз акваториясы Конвенцияға сәйкес әртүрлі аймақтарға арналған режимдеріне шек қойылды. Тараптың аумақтық суларды белгілейді, бұл ретте олардың ені кемінде 15 теңіз миль сыртқы шекаралар мемлекеттік мәртебесі алады. Әрбір мемлекет үшін айрықша құқықтары болған аймақта жерлерімен жапсарлас он мильдік аумақтық суларына қойылатын балық аулау кәсіпшілігі қарастырылған. Биологиялық ресурстарды сақтау мақсатында балық аулауға квоталар бүкіл ұлттық бірегей таралымдары акваториясында келісу негізінде жүзеге асырылады.

Түйін сөздер: су кеңістігі, теңіздегі мемлекеттік шекаралар, жағалаудағы елдер, акватория, ұлттық квота, теңізде жүзу еркіндігі, транзит еркіндігі, жер қойнауы, магистральдық құбырлар, Каспий экологиялық жүйесі.

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НЕКОТОРЫЕ ВОПРОСЫ КАЗАХСТАНСКОЙ ДИПЛОМАТИИ В АКВАТОРИИ КАСПИЙСКОГО МОРЯ

Аннотация. Экологическая система Каспия и все ее компоненты находятся под всемерной защитой и охраной. В целях эффективной имплементации Конвенции о правовом статусе Каспийского моря от 12 августа 2018 года создается специальный механизм регулярных пятисторонних консультаций – Рабочая группа высокого уровня по вопросам Каспийского моря на уровне заместителей министров иностранных дел/полномочных представителей прибрежных государств. Она была подписана в Ақтау в ходе Пятого каспийского саммита президентами Казахстана, Азербайджана, Ирана, России и Туркменистана. Конвенция регламентирует вопросы, связанные с разграничением национальных зон, юрисдикций и суверенитета; осуществлением прав на недропользование; транзитом и транспортировкой; прокладкой подводных

трубопроводов и кабелей; охраной природной среды и биологических ресурсов Каспийского моря. Отдельное внимание уделено вопросам безопасности с точки зрения противодействия современным вызовам и угрозам, предупреждения и ликвидации чрезвычайных ситуаций, военной деятельности прикаспийских государств. Согласно Конвенции морская акватория Каспийского моря разграничивается на зоны с различными режимами. Стороны устанавливают территориальные воды шириной не более 15 морских миль, при этом их внешние границы обретают статус государственных. К территориальным водам примыкают десятимильные рыболовные зоны, где каждое государство обладает исключительными правами на промысел. С целью сохранения уникальной популяции биологических ресурсов рыболовство по всей акватории осуществляется на основе согласованных национальных квот.

Ключевые слова: водное пространство, морские государственные границы, прибрежные страны, акватория, национальная квота, свобода мореплавания, свобода транзита, недра, магистральные трубопроводы, экологическая система Каспия.

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**INTERNET ADDICTION OF CHILDREN IN THEIR EARLY
TEENAGE YEARS AS A PROBLEM OF THE MODERN FAMILY**

Abstract. This article was prepared within social research, which is devoted to a problem of the 21st century – Internet dependences. During the research pupils at the age of 11-12 years answered elementary questions for identification computer and Internet dependences. Judging by data of a research, this problem reached also the Kazakhstan teenagers. The empirical data obtained because of the carried-out questioning also confirm essential differences in actions of separate categories of the studied group of younger generation. Materials of article can be useful during the planning and correction of educational process and educational work in the field of secondary education.

Keywords: Internet, Internet dependence, computer dependence, game dependence, smartphone, tablet, gadgets, teenagers, secondary education, computer technologies, social teacher, parents.

Authors of this article considered questions of education of younger generation that enormous genuine interest in Internet technologies and various computer games, which improved every day where the virtual reality can be easily, take as a prisoner. Here is saying that family foundations act as the first public necessary. Authors bring up questions of behavior of school students, recommendations about treatment of teenagers are made, each of which plays a big educational role.

Authors are claiming that this is a problem after all victory when we work with Internet dependence together: point wise in each family where there are small children – in advance to lead preventive discussions and actions about harm of abuse of Network; at the level of high school: by means of social teachers, children's psychologists and class teachers.

Each of us understands clearly that use of the Internet is irreplaceable today and bears enormous advantage at its correct use. We cannot imagine modern life without interaction with engineering devices, such as wide area network the Internet, the computer or the smartphone. The educational institution stops being the only source of knowledge and information for the school student [1].

Many with pleasure perceive the fact that even small children are able to perform elementary functions in the laptop or gadgets, have Internet access for viewing any video, whether it is animated film or game online. It would seem, here it, execution of a cherished parental dream: to occupy the child, to quietly to go about chores, at the same time the child is in sight of the adult. Certainly, such actions time are justified and help with life.

A lot of families buy devices for using the World Web for children and initial classes not only seniors because the current process of training provides use of technical means – often should perform home works in searchers of information such as Google or Yandex and the performed works generally ask to spend time in electronic form for economy when checking materials and economy of the place in bags of teachers.

Sometimes uncontrolled and long stay in Network can promote emergence of dependence on the computer or on the Internet in general.

The Internet was so included into our life today that the international community annually celebrates "The international day without the Internet". "Holiday" spent last Sunday of January, and call people of all age, religions, race this day not to turn on the computer. Day without computer – the main message of this

action! Thus, the main goal of "holiday" to distract people, especially children, at least one day to live without computer and global network. Organizers of this "holiday" recommend all inhabitants of the planet to enjoy this day communication with each other live and in the real world. All this says that to some extent the Internet covers real-life communication today. In addition, it especially can have a negative impact on children whose mentality is not steady yet and can lead to its frustration!

Scientists speak that gadgets can increase creative potential; improve skills of communication and in general help with development.

According to scientists of the University of Oxford (Great Britain), the optimum duration of stay in front of various screens is: for the computer optimum time - 257 minutes per day, for smartphones - about 120 minutes, for video games - 100. [2]

However, conclusions of scientists of the Université de Montréal (Canada) demonstrate that children who spend time with the computer or play video games within more than two hours a day sleep 17 and 11 minutes less respectively, than those who are not fond of modern technologies so. Fans to chat by phone it is more than two hours a day three times more often than "normal" children, sleep less than eight hours a day. [3]

In this article we would like to touch the subject of emergence of dependence on the Internet, phone or the computer in teenagers of 11-12 years of age on the example of approbation of test techniques within scientific research when writing the master thesis on a subject: "Social and pedagogical activity at school on prevention of the immorality propagandized on the Internet".

From April 03 to April 16, 2019 during a class hour, we conducted short survey for definition of degree of dependence on the Internet among pupils 5 "And" a class to high school No. 9 of Auezovsky district of the city of Almaty. There are 28 people taken part in questioning.

We used four types of techniques in the form of tests and polling questionnaires: first, a test technique Kimberly Young (adapted by Loskutova V. A.), this test includes 20 questions and allows defining the general perception of the Internet. To each question, five possible answers are offered ("never", "sometimes", "regularly", "often", "always"). It is necessary to choose the possible answer which is best reflecting its relation to the Internet. Full testing takes 10 -15 min. The test is directed to identification: amounts of time, which teenagers spend for staying in the Internet; studying of the most visited sites. The average rating of a class is 41.46% that allows judging "the ordinary Internet user" (the allowed level, which is not causing uneasiness of 20-49 points). However, 4 completed questionnaires in which the total number of the gained points made set thinking: 56, 73, 90 and 100 points where in interpretation of 50-79 points — there are some problems connected with excessive hobby for the Internet, 80–100 points — Internet dependence. (Fig. 1).

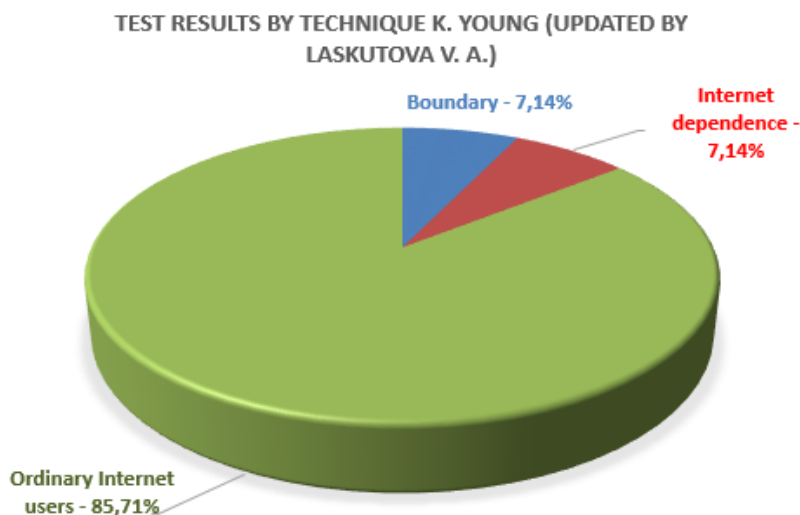


Figure 1 – The chart by a technique of K. Young

Statistical processing of results of a research was carried out on the personal computer by means of a package of the statistical Microsoft Excel programs; all obtained data are reliable, $p \leq 0.001$.

This technique, certainly, cannot form the basis for diagnosis, as it has too simple and transparent structure. Meanwhile, the test can serve as the screening tool for selection of those persons who need consultation of the expert, and testing in dynamics can be used for assessment of improvement of a condition of the patient in the course of treatment [4].

After carrying out questioning and a conversation on a subject: "Popular social networks among pupils", developed by Gracheva L.V., consisting of eight elementary questions we established that social networks interest more girls. These results from the fact that teenage girls want to tell all by means of video or a selfie what interesting, rich and bright life at them. To trace how many people "liked" this or that photo. To output statistics ... For girls of teenage age the world of communication, fashionable trends and beauty is important. It is pleasant for them to observe what style in clothes now it is relevant, to estimate pages of friends at networks, to visit interesting groups and communities in Instagram. All received data speak to us about lack of an opportunity in full degree to disclose the talents, to prove, perhaps, about a low self-assessment (that is quite characteristic of this age), fear not to meet expectations of people around, it is explained by their preference in communication online in order to avoid external assessment which is not always positive.

The vast majority of teenagers, 96.43%, prefer Instagram social network. All interviewed pupils use this information content and only one pupil specified that he is not registered anywhere, but all the same has access to viewing of the open areas. We draw a conclusion that in Instagram there is a fascinating reflection of everyday life of teenagers at the age of 11-12 years. Popularity of this network is enormous that demonstrates its importance in the opinion of fifth-graders.

Having analyzed results of questionnaires "Popular online game among pupils" by Gracheva L.V., we came to the conclusion that not everyone online boy of teenage age is interested in games only (only 8 pupils that makes 28.57%), they like games because of realness of the virtual world, a possibility of communication during the game. The game Minecraft became the absolute favourite among all received answers there is a computer indie-game in a sandbox genre developed by the Swedish programmer. Minecraft was generally recognized among the game press and a set of awards. Critics allocated such main advantages as re-playability, minimalist design, a dynamic soundtrack and the unusual freedom of creativity are not limited only to imagination of the player [5].

Results of poll for determination of telephone dependence showed stable minimum interest in the smartphones that is caused by prohibition in operation of engineering devices and gadgets in the time spent in a class. The remarkable fact that all class has smartphones and/or tablets. The research shows that only six pupils (21.42%) have a certain uneasiness if the mobile phone is out of sight of the owner or when the accumulator device (battery) is out. The neutral relation to the mobile phones was shown by fifth-graders, their answers make 64.28% (18 pupils) and four persons (14.28%) did not show at all willingness to pass and answer ten simple questions meaning answers "Yes" or "No".

All modern people, anyway, use the Internet. However, not everyone is able to manage time spent in network while some "hang up" there on a progressive tense and cease to notice a current of real life. This leisure creates valuable orientations of the identity of younger generation.

The concept of "computer dependence" defines extent of hobby for the computer, which leads to sharp reduction of all other types of activity, significantly limiting communication with other people. "Computer dependence is a widespread phenomenon at teenage age" [6, page 823].

One of the main directions of prevention and avoidance of Internet dependence is employment of children, other types of activity. In it, parents play the huge role. They have to understand that if "brought" own children to a condition of Internet dependence, quietly allowing them to sit uncontrolledly for hours at the Internet, and then time to be engaged seriously in the distracting actions came now. It is, first, sport and a healthy lifestyle, visit of various circles, clubs on interests and, of course, communication with children. For this purpose, it is necessary to eradicate Internet dependence of children now a long time and more carefully thought-over actions. For example, you cannot send the child to any circle or sports section just like that. For this purpose, there are obliged to study carefully interests and tendencies of your child, to talk over with the trainer that he more showed consideration for it. One of effective actions is joint visit by parents and children of sports sections, cultural visits of cinema, theater, on the nature, etc. It is important that parents always remembered that the patience, but not abuse and the ban is necessary.

In situations that are more difficult the address of parents to the psychologist who own technologies of disposal of Internet dependence on a scientific and practical basis is necessary. The problem of morality

should be solved in a context of the uniform human culture determined by unity of humankind [7, page 122].

At comprehensive schools of the Republic of Kazakhstan it is important for social teacher to help pupils of elementary grades to learn, to build up the relationship with people, it is effective to communicate with them, it is necessary to take the main steps in acceptance of it what he is actually, the uniqueness. To make attempts that the teenager could feel self-confidence, then at pupils need to carry out the life to Networks will be gone, he will replace him with real-life communication in the real, amazing World.

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ЕРТЕ ЖАСТАҒЫ БАЛАЛАРДЫҢ ИНТЕРНЕТ ТӘУЕЛДІЛІГІ ҚАЗІРГІ ЗАМАНДАҒЫ ОТБАСЫЛЫҚ МӘСЕЛЕ РЕТІНДЕ

Аннотация. Мақала аясында әлеуметтік зерттеулер, ол мәселелеріне арналған ХХІ ғасыр – Интернет-тәуелділік. Зерттеу барысында оқушылар 11-12 жасында сұрақтарына жауап берді қарапайым мәселелерді анықтау үшін компьютерлік және Интернет-тәуелділік. Бұл зерттеу деректері бойынша, бұл проблема полицейлерді дейін қазақстандық жасөспірімдер. Эмпирикалық деректер, алынған нәтижесінде жүргізілген сауалнама, сондай-ақ дәлелдейді елеулі айырмашылықтар іс-әрекеттерінде жекелеген санаттарының оқытылатын тобының өскелең ұрпақ. Материалдар-бабының пайдалы болуы мүмкін жоспарлау және түзету, оқу үдерісін және тәрбие жұмысын облысының орта білім беру.

Түйін сөздер: Интернет қоры, жасөспірімдер, Интернет-тәуелділігі, компьютерлік тәуелділік, ойындық тәуелділік, смартфон, планшет, гаджеттер, орта білім беру, ата-аналар.

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ИНТЕРНЕТ-ЗАВИСИМОСТЬ У ДЕТЕЙ МЛАДШЕГО ПОДРОСТКОВОГО ВОЗРАСТА КАК ПРОБЛЕМА СОВРЕМЕННОЙ СЕМЬИ

Аннотация. Статья подготовлена в рамках социологического исследования, которая посвящена проблеме ХХІ века – Интернет-зависимости. В ходе исследования ученики в возрасте 11-12 лет ответили на элементарные вопросы для выявления компьютерной и Интернет-зависимостях. Судя по данным исследования, эта проблема добралась и до казахстанских подростков. Эмпирические данные, полученные в результате проведенного анкетирования, также свидетельствуют о существенных различиях в действиях отдельных категорий изучаемой группы подрастающего поколения. Материалы статьи могут быть полезны при планировании и корректировке учебного процесса и воспитательной работы в области среднего образования.

Ключевые слова: интернет-зависимость, компьютерная зависимость, социальный педагог, смартфон, подростки, родители.

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**RELEVANCE OF TRAINING COMPETITIVE SPECIALISTS
IN THE FIELD OF ENVIRONMENTAL PROTECTION
IN THE WORLD EDUCATIONAL SPACE**

Abstract. Kazakhstan secondary school in recent years has changed its appearance. Concrete steps are planned to support the system of education renewal. Work has begun on the development of state educational standards, the introduction of a three-stage model of higher education based on credit technology, variable education, the development of criteria for assessing the quality of education. The current geopolitical, economic and social situation of Kazakhstan's society, integration into the world educational space require the modernization of the system of general secondary education of the republic of Kazakhstan, in particular, the revision of the content and structure, the goals of secondary education and the extension of training.

Key words: ecological education, ecological thinking, objects of ecological education, methodology, 12-year education.

The interaction of society with the environment, the preservation of human health in the biosphere - the world problem of historical development. At present, the scale and severity of this problem has been greatly complicated by industrial activities that reduce human health. In addition, the negative results of scientific and technological progress make such processes irreversible and lead to environmental disasters. No one, nowhere feels safe if someone violates the natural balance, pollutes the biosphere and aggravates the environment, the protection of land nature and the effective use of resources in accordance with the natural legislation-the work of all mankind.

Each of the graduates should have ecological thinking. It means that it should not only protect nature, but also have mechanisms for the effective use and management of its natural resources.

In psychological and pedagogical science, there are multifaceted issues of environmental education and education of students on nature protection, issues of nature protection and rational use of its resources, which always include various aspects of historical, political, socio-economic, national consensus, medical, etc. Among them, the most important linguistic aspect.

In the pedagogical system, instead of the concepts of "education On nature protection "and" environmental education "in the new form, the concepts of "environmental education "and" environmental education" will be used. Environmental education is considered in the field of pedagogical theory and practice, the main purpose of which is "the organization of a responsible attitude of man to the environment".

Recently, ecology is considered as an independent science, according to many views, it becomes a social and natural science, and special General scientific methodological indicators study various natural and social objects.

I.P.Gerasimov [1] said that researchers are studying the objects between science and the environment that appeared in the study. During the study of ecology, students learn not only knowledge about nature and society, but also to consider nature as the environment, but also as a given safety.

The formation of responsibility for the relationship to the environment is associated with the solution of environmental problems, a person chooses a theoretical and practical, characteristic and aesthetic,

business and responsible system of the world. A. A. Lublin [2] shows that the human connection between the meaning of the world has to do with the Homeland, work, to the person. Various human relations have identified the mechanism of ownership of the system structure, the complex and complex social structure of nature. The most important thing is that it will have a practical activity that develops in the external environment-the sphere of the personality of life and its internal-the psychic sphere.

Levels of training students to tabigator reading are characterized by the following signs.

1. To characterize the problems of environmental education and upbringing in nature protection.
2. Environmental education of students is limited to special disciplines, special courses, seminars and workshops-practical pedagogical training of environmental structures takes place at the level of abstract-theoretical and simple ability.

One of the constituent elements of environmental education and education of students to nature protection is the teaching and psychological training of future teachers to conduct environmental work in schools. This training involves understanding in its composition the essence of the goal, understanding the structure and methods of the goals set as part of the educational process of environmental education, the ways of their implementation in practice in primary school.

In primary classes it is impossible to conduct environmental education and environmental education without taking into account the psychological characteristics of interpersonal communication of younger students and nature. In the course of age and pedagogical psychology, the Problems of "man - the natural environment" are considered on the basis of studying the process of mental development, personal communication with practical activities, conscious, surprising relationship of the child with the outside world. In this regard, it is very important to highlight the child's perception of nature in the form of anthropomorphization (individualization, adaptation), while children give nature the characteristic features of a person.

In the pedagogical course, students learn to closely connect students with other aspects of the educational process characteristic of primary school, for example, environmental education can not be separated from conscience. The relation of the adolescent to nature manifests itself with his feeling, and it belongs to the category of conscience, according as it relates to the manifestations of nature, the phenomena and phenomena occurring in nature.

The position of conscience develops gradually in students. To acquaint with the rules of behavior in nature, what to do, what to do is the very first question. Students who conducted control classes, questionnaires, communication with students, find that most of them have the ability to assess the impact on the development of a sense of conscience. For example, "how do you feel about nature? to the question: "all children answer: "I love nature", "I respect nature "or" it is necessary to protect nature, protect". But the word does not always coincide with the deed. Students (in most cases adults), knowing how to behave in nature, follow the same rules and regulations, break, break trees, or destroy a bird's nest-poor quality, in addition to knowing what is better and moral-sowing, growing trees, feeding birds. Aesthetic attitude to nature, moral attitude to it, "aesthetic education can not be separated from environmental friendliness". Nature is an inexhaustible source of beauty, it is one of the most important tools of aesthetic education. And this will contribute to the formation of a person who will contribute to environmental education inside, resist stress and destruction of nature. In any work, the "ecological side" is not mentioned, there are irreplaceable gaps in the field of labor training and education, legally combining the metabolism between nature and man.

C. Darwin in his work "Origin of species" cited many environmental observations related to the development of the organic world. Nevertheless, the man who first uttered the concept of "Ecology" in science, Ernest Haeckel. He tried to define the word "Ecology". In 1866, the German naturalist Ernest Haeckel translated the word "ecology" in exact translation from the Greek word "the doctrine of the house, the science of Parking (place)." In the following ecological dictionary "ecology (consists of two words of the Greek oikos-house, place, Parking and logos-education, science, Research) – the scientific basis of environmental protection, the science that studies the living conditions of living organisms, their relationship, the relationship with the natural environment".

Ecology has become so popular that it has made it so to build treatment plants, plan land use regionally, recycle paper, grow vegetables using organic fertilizers. "In order to this activity is necessary for normal checked the rules, we try to simplify the blows of nature, whatever we do the game, and broke

the laws of nature to ease our impact and less punishment," said American ecologist R. Ricklefs. Actions to save people should begin with the study of the laws of the existence and development of nature (Fig. 1).

It is very important that children not only know these qualities, but also recognize that they must be "from within". Hence the second problem of forming a conscience in a teenager, associated with nature, to give children the necessary knowledge about the protection of nature, to educate them an individual approach to the spontaneous behavior of other people.

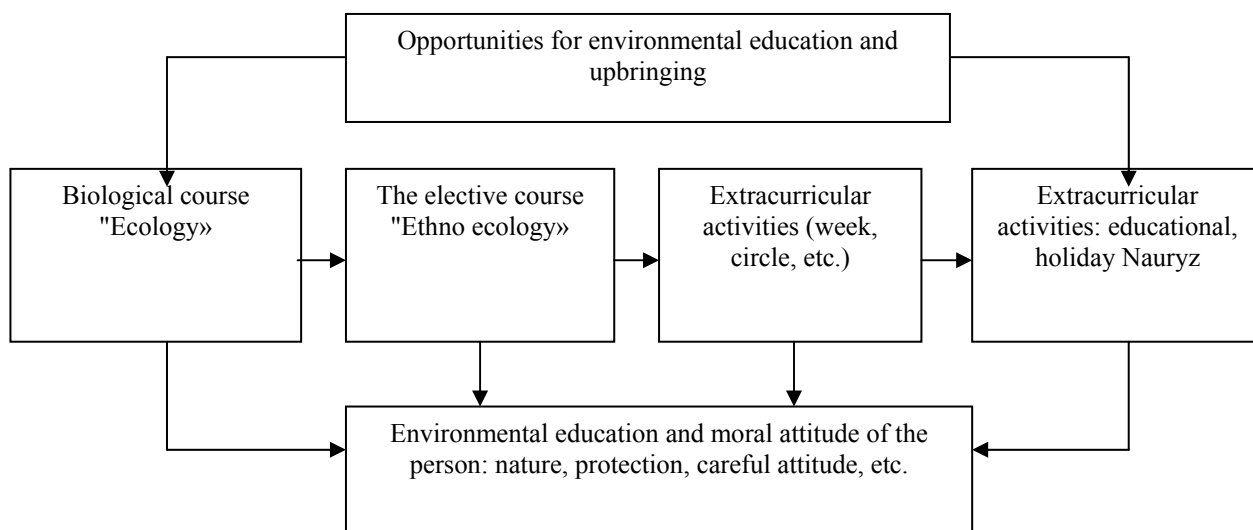


Figure 1 - And environmental education of students example of education

At this level, life is developed depending on what is right, what is wrong with nature, to distinguish between good and bad attitude, the emerging approach to the movement of their actions and the behavior of comrades, reaches the ability to regulate their actions on nature.

It does not follow that a position of breeding has developed towards these incomes. Since the education of human conscience not depends on how he uses other ways what is your opinion will happen as it relates to wildlife, whether its activities the principles of nature, whether General rules, and from this it follows that the theoretical understanding of the nature, ethical terms students should be performed in practice, his actions, behavior is the third problem in the structure of the position of the conscience of a teenager in environmental education. After all, it is the main component of the education of love for wildlife, built on the basis of knowledge and skills.

However, during the period of environmental education, when the responsible attitude of students to nature in various fields of work is closely linked with the aspects of conscience and work, the Central link in the training of future primary school teachers is the study of topics about the environment in the field of natural Sciences (Fig.2).

Kazakhstan secondary school in recent years has changed its appearance. Specific steps are planned to support the system of education renewal. Among them, work has begun on the development of state educational standards, the introduction of a three-stage model of higher education based on credit technology, variable education, the development of criteria for assessing the quality of education..

- In this regard, based on the world and domestic experience, based on the rationale for the transition to 12-year secondary education, we can note the main trends in world development, based on changes in the education system:

- - intensity of development of society;
- - transition to a post-industrial, information society, expansion of intercultural interaction;
- - emergence and growth of global problems that can be solved as a result of international cooperation;
- - democratization of society;
- - dynamic development of the economy, growth of competition;
- - increasing the value of human capital.

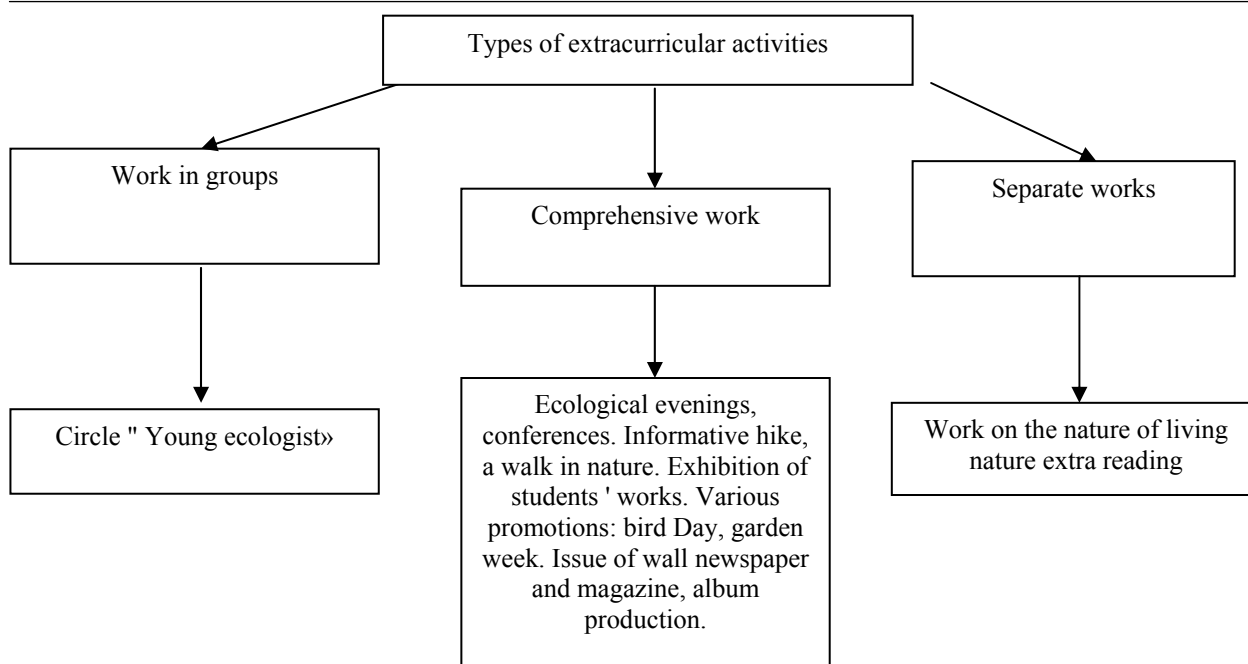


Figure 2 - Features of the organization of ecological educational process

In accordance with this, in the education system of developed countries, there are trends in updating the philosophy and methodology of education, changing the methods of building the content of education, developing improved models of the content of education, finding effective ways to manage education, etc.

One of the strategic directions of world education is the displacement of traditional unproductive teaching style and the transition to a new developing, constructive model of education that provides cognitive activity and independent thinking of students.

The current geopolitical, economic and social situation of Kazakhstan's society, integration into the world educational space require the modernization of the system of General secondary education of the Republic of Kazakhstan, in particular, the revision of the content and structure, the goals of secondary education and the extension of training periods..

Currently, a certain international standard of education has been formed, designed for a 12-year school.

In accordance with the Declaration of the Council of Europe (1992), 12-year education is carried out in 136 countries of the world educational space. Among them, the USA, Japan, Germany, France, etc. from developed countries, and from the CIS countries 12-year study period chose Belarus, Ukraine, Uzbekistan and the Baltic States.

One of the important factors in reducing the load for 12 years is the vocational training program "Beindik Mektep».

Kazakhstan's transition to 12-year education will successfully solve the strategic tasks of designing a new national model of education.

In the preparation of competitive specialists in the world educational space, programs that meet the requirements and needs of students in secondary, special and higher educational institutions are very necessary. In this regard, one of the ways that meet modern requirements, including for the formation of the child's attitude to the natural environment in secondary education about the Motherland, its nature, its protection, about changes, the program includes the introduction of the subject of ecology, starting from the Junior class, namely from the 2nd class to understand the surrounding changes, their causes and consequences. The structure and content of this discipline with a gradual increase from the lower class should be formed in a form that allows you to give knowledge about the elements of the natural environment, their relationship with each other. If the student, trained according to this structural educational program, has the purpose to get education in special, higher educational institutions, then, first

of all, a number of students will be formed, trained with knowledge of native places, features of its nature, having significant training at the fundamental, professional level.

Among the methodological processes in the preparation of teachers for environmental Affairs, the methodology of teaching ecology plays a leading role. On the path of environmental education of primary school students are classified into three groups of education: knowledge of nature and construction, the relationship in nature, the impact of man and nature on each other according to the Declaration of the Council of Europe (1992), 12-year education is carried out in 136 countries of the world educational space. Among them, the USA, Japan, Germany, France, etc. from developed countries, and from the CIS countries 12-year study period chose Belarus, Ukraine, Uzbekistan and the Baltic States.

Here are examples from different ways of conducting lessons: introductory lesson, excursion.

A lesson necessary for the education of students in the first stage, an introduction to the knowledge of nature in the second class.

Remember the introductory lesson. What is nature? Living and inanimate nature. Why not wait for nature? Signs of autumn fallout in inanimate nature. Compare autumn and summer. Why should we love and protect the environment?

The purpose of the lesson: to give a brief comparative description of the natural phenomena of summer and autumn. To reveal the concepts of "wildlife", "gentle nature", the need to study nature, careful attitude to natural wealth and natural wealth, the rules of familiarization and filling of students with the textbook "diary of orientation".

Lesson equipment: textbook "Ecology" for 2nd grade, tables "diary orientation" for 2nd grade, "Summer", "Autumn", "natural history", "love nature".

Lesson plan:

1. A brief introductory conversation with students, based on the manifested summer manifestations, showing the figure and tables " summer"
2. Teacher's story about a new subject-ecology
3. Show figure and table " autumn"
4. Conversation on the materials of drawing and embroidery
5. To acquaint students with the signs characteristic of autumn. Compare autumn and summer.
6. The teacher's story about respect for the environment.
7. Familiarization of students with the diary of training and orientation, teaching the rules of work.

Conducting classes. The lesson begins with a conversation, in order for children to closely link the impressions of summer with the first lesson, the teacher asks children the following questions "" where did the children rest in the summer? What were you doing there? What did you observe? Remember the most interesting moments during the summer holidays".

For stories about the summer holidays praised children, teachers summarize the summer and move on to familiarization with new subjects.

Today we begin to study a new subject. This subject is called ecology, it is the word knowledge of nature, impact, support, love, thinking of nature.

What is nature? Why are we studying it? The world around us is nature, or products processed from this natural wealth. Nature is divided into two large areas: living, inanimate nature. Inanimate nature includes: Sun, Moon, air, earth, stone, water, etc. living nature includes microorganisms, insects, fish, bird, animal, plants. Man also belongs to the living nature.

Living and inanimate nature is closely linked. Conducting observations, the phenomena of inanimate nature, occurring at different times of the year, lead to certain changes in the life of plants and animals, have an impact on human labor. Nature is the Foundation of our Emir. Everything we need, we get from nature. Having deeply studied the natural mystery, people learned that his wealth is not infinite, skillful actions of people are reduced and polluted by natural wealth. Here it was clear that it was necessary to preserve nature. In order to preserve nature, it is necessary to know nature, to understand the laws of nature in order to preserve and properly use its wealth. In order to get acquainted with the peculiarities of the natural science subject, the teacher should take an example of the terrain about the phenomena of autumn and move on to the conversation. Students pay attention to rain clouds, rain in the mountains, water leakage in the river. On this basis, you can learn that autumn is good. During the conversation, use

images, tables. Then the teacher continues: we breathe air, drink water, immerse the earth, are interested in the beauty of nature of our native land.

Plants and animals give us the products we need for life. If polluted air, water, land, we are exposed to infectious diseases. If people find nature, we will not be left without attention. If we destroy plants, birds, animals, we leave without food, without clothes. Therefore, in order not to get sick, not to be left without the most beautiful manifestations of nature, food, clothing, raw materials of production, we, the inhabitants of the planet, must protect nature from pollution and leakage, always touching hands.

Reading ecology, you are preparing to become a child, an active and calm master in the nature of your native country. I hope that each of you will spare no effort to accomplish this sacred task.

The student introduces students in detail to the textbook "rules of filling in the "diary of observation". At the end of the lesson explains the need for systematic observation of the phenomena of nature (at the end of the lesson with the help of the game "live-lifeless" - the first lesson of ecology is the first stage in the environmental education of young students, characterizing the idea of nature protection, showing students the possibilities of knowledge and education of the subject. Adolescents have great potential for special forms of learning activities such as teaching instruments for environmental education and nurturing. This Park increases the ability of students to understand, comprehend and interest, prepares lyrical thought and memory. In short, learning by means is one of the main areas of forms of teaching using the local principle of points and materials. A distinctive feature of this lesson is that it is held in the school yard.

As a result, the student's achievements in the process of adaptation:

- The main activity of students in the organization of educational process is educational activity and priority educational activity. Educational activity involves the use of interactive teaching methods that allow students to gain experience on their own, stimulating the search, active discussion of problems, reasoning views, making optimal decisions. From what point of view (cognitive, social) activity of the pupil does not arise independently, it is carried out in relations with other pupils and teachers, as itself.

- the content of education is enriched with new knowledge, the development of abilities to receive information, the specificity of educational programs in the market and creativity in science;

- traditional information methods-oral and written, telephone and radio communication-displacement of modern computer facilities;

- attention is paid to the upbringing of the child's personality, spiritual enrichment of his life, the formation of a citizen, personality.;

- striving for the unity of the school, family and social environment in the upbringing of children;

- attention is paid to the wide application of pedagogical technologies adequate to public education and the role of science.

- The main ideas of improving the technology of training in the psychological and pedagogical direction are characterized as follows:

- transition from memory-based learning to learning that develops mental development using previously mastered skills;

- transition from the statistical form of knowledge to the system of dynamic structure of mental activity;

- transition of students from the secondary education program to the differentiated education programs separately.

Taking into account regional, national peculiarities of training environmental specialists in the field of environmental protection, related to modern needs in the educational space of the country

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ӘЛЕМДІК БІЛІМ КЕҢІСТІГІНДЕ ҚОРШАҒАН ОРТАНЫ ҚОРҒАУ САЛАСЫ БОЙЫНША БӘСЕКЕГЕ ҚАБІЛЕТТІ МАМАНДАРДЫ ДАЙЫНДАУДЫҢ ӨЗЕКТІЛІГІ

Аннотация. Қазақстандық жалпы орта білім беретін мектеп соңғы жылдары өзінің келбетін өзгертті. Білім беруді жаңарту жүйесін қолдайтын нақты қадамдар жоспарлануда. Мемлекеттік жалпыға міндетті білім стандарттарының әзірлену, кредиттік технология негізіндегі үш сатылы жоғары білім моделінің,

вариативті білім берудің енгізілуі, білім сапасын бағалау критерийлерін әзірлеу жөнінде жұмыстар басталды. Қазақстан қоғамының қазіргі геосаяси, экономикалық және әлеуметтік жағдайы, әлемдік білім кеңістігіне кірігуі Қазақстан Республикасының жалпы орта білім жүйесін жаңғыртуды, атап айтқанда, орта білім мазмұны мен құрылымын, мақсаттарын қайта қарауды және оқыту мерзімін кеңейтуді талап етеді.

Түйін сөздері: экологиялық білім, экологиялық ойлау, экологияны оқыту объектілері, экологиялық тәрбие, әдіснама, 12 жылдық білім.

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АКТУАЛЬНОСТЬ ПОДГОТОВКИ КОНКУРЕНТОСПОСОБНЫХ СПЕЦИАЛИСТОВ В ОБЛАСТИ ОХРАНЫ ОКРУЖАЮЩЕЙ СРЕДЫ В МИРОВОМ ОБРАЗОВАТЕЛЬНОМ ПРОСТРАНСТВЕ

Аннотация. Казахстанская средняя общеобразовательная школа в последние годы изменила свой облик. Планируются конкретные шаги по поддержке системы обновления образования. Начата работа по разработке государственных общеобязательных стандартов образования, внедрению трехступенчатой модели высшего образования на основе кредитной технологии, вариативного образования, разработке критериев оценки качества образования. Современное геополитическое, экономическое и социальное положение казахстанского общества, интеграция в мировое образовательное пространство требуют модернизации системы общего среднего образования Республики Казахстан, в частности, пересмотра содержания и структуры, целей среднего образования и расширения сроков обучения.

Ключевые слова: экологическое образование, экологическое мышление, объект экологического обучения, экологическое воспитание, методика, 12-летнее образование.

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K.T. Auezova, K.B. Tazhibekova, G.S. Zhanseitova, M.T. Nabiyeva^{1,3}Eurasian National University named after L.N.Gumilyov;²Karaganda State Technical University;⁴JSC «Financial Academy»Karlygash_auezova@mail.ru, kashamida@mail.ru,Zhans_Gulnara@mail.ru, Maral_Nabieva_@mail.ru**SOME WAYS TO INNOVATIVE ECONOMIC DEVELOPMENT**

Abstract. According to the authors, in the world there is not a single successful innovation model that would be implemented without direct state participation. The problem of Kazakhstan's innovation policy is a weak domestic demand for innovation. The low level of competition and specialization at low rates of technological progress explains the lack of interest in innovation in companies. In addition, most of the innovations in the country occur in the machinery market, and the share of innovations in the production of consumer goods is insignificant due to inexperience of consumer demand, limited market size and dependence on imports. In this connection, the article suggests some ways of innovative development of Kazakhstan.

Keywords: innovation, competitiveness, economics, science, security, problems, solutions.

INTRODUCTION

Today, the global economy is quickly transforming into a post-industrial one, where ordinary commodity products are inferior to intangible assets created on the basis of knowledge and new technologies. The largest countries that occupy leading positions in this direction are already gaining competitive advantages that allow them to influence the dynamics of the global economic process.

First of all, I would like to note that it is almost impossible to replenish the scientific backlog created today in the Soviet era. Changes in the organization, management and financing of basic and applied research have led to the loss of many well-known scientific schools. While science in developed countries is one of the main priorities of public policy. In addition, as a result of market reforms, the state moved away from the solution of structural and technological transformations, as a result of which changes took place spontaneously, under the influence of macroeconomic competitive advantages, which secured Kazakhstan's specialization in raw materials.

MAIN PART

Before moving on to the concept of innovation, I would like to note that in a broad sense, innovation is a synonym for successful production, implementation and use, providing a strategic gain for innovations in the economic and social spheres, where the technological factor is key, but far from the only one. Innovation (innovation, innovative product) - the result of innovation, embodied in the form of a new product, service and technology or a new organizational and economic form, which has clear qualitative advantages when used in the design, production, marketing, consumption and disposal of products, providing additional. Compared with the previous product or organizational-economic form, economic and social benefits [2]. The concept of innovation is universal, since innovations can be observed wherever conscious activity takes place. In a highly developed economy, the dynamics of production innovations are increasingly provided by specially organized scientific activities, in the framework of which the study

and generalization of practical experience are taking place. So in 1912, J. Schumpeter, in his Theory of Economic Development, made an attempt to develop a universal theory of innovations in economics. It was he who introduced the concepts of innovation and innovative development into the scientific circulation. However, Schumpeter did not deny the use of the concept of technological progress, but considering it already as one of the forms of innovative development [7]. In the middle of the 20th century, an analysis of the economic growth of highly developed countries revealed in the economy the presence of completely new sources and directions of development. Such concepts as innovative activity, innovative development was introduced into the scientific revolution. Of course, an effective innovation policy, the goal of which is the introduction of new advanced technologies based on the achievements of scientific and technological progress, forms of labor organization and management, is an essential condition for accelerated progress and socio-economic development of society. A vivid example of this is the dynamic development of many countries of the world, based on innovations, the consequences of which have adopted a strategically important character. Thus, promotional activities began to be seen as part of the innovation process. As a result of this, the RK had no choice but to accept the innovative challenge, for a leap into the future. Today, large research centers have replaced the lone inventor who creates the future in his secluded laboratory, and sudden insights and ingenious inventions have replaced the accumulation and recombination of existing ideas. One way or another, all innovations depend on the past, therefore, the combination of well-known concepts from various fields can lay a solid foundation for innovation [5]. Thus, the United States for many decades remains the largest information center in the world, generating and at the same time using. Japan from the late 40s to the mid-80s relied on the improvement of inventions made by other countries. However, a few years later, the situation changed, which forced Japan to revise its innovation policy, making it one of the leading countries in the field of innovation [7].

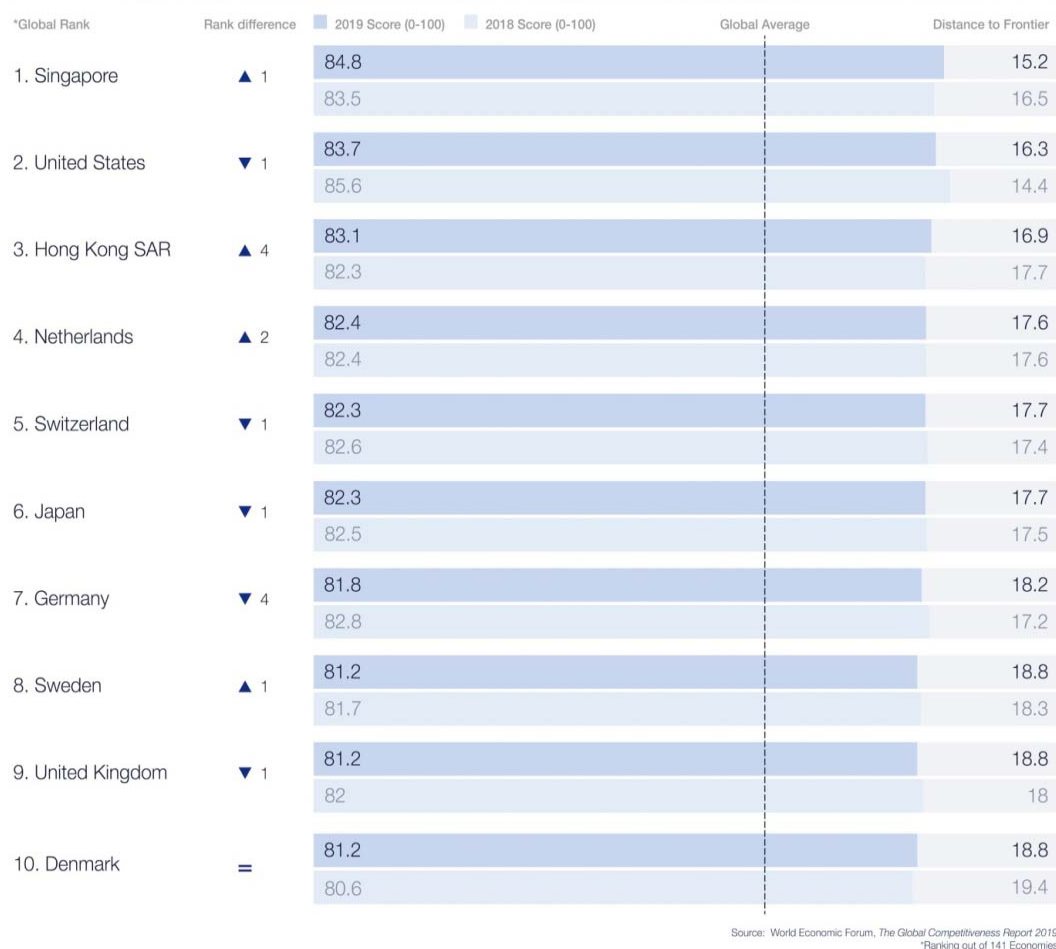


Figure 1 - Global Competitiveness Report

In the first place from dozens of competitive countries is Singapore, then the United States and Hong Kong. It is worth noting that the fixed assets invested in innovation in developed countries, about 90% are own funds of large corporations. Most of the generating pioneering solutions that increase the flexibility of the innovation process are carried out by a small innovative business, which conducts development on the basis of grants and loans. Our business does not have such a business culture; the interests of making a profit at the lowest cost prevail over the long-term innovative interests. In addition, the state does not sufficiently use the tool to force businesses to innovate, for example, by introducing new technical regulations, many of which have not changed since Soviet times [4]. It is known that the methods of economic regulation can be divided into direct and indirect. Direct methods include public investment in the form of financing, lending, leasing, stock transactions, planning and programming. For example, in Canada, direct government stimulation of R&D by the state consists in providing a state guarantee of credit in commercial banks and state financing. In Japan, the state provides budget subsidies and concessional loans to research institutes subordinate to various ministries, research centers that carry out R&D together with private companies; in Germany, the government provides financial support for the development of long-term and risky research in scientific, technical and industrial-economic activities. In addition, tax incentives used to stimulate those areas of activity that are important for the state play an important role, including incentives aimed at stimulating scientific and technological progress, export and business activity of innovative entrepreneurship. Indirect economic measures of state regulation of innovations include protectionism policy in the form of trade and currency regulation, to protect the implementation of innovations within the country.

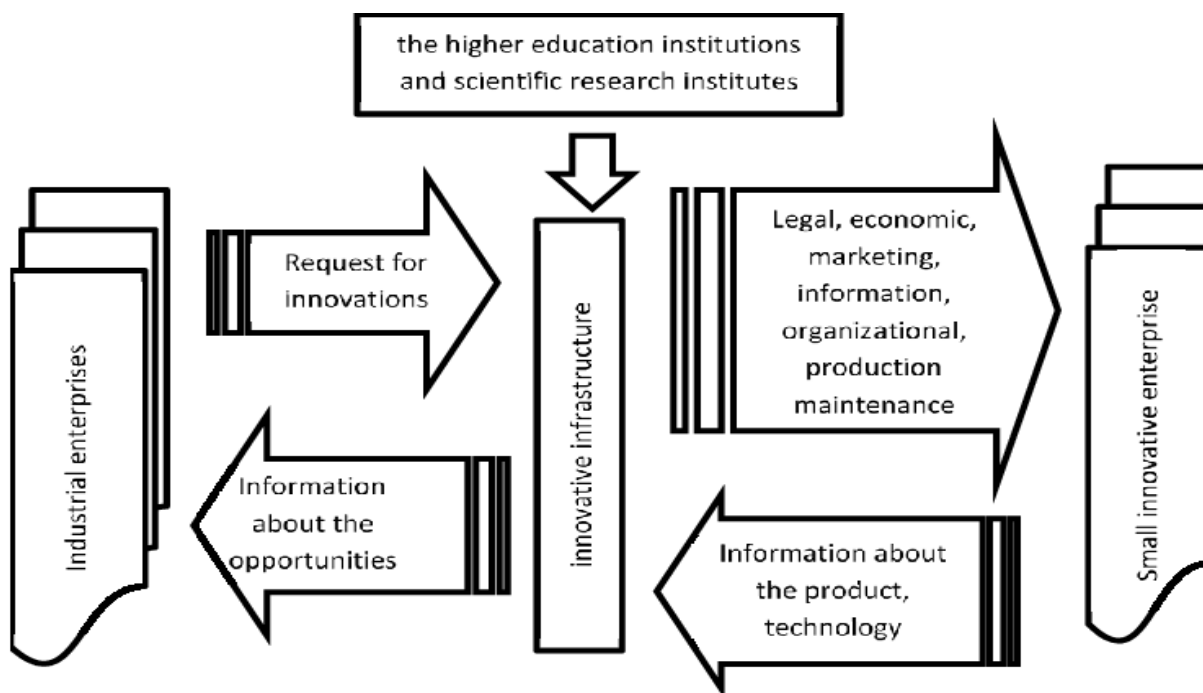


Figure 2 - Interaction of the innovative infrastructure

It is known that the main factors inhibiting the development of innovations in the Republic of Kazakhstan include the following: lack of a legal basis; weak development of innovative entrepreneurship; lack of effective and existing financial mechanisms for innovation; lack of space for development; a relatively small amount of investment resources for technological re-equipment. As already mentioned above, companies are not willing to invest in something that does not bring quick returns, calls and orders from above do not motivate the business to make technological breakthroughs.

One of the competitive factors in the formation of an innovative economy is the development of small innovative structures and an increase in their share in the country's GDP. In this regard, it is important to create an enabling environment for innovation and the development of knowledge-based SMEs. This requires an assessment of innovative opportunities and improvement of the national innovation system (hereinafter - NIS). All this should be aimed at supporting knowledge-intensive industries with high added value. To do this, it is advisable to use the following tools: incubators for innovative enterprises;

- tax incentives for venture capital;
- Priority R&D funding.

All these measures should become the main directions of the NIS of Kazakhstan. However, it is not enough to be limited only to state participation in the financing of implementation works; it is important to create conditions for the formation of a close connection between science and production. At the same time, the main emphasis should be placed on strengthening interrelated activities in the field of education, research and the private sector, in the process of which innovations are generated.

Today, the insufficient professional level of most entrepreneurs and their lack of full access to new technologies and knowledge is becoming one of the factors inhibiting the innovative and competitive development of the economy. In order for the business to know what it can do and what not, it is necessary to improve the legislative framework. Moreover, its conditions should be beneficial to entrepreneurs, venture investors. A functioning law does not allow universities to participate in the financing of start-ups.

For the effective implementation of the above measures, it is necessary to redirect state funds allocated annually as part of the implementation of innovation policy to a single fund as part of a distributed budget program, and the distribution of funds should occur outside of budget procedures. At the same time, it is necessary to radically reform the system of control over the implementation of innovative projects financed by public funds. At the legislative level, it is advisable to establish a separate procedure for conducting inspections for their implementation, to introduce the practice of independent audit by accredited non-governmental organizations. It is equally important that these checks be carried out only after the receipt of a statement of violations by innovators or project participants. This practice will allow you to get rid of unreasonable checks, the purpose of which is to evaluate the implementation of procedures during the implementation of the project. The main object of testing the new audit practice will be the final result, which will allow innovators to become more active, and decision-making procedures will become more flexible.

To raise the level of research and development, it is necessary to conduct a state policy of incentives in the following areas:

- targeted formation of a market for products of innovative enterprises by placing state orders on them;
- providing innovative enterprises, including small ones, with production facilities, preferential investment support, assistance in developing business innovation centers, technology parks, technology support centers, and providing legal, financial, marketing, economic, and other services; assistance in legal and commercial protection of intellectual property;
- assistance in the formation and expansion of a network of leasing companies;
- Conducting a focused policy on the development and production by small enterprises of new types of products based on high technology;
- in order to reduce the likelihood of loss of funds invested by investors as a result of unsuccessful implementation of innovative projects, it is advisable to insure them, including through budget investments;
- concessional lending to scientific and technological developments in the share financing of large projects.

CONCLUSION

Thus, the prospect of innovative development is considered as a long-term direction of the structural policy in the field of science and business, and to ensure the overflow of investments in innovation. Improving the work in these areas will enable the creation and active introduction of innovations in Kazakhstan, which in the future will allow Kazakhstan to participate in global competition.

The transition to an innovative economy is an absolute imperative for the development of Kazakhstan for the period until 2020 and beyond. The stimulation of innovative activity and the formation of an innovative sector is necessary both to maintain the competitiveness of goods and services in the global market, and to move to the next - innovative stage of development, which allows matching the quality of human capital and the structure of the economy, as well as mitigating negative factors that limit potential economic growth today.

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НЕКОТОРЫЕ ПУТИ К ИННОВАЦИОННОМУ РАЗВИТИЮ ЭКОНОМИКИ

Аннотация. Автоматорлар, жаңашылдықтар модельер, оның ұзақ мерзімді мемлекеттік мемлекеті іске асырылды. Қазақстанның инновациялары – Саясаттың проблемалары, жаңашылдықтар - бззылу. Технологиялық прогрестің бағдарлары бар ерлер мамандандыруы төмен бәсекелестік компаниялардың инновациялары болып табылады. Машина Жасау Кезинда Жанна Тауарлар Өндірісі, Жаңа Тауарлар Эндресі Және Жаңа Тауарлар Эндрісі, Жаадан Шығарыл Тауарлар Ерлер Тауарларды Өндіріс Экелесі. Осы мақалаға байланысты Қазақстанның ұлттық дамуының кейбір жолдары ұсынылған.

Түйін сөздер: инновациялар, бәсекеге қабілеттілік, экономика, ғылым, қауіпсіздік, проблемалар, проблемалар

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НЕКОТОРЫЕ ПУТИ К ИННОВАЦИОННОМУ РАЗВИТИЮ ЭКОНОМИКИ

Аннотация. По мнению авторов, в мире не существует ни одной успешной инновационной модели, которая реализовалась бы без прямого государственного участия. Проблемой инновационной политики Казахстана является слабый внутренний спрос на инновации. Низкий уровень конкуренции и специализации при низких темпах технического прогресса объясняет отсутствие интереса компаний к инновациям. Кроме того, большинство нововведений в стране происходят на рынке машинного оборудования, а доля инноваций в производстве потребительских товаров незначительна по причинам неискренности потребительского спроса, ограниченного размера рынка и зависимости от импорта. В связи, с чем в статье предложены некоторые пути инновационного развития Казахстана.

Ключевые слова: инновации, конкурентоспособность, экономика, наука, безопасность, проблемы, пути решения.

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MOTIVATIONS AND NEEDS IN THE MARKET ECONOMY

Abstract. According to the authors, the needs and motivational aspects of labor management are widely used in countries with developed market economies. In our country, the concepts of the need and motivation of labor in the economic sense appeared relatively recently in connection with the transition to a market economy. Firstly, because the economic sciences did not seek to analyze the relationship of their subjects with the named sciences, and secondly, in a purely economic sense, until recently, the concepts of “needs” and “motivation” were replaced by the concept of “stimulation”. Such a truncated understanding of the motivational process led to a focus on short-term economic goals, to achieve momentary profits. However, the importance of the concepts of need and motivation is described in more detail by the authors in this article.

Keywords: needs, motivation, market economy, labor, incentive.

INTRODUCTION

Motivation is what makes people act. In other words, this is what makes them invest effort and energy in what they do.

Labor motivation is a system of measures whose purpose is to create incentives for workers to work and encourage them to work with full dedication.

Motives associated with a person's professional activities are the motivating factors that force a person to work. Among the motivating reasons that force a person to do work, 3 groups stand out:

- includes public motives: the need to benefit society, the desire to help other people;
- obtaining certain material benefits for yourself and your family
- satisfaction of the need for self-actualization, self-expression and self-realization.

General motives of labor are realized in the choice of specific types of professional activity and place of work. Thus, the motivation of professional activity can be represented in the form of a process that includes three stages:

- includes social motives: the need to benefit society, the desire to help others;
- obtaining certain material benefits for yourself and your family
- motivation of work, in which labor acts for a person as a value, good;
- motivation for choosing a profession (specialty) and with social significance and prestige of the selected type of work;
- the motivation for choosing a specific place of work, determined by the assessment of the external situation, the assessment of their capabilities and the organization's ability to meet current needs.

MAINPART

However, at present creative labor activity does not ensure the realization of all human needs and the causes of the crisis in labor activity are being identified.

The reasons for the crisis of labor motivation:

- 1) motivation has ceased to be a source of satisfaction of basic necessities of life;
- 2) working conditions are getting worse;

- 3) there are sharp changes in spiritual, intellectual needs, the decline in the prestige of honest work;
- 4) there is a low income differentiation of employees of various qualification groups;
- 5) unemployment, conflicts, discrimination by gender, age, and profession have a destructive effect on labor motivation.

All of the above leads to the fact that such elements of social motivations as work for the benefit of society, the work collective, disappear or significantly decrease, and work in the system of life values ??is increasingly relegated to the background. The crisis of labor motivation complicates the development of human social activity, which, in turn, inhibits the development of society as a whole.

It is possible to resist the negative impact of the crisis of labor motivation by highlighting the meaning-forming motives of labor activity and effective management of employee motivation. When managing motivation, it is necessary to take into account factors that make a person act and strengthen his actions. The main ones: needs, interests, motives and incentives. The need can be satisfied by reward, giving the person what he considers valuable for himself, but for each person the values are different.

Need, motive and stimulus are the foundations of the motivational process. Need is an objective need of a person for something necessary to maintain his life and personality development. The last refinement in the definition was not given by chance: in addition to physiological needs, on which a person's life directly depends, there are a number of other needs. Therefore, depending on their paramount importance, it is customary to arrange needs in a certain hierarchy.

Needs may be Internal or External

A person receives "internal" remuneration from work, feeling the importance of his work, experiencing satisfaction from communication, friendly relations with colleagues.

"External" compensation is salary, promotion, symbols of official status and prestige.

Methods and methods of motivation

Increasing the variety of skills.

Improving the integrity of the work.

Increasing the importance of work.

Increased autonomy.

Feedback enhancement

Ways to improve labor motivation.

- a) Salary, It should be comparable and competitive with remuneration at similar enterprises in the industry and the region.

- b) Goals are the second "strength" means of increasing employee motivation.

Objectives: concentrate attention and efforts in certain areas;

can serve as a standard with which results are compared;

a mechanism to justify the cost of resources;

The target method (management by objectives) occupies a significant place in managerial practice. However, a number of goal characteristics need to be considered:

goals should be measurable; real controlled; supported by the organization; their results should be unambiguous; There must be precise deadlines for achieving the goals; as well as their ranking system.

c) Intra-company benefits systems for employees of the enterprise:

selling enterprise products to their employees at a discount (usually 10% or more);

full or partial payment of expenses for the employee to travel to and from work;

the provision of interest-free or low interest loans to its employees;

granting the right to use the company's transport;

payment of sick leave beyond a certain level, employee health insurance at the expense of the enterprise;

d) Intangible (non-economic) benefits and privileges for staff:

entitlement to a rolling work schedule

provision of time off, increase in the duration of paid holidays for certain achievements and successes in work;

earlier retirement.

e) Measures that increase the content of work, independence and responsibility of the employee, stimulating his qualification growth.

f) Creating a favorable social atmosphere, removing status, administrative, psychological barriers between separate groups of workers, between ordinary employees and employees of the management apparatus, developing trust and mutual understanding within the team.

g) Promotion of employees, planning their careers, payment for training and advanced training.

Thus, the most important role in the personnel management system is played by employee motivation and stimulation.

Providing the appropriate level of motivation allows us to solve problems such as increasing the productivity of each employee and the effectiveness of the entire production, ensuring a systematic increase in the qualifications of personnel, and stabilizing the team.

Over the entire period of the study of human behavior, scientists have put forward a large number of different theories that classify needs according to one or another of the criteria.

The Polish psychologist K. Obukhovsky made calculations and revealed 120 classifications. But most of them are too narrow a profile to apply them everywhere.

One of the first who tried to classify human needs was the ancient Greek philosopher Plato in his "State." He distinguished two groups of needs: necessary (inevitable) and deprived of necessity. To the first, he attributed those needs of a person that are impossible to get rid of, and, no less important, that benefit us. The second group - those needs that a person can refuse, for example, the need for plentiful food, wine, etc.

The need for self-actualization is the most difficult to satisfy, therefore it occupies the last place in the general classification. Its existence is connected with the desire of any person to realize their creative potential, with the need for self-expression. According to statistics, only 4 percent of the world's population reach this level.

In general, the formation of needs is influenced by many factors of historical and dialectical development.

A significant influence is exerted by climatic factors. So, for example, people living in cold countries have a need for warm clothes, for heating their homes. More money goes to medical care.

There are also social group factors, including age and gender. In connection with them, the needs of children and adults, men and women, differ.

Cultural and historical factors also play an important role in shaping the needs of the individual. For example, Thanksgiving is inherent only to Americans, in connection with this, a number of needs are formed for certain food products, holiday paraphernalia, etc.

Scientific and technical factors mainly contribute to the evolution of the needs of modern society. With the advent of new technological advances, people have a need for a certain set of technological innovations (gadgets, the Internet, mobile communications).

Class-ideological factors form the needs characteristic of certain social strata of society, for example, the need for idleness, the elimination of boredom, the need for power, the need for self-realization.

New relative to other factors are information factors that form the demand for certain goods and services through information technology and advertising.

In addition to the concept of "need", the concept of "interest" plays an equally important role in understanding the mechanism of motivation.

If a need answers the question of what a person needs for his comfortable life, then interest shows how this need can be satisfied. Marx quite fully considered the category of economic interest in his teaching. Here revealed that industrial relations are closely interconnected with the interests of social groups.

Studies of foreign and domestic scientists of economists have shown that the motivational mechanism is formed under the influence of internal and external motives that prompt a person to activity, set boundaries and forms of activity and give this activity an orientation focused on achieving certain goals. Internal motives are determined and controlled directly by a person as a person, his consciousness, thinking, intelligence, level of professionalism and other positive and negative moral qualities. They are able to stimulate the employee's labor activity to self-expression, self-realization as a person. Their implementation, practical implementation bring the person the greatest joy and satisfaction.

Effective use of the potential of workers includes:

1. planning and improvement of work with staff;
2. supporting and developing the skills and qualifications of workers.

The main objective of the personnel service at the enterprise is:

- conducting an active personnel policy,
- providing conditions for initiative and creative activity of employees,
- development together with the financial and economic service of material and social incentives,

At meetings and planning meetings, managers evaluate the work of various units and groups. With positive results, gratitude is expressed to both individual employees and groups. The incentive system for employees includes moral and material rewards.

The time-based form of remuneration is accrued at the established tariff rate or salary for the time actually worked. To increase the stimulating role of individual forms of remuneration, they use varieties called wage systems.

Thus, to pay the organization uses

- time-based - premium system;

Bonus and premium systems include compensation payments and incentive bonuses.

Compensation payments include:

- for work in overtime;
- for work on holidays.

The personnel management strategy in the organization reflects a reasonable combination of the economic goals of the enterprise, the needs and interests of workers (normal wages, satisfactory working conditions, the possibility of developing and realizing the abilities of employees, etc.) To maintain the skill level of workers dictated by production need, an annual personnel check is carried out. Based on the results of the work, a plan for organizing advanced training and retraining of personnel is developed, and then personnel shifts are made.

CONCLUSION

Thus, the main emphasis must be placed on meeting social needs and the needs for respect for workers in enterprises and organizations. Competent managers, pursuing a policy of introducing employees to the goals and values of the organization, reinforcing the need for them to be involved in work at this enterprise, achieve high motivation to work and, as a result, increase the efficiency of the organization itself. In small enterprises, especially those where staff is the main resource for achieving the goal (consulting, marketing, software development), the main attention should be paid to social needs, along with possible material incentives and satisfaction of security needs.

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НАРЫҚ ЭКОНОМИКАСЫНДАҒЫ МОТИВАЦИЯЛАР МЕН ҚАЖЕТТІЛІКТЕР

Аннотация. Авторлардың пікірінше, нарықты экономикасы дамыған елдерде еңбекті басқарудың қажеттіліктері мен уәждемелік аспектілері кеңінен қолданылады. Біздің елімізде нарықтық экономикаға көшуге байланысты экономикалық мағынада жұмыс күшінің қажеттілігі мен уәждемесі туралы ұғымдар жақында пайда болды. Біріншіден, экономикалық ғылымдар өз пәндерінің аталған ғылымдармен байланысын талдауға тырыспағандықтан, екіншіден, таза экономикалық мағынада, соңғы кезге дейін «қажеттіліктер» және «уәждеу» ұғымдары «ынталандыру» ұғымымен алмастырылды. Мотивациялық процесті осындай біркелкі түсіну қысқа мерзімді экономикалық мақсаттарға баса назар аударып, бірден пайдаға қол жеткізді. Алайда, қажеттілік пен уәж ұғымдарының маңыздылығын авторлар осы мақалада толығырақ сипаттайды.

Түйін сөздер: қажеттіліктер, мотивация, нарықтық экономика, еңбек, ынталандыру.

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Аннотация. По мнению авторов потребности и мотивационные аспекты управления трудом получили широкое применение в странах с развитой рыночной экономикой. В нашей стране понятия потребности и мотивации труда в экономическом смысле появилось сравнительно недавно в связи с переходом к рыночной экономике. Во-первых, потому что экономические науки не стремились проанализировать взаимосвязь своих предметов с названными науками, и, во-вторых, в чисто экономическом смысле до недавнего времени понятия «потребности» и «мотивация» заменялись понятием «стимулирования». Такая усеченность понимания мотивационного процесса приводила к ориентации на краткосрочные экономические цели, на достижение сиюминутной прибыли. Однако о важности понятий потребность и мотивация более подробно описано авторами в данной статье.

Ключевые слова: потребности, мотивация, рыночная экономика, труд, стимул.

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FEATURES OF THE CONSIDERATION OF INDIVIDUAL LABOR DISPUTES IN THE EAEU COUNTRIES

Abstract. The Eurasian integration project was originally based on the idea of creating a single economic space. The issue of political integration in the framework of the EAEU, including the creation of a Eurasian parliament, was discussed in preparation for the launch of the Eurasian integration project. During this period, the Kazakh political institution sought to maximize the number of participants in the Union. Political integration was seen as a way to strengthen Eurasian integration.

The creation of the EAEU allowed the free movement of labor across the territories of five member states, which increased the need for harmonized working conditions, and therefore, the issue of harmonization of labor law became relevant for five states. In particular, the resolution of labor disputes, the main elements of which consider the institution of labor law, including the definition and classification of disputes in the EAEU member states. According to the authors, the legal regulation of labor disputes in all member states is based on Soviet legal traditions, that is, similar legal models and concepts.

Keywords: employment contract, commonwealth, EAEU, member states, law conditions.

INTRODUCTION

The EAEU is, first of all, a limited customs union, which managed to agree on external customs tariffs, abolish internal customs borders and transfer decision-making on tariffs to the level of the Union. However, a higher level of economic integration is unlikely to be achieved, as there is too much disagreement between member countries.

The main source of law of the Eurasian Economic Union (EAEU) is the Treaty on the Eurasian Economic Union (Treaty). Russia, Belarus and Kazakhstan signed the Treaty on May 29, 2014, and it entered into force on January 1, 2015. Armenia and Kyrgyzstan acceded to the Treaty on January 2, 2015 and August 12, 2015, respectively. Thus, the EAEU currently consists of five countries: Armenia, Belarus, Kazakhstan, Kyrgyzstan and Russia.

The agreement codified the provisions of pre-existing agreements governing the functioning of the Customs Union and the common economic space.

MAIN PART

These agreements formed the basis of the Treaty, the purpose of which is to ensure their implementation and bring their provisions in line with the rules and regulations of the World Trade Organization. The implementation of the Agreement and the provisions included therein is scheduled for a 10-year period. This should lead to the transformation of the EAEU by 2025 into a full-fledged economic alliance (this implies the free circulation of goods, services, capital and labor, as well as the formation of a common market in the sectors of energy, finance, transport, etc.). Further deepening and expansion of

integration will depend on whether the EAEU member states have achieved all the goals set by the Treaty by 2025.

The agreement defines the main objectives of the EAEU, its competence, its institutional structure and the procedure for the formation and activities of the EAEU bodies. In addition, the Treaty regulates the mechanisms of economic integration of the EAEU member states and the obligation to pursue a single, conciliatory or agreed policy in certain sectors of the economy.

However, at the final stage of negotiations under the Treaty, the parties did not consider the possibility of expanding integration into the political sphere or creating supranational political bodies for the following reasons. First, Russia's interest in political integration declined after Ukraine signed an association agreement with the European Union. Secondly, Kazakhstan and Belarus were against political integration and the creation of a Eurasian parliament. Thus, the final version of the Treaty does not contain any provisions providing for expansion of integration in the political sphere or the creation of a supranational political body (parliament or interparliamentary assembly).

Today, the EAEU is primarily a limited customs union. Thus, he achieved three goals: harmonized external customs tariffs, abolished internal customs borders and transferred decision-making on tariffs to the level of the Union instead of individual member countries. Being a customs union (even limited) is already a significant achievement when comparing the EAEU with other regional organizations around the world: although the EAEU is not able to cope with this task compared to the EU, like any other regional organization in the world without exception, and for most non-European integration projects, even the customs union seems to be an elusive goal. Being a customs union, the EAEU is potentially capable of stimulating trade between member countries and, thus, stimulating economic growth. However, the EAEU was created at the least favorable moment to achieve these goals, that is, during the period of economic stagnation in Russia, which makes cooperation with this country not very attractive.

This stagnation is caused by fundamental factors that the EAEU is unlikely to change: weak protection of property rights, dominance of security interests in economic policy, high corruption, etc. The advantages of the EAEU for member states are not comparable with these serious problems that arise in the Russian economy.

There are also important problems associated with the design of the EAEU. Firstly, the EAEU still has many functions of a protectionist union, which introduces high tariffs to limit the access of foreign competitors to domestic markets. This type of protectionism, although it serves the goals of domestic lobbyists in Belarus and in Russia, is incompatible with the goal of economic modernization. The design of the customs union (where customs duties are set at the union level) limits the ability of individual countries to open their economies to world trade, even if they want to.

Secondly, the EAEU has not yet resolved the deep problem of non-tariff barriers. To gain access to the market of one of the EAEU countries, goods from another country still have to overcome numerous bureaucratic barriers. Finally, in order to benefit from international integration, the EAEU countries must change within the country: they need to reduce the degree of penetration of their economy into the state (which is the dominant entity in Belarus and very important in Russia). This has not happened, and is unlikely to change.

But for many observers, the main problem of the EAEU is not economic, but political: the EAEU is seen as a tool to consolidate and strengthen authoritarianism in Eurasia. Here, however, doubts are in order. The EAEU as such (due to Kazakhstan's tough stance) is a purely non-political entity: there are no references to any ideology in the EAEU documents, there are no political institutions such as general citizenship or parliament, and there are no political goals. This does not mean that the autocratic regimes of member countries cannot use the EAEU against internal opposition: since the idea of Eurasian regionalism is very popular in some EAEU countries, the EAEU can, for example, increase the popularity of existing employees. But these effects are limited and indirect.

The implementation of the EAEU digital agenda is another priority. Under the Russian chairmanship, we propose implementing several promising projects in the field of online trading, technology for tracking goods, creating transport corridors and industrial cooperation. A forum on these issues was recently held at the initiative of the President of Kazakhstan. We fully support this and will work together. Naturally, the relevant initiatives of our partners will be carefully considered. I just talked about one of them.

Of course, additional steps need to be taken to form the EAEU common services market. Last year, tourism, research and advertising joined other sectors operating under supranational rules. By the end of the year, 60 percent of the total volume of services will be regulated by Union law.

A new Declaration on further integration into the EAEU was adopted, and nine sectors were added to the single service market. This means that about 55% of the total volume of services provided in the EAEU member countries will be regulated in value terms.

Kazakhstan, more than anyone else in the EAEU, won in the free trade zone with Vietnam. This was reported to the news agency Sputnik.kz by the Russian ambassador to Kazakhstan, Alexey Borodavkin. In 2017, the Kazakh-Vietnamese trade turnover increased by 48% and amounted to 542 million dollars. Exports from Kazakhstan to Vietnam grew by 63% due to an increase in the supply of food, agricultural products and metals.

The economic union provides for freedom of movement of goods, services, capital and labor, a coordinated, coordinated or uniform policy in individual sectors of the economy. Harmonization of labor legislation within the framework of this international organization is not currently planned. Nevertheless, the logic of economic integration can cause the so-called spill-over effect (literally - "splashing effect"). This term in the framework of the older regional economic and political association - the European Union - is called the situation when the process of unification, originally designed only for economic integration, leads to closer interaction in the political and legal field.

In this regard, it is interesting to find out how individual legal institutions of labor law of the EAEU member countries are ready for harmonization today. Since the movement of workers within the EAEU states inevitably leads to the emergence of cross-border labor disputes, it seems relevant to analyze how the basic elements of the institution of labor dispute resolution - the conceptual apparatus and typology of labor disputes - are comparable with each other in the EAEU member states. In labor codes of all five EAEU member states, labor disputes are divided into individual and collective. At the same time, the concepts of individual and collective labor disputes are separately fixed in the Labor Code of Russia and Kyrgyzstan, but there is no generalizing concept of "labor dispute" (part 1 of article 381 and part 1 of article 398 of the Labor Code of Russia, part 1 of article 411 and part 1 of article 428 of the Labor Code of Kyrgyzstan). The Labor Code of Kazakhstan, on the contrary, provides for the definition of only the generic concept of "labor dispute" (Clause 16, Article 1), although it also operates with the categories of individual and collective labor dispute.

In the Labor Code of Armenia, the category of labor disputes is considered as paired with respect to the category of collective labor disputes, i.e. in fact, it refers to individual labor disputes; the definition of the concept of an individual labor dispute is given in part 1 of article 263, and collective - in part 1 of Art. 64. In h. 1 Article 377 of the Labor Code of Belarus contains a definition of the term "collective labor dispute", and individual labor disputes are only mentioned, but their definition is not given.

In any case, in all five countries, individual labor disputes are resolved by labor dispute commissions (in Kazakhstan, by a conciliation commission) and courts, and collective ones are resolved through conciliation and arbitration procedures (however, in Armenia, judicial consideration of collective labor disputes is also possible).

Obviously, the key delimiting feature of collective and individual labor disputes is the actors involved.

On the part of the employer, the subject of a labor dispute in all EAEU countries is either the employer (in Belarus, the employer), or its separate structural unit, or the association of employers. In this case, the impossibility of resolving disputes at the level of groups of legal entities affiliated with each other can be called a significant gap in the labor legislation of all EAEU member states.

The parent company may act as the owner of a group of legal entities and make decisions, for example, regarding the level of remuneration in all subsidiaries. But employees are deprived of the legal opportunity to submit claims to the parent company and can only address them to their immediate formal employer, who does not always have the competence to make the appropriate decision. In Kazakhstan, this body is called a conciliation commission, but its status is similar to the status of labor dispute commissions in other EAEU countries, and the name does not seem to accurately reflect the purpose of its activities.

CONCLUSION

The subject of a labor dispute is very important not only for delimiting disputes over disputes about law and disputes about interests, but also for determining exactly what rights and interests of the parties a dispute arises. The ILO Freedom of Association Committee notes <1> that the professional and economic interests that workers protect through the right to strike relate not only to improving working conditions or meeting professional requirements, but also to finding solutions to issues and problems that arise at the enterprise and that directly affect interests of workers. The same can be said of labor disputes in general: the wider the legislatively established subject of a labor dispute, the more opportunities for workers to protect their rights and interests protected by law.

It seems that for the future harmonization of legislation on the resolution of labor disputes in the EAEU member states, it is not so much the refinement and coordination of the conceptual apparatus and typology of disputes that are important as the liberalization of the mechanisms for protecting individual and collective labor rights of workers.

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ЕАЭО ЕЛДЕРІНДЕ ЖЕКЕ ЕҢБЕК ДАУЛАРЫН ҚАРАУ ЕРЕКШЕЛІКТЕРІ

Аннотация. Еуразиялық интеграциялық жоба бастапқыда бір ыңғай экономикалық кеңістікті құру идеясына негізделген. Еуразиялық интеграциялық жобаны іске қосуға дайындық барысында ЕАЭО шеңберінде саяси интеграция мәселесі, соның ішінде Еуразиялық парламент құру мәселесі талқыланды. Осы кезеңде қазақстандық саяси мекеме Одаққа қатысушылардың санын көбейтуге тырысты. Саяси интеграция еуразиялық интеграцияны нығайтудың тәсілі ретінде қарастырылды.

ЕАЭО құру бес елдің мүше мемлекеттерінің аумақтарында еркін еңбекке көшуіне мүмкіндік берді, бұл үйлестірілген еңбек жағдайлары қажеттілігі нарттырды, сондықтан еңбек заңнамасын үйлестіру мәселесі бес мемлекет үшін маңызды болды. Атап айтқанда, ЕЭО мүше мемлекеттердегі дауларды айқындау мен жіктеуді қоса алғанда, еңбек заңнамасының институтын қарастыратын еңбек дауларының шешімі. Авторлардың пікірінше, барлық мүше елдердегі еңбек дауларын құқықтық реттеу кенестік құқықтық дәстүрлерге негізделген, яғни ұқсас құқықтық модельдер мен ұғымдар.

Түйін сөздер: еңбеккелісім-шарты, Достастық, ЕАЭО, мүше-мемлекеттер, құқықтық жағдайлар.

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ОСОБЕННОСТИ РАССМОТРЕНИЯ ИНДИВИДУАЛЬНЫХ ТРУДОВЫХ СПОРОВ В СТРАНАХ ЕАЭС

Аннотация. Проект евразийской интеграции изначально был основан на идее создания единого экономического пространства. Вопрос политической интеграции в рамках ЕАЭС, в том числе создания евразийского парламента, обсуждался в ходе подготовки к запуску евразийского интеграционного проекта. В течение этого периода казахстанское политическое учреждение стремилось максимально увеличить число участников Союза. Политическая интеграция рассматривалась как способ укрепления евразийской интеграции.

Создание ЕАЭС позволило свободно перемещаться рабочей силы по территориям пяти государств-членов, что повысило потребность в согласованных условиях труда, в связи с чем, вопрос гармонизации трудового права стал актуальным для пяти государств. В частности, разрешение трудовых споров, основными элементами которого, рассматривают институт трудового права, в том числе определения и

классификации споров в государствах-членах ЕАЭС. По мнению авторов, правовое регулирование трудовых споров во всех государствах-членах основано в советских правовых традициях, то есть схожих правовых моделях и концепциях.

Ключевые слова: трудовой договор, содружество, ЕАЭС, государства-члены, права условия.

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JEL [338.1](#)**R.K. Konuspayev, T.Zh. Demesinoy, K.K. Dzhaparova**

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**PROBLEMS OF BUDGET PLANNING
IN THE REPUBLIC OF KAZAKHSTAN**

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.

Keywords: education, human capital, higher education, science, higher education institutions, investment, competitiveness, education system, educational programs, educational services.

Introduction. Need of improvement of budget planning is connected, first of all, with the direction it on ensuring efficiency, effectiveness, accountability and transparency, at the same time the assessment of activity of public authorities has to be carried out taking into account efficiency and quality of the services provided to citizens, results of implementation of the state, industry, regional and budgetary programs [1, P.53].

Materials and methods of research. 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 work: 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.

The process of forming of the national budget consists from the following main stages, which are inherent in the procedure and time frame regulated by the budget legislation: the development of the forecast of the social and economic development of the country and the approval of its Government; Identification and reporting of spending limits for budget program administrators; Presentation of draft strategic plans, budget programs, budget applications and their consideration at the Republican Budget Commission; Drafting the National Budget Bill and submitting it to the Parliament; Consideration of the draft law on the republican budget in Parliament; Approval of the Republican Budget Act by Parliament.

Taking into account the current regulation for the development of the forecast; it is possible to define the following key characteristics:

- Messages of the President of the Republic of Kazakhstan and the documents of the state planning system;
- Changes in external and internal development factors in the medium term;
- Goal-setting and defines the forecast parameters of the development to be achieved by social and economic policy.

At the same time, the forecast of budget parameters for the second and third years of the planning period of the forecast is indicative and can be clarified in the following years.

According to the state planning system, the forecast is not monitored and evaluated. As a result, the lack of work on errors generates planning of the republican budget with low forecast parameters of macroeconomic indicators, which eventually leads to divergence of planned and actual parameters of the budget. The materials submitted together with the draft national budget to Parliament do not contain information on the reasons for the revision of the approved budget parameters in the medium-term budget, which have often undergone serious changes.

Moreover, such situation does not stimulate collecting of taxes due to efficiency of tax administration. At the same time essential miscalculations in forecasting of tax revenues on the deviation from the plan is quite different: from -28% to 21% are observed.

It is necessary to pay attention, that budget rules on restriction of budget deficit are applied to control the growth of public debt in Kazakhstan.

In the Message of the Head of State to the People of Kazakhstan in December 14, 2012 Strategy “Kazakhstan – 2050”: a new political policy of the state” the task of decrease in budget deficit, concerning GDP from (-) 2,1% in 2013 to (-) 1,5% in 2015, in the Concept of new budget policy - on decrease in budget deficit by 2020 to (-) 1.4% to GDP is set [2].

However, according to the results of 2014, the budget deficit amounted to (-) 2,8% to GDP, 2015 - (-) 2,2% to GDP, 2016 - (-) 1.6% to GDP, 2017 - (-) 3,1% to GDP, 2018 (-) 1% to GDP.

There is no fiscal risk management from the perspective of the Long-Term Sustainability of Public Finances Document, which identifies measures to enable the Government to finance current expenditures, as well as to finance long-term expenditures, without resorting to major adjustments in future revenue and budget balances.

In accordance with the Rules for Determining Spending Limits of Budget Program Administrators, Limits on New Initiatives, approved by Order of the Minister of National Economy, No. 59 of 27 October 2014, the approved expenditure plan for the corresponding fiscal year was used as the basis for calculating spending limits [3].

Compared to the approved plan for 2018-2019 years, the limits of basic expenditures have been increased by 222,5 billion tenge (From 8,366,3 billion tenge to 8,588,8 billion tenge) and 193,8 billion tenge (From 8,744, 9 billion tenge to 8,938,7 billion tenge). Thus, indicating an increase in the scope of public functions, powers and services provided within the framework of existing budgetary programs.

Meanwhile the Head of the State has been instructed to review the system of planning public expenditures, with a focus on improving their efficiency and transferring non-governmental functions to a competitive environment.

There are no clear approaches to assigning expenses to the group of lower priority and optimized based on the results of budget execution, reports on the implementation of documents of the state planning system. Software-targeted planning tools are not used.

It is not possible to assess the implementation of new initiatives on the basis of previous commitments and the validity of their priority over current commitments.

For example, according to the Ministry of Agriculture, while calculating limits, basic expenditures were reduced by 20,9 billion tenge, at the same time as expenditures on new initiatives increased by 21,9 billion tenge. The materials of the Republican Budget Commission do not disclose the situation.

According to the results of the analysis of the limits for new initiatives the basic expenses of the approved budget for 2017 due to the special transfer from the National Fund within the framework of the State Program of Infrastructure Development NurlyZhol and anti-crisis measures of the Government are assigned to new initiatives.

At the same time, no information is provided on the commitments made by the budget on new initiatives in terms of State and Government programs. For example, in 2018 the new initiatives of the real

sector showed the amount of 164,9 billion tenge ongoing projects at the expense of the National Fund amounted to 72,1 billion tenge or 43.7%.

According to the international practice, the establishment of budget, spending limits at the national level and the level of line ministries implies strengthening the financial discipline and efficiency of public expenditures, improving the strategic allocation of public resources and creating conditions for the implementation of future commitments [4].

The current procedure does not regulate the development of manual on the definition of the budget, spending limits for line ministries, taking into account the priorities of budget policy and their activities.

According to the approaches of OECD countries (Organization for Economic Cooperation and Development) to ensure transparency of the state budget, the budget and all additional materials should include detailed commentary on each program of financial revenues and expenditures [5].

Most OECD countries are developing a budget preparation manual for line ministries. Documents (call circular, handbooks, budget guidance) provide government authorities with guide to the preparation of the budget application, explaining the priorities of the budget and the brought limits, including the assumptions used in the calculation of the basic indicators [6].

Establishment of budget limits takes place in the conditions of full interaction of the authorized body responsible for budget, planning with line ministries [7].

Strategic planning, despite its priority, is implemented in parallel with budgetary planning. Strategic plans, budget programs and budget applications are developed and submitted by administrators of national budget programs at the same time, within the same period (until May 15 of the current fiscal year), which creates a risk of poor quality of budget applications for compliance of the declared budget funds with the goals of their strategic plans and indicators of budget programs.

In addition, only 56% strategic objectives relate to well-implemented budget programs (100% achievement of planned targets), 16% targets show a low level of budgetary program effectiveness (achievement from 40 to 70% targets). On the 2 objectives of State bodies (Ministries of Justice, Defense and Aerospace), there is complete lack of budgetary programs to implement the objectives.

A formal approach to determining the relationship between budget programs and the objectives of strategic plans has been adopted by individual State bodies. Due to the immeasurability of such indicators, 5 per cent of the budget programs of central State bodies and 32% budget programs of local executive bodies cannot be estimated during the reporting period.

This shows that the budget process does not take place in full conditions and the provisions of the budget legislation to consider budget applications for compliance with the objectives of strategic plans and indicators of budget programs.

Transparency of information on public financial management is one of the mechanisms for limiting corruption and reducing violations of budget legislation. Accessibility of information for the citizens creates the necessary conditions for accountability of public sector bodies for the policy measures implemented by them, efficiency of use of budgetary funds, achievement of direct and final results.

In the National Plan “100 steps”, the Head of the State defined one of the directions of development of the country as “the creation of transparent and accountable state, through the expansion of the opportunities of the citizens to participate in the budget process” [8].

According to the Law “On Access to Information”, adopted on November 16, 2015, on the Internet portal of open budgets, as well as official Internet resources, state bodies must post budget reports, consolidated financial reports, results of state audit and reports on the implementation of budget programs [9].

At the same time, information on the draft national budget and related materials to it are placed separately on the websites of various state bodies, fragmented, untimely, which makes it difficult to understand the draft national budget in comprehensive manner.

There is no public feedback to express an opinion on the draft republican budget and posted materials. Thus, according to the Budget Code (art. 61) the forecast is subject to publication in the media. However, the timing of publication is not regulated [10]. As a result, the forecast is posted on the website of the Ministry of National Economy on the deadline for the submission of the republican budget to the Parliament (1 September); and often later.

There is lack of transparency in methodological and mathematical calculations of the formation of the socio-economic development forecast. A corresponding lack of openness was noted by OECD, which recommended preliminary budget report, containing the medium-term economic and fiscal objectives of public administration, the Government's political intentions in the economic and budgetary areas for the medium term and the overall budget parameters should be submitted no later, than one month before the budget was submitted for discussion by the legislative authorities[11, P.11].

Transparency in the calculations and approaches to the forecast should facilitate discussion in Parliament and among the general public of the main directions of fiscal policy before the executive body completes the budget and submits proposals for revenues and expenditures to the legislative bodies.

Despite the extensive functionality of the republican budget commission on the website of the Ministry of Finance, the working body of the commission, only schedules of consideration of draft strategic plans, budget programs and budget applications of administrators are published.

The general public does not have access to information on the budget planning issues, considered and the decisions taken at the meetings of the Republican Budget Commission[12, P.25].

When placing the draft national budget, materials revealing the characteristic features of the project on macroeconomic conditions, revenues and expenditure directions for the planned period are not included in the open access. Information is not targeted at wide range of people, who do not have budgetary knowledge.

Conclusions.

1. The process of forming the national budget is not aimed at the implementation of long-term program documents and does not provide principles of results-oriented budget programming. The inconsistency of the time frame for consideration of budget applications, draft strategic plans of state bodies and budget programmes with the results of the annual efficiency assessment is not consistent with the principle of continuity. Insufficient development of economic growth factors, lack of comprehensive assessment of budget vulnerability depending on development scenarios create risks of failure to achieve macroeconomic parameters and inefficient budget implementation in the planned period. In order to offset these shortcomings, it is necessary to implement budget risk management and to assess the long-term sustainability of public finances, aimed at improving the efficiency and effectiveness of budgetary decisions.

2. Transparency in the formulation of the socio-economic development forecast, as well as the economic and fiscal objectives of the public administration, as laid down in the draft relevant budget, is not ensured.

The population is not informed of the intentions of the executive power to implement socially important projects, which excludes the possibility to form civil opinion on their priority for the region with further public monitoring of their implementation.

In order to create transparent and accountable state, it is necessary to introduce effective and transparent mechanisms for the timely receipt of consolidated information and consultations at each stage of planning, providing feedback for the involvement of the citizens and experts in the process of forming the national budget.

3. There is no systematic approach to setting budget limits and new initiatives, taking into account the specific tasks assigned to the administrator in the short term.

Such shortcomings predetermination non-compliance with the brought limits when forming budget applications and, as a result, lead to significant adjustments of the decisions taken at the first stage of the republican budget commission and violation of the terms of determination of the draft republican budget.

It seems that administrators focus on maintaining the increased limit over three-year period, to the detriment of the objective formation of funding needs, which leads to unwarranted costs and reduced their socio-economic impact. So it is really necessary to ensure transparency of limits distribution, taking into account their priority in the conditions of full interaction with administrators of budget programs.

4. The practice of implementing the preliminary assessment shows that there are significant risks of late preparation of the conclusion on the draft republican budget and failure to achieve the main goal of improving the quality of planning and optimizing inefficient expenditure directions.

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**ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ
БЮДЖЕТТІК ЖОСПАРЛАУ МӘСЕЛЕЛЕРІ**

Аннотация. Мақалада Қазақстан Республикасындағы бюджеттік жоспарлау жүйесі талданды, бюджеттік жоспарлау кезеңдері қарастырылды және бюджеттік процестің көрсетілген кезеңдеріндегі проблемалар анықталды. Ұлттық деңгейде және салалық министрліктер деңгейінде бюджет шығыстарының лимиттерін белгілеудің халықаралық практикасы зерттелді. Жұмыста бюджеттік жоспарлаудың стратегиялық жоспарларға сәйкес келмеуі, мемлекеттік қаржыны басқару туралы ақпараттың ашықтығы сияқты өзекті мәселелер қаралды, сондай-ақ елімізде бюджеттік жоспарлауды жетілдіру бойынша шаралар ұсынылды. Бюджеттік жоспарлау елдің мемлекеттік жоспарлау жүйесіндегі маңызды процесс болып табылады. Бюджеттік жоспарлаудың экономикалық мәні мемлекеттік бюджет пен әртүрлі деңгейдегі бюджеттен тыс қорлар бюджеттерін қалыптастыру және атқару процесінде елді дамытудың мемлекеттік әлеуметтік-экономикалық бағдарламасы негізінде қаржы жүйесінің буындары арасында қоғамдық өнім мен ұлттық табыстың құнын орталықтандырылған бөлу және қайта бөлу болып табылады.

Түйін сөздер: мемлекеттік қаржы, мемлекеттік жоспарлау, бюджет, бюджеттік жоспарлау, бюджеттік процесс, бюджеттік бағдарламалар, талдау, ұлттық экономика, болжам, ақпараттық база.

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**ПРОБЛЕМЫ БЮДЖЕТНОГО ПЛАНИРОВАНИЯ
В РЕСПУБЛИКЕ КАЗАХСТАН**

Аннотация. В статье проанализирована система бюджетного планирования в Республике Казахстан, рассмотрены этапы бюджетного планирования и выявлены проблемы на указанных этапах бюджетного процесса. Исследована международная практика установления лимитов бюджетных расходов на национальном уровне и на уровне отраслевых министерств. В работе рассмотрены такие актуальные проблемы как несоответствие бюджетного планирования к стратегическим планам, открытость информации об управлении государственными финансами, а также предложены меры по совершенствованию бюджетного планирования в нашей стране. Бюджетное планирование является важным процессом в системе государственного планирования страны. Экономическая сущность бюджетного планирования заключается в централизованном распределении и перераспределении стоимости общественного продукта и национального дохода между звеньями финансовой системы на основе государственной социально-экономической программы развития страны в процессе формирования и исполнения государственного бюджета и бюджетов внебюджетных фондов разного уровня.

Ключевые слова: государственные финансы, государственное планирование, бюджет, бюджетное планирование, бюджетный процесс, бюджетные программы, анализ, национальная экономика, прогноз, информационная база.

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JEL [77](#)

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guka_1712@mail.ru**SCIENTIFIC THEORETICAL WORKS OF
FILM EXPERT B.R. NOGERBEK AND KAZAKH CINEMA**

Abstract. Formed as exceptional aesthetic view, the philosophical thoughts and critical opinions in Kazakh cinema, film expert B.R. Nogerbek has widely promoted the national film art in our country, on the world stage. Moreover, he wrote scientific research works, monographs, articles on various scientific topics. The full-fledged theoretical works of film expert reflected the way of the formation of history, criticism, theory of national cinema. In this connection, the author analyzes in this research article the theoretical scientific works of famous film expert, the founder of the Kazakh professional film expert school, Professor Nogerbek Bauyrzhan Ramazanovich. This research article is related to Kazakh film art.

Key words: cinema, cinematology, film expert, criticism, film critic, scenario, playwright, director, animation, film festival.

The hour of birth of Kazakh cinema came in 1929 with the establishment of the first movie studio Vostokkino. Most of the films here were documentaries on the Soviet build-up period. The first feature film with Kazakh theme and Kazakh actors, Amangeldy, was shot at Lenfilm in Leningrad. With the hero Kamangeldy Imanov's life as an example, the film depicts life and sufferings in pre-revolutionary Kazakhstan and the liberation movement of the Kazakhs.

Through the experience with the presence of Mosfilm, Almaty was now able to produce its own movies. The first achievements by Kazakh filmmakers was the film version of Mukhtar Auezov's «Abai's way». Ever since, more than a hundred feature movies and numerous documentaries have been shot in Almaty. Both in terms of content and form, most of them reflected their time's social development and political conditions. Movies like «Zhambyl», «His time will come» (about Chokan Valikhanov), «Kyz Zhibek» and the award-winning «Land of the forefathers» and «Sultan Beibarys» after a novel by Olzhas Suleimenov were engaged in the recognition of the Kazakhs' identity. The combination of literature, musical creation and filmmaking has resulted in many good movies.

Since 1990, more than two thousand new private film studios have been established. The fruits of this competition in a free market have also found important recognition on the international level. The enormous creative potential of Kazakhstan's moviemakers, however, stands in sharp contrast to the pitiful material conditions they have to work under.

Film expert, film critic, founder of the Kazakh professional school of film art B.R. Nogerbek has created the different path in this field. During the intensive development of the national cinema, the Film expert, who has formed an aesthetic, modern view of Kazakh cinema, critically spoke about any innovations, new works, separately stopped at each work, worked with specific sources and facts. As the result of these works in the moneybox of Kazakh cinema now there are such works of Film expert as: «Essays of the History of Kazakh Cinema» (1980), «When fairy tales come to life: Cartoon Cinema of Kazakhstan» (1984), «Kazakh Film» (1985), «Cinema of Kazakhstan» (1998), «Cinema Kazakhstan - Kazakhstan Cinema» (2002), Textbook (2005), On Screen «Kazakhfilm» (2007), «Screen-Folklore Traditions in Kazakh Game Cinema» (2007), «Kazakh Game Cinema: Screen-Folklore Traditions and Character Image» (2014). Also, he wrote more than 250 articles, reviews and essays. He widely studied

and wrote a large number of theoretic works about the history of Kazakh cinema, the veterans of the national cinema, the history of national animation, about the works of directors of “New Wave”, screen folklore traditions, domestic film festivals, about the past, present and future of Kazakh cinema, the problems of the national personnel and cultural policy in the country.

“Bauyrzhan Ngerbek occupies a very special place in the Kazakh film industry. He had to work for many years in a variety of ipostasy: Kazakhfilm, the Ministry of Culture, the apparatus of the Union of cinematographers of Kazakhstan, etc. He always broke through the torments to the stars, gaining the long-awaited cultural peace at the writing table in the name of Film expert meditations. Despite of quiet appearance, there is a truly steel character inside and creative consciousness with no boundaries. Even at the level of the tables of contents of his books there is a strong dizziness” [1, P.44], - wrote Film expert A.Lednev about the scientific activity and spiritual world of B.R. Ngerbek.

With the arrival of the film historian K. Siranov in the national cinematography, first time began to print short reviews, articles of information direction, reviews and annotations about the national cinema. According to K.Siranov, who investigated the fate of the cinema, Film expert K.Smailov set the goal to write the language of journalism. But we should not forget these two people, who studied Kazakh cinema and did not receive higher education of professional Film experts. The specialists R. Abdullakhatov, K.Ainagulova, G.Alimbayev, who were educated and learned film science, were engaged in the scientific articles and theoretical literature. B. Ramazanula has adhered to the same principles and clear criteria for criticism in scientific and theoretical analysis in the field of film science. Film expert, who began his first theoretical work, being the student, has continued this process until the end of his life.

It is impossible to forget the work of B.R. Ngerbek named “Cinema Kazakhstan”, published after the monograph “When fairy tales come to life: Cartoon cinema of Kazakhstan”. In this work, the critic rallied the collection of the articles, published in different years and divided into five chapters. The first chapter was called “The Totalitarian Mode of Cinema”. In connection with the consequences of the political upheavals, occurred during that period, the author deeply analyzes the sections “Production cinema: revival of cinema or..?”, “Who is the first Kazakh director?”. He also noted that film art is one of class social views, class slaves of ideology, and made political analyses. Especially in his article “Who is the first Kazakh film director?”, the author reveals that the class is reflected in the life, creative direction of even individuals, reveals historically significant news. Of course, it is a task of time and society to instil this problem in the consciousness of the society. Listing all the works of the critic, you can notice a lot of the written problems and issues.

In the second chapter of his work “Touch to the Origins” was carried out the deep analysis of acting in the film “His Time Will Come” with scientific analysis of the creativity of talented actor N. Zhantorin. In this article the author analyzed and studied the image of Chokan in the mind of the drama, second, the opinion of Soviet directors L. Trauberg, G. Roshal about Chokan, and only the third sums up Zhantorin, who performed a beautiful personality of talent: “Eastern impartially restrained, European aristocrally open and emotionally open”, stitched by “star burning himself to the ground with the name of truth, democracy, for the sake of enlightenment of disadvantaged people” in the movie “His Time Will Come” [2, P. 39-40]. This article is devoted to the theme of animation and folklore, which has become an important work in the work of Film expert. The third section is completely devoted to the work of the drama M. Auezov, who contributed to the formation of the national drama. The work of the first playwright; wrote the literary script for the film “Rayhan”, without the help of Moscow play writers and supporting writers. In this regard, B.R. Ngerbek’s work “Auezov and Cinema” is divided into the following parts, has the great importance and value of theoretical research.

- Auezov and issues of periodization of the history of Kazakh cinema;
- The organizing and propaganda role of Auezov in the development of cinema art in Kazakhstan;
- The influence of Auezov’s prose on the development of Kazakh and Kyrgyz cinema;
- Hero and genre in films-films on Auezov;
- Screen and screen folklore connections in Auezov’s film evidence;
- Films “Chinara on the Rock”, “Shot on the Karash Pass”, “Beauty in the Mourning”;
- Abai as the object of theoretical research of premonition, transformation of literary design into cinematic narrative;

- Influence of poetics into the cinema, script craft on literary creativity of Auezov.

Such works of B.R. Nogerbek as “Abay: the movie for which we waited?”, “Songs of Abay” and the “Kazakh cinema” caused the big resonance among the cinematographers. Every year classical works will not prevent real historical time, freely connecting between last and present, will have spiritual value in all human cultural context. For this reason the movie “Abay”, which well known, the novel “Way of Abay” by M. Auyeov belongs to the works of this row. However, in this work of B.R. Nogerbek was expressed the critical opinion, dividing the movie into three different views. First: the viewer well knows the work “Way of Abay”; second: the viewer did not read the work of M. Auezov; third: cinema look. Here the critic openly says, that in the movie in direction and acting there are most various film styles was gathered. Film editing, according to the European standards, caused misunderstanding in cinematography statement. In the movie, mounted by the French directors, there was no analysis of the film expert, no either at the beginning, or end, lack of logical communications of many episodes and scenes. All this has reflected the middle of the work dramaturgic energy, slowed down and the interest of the viewer in the movie decreased. What results when historical movies go on “road” of the movie “Abay” will be? What movies will be watched the viewer? What the reporting movies, devoted to anniversary actions? Or the purpose to shoot single films for foreign film festivals? There is no answer yet...” [2, P.11]. The main difference in the article “Songs of Abai and Kazakh cinema” was analyzed the special examples of the differences between the film score and the literary version. Researcher B.R. Nogerbek also noted that in the literary version the author revealed the image of each hero, and the words of the drama were subjected to other changes on the screen. The films “Karalsulu”, “Coxereck” were not left out. Therefore, the special professional theoretical work of Film expert in Kazakh cinema is always highly appreciated to this day.

With the arrival of professional cinematographers and film critics, film art was rapidly developed in the country, the expansion of the creative sphere opened the way to the progress of film science. Compared to previous years, the quality and number of scientific works, scientific articles related to the comprehensive study of genres such as annotation, review, essay have improved in film art. In particular, the analyses of the works of the directors of “New Wave” widely covered the professional scientific views of Film expert B.R. Nogerbek. The thematic circle of criticism was expanded and the level of artistic theoretical analysis. Most often in the works of the critic there is a desire for ideological and aesthetic recognition. Therefore, the author completely devoted the fourth chapter of this work to the works of the directors of “New Wave”.

It is well known, that Film expert needs a deep study of the whole field of kinovedic science, combination of aesthetic requirements and elegance in critical thinking. These qualities, which are more inherent to the scientists, can be seen in the works of the authors, which caused the creation of beautiful works. For example, B.R. Nogerbek’s work “Young Cinema of Kazakhstan: Myths and Reality” is quite interest to the lot of people. This theoretical work begins with reviews, divided into brief sections, covering historical stages. And in a separate section “Myths” the films of directors of a new wave and their collision with a fabulous genre are considered. “In the cinema of young people the typical principle of the 20th is used. Tapes are shot in most cases, without the professional actors, with the involvement of people from the street. But here typology does not solve the social problems, did not recreate the screen of the image of a person, layer, society, class. Here typology, tribute to the “classic” film language, some sign of democracy of style, vanguard of form and content of film production” [2, P.152].

The main feature of the movie “New Wave” of Kazakh cinema is the absence of national expressions on the screen, which do not deliberately deny and refute national signs of character, psychology of films. In the article “New Wave and National Patterns”, the critic analysis of the film of R. Nugmanov “Eagle”, A.Karpykov “Fish in Love”, S. Apimmova “Kiyon” makes the main subject of the article similarities and national patterns in them. The film “Kiyon” has received an analysis of deep, valid data and comparisons in the article. The author talks about the life from spiritual focus and meaning, makes the critical point about the national expressions in the film. In the film S. Apimmov national patterns are not transmitted through fashion yurts, through girls, telling on altybakan and dressed in the national clothes under the rhythm of folk song, which plays through phonogram. We see in the film a deliberate refusal to paint the truth, the result - ordinary unacceptable life. The author does not look at the topical problems of the

Kazakh aul. In his works Film expert B.R. Nogerbek widely analyzed the work of S.Apimmov, revealing the intent of the film, laid down by the director's concept and philosophical aspect.

The scientific works of the Film expert B.R. Nogerbek are large in scope [3]. Most reviews recorded on "New Wave" directors films are written in the political direction. Without recognizing the works of the directors of "New Wave" as national cinema, the society developed different opinions and criticized the Film expert. But despite this dispute, the Film expert advocated the works of "New Wave" and took the films of these directors as the basis of his own theoretical work [4]. In the understanding of criticism in the works of directors of "New Wave" there is a sense of extreme anxiety. At the same time, the material situation is not a gift, transport, apartment. It's about the wealth of the soul, the purity of conscience [5]. Young people are aware of our difficult modern era. But it is very difficult for them to return to pure endeavours, traditions of national ethics and philosophy. Therefore, the mediation state of the young generation that grew up in the city is natural. And this is the kind of mental stress that unfortunately manifests itself in the language of the screen in a way that erotica and the display of strength [6]. "All famous films "New Wave" were made by Kazakh cinematographers on a specific material of modern life of Kazakhstanis, they reflect the realities of the 1990s, life, mores, ethnopsychology of people, in other words, there is the national cinema, accurately and in detail recorded the view of young directors on the environmental reality [2, P.152]. In the words of B.R. Nogerbek you can notice perseverance in protecting the works of directors. This assessment of the author should be understood not as an excuse for the merits of directors, but as a word calling to think about the degraded society on the screen. One of the distinctive features of the critic is the ability to reveal and communicate the essence of the problem in subtext. Therefore, in the process of studying the works, criticism requires length and checks of its own conclusions. Another distinctive feature i in criticism is the ability to convey simple terms to the scientific level and to use rationally in film art. For example, in the process of describing the directors of "New Wave", the critic included the scientific name "Socially oriented directors". It can be seen that the works of the directors of "New Wave" are analyzed at the professional level. We must recognize that the work of this generation has not been studied by other professionals. The reason can be distinguished by the successful coincidence of the generation with the growing professionalism of the critic. This is the natural phenomenon [7].

The theoretical work of Film expert B.R. Nogerbek, written about Kazakh cinema, not only popularized national art, but also elevated its status. These theoretical analyses have a complete basis for presenting abroad as the document of Kazakh cinema. American scientist, Doctor of Philological Sciences, Professor D. Knox wrote: "Nogerbek is the author of a deeply thoughts, informative book "Cinema of Kazakhstan", which reveals the history of national cinema. His monograph serves as a table book, guide to Kazakh cinema, not only for the students. It is studied the film of Kazakhstan by researchers of Europe and America, students of American universities: Napimer, Boden college, Harvard..." [1, P.42]. Moreover: "Bauyrzhan is the legislator and bearer of high morality both in his family and in his professional circle. It combines impressive education and the ability to harmoniously merge European (Russian) and Kazakh cultural tradition. Such character speaks a lot about the greatness of the soul of both his own and his people. Thanks to friendship with people like him, I will always consider Kazakhstan my second homeland" [1, P.42].

Film expert wrote the work "Screen-folklore traditions in Kazakh game cinema", two works called "Film Art of Kazakhstan" and "On the Screen: Kazakhfilm". In these scientific and theoretical works Film expert analyzes the most important stages of national film art, films of high-class directors in Kazakh cinema [8]. Analyses were made of the works of the directors, who laid the foundations of national directing, who increased the level of national art: Sh.Aymanov, M. Begalin, A. Karsakbayev, O. Rymzhanov, Sh. Beysembayev, A.Haidarov, K. Smaylov, writer G. Musrepov. Among these theoretical works were included the creativity of directors of "New Wave" K. Salykov, O.Suleimenov, E. Abdrakhmanov, T. Temenov and many others. Here, of course, the analyses has both a positive view from the critic and criticisms. In each work, B.R. Nogerbek focuses on clarity and sophistication. Each of the stated thoughts and works on paper is analyzed objectively from the scientific point of view.

Film festivals were held in each country, which contributed to the growth of the national film art [9]. Film expert repeatedly directed and was part of the jury of famous film festivals, which were held in our country. His thoughts can be seen on the pages of the republican publications. However, the critic also repeatedly said that we need a Republican film festival. Prizes would be awarded to young directors and would be good help for them. Then the operator's work, the works of the sound engineer will not remain aside. He has consistently stressed, that this Republican festival could bring the best films to international festivals [10].

In the course of studying each theoretical work written in connection with the Kazakh film art by expert B.R. Nogerbek, you will notice a specialist who, can influence on the development of the national cinema, in spite of the efforts and opportunities [11, P.5]. He believes that National Cinema Victory Day is still ahead [12, P.147]. He always shared his professional view on cinema with his colleagues, friends, readers: "In the modern film being new streams, waves. Young people try to describe the youth of their fathers, grandparents. Even in the image they began lyrical, romantic views, without copying the former wave. After the critical realism there must be romantic realism. A new course in Kazakh cinema seems to be emerging" [2, P.10]. The big dream of Film expert was to collect and publish the works of senior directors of Kazakh cinema: Sh.Aimanov, S. Kozhykov, M.Begalin, A. Karsakbayev, and publish scientific studies of their creative path. In this regard, we must understand that the theoretical works and scientific articles of Film expert B.R. Nogerbek are valuable way to the development of Kazakh kinovedic science and film art.

Г.К. Копбаева

Т. Жүргенов атындағы Қазақ ұлттық академиясы, Алматы қ., Қазақстан республикасы

КИНОТАНУШЫ Б.Р. НӨГЕРБЕКТИҢ ТЕОРИЯЛЫҚ ҒЫЛЫМИ ЕҢБЕКТЕРІ ЖӘНЕ ҚАЗАҚ КИНОСЫ

Аннотация. Қазақ кинематографиясын зерттеу жолында жаңаша кинотанушылық серпін, эстетикалық көзқарас, философиялық ойлар мен тың сыншылық пікірді қалыптастырған кинотанушы Б.Р. Нөгербек ұлттық кино өнерін елімізде, әлемдік аренада кеңінен насихаттап, әр түрлі ғылыми тақырыптарда зерттеулер, монографиялар, еңбектер жазған. Теориялық еңбектерін зерттеу мен зерделеу барысында кинотанушының толыққанды талдаулары мен сараптамалары оның ұлттық киноның тарихын, сынын, теориясын қалыптастыру жолында тынымсыз еңбек еткенін аңғартады. Осыған орай, автор зерттеу мақаласында кинотанушы, қазақ кәсіби кинотану мектебінің негізін қалаушы, профессор Нөгербек Бауыржан Рамазанұлының теориялық ғылыми еңбектері мен қазақ кино өнеріне байланысты жазған зерттеу мақалаларына сараптама жасайды.

Түйін сөздер: кино, кинотану, кинотанушы, сын, киносыншы, сценарий, драматург, режиссер, анимация, кинофестиваль.

УДК 77

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НАУЧНЫЕ ТЕОРЕТИЧЕСКИЕ ТРУДЫ КИНОВЕДА Б.Р. НОГЕРБЕКА И КАЗАХСКОЕ КИНО

Аннотация. Сформировавший исключительный эстетический взгляд, философские мысли и свое критическое мнение в ходе исследования казахской кинематографии, кинокритик Б.Р. Нөгербек широко пропагандировал национальное киноискусство в нашей стране, на мировой арене, писал исследования, монографии, труды на различные научные темы. Полноценные теоретические труды киноведа отражают его труд на пути формирования истории, критики, теории национального кино. В связи с этим, автор анализирует в исследовательской статье теоретические научные труды киноведа, основателя казахской профессиональной киноведческой школы, профессора Нөгербека Бауыржана Рамазановича и исследовательские статьи, связанные с казахским киноискусством.

Ключевые слова: кино, киноведение, киновед, критика, кинокритик, сценарий, драматург, режиссер, анимация, кинофестиваль.

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SOME APPROACHES TO ECOLOGICAL EDUCATION OF YOUTH

Abstract. It has been shown that the processes of environmental education and upbringing are indivisible, they are in constant interaction. Environmental education in the family and school is of a particular importance in the development of the moral attitude of man to the environment. Here the foundations of a humane attitude towards nature are laid.

The revival of the abandoned "necropolis", performed with the help of the students and so-called "troubled" teenagers, are the most effective way of education, because it forms in the youth a sense of patriotism, instills respect for the native culture and history, respect for the elders, accustoms the youth to labor, independence and a healthy lifestyle.

The educational work has been based on the principles of the children and youth tourism, *which make it possible to instill a sense of citizenship*, to educate the will and spirituality of the younger generation, to introduce the youth to a healthy lifestyle through the communion with nature, practical knowledge of the native land, acquaintance with the environment, historical and cultural monuments.

It has been established that the formation of the basics of environmental culture in the younger generation will allow the young people to further successfully elaborate the practical and spiritual experience of the man - nature interaction, ensuring human survival and development.

Key words: ecology, upbringing, pedagogy, education, youth, "troubled" teenagers, social behavior, mounds.

Introduction. The principal goal of the "Development Program "Kazakhstan-2030" of the Head of State, Mr. N.A. Nazarbayev, is to include Kazakhstan among the most developed countries of the world, which requires putting a process of continuous environmental education as well as upbringing a highly cultured generation of the country with a bright future, with the environmental awareness and worldview, into practice [1].

Ecological education in the family largely depends on the authority of the parents, on the attitude of the family as a whole and of each adult individual to the preservation of the natural environment at home, in the park, in the field, in the forest, etc. The family life, the work of the parents, their civilian face, and behavior form the beginning of a child's attitude to nature and man. Upbringing of children in the family comes through the authorship of the parents. The parents' own behavior and their influence on children is "the most crucial thing". V.A. Sukhomlinskiy wrote of the importance of the family education: "The family collective, where a child is introduced to the world of maturity and wisdom by the elders, constitutes such a basis for the child's thinking, which nothing can replace at this age" [2,3].

An example of this is the work, carried out in accordance with Projects, devoted to environmental education of the Kazakhstani young people and their introduction to a healthy lifestyle, history and culture.

Imitation plays an important role in environmental education. Living, good examples are required, because our every word, our every gesture, not to mention acts, can serve as an example for a child. Children are sensitive, and their hearts, speaking in the words of the poet, "will not be convinced by the words, which are not said from the heart." To educate a person, you have to feel yourself a person in the highest sense of the word.

Experimental part. Nowadays, due to an increasing national interest in the historical heritage of Kazakhstan, the time has come to conduct a comprehensive research, related to the realization by the younger generation of the paramount importance of their Homeland in the context of the global development of national ideas and civil, creative, socio-economic initiatives of the “troubled” teenagers, satisfaction of their needs for self-realization and self-assertion, organization of their healthy active leisure, stimulation of intellectual and spiritual development and the formation of their active social behavior.

A significant problem for Kazakhstan is the insufficient cooperation between the governmental and public organizations for ensuring the employment of minors, their training in working specialties in demand, computer skills, legal and environmental spheres, for the improvement of their general culture, introduction of them to a healthy lifestyle, civic behavior, and democratic principles. As a result, a certain population of the young people is formed, the so-called “troubled” teenagers - homeless and neglected juveniles. In their midst an indifferent attitude to the sound environment, an antagonism in relation to the “home” children, flourish. In the city of Almaty alone about 4 thousand of such teenagers are currently registered, the care for which lies entirely with the official state bodies.

For this purpose the “Tabigat” EcoUnion, has organized an ecological-ethnographic field camp in the territory of the “Altyn-Emel” National Park, located on the lands of the Panfilov and Kerbulak districts of the Almaty oblast. The distance from Almaty to the “Altyn-Emel” National Park makes up almost 200 km. Today, it is one of the largest parks in the Republic, with the area of 460 thousand ha, where the Saka mounds are located (Fig.1).



Figure 1 - The “Altyn-Emel” National Park

In the territory of the “Altyn-Emel” National Park, apart from the unique and unparalleled landscapes, unique fauna and flora, there are numerous historical and cultural monuments belonging to different historical eras. In particular, the Besshatyr mound complex, located on the southern slopes of the Altyn-Emel ridge, 4 km to the north of the right bank of the Ili river, in front of the Shelek river delta, consisting of 33 mounds. This complex is one of the most impressive and famous prehistoric monuments of Kazakhstan [4-7].

The target group includes minors and young people, as well as beneficiaries, the so-called “troubled” teenagers – the juveniles on the police record for antisocial, rowdy behavior and wrongful acts. In the course of the Project implementation, combining business and pleasure, they have performed the necessary and interesting work, had an opportunity to feel involved in the ancient history and culture of their Homeland and in the creative process of the birth of a new Kazakhstan.

The Project provides for environmental education of the young generation and its introduction to a healthy lifestyle, history and culture of Kazakhstan, which determines the **relevance** of this work.

Tasks:

- organization during the autumn holidays of an ecological and ethnographic field camp for the “troubled” teenagers and students, minors, registered with the internal affairs bodies;

- health improvement of the minors under conditions of the field camp and while hiking;
- organization of the field classes with the “troubled” teenagers to increase their environmental, historical, legal literacy and general culture;
- studying and restoring the preserved archaeological sites together with the “troubled” teenagers;
- accustoming the “troubled” teenagers to the habits of a healthy lifestyle.

For two seasons, the EcoUnion has organized a summer teenager’s camp on the banks of the Ili river and in the “Altyn-Emel” National Park for cleaning the natural objects from debris and introduction of the younger generation to a healthy lifestyle, sports and eco-tourism. Conclusions and suggestions in the course of the Project implementation have been introduced in the scientific and practical activities of the Chair of Ecology of the Kazakh National Women’s Teacher Training University.

Today, due to an increasing national interest in the historical heritage of Kazakhstan, a growing cultural and financial importance of the Almaty megapolis, the time has come for a new phase of scientific research on the basis of the modern methods for obtaining the data, required for planning its preservation, restoration and creation of an exposition. This goal requires the progressive realization of several tasks, one of which is training of the young specialists through direct participation in all stages of the Project for the “troubled” teenagers, as well as the participation of the Kazakhstani and foreign volunteers, students and specialists in the research, excavation and restoration works at the site.

The “Altyn-Emel” National Park, located on the lands of the Panfilov and Kerbulak districts of the Almaty oblast has been chosen for carrying out these works.

In the territory of the “Altyn-Emel” National Park, apart from the unique and unrepeatable landscapes, unique fauna and flora, there are numerous historical and cultural monuments, belonging to different historical eras. In particular, these are:

1. The Besshatyr Mound complex, located on the southern slopes of the Altyn-Emel ridge, 4 kilometers to the north of the right bank of the Ili river, in front of the Shelek river delta, consisting of 33 mounds. This complex is one of the most impressive and famous prehistoric monuments of Kazakhstan, which is an integral part of the Ili-Alatau National Reserve, covering 1-2 km of the desert surface;

2. Numerous petroglyphs, found in the gorges of the Sholak, Degeres, Katutau desert mountains. They belong to the Bronze Age, the times of the Turkic Khaganate, the Middle Ages.

The following methods have been used during the Project implementation:

1. Detection of places of accumulation of the “troubled” teenagers - an integrated approach has been applied, involving the bodies of the Department of Internal Affairs of the city of Almaty, children’s homes and shelters for homeless and disabled children. Meetings and conversations with the street children have been held.

2. An autumn ecological camp for the “troubled” teenagers has been organized for environmental education, spiritual development, formation of a proactive approach to life of the young people and organization of their healthy active leisure. On its basis, by means of immersion into the real environment, the adolescents have got acquainted with the riches of nature and cultural monuments, and have been directly involved in the study, preservation and restoration thereof.

3. Printed materials (posters, calendars) have been issued and an interaction with the mass media has been arranged for informing the public at large of the course of the Project implementation.

The studies have been aimed at working with the young people and introducing them to the historical and cultural heritage of the Republic. The young people, being in one of the most beautiful corners of Kazakhstan, participating in an uncomplicated interesting labor process, knowing the goals set before them, have inevitably approached each other, realized the value of work, the sense of community and fellowship. Having become direct participants in restoring mounds, they have got acquainted with the oldest history of our country. Having taken part in the restoration process, the young people will start in the future to promote creation, rather than destruction.

Kingly rising over the steppe, the Saka pyramids astound with a peculiar architectural ensemble and chastity of menhirs - megalithic sharply angular stones, personifying the military protection by the spirits of the deceased. The entire monumental complex of burial mounds Bes-Shatyr (Five tents) consists of 33 burial places. They are more than two and a half thousand years old. It is assumed that for the ancient Sakas, who lived in the valley of the Ili river, this place was something like **Mecca**. They came here to worship their gods, made sacrifices and practiced religious rites. The Saka aristocracy, striving to

perpetuate its dominant position even after death, built huge tombs from logs, earth, stone and rubble. The size of the mound depended on the rank of the deceased. The five largest burial mounds (those Five Tents), up to 18 m high and more than 100 m in circumference, are the tombs of the kings. The medium mounds are the burial places of noble and illustrious military leaders, and the small ones are the graves of brave ordinary soldiers. Archaeologists began to study the unique burial mounds, beginning from the year 1957. Underground catacombs, excavated in dense rubble ground, were found in the royal tombs. They constituted a labyrinth, from which only one passage led to a wooden shrine. In these graves men's bones were found, and in some of them - men's and women's bones (this is the evidence that the wives of the kings accompanied their husbands also on their last journey), and utensils - earthenware felts, weapons, which the kings took with them into the afterlife. The artifacts, obtained by the archaeologists, are repositied in the Central State Museum of Kazakhstan and the State Museum of Oriental Art in Moscow. The 18 burial mounds, excavated by the Soviet scientists, were subsequently barbarously looted and destroyed. These mounds can stand for a few thousand years after the corresponding restoration..

For the time of functioning of the "Besshatyr-2009" historical and ethnographic camp the following works have been carried out:

- A field camp has been organized for 120 beds (Fig.2).
- Studies of the area and preserved archaeological sites in the territory of the Besshatyr complex have been carried out.
- Four burial mounds in the close proximity to the road, intended for the excursions to the "Altyn-Emel" National Park have been restored. The mounds have been erected to a height of 1.5 to 2.5 meters, with a diameter of 3 to 8 meters and lined with black stones, taken exclusively from the volume of the land, remaining after their destruction. This has imparted to them a beautiful appearance, corresponding, in our view, to the original appearance of the Saka mounds of the epoch of Queen Tomiris.
- 307 people have taken part in the restoration of the mounds. They have been schoolchildren, students of colleges and vocational schools, students of the Almaty universities. A significant part of the participants has been represented by the "troubled" teenagers, pupils of children's homes, with whom an additional educational work has been carried out.
- During free time, the teenagers have studied the state language and folk crafts.
- Within the frames of environmental education, ecological videos, thematic films and games have been demonstrated, psychological trainings, debates have been carried out.
- During the leisure time, feature films have been shown on a daily basis, discos and sporting events have been organized.



Figure 2 - A field camp for 120 beds

In the course of the Project implementation, it has been established that the Kazakhstani youth has prospects for deepening the knowledge in the field of ecology, history and culture, awakening a huge inner capacity. All that's missing has been a general idea for which this capacity could be used. During the work of a field expedition, it has become clear that the care for the young people is rather insufficient, both for the "troubled" and "secured" teenagers. Children cannot be divided into defective and prosperous teenagers, they should be equally important for their Homeland. The organization of such events is a

solution to the problems in the field of education of the younger generation. This should become the norm and, perhaps, the whole youth movement in the country - the more such events are organized, the more adequate citizens the Republic of Kazakhstan will receive.

The field camp is a large close-knit team, where “one for all and all for one.” The teenagers get disciplined there, which is most important, considering that many of them are the “troubled” teenagers, most of them do not have parents. Such actions are the most effective way of education, because it forms a sense of patriotism, instills respect for the native culture and history. And it also accustoms them to labor, independence and a healthy lifestyle. This is all the more important because over 20 thousand teenagers are registered with the juvenile affairs commissions throughout the country.

In total, 307 people have participated in the field camp. All of them have participated in the Project voluntarily and only with the consent of their parents and teachers (Fig.3).



Figure 3 - A regular arrival of the Project participants at the “Altyn-Emel” National Park

Apart from the regular participants, there have been short visits of children for two or three days, and long visits - for ten days.

The field camp has had its own schedule. The children have worked no more than three hours a day. After lunch they have had rest, watched movies or visited a disco, participated in sports games ... Apart from the lessons of introduction to difficult conditions, the young people have been taught the Kazakh language, folk crafts, and the psychologists have worked with them. In total, 307 people have taken part in restoring the mounds. They have been schoolchildren, students of colleges and vocational schools, students of the Almaty universities. Some of the participants have been orphans, children with the deviant behavior, requiring an additional educational work.

Children cannot be divided into defective and prosperous teenagers, they should be equally important for their Homeland. The organization of such events is a solution to the problems in the field of education of the younger generation. This should become the norm and, perhaps, the whole youth movement in the country - the more such events are organized, the more adequate citizens the Republic of Kazakhstan will receive.

Such actions as the restoration of the abandoned “necropolis”, performed with the help of the students and so-called “troubled” teenagers, are the most effective way of education, because it forms a sense of patriotism, instills respect for the native culture and history. And it also accustoms them to labor, independence and a healthy lifestyle. This is all the more important because over 20 thousand teenagers are registered with the juvenile affairs commissions throughout the country, and in the city of Almaty alone about 4 thousand of such teenagers are currently registered [8,9].

Making observations over the target group, one can draw conclusions of the achievement of the goal. On the basis of a survey of teachers and own observations the positive changes in the behavior of the teenagers have been marked: increasing of self-discipline, acquisition of the necessary domestic skills (cooking, repairing clothes, etc.), the sense of community, mutual support and responsibility.

Besides, the camp participants have been interested in the very fact of the restoration of the mounds. During the restoration work it has been possible to observe the elements of competition, innovation, and creativity. Some children, being at the restoration site, have learned to use the knowledge, obtained at the history lessons at school (Fig. 4). In the end, changes in the relations between the camp participants have

taken place, and, most importantly, it has found a response and even caused some envy among their friends, who have not participated in the event.



Figure 4 - The restored mounds

The interviews given to the mass media by the pupils of the “SOS-Kinderdorf” Children's Village (Almaty) testify to the achievement of the goal: “Now we can do everything, we can live long in the desert, take the farthest hikes”. In fact, the Besshatyr mounds, dating back to the 5-6 centuries BC, located in the valley where the first political center of the Saka state once existed, have found themselves in the same position as the “troubled” teenagers.

It takes time to reveal the results of the performed work. But even during the 30 days of the camp functioning one could see the changes, indicating the correctness of the approach. The educational work has been based on the principles of the children and youth tourism.

Children and youth tourism, being an active form of tourism, contributes to education of the will and spirituality of the younger generation, its introduction to a healthy lifestyle through the communion with nature, practical knowledge of the native land, acquaintance with the environment, historical and cultural monuments [10-12].

Comparing the situation at the beginning of the camp's operation and that at the end, the following points can be marked: in the actions of the schoolchildren self-discipline has clearly manifested itself, i.e. the process of restoring the mounds has acquired the character of not just a banal transfer of land and stone, but of the organized labor with the elements of scientific organization without prompting on the part of managers and educators. An interest in the object itself, the Besshatyr mound complex, has arisen among the camp participants, they have been directly interested in the origin and history of Beschatyr (Fig.5).



Figure 5 - The work is in full swing

The restoration of the Besshatyr mound complex within the frames of the field camp has helped the teenagers understand and firmly grasp that a person's value is determined by the extent to which the public interests become its own, personal interests. A sense of civic duty is rather intensively formed, when a teenager carries out joint activities with his comrades. At the same time, they develop perseverance, will, and patience. The task is to teach children to feel work as a feast in the ordinary everyday situations, to respect any work, to be able to perform any work, to realize the necessity of labor operations, businesses, professions. The fast developing RK, determining the state policy priorities, relies on young people as a significant social group with great potential. The Strategy of Kazakhstan - 2050 proclaimed a new stage of socio-economic modernization, set a new goal for the state - to become one of

the 30 most developed countries in the world. The key factor in achieving this goal is the qualified human capital; youth has to raise national competitiveness in achieving such ambitious indicators. The concept of the state youth policy and the plan were approved, the national legislation is being adjusted. Since 2008, the Council for Youth Policy has been functioning under the President; in 2012, the Committee on Youth Affairs was created, as well as regional departments on youth policy issues. The state youth policy is a system of socio-economic, political, organizational and legal measures implemented by the state and aimed at supporting young people. The goals of the state youth policy are the creation of socioeconomic, legal, organizational conditions and guarantees for the spiritual, cultural, educational, professional formation and physical development of young people, the disclosure of its creative potential in the interests of the whole society. The objectives of this policy are the protection of the rights and interests of young people, the provision of assistance and social services to them, the implementation of socially significant initiatives of young men and women. [11-13].

Field tented camps represent a most interesting form of work with the schoolchildren, practiced for a long time. It is obvious that the main goal is to teach teenagers to organize their own lives in the difficult field conditions, so that adverse factors will not constitute an obstacle for them in their future life and work.

Conclusion. Thus, economic, legal and educational measures are needed to solve global environmental problems. Practice has shown that the organization and activities of the ecological and ethnographic camp are positively perceived and evaluated by its participants and the society at large.

The process of restoring the burial mounds is a tribute to the memory of our ancestors and plays a tremendous educational role. This is confirmed by the media tours to Besshatyr, publications in the mass media (newspapers, magazines), video footage and filmed documentaries on the TV channels.

Good prospects for an integrated approach to environmental education of the younger generation and its introduction to the history and culture of Kazakhstan, as well as a healthy lifestyle, have been demonstrated.

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²«Табиғат» Қазақстан қауымдастықтары мен кәсіпорындарының экологиялық одағы,

ЖАСТАРҒА ЭКОЛОГИЯЛЫҚ БІЛІМ МЕН ТӘРБИЕ БЕРУ

Аннотация. Экологиялық білім мен тәрбие беруді ажыратып қарауға болмайтындығы келтірілген, олар үнемі бірін бірі толықтырып отырады. Қоршаған ортаға адами сезімталдық қасиеттің қалыптасуы отбасы мен мектептен басталады. Мұнда негізгі адамгершілік сезім қалыптасуы негізделеді.

Студенттер мен «қиын» жасөспірімдердің көмегімен ұмытылған «қорғандар» қайта құру тәрбиенің ең тиімді әдісі болып табылады, өйткені ол патриоттық сезімін қалыптастырады, туған мәдениеті мен тарихын құрметтеуге, үлкендерді сыйлауға, еңбекке, өзбетінше дамуға және салауаттылыққа тәрбиелейді.

Тәрбие жұмысының принциптері: жас ұрпақ бойына туризмді дамытуда азаматтық, ерік-жігер мен имандылық сезімдерін оятуға мүмкіндік берді; оны табиғи ортада салауатты өмір салтымен таныстыру; қоршаған ортада туған жер туралы практикалық білім беру, тарихи және мәдени ескерткіштермен таныстыру негіз болып табылды.

Өскеген ұрпақтың бойында экологиялық мәдениеттің қалыптасуы, адамның табиғатпен өзара әрекеттесуінің практикалық және рухани тәжірибесін жинақтап, оның өмір сүруі мен дамуын қамтамасыз етуге мүмкіндік береді.

Түйін сөздер: экология, тәрбие, педагогика, білім, жастар, «қиын жасөспірімдер», әлеуметтік мінез-құлық, қорған.

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ЭКОЛОГИЧЕСКОЕ ВОСПИТАНИЕ И ОБРАЗОВАНИЕ МОЛОДЕЖИ

Аннотация. Показано, что процессы экологического воспитания и образования неделимы, они находятся в постоянном взаимодействии. Особо важное значение, в становлении высоко нравственного отношения человека к природе имеет экологическое воспитание в семье и школе. Здесь закладываются основы гуманного отношения к природе.

Возрождение заброшенного «некрополя», причем с помощью студентов и так называемых «трудных» подростков - самый действенный способ воспитания, потому что он формирует чувство патриотизма, прививает уважение к родной культуре и истории, уважения к старшим, приучает к труду, самостоятельности и здоровому образу жизни.

В основу воспитательной работы, были заложены принципы детско-юношеского туризма, *позволяющие воспитать чувство гражданственности, воли и духовности у подрастающего поколения; приобщению его к здоровому образу жизни через общение с природой; практическому познанию родного края, знакомству с окружающей природой, памятниками истории и культуры.*

Установлено, что формирование у подрастающего поколения начала экологической культуры позволит в дальнейшем успешно усваивать в совокупности практический и духовный опыт взаимодействия человека с природой, который обеспечит его выживание и развитие.

Ключевые слова: экология, воспитание, педагогика, образование, молодёжь, «трудные подростки», социальное поведение, курганы.

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A.K.Zhuspekova³, G. K. Zambinova⁴, Zh.M. Omarkhanova⁵**

^{1,5}Kazakh Agrotechnical University. S.Seifullin^{2,3,4}Karaganda Economic University Kazpotrebsoyuzzamira250172@mail.ru, botagozmatayeva@mail.ru, juspekova50@mail.ru,gulmira_6969@mail.ru, zhynysova@mail.ru**GREEN ECONOMY IN RURAL TOURISM**

Abstract. Kazakhstan possessing unique natural resources and a distinctive culture has huge potential for the development of agricultural tourism. Necessary conditions are reviews of the regional location of potential agro-tourism facilities, consideration of recreational systems at the oblast level, the state of the socio-economic sphere of oblasts, a study of the state of rural infrastructure, a description of the development of industry in the regions, and a study of cultural and historical significance. The task of agritourism is to give an impetus to the development of individual rural settlements, increase the income level of their residents, suppress the migration flow from village to city by creating additional jobs, reducing social tension in the village by organizing a new specific sector of the local economy.

Keywords: green economy, agriculture, tourism, sustainable development, welfare of the nation, rational use, natural resources.

INTRODUCTION

Currently, the transition to a green economy is one of the priorities of the world community on the path to sustainable development. Tourism is an important sector where change is necessary and possible.

A green economy is a system of economic activities related to the production, distribution and consumption of goods and services that lead to increased human well-being in the long run, while not exposing future generations to significant environmental risks or environmental deficits.

Rural tourism is one of the directions for the development of domestic and inbound tourism; it is a relatively new and promising direction [7]. The development of tourism in rural areas is a socially significant type of entrepreneurial activity that contributes to the sustainable development of rural areas: development of infrastructure, improving the quality of life, increasing the incomes of the local population, creating jobs, supporting and maintaining traditions and culture, and preserving the environment.

MAIN PART

According to statistics, 35% of residents of cities in the European Union prefer vacation in rural areas. A third go there because of the intense rhythm of city life, 20% - combine leisure with active independent travels, the same amount - they just want to spend time in nature.

France is seriously competing in the agro-tourism services market of Western Europe with Spain, where the number of foreign tourists using these services (about 1.2 million people annually) exceeds domestic agro-tourism flows. Spain has over 5,000 holiday options in the countryside. At the same time, almost 27,000 agro-tourists can accommodate in the country. The approximate cost of living in the agrotourism sector is US \$ 25–120 per person per night.

The United Nations Environment Program (UNEP) identified ten key sectors for the transition to a green economy: agriculture, housing and utilities, energy, fisheries, forestry, industry, tourism, transportation, waste management and water management. UNEP and the World Tourism Organization (UNWTO) believe that tourism in the context of the green economy means tourism activities that fully take into account current and future economic, social and environmental impacts, as well as meeting the needs of consumers of services (tourists), industry and local communities.

This is not a separate form of tourism - all types of tourism should become “green” and sustainable, namely:

1) make optimal use of environmental resources, which are a key element for the development of tourism, support key environmental processes and promote the conservation of natural resources and biodiversity;

2) to respect the socio-cultural identification of local communities, to help preserve their cultural heritage and traditional values;

3) ensure viable long-term economic activity that provides social and economic equitable benefits for all parties involved, including tourist satisfaction, stable employment, and opportunities for receiving incomes and social services for host communities.

The development of green tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide public participation in decision-making and consensus-building.

Challenges for the development of tourism

The tourism industry is facing many serious challenges related to greening and sustainable development. Specific tasks to be solved are related to the following areas:

Energy and greenhouse gas emissions

Tourism is an important source of greenhouse gas emissions globally. Tourism development is associated with an increase in energy consumption (mainly based on renewable energy sources) during travel, including transport, in places of residence and during the provision of tourism services. All this contributes to the exacerbation of climate change.

According to various estimates, tourism currently contributes approximately 5.2–12.5% of all greenhouse gas emissions. All this, in turn, negatively affects, including the prospects for the development of tourism, increasing the uncertainty and risks for its development.

Water consumption

A large amount of water is consumed in the tourism industry - and in terms of one person, these travel figures are greater than when staying in the country of permanent residence. Thus, according to UNEP, in Europe, on average, 300 liters of fresh water are consumed per tourist per day, and up to 880 liters in expensive hotels. For comparison: the average per capita water consumption for every European is estimated at 241 liters per day. Water in tourism is used both directly for drinking people and hygiene, and for landscaping, in the hotel industry, catering facilities, laundries, swimming pools, spas, health centers, etc.

Waste and Wastewater

According to UNEP estimates, every international tourist in Europe in the mid-2000s. generated at least 1 kg of solid waste per day, and in the USA up to 2 kg. Globally, through domestic and international tourism, 35 million tons of solid waste are generated annually in the world.

Tourism can also directly affect water quality, for example by discharging untreated wastewater. This often happens in developing countries, but it happens in relatively rich developed countries. For example, according to the WWF, in the mid-2000s. The discharge of wastewater from hotels directly into the sea was a common practice in the Mediterranean region and only 30% of them were treated before.

Biodiversity loss

There are many examples where large-scale tourism negatively affects biodiversity, including coral reefs, coastal wetlands, forests, and arid and semi-arid mountain ecosystems.

Coral ecosystems have been hit hard by the use of corals for building materials for hotels; fish populations are reduced due to over-fishing for tourists; the habitats of many species are disturbed due to improper placement of tourist buildings, parking lots, golf courses. Flora and fauna also suffer from the creation of beaches.

The conservation of biological diversity is recognized by the world community as the most important task on which the survival and development of mankind depends. In addition to the destruction of the global and local natural environment, problems in this area narrow the possibilities for the development of the local economy and give rise to conflicts with the local population. Moreover, the situation in biodiversity largely depends on how tourism develops, especially in developing countries. In this regard, much work is being done in the world to integrate the principles of sustainable development into the tourism planning process. For example, UNWTO and the Convention on Biological Diversity (CBD) have developed CBD Guidelines on Biodiversity and Tourism.

Cultural heritage

The interest of tourists in unique cultures can lead to negative consequences and serious destruction of local communities. There are a growing number of negative examples of the deterioration of the situation in unique places due to the large number of visitors, the commercialization of traditions and the threat to the cultural survival of communities due to unplanned and uncontrolled tourism. Travel destinations are often created by outsiders (usually with government approval) in areas that indigenous or traditional community's regard as their own and where tourism development would be, in their view, undesirable. This creates conflict situations that make collaboration and mutual benefit very difficult. Recently, awareness of the problem of the impact of tourism on the cultural heritage of government, international and non-governmental organizations, as well as the tourism industry, has begun to grow.

Opportunities in the context of a green economy.

There is an urgent need not only to answer the challenges described above and reduce the negative consequences of tourism, but also to maximize the potential of "green" tourism for the sustainable development of mankind, which is undoubtedly very large.

Tourism Can Promote Economic Growth.

In the mid 2000s the tourism economy accounted for 5% of global GDP and accounted for about 8% of total employment. This industry ranked fourth in world exports (after the fuel, chemical and automotive industries). Tourism has been growing steadily over the past 60 years, and over the past 20 years, an average of 4% per year. Moreover, in the developing world, tourism is increasing more rapidly than in developed countries. The tourism industry is expanding at a faster pace in countries with economies in transition: since 2000, it has grown by more than 60%. It is predicted that these trends will continue in the future. Tourism development provides an incentive for the development of other sectors of the economy (agriculture, food and processing industries, transport and infrastructure, construction, services, etc.)

Change in consumption patterns

Studies show that the choice of tourists is increasingly influenced by environmental considerations - more and more people take into account the health of the environment when planning trips and prefer to stay in an environmentally friendly hotel. Such consumer preferences give additional impetus to green tourism initiatives.

Poverty reduction, stimulation of social and local development.

The tourism's ability to create jobs, stimulate economic growth, accumulate foreign exchange, improve infrastructure and help protect the environment makes this industry an attractive tool to combat poverty and accelerate local development. As an example, Cape Verde: the country managed to move from the category of least developed countries to the five African countries with the most effective governance systems thanks to tourism, which has become a key driver of development. A similar experience has developed in Rwanda, Kenya and Jamaica. Therefore, tourism development can make an important contribution to the implementation of the Sustainable Development Goals.

With proper management, tourism development will benefit not only the country as a whole, but also individual regions and local communities.

In the tourism planning process, it is necessary to take into account employment opportunities and decent working conditions for the local population, as well as such important factors for local communities as improving infrastructure, access to water supply, sanitation, health care and education. Tourism development provides women, youth and disadvantaged groups with disabilities a significant opportunity to become producers of tourism services.

Rural green tourism is a multifaceted phenomenon. One of its aspects, in view of the current state of socio-economic development of the country, is social. Therefore, rural green tourism should be considered

as one of the means of diversifying the sources of income of the rural population, as a component of the integrated development of rural areas and rural infrastructure, and also as one of the factors of the strategy for overcoming poverty in rural areas. That is why, in countries that are developing, rural green tourism is strongly supported and encouraged by the state, access to activities in this area is maximally simplified, and entities that provide services in this area receive all kinds of preferences, including tax ones.

Problems and some ways of developing rural green tourism:

1. Creation of regional green agro tourism networks through the development of small, family and individual businesses based on existing rural tourism resources: accommodation facilities (small family hotel facilities) and infrastructure (including various objects and types of business related to agro tourism). The organization of an efficiently operating network of private agro tourism farms in the region implies the creation of a state support system at the center level or, at least, at the regional level.

2. Recreating the socio-cultural environment of a historical settlement.

3. Creation of large and medium-sized specialized agro tourism facilities focused on the reception of tourists and the organization of their good rest, for example, cultural and historical complexes.

4. Creation of state and private agricultural parks as large multifunctional tourist, exhibition, advertising, cultural, propaganda, research and production and similar complexes with facilities and appropriate infrastructure.

CONCLUSION

Thus, the main conditions for the development of green agrarian tourism for Kazakhstan are: detailed reviews of the regional location of potential agro-tourism facilities, consideration of recreational innovation systems at the oblast level, the state of the socio-economic sphere of oblasts, a study of the state of rural infrastructure, an outline of the development of industry in the regions, a cultural study - historical significance. A large role is given to green agro-tourism objects in solving the economic and social problems of rural areas in Kazakhstan. Their active work ensures sustainable employment growth and stable and substantial incomes of the population, the development of agricultural production and rural infrastructure, the revival and preservation of cultural and historical sites, natural monuments, rural traditions, crafts, etc. Therefore, agrotourism is positioned as one of the varieties of tourism, its new direction.

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АУЫЛ ТУРИЗМІНДЕГІ ЖАСЫЛ ЭКОНОМИКА

Аннотация. Қазақстан бірегей табиғи ресурстар мен өзіндік мәдениетке ие бола отырып, аграрлық туризмді дамыту үшін зор әлеуетке ие. Әлеуетті агротуристтік объектілердің өңірлік орналасуын шолу, рекреациялық жүйелерді облыстар деңгейінде қарау, облыстардың әлеуметтік-экономикалық саласының жай-күйі, ауылдық жерлер инфрақұрылымының жай-күйін зерделеу, өңірлерде индустрияның дамуын баяндау, мәдени-тарихи маңыздылығын зерттеу қажетті шарттар болып табылады. Агротуризмнің міндеті жекелеген ауылдық қоныстарды дамытуға, олардың тұрғындарының кіріс деңгейін арттыруға, қосымша жұмыс орындарын құру есебінен ауылдан қалаға көші-қон ағынының жолын кесуге, жергілікті экономиканың жаңа ерекше секторын ұйымдастыру жолымен ауылда әлеуметтік шиеленісті азайтуға серпін беру.

Түйін сөздер: "Жасыл" экономика, ауыл шаруашылығы, туризм, тұрақты даму, ұлттың әл-ауқаты, ұтымды пайдалану, табиғи ресурстар

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ЗЕЛЕНАЯ ЭКОНОМИКА В СЕЛЬСКОМ ТУРИЗМЕ

Аннотация. Казахстан обладая уникальными природными ресурсами и самобытной культурой, имеет огромный потенциал для развития аграрного туризма. Необходимыми условиями являются обзоры регионального расположения потенциальных агротуристских объектов, рассмотрение рекреационных систем на уровне областей, состояние социально-экономической сферы областей, изучение состояния инфраструктуры сельской местности, изложения развития индустрии в регионах, исследование культурно-исторической значимости. Задача агротуризма дать импульс развитию отдельных сельских поселений, повышению уровня доходов их жителей, пресечению миграционного потока из села в город за счет создания дополнительных рабочих мест, снижения социальной напряженности на селе путем организации нового специфического сектора местной экономики.

Ключевые слова: «зеленая» экономика, сельское хозяйство, туризм, устойчивое развитие, благосостояние нации, рациональное использование, природные ресурсы

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**PRIORITY DIRECTIONS OF ENSURING FOOD SECURITY
OF KAZAKHSTAN**

Abstract. The article describes the methods, objects, mechanism and formation of food security of the country. Specific proposals and recommendations for the establishment of food supply of the population of Kazakhstan, taking into account the state support for the production, sale of agricultural products and food. This should take into account the ratio of wages in agriculture with the economy as a whole; approximation of the level and quality of life in rural areas to urban parameters.

Keywords: food security, food products, financial security, export, import, trade, agricultural production.

Introduction. To ensure competition among producers requires appropriate state support in the formation of the food market, create food security and independence: to develop and implement a program of development of markets of basic foodstuffs; to determine the balance of production, distribution, storage and consumption of the main strategic food products; to predict the prices of production and sale of food products; to increase profitability of agricultural producers, etc.

For sustainable supply of raw materials processing enterprises to create zones of specialized production, using cooperation and agricultural commodity exchanges.

Achievement of the objectives of the State program of development of agriculture and regulation of markets of agricultural products, raw materials and food, as well as programs of food security of Kazakhstan related to the growth and improvement of quality characteristics of domestic agricultural raw materials and food products will reduce the dependence of the domestic agri-food market on imports and provide a higher standard of living [1].

Method of research. The paper uses legal acts in the field of development of agro-industrial complex of Kazakhstan use of resource potential (land, labor and logistics).

In the course of the research various methods were used: economic-statistical-in the analysis, assessment of the current state of the agricultural sector of the economy; abstract-logical-in identifying positive and negative directions of development, and others.

Results and discussion. In today's world, food security in a large part of the population is one of the main policy goals of each state and the subject of discussion of the world community.

In the context of the global permanent financial and economic crisis and political instability, when the level of economic development in many countries has reached a critical state, the problem of food security of the population has worsened and requires urgent solutions.

This is due to the fact that the availability of food resources is a fundamental condition for the existence and reproduction of modern civilization, and their qualitative and quantitative characteristics determine the health of the nation.

The modern domestic agro-industrial complex is characterized by a relatively low level of competitiveness of products, so a significant share of goods presented in the Russian agri-food market, accounted for imports. The most important condition for ensuring food security of Kazakhstan is a reasonable choice of a long-term strategy that takes into account the current trends of globalization of the world economy and the prospects for the acquisition of state food sovereignty.

To solve the problem of ensuring national food independence, it is necessary to create conditions for the active development of the agricultural sector of the economy on the basis of accelerated modernization of its technical and technological base, improvement of the system of state regulation and wide development of innovations.

This determines the relevance of the economic justification of the choice of priority areas and the development of organizational and economic mechanisms to ensure food security in Kazakhstan.

An additional essential feature of the category "food security" is the population's confidence in the effectiveness of the state's agri-food policy, which is able to guarantee the physical and economic availability of food of the required volume, range and quality.

It is the trust of the population to the state that largely determines the stability of the country's food security system in the face of increasing internal and external threats caused by high foreign policy and financial and economic risks.

The current macroeconomic situation has actualized the issues of identifying threats and justifying the mechanisms of their neutralization to ensure economic security in crisis conditions. In this regard, the food security dimension is of particular importance.

Ensuring food security of Kazakhstan is an important component of demographic policy, as well as the main components of national security [2].

The long-term goal of food security is to meet the needs of the population in a sufficient amount of quality and safe products.

Factors of ensuring food independence and import substitution policy of the main categories of food have become aggravated as a result of the economic sanctions imposed against our country.

Discussions about the possibility of ensuring food sovereignty have been actively raised over the past few years.

Meeting the challenges of food security and nutrition requires food availability, accessibility, sufficiency and quality, as well as ensuring improved diets.

Proper and balanced nutrition contributes to human development; it helps a person to realize their full potential and take advantage of development opportunities [3].

It should be noted that good governance, political stability and the rule of law, as well as the absence of conflict and civil unrest, weather-related shocks or excessive food price volatility, contribute to the achievement of all these aspects of food security.

Improving the competitiveness of the national economy is one of the main goals for the long term.

The implementation of the strategic goal of food security is to provide the population with food, safe agricultural products, fish and other products from aquatic biological resources.

The guarantee of achieving this goal is the availability of necessary reserves and reserves, as well as ensuring stable domestic production.

The state authorities have also prepared a number of programs in this area.

In order to implement the state policy in the field of import substitution and ensure coordinated actions of Executive bodies, bodies of subjects, as well as local governments and organizations, the Government Commission on import substitution was established.

The main task of the Commission is to create conditions for its own production in those sectors of the economy where there is a high level of dependence on imports [4].

The main tool for stimulating the advanced development of the agro-industrial complex is the priority state support for investment projects aimed at import substitution in the framework of the State program for the development of agriculture and regulation of markets for agricultural products, raw materials and food [5-8].

Summary. The mechanism of implementation of food security should include the following interrelated subsystems: the regulatory framework as a whole agreements, relevant regulations and targeted programs.

The guarantee of achieving food security is the stability of domestic agricultural production, as well as the availability of necessary reserves and stocks.

To determine the sustainability of the development of the agricultural sector to use the following indicators: achieving self-sufficiency in domestic food; maintaining the necessary volume of rolling stocks of agricultural products; production per capita; ensuring sustainable growth rates of agricultural production and increase in agriculture in gross domestic product.

This should take into account the ratio of wages in agriculture with the economy as a whole; approximation of the level and quality of life in rural areas to urban parameters.

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ҚАЗАҚСТАННЫҢ АЗЫҚ-ТҮЛІК ҚАУІПСІЗДІГІН ҚАМТАМАСЫЗ ЕТУДІҢ БАСЫМ БАҒЫТТАРЫ

Аннотация. Мақалада еліміздің азық-түлік қауіпсіздігін қалыптастырудың әдістері, нысандары, механизмі мен әдістері қарастырылған. Өндірісті мемлекеттік қолдауды, Ауыл шаруашылығы өнімдері мен азық-түлікті сатуды есепке ала отырып, Қазақстан халқын азық-түлікпен қамтамасыз етуді қалыптастыруға нақты ұсыныстар мен ұсынымдар берілді. Бұл ретте ауыл шаруашылығындағы еңбекақы төлеудің жалпы экономикамен арақатынасын; ауылдық жерлердегі өмір сүру деңгейі мен сапасының қалалық параметрлерге жақындауын ескеру қажет.

Түйін сөздер: Азық-түлік қауіпсіздігі, азық-түлік тауарлары, қаржылық қамтамасыз ету, экспорт, импорт, сауда, ауыл шаруашылығы өндірісі.

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ПРИОРИТЕТНЫЕ НАПРАВЛЕНИЯ ОБЕСПЕЧЕНИЯ

ПРОДОВОЛЬСТВЕННОЙ БЕЗОПАСНОСТИ КАЗАХСТАНА

Аннотация. В статье рассмотрены методы, объекты, механизм и формирования продовольственной безопасности страны. Даны конкретные предложения и рекомендации становлению продовольственного обеспечения продуктами питания населения Казахстана, с учетом государственной поддержки производства, реализации сельскохозяйственной продукции и продовольствия. При этом следует учитывать соотношение оплаты труда в сельском хозяйстве с экономикой в целом; приближение уровня и качества жизни в сельской местности к городским параметрам

Ключевые слова: продовольственная безопасность, продовольственные товары, финансовая обеспеченность, экспорт, импорт, торговля, сельскохозяйственное производство.

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Khalima/17@mail.ru; dina_kz_96@mail.ru**DESIGN OF SHOPPING AND ENTERTAINMENT CENTERS
AS A MULTICULTURAL OBJECTS OF THE PRESENT**

Abstract. The process of urbanization in post-Soviet Kazakhstan is accompanied by the construction of modern types of multifunctional complexes. One of the principal places in this process is the construction of shopping and entertainment centers as a new form of synthesis of commercialization of the spheres of trade and entertainment culture. The article discusses the prerequisites for the appearance of such objects in the world and national culture. In this regard, a brief analysis of the emergence and evolution of retail space in the history of humankind is given as the forerunner of many forms of socio-economic communications. In the process of urbanization, they played a huge role, which is also observed in the dynamics of the development of the culture of post-Soviet countries. In general, for a short period of the building boom of shopping and entertainment complexes, along with the solution of functional tasks, there is a desire to create the most comfortable human environment. The increased aesthetic demands of society have led to the expansion of the field of activity of architects and designers when plastic architectural form and interior design have a significant place in modern types of structures, especially this kind of object as multifunctional complexes. As an example, the text of the article gives a brief analysis of the architecture design of certain types of shopping and entertainment complexes in Baku and Almaty.

Key words: artistic, architecture design, interior design, Kazakh art, culture, aesthetics, urban environment.

In the history of human development the role of specific places of gathering people in order to solve the pressing tasks of information, exchange of products cannot be overestimated. Such public places were almost key factors in the development of society; the history of urbanization of the environment was largely determined by the “points” of the departure of caravan and trade routes. In the conditions of globalization these trends have become even larger, as the market remains the center of global capital accumulation and growth.

During the period of independence, urbanization in Kazakhstan has acquired a huge scale, one of the trends in which has become innovative principles of growth of public shopping and entertainment centers. Unlike the previous practices of creating similar squares (Roman Forum, Greek Agora, markets, men’s yards, etc.), these are new forms of population, concentration in specific spaces of the city, focused in the present only on trade and provision of entertainment services. In the history of world culture, the precursors of such forms of social communications are normal.

In the most foreseeable and near ancient culture, Greek agora was the square, gathering place for the people to hold meetings and trade; Roman forum (for example, the oldest of them - Romanic Forum) was also originally a trading square, eventually turned into the center of the political and religious life of the society [1,2].

Roughly the same was happening in the countries of the East. Our Central Asian region is a vivid testament of the growth and development of the cities on the caravan and trade paths of the Great Silk Road [3]. In the works of medieval travellers there is evidence of trade and cultural contacts of nomads with all surrounding peoples. But more accurate and detailed information was preserved in the sources of the XVIII-XIX centuries.

In the history of Kazakhstan’s development of this period, the men’s yards in Orenburg, Orsk were well known, and the largest annual Koyandinsko- Botov fairs (Karkaralinsk) in the Central Kazakhstan are

known; almost all Kazakh genera were gathered and changed the products of their activity, were traded with neighboring people. Organized in 1848, they held from 25 May to 26 June: "In 1869, the Karkaralinsk County Administration initiated a motion to recognize Koyandin, bargaining as an official fair. In 1900, Koyandin Fair had 30 shops, 276 shops and 707 yurts on the area of 55 square kilometers. They were placed in four long rows. Russian and Siberian merchants traded in two central goods. In neighboring Kazakh, Central Asian and Chinese merchants traded silk, carpets, oriental sweets, bread and chums. But the main commodity at the fair was cattle. Over 200,000 horses, cattle, sheep and goats were supplied for sale each year" [4]

Most notable to us, however, is the following information:

"At the fair the trade was accompanied by spectacular performances: attic, performances of Palauan's, magicians. Claims and land disputes were resolved, collection of handouts collected taxes, parish congresses of bias were held. Separate from the trade series was the "official quarter". The post office, the state bank, the courthouse and residential buildings gradually situated here. A Magometan prayer house was opened for the Muslim population, and a small chapel was built for the Christians" [4,5]. Thus, we can see the trading area, gradually becoming public with all the inherent features of the communication links for such space.

Cultural and trade relations in West Kazakhstan were marked earlier. Thus, in Orsk (Orenburg region) in 1739 the living room and men's yards were built; and already in 1746 the fortress Orsk became a major shopping center. It is well known that the Orenburg region played one of the key roles in the communications of the East and the Great Steppe with Russia. These trading areas were also places of cultural exchange (now these territories are the part of the Russian Federation).

But really big changes in the development of such areas have, of course, contributed to the 20th century. In Soviet Kazakhstan, the construction of cities led to the rapid growth of both the residential sector, social and cultural centers, including the construction of shopping spaces. Many urban districts are built from scratch, but in Soviet practice the reliance on the former locations of shopping centers was seen in the grid of urban districts. For example, in Taraz (Jambul in the Soviet period), the old market square is still preserved in the structure of urban fabric. And only in the present it was decided to transfer it, to carry out archaeological excavations on its site, because the ancient city was located here.

The fact of preservation in the space of trading places is quite interesting in the Soviet era; the previous forms of public and cultural communications, as in Karaganda in the old city (October district of the period) in the forties-fifties, early sixties of the 20th century there was very large bazaar (Market). Also often has arrived the circus-chapito (mostly motorcyclists displayed circus tricks). Even there was a small zoo (noted by the author Truspova H.H. as a resident and witness of the events of Karaganda of the sixties last century).

But in the Soviet period there were already shops in the previous ancient forms of retail space; they are completely separated from public and cultural objects. In the history of world culture, such division was occurred during the ancient period.

Unlike Soviet practice, in the present time there is once again necessary to combine the trade series with other types of public zones, primarily entertainment. This is a general trend in the development of world architectural practice, dictated by the new economic requirements of the culture of globalization, as a new round of commercialization of trade and entertainment culture.

Our survey is mainly a visual study of the materials, collected so far on the basis of the results of the trip (internship) to Azerbaijan, and several objects of Almaty.

Post-Soviet Azerbaijan has built new objects of architecture; urbanization of the environment in many ways coincides with the world trends of development, including new multifunctional complexes. For example, in the capital - Baku city- there are several large shopping and entertainment centers, the main of which are: Ganjlik Mall, Park Bulvar, Port Baku Mall, Metropark Mall , 28 Mall, and others.

For instance, Ganjlik Mall complex was built in 2016 by Czech architects, the Prague workshop Chapman Taylor, is considered the largest shopping and entertainment center of Baku [6]. It is close to the transport highway, making it more difficult to fully view the complex visually.

The exterior is a modern architecture, with strict geometric parameters, enclosing metal structure of colonnade and canopy over the roof. They give a respectable classic catch to the complex. Advertising signs are built into the lower part of the building, against the background of the plane of the wall made of

smooth facing material brown tones. Glass terraces of the upper tier are observation platforms; there is a view of the city (Atatürk park shopping center, residential complexes) (*Figure 1, 2*). From the terrace of the shopping and entertainment center the whole environment is well viewed, for example, another shopping center located opposite Caspian Shopping center.



Figure 1 - View from Atatürk Park to Ganjlik Mall, Baku [6] 2-Figure. View from the road, Baku. Photo: Nurpeis D

At night, the additional lighting of the exterior changes the appearance of the entire complex.

The building has two main entrances and one through the subway, which is very convenient for the visitors. In the interior floor tiers are clearly highlighted against the background of the huge space of the center of the complex, strictly functional shapes of the transparent glass shaft of the elevator. The function as a whole defines the solution of architectural and spatial problems.

One of the interesting terms of interior design Ganjlik Mall is the bowling play area, located on the 3rd floor: the contrast of colored wall graffiti against the background of muted space, bright slot machines and motorcycles seem to reflect the “rebel spirit” inherent in adolescence. Interesting is the muted dark blue colorist and Cinema Plus, which creates the illusion of the mystery of space. On the same floor there is a game department for children “Wonderland”, where visitors are expected a whole town in bright tones.

Among the shopping and entertainment centers of Baku, Park Bulvar (Figure 3) is the most distinguished among others. The five-store volume of the building is more similar to the structure of cultural purpose; it is difficult to perceive its architecture as a shopping center. It is characterized primarily by unusual plastic of architectural shape: two egg-shaped glass volumes (entrance portals), rounded, streamlined roof, smoothly flowing into the plane of external walls, translucent glazed parts in combination with concrete, the trends of the development of architecture of the XXI century.

Park Bulvar complex is located near the embankment, where the beautiful panorama of the city opens [7]. One of the interesting solutions of interior design are the elevators in the form of colored capsules, viewed at night through the mosaic of stained glass (*Figure 4*). In the beletage, at the entrance on the right side, there is a piano, any visitor can play, with music heard throughout the building.

The interior design is largely built on a bright color contrast with an emphasis on artificial lighting, but in general in the artistic design of interiors (especially the children’s zones of Hippyland); there is a lot of common design with the Kazakh objects.

The distinctive feature of Azerbaijani shopping and entertainment complexes, which we have been able to get acquainted, is functioning mostly as shopping centers. While in Kazakhstan the objects erected in the last ten years fully correspond to the name “shopping and entertainment”, with shopping areas and entertainment facilities, much attention is paid to the creation of recreation areas in the literal sense of the word. For example, benches and different design objects are designed to create a comfortable space for family rest. At the same time, along with entertainment facilities (cinema, children’s grounds, cafes and restaurants), there are also cohabiting zones. In Azerbaijani shopping and entertainment centers seats only in the food court zone.



Figure 3 - Park Bulvar, Baku [7]



Figure 4 - Park Bulvar, Baku. Photo: Nurpeis D.

Development of shopping and entertainment centers is a common vector of development of similar business structures in world practice, including Kazakhstan, where their first signs appeared in the late Soviet period (most of all built in Almaty) [8, 9]. Such shopping centers are among these complexes: Grand Park, Dostyk Plaza and Alma-Ata, Mega, Atakent Mall, Globus, Mart and others.

There are complexes very similar in architectural art solution (mainly in style hi-tech), but in general all of them have the features, expressed both in plastics of an architectural form and in interior design.

For example, Atakent Mall is a part of the largest exposition complex of Almaty, the Kazakhstan center of business cooperation “Atakent”. In the period of sovereignty on this square the closed market of Karkara and the center cellular “Student” of communication was originally constructed.

In Soviet times it was a territory of social and cultural purpose of VDNH (Exhibition of Achievements of the National Economy), where citizens loved to spend their free time [10].

In 2016, reconstruction of the entire Atakent complex, the largest trade and social exhibition center in Central Asia and the CIS, began, with a total area of 96 hectares (the territory of the complex and the park zone). The consultants of the reconstruction project are representatives of Kanayan Retail & Development Consulting, the project company of “Urban Planner and K” LLP, the architectural studio Sfera and the construction company of “Expo-Story” LLP.

The rationale for the reconstruction concept states, that the share of trade and entertainment zones in the percentage should be equal to 60/40%. Thus, the city authorities want to preserve the special cultural significance of this historical place on the map of Almaty. In this regard, Atakent Mall Shopping and Entertainment Center is an implementation the commercial share of trading space and entertainment areas is balanced.

It should be noted, that the architecture of the object is not very expressive, has a simple rectangular geometric shape, glass facades are not transparent, only from the inside can you see what is happening from the outside. Everywhere reflecting light material coatings. Functionalism as the leading style defined the parameters of this object [11].

Atakent Mall highlights not only the balance between trade and entertainment services, but also a new approach to the family recreation culture; so there is a desire to organize people’s leisure in terms of its benefits. Thus, it has opened a trampoline park “Gravity”, children’s city of professions “Profiland”, club for archery and crossbow “Target”, “Balaland” and new 5-point cinema “Atakent Movie Park”. The list of the centers notes the desire to create sports and educational direction of the cultural time of the citizens in the space of this object.

With the regard to the architectural and artistic solution of the interior space of the complex there is a preponderance of preferential saturation of flowers, although there are also pastel tones in the design of individual zones, especially children’s playgrounds and children’s town. For example, Balaland is located in the open part of the space of the complex, where there are both playground and places for parents. In

general, in shopping and entertainment complexes of Kazakhstan zones for the children often appear fairy tale town. Atakent Mall is not yet fully operational and some parts of the space are still waiting for its completion [11].

In the series of shopping and entertainment centers of Almaty there is a complex of the classical variation of its architecture. Globus is a multifunctional complex, consisting of shopping and entertainment business center, built with the elements of medieval architecture of our Central Asian region. The interior space has two enters: the first in the form of triangle at the entrance, the second - the shape of a circle, in the depth of the building.

According to the general orientation on the eastern motive, in the interior there is a very interesting design of the restaurant Tybeteika (author of the project architect Kamitov N.), made in the spirit of Eastern (Uzbek) themes. The project uses an eastern type of wooden arcade, in the decoration of the walls, with the image of animals and objects of the traditional dishes, everywhere soft light of eastern types of lamps. Unfortunately, in the present owners can close the restaurant and the design can be lost [12].

Actually, this complex functions mainly as the shopping center (*Figure 5*).



Figure 5 - Main entrance to the complex Globus, Almaty. *Photo: Nurpeis D.*

The number of built shopping and entertainment complexes of the city is only increasing, despite the most favorable economic conditions of the country's development in the post-Soviet period. Thus, another shopping and entertainment center "Mart" is located on the outskirts of the city towards Almaty 1, on the street Sholokhova (Arcada Company). This architectural structure is closer to the road; the contrast of brightly green and black color exterior highlights the object from the environment. The interior is represented by the equally bright saturated colors of yellow and orange, revitalizing the overall corridor-sash space. The atrium illuminates the main escalator, zone of the food court, from the other end of the building we see other escalators, illuminated by additional interesting forms of design of lamps (*Figure 6*).

This facility is distinguished a large complex, consisting of two separate structures: Mart and Mart Village. That is a kind of town of two shopping centers, divided by parking space.

The feature of March Village is in general interior design; the idea of Village (farm shopping center) is underlined by all possible means (*Figure 7*). So, mostly there is retail space, with small areas for children's play zones. But all shopping areas unite under the "village color": style of interior design, creating a feeling of some common space of the farm. Thus, the overlap of the central part of the interior is represented by a flaon with an abstract form of composition, in the coloristic solution of village nature, decorative belt with the image of flowering sunflowers. Since March there are all entertainment areas (Miracle Island, Holiday Park, Legorod (play area), Jack Tir, Arman Cinema). Therefore, March Village is focused mainly on trade. In this case, the architectural and artistic solution of the object came from the functional purpose of the object in the full sense [13].

We have used only a small part of the collected extensive material, but, in our opinion, it clearly demonstrates the main vector of the development of similar types of structures in the modern context. Each of them strives to meet the requirements of time, to meet the increased aesthetic needs of the person.



Figure 6 - Mart, Almaty Photo: Nurpeis D.



Figure 7 - Mart Village, Almaty-1.
Photo: Nurpeis D.

Trading complexes with their entertainment blocks, which transmit mass culture, partially replace typical objects of the cultural purpose, rooted in the times of antiquity and determined the future of Western cities. The theatres, libraries, later museums, as well as baths, forum and “palaces” for centuries became a model of the city center as a real and symbolic public space. The object of culture became the central element of the cultural space [14, P.51].

Possessing special ethno-national forms, content mass culture acts as the universal cultural project, means and mechanism of expansion of Western civilization. So-called new cultural consumers simultaneously choose and prefer ethnic, local and world, popular, traditional and modern culture, if it gives them pleasure [15, P.169].

Based on the results of the survey of materials, collected and previously conducted by us on the general development and peculiarities of the architectural and artistic solution of trade and entertainment complexes in the central cities of Azerbaijan and Kazakhstan- Baku and Almaty- the following conclusions were made:

1. Modern urbanization of the environment in all post-Soviet countries (Azerbaijan and Kazakhstan, particularly) follows the global development trends.

2. The age of globalization has led to more active commercialization of the spheres of trade and entertainment culture, which has resulted a new type of synthesis, expressed in the form of the development of the architecture of shopping and entertainment complexes.

3. The distinctive feature of such objects of Almaty of the XXI century is the reference to the creation of comfortable environment; the objects fully correspond to the name “shopping and entertainment”, where the shopping areas and entertainment objects pay much attention to the creation of the recreation areas in the literal sense of the word.

4. The peculiarities of the architecture of the trade and entertainment complexes of Baku, investigated by us, are more expressed by the specificity of plastics of the architectural form.

5. Feature of the architecture of trade and entertainment complexes of Almaty in the focus of the balance between the trade and cultural, entertainment zones in the buildings of recent years.

6. The design of the interiors of all shopping and entertainment centers has one commonality: saturation of the coloristic solution, use of artificial lighting, constantly changing artistic-shaped expression of space.

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ЗАМАНАУИ МУЛЬТИМЭДЕНИЕТТІҢ НЫСАНЫ РЕТІНДЕГІ САУДА ЖӘНЕ ОЙЫН-САУЫҚ ОРТАЛЫҚТАРЫНЫҢ ДИЗАЙНЫ

Аннотация. Кеңес үкіметінен кейінгі Қазақстанның ортаны урбанизациялау үдерісі түрлі заманауи көпфункционалы кешендердің құрылысымен байланысты. Олардың ішінде жетекші орын алатыны – саудасаттық және ойын-сауық мәдениетін коммерцияландырудың жаңа формасы ретінде ойын-сауық орталықтарының тұрғызылуы болып табылады. Мақалада әлемдік және отандық мәдениеттегі ойын-сауық нысандарының дамуы мен пайда болуының алғышарттары қарастырылады. Осыған орай, сауда орталықтарының шығуы мен дамуына байланысты адамзат тарихындағы қоғамдық-экономикалық коммуникацияны көп формалардың бастаушысы ретінде қарастырып, қысқаша талдаулар келтіріледі. Кеңес үкіметінен кейінгі елдерде ортаны урбанизациялау үрдісі маңызды роль атқарып, олардың серпінді жетілуі байқалады. Жалпы адамзат ортасын мүмкіндігінше ыңғайлы жасау талпынысы, аз ғана уақытта сауда және ойын-сауық кешендерінің құрылыс серпілісімен қатар олардың функционалдық міндеттерінің шешімдері көрінеді. Қоғамның эстетикалық тұрғыдағы сұраныстарының көбеюіне байланысты дизайнерлер мен сәулетшілердің қызмет аясының кеңейуіне әкеліп, заманауи үлгідегі ғимараттардың архитектуралық пішіндегі пластика және интерьер дизайнына маңызды орын бөлініп, сондай-ақ, соншама күрделі көпфункционалы түрлердің нысанына айырықша көңіл аударылады. Мысал ретінде мақалада Баку және Алматы қалаларының сауда және ойын-сауық кешендерінің жеке-жеке сәулет дизайны талдауға алынады.

Түйін сөздер: көркемдік, сәулет дизайны, интерьер дизайны, қазақ өнері, мәдениет, эстетика, урбанизациялық орта.

УДК [747](#)

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ДИЗАЙН ТОРГОВО-РАЗВЛЕКАТЕЛЬНЫХ ЦЕНТРОВ КАК МУЛЬТИКУЛЬТУРНЫХ ОБЪЕКТОВ СОВРЕМЕННОСТИ

Аннотация. Процесс урбанизации среды в постсоветском Казахстане сопровождается строительством современных видов многофункциональных комплексов. Одно из ведущих мест в нем занимает возведение торгово-развлекательных центров как новая форма синтеза коммерциализации сфер торговли и культуры развлечений. В статье рассматриваются предпосылки появления подобных объектов в мировой и отечественной культуре. В связи с этим приводится краткий анализ возникновения и эволюции торговых площадей в истории человечества как предтечи многих форм общественно-экономических коммуникаций. В процессе урбанизации среды они сыграли огромную роль, что наблюдается и в динамике развития культуры постсоветских стран. В целом за небольшой период строительного бума торгово-развлекательных комплексов, наряду с решением функциональных задач, отмечается стремление создавать максимально комфортную среду человека. Возросшие эстетические запросы общества привели к расширению поля деятельности архитекторов и дизайнеров, когда пластике архитектурной формы и дизайну интерьеров отводится значительное место в современных типах сооружений, особенно столь сложных многофункциональных видов объектов. В качестве примера в тексте статьи дается краткий анализ дизайна архитектуры отдельных торгово-развлекательных комплексов Баку и Алматы.

Ключевые слова: художественное, дизайн архитектуры, дизайн интерьера, казахское искусство, культура, эстетика, урбанизированная среда.

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amerkhanova080@gmail.com<https://orcid.org/0000-0003-0465-272X>**ORGANIZATION PERSONNEL MARKETING AS
A NEW APPROACH TO HUMAN RESOURCES MANAGEMENT**

Abstract. The transition from administrative-planned methods of managing the economy to market relations has significantly changed the approach to working with the personnel of the enterprise. Changes occurred not only in practical work, but also in theory. The consequence of these changes was the emergence of new methods in working with personnel, which under the new conditions help solve personnel problems of enterprises. The appearance in the theory of such a concept as “personnel marketing” makes it possible to take a fresh look at the approach to managing personnel in the new environment.

This article reveals the content of the main marketing approaches to the organization’s personnel management, defines the goals, functions and tasks of the strategic internal and external marketing of the organization’s personnel.

This article describes the basic marketing approaches to human resource management, reveals the aims, tasks and functions of strategic internal and external marketing of personnel in organization.

Keywords: management, strategic management, human resources, strategic human resource management, competitiveness, marketing, personnel-marketing, strategic personnel-marketing.

Introduction

At the present stage of economic development significantly increases the importance of personnel as a key factor in ensuring the competitiveness of modern organizations. The global economic crisis had a negative impact on the situation at the labor market, which was manifested both in a significant reduction in the number of vacancies claimed by employers, and in stricter requirements for candidates for them. Organizations are beginning to realize the importance of social aspects and their inseparability from economic [1].

In the conditions of formation of the information society, labor relations require new ways of implementation, including flexible response to the needs of employees, which leads to a complication of the interaction systems of the main market participants. It is necessary to consider such direction of marketing activity as personnel marketing as the actual tool of increase of coordination of interests of subjects of interaction in the labor market[2].

Methods

Personnel marketing is a type of management activity aimed at long-term provision of the organization with human resources. These resources form a strategic capacity that can be used to address specific challenges. The main task of personnel marketing is to create a more attractive image of the enterprise as a subject of the labor market in order to provide itself with human resources with the best quality characteristics. Achieving this result is possible by creating an attractive image of the organization, as well as a clear, relevant presentation[2].

Areas of marketing activities in the field of personnel include:

1. development of professional requirements for personnel;
2. determination of qualitative and quantitative staff requirements;

3. calculation of costs for acquisition and further use of personnel;

4. selection of sources and ways to cover the need for staff.

The main reason for the emergence and development of a marketing approach to personnel management was the social development and formation of a "post-industrial" society, which led to significant changes in the labor market [3].

Firstly, the working-age population has revised its priorities in choosing professions, especially this trend is noticeable among young people.

Secondly, the general criteria framework of behavior, which depends on geographical social and traditional factors, has changed.

Thirdly, due to the development of technology and the labor market has changed the motivational behavior among the working staff.

Personnel marketing is defined as a philosophy and strategy of human resource management involving effective planning of use of human capital by creating favorable working conditions that promote productivity, development of staff in the partnerships to the company. Personnel marketing in its broad interpretation is based on the principles of market activity, which distinguishes it from the traditional concepts of personnel management, using the classical scheme of functioning of hierarchical organizational systems. In a narrower sense, personnel marketing is defined as a specific activity of personnel management in the aspect of identifying and covering the needs of the enterprise in human resources.

In general, in the scientific and educational literature can be found two main approaches to the definition of personnel marketing. In the first case, personnel marketing refers to specific activities with an emphasis on long-term management of the attractiveness of the enterprise in relation to the relevant target groups of potential employees, as well as existing employees of the enterprise. Personnel marketing is interpreted as the implementation of the workplace in the foreign market. "Sale" of the enterprise is carried out and to the employees. However, this approach preserves a certain amount of uncertainty: what is meant in the economic sense by the "sale" of the enterprise or the workplace? And if the concept of "sale" is not used metaphorically, what is the peculiarity of this view of the exchange processes in the labor market?

In addition, there is a hidden contradiction in the definition of the object of personnel marketing. On the one hand, it is stated that item is a working place (you can say, for example, the creation of models of competence), on the other hand, we are talking about the formation of attractive image of the enterprise, with a multifaceted differentiation of staff as a fundamentally heterogeneous set of actors is rarely taken into account.

In the second case, the researchers adhere to the point of view, according to which personnel marketing is the activity of the buyer, actively forming the market of potential sellers of labor. However, market formation cannot be considered a specific and exclusive function of personnel marketing, since in such a case we must speak of the labor market as a market of goods, while it is rather a market of needs. In this market, competing ways to meet the needs, and within this competition there is an increasingly subtle mutual "adjustment" of the individual characteristics of market participants [4].

At the same time, the essential point is that a potential or actual employee as a person has a low inertia of goals and a high degree of their complexity. At the enterprise on the contrary: the purposes are inert and structurally simple (cash flows, profit, cost of business). This is due, in particular, to the emergence of personnel marketing as a scientific and practical phenomenon: it is obvious that a relatively "simple" (at least in the teleological sense) process is not easy to coordinate with a mobile process in the target and structural respect, for this specific tools are needed.

Marketing staff may be interpreted as functions of space or functions of choice of ways of executing transactions between the carriers of labour power, and organizational systems, transforming labor activity in the set of results, and results regarding all participants of the transaction (workers and entities), and the definition of operator, distribution of this set on the plurality of participants in the process may be a highly nontrivial task (the defining to a large extent the essence of personnel management).

In the latter, in fact, is the fundamental difference between marketing staff from marketing of product: if in traditional marketing a synergistic effect is achieved in the transaction still indirectly, the consumer is separated from the seller by the act of consumption, wearing tailor-made (saving, of course, only social

context, but in a hidden form), then the marketing personnel of the cooperative effect is the basis of the meaning of the whole transaction and at the same time significantly determines the choice of form of transaction: the objectives of synergy affect the implementation of labour relations directly.

Another important feature of personnel marketing is the positioning within the boundaries of the process of equivalent exchange of the carrier of the ability to work as a "buyer", i.e. as an actor who has a dedicated, actualized need to realize his unique abilities in the framework of socio-economic, industrial activities and selects a specific organizational structure that best meets all his needs [5].

This approach to fixing the roles of transaction participants in the labor market is not, of course, accidental. Moreover, explication of the theoretical foundations of this phenomenon in the framework of different concepts and trends of economic thought is not only able to place markers that define the theoretical and methodological boundaries of the marketing staff, but also to give a meaningful analysis of this phenomenon.

For optimal implementation of the marketing personnel need to identify the types and objectives, identify alternatives of interaction between employers and staff (including important aspects: the variety of opportunities increases the cost of choice), to explicate the main ways to attract, retain and mutual implementation of personnel and organization (given the fact that the attraction is primarily determined by future projections and not past results), determine strategy (attracting attention), tactics (the conquest of the shares of), create value (triggers for the implementation of opportunities for labor interaction [6].

The most important element of personnel marketing is its research, analytical capabilities in relation to specific external and internal labor markets. Traditionally, labor markets are evaluated by enterprises in terms of the possibility of acquiring a factor of production. This approach, in essence, is based on the analysis of enterprise costs and almost does not take into account the multidimensional market heterogeneity and variability of transaction results. The approach peculiar to personnel marketing allows to specify parameters of labor interaction on the basis of the analysis of demand of employees-clients (including potential) for services of the enterprise in labor markets [7].

Of course, the definition of demand depends primarily on the adequacy of the relevant market research, which consists of the following stages: market segmentation, determination of demand characteristics by consumer groups, determination of demand variability by different characteristics. Data on the solvent specific demand of consumers in the labor market determine the optimal policy of the enterprise in the field of labor relations. Segmentation allows you to take into account possible changes in the parameters of demand and predict the results of activities in the labor market.

When implementing the strategy, it is important to make positioning, segmentation not only of potential employees, but also directly of the enterprise. Thus, the selection process becomes mutual: before researching and segmenting the market, building communications with target groups, the organization should consider itself as an object of marketing and determine its own belonging to a particular segment of employers or employment providers, determine its features both tactical and strategic. The success of cooperation between the organization and the staff will depend on the correct understanding of the marketing characteristics of each other, on the signals that the parties to the cooperation will give each other in the mutual selection. Features of personnel marketing consist first of all in orientation on formation within specific communications of "investment thinking" in the sphere of labor relations of thinking considering structural features of activity sphere of partners, - and in representation about "credit thinking", that is semiotically standard way of implementation of labor relations as relations in the labor market [8].

The definition of demand depends primarily on the adequacy of the relevant market research, which consists of the following stages: market segmentation, determination of demand characteristics by consumer groups, determination of demand variability by different characteristics. Data on the solvent specific demand of consumers in the labor market determine the optimal policy of the enterprise in the field of labor relations. Segmentation allows you to take into account possible changes in the parameters of demand and predict the results of activities in the labor market.

Mainpart

Features of modeling of market conditions at realization of internal marketing of the personnel, in turn, consist in the following: here first of all it is necessary to understand difference of these processes

from the corresponding actions at realization of intraorganizational marketing. This difference is connected with the task of internal marketing of personnel-the implementation of sales, that is, the transformation of the employee-client in the external labor market in the employee-client in the domestic labor market.

Recruitment agencies conduct more in-depth research reflecting [9]:

- the demand for jobs in different kinds of economic activities,
- salary level by groups of vacancies offered by employers and expected by job seekers;
- features of the labor market in the region, comparative analysis by groups of vacancies,
- requirements for applicants for vacant positions;
- features of corporate culture of client organizations;
- the cost of placing information about the set, the distribution of the budget between different publications; the content and format of ads in individual publications, the frequency of publications;
- the effectiveness of advertising in publications for groups of vacancies.

Based on the results of research recruitment agencies can conduct:

- informing employers about the conditions imposed by applicants for groups of vacancies to the place and conditions of work;
- advice on the likelihood of finding and hiring applicants who meet the requirements of the organization, under the conditions formulated by the organization;
- work on the preparation of questionnaires, selection of methods of evaluation and testing;
- personnel audit.

Marketing personnel in the implementation of the main functions widely uses the advanced achievements of many Sciences.

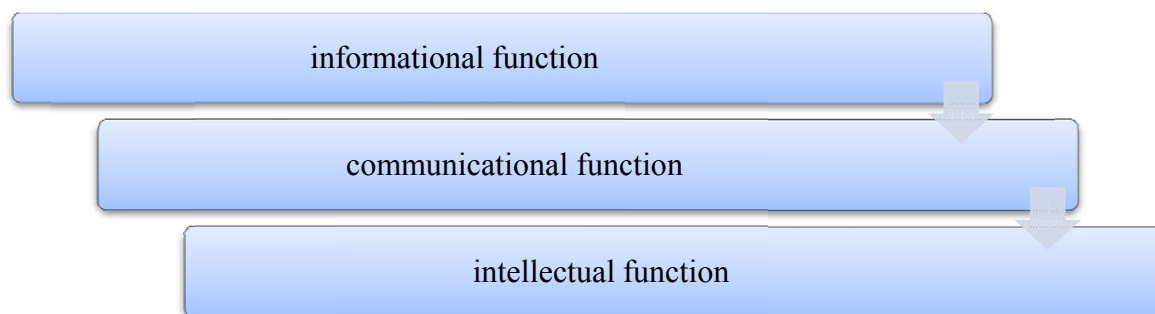


Figure 1-Relationship of the marketing personnel function

Personnel marketing is a kind of arsenal of modern techniques and methods of various scientific disciplines that are used in solving problems of human resources management (fig. 2).



Figure 2 - Communication of personnel marketing with various scientific disciplines

These functions and areas of marketing research allow to obtain reliable information about the market, but mainly relate to the external market and reflect the situation of search and recruitment. The problem has received international recognition. For example, the Nobel prize in Economics 2010 was awarded to P. Diamond, D. Mortensen and K. Pissarides for the model DMP (Diamond, Mortensen, Pissarides), which is used in the world to study unemployment and social policy. The model reflects attention to the problem at the intersection of micro-and macroeconomics-equilibrium in markets where the "search cost" is significant. P. diamond, considered it necessary to take into account the fact that in all cases of market interaction for the economic agent is important not only the terms of the transaction, but also the resources that he spends on the search for alternatives. By analogy with ordinary goods, the cost of finding a new place of work is considered by the authors of DMP as the cost of finding a product. The DMP model explains how the "search cost" for employers and job seekers leads to the paradox of having both vacant jobs and unemployed people who they would suit (other models assumed absolute search efficiency and equal "search cost" for all applicants) [10].

The obtained results (conclusions)

The marketing approach in HRM involves the application of market segmentation strategies in practice:

- employers (jobs) and employees (labor force),
- external and internal market in relation to the organization.

When using the marketing approach in HRM, the orientation of the development and implementation of personnel policy on the strategy of segmentation of the labor market can bring positive results for both the organization and employees. Segmentation should be carried out taking into account the importance of the parameters for the effectiveness of the organization.

Insufficient application of marketing approach in practice of human resources management of the organization, orientation on "mass marketing" reduces practical value of the microeconomic, social-economic and social-psychological researches providing interesting results for segmentation of the internal labor market and reflecting a situation of stable work, stimulation, development, involvement, loyalty.

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МАРКЕТИНГ ПЕРСОНАЛА ОРГАНИЗАЦИИ КАК НОВЫЙ ПОДХОД К УПРАВЛЕНИЮ ЧЕЛОВЕЧЕСКИМИ РЕСУРСАМИ

Аннотация. Переход от административно-плановых методов управления экономикой к рыночным отношениям существенным образом изменил подходы в работе с персоналом предприятия. Изменения произошли не только в практической работе, но и в теории. Следствием этих изменений стало появление новых методов в работе с персоналом, которые в новых условиях помогают решать кадровые проблемы предприятий. Появление в теории такого понятия, как «маркетинг персонала», дает возможность по-новому взглянуть на подход к управлению персоналом предприятия в новых условиях.

В данной статье раскрывается содержание основных маркетинговых подходов к управлению персоналом организации, определяются цели, функции и задачи стратегического внешнего и внутреннего маркетинга персонала организации.

Статья посвящена особенностям развития и применения маркетинга персонала в современных организациях. В статье отражены основные понятия и современные технологии обеспечения организации персонала, внешние и внутренние факторы, определяющие направления маркетинга персонала, и основные этапы маркетинга персонала в современных организациях.

Ключевые слова: менеджмент, стратегический менеджмент, человеческие ресурсы, стратегическое управление человеческими ресурсами, конкурентоспособность, маркетинг, маркетинг персонала, стратегический маркетинг персонала.

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ARCHETYPES OF KAZAKH AND JAPANESE CULTURES

Abstract. The article discusses mythological foundations and some of the archetypes of two Oriental cultures: insular - Japanese and continental = Kazakh. Commonalities and differences of traditional religions and rituals of two cultures: totemism, shamanism, Tengrism, Shintoism, Zen Buddhism were examined. There was also made an attempt to find the fundamental principle, a kind of “Pramyth”, within the framework of the theory of “repeated plots” by A.N. Veselovsky, and thus contribute to the mainstreaming of sacred culture of both nations. On the basis of analysis of representations of the main visions of two cultures, different in historical, economic-geographical and spiritual bases, the common cultural codes of Oriental civilization paradigm are investigated.

Key words: archetypes, multiculturalism, totemism, Tengrism, Buddhism, mythology, “repeated plots”.

At present, interest in the synthesis and dialogue of different cultures that seem to be completely dissimilar to each other is increasingly growing. Proof of this is the emergence of the concept of “multicultural romance” in literature, as a rule, representing the synthesis of images and archetypes of cultures of both the “traditional”, “universal” and civilizational paradigms [1]. In addition, in the culture as a whole, there has been a tendency for demythologization for quite a long time. Whereas Levi-Strauss [2; P.190] in his works paid great attention to the mythological worldview, considering it, after M. Eliade, to be one of the equal methods of understanding the world [3].

Thus, today the need for understanding the most ancient ideas of various nations about the world as the main source of all cultural archetypes is becoming ever more relevant. Obviously, this does not imply a return to mythological vision, although, according to some thinkers, such as A.F. Losev or closer to present time, W. Eco, the conservative ideologies were precisely an attempt to return exactly to this kind of worldview [4,5].

On the other hand, reinterpretation of the symbols (archetypes) that underlie human culture as a whole, as a kind of opposition to the postmodern worldview, seems to be the truth — a concept so relative that everyone has the right to choose what is acceptable to him. In this regard, it is noteworthy that the majority of thinkers in the postmodern philosophy see a dead end in the development of humanitarian thought, and therefore turning to “roots” and the foundations of culture seems to be an attempt to re-answer the question “What is a Man”. The famous French philosopher C. Levi-Strauss wrote: “Twenty first century will be the century of the Humanities, or it will not be at all” [6; C.3].

The article discusses mythological foundations and some of the archetypes of two Oriental cultures: Japanese and Kazakh, and the choice of such different cultures is due not only to an attempt to find the fundamental principle, a kind of “pramyth” (in fact, this is a difficult task), but also to consider how the main ideological concepts are represented in these two cultures.

It is known that myths are closely related to the “habitat” of a particular people who created them. In this case, it is interesting to consider how the main cultural archetypes are represented in the culture of the islanders (Japan) and the culture of the nomadic (originally) people (Kazakhstan).

The most important difference between these two cultures is that the culture of Japan, like most island cultures (Ireland, the islands of Oceania, etc.) developed without close contacts with neighboring peoples.

This, of course, does not imply the complete absence of these contacts, but to a greater extent, the originality of Japanese culture is due, first of all, to the geographical position of the islands, and secondly, the almost mono-ethnic composition of their population. The only exception is the extremely small ethnic group of Ainu, which was, however, almost throughout its history in a subordinate position relative to the main ethnic group. Therefore, their influence on the culture of Japan is not so significant.

In this regard the Kazakh culture looks the complete opposite of the Japanese, since a significant part of Central Asia was inhabited by the same nomadic peoples, related to Kazakhs by language (Turkic group), lifestyle and religious beliefs. In addition, the nomads were influenced by neighboring, more "civilized" peoples (China, Central Asia, and Genghis Khan Empire).

Thus, it makes sense to talk about two types of cultures: insular and continental. It should be noted that a similar situation took place on the European continent: this way the culture of Ireland retained its identity precisely due to its geographical location "of the island where no Roman legionnaire has set foot". While the "barbarian" peoples inhabiting continental Europe often experienced a significant impact of ancient civilization.

At the same time, it is important to understand that the role of tradition in Japanese culture is very strong. It presupposes that many cultural archetypes remain unchanged from ancient times: the traditional religion of Japan, Shinto ("divine path") originates from the shamanic tradition, the most ancient system of rituals. The elements of shamanism with the actualization of the sacred past are largely common to all nations, and in the culture of the Kazakhs they persisted until the beginning of the twentieth century, despite the Islamization of nomadic tribes. These rituals are reflected in a number of esoteric military cults, both in Japanese and in Kazakh culture, as well as in the cult of the emperor in Japan and the idea of the divine origin of the leaders (kagans) of the Kazakhs. There is no doubt that the origins of these rituals should be sought precisely in the shamanic tradition, getting more and more complicated over time. In addition, due to the possession of special knowledge, it is obvious that warriors, priests (former shamans) and rulers are forming a special privileged part of society according to their religious beliefs over time.

It is also important to note the fact that Buddhism influenced both Japanese and Kazakh culture. However, it should be noted that in the case of Kazakh culture this influence from the side of neighboring peoples (Tuvans, Mongols, etc.) was not so significant. Nevertheless, Buddhism, in one way or another, is one of the components of the cultural paradigm of nomads of Central Asia. It is Vajrayana Buddhism borrowed from Tibet ("diamond chariot"), which is a syncretic religious system. In this case, the characters of Buddhist mythology merge with the characters of local myths, and the philosophical system of Buddhism is combined with the philosophy of nomadism (it is also called Tengrism). [7; C.96]. Military rituals are associated with Buddhist influence, not without the participation of "indigenous" views, first of all attitude to death, as a worthy end to the path of life, which in Japan is fully reflected in such treatises as "Busi-do" and "Khakagure" [8; C.420].

Among the nomadic Turks, the combination of military cults and rituals was expressed in the cult of Mahakala, the warrior god, "defender of the faith." But the influence of the Buddhist religious-ideological paradigm exactly in Kazakhstan remains insignificant, even marginal, one can say (the majority of the population profess Islam, though not without the influence of Tengrism). Islam had a much greater influence on Kazakh culture. In the cultural stratum, formed by the influence of more developed Oriental culture and philosophy in combination with Muslim theology, the works of ancient authors, the nomads introduced Tengrism, represented the beginnings of a philosophical vision, no less important than the religious system per se.[9; C.181]

Sky - Tengri was not a deity, in the usual sense of the word for us, but was a kind of personified universe. Similar functions in Japanese culture were originally performed, apparently, by Susanoo, a deity personifying the Ocean. Subsequently, this deity also began to have the functions of a cultural hero, and according to one of the Japanese myths, this oceanic deity (that is, like Tengri, the embodied universe, the cosmos, in philosophical understanding) is also a kind of father god, since the youngest generation of gods was born as a result of his incest with the solar goddess Amaterasu. But at the same time, if the Turks' Tengri-Sky incorporates also the functions of Demiurge, and according to one version of the myth, the world is the fruit of his love with the mother goddess Umai, but in the Japanese picture of the world there is no concept of chaos. There, the primordial world in the process of creation only becomes more

complicated, acquiring a form, which indicates a more complex ideological picture in Japanese mythology. In this connection, there is no concept of demiurge, creator, and deity: each Kami creates his own "site", thereby complicating the creation of the universe. [10; P.32].

Syncretism of Buddhism, as one of the world religions with local religious beliefs can be observed in Japan. But if for Kazakhs, Buddhism did not have a decisive impact on culture, then in Japan, Buddhism, in this case its mystical direction Zen Buddhism, was organically integrated into the system of local beliefs. Thus, in Japan there was a syncretic system of religious beliefs, from which many cultural traditions originate that are considered specifically "Japanese": the tea ceremony, rock gardens, etc. [11; C.229].

So, the main cultural codes of Kazakh and Japanese cultures are different, since traditional religious beliefs are fairly organically synthesized with very different world religions: in Japan it is Shintoism and Zen Buddhism, and in Kazakhstan it is Tengrism and Islam.

Japanese culture was either a "mass" culture, in this case settled-agricultural, as opposed to the nomadic culture of the Kazakhs, or "elite" one (mainly "military"). The warrior rituals of these peoples are also different, except for the most ancient, dating back to totemism, such as, for example, the Japanese notion of werewolf *tengu* (a warrior-bird with a long beak), allegedly possessing some esoteric knowledge and, according to legends, able to teach them the most worthy. The very image of the *tengu* half-beast-half-man dates back to the traditions of shamanism [12; P.18].

In Kazakh culture, motives that go back to totemism are usually associated with the image of the horse; the more so because in nomadic cultures the horse is considered to be a totem (or brother) for a man. It should be noted that the horse in Turkic mythology symbolizes the highest, the heavenly world, as well as intelligence. In Japanese culture the same function, apparently due to the influence of Buddhism as a religion that came from India, this role is performed by a monkey. In Kazakh mythological tale of *Er-Tostik*, a magical eight-legged fast horse becomes the assistant of the main character. As for totemism and shamanic tradition in the Kazakh culture, the image of a wolf is also traditionally important. As is known, one of the Turkic totems is the "*Kokbori*" - the sky wolf. Z. Nauryzbaeva on the example of the study of the *Alpamys* epos emphasizes the wolf nature of the hero's origin. Just like the name of *Alpamys*' father *Baibori* (wolf-leader), the name of *Alpamys*' wife *Barshyn* means "she-wolf". In medieval Kazakhstan there was the city of *Barshynkent* - the "wolf city". [13; P.305]

Such motifs are similar to the numerous legends of the Romans about the Capitoline she-wolf in memory of the mother progenitress of the mysterious Etruscan people. The she-wolf also raised the orphan, the forefather of the Usun tribe *Gunmo*. According to another legend, the she-wolf raised a boy, whom the enemies who destroyed his tribe deprived of arms and legs. Afterwards the young man was all the same killed by the enemies, but the wolf that was pregnant from him ran away to the *Otuken* mountains and gave birth to ten sons in the cave. Their multiplied posterity settled throughout *Altai* under the name of the heavenly Turks. The she-wolf showed the way out of the mountain valley of *Yergenekon* to the propagated progeny of two families of the *Kyat* tribe who hid there from the enemies who destroyed their tribe [13 p.306].

Totemic conception also includes a "repeated plot", which is present both among the Kazakhs and among the Japanese, and in this case the representation of this plot has a tangible similarity about woman-birds. In Japanese culture, these are wizards with the ability to turn into cranes, in Kazakh - into swans, as a rule, benevolent towards people. It is important to remember that similarity of this single plot does not cancel dissimilarity, and often the exact opposite of these cultures, since the image of the woman-bird, and more broadly the connection of the feminine (*anima*) with the air element is found in various nations: Celts, Persians, Slavs, peoples of America, and Australia. Therefore it makes sense to say that in this case we are dealing with a typical "repeated plot," as defined by A.N. Veselovsky in "Historical poetics": "A sign of motive is its figurative monomial schematism; such are the elements of lower mythology and fairy tales that cannot be further decomposed: someone steals the sun (eclipse), a bird blows down a lightning-fire from the sky; a salmon has a tied up tail: it has been jammed and so on; the clouds do not give rain, the water in the springs is dried up: the hostile forces have buried them, keep the moisture locked up and it is necessary to overcome the enemy; marriages with beasts; transformations; the wicked old woman is tormenting a beauty, or someone is kidnapping her, and she has to be rescued by force or dexterity, etc.

Such motives could have arisen independently in multi-tribal environments; their homogeneity or their similarity cannot be explained by borrowing, but by the homogeneity of living conditions and the mental processes reflected in them”[14; P.243]

Indeed, similar mythological motifs occurring in folklore among different peoples distantly dispersed from each other, lead us to the conclusion that the basis of their origin is a common archetypal pattern, i.e. this idea is also emphasized by A.N. Veselovsky, noting that the homogeneity of the motive is associated with the general conditions of creating archetypal images [15, p. 244].

Getting back to the martial culture of the Japanese and Kazakhs, we must remember that these rituals, as well as a number of attributes of military culture, took shape over the centuries. Starting from the allocation of warriors, leaders and shamans (sometimes they could combine these functions) into a separate "social group", to the establishment of power and its division between priestly and military classes, that is, the emergence of prerequisites for the feudal system, and, accordingly, cultural traditions ideologically assigning the privileged position of these groups in society. As part of this work, it is possible to consider the most important cultural archetypes that persist in martial culture throughout the existence of such a society, and also try to find their conclusions in modern times and in present. In addition, the most important thing for us is to reveal the process of formation of the military class, and the ideological component of the culture of this part of society.

V.A. Lestev in his study on the image of the tengu and shamanic elements in the military tradition of ancient and later medieval Japan, writes: “Analysis of the myths and legends of Japan reveals the characteristic images formed under the influence of shamanic military tradition. One of the images is a tengu, literally - "heavenly dogs" or "celestial foxes." According to legend, tengu live in the mountains, possess magic, can fly and become invisible. They are depicted as creatures with a human body, but with wings and a beak. A. Gorbylev describes tengu as half human, half crow. Another option describes tengu as a man with a red face and a very long nose, sometimes with wings behind his back. [12; C.18] The images of tengu are explicable from the point of view of shamanic tradition of many nations: clothing in animals, more often in birds, and accompanied by shamanic dances and singing. According to Jung, ritual actions, dances, and imitation of the voices of animals are the elements of the collective ideas of the people”[15, p.25]

Thus, tengu are fantastic creatures that have animal-like features (wings, beaks, long noses, more like monkeys, etc.), and are patrons of martial arts. Certain rites of passage are also associated with the cult of tengu, which subsequently almost unchanged have passed into samurai culture.

Over time, military culture in Japan was undergoing significant changes as the samurai were becoming a privileged class. In the XI-XII centuries, a samurai is no longer a warrior thirsty for blood in a sacred madness. He had to be educated, be aware and able to write poetry, know, sometimes very complex, the rules of etiquette, court ceremonial, but the main military virtue (as in Western European knightly tradition) was loyalty to his master.

The origins of poetry penetration into martial culture were both ancient Shinto hymns and heroic epics, for example, the epos of the heroic demigod Yamato-takeru [11; P.138], which, like in the Kazakh epos Koblandy-Batyr is closely associated with Tengri, that is with personified universe. [17; P.126] That is how the nomads understood God. In the Japanese epic the situation is similar, but instead of Tengri, “special relations” connect Yamato-Takeru with the god - the personified ocean – Susanoo - already mentioned above. Thus, it is not a mistake to say that in both cases we are talking about the Warrior archetype, whose main function is to protect the universe created by the gods.

Except for the epics and mythology, the source of classical Japanese poetry should be considered the philosophy of Zen Buddhism, which merged with the Shinto worldview, and positioned the contemplation and the aesthetic. In addition, the philosophy of Zen suggests that earthly life in comparison with spiritual development does not matter. Zen, with the help of special spiritual practices, involves enlightenment by satori (sudden insight), a kind of mystical “shock therapy” that destroys the usual (false) view of the universe. At the same time, Zen Buddhism also assumes the attainment of inner harmony in the process of everyday earthly life. Zen Buddhist vision of the world served as the basis not only for Japanese poetry, but also for such art forms that now firmly occupied their place in the cultural code of Japan, as composition of stones, ikebana, origami, tea ceremony.

Zen philosophy also had significant impact on the martial culture of Japan. It was the understanding that earthly life is finite, and death is only the transition to the next birth that brought up courage in samurai, because according to their ideas the honor, not so much their own, as the suzerain (shogun) was the main thing in life. [12; P.20]. That is why the Japanese vision of the world differs from the usual for us, which can be called "European" with its Christian ideological paradigm, in which life is thought of as the highest value.

It should be noted that similar transformations took place in the Kazakh (more widely - Turkic) martial culture. If originally, as we could see by the example of Koblandy-Batyr epos, Kazakh martial culture was based on shamanic practices, then with the spread of Islam, and (partly) Buddhism and Zoroastrianism among the peoples of Central Asia, as well as development of feudal relations i.e. formation of military class, which along with the priests (the clergy as a whole) was a privileged estate, the martial culture was getting more complicated. The sal-seri class appears, representing a kind of cultural elite in the person of a creative personality, combining the gift of composer, poet-improviser, performer (singer and instrumentalist) with the skill of a rider, sometimes a hunter (Akan-seri) and an athlete-wrestler (Baluan Sholak). [18; C.362]

A nomad considered the highest value to be the ability to travel, to ride, to move, not to stop in a limited area for a long time. The idea of the path, the road was one of the main manifestations of his being, the basis of his life, everything that was stationary, sedentary, had a secondary value for him. Nomads considered a settled way of life as a forced state, a state of misfortune (...). Fixedness and immobility - the characteristics of the transcendent, but the living - the sun, moon, stars, water, animals, birds, people - must be in constant motion. [19; C.30]

It is significant that the sacred architecture developed among the nomads precisely as a desire to fix the place of eternal rest of the dead. [19; C.18] That is why dynamism is an element of world perception, and subsequently the worldview of nomadic society. Meanwhile it is necessary to distinguish dynamism as a way of being of a Western person and dynamism as a property of a nomad's self-perception. Dynamism of a Western man follows from the philosophy of anthropocentrism, when a man thinks of himself as the center of the universe and, accordingly, seeks to subjugate the surrounding world of nature. Dynamism of the nomad is more likely the ability to keep pace with the development of nature, dictated by the original harmony of nature and man. The nomad does not oppose himself to the world, but lives on the principle of the unity of coexistence and co-development. [20; P.180]

The nomads considered household values to having their own home (the homeless was considered destitute, deprived of his share of happiness), a large offspring, especially sons, who would continue the race and wealth, by which a large number of livestock was meant. The presence of livestock meant a high social status of the individual, his viability, intelligence, usefulness.

The hierarchy of values of nomadic culture is determined by a special way of relating to the world and with the world. The manifestation of the cognitive depth of nomadic thinking was a sensual-symbolic form of perception of the world. Accordingly, the nomads developed a predominantly oral culture of speech, which for many centuries was not fixed in written sources. The steppe cattle-breeding way of life by its inner nature did not require the development of such complex accounting and control systems, which in ancient agricultural civilizations gave rise to the need for this socially significant information. [21; C.30]

Nomads' relations with nature were also different from such that settled persons had. For a sedentary culture, nature becomes something to be subjugated, subordinate; therefore the opposition of "friend or foe" becomes fundamental. The nature itself is perceived in accordance with this fundamental paradigm: there is a home - "it is own" and there is a wild field - "alien", and benevolent, sacral connotations are assigned to the home, and a wild field is considered demonic, associated with a sense of hostile opposition to nature. From the very beginning nomadic peoples went more on an adaptive path of development. Adaptation to the climatic conditions of the steppe reached such a level that the nomads became almost an organic part of the steppe ecosystems [21; P.31].

Thus, during the consideration of certain aspects of Japanese and Kazakh culture, we can identify the opposite paradigms in many respects: for example, Japanese culture is closed due to the geographical position of the islands, while Kazakh culture is more open due to the nomadic lifestyle and spacious

territory. Nevertheless, Kazakh culture, incorporating elements of the cultures of neighboring peoples, did not disappear, but formed a kind of synthesis with other cultures and religions.

However, both of these cultures are based on a number of common elements that are traceable as in mythology, described by A.N. Veselovsky, and at the expense of the general world outlook paradigm peculiar to Oriental civilizations, when a person did not oppose himself to the world, but tried to come to harmony with it. This is proved by the religious beliefs of these peoples: the personified sky (Tengri) of the Kazakhs and the ocean (Susanoo) of the Japanese, which are, first and foremost, the persons who contain the entire universe. For several thousand years before the existential philosophers, the Oriental sages (including representatives of the teachings mentioned in the article, such as Sufism and Zen Buddhism) could feel and describe freedom and loneliness as properties immanent to a person “thrown into the world”. At the same time, it was the Oriental wisdom that found the path to harmony and overcoming the tragic circumstances of human life. These, in our opinion, are the most important specific features of the Oriental value system.

But it should be noted that neither the Western, nor the Oriental value system and (or) the civilization path are in themselves the only correct one, especially in the modern world, when, after the collapse of the colonial system, the view of Eurocentricism changed significantly. Thus, the cultural codes of the Oriental civilization paradigm described in the article, which seemed incompatible a hundred years ago, require careful study today.

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ҚАЗАҚ ЖӘНЕ ЯПОНИЯ МӘДЕНИЕТІНІҢ АРХЕТИПТЕРІ

Аннотация. Мақалада мифологиялық және салттық негіздер мен екі шығыс мәдениеттің архетиптері қарастырылған: арал - жапондық және континенталды - қазақ. Дәстүрлі діндер мен екі мәдениеттің салт-дәстүрлерінің ортақтығы мен айырмашылықтарын қарастырылады: тотемизм, шаманизм, тенгрианизм, синтоизм, буддизм. А.Н.Веселовскийдің «қаңғыбас сюжеттер» теориясы аясында екі халықтың қасиетті өткенін нақтылау мен ұқсастықтарды нақтылау үшін өзіндік «прамиф» типтік принципін табуға талпыныс жасалады. Тарихи, экономикалық, географиялық және рухани негіздері жағынан ерекшеленетін екі мәдениеттің негізгі дүниетанымдық тұжырымдамаларының көріністерін талдау негізінде шығыс өркениеттік парадигманың жалпы мәдени кодтары зерттеледі.

Түйін сөздер: архетиптер, мультикультурализм, тотемизм, тенгрианизм, зен буддизм, мифология, кезбе сюжеттер.

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АРХЕТИПЫ КАЗАХСКОЙ И ЯПОНСКОЙ КУЛЬТУР

Аннотация. В статье рассмотрены мифологические и ритуальные основы и некоторые архетипы двух восточных культур: островной - японской и континентальной – казахской. Рассматриваются общности и различия традиционных религий и ритуалов двух культур: тотемизм, шаманизм, тенгрианство, синтоизм, буддизм. В рамках теории «бродячих сюжетов» А.Н.Веселовского делается попытка найти первооснову, своего рода «прамиф», актуализировать и провести параллели в актуализации сакрального прошлого обоих народов. На основе анализа репрезентаций основных мировоззренческих понятий двух культур, различных по историческим, экономико-географическим и духовным базисам, исследуются общие культурные коды восточной цивилизационной парадигмы.

Ключевые слова: архетипы, мультикультурализм, тотемизм, тенгрианство, дзен-буддизм, мифология, бродячие сюжеты.

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THE ROLE OF EVENT-MARKETING IN MANAGEMENT

Abstract. This article is devoted to the study of the term EVENT-marketing and marketing communications, identifies the problems of EVENT-marketing and its effective use in company management. Today, EVENT-marketing is an innovative, new form of promoting information, and is also closely associated with sponsorship. In the world, EVENT marketing has its rapid development, unlike Kazakhstan, where this type of marketing is simply trying to find its place. Owners and directors of companies should understand that these tools can serve as unique and unique information about the company's visibility or ability to differ from competing companies operating in the same industry. Its timeless originality lies in the fact that it affects a potential client primarily through emotions, the task of which is to provoke psychological stimuli.

Keywords: Event-management, marketing management, marketing mix, relationship marketing, strategic marketing.

Event marketing in today's modern information technology-rich world is a very current trend that determines the work ethic of a company so that the employee feels safe and affectionate and the employer is fair, loyal to his subordinates and appreciates their work. Event marketing is a current direction that includes some new and powerful marketing tools and is currently being used by many businesses and businesses. This method aims to provoke psychological stimuli, emotional experiences, memories, product brand support or company image. The factor in the realization of experiential events is the inner individual feeling that each participant takes away from the event and an experience that should be unforgettable for him.

The first part defines the term marketing. Although this term is generally known in society, only one can properly apply it. Marketing communication and its division will be loosely linked to the topic. The thesis analyzes marketing as a whole, deals with its goals and, above all, how to use it properly and to make it profitable for the company, and, of course, brought higher yields.

Event marketing is one of the new trends and carries the message of uniqueness that we will focus on in this work. Furthermore, it is a tool, an innovative form through which companies can stay on top. Marketing of events is one of the strong marketing tools currently used by various domestic and global companies, not only to build a good working environment but also to build a long-term business, work but also non-working relationships.

In our analytical part, we deal with the analysis and detailed description of the current state of the event marketing in the chosen business company. With the help of proprietary solutions designed by facts, the concept of a Christmas party was created for the top management of the company mentioned above.

We present, analyze and present an event marketing study of the company based on the creation of a traditional but unique cultural and social event.

The main aim of this work is to define the key concepts that are nowadays becoming an integral part of the professional language of the professional public, such as marketing, marketing communication, event marketing or emotions in marketing. The culmination of this work is to design and elaborate an activity for a particular company. The proposed Christmas party should be a future step towards

realization, for example, by other companies that would like to use this concept to cement the team and realize the corporate identity of each employee.

Event marketing is one of the marketing segments that include mediated experiences for internal or external purposes within corporate communications. These experiences according to Jana Příkrylová (2010) have the task of evoking emotional and psychological stimuli that will support the company's image. The power of event marketing lies above all in unrepeatability and uniqueness. Its central idea is based on the assumption that people will remember most of what they experience. Now that traditional advertising is losing its effectiveness; they use event marketing as a way to remember the brand.

Frey (2011) states that event marketing is not a new concept in marketing communications. In some parts of the world, this industry even has its professional associations. It is an area that is continually undergoing dynamic development. Since new trends in the field of marketing communication are still being invented, and technology is becoming more advanced, changes are also being made in this area.

As Miroslav Karlíček (2016) states in his publication *Marketing Communication*, the most essential function of event marketing is to increase the brand's popularity or to strengthen the emotional component of the target group's attitude to a particular brand. The event is also an excellent tool to increase the loyalty of existing clients to the brand because it provides a convenient opportunity for a personal, informal meeting.

We consider Event Marketing as a tool that can successfully communicate the message of the brand and can achieve the maximum emotional connection of the end client to the given product or service. The primary goal of this communication is to link the specific and unrepeatable brand experience. Differentiation in the market is essential. In overall communication, event marketing involves not only "action" itself, but also precise planning, organizing, finalizing and controlling all measures that Tomek (2011):

1. they take place in clearly defined time and space;
2. are organized by a company;
3. they represent a unique experience for the client;
4. enable them to reach a clearly defined target group through the chosen communication goals.

According to Vivien Lattenberg (2010), events in the Czech Republic are becoming more and more common in corporate life, but there is still a noticeable difference in comparison with foreign countries. Multinational organizations have clearly defined types of activities and their mandatory amounts during the year as part of their corporate identity. The advantage is that thanks to annual standards, they provide the most similar conditions for employees of all their branches around the world.

In the Czech Republic, the company has a free field of activity. "Already at the beginning of the 20th century, there were factories that had a sophisticated system with activities designed not only for business partners but also for their employees."

Every company in the event should realize that it does not hold the event because people are counting on it, or that part of the budget is just left. The benefit for the company is not to make a gala dinner in luxury rooms for their clients and to find out that they have nothing to say or have a new product to show. This is an unnecessary investment of money that will be irrecoverable. It is always important to design an action in the marketing department to match the concept of marketing communication and to set a clear goal for action.

As stated in his book *Event Marketing: How to Use Emotions in Marketing Communication* Šindler (2003) "Apart from social development, the situation in the business environment is also influencing the position of event marketing in the marketing mix of companies. From legislation to market-specific conditions in a particular sector to the development of relationships between manufacturers and consumers and purchasing behavior of a particular consumer. In the area of communication, the future and the effectiveness of the classic communication tools against BTL tools are being discussed, taking an increasing share of the overall communication budgets."

Jana Příkrylová (2010) states that they are still looking for new ways to involve mobile phones, mp3 players or mobile phones in event marketing. This could make the event more attractive and accessible.

As already mentioned, the most critical point in creating an event is to clearly define what the action is to serve and what its contribution is to be. Companies often forget about it, and the event is not well designed. The appropriate type of event is then selected according to the chosen target.

The distribution of event types is, according to Frey (2011), a great deal. The most basic breakdown of events is for events: sports, entertainment, cultural, educational, business, personal, political, social or recession.

Another division can be found in the book by Lattenberg (2010), and that is in terms of time. Depending on the length, we divide the actions into hourly, one-day or several-day events. From the day, we can divide the events into morning, afternoon and evening and night.

We also have different clothing requirements. Accordingly, the events are divided into formal and informal. When a company has already chosen an action goal and defined the main criteria, a specific type of action is selected. The basic types are meeting, social evening, children's day, prestigious gala or conference.

We further divide the event by Shindler (2003) into public or corporate. Public events, as the title implies, are intended for the general public, the media, and the company's customers. As an example, we can mention the world confectionery trade fair, if the company deals with chocolate production. Corporate events are events designed for employees or suppliers. As an example, we can arrange dinner arrangements to open a new branch of the company. However, it can also be an internal event for employees, where sports days are often chosen. Whether you want to play football or bowling with the CEO, this is a great opportunity to get your team to learn to cooperate better (in the case of team games) and get to know each other better. The big disadvantage today is the huge spaces of the offices, so-called open space, where there is no chance for colleagues to get to know each other better.

Another division in this book is on cultural, entertaining or already mentioned sports. We mention more about indoor or outdoor events. It always depends on a particular action.

The big disadvantage that neither the organizer nor anybody else can influence is the fact that when the weather is bad, the whole event can go wrong.

A good organizer or organizing agency always has a so-called dry variation in reserve, so it is possible to move the action inside. Of course, there are also work-oriented and new-information events. For example, corporate training, where employees learn about industry news and have the opportunity to ask questions about professionals, often even developers or technicians. It is much better to remember the new information from the pleasant training, which is usually supplemented with breakfast, lunch or dinner, and where there is a possibility of dialogue rather than a compulsory study of a novelty manual for a new product after work.

Fun events can be music concerts for employees, but also customers. They are suitable for the long-term positive image of the company.

Lattenberg (2010) presents another type of event breakdown, at festive, prestigious and working.

Working events include meetings, training, meetings, seminars, conferences, teambuilding. "Meeting is a short-term operational event as a less formal meeting or seminar in other than usual spaces."

We consider festive events: social evenings or benefit evenings or gala dinners. These events always take place in luxurious spaces that match a particular type of event. „The social evening is a festive meeting with music and banquet organized mostly for business partners of the company.

The prestigious events include foundation evenings, prestigious gala or awarding awards. "The prestigious gala is a ceremonial meeting for non-business occasions, generally attended by media representatives. The prestigious gala is not associated with the company. It is a sophisticated form of marketing that does not try to impose people on a particular product but seeks to impress their inner emotions, such as the desire for recognition, prestige, and their image."

As there are many kinds of such events, it is necessary to have a chosen corporate strategy and, above all, set marketing goals. Based on this, the marketing department selects a specific event. It is necessary to have a defined target group and also what we expect from the event.

The event organizer is responsible for everything in the event. Some companies choose to establish cooperation with an event organizing agency, and this responsibility is assumed by someone else, and other companies will pass on the task to their marketing department. If we arrange the event ourselves, it is necessary to take into account that we are also responsible for suppliers or co-workers. It is, therefore, necessary to give everyone well-processed documents so that everyone is aware of their task for the particular event. As an important part, I think that we will make a meeting with our co-workers before the

event and we will once again define the specific task of each of them. Because when this point is dropped, it is possible that there will be communication noise, and someone may misunderstand their task.

It is a difficult task to choose high-quality collaborators who do not shame our action, and on the contrary, make them unique. Every promoter must realize that he is in the role of a "commander" who directs the project.

It is always necessary to go through and organize all the main points of the event. Moreover, from technology, the reliability of suppliers, space and also collaborators. If there is a ban on smoking inside and we are inviting important guests who are smokers, it is advisable to provide a smoking area for them.

Furthermore, based on the budget, we have to choose the type of catering, if it is a conference, to specify the breaks, if it is an evening event, it is important to choose the appropriate program to entertain the guests. If we organize an event outside the city, it is necessary to arrange transport and accommodation. When choosing a hotel or guesthouse, we always have to think about whom we invite and what demands our client may have. Because negative information and feelings of action are spreading by the public at a breakneck pace, the positive ones are far slower.

If we are organizing a gala event, it is important to keep in mind that we always make sure to choose a community at one table when setting up a seating arrangement or settling a round table.

As Lattenberg (2010) points out, "One of the items related to guests and staff is the arrangement of the rooms. The distribution of tables depends on the ongoing program and the way of serving refreshments. When you lay out the whole room, you take into account whether there will be some special part of the evening in one part of the room, such as a presentation of a meal or a screening. Then you have to agree with the staff when to move between the tables and when to download and wait for the end of the program."

It is always necessary to have everything checked in advance. It is very important to check the functionality of electronic devices. Sometimes it happened that during the big presentation the preliminary exam was forgotten (why shouldn't the data projector work today?), Unfortunately, it happened and at the moment not only the whole event loses prestige but also the audience loses the required attention.

The organizer must make mandatory staff breaks if the event lasts more than four hours. It is necessary to provide a relaxation room where you can refresh yourself and relax. It is advisable to arrange break times concerning the program and its parts. It is necessary to take care of breaks because if the staff looks more than bored, it has a detrimental effect on invited important guests.

If there is a car park in the event, it is necessary to have the car park serviced on-site at least 30 minutes in advance for reasons that a guest arrived earlier. As an unwritten rule, all employees who participate in the event are also entitled to eat.

Every customer is distinguished by his appearance, which is easily recognizable at first glance, but it is important to realize that each of us differs in his inner attitudes. These are presented in individual desires and needs. Therefore, it is effective and timeless to realize a high-quality event that will become a unique, wonderful and, above all, an unforgettable experience for all invited employees, business friends, and guests.

This form of marketing works mainly with the emotions of customers, thanks to which it is possible to deeper present new products or services. Experience marketing is part of the internal communication within the company and serves to collectivize the work team, as well as to gain long-term experience that associates individual workers in the working environment and at the same time acts as a novel, innovative tool. It is considered to be a great asset that internal event events can show company management or personnel department managers how they behave, in new atypical situations, and enable them to continue working on working culture and corporate identity.

We believe that the proposed and defined a cultural and social event of the company will lead to more effective working relationships and will contribute to the further development and development of this business company. The real benefit to practice is that company is considering adopting the draft Christmas party concept and implementing. There are also possibilities that another company could implement this concept.

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БАСҚАРУДАҒЫ EVENT-МАРКЕТИНГТІҢ РӨЛІ

Аннотация. Бұл мақала EVENT-маркетинг және маркетингтік коммуникация терминін зерттеуге арналған, EVENT-маркетинг және оны компанияны басқаруда тиімді пайдалану мәселелері анықталды. Бүгінгі таңда EVENT-маркетинг-ақпаратты жылжытудың инновациялық, жаңа түрі, сондай-ақ демеушілікпен тығыз байланысты. Әлемде, EVENT-маркетинг өзінің қарқынды дамуы бар, маркетингтің бұл түрі жай ғана өз орнын табуға тырысады Қазақстанға қарағанда. Компаниялардың иелері мен директорлары бұл құралдардың компанияның көрінуі немесе сол салада жұмыс істейтін бәсекелес компаниялардан ерекшелену қабілеті туралы бірегей және бірегей ақпарат бола алатынын түсінуі тиіс. Оның уақытқа бағынбайтын ерекшелігі-ол ең алдымен эмоциялар арқылы әлеуетті клиентке әсер етеді, олардың міндеті - психологиялық ынталандыруларды тудыру.

Түйін сөздер: Болон үдерісі, жоғары білім беру жүйесі, академиялық ұтқырлық, инновациялық технологиялар, білім берудің бәсекеге қабілеттілігі.

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РОЛЬ EVENT-МАРКЕТИНГА В УПРАВЛЕНИИ

Аннотация. Данная статья посвящена изучению термина EVENT-маркетинг и маркетинговые коммуникации, определены проблемы EVENT-маркетинг и его эффективного использования в управлении компанией. Сегодня EVENT- маркетинг это инновационная, новая форма продвижения информации, а также тесно связана со спонсорством. В мире, EVENT-маркетинг имеет свое бурное развитие, в отличие от Казахстана, где этот тип маркетинга просто пытается найти свое место. Владельцы и директора компаний должны понимать, что эти инструменты могут служить уникальной и уникальной информацией о видимости компании или способности отличаться от конкурирующих компаний, работающих в той же отрасли. Его неподвластная времени оригинальность заключается в том, что он воздействует на потенциального клиента прежде всего посредством эмоций, задача которых - вызывать психологические стимулы.

Ключевые слова: EVENT-маркетинг, маркетинг менеджменті, маркетинг кешені, маркетингтік қатынастар, стратегиялық маркетинг.

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ACADEMIC MOBILITY AS ONE OF THE FACTORS UNIVERSITY COMPETITIVENESS

Abstract. This article explores the current position of Kazakhstani universities in the further integration of academic freedom in the framework of the Bologna process in a globalized educational space. Guided by the principles of academic mobility, a group of authors studied the experience of foreign universities in Europe and Asia, a number of necessary internal measures adopted in the Kazakhstan system of higher education are presented: reform of the higher education system in accordance with international standards and the requirements of the international educational space; modernization in higher education and its transition to a new economic level; access to a new level of the higher education system; the formation of a new political and business elite, the education of the modern young generation in the current conditions, coupled with the cultural heritage of the country; creation of new economic, social, political institutions. Improving the norms and principles of academic freedom will increase the interest of both students and the faculty of the university to participate in internal and external academic mobility, thereby increasing their competitiveness.

Keywords: Bologna process, higher education system, academic mobility, innovative technologies, competitiveness of education.

At this stage of development of the modern educational space, the Bologna process acts as a driving mechanism in the system of higher education. The study of the principles of the Bologna process makes a certain contribution to the ongoing discussions in Kazakhstan regarding the implementation of the principles of this process.

The relevance of the discussion of the Bologna process is not limited only to the field of higher education, since the higher education system is one of the forms of the globalization process, like international politics, planetary markets, the threat of international terrorism, and the world media. It is appropriate to designate the essence of the Bologna process as a vector of development of a planetary scenario plan, in which everything is interdependent: people, the media, information, communications, economics, etc., while the essence of any national identity is education, which is the basis of a modern civilized society.

Analyzing the documents of the Bologna process, the fact that it is not so much and not only about the globalized aspect in the field of the international cooperation system of higher education, but also about the globalization of world competition in general, is absolutely obvious. Of course, the fact that, in this way, each of the states wants to establish its “dominance” in the higher education system, to become one of the elite in this matter, and this is understandable.

When it comes to the Bologna process, it becomes obvious to consider the issue of harmonization of the higher education system, because the main tools in this process are: loans, transfers, ECTS, academic mobility, etc., all that primarily ensures the quality of education. All this contributes to the achievement of the main goal in the framework of the Bologna process - obtaining a high level and quality of education, and, of course, the free movement of students within the framework of academic mobility, is one of the main tools for implementing the Bologna process, which contributes to the achievement of these

goals. Вопрос гармонизации высшего образования вбирает в себя и вопросы национальной культуры, национальных традиций, ее особенностей и национальное многообразие.

“Higher education in Europe is characterized by a variety of languages, national systems, institutional types and characteristics, as well as the focus of curricula. At the same time, his future depends on his ability to use this valuable variety to effectively obtain positive results, not difficulties, to achieve flexibility, and not blur. Higher education institutions, at their core, seek to develop on the basis of convergence, especially with regard to common cross-border denominators in the field of teaching specific subjects. They also want to see diversity as an advantage, not a reason for direction or rejection. They are committed to achieving the minimum level of cohesion that is necessary so that their efforts do not fail because of too large discrepancies in the definitions and methods of applying loans, basic degrees and quality criteria.” [1]

Therefore, “the European space of higher education should be based on the European traditions of education, as public responsibility.” [2]

At the present stage of the development of the state, which is characterized by deep integration processes in all areas of social life, foreign language preparation is a significant medium that forms the consciousness of a person, his mobility in society, and the ability to freely enter the information space. But even under good conditions, the state and social value of foreign language training should be supported by its personality-oriented significance. The latter has a connection with the stimulated and motivated attitude of a particular person to the level of his own education in general, and foreign language training in particular. [3]

The theoretical substantiation of the problem of the formation of academic mobility of students as an integrative personality quality requires consideration of issues related to the historical prerequisites for the emergence of academic mobility as a social phenomenon and measures undertaken by the international academic community to maintain and develop it.

In the context of globalization of the modern world, the unification of Europe, aimed at the integration of all spheres of life in the European community, is accompanied by changes and transformations in the economic, social and cultural fields. During the formation of the common European space, the question is raised of the civil liability of national universities to society and their contribution to the consolidation of Europe. The Bologna process, as a reaction to the changing conditions and needs of a developing society in the field of education and science, brought together representatives of the European academic community to solve problems related to the competitiveness of the European educational system. As the most democratic and open movement within the framework of the integration of modern Europe, the Bologna process is aimed at the structural reform of European higher education systems at all its levels: European, national and institutional, with the aim of creating a single pan-European educational space.

To the question: why Kazakhstan signed the Bologna Declaration, one can answer this way: Kazakhstan has the same incentives in this direction with all states that have entered the Bologna process, it is the influence of globalized global processes that determine the planetary intellectual background and its main indicator - academic mobility. In today's intellectual space, much is achieved through computer technology, the Internet, etc., but at the same time, the living, real movement of students, graduate students, faculty from university to university in search of new knowledge and opportunities is achieved through academic mobility.

Consequently, academic mobility is a resource that is designed to form standardization, exchange, forms and formats, resulting in something in the form of a “human Internet”. Moreover, today, the Bologna process is that knowledge economy, which is the important link that forms production, which provides a direct return on investment. The economy of any state always requires high returns, transparency and internality in a competitive and sustainable aspect, and therefore, infusion and investment in the field of education are the main trends for the country's potential.

Kazakhstan has become not only a participant, but also a beneficiary of an international project. In the context of a single European higher education space, it becomes possible to identify priority conditions for countries in Europe and Kazakhstan, qualifications, introduce European alliances of higher education institutions and adapt curricula to the requirements of modern society, and increase interest in learning foreign languages.

Today, the Bologna process for Kazakhstan has become an important challenge in four areas: state, social, economic, cultural.

Of course, the Bologna process can be treated differently, but you cannot accept the fact that this global inevitability is no longer possible, it cannot be boycotted, ignored, you need to adapt to it, develop your own approaches and ways, taking into account national risks, etc. .

The intention to strengthen the prestige of European, and in general international, teaching by increasing competitiveness, attribute and attractiveness is one of the main goals stated in the Bologna Declaration and a condition for future development of both Europe and the whole modern world order as a whole.

In the framework of the Bologna process, universities, as centers of culture, knowledge and research, production and multiplication of knowledge, acquire a new function - the center of European integration. Regarding what, Andris Barblan described the university as "a place where the meaning of Europe is defined, as a concept in which Europe really makes sense" [4]. One of the global trends and the main element of the implementation of the principles and provisions of the Bologna reforms is the development of academic mobility of students, teachers and researchers. In this regard, one of the priority tasks formulated in the Bologna Declaration is to promote academic mobility by overcoming obstacles and effectively exercising the freedom of movement of students of teachers and staff. The London Communiqué (Conference of European Higher Education Ministers. London, 17-18 May, 2007) of the participants in the conference on higher education indicates that the mobility of teachers, students and graduates is one of the main criteria of the Bologna process, which creates accessibility for personal progress, the formation of an alliance between universities and people at the international level, thereby increasing the quality of education and research, laying the concept of "European space" in real life.

The importance and importance of academic mobility is shared by many domestic and Russian researchers of the Bologna process. So, for example, A.Yu. Slepukhin [5] relates the concept of academic mobility to forms of educational internationalization. According to G.A. Lukicheva [6], academic mobility is an important aspect of the western area of the higher education system, while the development of mechanisms of academic offsetting is a priority factor for the implementation of academic mobility.

Despite the fact that the problem of academic mobility is widely discussed by the academic community, the concept of "academic mobility" penetrated into the field of higher education and the consideration of issues related to the development of mechanisms for academic recognition as an element of mobility began several years before the signing of the Bologna Declaration.

For example, a two-stage education system in the countries of the Anglo-Saxon tradition appeared long before the signing of the Bologna Declaration; ECTS academic mobility technology was developed by the ERASMUS program from 1988 to 1996; NARIC is a network of national centers established in 1984 to assist in the recognition of ranks and to strengthen the integration of national educational systems, CERES; The Lisbon Convention on the Recognition of Qualifications was approved in 1997.

The stages of the history of European society, as well as the formation of the Bologna reforms, are a significant awareness of academic mobility and the promotion of reforms to the so-called pre-Bologna period.

The first stage (1971-1982) is characterized as a period with continuing cultural, social, economic and ethnic tensions and at the same time with the emerging possibility of a transition to a new European consciousness, in the formation of which, the main role was given to universities.

The draft program on joint actions in the field of higher education spoke about academic mobility as the main strategy for its development. The Office of Education, Research and Science, established in 1973, structured and systematized education within the European Community, with the aim of promoting the academic mobility of students, teachers and researchers. In 1976, the European Commission published the first Joint Study Program, which was a pilot project for the development of cooperation and student mobility in 500 universities and higher education institutions of the twelve member countries of the European Community.

The second stage of pre-Bologna reforms covers the period from 1983-1991. The orientation of higher education institutions on prospects is being improved, new approaches are being introduced to the evaluation of higher education, with a shift from the evaluation of activities to the evaluation of results. A

landmark event determining the future of Bologna reforms in higher education is the Magna Charta Universitatum, adopted on September 18, 1988, which reminded Europe of its “integrating function”.

The third stage of 1992-1999 is a period of awareness and implementation of such new working methods that are applicable. Dissatisfaction with the state of national and European higher education systems is growing.

Particular attention is paid, as one of the main conditions, to the creation of a single common European space at the above stages of the Bologna process’s history for the development of both mechanisms of academic recognition and the expansion of academic mobility.

At a special conference on June 19, 1999, the Ministers of Education of 29 European countries adopted the declaration “Zone of European Higher Education” or the Bologna Declaration.

According to the Prague Communiqué (Prague, May 19, 2001) of the European Education Ministers, the goal of academic mobility is to provide access to recognized knowledge centers for a wide range of education in the chosen field of study, to expand students' knowledge in all areas of European culture, and to foster a citizen’s feelings.

The expansion of the range of goals stated in the Bologna Declaration takes place later in the Bologna process at intergovernmental meetings in Prague (2001), Berlin (2003), Bergen (2005), London (2007), Leuven (2009). At each of these meetings, the problem of mobility was considered as one of the key issues and conditions for the development of the European Higher Education Zone.

In Prague in May 2001, at a meeting of a working group that made recommendations on the Bologna process, one of the stated goals is to promote the idea of mobility by overcoming obstacles. At the Berlin meeting in September 2003, questions were discussed regarding the development of mechanisms for academic recognition: the transition to a two-cycle structure of higher education, with clear differences in results, the improvement of the system of recognition of degrees and periods of study, the transformation of the ECTS system from transferable to cumulative, issuance of the Diploma Supplement, increased efforts to develop effective quality systems.

Education ministers in London in 2007 promised to follow the development of sponsorships and scholarships, insisting that the process of issuing visas and work permits should be simplified to remove obstacles to free movement. Full recognition of the time spent abroad was highlighted among the basic conditions for free movement. In the 2009 Leuven Communiqué of the Conference of European Ministers, the preamble says that “European higher education is facing major problems and new opportunities are opening up due to globalization and the acceleration of scientific and technological development with their new education providers, new students and new forms of education. Student-centered learning and mobility will help students build the competencies they need in a changing labor market and allow them to become active and responsible citizens ”[7].

In our opinion, the important thing is that in the Leuven communiqué, academic mobility is defined as one of the conditions conducive to the formation of general educational and professional competencies, which today are considered as a component of the content of higher education. In a Paris communiqué (Paris, July 5–8, 2009) at the UNESCO headquarters in Paris, participants in a conference on higher education reiterated the need to promote the academic mobility of students.

The development of ties in education mediated by globalization leads to the fact that the education system of one country becomes a part of the global educational space. These processes give rise to the possibility of increasing the academic mobility of teachers, researchers and students, as well as the promotion of the English language as “linguafranca”. There are opinions that “globalization in its cultural aspect carries the threat of the destruction of national languages. Therefore, one of the essential principles of uniting Europe (internationalization) is the provision on the preservation of the national identity of cultures or the principle of diversity ”[8].

- There is a clear separation of the concepts of globalization and internationalization. Thus, internationalization presupposes the existence of a world consisting of nation-states. When comparing the two terms, he defines internationalization as a phenomenon manifested in the "high" world of diplomacy and culture, and globalization as a phenomenon manifested in the "low" world of mass consumption and global capitalism.

- A number of necessary internal measures adopted in the Kazakhstan system of higher education, namely:

- reform of the higher education system in accordance with international standards and the requirements of the international educational space;
- modernization in higher education and its transition to a new economic level;
- access to a new level of the higher education system;
- the formation of a new political and business elite, the education of the modern young generation in the current conditions, coupled with the cultural heritage of the country;
- Creation of new economic, social, political institutions.
- Next, we list the external interests and benefits of Kazakhstan in the annex to the Bologna process:
 - priority is given to comprehensive dialogue formats with the European Union, with which Kazakhstan has fairly close and versatile forms of commonwealth in the field of culture and art, science, and education. The cooperation between Kazakhstan and the EU is based on common humanistic values, the desire to achieve the highest standards and manifestations of ethical morality, peace and creation, and in this aspect, the Bologna process is an important tool;
 - within the framework of integration and harmonization, the Bologna process in every way contributes to this;
 - The Bologna process also solves the global interests of Kazakhstan, which is able to take part in world competitive acts, giving it an international touch.

Considering the Bologna process from the perspective of globalization, integration and unification, we can identify the contradiction that takes place in the conditions of the modern classics of the world. Kazakhstan, preserving its cultural heritage, its educational identity, retains its own interests and individuality.

Of course, in order to maintain the integrity of the Kazakh academic school, it is necessary not to violate the unity of national culture and national educational traditions with the active influence of external standards of the Bologna process, to delicately adapt its standards. The Bologna process is the issue that has affected all aspects of the existence of Kazakhstan's modern society.

Thanks to the adoption of the Bologna official statement, official structures were further developed based on 2 working groups (large and small). The first group consists of one representative of each state that has signed this statement. The second group, which is also called as - the steering committee, concludes:

1. State members of delegations who represent the European Union during meetings of ministers of such countries as: Portugal, Finland, France, Sweden, Czech Republic, Germany, Norway).
2. Members of the Commission of the European Union.
3. A delegate from the Association of European Universities (EUA) and a delegate from the Confederation of EU Rectors Conferences. Representatives of non-governmental organizations that reflect university and student interests are invited to this meeting of 2 groups.

For this period of time, individuals, both legal and physical, with an ever-expanding number of participants take part in the Bologna process. This fact provides a chance for progressive success, however, does not guarantee the solution of issues that are aimed at achieving its goal. In some cases, the Bologna process is called the consulting process for the merger of politicians and suppliers, students and employers, this tandem can be represented in the form of representatives of the higher education system and as an international dialogue platform in all its manifestations and forms. To realize the satisfaction of the needs of users of higher education, relevant and adequate knowledge is required in an ever-changing, dynamically globalized, international educational space.

The main points in the Bologna process, according to international experts, is the activation of independent educational and accreditation agencies, lawful structures, since they are the main source of transformation. An important and significant aspect is the innovative dialogue platform between state structures, representatives of the higher education system, as recognized in the Bologna Declaration "... the decisive role of the educational community in the success of the Bologna process. Intergovernmental cooperation should be carried out in collaboration with "non-governmental European" organizations competent in the field of higher education. " It goes without saying that the government's expectation of higher education contains positive feedback and a responsible and focused attention to the implementation of the goals and objectives of the Bologna process. It can be stated with confidence that universities and

institutions, possessing a permanent opportunity to realize their far-sighted future in European countries, play an important role in the development and performance of the principle of the Bologna process.

• Consequently, top-level institutions are subjects in the formation of the implementation of the Bologna process, and not objects.

- The constructive agents of the reform are:
- Association of European Universities (EUA);
- The European Association of Universities (EATJ), established in Bologna in 2002;
- National Student Union in Europe (ESIB);
- European Association for International Education (EAIE);
- Confederation of Union of Rectors of the EU;
- Unions of the rectors of Denmark, Spain;
- Austrian Student Association;
- French National Foundation for Management Education (FNEGE);
- Association of Political Institutions of Finland;
- European Community for Engineering Education (SEFI);
- European Association of Higher Education Institutions, Colleges, Polytechnic Institutes and Higher Education Institutions of Professional Education (EURASHE);
- EU Directorate General for Education and Culture;
- University in the city of Salamanca;
- European Network for Quality Control Organization (ENQA);
- Working groups of the ENIC / NARIC network following the Bologna Declaration;
- and others. [9]

European Credit Transfer System (ECTS) – a tool for the unification of credit units in the implementation of academic mobility - is one of the main problems in the system of international educational space. To implement this procedure, a long period of time will be required, since universities and institutes located in the same territorial space can confidently format similar projects in several specialties at once. This procedure requires a large financial resource, thoroughness for its implementation, and therefore, it is necessary to distribute this work into several stages with a frequency of 3-4 years to propose new projects in more than 10 specialties for testing in an experimental format at university faculties. To select a specialty, you can offer the following format: logic, philosophy, linguistics, physics, computer science, history, chemistry, etc., this format will help solve a global problem in the hope of gaining experience at leading universities to create advisory and expert committees under these universities.

It is safe to say that such a procedure should be uniform for all specialties in accordance with the requirements of the Bologna process. The Kazakhstan commission will have to accumulate them taking into account generally recognized European standards, and adapt European standards to Kazakhstan. With regard to graduation certificates with the correct design of inserts for them is not a problem for the Kazakh higher school.

During the transition of the Kazakhstan system of higher education, all the requirements of the Bologna process were observed, which reflected the geopolitical goals and objectives of the higher education system.

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АКАДЕМИЯЛЫҚ ҰТҚЫРЛЫҚ – ЖОО-НЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІК ФАКТОРЛАРЫНЫҢ БІРІ

Аннотация. Бұл мақалада қазіргі позициясы зерттеледі Қазақстандық жоғары оқу орындарының одан әрі ықпалдасу академиялық еркіндік шеңберінде " Болон процесі жағдайларында глобализированного білім беру кеңістігін. Академиялық ұтқырлық қағидаттарын басшылыққа ала отырып, авторлар тобы Еуропа мен Азия елдеріндегі шетелдік жоғары оқу орындарының тәжірибесін зерделеп, жоғары мектептің қазақстандық жүйесінде қабылданған бірқатар

кажетті ішкі шаралар келтірілген: әлемдік стандарттарға және халықаралық білім беру кеңістігінің талаптарына сәйкес жоғары білім беру жүйесін реформалау; жоғары білім беруді жаңғырту және оның жаңа экономикалық деңгейге көшуі; жоғары білім беру жүйесінің жаңа деңгейіне шығуы; жаңа саяси және бизнес элитаны қалыптастыру, қазіргі жағдайда елдің мәдени мұрасы бар купеде қазіргі жас ұрпақты тәрбиелеу; жаңа экономикалық, қоғамдық, саяси институттарды құру. Академиялық еркіндіктің нормалары мен принциптерін жақсарту ЖОО студенттерінің, сондай-ақ профессорлық-оқытушылар құрамының ішкі және сыртқы академиялық ұтқырлыққа қатысуға қызығушылығын арттыруға мүмкіндік береді, сол арқылы олардың бәсекеге қабілеттілігін арттыруға мүмкіндік береді.

Түйін сөздер: Болон үдерісі, жоғары білім беру жүйесі, академиялық ұтқырлық, инновациялық технологиялар, білім берудің бәсекеге қабілеттілігі.

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АКАДЕМИЧЕСКАЯ МОБИЛЬНОСТЬ КАК ОДИН ИЗ ФАКТОРОВ КОНКУРЕНТОСПОСОБНОСТИ ВУЗА

Аннотация: В данной статье исследуются современные позиции Казахстанских вузов в дальнейшей интеграции академической свобода в рамках Болонского процесса в условиях глобализованного образова-тельного пространства. Руководствуясь принципами академической мобильности, группа авторов изучили опыт зарубежных вузов в странах Европы и Азии, приведены ряд необходимых внутренних мер, принятых в Казахстанской системе высшей школы: реформа системы высшего образования в соответствии с мировыми стандартами и требованиями международного образовательного пространства; модернизация в высшем образовании и переход ее на новый экономический уровень; выход на новый уровень системы высшего образования; формирование новой политической и бизнес элиты, воспитание современного молодого поколения в нынешних условиях в купе с культурным наследием страны; создание новых экономических, общественных, политических институций. Улучшения норм и принципов академической свободы позволит повысить интерес, как студентов, так и профессорско-преподавательского состава вуза к участию во внутренней и внешней академической мобильности, тем самым повышая их конкурентоспособность.

Ключевые слова: Болонский процесс, система высшего образования, академическая мобильность, инновационные технологии, конкурентоспособность образования.

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**INNOVATIVE ECONOMY AND TECHNOLOGICAL
ENTREPRENEURSHIP**

Abstract. Entrepreneurial thinking is based on three qualities: initiative, creativity and responsibility. Concrete cases are needed and the main investment of investment funds should be made not in the oil and gas sector, but in the innovative sector of the economy. According to the authors, due to the specifics of the products and services produced, which were the result of highly specialized knowledge in various forms, the “production processes” in them are seriously different from the processes of production of material products and are built on the principles of a startup. This is a kind of algorithm for solving the problem. At the same time, the grade level suggests clear priorities. We have before us an almost complete program to solve the problem of technological entrepreneurship and the widespread introduction of innovations in the economy of Kazakhstan. To realize it means to truly show patriotism and wisdom at the state level, to take care not of the narrow local interests of a particular industry, but of the global development strategy of the country.

Keywords: innovation, economics, technology, entrepreneurship, projects, startups.

INTRODUCTION

The concept of "innovation" refers to the category of universal categories - extremely broad and structurally complex, with many approaches to the disclosure of its content. The fundamental foundations for understanding the essence of innovations were laid only at the end of the 19th century by the founder of the theory of innovations, the Austrian scientist Josef Schumpeter, who believed that the specific content of innovation is “change”, and the main function of innovation is the “change management function”. This is the most general and broad view of innovation. From this point of view, innovation can be understood as “introducing new elements (types, methods) into various types of human activity that increase the effectiveness of this activity”.

J. Schumpeter singled out the already “classic five typical changes” that characterize innovation:

1. Introduction of a new product with which the consumer is not yet familiar, or a new level of quality of existing products.

2. The introduction of new production methods, which are either based on scientific discoveries, or may represent a new way of commercial use of the product or raw materials. 3. The opening of a new market, which has not yet entered a certain industry of a certain country, regardless of whether this market existed before or not.

4. Capture of a new source of raw materials or semi-finished products, regardless of whether this source exists or has just been created.

5. Implementation of changes in the organization of a certain industry. In particular, taking a monopoly position (for example, through the creation of trusts) or its loss.

Thus, innovation is not only innovation products (new products and services), but also innovation processes (new technological processes and methods of organizing production, changing the structure of markets and creating new markets).

MAINPART

Innovation is the end result of innovation, which has been embodied in the form of:

- a) new or improved products or services introduced in the markets;
- b) new or improved technological processes;
- c) new ways of organizing production used in practice.

Innovation (novation) is a framed result of fundamental, applied research and development in any field of activity (new knowledge, method, invention). The introduction of innovation, that is, the achievement of the practical applicability of new knowledge in order to meet certain needs and market recognition, turns it into an innovation (innovation)

one. The main properties, which at the same time are a condition for the considered products (services, processes) to be recognized as innovations:

1. Scientific and technical novelty of introduced products, services or processes.
2. Industrial applicability: there is the possibility of translating this innovation into a specific product and further replication.
3. Commercial feasibility: the created product satisfies the needs of potential consumers and may ultimately bring profit to the manufacturer. That is, if a new product or technology is created, a patent is obtained, a new concept of labor organization or management, etc. is developed, but all these innovations do not find their application, then they are not innovations

2 The innovation process is the process of converting scientific knowledge into innovation (from an idea to the final product and its further practical use). Activities associated with such a transformation are called innovation activities. In other words, the innovation process is associated with the creation, development and dissemination of innovation. Linear model based on the hypothesis of “market demand pressure” (pull) Since the late 1950s, an alternative model of the innovation process has arisen, which is based on the hypothesis of “market demand pressure” (pull), according to which innovation arises as a result of marketing research and detecting market needs. Development and production adjust to market demand. Linear model based on the “technological push” hypothesis According to the linear model of innovation based on the “technological push” hypothesis (“from science to the market”), the developed fundamental idea is embodied in applied research, which serves as the basis for innovation and subsequent commercialization. This model establishes a direct linear relationship: the more basic research, the more applied developments, the more innovation and the more advanced technologies are introduced. Interactive model of the innovation process Compensating for the shortcomings of push and pull hypotheses, a new, more complex, so-called interactive model of the innovative process is increasingly used, which combines the elements of both hypotheses and allows the company to be more flexible and faster when launching new products.

The main differences between an interactive model and a linear one:

1. The interactive model implies that between the stages of the innovation process there are interactions (“feedback loops”), as well as the impact of the external environment. So, within the framework of this model, simultaneous design, marketing and production of a new product is allowed.
2. New ideas arise and are developed at all stages of the innovation process, that is, fundamental research is not considered as the only initiating force.
3. The research results are used in various forms at all stages of the innovation process, that is, the commercialization of technologies is also possible at all stages of the innovation process.
4. The interactive model considers the role of innovation process managers and consumers of innovative products. The innovation manager deals with various stages of the innovation process and, taking this into account, builds his managerial activities. The interactive model of the innovation process has many variations. For example, the Lean Startup approach proposed by Eric Rees, Steve Blanck, and Bob Dorf is closely related to this concept. The approach brings together two continuous parallel processes - Customer Development (in essence - the study of its potential customers and the market) and Product Development (work on the product itself) when launching new products. The company is not obliged to create all the elements of the innovation process itself. Increasingly, companies begin to work on the principle of “open innovation” 1, releasing new products not only through their own internal development, but in collaboration with other organizations. The mechanisms of work are strategic alliances with other companies, the creation of corporate venture capital funds, custom development and

much more. Companies with open innovations are usually characterized by a large number of external ideas, high mobility of employees, and active interaction with universities and startups.

Classifications of innovations according to the main technical parameters, distribution, continuity, coverage and time to market. According to the main technological parameters, two types of innovations are distinguished - product and process innovations. Product innovation involves obtaining a new product or service in order to meet a specific market need. Process innovation means new elements introduced into production, managerial, organizational, marketing and other processes. Product innovations have a market orientation and are dictated mainly by the consumer, while process innovations are determined mainly by internal factors and are dictated mainly by efficiency considerations.

In terms of distribution, innovations can be divided into new ones for a given sphere of business all over the world, new for a country or new for a given enterprise (group of enterprises).

By succession, innovations can be substitute, abrogative, repetitive, opening or retro introductions.

Replacement innovations are designed to perform operations in a different, more efficient way, including by displacing obsolete tools (for example, automation of part assembly control). Canceling innovations exclude the execution of any operation or even stages of the production process and do not replace it with a new operation or process (for example, canceling the reporting form, abolishing the metal edging on the package). Returnable (rotary) when, after some use of the novelty, its unsuitability or inefficiency is revealed, which makes it return to its predecessor. Openers are new products that create a new market and do not have similar predecessors (for example, radio). Retro-introduction - the use of already completed stages of the development of technology (for example, the use of wind power).

In terms of coverage, local innovation is the improvement of individual local elements, for example, in products, equipment, are a subspecies of systemic innovation.

Systemic innovations are innovations that stimulate rationalization activities, the disclosure of intellectual potential, which, in turn, contribute to the innovations themselves.

Strategic innovations are, as a rule, proactive and designed to ensure the competitiveness of a product or service of an enterprise, organization.

Leading innovations enter the market first, followed by innovation followers. They can be used interchangeably. Modern technological entrepreneurship has little in common with traditional forms. This is due to the specificity of innovative products and technologies. Innovation business is built around the latest technologies, progressive structures for the organization and management of enterprises. Experts predict an increase in investment in projects in the near future.

Entrepreneurship in the field of innovation separated in a separate form in the 1990s, when the first high-tech startups began to appear and work in Silicon Valley. For the first time, attention was paid to the path from the origin of the idea to the ultimate goal - commercialization. There are many definitions of the concept of entrepreneurship in the field of innovative technologies, but all of them correspond to the statement that this form of activity consists in the synthesis of related areas of business and innovation. Technological is significantly different from traditional forms of entrepreneurship.

Distinctive features: "Supply creates demand." Innovations are not related to the needs of society, on the contrary, the development of society and technology depends on innovations introduced through innovative projects. Technical innovations are offered to the consumer and get success when they are effective and useful. The effectiveness of innovation is manifested not in reducing producer costs, but in new qualities or properties of the product (technology, structure, etc.). The determining motivation for the synthesis of innovation is the creation of a new useful product, and not profit.

There is a basic model for the development of a startup in the innovation business, which contains 3 stages: Source of financing. Startup financing can come from a targeted grant, a business angel, a venture fund, an investment partnership, or an IPO. Innovative product. At the second stage, the author provides proof of the concept, working capacity and profitability of the project, sometimes the best indicators for investors are high sales in the early stages of implementation. Technological entrepreneur. This is the author of innovation, the creator of a new and sought-after technology. At the third stage, the author of the innovation, who has proved the effectiveness of the product, is ready to begin large-scale implementation (operation) and development.

Distribution According to statistical studies (global innovation index), European countries are leaders in the field of technological entrepreneurship, among which stand out: Switzerland (1st place); Sweden

(2nd place); United Kingdom (3rd place). Scientific and technological innovations in these states are developing most actively. Progressive methods for creating and implementing innovations accelerate the process from creating a startup to monetization.

For the successful functioning of such innovative cooperatives in the economy, time and three conditions must be met: • the possibility of transferring scientific achievements to business; • availability of venture financing mechanisms; • developed technology market. However, Kazakhstan has big problems with this.

Consider our problem using some of these methods. The method of "magic" questions is a simple but very effective method that is used to consider problems with various options for ways out of a problem situation. The method is also called the "5W and 1H Question" by the initial letters of the English words: Who? What? Where? When? Why? How? "Magic" questions starting with interrogative pronouns Who? What? Where? When? Why? How? - used to collect information and develop ideas for solving the problem.

What really happens and affects the development of the problem? • Lack of competition in the country (political and economic). • The monopoly of large corporations that have little interest in new products and technologies. • A commodity economy, which has a guaranteed sales market, but incomes are extremely low for the whole country.

Lack of an effective development strategy of the Republic of Kazakhstan aimed at developing production, science, the education system, widespread introduction of innovative developments, etc. • Lack of consumer orientation for most developers. • Lack of understanding and the need for activities such as technology entrepreneurship. • Lack of strong government support. Corruption, eating up a large share of the funds allocated for innovation. • Lack of entrepreneurial culture. • Inaccessibility (price) of the possibility of obtaining a business education abroad. • Lack of quality targeted programs aimed at the development of technological entrepreneurship.

• Big risks that make investors restrain their emotions and are very reluctant to give finances for introducing innovations. • Notadapted developers to market requirements. Inability to "pack" an innovative product for the consumer. • Weak technology entrepreneurship training programs in Russia. • Weak training of young specialists after graduation. • The culture of conducting business games and developing entrepreneurial skills, etc., is not developed.

CONCLUSION

This is a kind of algorithm for solving the problem. At the same time, the grade level suggests clear priorities. We have before us an almost complete program to solve the problem of technological entrepreneurship and the widespread introduction of innovations in the Russian economy. To realize it means to truly show patriotism and wisdom at the state level, to take care not of the narrow local interests of a particular industry, but of a global development strategy.

The entrepreneur uses his abilities to ensure such a combination and combination of factors of production, which in the best way will lead to the achievement of the goal - to obtain high income. The third function of entrepreneurship is creative, associated with innovation. Its importance is especially growing in the context of modern scientific and technological progress. Entrepreneurship, business - the most important attribute of a market economy, permeating all its institutions.

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ИННОВАЦИОННАЯ ЭКОНОМИКА ЖӘНЕ ТЕХНОЛОГИЧЕСКАЯ ДЕЯТЕЛЬНОСТЬ

Аннотация. Кәсіпкерлік ойлау үш қасиетке негізделген: бастама, шығармашылық және жауапкершілік. Нақты жағдайлар қажет және инвестициялық қорлардың негізгі инвестициялары мұнай-газ саласында емес, экономиканың инновациялық секторында жасалуы керек. Авторлардың пікірінше, әртүрлі формадағы жоғары

мамандандырылған білімнің нәтижесі болған өндірілген өнімдер мен қызметтердің ерекшелігіне байланысты, ондағы «өндіріс процестері» материалдық өнімдерді өндіру процестерінен айтарлықтай ерекшеленеді және іске қосу қағидаттарына негізделген. Бұл мәселені шешудің алгоритмінің бір түрі. Сонымен қатар, баға деңгейі нақты басымдықтарды ұсынады. Біздің алдымызда технологиялық кәсіпкерлік пен Қазақстан экономикасына инновацияларды кеңінен енгізу мәселесін шешудің толық бағдарламасы бар. Мұны түсіну мемлекеттік деңгейде шынайы патриотизм мен даналықты көрсетуді, белгілі бір саланың тар жергілікті мүдделеріне емес, елдің жаһандық даму стратегиясына назар аударуды білдіреді..

Түйін сөздер: инновациялар, экономика, технология, кәсіпкерлік, жобалар, стартаптар

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ИННОВАЦИОННАЯ ЭКОНОМИКА И ТЕХНОЛОГИЧЕСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО

Аннотация. В основе предпринимательского мышления лежат три качества: инициативность, креативность и ответственность. Нужны конкретные дела и основное вложение инвестиционных средств делать не в нефтегазовый сектор, а в инновационный сектор экономики. По мнению, авторов, из-за специфики производимых продуктов и услуг, которые стали результатом высокоспециализированных знаний в различной форме, «производственные процессы» в них серьезно отличаются от процессов производства материальных продуктов и строятся по принципам стартапа. Это своеобразный алгоритм решения проблемы. В то же время уровень оценок подсказывает явные приоритеты. Перед нами практически готовая программа решения проблемы технологического предпринимательства и широкого внедрения инноваций в экономику Казахстана. Реализовать ее — значит по-настоящему проявить патриотизм и мудрость на государственном уровне, заботиться не об узких локальных интересах той или иной отрасли, а о глобальной стратегии развития страны.

Ключевые слова: инновации, экономика, технологии, предпринимательство, проекты, стартапы.

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artum80@mail.ru**ENTREPRENEURIAL ACTIVITY
AS A FIELD OF STRATEGIC PLANNING**

Abstract. Despite the fact that by now considerable experience has been accumulated in the strategic planning of entrepreneurial activity, this problem, as before, remains relevant and insufficiently studied. There are still ambiguous interpretations of the concept of “strategic planning” in relation to entrepreneurial activity; there is a lack of elaboration of comprehensive theoretical and methodological tools and practical mechanisms for strategic planning of entrepreneurial activity. This article discusses the essence and content of the concept of “strategic planning” in relation to entrepreneurial activity. The necessity of implementing strategic priorities for the development of entrepreneurial structures based on modern scientific approaches and technologies is proved.

Keywords: strategy, strategic planning, business environment, entrepreneurial activity, planning.

Introduction

In modern conditions when requirements to competitiveness of economic entities increase, strategic planning is urged to provide the basic parameters of efficiency of development of business structures, such as, steady position in the market, timely adaptation of systems of production and management to dynamic changes of an external environment. With the increasing dynamism of the economic environment, the planning process, which corresponds to the competitive type of reaction of the entrepreneurial structure, becomes insufficiently effective. In this case, the actions of business structures can not be reduced to a simple response to changes. In these conditions, the role of strategic planning increases, the main purpose of which is to justify the choice and implementation of strategic priorities for the development of business structures on the basis of modern scientific approaches and technologies.

The adaptability of economic entities to the changing market environment in modern sociodynamics is one of the important conditions for their successful functioning. The combination of actions that allow you to adapt to changes in market conditions, ensures the competitiveness of the business, regardless of its size. Large, medium, small and micro enterprises are looking for ways to survive in the new conditions of existence. It can be evolutionary, gradual changes following the movements of the external environment. As practice shows, such a path of trial and error in modern socio-economic dynamics is doomed to failure[1].

A more effective way, as demonstrated by the last 50 years, is strategic development, which is a set of actions that ensure the competitiveness of business, puts forward-looking planning in the framework of specific tools-a set of methods, procedures, tools that allow businesses to determine their position here and now and view it in the dynamic future.

Currently, one of the main tasks for Kazakhstan is to increase the competitiveness of the country's economy, its regions and enterprises. Modern trends in the development of the country's economy are characterized by a variety of forms of entrepreneurship with different organizational and legal status and type of ownership. For civilized entrepreneurship, focused on innovation, the study of entrepreneurship as an object of management becomes relevant.

Methods

One of the key indicators of long-term development of Kazakhstan is the increase in GDP per capita to 60 thousand dollars.⁵ and achieving 50% of the share of small and medium-sized enterprises in the country's GDP by 2050 [2].

Currently, the business structures of Kazakhstan are represented to a greater extent by individual entrepreneurs, but small and medium-sized enterprises are also distinguished. At the beginning of 2019 in Kazakhstan, the number of operating SMEs amounted to more than 1186 thousand units, most of which were individual entrepreneurs and peasant (farmer) farms. The subjects of large business included 2362 active legal entities. 994 of them are state — owned, and more than 100-affiliated with the state. Thus, 99.8% of all business entities belong to small and medium-sized enterprises.

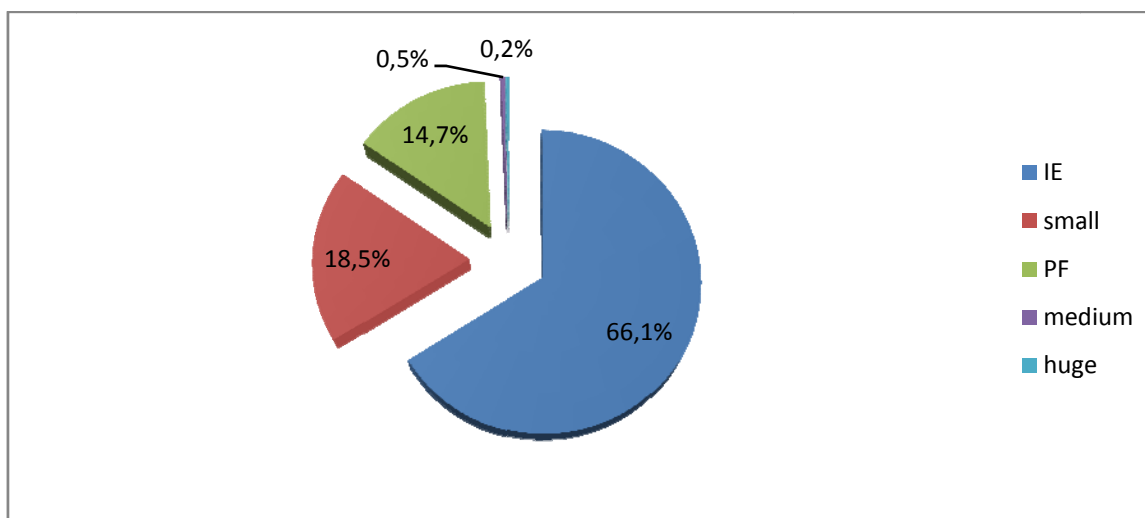


Figure 1 - Structure of existing business entities by size, as of January 1, 2017. (Source:SCMNERK)

In 2018, the number of existing SME entities decreased by almost 56 thousand units, or 2%. This fall is due to the reduction in the number of individual entrepreneurs by 69 thousand in the sphere of trade, about 55 thousand enterprises closed or went into the shadows. The transport and warehousing sector decreased by 7.4 thousand IE. In the sphere of accommodation and food services, the number of individual entrepreneurs decreased by 2.1 thousand. at the same time, the number of existing legal entities of small business increased by almost 14 thousand units [3].

In 2018, according to the statistics Committee MNE RK, medium and small businesses of Kazakhstan provided 27.1% of all jobs in the country and produced 25.4% of gross domestic product. While in developed economies (USA, EU, China) medium and small businesses provide almost 80% of all jobs and produce 40 to 70% of total gross domestic product. Both small and large businesses meet their goals and face challenges that are often similar.

The main problems of business structures in the Republic of Kazakhstan are underdevelopment, unpredictability, "close horizons" of activity planning. The demand for strategic planning of PS development is currently dictated by the need to calculate their actions in the market and be ready for possible changes, as well as the ability of business structures to justify their applications for funding and prove that it is able to successfully implement the proposed projects and get a significant financial return in the long term.

Entrepreneurship is a special type of economic activity carried out on an innovative and risky basis. Innovation objectives cover the reproduction process as a whole or as a separate part of this process, and they are aimed at generating entrepreneurial income. The development of entrepreneurial activity of the enterprise is a consistent and purposeful process of changing its quality.

Current trends and problems in the development of entrepreneurial activity of the enterprise determine the need and the possibility of combining goals and strategies in solving existing problems, especially if the task is to maintain and improve competitiveness.

The purpose of development of business activity of the enterprise is achievement of such condition of future reality which the enterprise wishes to achieve own efforts.

Strategy business development enterprise is a complex political and economic settings and long-term programs of actions in which frameworks it is planned to achieve development objectives [4].

The purpose and strategy of development of business activity of the enterprise represent a uniform complex since not only the purpose defines strategy, but also strategy considerably influences definition of the purpose. Thus, the achievement of certain specific goals can be carried out by some specific strategies, but to apply these strategies to the enterprise does not always allow its own potential. If the potential of the enterprise does not allow creating the necessary conditions for the development of entrepreneurial activity, then not only the strategy but also the goal should be revised.

Theoretically, each company has goals and strategies that regulate its business activities. The strategic-target complex defines the main directions of search of market opportunities for development of business activity, supports within the planned limits of expenses, defines quantity and qualification of the personnel. The goal of development of business activity, worked out and accepted at the enterprise strategy brought to each worker, force the personnel to adapt personal goals to the General purpose, personal strategies - to the General strategy [5].

The introduction of an adequate developed strategy for the development of business activity frees the top management from routine work and the need to make decisions on all small issues, creates the possibility of delegating tactical decisions to the middle management and employees in the field.

Mainpart

Comprehensive development of business development strategy should be carried out by the enterprise in the following main cases:

- a sharp change in the market situation, for example, when a powerful competitor appears on the market, etc.;
- changes in the company's own capabilities-limitations as a result of restructuring, expansion of financing opportunities;
- change of owners or management;
- acquisition of existing and creation of new business;
- achievement by the enterprise of the earlier planned purposes (at the present stage many firms "somehow suddenly" realize that the planned as a whole is executed, new reference points are necessary - it too some kind of crisis).

The strategy of development of business activity of the enterprise should not be imposed from outside, copied from the "smart book", "presented" by the consultant. Only the manager is able to decide whether he is satisfied with a specific goal, whether a specific strategy is applicable for him, since it is the Manager who is fully responsible for the effectiveness of the developed strategy.

At the same time, the use of professional assistance in the elaboration of individual aspects of the strategy and the strategy as a whole is also very useful. The use of counseling can help to avoid many mistakes, and sometimes-to identify additional opportunities.

The policy of creating a modern, highly efficient and competitive business entity should be the strategic goal of business development.

In modern market conditions, achieving this goal requires the use of business strategic approach, which explains the close relationship of objective and strategy of business development of the company.

In practice, many Kazakh enterprises are characterized by the "blurring" of the strategic target complex for the development of entrepreneurial activity. The usual goals are to obtain a "good" profit and the development of entrepreneurial activity of the enterprise, strategies, traditions or convenient for a particular situation. Such strategies lose their guiding and stabilizing effect, allow any creativity of personnel, justify any costs, contribute to the dispersion of forces and means[6].

Sometimes the purpose of business development is quite clearly formulated by the management, but it serves mainly only for "internal" use. Some aspects of the strategy to achieve a certain goal are brought from time to time to the middle management. This policy is due to confidentiality concerns, and more often-the inability of the manager to delegate authority or underestimation of the possibilities of "automatic" coordination of activities of all staff, which provides the adopted strategy. As a result, the

staff has its own (and different) ideas about the purpose and strategy of business development of the enterprise, which is guided in their actions.

The absence of an adequate strategy for the development of entrepreneurial activity, even if there is a clearly formulated goal, provokes the acquisition of tactical advantages in the market to the detriment of strategic ones. Maximum profit "today" is not always useful to the enterprise. For example, it is sometimes advantageous to restrict sales to large wholesalers who may become competitors, to provide "extra" benefits to buyers to increase the barrier of entry of competitors into the market. Long-term benefits fall out of sight of line personnel if the method of achieving them is not set programmatically [7].

As a rule, entrepreneurs start business in the area where they are most competent. This is more typical for small and medium-sized businesses. At the same time, such managers often lack professional managerial competencies, in particular strategic planning and forecasting skills, they are not able to critically assess the viability of their own business ideas and probabilistic models of market development, seeing only the positive sides of their undertakings.

A business plan drawn up by a future entrepreneur may contain a biased assessment of possible environmental disturbances, risks and opportunities. Extrapolation of past trends to the future leads to unidirectional and unviable strategy, reducing the chances of the business structure to obtain and retain a competitive advantage in the long term. In the absence of skills in business planning, development strategy and preparing a business plan the heads of business structures involve external consultants, the results of which often become coping strategies, divorced from real business practices and market conditions and therefore difficult to achieve [8].

The lack of change management skills and experience of entrepreneurs hinders the implementation of the strategy. It remains on paper - not implemented and not revised. Even with a formalized strategy, top managers of an educated business structure are focused on solving operational management tasks, on making a profit in the short term. In order to pay back their investments as soon as possible, they tend to participate in new risky and seemingly promising projects, while not wanting to invest in the development of the internal environment and forecasting possible scenarios of changes in the external environment. Operational problems dominate over strategic ones, which leads to the overload of top managers and forces them to use reactive type of management, which causes the loss of won positions in the market or stagnation of business.

Ananyev A. A. presents the management system of business structures in the form of six interrelated blocks: strategy, organizational structure, business processes, information technology, evaluation and motivation, personnel and corporate culture. At the same time, the strategy occupies a dominant position in the hierarchy. In our view, such a concept does not reflect the need for mandatory periodic review of the strategy in response to changes in the external environment. In addition, the choice of five specified elements subordinated to the strategy is not obvious [9].

In modern scientific literature it is noted that the process of strategic management begins with the definition of the mission and goals of the organization. In our opinion, this is not a completely correct position, ignoring the existing experience of the entrepreneurial structure in business. The processes of developing the strategy of the created business structure and the existing one are different. The traditional approach is suitable for a new organization, while for a functioning business structure it is necessary, first of all, to diagnose the chosen direction of development. Let's call this stage "identification of the current strategy".

As mentioned above, a significant number of business structures (especially small and medium-sized) do not have a developed, formalized strategy, but this does not mean that it does not exist.

Most approaches to the development and justification of the strategy are applicable only for large companies, as they were developed within the framework of the activities of corporations and, accordingly, do not take into account the specifics of small businesses. At large enterprises there are units of up to several dozen people who are engaged in strategic planning. The systematic approach, which allows us to speak about the commonality of the main characteristics of entrepreneurship inherent in its various forms, at the same time warns against crippling transfers.

Small firms can not be considered as a reduced model of large: they are not able to maintain such units, as this is associated with significant financial costs, an increase in the administrative burden on employees – performers, which for a small enterprise is not only impractical, but also unacceptable.

Moreover, small business by its nature is not focused on stability. Persistence, despite the transformation of the external environment, is characteristic only of large corporations [10].

The need to use strategic planning in small business activities is due to a number of potential advantages of this type of planning:

- strategic planning allows you to coordinate the use of limited resources of a small enterprise and management potential in the direction of achieving long-term competitiveness and long-term goals of the enterprise;
- the use of strategic planning significantly reduces the risks of small businesses due to special attention to long-term threats and weaknesses of the organization;
- strategic planning enables a small enterprise to determine the effective sequence of actions and behavior model in the acute competitive struggle;
- strategic planning creates a basis for making informed and effective long-term management decisions.

According to F. Analoui and A. Karami, despite the obvious advantages of implementing a strategic management system in a small enterprise, in practice it is practically not used. Often, small business leaders, for the most part, do not realize the important role in the development and application of strategic planning. They are more likely to think that only large enterprises or corporations are engaged in strategic planning, since they have the necessary resources and personnel. Also, in most cases, managers do not have the necessary qualifications and knowledge in the field of strategic management.

Most enterprises do not use the tools of strategic planning and are limited to the development of simplified annual plans or business plans, as well as conducting in the process of their preparation of superficial market research. As empirical research shows, the situation is primarily due to the fact that the existing theoretical and methodological framework for strategic planning, developed without taking into account the specifics of small business, can not be used by small business leaders without appropriate adaptation.

From the theoretical point of view, the General scheme of the strategic planning process in small, large and medium-sized enterprises is similar, and the main idea of improving this type of planning in relation to small business is the possibility of simplifying the technology of passing certain stages and developing a methodology that adapts the use of strategic analysis tools. That is, for a small enterprise, the question of the applicability of existing strategic planning tools in small business is updated.

The scheme of strategic planning for functioning business structures has the following form.

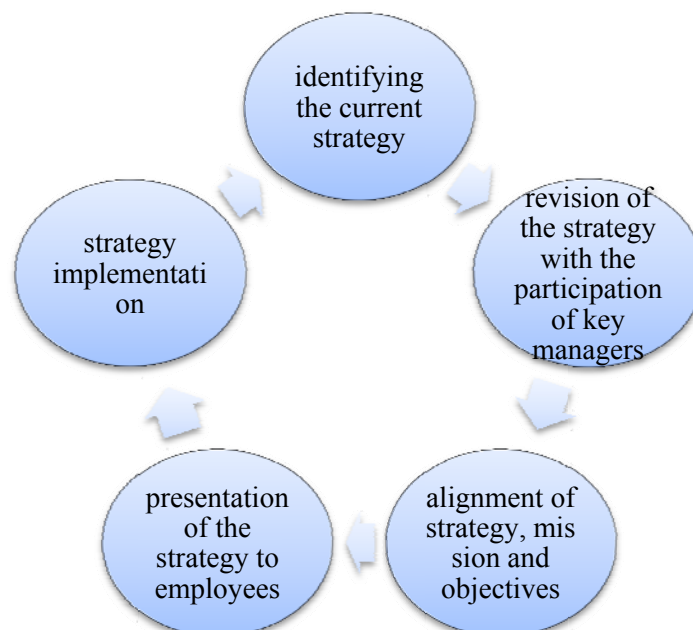


Figure 2 - Scheme of strategic planning of business structures

Existing modern approaches to the coverage of entrepreneurship practically identify small business and entrepreneurship as a process or factor of economic development. In the conditions of tough competition for state orders and rapidly changing situation, enterprises should form a new strategy of their behavior in the market, based on the principles of entrepreneurial activity, not only to focus on finding or "punching" state orders, but also to develop proactive activities to find new non-state orders. To do this, it is necessary to form a strategy not only for the top management of enterprises, but also for all hierarchical levels of management of complex productions[11].

At the stage of strategy identification, it is recommended to involve an external consultant to objectively assess the direction of the company's development and determine the actually implemented strategy of the company on the basis of three basic: cost leadership, differentiation, focus. If possible, the diagnosis can be carried out independently. Next, top management will have to determine whether they plan to continue to do business as it was until now, or choose a different path of development. This approach to strategic planning is more logical, because the goals of an operating company are usually already clearly defined, and it is much easier to formulate a mission. Identification of the current strategy will allow the head of the business structure to move from a reactive type of management to a conscious choice of the direction of further development.

It is extremely important to involve key managers in modeling possible scenarios of development and strategy development, because they are the driving force of changes in the organization, and it is on them that the successful or unsuccessful implementation of the strategy will depend. In a separate stage, which precedes and greatly facilitates the implementation, it is worth highlighting the information and presentation of the strategy to the company's employees. The strategy is subject to periodic review. The cycle repeats.

The obtained results (conclusions)

Thus, the study of the strategy of entrepreneurial activity, the features of its implementation in the new political and economic conditions allowed us to draw the following conclusions:

1. Not every business entity is able to develop and implement its own strategy. Profit and prospects of existence can be based on economic mimicry, adaptation to the external environment, therefore, for successful activity, the subject of strategic management must have sufficient potential to form a strategy adequate to the external and internal environment, and be able to use its resources to restructure the external environment, unconditional application of its favorable opportunities and prevention of lurking threats, orientation of activity to obtain sufficient profit in the long term;

2. The definition of long-term activities of the company, the choice of one of the options for economic growth is the starting point not only of strategic planning, but also of the concept of entrepreneurship, which should:

- be based on the assessment of real prospects in the field of politics, economy, technology, to take into account the external situation in order to move from a special domestic orientation to a global orientation;

- formulate the initial management functions and tasks of senior management in order to determine the market position of the enterprise for the future to optimize it as much as possible.

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СТРАТЕГИЯЛЫҚ ЖОСПАРЛАУ ЖӨНІНДЕГІ КӘСІПКЕРЛІК

Аннотация. Бұл мақалада кәсіпкерлік қызметке қатысты «стратегиялық жоспарлау» тұжырымдамасының мәні мен мазмұны қарастырылған, заманауи ғылыми тәсілдер мен технологияларға негізделген кәсіпкерлік құрылымдарды дамытудың стратегиялық басымдықтарын іске асыру қажеттілігі дәлелденген.

Түйін сөздер: стратегия, стратегиялық жоспарлау, бизнес-орта, кәсіпкерлік қызмет, жоспарлау.

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ПРЕДПРИНИМАТЕЛЬСКАЯ ДЕЯТЕЛЬНОСТЬ КАК ПОЛЕ СТРАТЕГИЧЕСКОГО ПЛАНИРОВАНИЯ

Аннотация. Несмотря на то, что к настоящему времени накоплен значительный опыт стратегического планирования предпринимательской деятельности, данная проблема, по-прежнему, остается актуальной и недостаточно изученной. Все еще существуют неоднозначные трактования понятия «стратегическое планирование» применительно к предпринимательской деятельности, ощущается недостаточная разработанность комплексного теоретико-методического инструментария и практических механизмов стратегического планирования предпринимательской деятельности. В данной статье рассмотрены сущность и содержание понятия «стратегическое планирование» применительно к предпринимательской деятельности. Доказана необходимость реализации стратегических приоритетов развития предпринимательских структур на основе современных научных подходов и технологий.

Ключевые слова: стратегия, стратегическое планирование, бизнес среда, предпринимательская деятельность, планирование.

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**AMERICAN, CHINESE AND RUSSIAN FACTORS
IN INTERACTION OF CENTRAL AND SOUTH ASIAN STATES***

Abstract. The paper aims at brief analytical consideration of ‘external powers’ factor as either true or false materialization of would-be scientific concept of the ‘New Great Game’ through the prism of South Asian states’ interests in view of their interaction with the republics of Central Asia. The research presented in the paper is performed on the basis of analysis of works and oral statements on this issue by Indian and Pakistani scholars and experts over the past quarter century. Taking into account a complex of historical-geographical and political-economic reasons, the main attention is paid to the role and place of states such as the United States of America, the People’s Republic of China and the Russian Federation. Through a brief sum-up of specific situations and examples, it is shown that for each of these three powers the representatives of India and Pakistan have virtually a full range of positive, neutral and negative theoretical calculations and practical experience that determine their final assessment of actual significance of ‘external factor’ in relations between their countries and Central Asian republics. In conclusion, it is argued that despite true-to-life presence of a number of features of the ‘New Great Game’ in Central Asian region, this phenomenon nevertheless did not receive its full materialization principally because of increasingly consolidated actual status of Central Asian states as subjects rather than objects of international relations.

Keywords: Central and South Asia, USA, China, Russia, ‘New Great Game’, geopolitics, security, integration initiatives.

Introduction. Numerous representatives of academic, business and ruling circles of Central and South Asian states conventionally specify the factor of external regional and global powers among the reasons that exert certain either positive or negative impact upon the features of interaction between these two regions.

At that, in the Central Asian republics as a rule it is merely ascertained that external powers (along with other countries that do not enjoy a full-fledged status of powers though have proven themselves as more or less reliable partners of these republics in any sphere, as well as ever-present international financial institutions and transnational corporations) in one way or another indeed influence or are able to influence and even interfere into the cooperation of separate states or entire regions of Central and South Asia. While representatives of South Asia – above all of India and Pakistan as its leading countries which in comparison with other states of their region are most actively involved into diverse relations with the republics of Central Asia – perceive the factor of external powers as playing crucial, sometimes critical role both for these republics and for their partners and neighbours in general.

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Such an opinion is generated by a number of reasons of mostly exclusively but sometimes of simultaneously objective and subjective nature. Among the former, one can point to the colonial past of both regions, when their respective metropolises in one way or another were engaged into political and economic contacts of respectively Central Asian state formations and subsequently Soviet republics and British India; to the modern geopolitical alignment of forces over the global arena, within which there exists a dilemma of either unipolar or multipolar world, the issues of (non-)legitimacy and (non-)expediency of interfering into the internal affairs of sovereign states combined with the practice of military-political and economic alliances, subversion of 'undesirable' governments and implanting own values, etcetera. Among the reasons of subjective character, one should mention the views of representatives of South Asia and the entire global community upon Central Asia as one of politically and economically – primarily in terms of raw materials – strategically significant regions of the world, and at the same time perception of states of this region as more objects rather than subjects of international geopolitical and geo-economic relations [for more details on this question see 1]. And no matter how true or erroneous these views and perceptions are, since the moment Central Asian republics gained their independence, they and their region in whole are viewed as a field for the 'New Great Game' (a term attributed to various authors that has been coined by the well-known analogy of the XIX century 'Great Game' in Central Asia between the Russian and the British Empires). Despite all the artificiality, in many respects even the absurdity of this term, it for numerous reasons is actively supported and logically developed by representatives not only of India, Pakistan and other foreign states, but also of the Central Asian republics themselves. And regardless of whether it is possible to talk about any particular Game or merely about a situation typical for many other regions and countries of the world, in any case it seems reasonable to reckon with the factor of external powers or at least not to ignore it.

At that, the list of powers directly or indirectly impacting the nature of interaction between India and Pakistan on one hand and the Central Asian republics on another invariably includes Russia (for historical, geographical, political and economic reasons), China (for the last three reasons, with the primacy of economic one) and the United States of America (for the last two reasons, with the prevalence of political one). Hence, it seems highly relevant to consider the views of representatives of South Asian side upon such an impact, taking into account their own experience of cooperation or rivalry with these three powers, and on this basis to draw an indirect conclusion about the place and role of such an 'external' factor in relations between the states of Central and South Asia.

Methods. As one can infer from the above-mentioned propositions, theoretically the would-be scientific hypothesis of the 'New Great Game' in Central Asia, as well as the concept of actual or formal sovereignty (that is, an antithesis of 'either subject or object' of international relations) with respect to all the parties under concern underlie the study summarized in this paper. Methodologically, the work is performed and its conclusions and results are obtained through the critical analysis (along with contrastive comparison with naturally existing reality) of numerous research and expert writings by representatives of two leading South Asian countries over the past quarter century.

Results and discussion. An analysis of numerous works and sayings by Indian and Pakistani authors written and expressed since the early 1990's up to the very present moment allows to conclude the following.

A Factor of the US. An appraisal of US-Indian relations varies from extremely positive – a comprehensive rapprochement between the two states with India as a conductor of US interests in Central Asia, to extremely negative – in reality, even the US-China military alliance is more likely than the US-Indian one.

Regarding the first proposition, it should be noted that yet since the early 1990's South Asian side is aware of the fact that its attempts to open "courting the West, especially the U.S., which appears to be replacing the former Soviet Union as its military and economic partner", can alert Central Asian states [2, p. 75], especially if one takes into account subsequent actual highly probable participation of the West in creating situations of political instability in the countries of Central Asia (the 'orange' revolution in Kyrgyzstan, the Andijan events in Uzbekistan and the Zhanaozen events in Kazakhstan). With regard to the second statement, the following inference can be cited: "Visits of American leaders to India should not be considered as invectives against China, as some believe, but as no more than a kind of 'seduction' between the United States and India. In reality, India should not count on any significant benefits from

cooperation with the United States. It has no chance to expect anything good from the United States at all, since they do not intend to provide anything to India. The United States has more than once betrayed India and never did anything for it gratuitously (unlike the former USSR) and in the way it appeared beneficial for India itself. India is already surrounded by the USA; this also threatens Russia. But, perhaps, the United States will not succeed in realizing its plans, since some of the Central Asian republics which the United States previously wished to rely upon, are again gradually drawn towards Russia. India and the Central Asian states must jointly fight the expansion of the United States in Asia" [3]. It is noteworthy that back in 2007, Indian expert A. Patnaik expressed a similar opinion on this issue: "Currently, the Central Asian states, seeing that the US's goals are not to promote democratization, but to establish control over their natural resources, began to integrate against the US among themselves and with various regional powers, including Russia and China; prospects for Kazakhstani-Indian political integration can be considered in the same context... We should strengthen the CICA and the SCO in order to prevent the US from penetrating the region and gain a foothold here. In historical terms, the United States came to the region not so long ago, and still does not have solid foundations for its activities here – and we should not provide them with such the foundations" [4].

As is known, the US-Pakistani relations in recent times, especially after 2001 are also considered as more and more ambiguous and causing more questions.

The purpose of this paper is not to select any point of view regarding the US relationship with the two main states of South Asia. However, on the basis of studying the opinions of various Indian experts and officials, including those not reflected in the printed works, one can conclude the following. India, as it used to do throughout the history of its independent existence, is carefully studying and evaluating all the proposals and projections of the United States concerning joint American-Indian penetration into Central Asia. And if these proposals turn out to be really profitable, it is possible that India will support them. Thus, India has indeed always supported activities of the United States in Central Asia aimed at preventing the spread of radical Islamic elements; however, to the same extent India supported similar activities of Russia and even China, since, first of all, it was interested in secure and secular nature of regimes in Central Asian republics. However, to date the opinion of Indian analysts regarding positive role of the United States in maintaining order and stability in Central Asia has somewhat changed. Thus, yet R. Dwivedi noted that though "it has been claimed that United States presence in Central Asia has played a positive role in neutralising extremist forces", but at the same time Central Asian "Islamic figures and opposition leaders are receiving warm welcome in Washington" [5, pp. 417-418].

Moreover, knowing full well that the interests of the United States in Central Asia are closely related to their goal of achieving international hegemony, most Indian specialists examining the issues of South and Central Asian interaction are concerned about increasing US economic and political role in the Central Asian region; they fear that from this region the United States will begin to put pressure upon India itself. In this regard, Indian side's dissatisfaction is caused, in particular, by position of the United States in the oil fields of Kazakhstan, since, in its opinion, it is not Russian or Chinese, but American oil companies that to the greatest extent prevent India from entering Kazakhstani hydrocarbon market. Moreover, according to the opinion of M. Haydar expressed as early as 2006, "if US succeeds in using energy resources as an instrument of its external policy it would be reducing India into vulnerable position" [6, p. 28].

In this regard, yet after the Central Asian states provided the United States with various favourable conditions for waging war against a hotbed of terrorism in Afghanistan in the early 2000's, cautious warnings about this circumstance began to appear in the researches by Indian authors. At the same time, Indian experts had little doubt that "the withdrawal of the US troops from Afghanistan would result in dilution of the US influence in Central Asia" [7]. And when the US position in the region actually began to weaken, it was greeted by many in India with obvious relief and even enthusiasm. And although in general Indians still support American participation in Afghan affairs, their disenchantment with the place and role of the United States itself in the Central Asian mega-region is increasing: "the US has a bad hand in this [Afghan – Ye.R.] game, a loser whether it stays or goes" [8].

India's dissatisfaction is also caused by the US attempts to involve Central Asian states in a standoff with Iran. In addition, the Indian side is also displeased with the fact that the US strongly encourages the integration of the Central Asian republics into international political and financial organizations under

control of Washington. As active member and partner of such organizations, India itself does not accept any dominance and dictate of individual states and does not want this dictate to spread to the Central Asian republics as its 'extended neighbours'.

It is also important that at present, the United States is compelled to intensify on a long-term basis its military-political presence in Southeast Asia due to the risk of giving up its positions in that region to China. India also considers the region of Southeast Asia as one of the immediate spheres of its interests. Some Indian researchers are concerned about the penetration of the United States 'under the guise of fighting terrorism' even in Nepal and Sri Lanka being within the natural sphere of India's own influence. And if in these regions Indian and American interests come into mutual contradiction, then India is unlikely to agree to assist in advancing US interests in Central Asia. Taking into account that Indian side offers its assistance in lobbying Central Asian interests in Southeast Asia, it has an additional incentive to firmly establish itself in that region at the junction of the Indian and Pacific Oceans and to minimize US influence here. In addition, the establishment of close contacts between India and the states of Southeast Asia can be viewed as its trump card in relations with Central Asia based on religious factor, since a number of countries in Southeast Asia claim leadership in the Muslim world in opposition to the countries of the Middle East, which Pakistan is traditionally focused on.

On the whole, it appears that possible penetration of the United States into Central Asia mediated by India will take into consideration and meet the interests of Central Asian states to a much greater degree in comparison with direct penetration of the United States. India is proud of its foreign policy that is not dependent on anyone, and even for the sake of productive relations with the United States it will not give up its image of politically independent state. Therefore, the US intention to use India as an assistant in promoting American interests in Central Asia does not mean that India will wish to play the role of such an assistant. As a result, all this in turn determines general (barring all described particular cases) not very obvious anxiety of India about the US influence in the Central Asian region.

And attempts by the US to penetrate into Central Asia with the help of Pakistan will be too visible to the latter, and certainly will unambiguously evoke negative response. This only circumstance makes them unlikely; such a probability becomes even smaller if one considers that Pakistan is not coping with the 'task' of the US regarding Afghanistan [see, for example, 9, p. 704], or wants to carry it out in a way that benefits Pakistan itself. In this regard, one should note the position of Pakistan which has been formed quite long ago and even more shaped after the events of September 11, 2001. As many Pakistani authors point out, there is a serious danger that the full-fledged involvement of Pakistan into the US fight against terrorism will jeopardize its strategic goals in Central Asia, and that Pakistan will thus lose much of what it has achieved through joint initiatives with other regional powers. Moreover, Pakistani researchers are increasingly noting that the United States has made serious efforts to use Turkey and India to divert the Central Asian republics from Islamic fundamentalism spread by the so-called Iran-Pakistan axis; Pakistan, therefore, accuses the US not only of playing Indian-Pakistani contradictions, but also of trying to split Economic Cooperation Organisation (ECO) in its goals and weaken Pakistan's positions in Central Asia.

In other words, although theoretically there indeed exists probability of South Asia playing a role of vehicle of US interests in the Central Asian region, but it does not exceed the probability of the same role played by any other vehicle state(s), and is generally one of the minimal threats of such nature. Thus, the role of the US factor in relations between the countries of Central and South Asia is perceivable, but is in no way decisively significant.

A Factor of China. As yet in 2004 Indian expert P. Stobdan neutrally noted, "if India's policy guidelines for relations with Uzbekistan, Tajikistan and Turkmenistan have relevance for its Afghan policy, the guidelines for Tajikistan, Kyrgyzstan and Kazakhstan should also include its China policy" [10, pp. 44-45]. After almost 15 years, Indian researcher M.S. Hussain explicitly pointed to the avoidance of usage of Central Asian region by two India's arch rivals – Pakistan and China – in the list of key Indian interests [11, p. 118]. A. Bhattacharya also noted that "there is no real bonhomie between India and China, and there can never be, because according to Confucian thought, there cannot be two tigers residing on a single mountain"; on the contrary, India should strive turn to all possible advantages from China's problems and weaknesses [12]. However, in general regarding the Indo-Chinese relations in Central Asia, it can be said that their existing political confrontation is combined here with a noticeable actual and potential partnership.

The first one is likely to escalate, since the Central Asian republics themselves almost openly talk about their intentions to use India as a counterbalance to China [see, e.g.: 13, p. 102; 14]. In India it is believed that the growing influence of China in Central Asia worries the whole world and not just India, especially since China is trying to apply to the Central Asian republics the same strategy that it applied to Pakistan and Myanmar as India's closest neighbours. And in general neutrally and in some ways even positively assessing the Chinese Belt and Road Initiative (BRI), the Indian side expresses concerns not only in relation to its own interests, but also to the interests of Central Asian republics. "The BRI promises the Central Asian region's integration with a new and multifaceted transportation network, and, thus, connecting it to distant countries and markets. It is also viewed as changing Central Asia from a landlocked to a transit region and, thus, creating a new direction in its development". However, this initiative "is not free from China's geostrategic and political interests... China is flexing its economic muscles with an aim to... expand its political clout as well" [15, pp. 141, 144]. This, of course, cannot but alarm India (as cannot but gladden Pakistan which by many parameters is included by China into this initiative). Though, it is quite remarkable that the Indian side sees no interest in supporting the US campaign against the Belt and Road Initiative of China.

At the same time, India and China also have common political views upon many problems that in one way or another affect the Central Asian region, including Islamic radicalism, terrorism, drug trafficking, etc. And although the Indian-Chinese differences are well known within the frameworks of the SCO (so that in this organization India prefers to rely on Russia), but on the other hand, India and China are equally concerned about security issues associated with a certain degree of presence of NATO and other Western forces in Central Asia.

In any case, it should be emphasized that India considers the presence of Chinese factor in the Central Asian region mainly and sometimes exclusively from an economic point of view [see, for example, 7]. Indeed, China has in no way prevented expansion and deepening of political interaction of India with the states of this region, and only in economic aspect objectively tried to prevent Indian big business from penetration and consolidation here. However, in the geo-economic aspect, India can in one way or another interest China in cooperation in Central Asia, giving it in exchange areas of its own economic influence in other regions of the world. Moreover, work in this area has already begun. For example, in recent years, China, albeit too inactively, has been considering India's proposal for cooperation in Chinese-owned Kazakhstani oil fields in exchange for similar cooperation in the Indian hydrocarbon fields in Sudan and Colombia.

Apparently, the Indo-Chinese geopolitical and geo-economic interaction in Central Asia will take place either in areas where same cooperation between them already exists in other regions of the world, or where Indian and Chinese interests do not overlap. For example, if it would be more profitable for China to offer low-level technologies to Central Asian states, then India will be able (and perhaps even forced) to share with them higher level technologies, which in any case will be beneficial for the Central Asian republics.

For Pakistan, the Chinese factor in Central Asia is clearly a positive thing, although it has long been overshadowed by Chinese accusations to Pakistan of spiritual nourishment, preparation and financing of activities of Muslim separatists in Eastern Turkestan [see, e.g., 9, p. 707]. What is more, it is China's dissatisfaction with Pakistan's pro-Islamic policy that gives Indian authors the opportunity to argue that India, the republics of Central Asia and China have the same views on many significant issues, in particular, economic development, the expansion of social and cultural rights, the threats posed by drugs and weapons trafficking, cross-border terrorism, religious extremism and ethno-religious separatism. However, it should be noted that Pakistani authors themselves are sceptical of India's hopes of playing on the alleged Chinese-Pakistani contradictions, regarding these hopes as nothing more than "desired given off as valid" [see, for instance, 16]. Though, certainly, cooperation of Pakistan and China through the Central Asian region per se should not be viewed purely in a negative aspect.

A Factor of Russia. The role and place of Russia in the Central Asian region and the projection of this role upon cooperation of Central and South Asia has always been of great importance for both India and Pakistan, true, with their opposite attitude to this circumstance.

Despite occasional sporadic contradictions between India and Russia, these countries can without exaggeration be viewed as representatives of one side on the world arena and at any regional level that, in

principle, eliminates any need for any analysis of their interactional options. According to the former Prime Minister of India M. Singh, the Indo-Russian relations are an important factor in creating a safe and stable multipolar world [17, p. 2] with all the ensuing consequences.

Hence, it is not surprising that many Indian researchers positively perceive the Eurasian Economic Union (EEU) in which, as they do not doubt, Russia plays a leading role (although Kazakhstani president is clearly acknowledged as its ideologist). Moreover, some representatives of India are quite easy about Russian-Chinese alliance in the Central Asian region as more efficient and generally successful alternative to the United States. "Leading powers such as the USA, the People's Republic of China and the European Union established their presence in Eurasia, while the Russian Federation was keen to restore its influence in the region... In the second decade of the present century, Russia and China have firmly established their strategic partnership and are the leading actors on the Eurasian scene... Russian experts have put forward the idea of 'Greater Eurasia' [embodied in the EEU – Ye.R.], whereas China has put forward the idea of 'Greater Eurasian Partnership' [manifested in the New Silk Road concept – Ye.R.]... Incidentally, these projects were initiated after President Barack Obama announced the withdrawal of Western Coalition Forces by 2014. The long-drawn war on terror did not achieve much but left behind a resurgent insurgency. It was against this backdrop that President Vladimir Putin launched the EEU" [19, pp. 30-31].

Many researchers from the Indian side welcome and even consider to some extent necessary the Russian participation in the affairs of Central Asian republics and in the latter's cooperation with the states of South Asia. Moreover, there are even opinions that despite all the declared multi-vector nature of the Central Asian states, they continue to go hand in hand with Russia in their foreign policy [see, for example, 18]. Some Indian authors at all consider Russia to be the natural 'responsible power' for events in the former Soviet Central Asia and a 'comprehensive guarantor' for the Central Asian region; in this regard, it is often proposed for India to interact with this region, in particular, in the field of security, only through interaction with Russia.

For Pakistan, according to statements by representatives of its ruling circles, at present Russia is a country with which its relations are realistic, businesslike, constructive, comfortable and correct, though not always sincerely warm. These official provisions, however, have virtually no effect on the position of Pakistan in Central Asia, not strengthening and not weakening it. However, Russia itself, while generally welcoming India's potential and actual multisided presence in the Central Asian region, tries to possibly distance Pakistan from participation in Central Asian affairs, at least in the political sphere, both by itself and as a conductor of interests of the West and China.

At that, according to the Indian side, Central Asia may acquire a special ambiguous value for India in the event of a sharp improvement in Russian-Pakistani relations. The trends towards such improvement are currently visible, although mainly in the economic sphere. Moreover, some representatives of India are of the opinion that "Russia presumably in deference to China or out to spite India for moving closer to the United States is forging a strategic partnership with Pakistan. However, it is a Russian strategic gamble and the longevity of this new-found Russian embrace of Pakistan is doubtful" [20].

Pakistani authors themselves, paying tribute to Russia for economic assistance through indirect implementation of projects within the China-Pakistan economic corridor, and like the Indians recognizing Russia's leading role in ensuring full-scale security in the Central Asian region [see, e.g., 21, p. 4], yet objectively put China on the first place in the list of their own both political and economic partners, including these in Central Asia [see, for example, 22]. It is clear that all this is very comfortable for India from the point of view of its versatile alliance with Russia, including within the Central Asian space.

Concluding remarks. Thus, the role of external powers in interaction of states of Central and South Asia has certain but not decisive significance. It seems that in this regard, India will be most interested in that the Central Asian states as soon as possible acquire the status of real subjects rather than objects of regional and world politics in order they could likely to India defend their own interests in the face of world powers. In the interests of Pakistan, which failed to play either its historical-ethnic, Islamic or the ECO cards in relation to Central Asia, the main priority will be not so much to multiply but first of all, to preserve everything already acquired in this region. At the same time, both for India and Pakistan, neither the United States, nor the Russian Federation, nor even the People's Republic of China are, at least politically, a serious hindrance or a tangible advantage in developing their own relations with the states of Central Asia – to a large extent because the latter have already entered the world arena as full-fledged

subjects of geopolitics and cannot be viewed in a serious ‘linkage’ to the interests of any world power. As N. Joshi and K. Kumari have reasonably noted in this connection, “at present, the interplay among the major powers has reached a levelling stage with their interests well balanced. While attempts by Russia and China to give a thrust to their regional initiatives are going on, the uncertainty in Afghanistan has kept the USA engaged. The success of these initiatives, however, depends on the response of the CARs and their willingness to cooperate” [19, p. 32].

In other words, the influence of the factor of powers upon the development of events in the Central Asian region and its relations with South Asia requires constant due attention, but simultaneous periodic variability, estimating inconsistency and in general insufficient elaboration, fixedness and meaningfulness of this factor proves the presence of theory of the ‘New Great Game’ in Central Asia but the absence of its actual practical manifestation. And this, in turn, is one of the positive moments in terms of external and internal security of Central Asian states.

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ОРТАЛЫҚ ПЕН ОҢТҮСТІК АЗИЯ МЕМЛЕКЕТТЕРІНІҢ ӘРЕКЕТТЕСУІНДЕ АМЕРИКА, ҚЫТАЙ ЖӘНЕ РЕСЕЙ ФАКТОРЛАРЫ

Аннотация. Мақала «сыртқы күштердік (астам державалардық)» факторын Орталық Азия республикаларымен өзара әрекеттесу шеңберінде Оңтүстік Азия мемлекеттерінің мүдделері тұрғысынан «Жаңа Үлкен ойын» деген шартты түрде ғылыми тұжырымдаманың шынайы немесе жалған жүзеге асырылуы ретінде талдамалы қарастыруды алдына мақсат етіп қойған. Мақалада көрініс тапқан зерттеу осы мәселені арналған соңғы ширек ғасырдағы үнділік және пакистандық зерттеушілердің мен сарапшылардың жұмыстарын және айтқан пікірлерін негізінде жүргізілді. Тарихи-географиялық және саяси-экономикалық себептерді назарға ала отырып, Орталық және Оңтүстік Азия мемлекеттерінің өзара әрекеттесуінде Америка Құрама Штаттарының, Қытай Халық Республикасының және Ресей Федерациясының рөлін мен орнын басты зейін салылады. Нақты жағдайларды мен мысалдарды қысқаша талдау арқылы осы үш мемлекеттерге қарай Үндістан мен Пәкістан өкілдері арасында олардың елдерінің Орталық Азия республикаларымен қатынастарында «сыртқы фактордың» ақиқат маңыздылығын бағалауға ықпал ететін оң, бейтарап және жағымсыз теориялық ұғымдардың мен практикалық тәжірибенің толық ауқымы бар деп көрсетілген. Тұжырымда Орталық Азия аймағында «Үлкен ойынның» бірнеше белгілерінің дәлелді болуына қарамастан, бұл құбылыс Орталық Азия мемлекеттерінің халықаралық қатынастарындағы объектілер емес, субъектілер ретінде барынша бекіте түсілетін нақты мәртебесі себебінен бүтіндей жүзеге асырылмады деген қорытынды жасалайды.

Түйін сөздер: Орталық және Оңтүстік Азия, АҚШ, Қытай, Ресей, «Жаңа Үлкен ойын», геосаясат, қауіпсіздік, интеграциялық бастамалар.

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АМЕРИКАНСКИЙ, КИТАЙСКИЙ И РОССИЙСКИЙ ФАКТОРЫ ВО ВЗАИМОДЕЙСТВИИ СТРАН ЦЕНТРАЛЬНОЙ И ЮЖНОЙ АЗИИ

Аннотация. Статья ставит своей целью краткое аналитическое рассмотрение фактора «внешних держав» как истинной или ложной реализации околонаучной концепции «Новой большой игры» через призму интересов южноазиатских государств в рамках их взаимодействия с республиками Центральной Азии. Отраженное в статье исследование проведено на основе анализа посвященных данной проблеме трудов и высказываний индийских и пакистанских исследователей и экспертов за последние четверть века. С учетом комплекса историко-географических и политико-экономических причин, основное внимание уделено роли и месту во взаимодействии Центральной и Южной Азии таких государств как Соединенные Штаты Америки, Китайская Народная Республика и Российская Федерация. Путем краткого анализа конкретных ситуаций и примеров показано, что применительно к каждой из указанных держав у представителей Индии и Пакистана имеется практически полный спектр положительных, нейтральных и отрицательных

теоретических выкладок и практического опыта, влияющих на оценку ими реальной значимости «внешнего фактора» в отношениях их стран с центральноазиатскими республиками. В завершение делается вывод о том, что, несмотря на объективное наличие ряда признаков Большой игры в центральноазиатском регионе, этот феномен все же не получил здесь своей полной реализации в первую очередь в силу все более закрепляющегося фактического статуса государств Центральной Азии как скорее субъектов нежели объектов международных отношений.

Ключевые слова: Центральная и Южная Азия, США, Китай, Россия, «Новая большая игра», геополитика, безопасность, интеграционные инициативы.

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**THE PRESENT STATE OF CULTURAL OBJECTS
IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. The sphere of culture, which earlier relatively rarely acted as an object of economic and statistical research, has recently become an object of attention, discussion and study in recent years. This is due to the fact that many countries have long entered the post-industrial era and switched to the information economy, and now their economic development is characterized by rapid development of the service sector and intangible production. In such conditions, the services provided by the cultural sphere also become widely demanded, and some of the most modern cultural sectors, such as, for example, the music and film industries, become highly profitable areas of the economy that successfully operate according to market laws.

This article discusses the current development trends of modern Kazakhstani culture. The author conducted a number of statistical studies, studied data on all cultural objects of the republic, the results of which are presented in this paper. In particular, the analysis of the volume of services in the field of culture, attendance of cultural institutions of the Republic of Kazakhstan, the most demanded. It is noted that the development of culture, its potential is a key direction in the formation and formation of the necessary conditions and prerequisites for the further movement of society along the path of social progress and order. In this regard, author's recommendations are given to increase the effectiveness of the work of cultural organizations.

Keywords: cultural policy, cultural infrastructure, cultural institutions, the volume of services provided, museums, theaters, concerts, libraries, statistical analysis of the development of cultural services, statistical methods.

Traditionally, the sphere of culture was considered as an area that develops according to its own rules and laws. However, in recent years, culture has become the subject of scientific interests not only among culturologists, but also economists. The development of the cultural sphere is currently the most important national priority for the development of the country. As noted in the Concept of Cultural Policy of the Republic of Kazakhstan: "One of the most important success criteria is the level of cultural development, the presence of an effectively working infrastructure of cultural institutions and mechanisms that ensure the preservation and enrichment of national and world cultural heritage, the creation, broadcast and consumption of high-quality cultural values, fruitful cultural exchange and spiritual and creative self-realization of a person"[1].

Features of the cultural sphere dictate the dual nature of its development. Today, it is relevant to solve problems related to state regulation of cultural institutions. In addition, the problem of increasing the effectiveness of cultural institutions through market mechanisms remains unresolved.

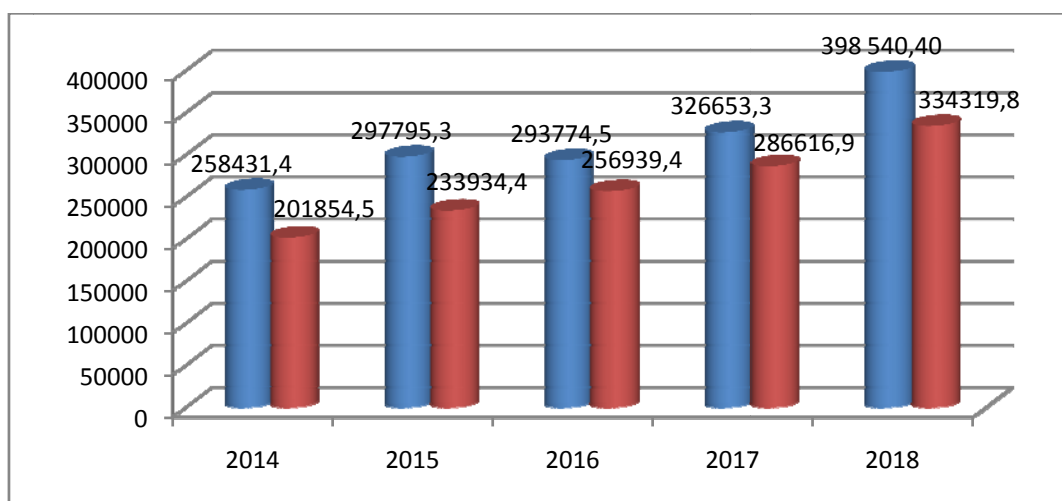
Access to cultural property is one of the most important human rights, which is why state participation in the cultural life of society is so necessary. The main functions of the state in the field of culture include the formation of priorities for the development of culture as a whole, as well as the coordination of cultural needs and interests of various sectors of society, territorial and national communities.

Analysis of the current state and development of the cultural sphere in Kazakhstan allows us to conclude that the current state policy in practice faces a number of difficulties. Permanently arising problems in the process of implementing modern state programs in the field of culture make the issue of their revision relevant.

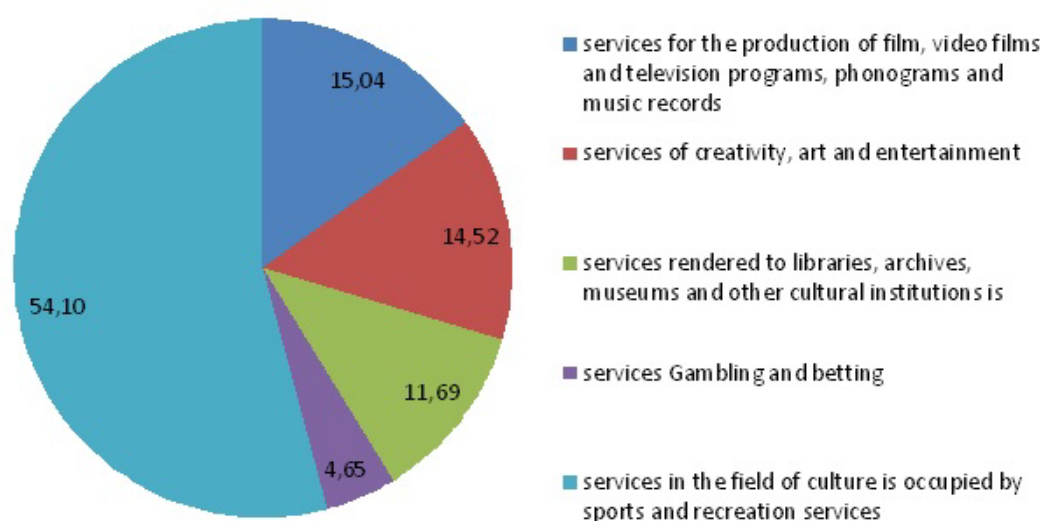
For the successful development of culture and its promotion both in our country and abroad, it is necessary to have a well-built cultural policy of the state, the definition of which is given as “cultural policy - a set of operational principles, administrative and financial activities and procedures that provide the basis for the state’s actions in areas of culture” [2].

Currently, there is an increase in interest in the sphere of culture in the world, as most people strive for self-development, they want to improve their cultural level. As noted by G.Z.Begembetova and R.K.Dzhumaniyazova: «In context of the development of modern civilization and electronic technologies, one of the most important factors in the global politics of any state is culture, regarded not only as a sphere of human life, but also as a mechanism for possible cultural and economic expansion» [3]. The desire of states to invest in human capital on a systematic basis necessitates the formation of a large number of competent personnel for the cultural sphere. So, in Kazakhstan there is a widespread lack of cultural workers who would be distinguished by a sufficient level of competence, a broad outlook, and also moral development. It should be noted that in the sphere of culture of the republic, for the most part, the age-related generation of personnel is involved. At the same time, a modern cultural worker must speak foreign languages, have relevant professional knowledge, as well as marketing skills that help attract funds and other types of resources to cultural institutions.

It should be noted that the dynamics of cultural processes within the country is one of the most important indicators of its development: in modern realities, culture is increasingly viewed as an instrument of economic progress, as well as an engine of development. One of the most important factors for the successful development of the industry, of course, is the financing of cultural activities in the Republic of Kazakhstan, which in the period from 2014 to 2018 increased by 140.109 billion tenge (Picture 1). At the same time, we note that in 2018, the total expenditures of the consolidated budget of the Republic of Kazakhstan amounted to 3.2%. At the same time, the volume of services provided by the cultural sector for the analyzed period also increased from 201854.5 million tenge to 334319.8 million tenge, that is almost 1.7 times (Picture 1). Having carried out analytical work in the process of collecting work materials, we found that the largest share in the total volume of rendered services in the field of culture is occupied by sports and recreation services - 54.10%, followed by services for the production of film, video films and television programs, phonograms and music records - 15.04%, the third place belongs to the services of creativity, art and entertainment - 14.52%, the volume of services rendered to libraries, archives, museums and other cultural institutions is 11.69%, the last place in the volume of rendered x in the cultural sphere belongs services Gambling and betting - 4.65% (Picture 2).



Picture 1- Consolidated budget expenditures for financing the culture of the Republic of Kazakhstan and the volume of services provided by the cultural sector, mln.Tenge



Picture 2 - Structure of services provided in the field of culture in 2018 in the Republic of Kazakhstan, in % (percentage)

However, despite the fact that the volume of services provided is increasing, the number of employees in the field of leisure and entertainment, culture and sports is declining. So, for example, in the period from 2014 to 2018, the number of employees registered in this area decreased by 4392 people, or 1.07 times. Unfortunately, statistics indicate that there has been a significant reduction in investment in fixed assets by 38980.4 million tenge or 8.25 times, which indicates that the industry is not attractive enough for investors. Historically developed and intensively developed over the years of independence, the industry infrastructure serves as the basic platform for the further development of Kazakhstani culture.

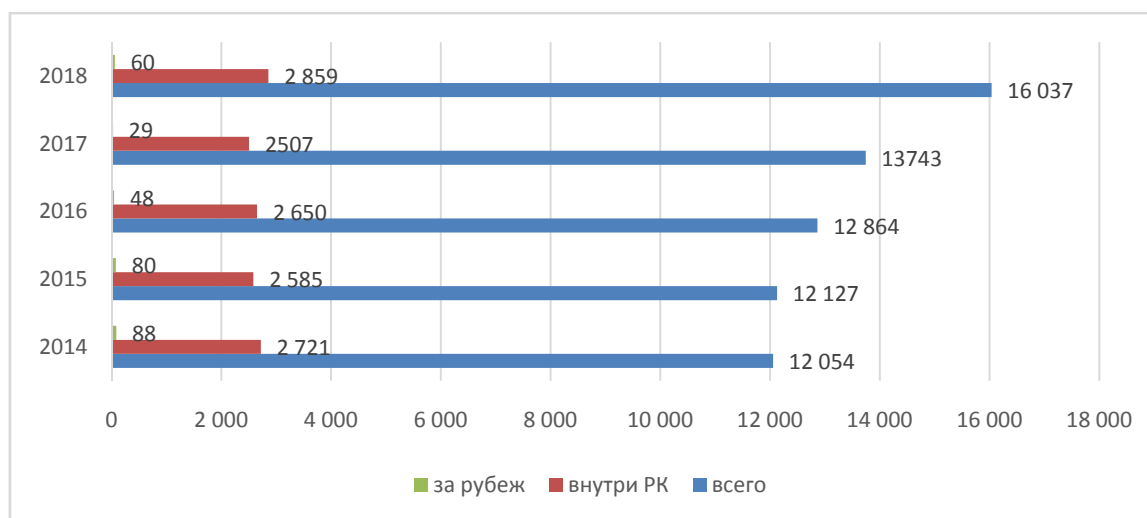
According to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan as of January 1, 2019, the country has 4.1 thousand libraries, about 3.2 thousand cultural and leisure organizations, 238 museums, 68 theaters, 94 cinemas, 36 concert organizations, 132 cultural parks and recreation, 8 zoos, 4 circuses [4]. Between 2014 and 2018, the number of theaters increased by 6 units, the number of opera and ballet theaters and musical comedy theaters decreased by 1 unit each, the number of drama theaters, puppet theater and others increased by 3, 3 and 2 units, respectively (table 1). The transformations taking place in the economic, political, social spheres of society directly affect modern society, including its cultural aspect. Which in turn is an indicator of public interest in theatrical, concert and other productions. In the analyzed period, it can be noted that the number of spectators visiting theaters did not increase significantly (table 1).

Table 1 - Key performance indicators of theaters

	2014	2015	2016	2017	2018
The number of theaters, units	62	61	64	64	68
including:					
Opera and ballet	4	3	3	3	3
Drama	33	33	33	34	36
Musical comedy	5	4	4	4	4
Young viewer	5	5	5	5	5
Dolls	13	14	17	15	16
Other	2	2	2	3	4
The number of viewers, thousand people	2 179,4	2 167,6	2 249,1	2 341,4	2 771,1

However, it should be noted that Kazakhstan has all the prerequisites to influence this situation in a positive way. According to the head of the regional commercial representative office of the BBC World News Sergey Stanovkin, with the advent of the Astana Opera Theater Kazakhstan, in particular the city of Nur-Sultan, have another unique competitive advantage. So, for a short time, since the opening, on the stage of this theater took place: the premiere of P.I. Tchaikovsky's "Sleeping Beauty" and as part of the

world premiere - G. Verdi's opera "Attila". Directors of leading theaters of the world, theater critics, scientists, theater workers from 25 countries of the world [5] gathered in this capital of the capital of Kazakhstan, which gives every reason to talk about the success of the project from the point of view of marketing. Analytical work on the activities of theatrical institutions showed that the number of performances in 2018 was 16037 units, which is 3983 more compared to 2014. At the same time, the number of touring and visiting performances within the country amounted to 2859 units, which is 138 more compared to 2014, and the number of foreign tours of domestic theaters in 2018 decreased by 28 trips compared to 2014 (Figure 3). Thus, the smallest number of on-site performances outside the republic was recorded in 2017 - 31 units less in comparison with 2018 and 59 in comparison with 2014.



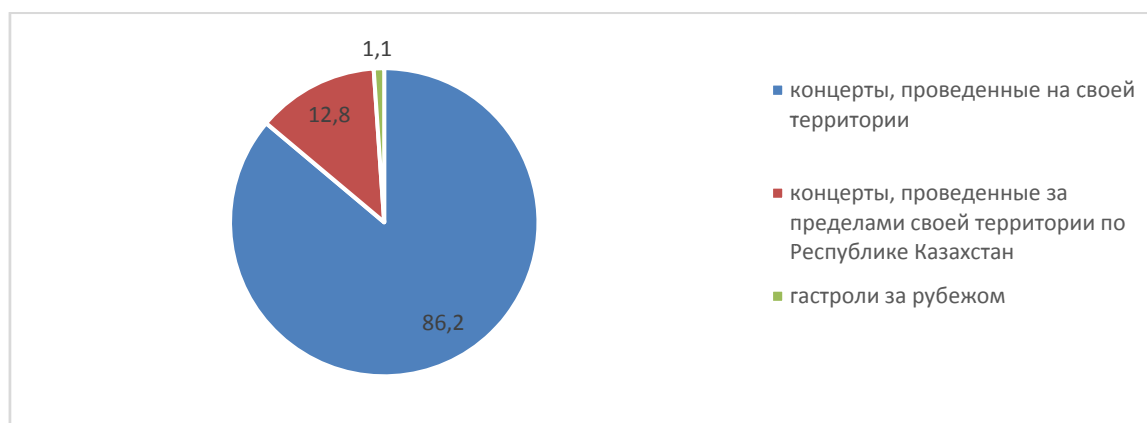
Picture 2 - The number of performances (touring and visiting) theaters of the Republic of Kazakhstan in 2014-2018.

As for concert organizations in the Republic of Kazakhstan, in this field in 2018 their number amounted to 36 units, which is 9 less in comparison with 2014. However, despite the reduction in concert organizations, however, the number of concerts held increased by 1,101 units. In turn, the attendance of concert events in the republic for the analyzed period increased by 2118.6 thousand people, although the capacity of the concert halls has not changed (table 2).

Table 2 - Key performance indicators
of concert organizations of the Republic of Kazakhstan

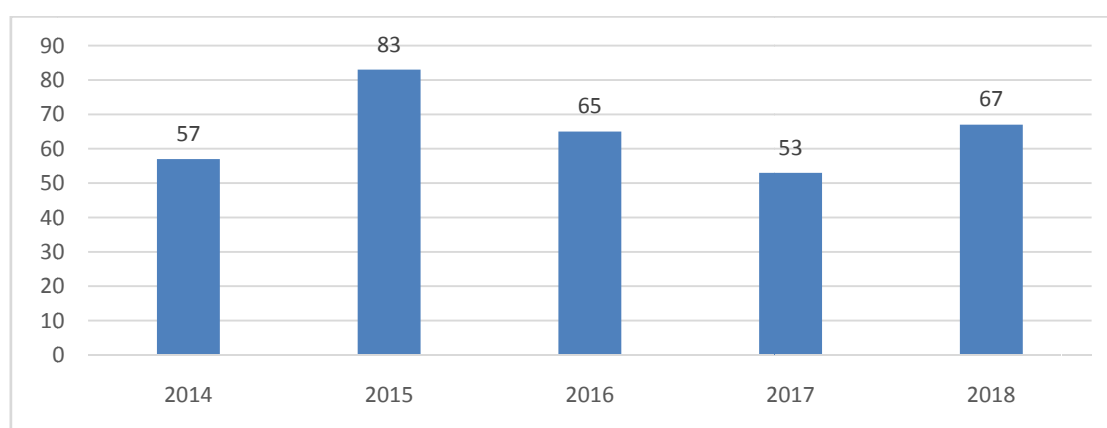
	2014	2015	2016	2017	2018
The number of concert organizations, units	45	44	44	39	36
The number of buildings (premises), units	23	24	25	24	23
Capacity of concert halls, seats	15 672	16 509	17 736	17 306	15 236
The number of concerts held, units	5 485	5 652	5 933	6 268	6 586
The number of spectators at the concerts, thousand people	2 928,3	4 124,6	4 348,0	4 871,2	5 046,9
Note: compiled by the author based on [3]					

It should be noted that out of the total number of concerts held, the share of concerts held on their territory in five years averaged 86.2%, concerts held outside their territory in the Republic of Kazakhstan - 12.8% and tours abroad only 1, 1% (Picture 4).



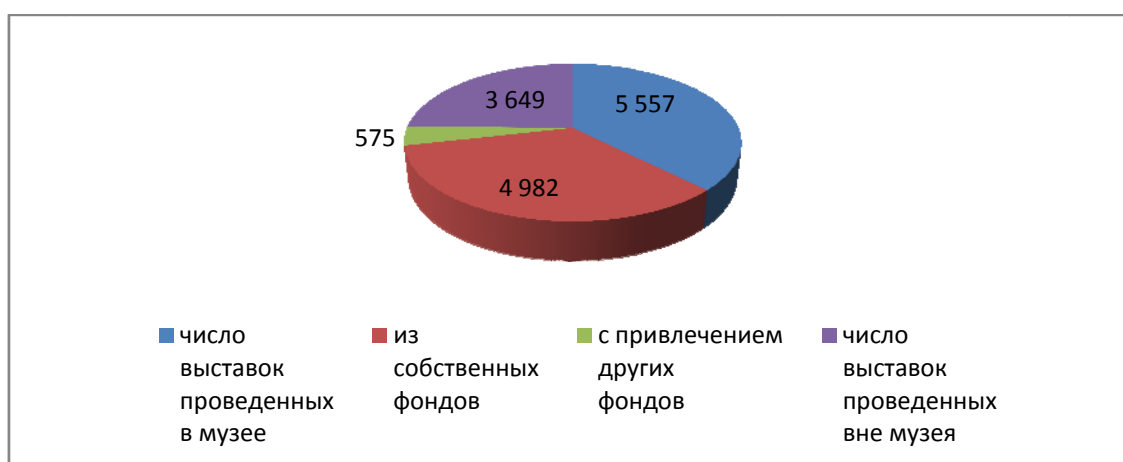
Picture 4 - Structure of concerts held by organizations of the Republic of Kazakhstan in 2018

In 2018, the number of foreign visiting concerts amounted to 67 units, which is 10 units more compared to 2014, but less by 16 than in 2015 (Picture 5).



Picture 5 - The number of concerts held abroad in 2014-2018

From 2014 to 2018, the number of museums increased by 16 units, while the exhibition activities of museums in 2018 amounted to 9,206 units. At the same time, the number of exhibitions held outside the museum amounted to 3649 units, or 39.6%, of the total number of exhibitions, only 10 units abroad, which is 0.27% of the total number of exhibitions held outside the museum (Picture 5).



Picture 5 - Exhibition activities of museums of the Republic of Kazakhstan in 2018 (units).

Cinema is not only an integral part of the modern media system, which in addition to traditional media includes entertainment industries. Cinema is a segment of the "content industry" that produces films, as well as a large amount of content for modern television. Along with the dynamic growth of box office receipts in recent years, there has also been a noticeable increase in other indicators of the domestic film industry — production and advertising budgets, attendance and total audience, and the share of Russian cinema on the country's screens.

In the market conditions, the film industry, as a separate sector of the economy, driven by its own financial interests, is forced to proceed from considerations of self-sufficiency, the interests of owners, shareholders, and investors. However, despite the fact that Kazakhstani cinema has been operating in the market economy for more than twenty years, the domestic film industry has not reached the level of sustainable and balanced development. The main issues - improving the profitability of the film industry, establishing a full economic relationship between film producers and distribution channels - are currently being actively addressed at the state level. A serious problem also remains the question of the quality of domestic film production and its competitiveness in the domestic and foreign markets. In this regard, we note that in the field of the film industry of Kazakhstan there are also positive developments, as evidenced by the participation of national directors in many international projects, contests, festivals.

From the point of view of statistics, for the period from 2014 to 2018, the number of organizations producing films increased by 25 units, the number of created films of national production by 71 units, a special peak in film production in 2018 - 348 units (Picture 6).

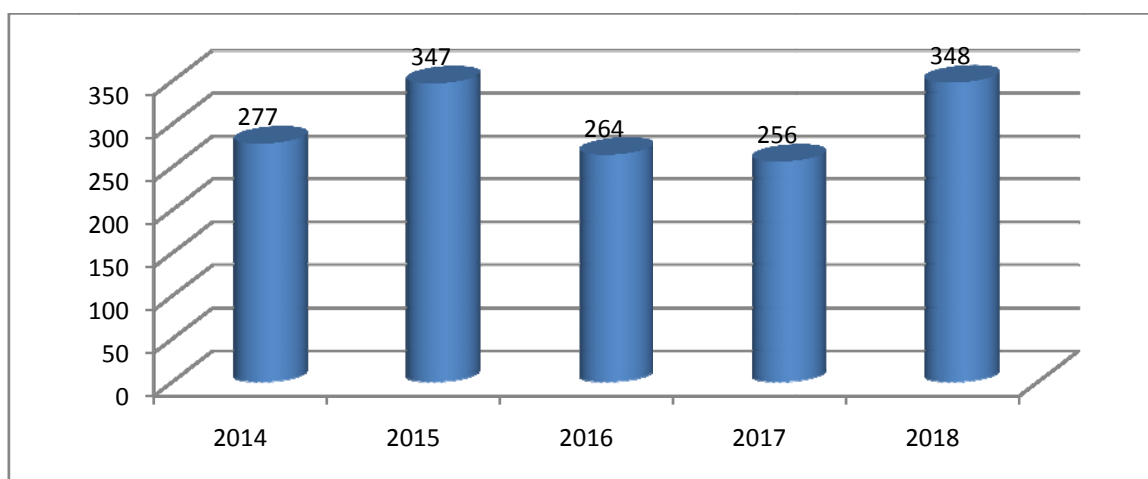


Figure 6 - The number of created films of national production for 2014-2018

Since independence, a completely new, competitive and viable culture has formed in the country, which can be adequately represented abroad, however, as the analysis showed, the number of performances, concerts, exhibitions traveling outside Kazakhstan is very small, which, of course, requires a separate reflection and solutions.

Another important factor and an integral part of modern culture is marketing and its component - advertising. Awareness of the communicative nature of all cultural phenomena, which is given by the philosophy of the 20th century, allows us to consider all types of art and advertising as part of a single communicative space of culture, where the essence of each phenomenon and the place occupied by it can be revealed through understanding of its interaction with other phenomena. The relevance of the analysis of the interaction of art and advertising is primarily due to the widespread use of theater tools in traditional advertising, as well as the emergence of a large number of new "non-standard" types of advertising, among which theatrical performances occupy a significant place (advertising flashmob, performances, ambient media, event marketing, etc.). The current market situation has led to a transformation of the methods of advertising influence on the consumer from rational-informational to creating an emotional state, which further brings advertising and spectacular forms of art closer. On the other hand, there is an active penetration of advertising mechanisms into the cultural environment in connection with competition

in the free “cultural market. The totality of the distribution of advertising in modern culture leads to the need for a comparative analysis and analysis of the interaction, shedding light on the relationship of phenomena, which is a separate topic of the study. Culture, being a special phenomenon in public life, has always been an area of interest for both representatives of the scientific community and practitioners, and from a wide variety of fields. In this work, we are talking about the field of culture, which refers to the field of activity of people and the system of relations between them regarding the production, distribution and consumption of spiritual values. Unlike many other aspects of such a complex phenomenon as culture, the sphere of culture represents that facet that not only lends itself to, but also needs to be taken in managerial action. At the same time, we note that managerial influence does not always lead to the expected results. This is largely explained by the “pendulum” of managerial actions, and the fact that management is a dynamic system, and, finally, the fact that cultural management is not a clear sequential chain of solutions developed and implemented, but a complex, intertwined organization of different levels, multi-scale social action. But often, the planned result is not achieved due to the fact that at the initial stage, the goal-setting and task setting stage, the development priorities of the subsystems do not correlate not only with each other, but also do not synchronize with the general priorities of the development of the system. This can be seen in the development of the cultural sphere in Kazakhstan.

At present, a new economic model for the development of the cultural sector is emerging in the country, which can be described as a transition from the traditional sphere of culture to the cultural industry. Actual changes are dictated by a new lifestyle and a sharp increase in the share of intangible, non-utilitarian goods in the structure of consumption: media consumption and cultural services.

The above factors require systemic industry reforms based on the most objective assessment of the current situation.

In this regard, we came to the conclusion that cultural policy should develop in the following areas:

- expanding international activities, promoting global cultural markets, increasing attention to the preparation of an export cultural product, the implementation of various cultural events abroad;
- the development of advanced information technologies and the development on this basis of new forms of work with the consumer;
- Attracting sponsorship, establishing a long-term partnership with the business sector in the face of insufficient budget funding;
- strengthening the economic role of the cultural sector.

In the light of these problems, issues such as methodological support for the interaction of business entities of the cultural sector with the country's economy as a whole, improving the efficiency of budget investments in the cultural sphere, integrating the cultural sector into the general structure of purposeful activities in the interests of developing the socio-economic sphere and conducting national cultural policy in a modern multicultural society.

Achievements in the field of culture are not measured only by the work of departments, cultural institutions, quantitative statistics and the presence of well-known names. Culture today is a powerful tool for the spiritual and aesthetic development of the individual, the formation of national unity and the country's integration into the world community. The main support here remains the national-cultural roots, historical experience, the best traditions, as well as the preservation of the nation's own national code.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ МӘДЕНИ НЫСАНДАРДЫҢ ҚАЗІРГІ ЖАҒДАЙЫ ТУРАЛЫ

Аннотация. Бұрын экономикалық және статистикалық зерттеулердің нысаны ретінде салыстырмалы түрде сирек әрекет ететін мәдениет саласы соңғы жылдары назар аударудың, талқылау мен зерттеудің нысанына айналды. Бұл көптеген елдердің постиндустриалды дәуірге баяғыда еніп, ақпараттық экономикаға көшкендігімен байланысты, ал қазір олардың экономикалық дамуы қызмет көрсету саласы мен материалдық емес өндірістің қарқынды дамуымен сипатталады. Мұндай жағдайларда мәдени сала ұсынатын қызметтер де сұранысқа ие бола бастайды, мысалы, музыка және кино индустриясы сияқты кейбір заманауи мәдени секторлар нарықтық заңдарғасәйкес табысты жұмыс істейтін экономиканың жоғары табысты салаларына айналады.

Бұл мақалада заманауи қазақстандық мәдениеттің қазіргі даму тенденциялары қарастырылады. Автор бірқатар статистикалық зерттеулер жүргізді, республиканың барлық мәдени нысандары туралы мәліметтерді зерттеді, олардың нәтижелері осы құжатта келтірілген. Атап айтқанда, мәдениет саласындағы қызметтер көлеміне, Қазақстан Республикасының мәдени мекемелеріне баруына талдау жасалды, сұранысқа ие мекемелер анықталды. Мәдениетті, оның әлеуетін дамыту әлеуметтік ілгерілеу мен тәртіп жолында қоғамның одан әрі қозғалуының қажетті шарттары мен алғышарттарын қалыптастыруда негізгі бағыт болып табылатыны атап өтілді. Осыған байланысты мәдениет саласындағы ұйымдар жұмысының тиімділігін арттыру бойынша авторлық ұсыныстар берілді.

Кілт сөздер: мәдени саясат, мәдениеттің инфрақұрылымы, мәдени мекемелер, көрсетілетін қызметтер көлемі, музейлер, театрлар, концерттер, кітапханалар, мәдениет саласындағы қызметтердің дамуын статистикалық талдау, статистикалық әдістер.

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О СОВРЕМЕННОМ СОСТОЯНИИ ОБЪЕКТОВ КУЛЬТУРЫ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Сфера культуры, ранее сравнительно не часто выступавшая в качестве объекта экономических и статистических исследований, в последние годы всё чаще становится объектом внимания, обсуждения и изучения. Это связано с тем, что многие страны уже давно вступили в постиндустриальную эпоху и перешли к информационной экономике, и теперь для их экономического развития характерно бурное развитие сферы услуг и нематериального производства. В таких условиях услуги, предоставляемые сферой культуры, также становятся широко востребованными, а некоторые наиболее современные отрасли сферы культуры, такие как, например, музыкальная и киноиндустрия, становятся высокоприбыльными областями экономики, успешно функционирующими по рыночным законам.

В данной статье рассматривается тенденции развития современной казахстанской культуры, существующие в настоящее время. Автором проведен ряд статистических исследований, изучены данные по всем объектам культуры республики, результаты которых представлены в данной работе. В частности, дан анализ объемов услуг сферы культуры, посещаемость культурных заведений Республики Казахстан, определены наиболее востребованные. Отмечено, что развитие культуры, ее потенциала является ключевым направлением в становлении и формировании необходимых условий и предпосылок дальнейшего движения общества по пути социального прогресса и порядка. В связи с этим даны авторские рекомендации по повышению эффективности работы организаций сферы культуры.

Ключевые слова: культурная политика, инфраструктура культуры, учреждения культуры, объемы оказанных услуг, музеи, театры, концерты, библиотеки, статистический анализ развития сферы услуг в области культуры, статистические методы.

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**MEDIA EDUCATION AS THE KEY FACTOR
OF MEDIA LITERACY FORMATION IN SOCIAL INSTITUTIONS
IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. With the advent and spread of the Internet, the challenges of media education have expanded significantly. The development of information and communication technologies required additional efforts to explain to the audience how the Internet is structured and works, where and how the information flows, how to create and disseminate your own information; how social networks work and so on. In this connection, the authors of the article consider media education to be a fundamental factor in the formation of media literacy in various social institutions of the Republic of Kazakhstan. An important factor in favor of the need for the introduction and development of media education in Kazakhstan is the need to digitalize the country's economy in all individual industries.

Keywords: media education, media literacy, social institutions, education, media text, Kazakhstan.

INTRODUCTION

Media literacy and media education today are relevant topics not only in Kazakhstan, but throughout the world.

We are faced with the fact that completely new technologies have appeared in these areas, which practically no one knows. They just appeared and immediately captured the minds of many millions of people. Everyone knows about the phenomenon of Arab revolutions.

Kazakhstan is keeping up with the modern world in developing the theory and practice of new media technologies. Our tasks today are issues of media literacy in the first place, children and youth.

The issues of media education in Kazakhstan today are most likely to be debatable among scientists, bloggers, members of social networks, advanced in the field of new technologies of people. Everyone understands that this is necessary.

MAIN PART

The following types of media competence are distinguished and suggests supplying them with some estimated indicators.

Perceptual Media Competency:

- 1) identification with the author of the media text ("complex identification");
- 2) identification with the character / presenter of the media text ("secondary identification");
- 3) naive-realistic perception of the plot of the media text ("primary identification").

Interpretation / Evaluation Media Competency:

- 1) the ability to analyze and synthesize the spatiotemporal form of the media text, interpretation and evaluation of the author's concept;
- 2) the ability to explain the logic of the sequence of events, the lack of interpretation of the author's position (or its primitive interpretation);
- 3) the ability to only retell the plot of the work, the lack of interpretation of the position of the author of the media text.

Operating Media Competency:

1) practical skills of independent creation of various types of media texts.

Motivational media competence and its levels:

1) high - a wide range of motives, a choice of various genres, including non-entertaining ones,

2) medium - a set of motives, including the choice of a variety of genres, with a dominant orientation towards entertainment genres,

3) low - a narrow range of motives, including the choice of entertainment genres only.

Contact media competency:

1) daily contacts with various types of media texts;

2) contacts with various types of media texts several times a week;

3) contacts with various types of media texts no more than several times a month.

Information Media Competence:

1) knowledge of most basic terms, theories, basic facts of the development of media culture, the work of media culture figures;

2) knowledge of individual forms and genres;

3) practical skills in creating media texts with the help of consultations of teachers;

4) lack of practical skills in creating media texts or unwillingness to create them.

Creative media competency:

1) a pronounced level of creativity in various types of media-related activities;

2) creative abilities are manifested only in certain types of media-related activities;

3) creative abilities are poorly expressed or absent altogether [6].

In turn, the German media psychologist P. Winterhoff-Spurk identifies six components of common media (communicative) competence:

1) informational competence in its technical aspect (programming skills, knowledge of special programs, etc.);

2) information self-competence (the ability to actively and meaningfully use information technology, etc.);

3) informational social competence (the ability to socially critical reflection of information technologies, as well as their use as a means of social interaction);

4) media competence in its technical aspect (technical ability to operate and maintain equipment);

5) media competence in the I-aspect (the ability to selectively and reflectively perceive the media);

6) social media competence (knowledge of how the media and their perception affects society) [7].

B. Weber in the structure of media competence identifies five blocks of required skills:

- selection and use of what the media can offer;

- development of your own media product;

- knowledge and analytical skills related to creative opportunities on which various types of media are based;

- knowledge and analytical skills associated with the conditions for the effective use of media;

- economic, social, technical, political conditions associated with the production and distribution of media products [8].

Existing media competency education programs include practical media education programs and allow you to solve problems such as teaching grammar and television syntax, forming individual selection strategies, developing skills to distinguish between reality and fiction, building a critical attitude towards advertising, acquiring knowledge about TV technology, developing skills compare media (including knowledge of the TV industry, the ability to identify TV-specific values, knowledge of scientific research perception and influence of the media, the basics of news production, etc.).

Tasks for ensuring information security:

• “improvement of national legislation in the field of information security;

• development of a state policy for ensuring information security, a set of measures and methods for its implementation;

• development of the information security system, improvement of its organization, forms, methods and means of neutralizing threats to information security, eliminating the consequences of its violations” [9].

However, they do not pay much attention to such issues so far.

The problem of media education and media education in Kazakhstan, as elsewhere, has two directions.

1. Media education at universities in faculties and departments of journalism. There are two branches here:

- a) student and master's environment;
- b) advanced training of journalists, media community workers and public relations.

We were organized by the first two Communist Institute of Journalism in the country (KIZ) - in Alma-Ata and Sverdlovsk. Our faculty of journalism of the Kazakh Open University. al-Farabi is the successor of the KIH. This obliges us to a lot.

According to the data presented, Kazakhstani scientists came to the conclusion that it is necessary to develop media educational activities in the country based on the synthesis of media criticism in the process of teaching children and youth. This idea is reflected in the analyzed media texts (for example, by L.S. Akhmetova) and is expressed in the work in the following areas:

1. "Media education at universities in faculties and departments of journalism. There are two branches here:

- a) student and master's environment;
- b) advanced training of journalists, media community workers and public relations.

2. Media literacy of a society. Mandatory Division:

- a) teaching in the teaching environment of universities and school teachers;
- b) training of the Kazakhstani community as a whole;
- c) the education of children in schools and secondary schools" [4].

Using texts of media critics in the classroom with schoolchildren and students allows Kazakhstani media educators:

- An accessible framework for the media (from cinema, the press to computer technology, an Internet resource, radio and television media text, etc.);
- involve methods of conducting classes based on heuristic, creative, problematic, design tasks that stimulate cognitive interest, audiences, develop analytical, critical thinking, creative abilities, etc.
- to attract (in conditions of a shortage of qualified personnel) for media educational activities not only teachers, but also journalists, representatives of the media sphere;
- not only lesson forms of conducting classes, but also organized circles, electives, etc. for the development of media literacy of the audience.

Thus, we analyzed the state of media criticism and media education in Kazakhstan, identified the main areas, trends in their development, articles by leading media critics and media educators. We believe that the synthesis of media criticism and media education will help to solve a number of tasks of a specific nature that characterize the essence of media education, as well as problems that are reflected in the state information policy of Kazakhstan.

There is another problem in our community. We can work with Russian scientists who already have large and high-quality volumes of materials on media education. However, we must have mandatory adaptation to Kazakhstani realities. This applies to issues of schools with Russian as the language of instruction. But the issues of schools with the Kazakh language of instruction are much more complicated than the realities of today. We have a large layer of Kazakh media space. There cannot be mechanical translations of textbooks into the Kazakh language. We need our original Kazakh textbooks, created on the basis of the study of the Kazakh media space, including electronic, using IT technologies and new challenges of the time.

We observe the picture that the theory follows practice for the first time. Today, scientists in Kazakhstan are working on fundamental projects in this area, as are scientists around the world. Our team of scientists of the Kazakh National University. Al-Farabi, by order of the Ministry of Education and Science of the Republic of Kazakhstan, is working on a project in a three-year program on the theme "Development of media education technologies for building the country's intellectual potential". In 2012, we have already carried out the following types of work in accordance with the goals and objectives set forth in the project schedule:

a scientific research program has been prepared aimed at developing a conceptual framework for media education programs for various target groups and reflecting the significance of Kazakhstani and international experience in developing information technologies and media in the context of media education;

the philosophical and methodological foundations, the main historical stages of the development of media education are analyzed and their characteristic features are determined. The main structural components of the media space of the Republic of Kazakhstan are presented in terms of quality, sufficiency, adequacy of perception and objectivity of the presentation of information in both technical and substantive aspects;

The interpretations of the most important concepts for media education that have become widespread at different stages of the development of Kazakhstani media pedagogy have been clarified: “audiovisual literacy”, “media”, “media culture”, “media education”, etc. A short glossary of media education terms has been compiled. The project explored the possibilities of national information resources to provide citizens with socially significant information and the development of independent media in the information age;

identified the main areas of media education that have received the most distribution - on the material of the press, cinema, radio, sound recording, television, video and computer communications, including the Internet. In the process of generalizing the empirical material, the main factors of the sociocultural and educational situation in Kazakhstan, as well as the current state of media education, its goals, objectives, content, organizational forms, models, methods, tools, are determined.

The year 2012 was devoted to the study of issues of media literacy, media education, media competence, the compilation of a short reference dictionary, history, theory and practice of the issue in foreign countries, a careful study of media education, compilation of reference books in this area.

CONCLUSION

The scientists of the project have different humanitarian specialties - media, languages, sociology, philosophy, political science, pedagogy, public relations, etc. This allows us to work in different directions.

We have established contacts with colleagues from Russia, Ukraine and Kyrgyzstan. Together and in partnership, we can do a lot. However, we still see: there is still a lot of work ahead.

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МЕДИБІЛІМ БЕРУ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ӘРТҮРЛІ ӘЛЕУМЕТТІК МЕКЕМЕЛЕРІНДЕ МЕДИАСАУАТТЫЛЫҚТЫ ҚАЛЫПТАСТЫРУДЫҢ НЕГІЗГІ ФАКТОРЫ РЕТІНДЕ

Аннотация. Интернеттің пайда болуымен және таралуымен медиа-білім беру мәселелері едәуір кеңейді. Ақпараттық-коммуникациялық технологиялардың дамуы аудиторияға Интернеттің қалай құрылымдалғанын және жұмыс істейтіндігін, ақпарат қай жерде және қалай ағылатындығын, өз ақпаратыңызды қалай құруға және таратуға болатындығын түсіндіру үшін қосымша күш-жігерді қажет етті; әлеуметтік желілер қалай жұмыс істейді және т.б. Осыған байланысты мақала авторлары медиа-білім Қазақстан Республикасының әртүрлі әлеуметтік мекемелерінде медиа-сауаттылықты қалыптастырудың негізгі факторы деп санайды. Қазақстанда медиа-білім беруді енгізу және дамыту қажеттілігінің пайда болуының маңызды факторы - ел экономикасын барлық салаларда цифрландыру қажеттілігі.

Түйін сөздер: медиа-білім, медиа-сауаттылық, әлеуметтік институттар, білім, медиа-мәтін, Қазақстан.

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**МЕДИАОБРАЗОВАНИЕ КАК ОСНОВОПОЛОГАЮЩИЙ
ФАКТОР ФОРМИРОВАНИЯ МЕДИАГРАМОТНОСТИ
В РАЗЛИЧНЫХ СОЦИАЛЬНЫХ ИНСТИТУТАХ РЕСПУБЛИКИ КАЗАХСТАН**

Аннотация. С появлением и распространением интернета задачи медиаобразования существенно расширились. Развитие информационно-коммуникационных технологий потребовало дополнительных усилий по разъяснению аудитории того, как устроен и работает интернет, откуда и каким образом перемещаются информационные потоки, как можно создавать и распространять свою собственную информацию; как работают социальные сети и так далее. В связи с чем авторы статьи считают медиаобразование основополагающим фактором формирования медиаграмотности в различных социальных институтах республики Казахстан. Важным фактором в пользу необходимости внедрения и развития медиаобразования в Казахстане является и необходимость цифровизации экономики страны всех отдельных отраслей промышленности.

Ключевые слова: медиаобразование, медиаграмотность, социальные институты, образование, медиатекст, Казахстан.

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**SO CALLED “PRIVATE” OWNERSHIP STRUCTURE IN
KAZAKHSTANI BANKING BUSINESS MODEL. INDUSTRY
PERFORMANCE EVALUATION**

Abstract. This study is concentrated on the examination of whether ownership structure of bankshasa direct effect on the performance of the financial institution in transitional economy of Kazakhstan. Many of the emerging economies presuppose the concentration of power both the political and economic in the hands of the single subject. This concentration negatively affects the overall development of the economy and in particular causes slow adjustments to the world financial markets and as a result slowdowns the transmission from planned to market economy. Therefore, the examination of the ownership structure of the financial institutions has a special importance in studies covering the emerging markets. Our prospect is to study the question of effect of ownership on the bank performance, where ownership is a qualitative factor. The model in the study covers both qualitative and quantitative factors. Bank specific, macroeconomic and country level factors observed and included into the regression model with effect of both external and internal shocks like financial crisis and local devaluations during the examination period of 2008 and 2017 years. For the robustness of the tests, the performance evaluated through the factors of return on assets and net interest margin. We expect the study to help clarify whether there is a need for more regulation and deeper overall industry supervision that will result in new policy implications and direct reforms.

Key words: Bank Performance, Bank Ownership Structure, Crisis and Devaluation.

1. Introduction

The question of what is the level of the performance of the banking industry requires understanding of what are the main contributing factors that help identify the level of it. Considering the regulatory and supervisory frameworks and overall bank industry positions will help rightly identify the necessary variables to take into account when researcher examines the performance level. The country development criteria is the other important consideration that will make the influencing factors be different for the countries in transition or in emerging markets compare to developed world economies. Hence, the view to take into examination the bank specific, macroeconomic and country level variables seem to be well reasoned but as well need to be completed by the non-number influencing factors. Hence, the regulatory framework closely interrelated with supervision of the industry requires the international norms like Basel III to be taken into consideration. These types of norms applied mostly to the developed countries and adjusted with some applications to the emerging developing countries. Therefore, these norms may not completely be able to reflect and help the transitional economies truly increase their levels of development. Moreover, the regulatory bodies and their control levers may as a result be inefficient. Hence, this reasoning suggest that additional factors that can be specific to the country are necessary to be included into examination. The specifics of the transitional countries and generally poorly developed financial markets presuppose the necessity to examine the final beneficiaries of the of the business outputs. Hence, apart from the examination of risk and return of the industry, a separate study of the effect of the owners on the business need to be done in the framework of the current model. This is necessary because one of the prerogatives and especially after the financial crisis was to increase the prudential norms and the levels of the risk appetite with the help of loan rate frames for the financial institutions. Because the bank, in our case, is the source of both risk and return, both the assets and liability parts are necessary to be considered. The examination of the systematic and specific to the bank risk is dependent in many cases on the way

financial institutions raise the funds. We already said that the transitional economies generally have poor financial intermediary levers. Hence, the financing mostly flows from the equity holders in these type of economies. The next stage is the allocation of these resources. The poor performances of managers will lead up to the poor overall performance of the whole institution even if the resources are available. The above reasoning identifies the owners of shares as crucial and the most powerful players of the market in emerging economies. However, the resources of the planned economies were biasedly distributed directly to the institutions with no market rates; the change to the transitional conditions required different level of participation from the financial institution owners. This was not the case in the early stages of the transition and is still the case in some of the countries of post planned economies. Largely there were no other owners apart from the central apparatus in the planned economy banks. The primary role of the bank was the transmission of funds to the state companies as a rule. Therefore, the norms like Basel III¹ require higher own capital provision for the cases of systematic risk that might occur and more scrutinized examination of the loans given to diminish the non-payment loan percentage of the portfolio. The other problem as was mentioned in the study of Kaliyev (2019) is that the holder of the financial institution and the regulator who is in charge of reforms taken in the industry can be the same subject in these economies. This is the concentration of power and it can negatively affect the market. The concentration of power whether financial or political is a specific matter for most of the transitional countries. Therefore, the examination of the shareholders of the banking business and adding this factor into the model in studying the performance level of the industry is crucial. As was stated by Nurymova et al. (2019), the modernization of financial system of Kazakhstan is strategically important for the state to diminish its integration into the financial markets.

2. Background

The heritage of the post-soviet union with the planned economy market definitely had its own effect on the structure of the newly born economy of independent Kazakhstan. The financial sphere in the early stages of the transition was far from the one we consider market economy today. The planned distribution of the resources took place in the early transmission years and the gradual move towards the market economy and the options of the international financial intermediaries were slowly arising. It is now almost thirty years of independent history and we can see that the changes in all areas have been taking place. In the economic perspective, the corrections were at hand with the shocks that took place both externally and internally. The world financial crisis of (2008), previously took place crisis in Asia (1997) and Russian ruble crisis (1998) had their print on the way economy was developing. In terms of the banking industry, the number of the institutions were getting smaller over the period. Apart from that, the problems with the macroeconomic position at the country level made the government and the central bank interfere with the sharp decisions to devalue the local currency several times during the examination period. The factor considered as the internal shock and was added to the model of the study. Generally, the number of financial institutions in the period of three decades declined from around two hundred to thirty. That trend shows the market had number of institutions not fit and as a result, they went out of it. However, it showed that more supervision and regulation of market economy conditions were necessary. The control of allocation of the resources and more capital provision from the shareholders became higher. Not many owners of the institutions were able to satisfy these prudential norms. Some of the institutions merged and some were acquired as the result by the banks with higher capital. Following the studies of Pak (2017) and Abdullah et al. (2014), we are applying as the performance measure the return on assets that is covered in many studies and net interest margin, which is helpful to catch up the spread between revenues and costs. That difference will help identify the level of fund raising of the banks. The primary purpose of the study is to evaluate the effect of ownership with influence of the macroeconomic shocks on the performance of banking industry in Kazakhstan.

The paper is then followed by section 3 - the literature observation, section 4 - the data observation, section 5 - the methodology, section 6 – the findings and section 7 – concludes.

¹Basel Committee on Banking Supervision, (October 2014).

3. Literature review

The ownership structure of the financial institutions had been studied previously in many works but for the developed markets mostly. This section covers the observed literature and overall findings of these works.

3.1. Political motives

Dinc (2005) studied the way state owned banks do the lending with the political influence. He states that in election years the lending volume increases significantly for more than 10 %; that is in general approximates to the 0.5 % of the whole GDP for the median country. Author says that apart from US many countries are practicing state ownership of the banks. If that is the case, then the government is not only regulating and supervising but as well interfere into the financial movements of the market. State banks help economic development by financing the social projects that are not in the core interest of the private banks. La Porta et al (2002) argues that this statement is not true and generally state banks pursue their own targets be complete. Moreover, Caprio et al (2000) states that governmental banks have higher probability of failure because their targets are more political driven. Iannotta et al (2012) examined the effect of the ownership structure on the bank performance through the comparison of the banks considered state and private. Generally, their overall findings suggest that governmental banks tend to have lower default risk, but higher operational risk. The other finding is that electoral cycle differs in state and private banks. European banks has changed a lot in times. They have been bailed out by their governments and in many cases proceed to be partially governmental. Therefore, the structure of the European banks is very diverse in terms of shares. However, as authors state and is written in many of the related literature, the risk is higher for these types of banks, the competition level decreases for them as well as market discipline. In their study, authors examine both default and operating risks for private and state owned banks. On the other hand, authors suggest that the better performance is not the case with the better business model. There are negative moments that contribute to structure of the shares with state owners. As we already stated, low competitiveness, cost, politicians running the decisions in their own interest and eventually the taxpayers paying for this decisions. Since these banks take more risky projects, the moral hazard problem can take place as a result.

3.2. State vs private

Micco (2004) studying the bank ownership structure states that state owned banks are more responsive to macroeconomic shocks and therefore able to smooth down the overall credit structure in the particular country. Foreign banks in the times of positive economic conditions can increase their lending volume by an access to the cheaper funds they can get from parent bank. The question of the following paper is whether state owned banks are less responsive towards different macroeconomic shocks. In particular, that is related to the lending strategy. There are few points authors signify stating why state owned banks affect the stability of the market. The first is that the credit stabilization is generally the fact why these types of banks exist. The second is that clients prefer to trust state banks in times of the crisis. Another question authors ask; what is the effect of foreign banks' presence in the market? The study of La Porta et al (2000) is concentrated on the examination of the governmental ownership of banks. The overall findings of the paper suggest next four primary points. The first says that governmental ownership is large around the world. The second, governmental ownership is high in lower developed countries. The third is that it is associated with low financial development. The fourth is that it is as well associated with low per capita income growth. Micco et al (2006) examine the relationship between performance and ownership within the banking industry. General findings suggest that developing countries in economic terms tend to have lower profits for the state owned banks in comparison with private ones. As for the relationship between the factors themselves, authors state that it is quite low. The work of the Barth et al (20..) studied the evaluation of the different ownership structures and the stability of the banking systems of the countries. There are findings that were outlined by the authors; the first one states that it is not exactly clear whether the decrease in the activities of the commercial banking will benefit the whole banking industry under the examination. The other finding is that mixing banking and commerce is not necessary will bring the positive results. The third one states that restrictions can lead to the higher probability of risk under crisis. On the other hand, the mixture can lead to low financial stability. The fifth, the higher is the governmental participation; the lower is the overall bank development. This finding goes in line with most of the literature of the field. Generally, higher regulation pose more negative effects than positive

ones as researcher states. Sapienza (2002) studied how lending behavior is affected by the government ownership of banks. How the two types of ownership, state and private, decide on their lending strategy. Study states that state owned banks charge less than private in all options charges and tend to prefer to finance large firms and more depressed regions. Altunbas et al (2...) have studied the efficiency effect of banks with different types of the ownership structure. The main study interest is the cost and profit evaluation of these different structured banks. General suggestion that the privately owned banks are not having significant efficiency difference than other two bank ownership structures, namely mutual and state owned. The study of the effect of ownership on the performance of the banks has been conducted by Cornett et al (2005). The primary question of the paper is the difference between the state and private ownership and how the performance is affected. Preliminary overview of the work states that the state owned banks tend to be less efficient and exposed to greater risk in terms of the financial stability with much lower capital. The main reason for that as outlined by the authors is that the managers or the political representatives directly linked to the decision making are misbehaving. Authors refer to the works of Shleifer (1998), who states that the private ownership is better in terms of innovative schemes. However, the benefits distribution is highly concentrated for the private owners themselves. This is the negative point of the private ownership. Generally, ownership structure is one of the predominant factors explaining the level of the performance as it is outlined in the relevant literature. Ownership mainly categorized as first insider vs outsiders, and second state or private ownership. As for the state owned banks, they are not performing significantly better than private ones.

3.3. The effect of crisis

Allen et al (2013) have studied how banks in transitional economies of Central and Eastern Europe react to crisis with their different state or private structures. Authors find that foreign banks increase the level of lending and state owned banks decrease during the times of the domestic crisis. In times of financial global crisis, the lending structure works the other way around. The reasoning seems like the foreign banks are helpful whenever there is a crisis in the home country and can negatively affect the industry during the world wide crisis and act as the route of transmission of the crisis to the local markets. Hence, authors say that the existence of the combination of banks with different ownership structures can be the best option for the market. Kowalewski et al (2011) stated that state owned banks play important role for the whole industry in the times of world financial distress. However, authors say that it is unclear whether these state owned banks are helpful in stabilizing the market. De Haas et al (2011) stated that head banks were of not much help for their subsidiaries in the times of global financial crisis. Authors say that liquidity and the overall deposit level are important composites of the credit growth. The paper findings are the next: foreign banks increase lending in times of local crisis and decrease in times of global crisis; bank specific characteristics are important for the transition through the crisis times; deposits and liquidity are important factors for the lending volume growth. Kishan et al (2000) state that undercapitalized banks are more dependent on the monetary shocks and weaker in terms of the possible problems like moral hazard. Authors say as well that lending behavior is strongly dependent on the bank specific variables. However, the interrelationship between foreign subsidiary and its parent bank has an effect as well.

3.4. Regulation and control

Bonin et al (2013) has studied the banking of the transition countries. Despite the fact of the weakness of the banking in terms of control, legal and regulatory norms and apart from that the outside effect factors like world financial crisis, many of the transitional economies coped well with transformation of the formats. Authors state an interesting point that in a planned economy banks generally play no special role. Problems of the transition are bad quality loans, no proper regulatory framework as well as the process of the privatization. Further, they state that the second stage of the privatization is the process when foreign banks are in the market to privatize the local industry banks. In the transitional economies, the financial market is in most dominated by the banks, as the again stated by the authors and the allocation of the resources as stated in many previous studies is the planned process rather than through financial intermediation as should be done for the efficiency of the market. The primary problem of the newly created banks is no experience in risk evaluation and the examination of the borrowers lending abilities. Planned economies never considered these moments as primary in their banking lending to the enterprises. Stiglitz (1999) studied general view of the overall examination of the effect of the governmental

intervention in the banking business industry. Despite the old date of the publication, still this is the work that has many of the basics and its' examination might help. The work suggests that there are different types of effects of the intervention. In terms of regulation, it is mostly related to prudential norms. In regards to the intervention, the related areas are credit policy, financial repression and competition. However, as the author clarifies on what will be exact actions on the part of the government intervention into the banking industry, the question is still open and very diverse. In general, the good intention of the government is to make sure that the scarce resources allocated correctly. That will help the overall economy prosper. The financial market has specifics that are affecting the economy differently than all other markets. There are many regulations that are necessary to be. However, as author states, the implementation is quite poor. The following study of Andrianova et al (2009) examined the effect of the governmental ownership of the banks on the economic growth. The main message is that privately owned banks are not always performing better than the state owned ones if certain circumstances will take place. Authors state that historically one of the reasons for the banks to be overtaken by the state is the crisis. Their decisions are in most cases politically biased. On the other hand, the correlation between governmental ownership and other macroeconomic factors as the authors state can be very high. Therefore, the results must be taken and interpreted with caution. Another one interesting finding of the work is that depositors mostly prefer state owned banks, they consider them more stable. In terms of the factors, authors suggest that both political and historical are less significant than the institutional factor in the model. Crisis as a factor affects the ownership structure, that goes in line with many findings of the related studies. Generally, authors are trying to understand, what is the long run effect on the growth of the banks with state ownership structure. The other point is that the quality of the local institutions play important role for the further development and transition into open market economy. The infrastructure they work in, the legal framework are of high importance. Some of the studies like Djankov et al (2007) found that the better is the legal structure, the better is the financial development. In general, we can probably state that the quality of the financial institution attributes the highest to the better financial position of the institution itself in a new open market conditions.

3.5. Foreign ownership

Bonin et al (2003) investigated how foreign ownership affects the banking sector for the transitional countries. Authors use four efficiency scores for the robustness of the results and GDP growth to control the country specific effects. Findings of the work suggest that international investors are interested in cherry picking. In addition, authors say that foreign ownership matters. Banks with foreign participation are more efficient than local banks. Claessens et al (2001) suggest that the entry of foreign banks diminish both the profits and overhead expenses for the local banks. Prior to the transition, most of the economies were in a position of planned allocation of resources. Thereafter, the creation of the two tier banking system led to the number of unhealthy and undercapitalized banks. Buch (1997) stated that the entry of foreign investors or foreign ownership into the banking industry of transitional economies increase the level of competition. Shleifer (1998) in his work on the way of how ownership structure affects the business cycle says that in general private ownership is much better option compare to the public one. Private ownership is motivating to innovate. Hence, it makes the business grow. However, on the other hand, it pays much lesser attention towards the social projects. Author draws the parallels in this regard with socialism and says that there are many studies scholars do in the discussion of whether socialism is good or bad. Generally, the study is mainly concentrated on the ownership structure of different entities. It seems like more developed countries in majority of the cases prefer to devote the business directions into the hand of the private owners. Following the big volume of the literature, the success of the banking industry in the transitional economies depends on the foreign banks coming into the industry with their knowledge, technology and mainly experience. Haselmann et al (2016) argue that many other factors like legal system, credit institutions and the structure of the regulation play important role in the successful establishment of the banking industry formation. Bonin et al (2005) said that in the early stages of the formation of the open banking industry of the transitional economies, the crucial role-played the early entries of the foreign banks and investors into the local markets. These new players mainly facilitated the credit booms for the households. Despite the increase in overall business volume, the foreign entries brought the risk to the local markets as well. The idea is that the advantages and the disadvantages of the world economies in the face of the crisis can be transmitted to the local markets through these newly

established institutions. Foreign investments this way then can be considered as the source of the risk. They then needed to create the financial cushions for these type of the risks. Claessens et al. (2000) has studied the effect of foreign banks entering the domestic banking industry. The main measure is the estimation of how the foreign and domestic banks' measures like interest margins, overheads and others are affected. The authors suggest that increased presence of the foreign banks tend to decrease the profits of the local banks. Levine (1996) has addressed that foreign banks' presence in the markets of developing countries can improve the efficiency of the overall industry level. Stiglitz (1993) in his work states that foreign ownership or foreign banks' presence can as well increase the costs for the local banks. Authors as well say that local businesses usually have lower access to the options foreign banks offer. They presuppose to work with international companies more. The following paper considers banks as foreign if the ownership structure of the banks at least 50 % foreign owned. Findings suggest that measures like profitability, expenses and interest margins are higher for foreign banks in developing market economies and otherwise in developed countries. In regards to the number of foreign banks in the market, authors say that the higher is the number the lower is the profit for the local banks. Borovichka (2007) has studied the question of the bank efficiency of the European countries that were acquired by the foreign owners partially or in full. Author implied the two-stage methodology with the first panel probit model and then stochastic efficiency frontier. Generally, author states that the effect of foreign acquisitions of the local banks is negative in terms of the cost. Bonin (2003) summarizes that for the transitional economies the efficiency of the banking industry is quite important. The reason for that is that other options in the financial markets of the transitional economies are rarely available. Hence, the banks play the role of the core financial institution. However, for the effective work of the financial market, the importance of the financial intermediation is quite important. Therefore, in the low developed financial markets, the allocation of the resources is the privilege of the banks. Author says that foreign owners are presupposed to bring their international practices and as a result enhance the level of the banking in theory. The other important point is that cream skinning is the effect that usually foreign owners are doing. The best and the most efficient banks are targeted in the market. Local banks can have better knowledge of the local market and that can be a comparative advantage for them. Therefore, foreign banks acquiring new banks in new markets will most likely face additional costs. In regards to the methodology, author points out that in many studies related to the transitional economies the quality of the calculations and estimation methodologies is low. In regards to the bank efficiency, the foreign participation in the local markets positively affects the efficiency. Bonin (2005) states that foreign ownership of the banks presuppose lower loans. Philippatos (2002) states that high costs and low profits is the picture of the foreign banks acquiring local banks. Generally, literature states that there are both positives and negatives of the foreign owners coming to the local banking industry. The positive side of the investments are clear. In regards to the negatives, additional financial inflows are not helping the market itself develop. Hence, summarizing the work of the author we can probably say that the relationship between efficiency of the banking industry and foreign ownership is at best mixed. Some of the authors, in example Rossi (2004), pointed out that generally the efficiency of the banking industry for the transitional economies are having a positive tendency.

3.6. Privatization

Bonin et al (2004) studied the effect of privatization in transitional economies. Four different bank ownership types are considered. Authors regress privatization and ownership functions taking the dummy variables for different bank types. Authors as well suggest that for the efficiency of the privatization process the timing is one of the crucial points. Hence, the earlier the bank is privatized the possibility of the more efficient bank is higher. For the transitional economies, the change from the central apparatus to market economy is one of the usual practices. The question is whether these changes help improve the performance of the institutions. Generally, the literature of the area subject states that private banks are more efficient than the governmentally owned ones. The studies like La Porta et al (2002) suggest the following findings. Hence, we can probably agree with authors that the ownership structure has an impact on the efficiency of the institutions. Other point that is outlined by the authors is that having foreigners in the market help improve overall industry level. That is why we can as well agree with some of the works suggesting that buyers are important and mostly it is their contribution for the privatization to be successful. Following the literature, centrally planned economies largely perform the functions of

financing the state enterprises to satisfy the output. Large savings banks in planned economy transitional countries mostly operate to collect the deposits from the clients. The banks under the examination of the following study have at least 2 % of the overall market assets. Generally, big portion of the banks in transitional economies face the privatization process. Authors categorize the observations into four types/groups: foreign, domestic private, state owned and privatized. Some of the buyers have cleaned the banks from the bad loans prior to the privatization and as a result, their equity almost equalized to the levels of foreign banks and loan loss provisions increased. ROA and NIM are taken as a measure performance evaluation. The performance is evaluated prior and after the privatization process. General picture of the study of the performance shows that performance levels from top to bottom goes in the next list: foreign, privatized, state owned and domestic banks. ROA one of the most applied measures of performance. To take into the commission and fee for service activities, authors apply the net interest margin as an additional measure of performance evaluation. Interesting finding of the paper is that privatized banks have even higher returns of the commission and fees for the services than foreign banks. This is reasoned, as the possible fact of the owners of privatized banks be foreigners. The cost side generally is high for the privatized banks as they incur spending to the areas previously neglected. The regression models were build following the works of Berger et al (2000) and Bonin (2003) applying stochastic frontier analysis (SFA). Findings of the work suggest that foreign banks are more cost and profit efficient than state owned banks. Privatized banks are less cost and profit efficient then domestic private banks. From this, we can probably summarize that foreign participation in the ownership structure of the bank improves the efficiency of the bank. General findings suggest that the least efficient bank type is the state owned bank and the most efficient is the foreign one. The effect of the existence of the foreign and privatized banks enhance the overall industry level. In addition, authors summarize that the most important point about the privatization is the proper timing and the methodology. However, privatized banks tend to face higher costs as they need to reimburse weak points of the bank that was before the privatization. Authors suggest that to evaluate the effect of the privatization, the application of only the performance measures is not enough. Andrews (2005) has studied the possibility of the relationship between the banking sector crisis and the effect of privatization of the state owned banks. Data has covered 65 banks. Generally, the question is whether state owned banks are less preferable than privately owned banks. As author says the literature is telling that privately, owned banks are more efficient and have better effect on overall economic growth. The literature following the historical view states that governmental ownership with the privatization is the case for the industry crises. The reasoning behinds these two options is the weakness of the system that requires the financial inflows. The idea is that banks with the governmental participation are in many cases arise during the crisis. However, the literature trend states that the existence of these type of banks in majority of the cases worsens the overall industry levels. The main reason for that is the low efficiency levels of state owned banks as they target different objectives. State owned banks tend to have more support from the government and that causes inefficiency.

4. Descriptive analysis

4.1. Data

The financial data has been collected through the Bloomberg financial information resource for most of the specific to the bank variables, macroeconomic and country specific data was obtained through the local central statistical agency and the statistical resource from the National Bank of Kazakhstan. Categorical variables of ownership structure for every bank, devaluation and crisis periods have been hand collected and mainly collected from the bank financial statements. Majority of the banks under examination are listed in the Kazakhstani Stock Exchange, but with almost no structural change in the share prices. Nevertheless, this resource has only been used as the database for the categorical data collection. The other important point is that some of the privately categorized banks have the owners directly linked (affiliated) with the subjects of state government. Still, in the following study we categorize these banks as privately owned as the owners of the banks are from the business areas. Following the work of Pak (2018), we have examined all 28 banks for the period. However, the panel shrieked because of the incompleteness of the data for the whole period for some of the banks. Nevertheless, in the study, the overall structure for Kazakhstani banks ownership compose around 88 % of privately owned banks. Pak (2018) stated that for the period of 2008 – 2016 years the percentage of privately owned banks in Kazakhstan was equal to 85

%. We follow the work of Dinc (2005) and categorize the bank, as state owned if the share of the government is at least 20%. Otherwise, the bank is categorized as private and all the foreign banks are taken as private following the work of Cornett et al (2005). The descriptive statistics of the values of the performance of return on assets and net interest margin suggest that both factors are significant and account for one fifth of the overall effect each. As for the equity factor, it is as well significant and shows almost 51 %. We account that for the structure of the transitional economies. Transitional economies tend to have high concentration of power in the hands of one subject. The same subject can represent both the reformer of the industry and the final beneficiary of the reforms applied. Macroeconomic variables like GDP growth and inflation are less significant, however represent the values that are close to the true values of the economy in the examination period. On the other hand, Guidara et al (2013) stated that banks can respond to the crisis and cyclical changes differently.

4.2. Performance measures

The performance measures in the study are determined as Net Interest Margin (NIM), which accounts for net interest income over the assets and helps properly evaluate the spread between the costs and the revenues the bank bears. This has a direct effect on the decisions of the top management of the bank about the funding strategy. Hence, it has direct effect on the overall performance of the industry. The measures of the performance like return on assets (ROA) and return on equity (ROE) are the most used ones and therefore will be easy to cross-compare with other studies. However, the main factor is that both equity and assets have huge proportions in the accounting measures of the banks in the developing economies. Therefore, using them as performance measures is quite reasoned.

4.3. Country and bank specific measures

Table 1 represents the description for the dependent and independent variables with the references to the theories and studies of area.

Table 1 - Definitions and formulas for the variables and formulas for the variables	
Variables	Definitions
Performance measures	
NIM	<i>Net Interest Income/Total Assets</i>
ROA	<i>Net Income/Total Assets</i>
ROE	<i>Total Equity/Total Assets</i>
Industry specific measures	
Loan growth	<i>Loan(t)/Loan(t-1)-1</i>
Credit risk	<i>Total Loans/Total Assets</i>
Liquidity risk	<i>(Total Loans-Total Assets)/Total Assets</i>
Borrowing	<i>Debt/Assets</i>
Investments	<i>Trading securities as a percentage of overall investments</i>
Country specific and macroeconomic measures	
GDP growth	<i>GDP(t)/GDP(t-1)-1</i>
Inflation	<i>CPI(t)/CPI(t-1)-1</i>
Crisis	<i>Dummy variable of "1" in case of crisis and "0" otherwise</i>
Ownership	<i>Dummy variable of "1" in case of private bank and "0" if state</i>
Devaluation	<i>Dummy variable of "1" in case of devaluation and "0" otherwise</i>

We apply country, industry and macroeconomic variables in regression model. To cover the effect of crisis, ownership and devaluation categorical factors, the dummy is used.

5. Methodology

The study is based on the cross methodology application of works of Dinc (2005), Allen (2013), Dietrich et al (2014) and Micco (2006). The evaluation of the performance dependence measures of return on assets, on equity and net interest margin are estimated against macro, country and bank specific variables with stepwise inclusion of factors like devaluation, ownership and crisis categorical variables all together and separately. The following way to regress the dependent variables might help check a single

factor effect and the overall dependence of bank performance on both endogenous and exogenous to the economy shocks. The equation is then constructed in the next format:

$$\text{Performance}_{it} = C_{it} + \text{Ownership}_{it} + \text{Crisis}_{it} + X_{it} + e_{it} \quad (\text{equation 1})$$

We apply common to the area approach in examination of banking industry, we take all the variables for the specification of time t , and bank i . C commonly states for the intercept and we apply error term as e . X states for the variables specific to the bank, macro and country level. Following the previous studies and in particular of Pak (2018), we use credit risks to account the flows of credit growth. Debt and equity to assets to account for the proportions of financial intermediation; fees and commissions to account for the non-bank driven profit generation; investments as the funding variable; loans and deposits as bank specific variables controlling the assets and liabilities part. Macroeconomic variables like GDP growth and inflation are as well included into the regression model to cover the country effect. Total assets are taken in log form. To diminish the endogeneity problems of the regression we apply all the right hand side variables with the lag. We have already mentioned that in the work of Dietrich et al (2014), the variables were taken normally without lag application. That was driven with the explanation of the fact that managers can respond first time and fast to the changes that take place and can as a result decrease the risk. However, we examine the performance measures and the response to the blurred, but potentially possible risk of endogeneity, still can take place. Hence, we apply the lagged variables with the help of criteria selection test of Schwarz and Akaike. The selection criteria suggest the application of at least one lag for the most of the variables using the VAR selection criteria. We run the regressions separately and together for the categorical variables of ownership structure, crisis and devaluation as a local shock. The period of the world financial crisis have been taken as a starting point of the insolvency of the investment bank Lehman Brothers for the years of 2008, 2009 and 2010 as it was suggested and applied in the work of Pak (2017). The studies on the local shock of tenge devaluation covers first two quarters of the year 2009 and 2014 for the whole two years afterwards to cover the long-lasting effect. Ownership structure, with respect to above reasoning considered private or state only. All the three categorical factors are taken as dummy variables with the values of “1” for private, crisis, devaluation, and “0” if the ownership is state; there is no crisis and no devaluation effect. Since we apply many variables in the examination of the performance with panel data usage, it is suggested to apply a simple regression model for panel data. Hence, we regress the model with the help of Pooled effect regression model suggested as the one optimal by the test of Hausmann specification. We as well used the first differences for the variables of Size and Risk as these two variables were not stationary at levels, what was suggested by Augmented Dickey Fuller (ADF) test.

6. Findings

6.1. Correlation

Table 2 - Correlation coefficients for the specific to the Kazakhstani bank variables. 2008 - 2017													
		1	2	3	4	5	6	7	8	9	10	11	12
1	Commission and fees	1											
2	Credit risk	-0.05	1										
3	GDP	0.045	0.077	1									
4	Investments	-0.534	-0.031	-0.041	1								
5	Liquidity risk	-0.123	0.873	0.073	-0.005	1							
6	Size	0.032	-0.385	0.004	0.073	-0.415	1						
7	Deposits	0.087	-0.268	0.005	0.022	-0.562	0.699	1					
8	Equity	-0.121	-0.156	0.081	0.03	-0.068	0.405	0.15	1				
9	Loan growth	-0.031	0.572	0.063	0.04	0.449	0.13	0.307	0.123	1			
10	NIM	-0.088	0.064	-0.108	-0.08	0.081	0.016	0.013	0.047	0.14	1		
11	ROA	0.097	-0.028	-0.124	0.034	-0.038	0.005	0.035	0.026	-0.001	0.028	1	
12	ROE	0.115	-0.013	-0.117	0.035	0.006	0.142	0.078	0.091	0.153	0.085	0.622	1

Table 2 represents the correlation coefficients between performance measures and bank specific variables for the Kazakhstani banks. Following Pak (2017), correlation coefficients are in the next values: 0 – 0.2 scarcely correlated, 0.2 – 0.4 weakly correlated, 0.4 – 0.6 correlated, 0.6 – 1 strongly correlated.

Examining the correlation coefficients from the Table 2 among bank specific and macroeconomic variables, we can observe that factors as *Loan Growth* has a good correlation with *Credit Risk*, as the volume of loans increase, the probability that the quality of the loan taker will decrease is high attributing to the increase of *Credit Risk*. This is quite reasonable and goes in line with many of the studies from the literature. The other expectation that comes right with the true economic condition is the high correlation between the *Liquidity Risk* and the *Deposits*. The correlation between the factors is high and negative, what means that the possible problem of the liquidity in the financial institution will most likely outflow the stream of the deposits from it. This is the case in the banks with liquidity problems. The performance measures are as well highly and positively correlated. Kazakhstani banking business is very concentrated, and mostly controlled by the very small group of people. This group of people, the shareholders, in most of the cases control the equity part of the bank directly or through the representatives. Therefore, the assets of the bank can as well be under control of the group. Hence, high correlation of the equity and assets is not something that can surprise. *Loan Growth* and *Deposits* correlation is weaker for Kazakhstani market and in comparison with the previous studies of the field. Generally, the expectation is that the growth of the deposit base will boost the loan distribution, but here we can see that the correlation is not that high. Therefore, we can reason that as a positive signal that states that there are other options of the fund raising by the banks and probably cheaper than the most conservative way of deposit base increase. This means the financial intermediary is growing in the local market and banks have their benefits of it. *Deposits* as well grow well in the positive state of the economy and the correlation between the factors like *Size* of the bank and *Deposits* is as well high and positive. We assume that the size of the bank grows with the overall economy prosperity. However, there is almost no correlation between *GDP* growth and bank *Size*. Hence, we can probably attribute that fact to the cyclical changes in the industry. Equity is as well positively correlated with the growth of the bank *Size*.

6.2. Performance measures regression results

To cover the full examination of the performance of the banking industry of transitional economy of Kazakhstan, we used the methodology that was formed as the combination of the models that were applied in the works of Dinc (2005), Allen (2013), Dietrich et al (2014) and Micco (2006). For the robustness of the results, we run series of regressions indicating the dependent variables as return on assets, net interest margin and return on equity. The reasoning behind the choice of these factors was outlined in the methodology part. The model itself and the assumptions we make to the methodology applied we will discuss later in the section. The predictor variables are significant in number. We use the next measures as dependent variables: the bank size as a log of total assets, ratios of debt and equity to assets, to cover up profits flowing from not traditional to the bank sources, we use commissions and fees. The country effect is covered up by the *GDP* growth and inflation. Bank specific accounting measures like investments, liquidity risk, deposits, equity, and loan growth are as well applied. As for the categorical measures, the year dummies used for the identification of ownership structure of the bank, the outside shock of world financial crisis and the local macroeconomic shock of devaluation. For all performance measures, we run the regressions that are of the full sample, without inclusion of dummies and with each year dummy category separately. In the first sample without inclusion of dummies for the dependent variable of return on assets in the Table 3, we observe moderately significant negative effect of the *Size* of the bank on the performance measure. The literature mostly states similar outcomes as the Kazakhstani banks tend to take higher risk opportunities with their size growing or large. This goes in line with the theory of too big to fail banks, which are relying too much on the state support. This case is particularly significant in the weak markets with low financial institutional diversity. *Loan growth* consistently increases the return on assets, what can probably be reasoned as the idea that the composition of the assets have a huge part of the loans in it as was stated in the work of Altunbas et al. (2011). This support the finding why the deposits have this much high coefficient and moderately significant effect. The *Deposit* base increases the *Loan Growth* and affects the performance positively. On the other side, we can mention the negative effect of *Credit Risk* on performance. Therefore, additional tests are required to check for the length of the positive effect on performance. Interestingly, non-traditional ways of profit generation for the banks like *Fees and Commissions* have significant positive effect. It appears that the changes in business model of banks have some positive effect on the performance of the whole industry.

In all five regressions types with respect to return on assets, the significance of the macroeconomic factor of *GDP* and of *Commission and Fees* is high. We can attribute the fact to the *GDP* growth and sequential increase in the liquidity of the private banks Pak (2018). We pointed already that our sample consists of almost ninety percent of the private ownership structure. In the full sample, world financial crisis has significant and negative effect on the performance. The ownership structure as well has negative effect but not that significant. The devaluation, on the other hand positively affects the return on assets. We assume that this can be attributed to the fact that the composition of assets can have large portion priced in foreign currency. Therefore, the local shock, in the face of currency devaluation positively affects the performance.

In the sample with only *Ownership* structure examined, we can see that the coefficient of the *Ownership* structure became positive and moderately significant in comparison to the full sample. It then means that *Crisis* and *Devaluation* can seriously undermine the effect of ownership on the performance when both factors are included into the regression model. We categorize the banking industry in the examination period for almost ninety percent as private. Hence, it seems obvious that private owners of the banks are in large dependence on the both internal and external economy shocks like world financial crisis and local currency devaluations.

On the other hand, world financial crisis hit strong in all the regression types we apply. In example, the coefficient of *Crisis* in the sample with only crisis dummy years and the full sample, the significance is high in both. Both samples' coefficients are high and negative. It only can imply that the bank stability can seriously be decreased in the times of the crisis.

Separately, the *Devaluation* effect on its own, changes the sign from full sample positive coefficient sign to alone examined negative sign. We can probably attribute that fact to the point that in full sample regression the effect of devaluation is mostly neglected for the reason of Crisis inclusion. This can be reasoned as the multicollinearity effect that can take place between these two predictor variables. We further will discuss the matter of multicollinearity as one of our methodology assumptions in this section. Analysis of bank specific variables in all the regression sections for the return on assets performance measure shows not much difference in all applications, stating that the effect of the changes is mostly attributed if the industry is affected by the shocks and ownership structure changes. Finally, we need to point that the choice of the predictors in the regression sections with return on assets are significant as the value of adjusted r-squared shows and the model is in general significant as the F-statistics indicates.

Table 3 - Kazakhstani Bank Performance Measure, 2008 - 2017. quarterly based.															
Dependent variable: the Return on Assets (ROA)															
Method: Panel least squares. Pooled regression model.															
	None			All			Ownership			Crisis			Devaluation		
	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.
<i>Credit risk</i>	-3.04	-0.263	*	-2.132	-0.185	*	-3.115	-0.269	*	-2.788	11.444	*	-3.743	-0.323	*
<i>Debt to Assets</i>	0.075	0.97	**	0.075	0.985	**	0.076	0.984	**	0.076	0.076	**	0.075	0.966	**
<i>Equity to Assets</i>	0.131	1.045	**	0.151	1.208	**	0.142	1.125	**	0.159	0.125	**	0.141	1.118	**
<i>Fee</i>	1.029	1.737	***	1.212	2.045	***	1.061	1.789	***	1.172	0.587	***	0.996	1.677	***
<i>GDP</i>	-0.293	-2.84	***	-0.312	-2.585	***	-0.244	-2.169	***	-0.307	0.102	***	-0.325	-2.976	***
<i>Inflation</i>	-0.066	-0.838	**	-0.03	-0.336	*	-0.083	-1.036	**	-0.062	0.078	**	-0.093	-1.103	**
<i>Investments</i>	0.012	0.994	**	0.012	0.983	**	0.011	0.906	**	0.012	0.012	**	0.012	0.96	**
<i>Commission</i>	0.021	2.319	***	0.023	2.552	***	0.021	2.368	***	0.022	0.009	***	0.021	2.322	***
<i>Liquidity risk</i>	-2.21	-0.206	*	-3.625	-0.34	*	-2.459	-0.229	*	-3.335	10.638	*	-1.981	-0.184	*
<i>Size</i>	-6.012	-1.156	**	-6.1	-1.184	**	-6.096	-1.173	**	-6.054	5.104	**	-5.905	-1.135	**
<i>Deposits</i>	3.461	0.828	**	3.013	0.727	**	3.414	0.817	**	3.119	4.132	**	3.534	0.845	**
<i>Equity</i>	1.621	0.681	**	1.643	0.694	**	1.544	0.648	*	1.501	2.355	*	1.477	0.619	**
<i>Loan growth</i>	3.761	0.768	**	4.714	0.967	**	4.074	0.83	**	4.918	4.859	**	4.117	0.837	**
<i>Ownership</i>				-0.402	-0.536	*	0.707	1.091	**						
<i>Crisis</i>				-2.336	-2.793	***				-1.912	0.64	***			
<i>Devaluation</i>				0.431	0.628	*							-0.544	-0.895	**
R-squared	0.642			0.896			0.674			0.818			0.661		
Adj. R ²	0.234			0.412			0.239			0.454			0.228		
F-test	15.743			18.653			15.509			20.669			15.251		
Observations	360			360			360			360			360		

This table shows the regression coefficients of the Return on Assets performance measurement model for the sample of Kazakhstani privately owned banks. Following Dinc (2005), we evaluate private ownership type as 20 % least. Following Cornett at al. (2009), we consider all foreign banks as private. 88 % of the whole industry represent privately owned banks. The explanatory variables are in *Italics* and represent bank specific, macroeconomic and country specific factors. Five types of regression models applied. None – only the explanatory variables with no categorical factors. All – full sample with three categorical year dummies applied. Ownership, Crisis and Devaluation – explanatory variables with private ownership structure, crisis and devaluation dummies separately examined, respectively. Significance levels of the probability values are indicated as the next: ***, **, * significant at 1, 5 and 10 % levels, respectively.

respectively.

Table 4 - Kazakhstani Bank Performance Measure. 2008 - 2017. quarterly based															
Dependent variable: the Net Interest Margin (NIM)															
Method: Panel least squares. Pooled regression model.															
	None			All			Ownership				Crisis			Devaluation	
	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.
Credit risk	-5.174	-0.906	**	-4.758	-0.851	**	-5.059	-0.9	**	-5.342	-0.956	**	-4.132	-0.728	**
Debt to Assets	-0.003	-0.08	*	-0.004	-0.112	*	-0.005	-0.126	*	-0.004	-0.096	*	-0.003	-0.072	*
Equity to Assets	0.032	0.514	*	0.005	0.087	*	0.016	0.257	*	0.014	0.224	*	0.017	0.283	*
Fee	-0.343	-1.174	**	-0.408	-1.415	**	-0.392	-1.362	**	-0.438	-1.527	**	-0.294	-1.012	**
GDP	-0.184	-3.626	***	-0.202	-3.436	***	-0.26	-4.767	***	-0.175	-3.515	***	-0.137	-2.56	***
Inflation	-0.048	-1.247	**	-0.017	-0.406	*	-0.022	-0.56	*	-0.051	-1.347	**	-0.008	-0.199	*
Investments	-0.008	-1.291	**	-0.006	-1.057	**	-0.006	-1.037	**	-0.007	-1.218	**	-0.007	-1.203	**
Commission	-0.007	-1.576	**	-0.008	-1.879	***	-0.008	-1.763	***	-0.008	-1.886	***	-0.007	-1.6	**
Liquidity risk	2.625	0.495	*	3.152	0.608	*	3.009	0.576	**	3.372	0.649	*	2.285	0.434	*
Size	-5.051	-1.969	***	-5.027	-2.008	***	-4.92	-1.948	***	-5.023	-2.002	***	-5.209	-2.049	***
Deposits	1.541	0.747	**	1.674	0.831	**	1.614	0.795	**	1.768	0.876	**	1.433	0.701	**
Equity	0.699	0.595	*	0.906	0.787	**	0.819	0.708	**	0.774	0.673	*	0.913	0.782	**
Loan growth	4.389	1.816	***	3.414	1.441	**	3.903	1.638	**	3.621	1.526	**	3.861	1.607	**
Ownership				-0.631	-1.731	***	-1.097	-3.477	*						
Crisis				0.771	1.897	***				1.271	4.064	**			
Devaluation				0.349	1.047	**							0.806	2.715	***
R-squared	0.139			0.188			0.169			0.179			0.157		
Adj. R ²	0.102			0.145			0.13			0.141			0.118		
F-test	3.712			4.386			4.348			4.669			4.005		
Observations	360			360			360			360			360		

This table shows the regression coefficients of the Net Interest Margin performance measurement model for the sample of Kazakhstani privately owned banks. Following Dinc (2005), we evaluate private ownership type as 20 % least. Following Cornett at al. (2009), we consider all foreign banks as private. 88 % of the whole industry represent privately owned banks. The explanatory variables are in *Italics* and represent bank specific, macroeconomic and country specific factors. Five types of regression models applied. None – only the explanatory variables with no categorical factors. All – full sample with three categorical year dummies applied. Ownership, Crisis and Devaluation – explanatory variables with private ownership structure, crisis and devaluation dummies separately examined, respectively. Significance levels of the probability values are indicated as the next: ***, **, * significant at 1, 5 and 10 % levels, respectively.

Table 4 shows that privately owned structured banks have serious changes in relation to the most of the measures affecting the industry performance when we examined it through Net Interest Margin. In the full sample, the *Crisis* coefficient has the positive sign indicating positive effect on NIM performance measure. This finding complies with the study of Kohler (2015) who states that during and after crisis period, the state support as a funding for the private banks increases in the emerging market economies. We previously pointed that net interest margin is helpful in identification the spread between interest revenues and costs. The small spread pushes management of the banks make the decision about the funding increase. Hence, we can attribute the positive sign of the *Crisis* to the specifics of the developing economy. Simply stating, *Crisis* increases the possibility that government will devote more funds to the private banks making the position of the Net Interest Margin positive. Therefore, the performance

expressed in the aspect of Net Interest Margin only enhances in the case of the crisis, because the overall market insolvency threatens economy safety. This is reasoned based on the assumption that banks tend to play the major role in the emerging markets. Hence, government will try to keep the market safe and will support the banking industry financially. We as well need to point that the appropriateness level of the predictor variables is lower when applied against NIM performance measure. The overall model significance is as well lower as compare to the performance measure of Return on Assets.

Table 5 presents the regression coefficients of the five subsamples against the dependent variable of Return on Equity. The model is a little more significant than the one with the NIM, however still is weaker than the model with performance measure of the ROA. The regressions with separate examination of predictors of *Ownership*, *Crisis* and *Devaluation* go in line with the findings in similar regressions but against performance measure of ROA. However, we need to point out that the coefficients for these variables are quite high. In all the regressions with Return on Equity as performance measure, we can observe that that the coefficient for *Loan Growth* is high and positive. On the other side, *Credit Risk* has negative and significant impact. We can state that aggressive lending positively affects equity and increases the volume of loans, but decreases the quality and eventually leads to overall low performance. Financial stability represented as the equity is seriously undermined whenever the crisis or devaluation takes place. The significance is high in all the specifications, when regression run with full sample or for each dummy separately.

Discussion

Some of the variables included into observation have the values of beta coefficients higher than one. This is because the variables included into the model have high probability of correlation among predictors. We make that assumption that this case is possible following the researchwork of Joreskog (1999), who states that the coefficients can be higher than one when the model have variables that are explaining each other. Therefore, for the sake of research interest we keep to the model and use the suggested Pooled regression methodology suggested by the Hausmann specification test. For further studies of transitional economies, we would be trying to apply the more sophisticated methodology like Generalized Method of Moments, where the dependent variable can be taken in the form of the lag value if necessary. For this particular study, we only can apply the lag variables to the right hand side of the equation as the methodology permits to do it. That helps to diminish the possible endogeneity problem that can arise. This is important, as the predictor variables in our model are quite diverse and therefore can have high probability of correlation.

Table 5 - Kazakhstani Bank Performance Measure, 2008 - 2017, quarterly based.															
Dependent variable: the Return on Equity (ROE)															
Method: Panel least squares. Pooled regression model.															
	None			All			Ownership				Crisis			Devaluation	
	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.	Coeff.	T-stat.	Prob.
Credit risk	-27.622	-0.488	*	-28.566	-0.507	*	-28.111	-0.498	*	-26.408	-0.472	*	-34.512	-0.611	*
Debt to Assets	0.103	0.274	*	0.106	0.284	*	0.111	0.293	*	0.107	0.287	*	0.101	0.269	*
Equity to Assets	0.168	0.273	*	0.317	0.517	*	0.236	0.384	*	0.3	0.492	*	0.263	0.428	*
Fee	2.341	0.809	**	2.871	0.99	**	2.549	0.881	**	3.027	1.053	**	2.015	0.697	**
GDP	-1.807	-3.586	***	-1.958	-3.313	***	-1.485	-2.706	***	-1.874	-3.757	***	-2.122	-3.99	***
Inflation	-0.147	-0.381	*	-0.208	-0.484	*	-0.259	-0.663	*	-0.127	-0.333	*	-0.412	-1.004	**
Investments	-0.004	-0.065	*	-0.009	-0.152	*	-0.011	-0.179	*	-0.008	-0.139	*	-0.008	-0.131	*
Commission	0.133	3.061	***	0.141	3.263	***	0.136	3.132	***	0.142	3.289	***	0.134	3.078	***
Liquidity risk	1.453	0.028	*	-2.813	-0.054	*	-0.178	-0.003	*	-3.951	-0.076	*	3.701	0.071	*
Size	-7.74	-0.305	*	-7.619	-0.302	*	-8.297	-0.327	*	-7.942	-0.316	*	-6.692	-0.264	*
Deposits	1.732	0.085	*	0.449	0.022	*	1.423	0.07	*	0.092	0.005	*	2.447	0.12	*
Equity	10.679	0.917	**	9.768	0.843	**	10.172	0.875	**	10.143	0.881	**	9.269	0.797	**
Loan growth	34.862	1.456	**	40.978	1.718	***	36.922	1.542	**	40.423	1.701	***	38.356	1.602	**
Ownership				0.048	0.013	*	4.651	1.467	**						
Crisis				-8.357	-2.042	***				-9.186	-2.933	***			
Devaluation				-1.581	-0.47	*							-5.33	-1.801	***
R-squared	0.162			0.184			0.168			0.183			0.17		
Adj. R ²	0.126			0.14			0.129			0.145			0.132		
F-test	4.449			4.258			anp.32			4.801			4.401		
Observations	360			360			360			360			360		

This table shows the regression coefficients of the Return on Equity performance measurement model for the sample of Kazakhstani privately owned banks. Following Dinc (2005), we evaluate private ownership type as 20 % least. Following Cornett et al. (2009), we consider all foreign banks as private. 88 % of the whole industry represent privately owned banks. The explanatory variables are in *Italics* and represent bank specific, macroeconomic and country specific factors. Five types of regression models applied. None – only the explanatory variables with no categorical factors. All – full sample with three categorical year dummies applied. Ownership, Crisis and Devaluation – explanatory variables with private ownership structure, crisis and devaluation dummies separately examined, respectively. Significance levels of the probability values are indicated as the next: ***, **, * significant at 1, 5 and 10 % levels, respectively.

7. Conclusion

Using the quarterly based data from the 2008 to 2017 years, we examine the effect of composite ownership structure, external global financial shocks and internal macroeconomic changes as devaluation affect the financial stability performance of Kazakhstani bank industry. The financial stability of Kazakhstani market deteriorates as the external environment worsens as both factors of Return on Equity and Assets indicate. On the other side, the Net Interest Margin shows that crisis period only positively stimulates the financial stability of the industry. It is reasoned as the fact that the development of the financial market in Kazakhstan is very low, and the positive effect is only attributed to the fact that in times of the negative economic conditions, banks tend to receive additional funding from the state budgets to diminish the possibility of insolvency of the industry. Hence, the positive moments indicated by the Net Interest Margin performance measure in times of the crisis can not be explained by the good business model, because other two performance variables suggest that the crisis has negative and significant impact on the overall state of the banks in Kazakhstan. As for the ownership structure, Kazakhstan banking industry have almost ninety percent of private banks in the examination period. However, owners of the financial institutions are closely affiliated with governmental executives or previously been on the state service. Therefore, the problem of fiscal costs that arise in times of the crisis, can not be neglected even if the whole ownership of the Kazakhstani banks almost completely in the hands of the private sector.

With respect to the models applied, we can report that examining regression model with the private ownership only, excluding the crisis and devaluation shocks positively affects the bank performance. We indicate strong evidence that the bigger the size of the bank the higher is the credit risk possibility, the higher is the volume of loans and the poorer the quality of them, eventually affecting the overall performance level. In the full models, the effect of ownership is weaker. Findings suggest that the macroeconomic shocks seriously affect the financial stability of the banks undermining the effect of ownership. The other observation suggests significant increase of the non-traditional profit generation factors contributing to the performance level in all regression stimulations. This can be attributed to the fact that traditional business models in Kazakhstani banking industry changes and shows clear reliance on the other possible options of profit generation. This indicates a positive signal to the fact that the industry is developing. For the full picture of the industry performance, however, further research of the regulation and supervision of the industry is necessary.

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«ЧАСТНАЯ» ФОРМА СОБСТВЕННОСТИ КАЗАХСТАНСКОЙ МОДЕЛИ БАНКОВСКОГО БИЗНЕСА. ОЦЕНКА ПРОДУКТИВНОСТИ ИНДУСТРИИ ПОСРЕДСТВОМ ПОКАЗАТЕЛЕЙ ДОХОДНОСТИ

Аннотация. Данная статья направлена на изучение влияния частной формы собственности на работу индустрии банков в транзитной экономики Казахстана. В большинстве развивающихся экономик концентрация власти политической и экономической может оказаться в руках единого субъекта. Такого рода концентрация может негативно сказаться на развитии экономики в целом и замедлить трансмиссию финансовой структуры от плановой к рыночным условиям. По этой причине, изучение структуры

собственности в исследовании деятельности банковской доходности имеет важное значение. Модель включает в себя качественные и количественные макроэкономические, специфические для банка и для страны факторы. А также, внутренние и внешние факторы влияния в виде мирового финансового кризиса и девальвации. Для точности результата исследования, в методологии используется три показателя доходности в период 2008 по 2017 года.

Ключевые слова: Банковская деятельность, банковская структура собственности, кризис и девальвация.

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ҚАЗАҚСТАНДЫҚ БАНКТІК БИЗНЕС МЕНШІГІНІН «ЖЕКЕМЕНШІК» ТҮРІ. ИНДУСТРИЯ ӨНІМДІЛІГІН КІРІС ФАКТОРЛАРЫ АРҚЫЛЫ БАҒАЛАУ.

Аннотация. Бұл мақала, Қазақстандық жекеменшік банк меншік түрінің банк индустриясына әсерін бағалауға бағытталған. Өтпелі мемлекеттердің қобінде, политикалық және экономикалық билік бір тұлғаның қолында шоғырлануы жиі кездесетін жай. Бұндай жағдай, мемлекеттің өтпелі қаржылық кезеңінде, нарықтық экономикаға көшуіне кері әсерін тигізеді. Осы себептен, банктік меншік иесін зерттеу, және оның өнімділік факторына математикалық әсерін тексеру маңызды. Бұл мақалада қолданылатын зерттеу үлгісі, макроэкономикалық, мемлекеттік және банкке ғана сай сапалы және де мөлшерлік факторларды есепке алады. Өнімділіктің үш түрі 2008 және 2017 жылдар арасында зерттеледі. Қосалқы түрде, зерттеу үлгісіне, валютаның құнсыздануы және қаржы дағдарысы қосылған.

Түйін сөздер: Банктік қызмет, жекеменшік банк меншігі, қаржылық дағдарыс және валютаның құнсыздануы.

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idt12@mail.ru, zhumagulova_alia@mail.ru**MODERN TRENDS IN IMPLEMENTATION
ACADEMIC FREEDOM**

Abstract. This article discusses modern trends in the implementation of academic freedom, presents factors for increasing the level of academic mobility. The distinguishing criteria of a number of joint educational programs are considered: accreditation, franchising, validity, joint and double diplomas. The main prerequisites for the introduction of academic mobility and the need for its implementation have become globalized and integrated processes that have a significant impact on the course of the modern world order, which entail significant and effective changes and challenges for all aspects of the social structure, including the higher education system. This will increase competitiveness and the development of human capital by providing affordable quality education for the stable development of the economy in order to achieve the highest level of education in higher education institutions that will satisfy the needs of the modern market.

Key words: academic mobility, educational programs, mobility, innovative technologies, competitiveness of education.

The modern space of higher education is transformed under the influence of globalization, integration processes, modernization of the world education system.

The academic mobility of students and teachers is a complex and complex process designed to solve the problems of introducing international integration into the higher education system and raising the level of higher education institutions.

The leading world countries annually host a large number of students under academic programs, for example, the United States of America - 35%, Germany - 21%, Great Britain - 17%, France - 11, Australia - 10%, Japan - 9%.

Consequently, academic programs are the main drivers and motivation among university graduates for their further employment.

It should be noted that the main factors in the importance of increasing the level of academic mobility are, first of all:

- quality assurance of training programs: academic programs provide an opportunity to increase educational competence, choose a learning path according to an individual plan, and gain new knowledge in the field of innovative technologies;

- An adequate psychological and pedagogical state of students traveling by external academic mobility;

- intercultural communication: academic mobility allows you to strengthen knowledge in the field of intercultural and cross-cultural space, the signatory countries of the Bologna Declaration contribute to the development and strengthening of cultural relations of participants in academic programs;

- Academic exchange helps to improve the quality of education and the desire of universities to be ranked in the international educational space. It is important to note that university rankings are aimed not only at the audience of applicants, but also at the parent, including employers, sponsors, professional communities, investors, etc.

It is obvious that the increase and strengthening of academic mobility contributes to the further attractiveness of European education, which is indicative of the modern integration process of the higher education system.

The presence of students, undergraduates, doctoral students in universities participating in academic programs contributes to attractiveness and higher university ratings, which, of course, has an effect, in general, on improving the level of education.

One of the most important areas of training reform in the framework of the Bologna process is the development and use of qualifications frameworks. At the 2003 Ministerial Conference in Berlin, the ministers of the Bologna process agreed to develop a European qualifications framework.

When introducing academic mobility, one of the integral psychological and pedagogical integrative factors, in the learning process, it is necessary to identify and analyze the complex of psychological and pedagogical conditions, so to solve this issue, it should be determined which psychological paradigm is a priority at the present stage of development of society in higher education system.

In the international educational space over the past decades, in particular, in European countries, new features of world cooperation in the university system have gained special popularity. We are talking about constantly implemented and developing joint programs of the higher educational system, in which partner universities adapt their own common standards and criteria with regard to the implementation of targeted educational programs, curricula, curricula and assignment of degrees. Such educational programs are new levels of the international university community, in the process of which interpenetration, integration and interaction occur in both the scientific and educational systems. Such innovations are a certain synergy in the educational, cultural spheres that contribute to the quality, attractiveness and competitiveness of the entire system of higher education.

Consider a number of joint educational programs, which are distinguished by such criteria as: accreditation, franchising, validity, joint and double diplomas. [1]

So, we will analyze the criteria:

1. Accreditation is one of the forms of cooperation that is implemented on a commercial basis, consists of commercial profits, in which the university confirms the quality of the educational program of the partner institution through its requirements for the quality of education. Accreditation consists of the recognition, confirmation procedure, is accompanied by the issuance of an educational document, to a graduate of a partner university, through the recognition of educational documents. Such experience of international recognition contributes to the financial flow from one university to another, but at the same time there are risks of devaluation of educational standards, which is the reason why universities do not risk introducing validation and accreditation.

2. Franchising is a requirement for the quality of academic programs, is a form of educational cooperation and consists in transferring one university to another the right to implement its educational program, while retaining its right to control: admission of documents, passing entrance exams, issuing an educational document.

3. The program of double and joint diplomas is the most significant high form of academic cooperation, widespread in Europe and in the world. The prerequisites for the implementation of double and joint diploma programs is a fairly high level of correlation of the quality of training programs, comparability to international education standards, which is essential for the formulation and implementation of such tasks:

organization of educational programs, including: the criteria for training and assessment, the curriculum, the standards of educational courses;

- recognition of educational results obtained at a partner university, guaranteeing the implementation of academic mobility as a necessary educational regulation;
- organization of a single administrative management;
- obtaining a joint educational document (diploma) at the end of the learning process.

In general, the importance and invalidity of joint educational programs, in its European context, is governed by a number of challenges that participants in these programs receive in the form of offset bonuses:

- participants in joint programs have a number of extra opportunities for obtaining a future profession, developing a new worldview, gaining international educational experience in social, academic forms,

which gives them opportunities to expand their professional and career growth, profitable demand for participation in the labor market, and even , and not long-term, but qualitatively new, for itself correlation to the concept of “European citizenship”;

- faculty within the framework of joint educational programs have prospects in terms of improving their qualifications, establishing professional long-term mutually beneficial contacts, long-term cooperation with colleagues in the research plan to realize their long-term scientific educational research prospects;

- universities, in turn, have the opportunity to receive added value in the form of attractive, better education programs, increased academic prestige through perceptual ways of cooperating with foreign universities in completely different fields, and ultimately, universities will be able to increase their reputation and be competitive - capable in the national and world educational space.

The initiators of joint educational programs, as you know, are universities that independently decide on an agreement on the implementation of programs in subject areas, such as: international law, business education, economics, engineering, management and so on. With regard to such educational areas as: architecture, medicine, nano-technology, biotechnology, the university needs coordination and regulation by state bodies.

As practice shows, joint educational programs are most often carried out on PhD and Master programs, at the undergraduate level they are offered and implemented in smaller volumes.

It is worth noting that multilateral educational programs, as a rule, were an example of the organization of bilateral cooperation between universities.

The organization of joint educational programs, in recent years, has been undergoing significant acceleration thanks to all kinds of support from international educational foundations and foundations, which, according to long-distance experts, helps peripheral universities to meet higher education institutions in the capital. At the same time, the activities of these universities are associated with a number of not only organizational problems, which are a consequence of the uneven requirements of international educational structures, but also psychological and pedagogical ones, in particular, such as:

- tuition fees;
- recognition of degrees;
- quality control and its provision;
- the effectiveness of the administrative resource;
- the effectiveness of total management;
- tracking students at universities in different countries;
- adequate psychological and pedagogical state of students.

The obvious and significant problem of implementing joint educational programs and double diplomas is the importance of expanding the university base and financial costs, they are much financially costly in comparison with conventional educational programs, this is, first of all, international economic mobility and administration. Practice shows that those financial costs that are covered by students lead to a deepening of inequality among student participants to whom such programs may be available, to one degree or another.

To overcome this critical situation, it is possible to offer solutions such as:

- expansion of the partnership base, search for financial resources;
- interaction in the search for financial resources, not only government agencies, but also the private sector;
- opportunities for a list of financial sources, through relaxation, recognition of joint educational programs and equalization of degrees;
- fixing a financial resource for the implementation of joint educational programs, to support general academic mobility.

Of course, the success of the implementation of joint educational programs depends, as a rule, on solutions to the recognition of joint diplomas at the state and international level.

The signed agreements and agreements within the framework of joint programs are governed by issues related not only to international academic mobility, but also in general, to the organization of the educational process. As you know, the procedure for awarding degrees is regulated by university

agreements, but not by legislative bodies, this phenomenon borders on the lack of national policy and legislative documents.

As a result, difficulties associated with legal, legislative recognition and agreements in terms of cooperation entail a number of problems in issuing diplomas at the end of educational programs. In order to avoid such critical situations, it is important to make significant changes to legislative documents at the national level, which was proposed by the educational community bodies of the European educational space.

Today, the trends in the implementation and implementation of joint programs are such that they are trying to build solutions in certain scales and formats. Kazakhstani joint educational programs in Kazakhstani universities with foreign partner universities have not yet become fully instruments of long-term state educational agreements, since they are initiated only by universities that independently establish cooperation with their chosen foreign universities.

It is worth noting that the main problems in monitoring educational programs were not enough presence of complex and systematic information about the administrative resource, and sometimes the sites of these universities were the reason. The following critical situation is connected with a number of terminologies and determinants of programs, when the curriculum, characteristics of these programs, documents on academic mobility are not clearly worded and are still in the development stage, which leads to the fact that for the most part joint educational programs are understood as international agreements in the form of agreements and contracts between universities.

Currently, in Kazakhstan, joint and double diploma programs are presented in the form of close cooperation between universities for future integration into the global educational space. One of the main tasks to achieve an international level in cooperation with leading universities in Europe and America, namely, the comparability of their own educational programs, curricula, curricula, training courses, teaching and accreditation technology, is the creation of joint and double diplomas in such specialties, as: a block of socio-economic disciplines, business education, management, and so on, which is a criterion for their world competitiveness and international recognition. It is safe to say that all these programs have become important aspects in the implementation of the basic principles of the Bologna process, and in this regard, it can be argued that assessing the effectiveness and attractiveness of educational joint programs comes from solving common problems posed to its participants and are cornerstone characteristics .

The academic mobility of the faculty and students, which is key in the European understanding, includes all the elements of a joint educational program, which leads to a joint educational document, determines the directions of exits, regulations and volume for students who have taken the opportunity to obtain a second diploma, and teachers have the opportunity to receive retraining and advanced training. The reality in Kazakhstan is such that the reverse academic mobility of teachers and students from foreign universities in Kazakhstan is not carried out in such a large volume, and in connection with this, the term that characterizes this particular mobility as “asymmetric mobility” has recently been applied.

Consider the academic mobility of the faculty in more detail. In our opinion, the asymmetry of teachers' mobility, being a reflection of the transitional stage of the exit of joint educational programs of Kazakhstani universities with foreign ones, should achieve such interaction with foreign universities that there is an adequate comparability to the quality and technology of the educational process. This process will serve as a closer contact in the framework of joint programs of Kazakhstani universities of students from Europe in the future, which will lead to the creation of a special intellectual flow. In practice, Kazakhstani universities set themselves the solution of issues by the recognition procedure, by the enormous expenditure of forces, time, resources. In order to radically improve this situation with a minimum loss of all costs, it is necessary to use educational loans in accordance with international educational standards.

For the higher education system, in order to expand Kazakhstan's higher education, the key is to enter new markets, attract worthy, promising students, strengthen their positions, recognize and validate diplomas in the labor market in Kazakhstan, create an enabling field for scientists, researchers, faculty . In the Kazakh system of higher education, together with foreign universities, the primary task is to organize the recognition of diplomas and educational documents in the international De-Facto format. To strengthen academic recognition, interaction and consolidation with foreign universities, increase the competitiveness and quality of educational programs, it is necessary to create new perspectives. With

regard to improving the quality of academic staff and the quality of teaching, strengthening its position in the markets of educational services on a global scale, all the necessary prerequisites have been created in terms of exporting educational opportunities.

As experience shows, the productivity of organizing and introducing contact points and centers of the accreditation system in universities, the role of which is played by joint educational programs and double diplomas, international educational cooperation is formed by involving a large number of students, faculty, managers, administrators.

All this contributes to the fact that students have the opportunity to additionally master the necessary prospects in their future profession, have vast experience in the socio-cultural layer, as well as guarantees for possible professional demand on a national, European, and global scale.

For the Kazakh system of higher education in the development of academic programs, it is necessary to focus on the use of such measures as:

- improvement and implementation of educational programs for the study of foreign languages before the start of academic mobility, passing tests IELTS, TOEFL, GMAT, CAE, etc.,
- expanding the information field on academic mobility, academic exchange programs for students and faculty, in general, information about the Bologna process and participating countries;
- Organization and management of a system for financial support of academic mobility through the participation of students in international, national grant programs, with the involvement of sponsors, employers, foundations, public and private partners, etc.
- creating conditions for students to travel to partner universities, increasing the number of students in the framework of the academic program, developing and strengthening scientific, educational, research, cross-cultural ties with universities participating in academic mobility;
- development and promotion of the status of not only the faculty, but also of all services, including the entire academic staff of the university, is necessary.

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ІСКЕ АСЫРУДАҒЫ ЗАМАНАУИ ТРЕНДТЕР АКАДЕМИЯЛЫҚ ЕРКІНДІК

Аннотация. Бұл мақалада заманауи трендтер іске асыру академиялық еркіндік берілген факторлар деңгейін арттыру, академиялық ұтқырлық. Бірқатар бірлескен білім беру бағдарламаларының ерекше белгілері қарастырылды: аккредиттеу, франчайзинг, валидность, бірлескен және қос диплом. Академиялық ұтқырлықты енгізу және оны іске асыру қажеттілігі үшін негізгі алғышарттар қазіргі заманғы әлемдік тәртіптің барысына елеулі әсер ететін жаһанданған және интеграцияланған процестер болды, бұл қоғамдық тәртіптің барлық аспектілері үшін, оның ішінде жоғары білім беру жүйесіне маңызды және пәрменді өзгерістер мен сын-қатерлерге әкеп соғады. Бұл қазіргі заманғы нарықтың қажеттіліктерін қанағаттандыратын жоғары оқу орындарында білім берудің ең жоғары деңгейіне қол жеткізу үшін экономиканың тұрақты дамуы үшін қолжетімді сапалы білім беруді қамтамасыз ету жолымен бәсекеге қабілеттілікті арттыруға, адами капиталды дамытуға мүмкіндік береді.

Түйін сөздер: академиялық ұтқырлық, білім беру бағдарламалары, ұтқырлық, инновациялық технологиялар, білім берудің бәсекеге қабілеттілігі.

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СОВРЕМЕННЫЕ ТРЕНДЫ В РЕАЛИЗАЦИИ АКАДЕМИЧЕСКОЙ СВОБОДЫ

Аннотация: В данной статье рассмотрены современные тренды в реализации академической свободы, представлены факторы повышения уровня академической мобильности. Рассмотрены отличительные критерии ряда совместных образовательных программ: аккредитация, франчайзинг, валидность, совместные

и двойные дипломы. Основными предпосылками для внедрения академической мобильности и необходимости её реализации стали глобализированные и интегрированные процессы, оказывающие существенное влияние на ход современного миропорядка, что влекут значимые и действенные изменения и вызовы для всех аспектов общественного уклада, в том числе и на систему высшего образования. Что позволит повысить конкурентоспособность, развитие человеческого капитала путём обеспечения доступного качественного образования для стабильного развития экономики, чтобы достичь наивысочайшего уровня образования в высших учебных заведениях, которые будут удовлетворять потребности современного рынка.

Ключевые слова: академическая мобильность, образовательные программы, мобильность, инновационные технологии, конкурентоспособность образования.

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R.I. Burganova, K.O. Shaiheslyamova, A.V. Mogilnaya**INTERNATIONALIZATION AS THE BASIS
OF MODERNIZATION OF HIGHER EDUCATION**

Abstract. The most important trends in reforming national education systems in most developed countries are the internationalization of the education system and the integration of the educational space. The process of internationalization of higher education is complex and controversial. There are many unresolved problems: there is no proper balance between its economic, political, cultural and educational components; the idea of a “single educational market” is far from being realized; many issues of planning and management have not been resolved; there is a need for greater internationalization of training programs; the urgent task of “convertibility” of diplomas; the problem of dialogue of cultures is aggravated; insufficiently developed information and communication technologies, etc.

INTRODUCTION

The internationalization of higher education (IVO) was initiated by the most important events of the modern era: the end of World War II, the decolonization of the “third world”, European integration, the end of the Cold War. IVO has gone through a number of important stages. After the Second World War and until the end of the 1980s, international cooperation in the field of higher education was based on bilateral agreements and individual contacts and consisted primarily in the exchange of students and teachers.

Internationalization is a process of sustainable interaction and mutual influence of national educational systems based on common goals and principles, which reflects the advanced trends of the 21st century and meets the needs of the world community. In the context of the development of globalization and changes in the requirements of the world labor market, national education systems should take into account the best practices of introducing internationalization practices in the field of education.

MAINPART

The internationalization of higher education is seen as an objective consequence of globalization and a major resource for efforts to eliminate the national isolation of higher education systems and the progress of social and economic life. The internationalization of higher education is a sure sign of radical social change. The study of IVO allows predicting changes in the structure, content, management, financing of higher education. Internationalization is a visible feature of the strengthening of global interdependence in the field of education and the tools for harmonizing such interdependence. The main units of the comparative analysis of IVO are the national and supranational structures of higher education. Ideas, principles are investigated, priorities are forecasted, the policy of IWE in the global, regional and national dimensions. The specificity of the internationalization of higher education in individual regions and states is determined. The corresponding activity of educational institutions, students and teachers is revealed. Areas of application of international cooperation in higher education are characterized.

The effect of IVO can be determined statistically: by the scale of academic exchanges and contacts. Important indicators of the effectiveness of IVO are changes in the procedures and legal framework of higher education: attitude to the issue of recognition of foreign diplomas of higher education; bilingual

learning opportunities; the policy of matching national and foreign levels of education and diplomas, the policy of obtaining student grants, etc.

In modern literature, various definitions of the concept of “internationalization of education” are given. In our opinion, the most successful is the definition of J. Knight: “Internationalization is the process of introducing an international component into the research, educational and administrative functions of higher education” [11]. The author in this definition considers internationalization as a complex process linking the functions of higher education and the impact of internationalization on these functions.

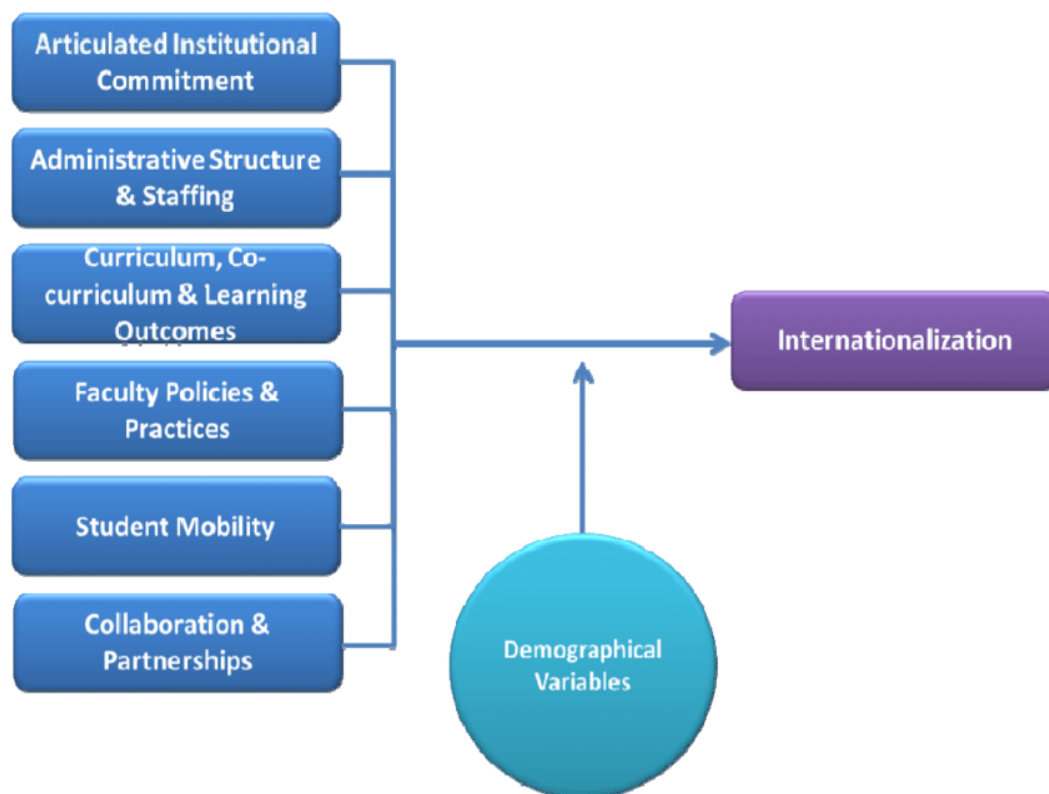


Figure 1 - Internationalization of higher education conceptual framework

The forms of international cooperation that are inextricably linked with the internationalization of education include:

- Integration of international educational standards into national curricula;
- international mobility: for students by recalculating credits of labor input, for faculty by offsetting the period of time they spent working in the European region;
- formation of common international standards, comparable criteria and methodologies in ensuring the quality of educational programs;
- inter-institutional cooperation, the formation of mobility schemes based on joint training programs and research;
- institutional partnership: the creation of strategic educational alliances.

In the scientific literature, internationalization in the field of higher education is considered as “internal” internationalization (internationalization at home) and “external” internationalization or education abroad, cross-country education, cross-border education (education abroad, across borders, cross-border education) [11]. The main advantages of internationalization include: international quality standards, increasing the innovativeness of education, increasing the accessibility of higher education, universalizing knowledge, expanding and strengthening international cooperation, and enhancing academic and student mobility.

It should be noted that the global market for educational services is estimated at 35 billion US dollars per year. Australia, France, Germany, the United Kingdom, and the United States are major educational

service providers. They account for 73% of all foreign students. In recent years, there has been a growth trend in foreign students studying in developed countries, which is associated primarily with government support.

The process of internationalization of higher education in European countries has entered the stage of integration of a single educational space, which is due to the regional economic integration of European states. In many European countries, state policy in the field of higher education is based on the central role of the state in regulating, financing and monitoring, while state funding of universities is declining, and institutions are increasingly forced to earn money on the market of education, research and consulting.

An analysis of international practices of developing the integration of national educational systems of countries actively participating in this process showed that the realization of state interests, primarily economic, is a decisive factor in deciding in favor of internationalization. Internationalization contributes to the development of the scientific potential of the country, the spread of its political and cultural influence in the world. Most developed countries, for the realization of national strategic interests, create conditions for the internationalization of their educational system and stimulate this process.

A comparative analysis of the main factors of higher education integration is needed. Factors are divided into four main groups: economic, political, cultural, pedagogical. Economic factors are associated both with direct financial benefits (income from levying tuition fees for foreigners, for example), as well as indirect economic benefits, primarily the advanced training of university graduates as a condition for economic progress. Political factors are determined by geopolitical interests, security issues, ideological influence, etc. Cultural factors are predetermined by the importance of intercultural dialogue. Pedagogical factors affect the functions and content of the internationalization of higher education.

IBO factors are closely intertwined and evolve. Until the late 1990s IBO was largely initiated by political factors, in particular, the desire to ensure the coexistence of various social systems, the tasks of strengthening cultural understanding, and the desire to strengthen political influence. Currently, factors of the economic order have intensified and are becoming increasingly significant. At the same time, political and ideological preferences were weakened. It is about creating a "market-oriented higher school", abandoning universal academic training, and building knowledge and skills as an instrument of activity in the global education market.

The political, pedagogical, and cultural goals of IBO are subordinate to economic interests, which stem from intentions to improve the preparation of human capital. The economic background is becoming increasingly apparent. The integration of higher education is a means of strengthening the economic competitiveness of IBO participants.

The prospects of IBO are the coordination of efforts of governmental, non-governmental and international organizations, the expansion of direct participation of higher education institutions in multinational programs, and the promotion of bilateral and multilateral projects of individual universities. Internationalization expands the horizons of high school graduates. Doors open to them in many sectors of the international labor market.

The main directions of the internationalization of higher education are focused on international cooperation, combining pedagogical efforts and resources, improving education through international experience, ensuring employment of specialists in the labor market, and developing graduates with the qualities and knowledge necessary outside their own country.

The internationalization of higher education is manifested in enhancing the mobility of teachers and expanding educational opportunities abroad. At the turn of the XX– XXI centuries, more than 1 million people studied outside their countries. The internationalization of higher education in the form of international programs of scientific research, exchanges of teachers and students make comparative and intercultural education a reality. Students, teachers, specialists in higher education, once abroad, get the opportunity to compare domestic and foreign models of education, acquire cultural and intellectual plasticity, an understanding of the phenomenon of another. They learn to understand the foreign realities of higher education, which is necessary for further activities.

Reforms of higher education in the modern world have a number of common features, which cannot but help accelerate the process of internationalization. Under IVO conditions, national higher education systems are noticeably transforming; they expand quantitatively, acquire international features: the decentralization of systems intensifies, and components of a supranational, universal nature arise and

develop. National higher education systems as a result of a certain unification of structures, methods for evaluating the results, programs, and qualification characteristics of higher education become much more comparable, which makes it possible to improve these systems much more effectively.

In a comparative analysis of the status and prospects of IVO, it is necessary to keep in mind the specifics of national higher education systems. In certain regions and countries, universal trends in the internationalization of higher education are manifested depending on the characteristics of the social structure, economy, politics, and traditions in pedagogy and higher education. There are certain difficulties in generalizing and identifying the universal trends of IVO. This stems from the serious differences in the IVO of individual countries. So, in the European Union, the United States, political, cultural, pedagogical and economic priorities of IVO are equally visible. In France, one of the priorities of IVO is to popularize the French language and culture, especially in the Maghreb countries. In the UK, the dominant factor in IVO is economic interest, etc.

The effect of IVO can be determined statistically: by the scale of academic exchanges and contacts. Important indicators of the effectiveness of IVO are changes in the procedures and legal framework of higher education: attitude to the issue of recognition of foreign diplomas of higher education; bilingual learning opportunities; the policy of matching national and foreign levels of education and diplomas, the policy of obtaining student grants, etc.

As a tool for intensifying international cooperation in the field of higher education, the possibilities of real mobility — international exchanges of students and teachers — in combination with “virtual mobility” through the latest technical means, are comparatively studied and tested. Among the recent Internet technologies initiating a similar path of internationalization of higher education, we point out the project “The International leadership in educational technology” (ILET). The project aims to create a transatlantic educational community of graduate students from five universities: Iowa and Virginia (USA), London (England), Aalborg (Denmark) and Barcelona (Spain). To establish contacts, websites, e-mail were used, foreign language courses were organized on-line. Virtual cooperation was complemented by a joint summer academy for a short-term exchange of research experience, the organization of foreign scientific missions.

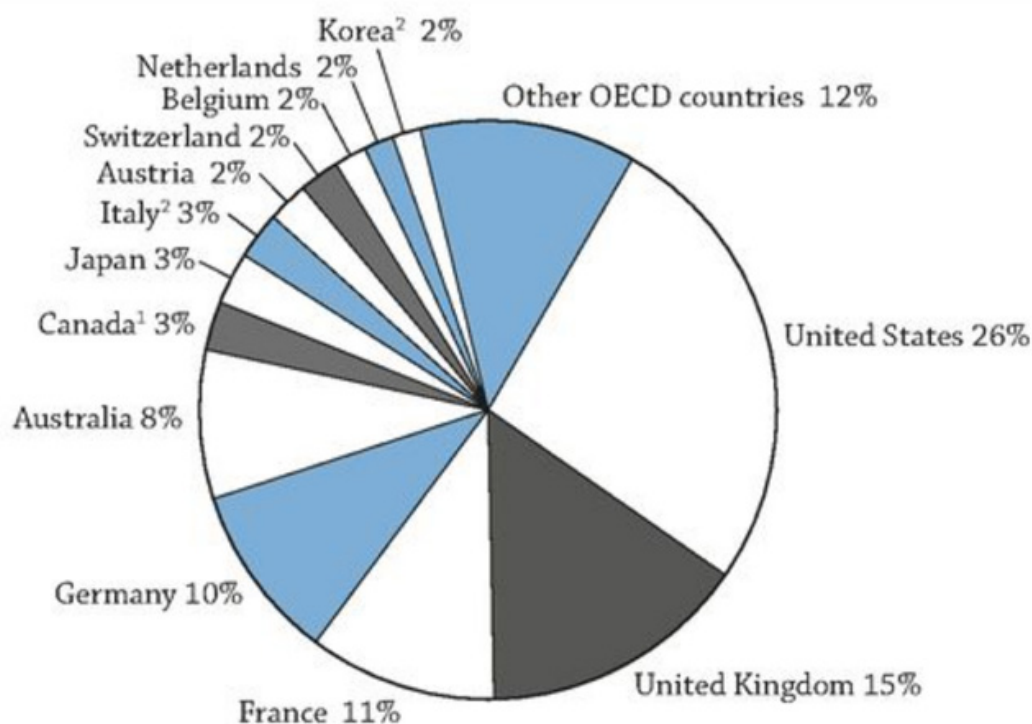


Figure 2 - Distribution of international students in OECD countries at the master's and doctoral levels

Reflecting the broader trend in international mobility, the OECD estimates that 53% of mobile, advanced higher education students come from Asia, and from China and India in particular. Nearly one in four (22%) are from China alone, and almost half (41%) of China's mobile master's and doctoral students choose to study in the US. The next largest group is from India (which accounts for about 9% of all mobile master's and doctoral students), and again more than half are enrolled in the US.

The USA is a leader in the internationalization of higher education. The high prestige of American high school is largely achieved due to its internationalization. A number of American universities position themselves as international centers of science and education. The Americans did not immediately come to understand the need for international universities. One of the factors of their occurrence was the interest of employers in that university graduates could work on all continents. US international universities rank first in international rankings; they can be the first to rely on international investment. The main directions of the internationalization of higher education are focused on international cooperation, combining pedagogical efforts and resources, improving education through international experience, ensuring employment of specialists in the labor market, and developing graduates with the qualities and knowledge needed outside their own country.

CONCLUSION

The internationalization of higher education is manifested in enhancing the mobility of teachers and expanding educational opportunities abroad. At the turn of the XX– XXI centuries. more than 1 million people studied outside their countries. The internationalization of higher education in the form of international programs of scientific research, exchanges of teachers and students make comparative and intercultural education a reality. Students, teachers, specialists in higher education, once abroad, get the opportunity to compare domestic and foreign models of education, acquire cultural and intellectual plasticity, an understanding of the phenomenon of another. They learn to understand the foreign realities of higher education, which is necessary for further activities.

The influx of foreign students into universities raises the problem of establishing intercultural dialogue. There is an increasing need for the introduction of the latest communication technologies, which, in contrast to traditional international contacts, have clearly limited limits and dramatically expand the possibilities for cooperation. The urgency of the convertibility of higher education diplomas.

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Р.И. Б урганова, К.О. Шайхеслямова, А.В. Могильная

ИНТЕРНАЦИОНАЛИЗАЦИЯ КАК ОСНОВАНИЕ МОДЕРНИЗАЦИИ ВЫСШЕГО ОБРАЗОВАНИЯ

Аннотация. Важнейшими тенденциями реформирования национальных систем образования в большинстве развитых стран являются интернационализация системы образования и интеграция образовательного пространства. Процесс интернационализации высшей школы сложен и противоречив. Существует множество нерешенных проблем: отсутствует должный баланс между его экономическими, политическими и культурно-образовательными составляющими; далека от реализации идея "единого образовательного рынка"; не решены многие вопросы планирования и управления; есть потребность большей интернационализации программ обучения; актуальна задача "конвертируемости" дипломов; обострена проблема диалога культур; недостаточно развиты информационно-коммуникативные технологии и т.д.

Р.И. Бурганова, К.О. Шайхеслямова, А.В. Могильная

ХАЛЫҚАРАЛЫҚ ЖОҒАРЫ БІЛІМ БЕРУДІҢ НЕГІЗГІ НЕГІЗІ

Андатпа. Көптеген дамыған елдердегі ұлттық білім беру жүйесін реформалаудың маңызды бағыттары білім беру жүйесінің интернационализациясы және білім кеңістігінің интеграциясы болып табылады. Жоғары білімнің интернационализациясы күрделі және қайшылықты. Көптеген шешілмеген проблемалар бар: оның экономикалық, саяси, мәдени және білім беру бөліктері арасында тиісті тепе-теңдік жоқ; «бір тұтас білім беру нарығы» идеясы іске асырылмаған; жоспарлау мен басқарудың көптеген мәселелері шешілген жоқ; оқу бағдарламаларын интернационалдандыру қажеттілігі туындады; дипломдарды «конверттеу» шұғыл міндеті; мәдениеттер диалогы мәселесі шиеленісе түсті; жеткіліксіз дамыған ақпараттық-коммуникациялық технологиялар және т.б.

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MAIN DIRECTIONS OF THE COMPANY'S BALANCING STRUCTURE OBSERVATION DECISIONS

Abstract. On the basis of the analysis of the financial condition of the enterprise on the example of our company there were two first questions (low solvency and profitability), and as for the problem of financial independence, it can be concluded that the company is independent of creditors due to the lack of long-term loans as part of the liability and financing of the enterprise at the expense of equity. The weaknesses identified in the analysis of the financial stability of the enterprise are mainly influenced by the low level of liquidity. In this regard, we came to the general conclusion that in order to stabilize the financial situation of the enterprise, it is necessary to implement measures to increase its solvency and liquidity.

Keywords: balance sheet, liability, asset, equity, financial stability, debt, solvency, liquidity.

Currently, one of the most important problems of the domestic economy is the passage of enterprises crisis payments. Many enterprises, as a result of insolvency, lack the funds necessary to Finance production activities, due to the reduction of their own financial base. They must scale back their activities or stop them altogether. Therefore, the decline in production will increase, in General, the crisis within the country begins to worsen, therefore, the volume of resources used by the enterprise in the turnover of payments with the state, other enterprises and other economic entities decreases [1].

As a result, the multiplicative effect occurs within the country: downtime in the settlement chain at one point quickly move along the chain and increase their coverage forces, have an impact on all participants of social production.

As a result of the analysis it is seen that the total amount of assets of JSC "ABS" decreased by 0.4%, i.e. by 14 319 thousand tenge. It was significantly affected by a decrease in the amount of fixed assets as part of long-term assets by KZT 61,698 thousand. The growth of short-term assets by 15.4%, i.e. by 39,750 thousand tenge is due to the growth of other items in this section, excluding the decrease in cash and cash equivalents, in particular, the increase in short-term receivables by 24.9%, i.e. by 18,941 thousand tenge, current income tax by 277.1%, i.e. by 6,932 thousand tenge, reserves by 23.2%, i.e. by 24,280 thousand tenge.

If we analyze the composition of long-term assets, fixed assets decreased in relation to 2015 by 111,269 thousand tenge, by 2016 by 61,698 thousand tenge, intangible assets increased in relation to 2015 by 3,917 thousand tenge, by 2016 by 7,629 thousand tenge.

The structure and composition of current assets for financial management managers, their volume, the main object of forecasting and planning the efficiency of use. The most important issue is to provide it with the necessary sources of funding to the appropriate extent. Summing up, we can say that the organization of financing of current assets in the enterprise from own and borrowed funds is an important part of their use.

It is possible to allocate the following questions of management of current assets:

- production and sale of fixed constant volume of production;
- taking measures to reduce or increase the share of inventories in the assets of the enterprise;
- increase in stocks of finished products;
- timely receipt of materials and raw materials from suppliers;
- delay in payment of products delivered from buyers, that is, a reduction in the amount of receivables.

Solvency and creditworthiness of the enterprise directly depend on its security with necessary current assets. Current assets are the main element that determines the cost of products involved in the production process of the enterprise [2-4].

The income statement provides information on the financial results of the enterprise, that is, income from sales of products, the volume of production costs and the amount of net income. On the basis of this form of the report the analyst allows to receive the General information on profitability of economic activity of the enterprise for the reporting period.

The main ways to improve the composition of the balance sheet of the enterprise are reflected in the following Figure 1.

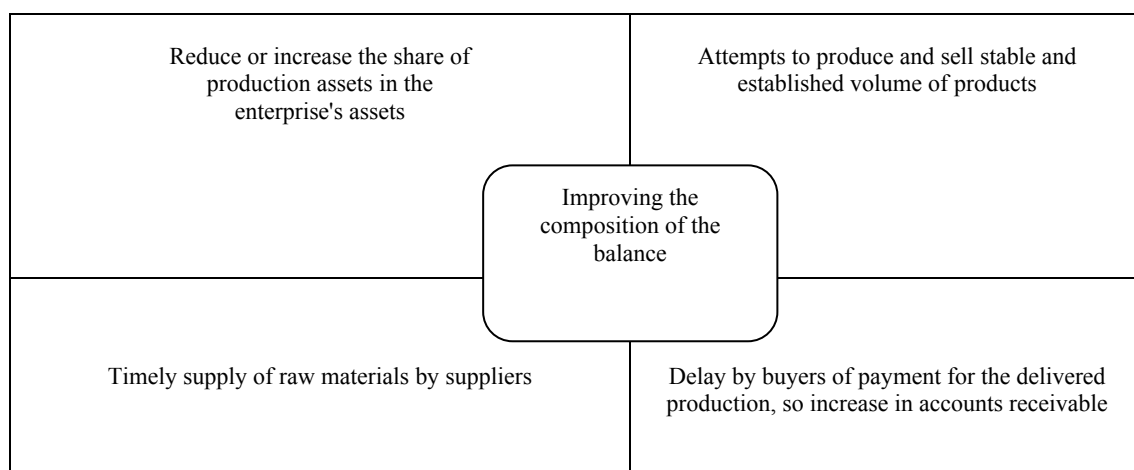


Figure 1 - Improvement of the company's balance sheet

Note - [2] is based on literature

An important characteristic of the company is the efficiency and liquidity of the enterprise. The efficiency of the enterprise reflects the ratio of the size of the required results of its activities and the costs of the production process. The principle of the relationship between costs and financial results of the enterprise is the basis for determining efficiency. In order to correctly determine the amount of efficiency, it is necessary to accurately determine the amount of production and administrative costs in order to achieve the results set.

Therefore, the state of the enterprise and its liquidity, profitability depend primarily on the speed of rotation of current assets into cash, and will be displayed as a reliable unit of risk. A high degree of risk of an enterprise is considered to be a high probability of default or bankruptcy of accounts payable during the relevant period.

The company is increasing the importance of improving the use of current assets, improving production, as the released material and financial resources in this case will be an additional source of increased production and own financing. Optimal and efficient use of working capital will contribute to the solvency and financial stability of the enterprise. In this case, the company can repay the settlement and payment obligations in accordance with the periods and in full, as it allows the company to successfully operate.

Therefore, all decisions regarding the composition and structure of working capital should be considered not only from the perspective of the effectiveness of individual items of assets, but also taking into account liquidity without fail. Financial stability is the financial condition of the enterprise reflecting orientation of development of the enterprise by distribution and use of financial resources in the maximum admissible volume of risk by preservation of solvency and creditworthiness of the enterprise and increase in the income. This phenomenon is inextricably linked with the efficiency of production, as well as with the final performance of the enterprise. Reduction of production volumes at the enterprise and high cost of production leads to loss or deterioration of financial stability of the enterprise. This indicator is influenced by a number of internal and external factors.

The absence of JSC "ABS" costs for the sale of goods and services, financing costs and income tax costs due to the fact that the company is state-owned and characteristic features. As a result of the analysis, at the end of 2017, the income from the sale of products of JSC "ABS" amounted to 1 537 129 thousand tenge, total profit - 149 151 thousand tenge, total cumulative profit-6 923 thousand tenge.

Thus, in this case, we do not see any legal grounds for non-establishment of the wage per hour. From the total profit, the total operating profit of JSC "ABS" was determined, net of administrative expenses in the amount of 128,187 thousand tenge and other expenses in the amount of 32,733 thousand tenge and other income in the amount of 12,522 thousand tenge and amounted to 753 thousand tenge.

In 2017, revenues from financing amounted to 6 170 thousand tenge. As a result, the total comprehensive profit amounted to 6,923 thousand tenge, due to the absence of income tax losses and pre-tax profit.

In 2016, administrative expenses of JSC "ABS" amounted to 112,744 thousand tenge, other expenses amounted to 27,600 thousand tenge. Compared to 2016, the total amount of expenses increased in the reporting period. In 2017, administrative expenses amounted to 128,187 thousand tenge, other expenses amounted to 32,733 thousand tenge. However, compared to the results of 2015, in 2017 there is a significant reduction in costs. As a result of the analysis of dynamics of structure of expenses of JSC "ABS" it is established that in its change there are proportions. This phenomenon is explained by the systematic activity of the enterprise and the policy of well-designed costs [5-7].

On the way of further improvement of activity of the enterprise it is offered to make the following new decisions. In the course of implementing the financial strategy of the enterprise, great attention should be paid to improving the financial situation of the enterprise, increasing liquidity, solvency and financial stability. Cost optimization or reduction includes measures to stop revenue declines. A very effective mechanism is the creation of an effective cost control system. Sometimes you can reduce costs by starting to account for them. For example, when an enterprise starts recording remote and international calls to its employees by date, time, and destination, the total number of calls is reduced by reducing calls to employees' personal records.

At the same time, a prerequisite is to support the current system of accounting for employees' costs. Significant costs in this direction is the analysis of the causes of costs, which allows you to take the necessary measures to eliminate the causes of negative growth in costs. For example, employees spend money on expensive restaurants in the enterprise, so it is advantageous to determine if the rising costs: because the company is actively increasing its customer base and the number of contracts signed, or because they simply weaken the control over the use of agent-representative. Organizational structure analysis is recommended to eliminate excessive levels of management and reduce labor costs.

Reorganization of vacated reserves involves the allocation of reserves by category, depending on their importance to improve operational sustainability. For doing business, the volume of important types of reserves should be reduced. In addition, it is necessary to strengthen procurement orders by implementing effective management procedures, such as centralizing the storage and release of goods, redistributing storage or improving workflow. In order to get more money, it is recommended to sell old funds at discounts.

Obtaining additional funds from the use of fixed assets. After that, you can determine the most appropriate communication channels for effective communication of market participants about the sale or lease of property. It is necessary to draw up an act of storage, storage of real estate, not leased, and submit it to the tax office, which will withdraw this property from the calculation of the tax base.

Collection of loans in order to accelerate the financial turnover. Repayment of customer loans can be stimulated by providing special benefits. It is also necessary to create a customer assessment system that accumulates all the risks associated with them together with business partners. The total dependence on the customer includes accounts receivable for this customer, goods ready for shipment, production products. For each client, you can set official credit limits, which are determined by the General relationship, the company's need for money and the assessment of the financial condition of a particular client. Monitoring of customers and changing their status are transferred to sales managers and their payment depends on receiving funds from customers working with them. Finally, in some cases, you can try to sell the Bank serving the company, its receivables.

Changing the structure of debt obligations requires a detailed analysis of these obligations and possible options for their repayment in order to increase liquidity in the future. In case of impossibility of repayment of these obligations, options of change of structure (short-term or short-term transfer of long-term obligations) are considered.

Differentiating payments to lenders to reduce spending money is a ranking of providers according to their importance. Attention should be paid to serious suppliers; it is proposed to strengthen ties with them in order to strengthen mutual understanding and the desire for cooperation.

The revision of capital investment plans will increase the inflow of funds. It aims to reduce costs. Especially, despite the crisis, the risk should not delay the need for capital construction, acquisition of new equipment, expansion of the sales network, etc. For their determination should not delay the need for capital investment. It is necessary to abandon capital expenditures that can not be immediately returned to the enterprise.

The increase in cash flows from non-mutual trade sources provides assistance to the main support groups-the Bank, shareholders or owners.

The increase in production and sales will provide an increase in money from the sale of products, i.e. an increase in liquid assets. It is necessary to determine the group of products that bring the most profit to reach a reasonable compromise, you can analyze the price and volume of products sold.

It is necessary to improve management methods at the expense of working capital of the enterprise. The forecast of the financial position of the enterprise should be carried out after a detailed analysis to determine the future financial position and, as a consequence, to develop appropriate measures. The introduction of an effective cash flow forecasting system is an important component of forecasting the financial situation as a whole.

A set of local measures aimed at improving the financial position of JSC "ABS" provides for increasing the efficiency of management and ensuring stable implementation and acceleration of funds turnover. The purpose of the implementation of measures of local financial recovery is to ensure a stable financial position of the enterprise, which is reflected in the stability of income from sales, increasing the profitability of products. This set of measures reflects the essence of crisis prevention and management in JSC "ABS".

The first service block includes the following activities:

1. To reduce the cost of covering the following:

- to reduce the cost level, including::
- reduction of overhead costs by simplifying the management structure and reducing the number of management personnel in accordance with objective production needs;
- reduction of the cost of raw materials consumed and the maximum possible reduction of service enterprises, intermediaries that supply the company with technological and economic efficiency of its types, improvement of supply work;
- strengthening control over the quality of services provided, excluding their repeated revision;
- reduction of equipment maintenance costs and property tax reduction;
- leasing of unused space and fixed assets can be used as a source of cost reduction, as well as for additional income. Especially this phenomenon can occur in wholesale and retail trade;
- introduction of personal responsibility for the use of material resources, as well as jobs to reduce maintenance costs and all departments of the enterprise;
- tax optimization;

- choice of accounting policy of the enterprise;
- reduction of utility costs.

1. To improve the efficiency of personnel management:

- increase of professional level of personnel to innovative processes of the enterprise;
- productivity management;
- personnel planning and marketing, recruitment and personnel management;
- management of labor relations, personnel development, ensuring normal working conditions;
- motivating employees.

2. About transformation of structure of management through structural preconditions on the basis of allocation, merge, liquidation of the existing and new structural divisions, accession to other enterprises, etc. for the purpose of ensuring effective distribution of all resources of the enterprise.

The second set of measures is aimed at ensuring sustainable development and accelerating the turnover of current assets:

1. Find new products or increase the competitiveness of your products. Conducting a set of marketing activities to find or search for a promising place in the market. This includes the following management actions:

- development of enterprise marketing;
- identifies their advantages and disadvantages, as well as the advantages and disadvantages of competitors;
- identification of changes occurring in the market, identification of ways to respond to external factors;
- analysis of orders and internal sales information, the importance of products, product returns, market capacity;
- research of buyers from the point of view of needs of the population, work with external sources of information;
- development of proposals for the establishment of "prices" for products involved in the development and implementation of flexible pricing policy of the sales department.

The data helps to determine that those products that are in demand in the market management services, timely notification allows you to determine the decline in prices or increase in demand for these products, and to find out the reasons for the change in demand for its production program, make appropriate changes to the product, the release of new products when necessary based on such events also help to control the activities of permanent competitors and, if necessary, increase the competitiveness of products, improve its marketing, will always be one of the steps of competitors, for which they take the necessary measures.

This, of course, will lead to a decrease in stocks of finished products in stock, accelerate the turnover of current assets of the company and improve the financial condition of sales revenues.

2. Accounts receivable management includes the following management actions:

- increase in the share of advance payment for products sold;
- to intensify the work of the legal service to repay the overdue part of the debt.

Holding such events will allow the company to increase the share of cash, accelerate the turnover of current assets of the company, which inevitably affects its financial condition.

3. Replacement of worn-out equipment or replacement of assets with new products includes measures to acquire multifunctional equipment, allowing the company to diversify if necessary.

4. Select the appropriate marketing policy.

- as a result of ongoing research in the marketing Department, information about the products most suitable for the implementation of the regions can be used in the sales process;
- establishment of direct contacts with consumers of production and minimization of intermediary activity;
- opening of own branches.

Holding such events significantly reduces the prices of products, as intermediary organizations do not have multiple prices, the reduction of such prices can not affect the competitiveness of products. The sale of the same products in which there is an increase in demand in the regions also increases sales [8-11].

The structure and composition of current assets for financial management managers, their volume, the main object of forecasting and planning the efficiency of use. The most important issue is to provide it with the necessary sources of funding to the appropriate extent. Summing up, we can say that the organization of financing of current assets in the enterprise from own and borrowed funds is an important part of their use. On the basis of the analysis of the financial condition of the enterprise on the example of our company there were two first questions (low solvency and profitability), and as for the problem of financial independence, it can be concluded that the company is independent of creditors due to the lack of long-term loans as part of the liability and financing of the enterprise at the expense of equity. The weaknesses identified in the analysis of the financial stability of the enterprise are mainly influenced by the low level of liquidity. In this regard, we came to the general conclusion that in order to stabilize the financial situation of the enterprise, it is necessary to implement measures to increase its solvency and liquidity.

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КОМПАНИЯНЫҢ БАЛАНС ҚҰРЫЛЫМЫН ОҢТАЙЛАНДЫРУ БОЙЫНША БАСҚАРУ ШЕШІМДЕРІНІҢ НЕГІЗГІ БАҒЫТТАРЫ

Аннотация. Кәсіпорынның қаржылық жағдайына жүргізілген талдаудың негізінде біздің кәсіпорынның мысалында алғашқы (төмен деңгейдегі төлем қабілеттілік және рентабельділік) екі мәселе орын алды, ал қаржылық тәуелсіздік мәселесіне келсек, кәсіпорынның пассив құрамында ұзақ мерзімді қарыздардың болмауы мен кәсіпорынның қызметі меншікті капитал есебінен қаржыландырылуына байланысты кәсіпорын кредиторлар алдында тәуелсіз деп қорытынды жасауға болады. Талдау барысында анықталған кәсіпорынның қаржылық тұрақтылығының әлсіз жақтары негізінен өтімділіктің төмен деңгейінің әсерінен орын алып отыр. Осыған байланысты, кәсіпорынның қаржылық жағдайын тұрақтандыру үшін оның төлем қабілеттілігі мен өтімділігін арттыру шараларын жүзеге асыру қажет.

Түйін сөздер: баланс, пассив, актив, меншікті капитал, қаржылық тұрақтылық, қарыз, төлем қабілеттілігі, өтімділік

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ОСНОВНЫЕ НАПРАВЛЕНИЯ УПРАВЛЕНЧЕСКИХ РЕШЕНИЙ ПО ОПТИМИЗАЦИИ СТРУКТУРЫ БАЛАНСА КОМПАНИИ

Аннотация. На основе проведенного анализа финансового состояния предприятия на примере нашего предприятия имели место два вопроса (низкая платежеспособность и рентабельность), относительно проблемы финансовой независимости, можно сделать вывод, что предприятие независимо перед кредиторами в связи с финансированием деятельности предприятия за счет собственного капитала и отсутствия долгосрочных займов в составе пассивов. Выявленные в ходе анализа слабые стороны финансовой устойчивости предприятия возникли в основном под влиянием низкого уровня ликвидности. В этой связи, для стабилизации финансового положения предприятия необходимо осуществить меры по повышению его платежеспособности и ликвидности.

Ключевые слова: баланс, пассив, актив, собственный капитал, финансовая устойчивость, задолженность, платежеспособность, ликвидность.

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**CONTENTS OF DIFFERENT FORMS OF NITROGEN,
PHOSPHORUS AND SILICON IN THE WATER UNIT
OF THE NORTH-EASTERN PART OF THE CASPIAN SEA**

Abstract. This article discusses the results of geochemical studies of the north-eastern part of the Caspian Sea and the content of various forms of nitrogen, phosphorus and silicon in the water column of the north-eastern part of the Caspian Sea. The Caspian Sea occupies a special position in the economy of the Caspian littoral states and is of international importance from an environmental point of view in terms of maintaining the planet's biodiversity.

Changes in hydrometeorological conditions, which play a major role in the life of the Caspian Sea, are combined with the impact of economic activity on its ecosystem, one of which is pollution of the marine environment.

Oil production is developing intensively, and exploration and development work is continuing to detect new hydrocarbon deposits. Characteristic features of oil pollution are multiple sources, ingress into almost all environmental components, dispersal over large areas, accumulation in bottom sediments, etc. Soluble and heavy components — oil fractions in water masses easily adsorb other toxicants, including toxic metals, and facilitate their migration. They worsen the quality of water, adversely affect the oxygen regime, disrupt the balanced bonds of the surface layers of water with the atmosphere, etc.

Key words: hydrochemical and geochemical indicators, nitrogen, phosphorus, silicon, concentration.

The hydrochemical nature of the Caspian water is associated with its physical features. The distribution of hydrochemical elements fluctuates by season, and many-year fluctuations associated with sea level fluctuations are also observed. The largest oscillation amplitudes of hydrochemical elements are characteristic of the North Caspian, which is due to the influx of river waters that change the salinity of the water and enrich it with nutrients, as well as the presence of chemical elements that quickly regenerate in bottom sediments in shallow areas of the sea.

Nitrogen compounds. In the water area of the structure, the level of various forms of nitrogen was determined - total, organic, ammonium, nitrite and nitrate. The results are shown in table 1.

Table 1 - The content of different forms of nitrogen in the water column of the north-eastern part of the Caspian Sea

Indicator Horizon Spring Autumn	Indicator Horizon Spring Autumn	Indicator Horizon Spring Autumn	Indicator Horizon Spring Autumn
Total Nitrogen Surface 425- 1321 775 318-1265	Total Nitrogen Surface 425- 1321 775 318-1265	Total Nitrogen Surface 425- 1321 775 318-1265	Total Nitrogen Surface 425- 1321 775 318-1265
642 Bottom 413-1418	642 Bottom 413-1418	642 Bottom 413-1418	642 Bottom 413-1418
793 317-1329 644	793 317-1329 644	793 317-1329 644	793 317-1329 644
Organic Nitrogen Surface 342-1290 685 238-1189	Organic Nitrogen Surface 342- 1290 685 238-1189	Organic Nitrogen Surface 342-1290 685 238-1189	Organic Nitrogen Surface 342-1290 685 238-1189
593 Bottom 327-1335	593 Bottom 327-1335	593 Bottom 327-1335	593 Bottom 327-1335

Total nitrogen. In surface waters in the water area of the structure, the concentration of total nitrogen in the spring ranged from 425 to 1321 with an average value of 775 $\mu\text{g} / \text{L}$, in bottom waters from 413 to 1418 with an average value of 793 $\mu\text{g} / \text{L}$. The concentration of total nitrogen both at the surface and at the bottom gradually decreased as one moved from the northwest to the southeast. The maximum values were recorded in the surface and bottom layers in the northwestern part of the studied water area, the minimum - in the surface and bottom waters of the southern part of the water area. This trend was also observed in the autumn period of observations. It should be noted a slight decrease in the total nitrogen content in the water column from spring to autumn [1].

Organic nitrogen The concentration of organic nitrogen changed in the spring on the surface from 342 to 1290 with an average value of 685 $\mu\text{g} / \text{L}$, at the bottom - from 327 to 1335 with an average of 717 $\mu\text{g} / \text{L}$. By autumn, the content of organic nitrogen, as well as total, in the surface and bottom horizons of the sea decreased by 1.2 times. Across the entire water mass, a gradual decrease in the concentration of organic nitrogen was observed when moving from the northwest to the southeast.

Ammonium Nitrogen. The concentration of ammonia nitrogen in surface waters in the water area of the structure varied from 14 to 95 $\mu\text{g} / \text{L}$ (average - 46 $\mu\text{g} / \text{L}$). The content of ammonia nitrogen in bottom waters in the studied water area varied practically within the same range (14-87 $\mu\text{g} / \text{L}$). In autumn, the range of fluctuations in the amount of ammonia nitrogen was much wider compared to spring (at the surface - 5-148, at the bottom 6-82 $\mu\text{g} / \text{L}$).

It should be noted a decrease in its content in water from spring to autumn by 1.8-1.9 times. Exceeding the MPC value (500 $\mu\text{g} / \text{L}$) in the surface and bottom waters of the studied water area during the observation periods from 2001 to 2004 was not recorded [2].

Nitrite nitrogen. The values of the concentration of nitrite nitrogen in the surface and bottom waters in almost the entire part of the water area were below the detection limit of the analysis method used (less than 5.0 $\mu\text{g} / \text{L}$). The exception was local areas in the northwestern and central parts of the structure, where in the surface layer in 2001 and 2002. nitrite nitrogen concentrations were recorded up to 11, bottom - up to 37 $\mu\text{g} / \text{L}$. In the same areas, in the spring of 2003, nitrite nitrogen concentrations increased to 98.7 $\mu\text{g} / \text{L}$ (4.9 MAC).

Nitrate nitrogen. The concentration of nitrate nitrogen in surface waters in the surveyed water area varied in the spring from 3 to 136, in the fall from 3 to 115 $\mu\text{g} / \text{L}$. In bottom waters, the content of nitrate nitrogen was slightly lower (4-127 and 4-88 $\mu\text{g} / \text{L}$, respectively). In autumn, a decrease of 1.4 times (surface layer) and 1.3 (bottom layer) times the amount of this form of nitrogen compared with spring. The greatest amount of nitrate nitrogen was usually observed in the western part. No excess of the MPC value of nitrate nitrogen (40 mg / L) was detected in surface and bottom waters in the water area of the structure.

In general, the waters of the North Caspian are characterized by the predominance of organic forms of nitrogen over mineral forms, as can be seen from the above results of a survey of surface and bottom waters.

A comparison of the obtained results with the results of spring studies revealed a decrease in the concentration of total and organic nitrogen in the waters of the structure in autumn. This tendency is also characteristic of ammonia nitrogen. In general, the values of the concentration and the spatial distribution of nitrogen compounds in the considered water area of the Northern Caspian are typical for the studied seasons. It should be noted that the main feature of the spatial distribution of nitrogen compounds in the shallow part of the North Caspian is the increase in their content in the desalinated waters of the estuarine regions in the coastal zone [3].

Table 2 - The content of phosphorus compounds in the surface and bottom waters of the north-eastern part of the Caspian Sea, $\mu\text{g} / \text{L}$

Indicator Horizon Spring Autumn	Indicator Horizon Spring Autumn	Indicator Horizon Spring Autumn	Indicator Horizon Spring Autumn
Total Phosphorus Surface 37-96	Total Phosphorus Surface 37- 96	Total Phosphorus Surface 37-96	Total Phosphorus Surface 37-96
57 13-91	57 13-91	57 13-91	57 13-91
44	44	44	44
Bottom 31-87	Bottom 31-87	Bottom 31-87	Bottom 31-87

Phosphorus compounds. The results of determining the content of total and mineral phosphorus in the water area of the structure are presented in Table 2

The concentration of total phosphorus in surface waters in the Northern Caspian in the region of the structure changed in the spring from 37 to 93 $\mu\text{g} / \text{L}$ (average - 57 $\mu\text{g} / \text{L}$), in the autumn - from 13 to 91 $\mu\text{g} / \text{L}$ (average - 58 $\mu\text{g} / \text{L}$). Fluctuations in the concentration of total phosphorus in bottom waters ranged from 13 to 91 $\mu\text{g} / \text{L}$ in spring and from 12 to 89 $\mu\text{g} / \text{L}$ in autumn [4].

Both in spring and summer, the highest total phosphorus content in surface and bottom waters was recorded in the western part of the studied water area, the lowest - in the eastern part.

The concentration of phosphate phosphorus in surface and bottom waters in the studied water area was almost everywhere below the detection limit of the analysis method used (less than 5 $\mu\text{g} / \text{L}$).

The maximum concentration of phosphate phosphorus in surface and bottom waters was recorded in the eastern part of the study area.

The excess of the MPC value (200 $\mu\text{g} / \text{L}$) for phosphate phosphorus in surface and bottom waters was not recorded.

In general, the concentrations of phosphorus compounds and the nature of their spatial distribution in the Northern Caspian are typical for the spring flood period and the beginning of the autumn period. Compared to spring observations, the nature of the autumn spatial distribution of phosphorus compounds remained the same, but the concentration of total phosphorus in the autumn slightly decreased within the considered water area [5, 6].

Silicon. The silicon content in the sea is limited mainly by river runoff. The concentration of silicon in the western, central, and eastern parts of the structure was not the same. Typically, the eastern region is more depleted of silicon than the western and central. However, silicon in comparison with other nutrients contains more than is necessary for biological consumption.

The ranges of fluctuations in silicon concentrations in the spring and autumn periods of observations were close. The silicon content in surface waters in the Northern Caspian on the structure varied from 142 to 1570 $\mu\text{g} / \text{L}$, and in bottom waters from 227 to 1590 $\mu\text{g} / \text{L}$ (Table 3). Across the entire water mass, a smooth decrease in the concentration of silicon was observed in the direction from north to south [7].

Table 3 - Silicon content in the water column of the north-eastern part of the Caspian Sea, $\mu\text{g} / \text{L}$

Horizon	Spring Autumn			Spring Autumn		
	Min	Max	Average	Min	Max	Average
Surface	145	1570	653	142	1350	595
Bastard	227	1590	667	105	1300	568

Based on the research results, a preliminary conclusion can be made that the natural self-cleaning potential of the Caspian Sea is in a state of some kind of dynamic equilibrium with modern anthropogenic loads. However, this equilibrium can be violated under the influence of an intensive buildup of economic activity both primarily on the Caspian Sea itself and on its coast.

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СОДЕРЖАНИЕ РАЗНЫХ ФОРМ АЗОТА, ФОСФОРА И КРЕМНИЯ В ВОДНОЙ ТОЛЩЕ СЕВЕРО-ВОСТОЧНОЙ ЧАСТИ КАСПИЙСКОГО МОРЯ

Аннотация. В данной статье рассматриваются результаты геохимических исследований северо-восточной части Каспия и содержание разных форм азота, фосфора и кремния в водной толще северо-восточной части каспийского моря. Каспийское море занимает особое положение в экономике прикаспийских государств имеет международное значение с экологической точки зрения, в плане поддержания биоразнообразия планеты.

Изменения гидрометеорологических условий, играющие главную роль в жизни Каспийского моря, сочетаются с воздействием на его экосистему хозяйственной деятельности, одним из видов которой является загрязнение морской среды.

Интенсивно развивается нефтедобыча, и продолжаются разведочно-поисковые работы по обнаружению новых месторождений углеводородного сырья. Характерные черты загрязнения нефтепродуктами — множественность источников, попадание почти во все компоненты окружающей среды, рассеяние на больших акваториях, аккумуляция в донных отложениях и т.д. Растворимые и тяжелые компоненты — фракции нефти в водных массах легко адсорбируют другие токсиканты, в том числе токсичные металлы, способствуют их миграции. Они ухудшают качество воды, отрицательно влияют на кислородный режим, нарушают сбалансированные связи поверхностных слоев воды с атмосферой и т.д.

Ключевые слова: гидрохимические и геохимические показатели, азот, фосфор, кремний, концентрация.

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КАСПИЙ ТЕҢІЗІНІҢ СОЛТҮСТІК-ШЫҒЫС БӨЛІГІНІҢ СУ БІРЛЕСТІГІНДЕГІ АЗОТ, ФОСФОР ЖӘНЕ СИЛИКОННЫҢ ӘРТҮРЛІ ФОРМАЛАРЫНЫҢ МАЗМҰНЫ

Аннотация. Бұл мақалада Каспий теңізінің солтүстік-шығыс бөлігінің геохимиялық зерттеулерінің нәтижелері және Каспий теңізінің солтүстік-шығыс бөлігінің су бағанындағы азот, фосфор және кремнийдің әртүрлі нысандары туралы айтылады. Каспий теңізі Каспий маңы елдерінің экономикасында ерекше орын алады және планетаның биоәртүрлілігін сақтау тұрғысынан экологиялық тұрғыдан халықаралық маңызға ие.

Каспий теңізінің тіршілігінде үлкен рөл атқаратын гидрометеорологиялық жағдайдың өзгеруі экономикалық қызметтің оның экожүйесіне әсер етуімен үйлеседі, оның бірі теңіз ортасының ластануы болып табылады.

Мұнай өндіру қарқынды дамуда, жаңа көмірсутек кен орындарын іздеу және барлау жұмыстары жалғасуда. Мұнайдың ластануының көптеген белгілері қоршаған ортаның барлық компоненттеріне ену, үлкен аудандарға таралуы, түбіндегі шөгінділердің жиналуы және т.б. болып табылады. Су массаларындағы еритін және ауыр компоненттер - мұнай фракциялары басқа улы заттарды, соның ішінде улы металдарды адсорбциялайды және олардың қоныс аударуын жеңілдетеді. Олар судың сапасын нашарлатады, оттегі режиміне теріс әсер етеді, судың үстіңгі қабаттарының атмосферамен теңгерімді байланысын бұзады және т.б.

Түйін сөздер: гидрохимиялық және геохимиялық көрсеткіштер, азот, фосфор, кремний, концентрация.

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**ROLE OF FINANCE IN THE DEVELOPMENT
OF INTERNATIONAL ECONOMIC RELATIONS**

Abstract. According to the authors, an important regularity of financial construction was to first use the old financial instruments, and then replace them with new forms of financial relations that were predetermined by the emerging economic structures and the needs of the transitional state. A general trend in the development of finance was the implementation of financial centralization, which resulted in the creation of a new budget system, the introduction of a state monopoly on insurance, the fusion of budget and social insurance with the budget, and full regulation of the distribution of profit of enterprises from above.

Keywords: role of finance, international relations, economics, integration, investments.

INTRODUCTION

Financial centralization played a positive role in addressing the economic, social, and political and military tasks of the initial stage of the transition period. However, the trend towards democratization of the financial system was gradually intensifying. But due to the bureaucratic centralization of decisions in the field of finance, local authorities and labor collectives have not been able to unleash their potential and use it in the interests of the revolutionary renewal of society.

Finance as an economic management tool is used to integrate Kazakhstan into the global economy. The financial mechanism taking shape in the field of international economic relations is an instrument for the implementation of the state financial policy in the field of international cooperation of Kazakhstan. Functioning in the international sphere, finances influence the economic interests of participants in international relations and act as an incentive for the development of international economic integration.

MAIN PART

The role of finance in the development of international relations is manifested in three areas:

1. Searching for sources and mobilizing the necessary financial resources to finance various areas of international cooperation;
2. Regulation of international integration processes;
3. Stimulating the development of each type of international relations and direct participants in these relations. Finances have an impact primarily on export-import operations.

With their help, the production of competitive products in demand in the world market is stimulated. Finances contribute to the formation of the share of national income that is realized as a result of foreign economic activity.

The world economy is a system of national economies of individual countries, united by the international division of labor, trade, production, financial and scientific-technical relations.

As a result of a long historical development, the World Economy as an integrated system took shape at the turn of the 19th and 20th centuries. as a result of corporations and the creation of colonial empires. This system included heterogeneous parts, significantly differing in socio-economic level and structure of the national economy.

The objective basis for the formation of the world economy is the social division of labor, which has stepped over the boundaries of national economies and turned countries into links in a single world reproduction process.

Currently, the following structure of the world economy has formed:

- The global market for goods and services;
- world capital market;
- The global labor market;
- international monetary system;
- international credit and financial system. The subjects of the world economy are:
- states with their national economic complexes;
- transnational corporations;
- international organizations and institutions.

In the complex of factors that encourage countries to economic integration, an important place belongs to the tasks of industrialization of countries, implementation of the results of scientific.

Free economic zone (SEZ) is a limited territory in which there are special preferential economic conditions for customs duties on imported goods, trade and capital investment.

Free economic zones are created of the following types:

- 1) free customs and trade zones;
- 2) export industrial zones;
- 3) banking and insurance zones with preferential treatment;
- 4) technological zones (techno policies) that ensure, on the basis of various benefits, the development and implementation of advanced technology;
- 5) comprehensive (universal) free economic zones (free cities, special regions, etc.), technical progress, the tasks of reducing costs in production and trade, and ensuring income.

These tasks predetermine the nature and forms of international economic relations, the specifics of participation in each subject of the world economy, the nature of credit and financial relationships.

Integration processes in the countries of the world economy, the export of raw materials from underdeveloped countries, the use of financial and credit relations contributed to the growth of GDP in some states. At the same time, market reforms in the former socialist republics (now the CIS countries) weakened economic ties between them and slowed GDP growth.

Currently, international economic relations between the subjects of the world economy have been established and are being implemented in the following main forms:

- international trade in goods and services;
- capital investment (export and import of capital);
- credit and financial relations;
- payment and financial relations.

In all these forms of international economic relations, finance plays an important role.

In the system of international economic relations, the leading place is occupied by foreign trade. It mediates in material form practically all types of the international division of labor.

The role of finance in the development of international relations is manifested in three areas:

Finding sources and mobilizing the necessary financial resources to finance various areas of international cooperation.

Regulation of international integration processes.

Stimulating the development of each type of international relations and direct participants in these relations.

Finance has an impact primarily on export-import operations. With their help, the production of competitive products in demand in the world market is stimulated. Finances contribute to the formation of the share of national income that is realized as a result of foreign economic activity.

An important form of international cooperation is Russia's participation in international organizations and foundations. This participation involves the introduction of appropriate quotas in the authorized capital and budgets of these organizations. Sources of contributions are currency and other financial funds and resources of participating national organizations and government agencies. The funds of international

organizations are accumulated in the respective funds and distributed to targeted programs in areas of activity.

Another area of influence of finance on the development of international relations is the mobilization of resources of foreign investors. Foreign investment is carried out in the form of attracting funds from foreign investor states, foreign commercial organizations, international construction companies for the construction of facilities in various sectors of the domestic economy. Enterprises and facilities created on credit terms remain on the territory of Russia as a national treasure. Other enterprises financed by foreign entrepreneurs from the funds of their firms, as well as from the funds of budgets of foreign countries, function as joint ventures and foreign legal entities.

Foreign investments in the Russian economy contribute to its development and create conditions for integration into the global economy. In order to stimulate foreign investors, a system of financial, currency and customs privileges is being established.

The correctness and legality of conducting financial transactions in the field of foreign economic activity is carried out by financial, currency and customs control. In case of violations and abuses, the competent authorities apply the sanctions and fines established by law, thus regulating the organization of financial relations.

As a special area of functioning, finances of foreign economic activity have specific features. They are embodied in resources that are formed not only in rubles, but also in foreign currency. An obligatory subject of distribution relations is a foreign partner represented by a foreign state, an international organization, a foreign company, etc. Financial relations go beyond the borders of national economies and mediate the international integration process, contributing to its development and deepening. The expansion of international economic relations contributes to the formation of external sources of financial resources used to strengthen the Russian economy.

Foreign loans as one of the most developed forms of foreign economic relations are repayable, are paid and can lead to our country becoming stuck in debt, and in return will receive only temporary relief in the consumer market and zero effect in terms of production. World practice knows a different, more effective, although more complex way - the import of productive capital in the form of direct investment. The importing country does not have to pay any interest. On the contrary, she herself receives income from a foreign investor in the form of tax, rental and other payments. Foreign investment immediately goes into production, brings with it new technologies and managerial experience and is jealously controlled by the owners in terms of the effectiveness of their use.

A company that has decided to invest its capital abroad carries out the entire production cycle there, from the creation of the enterprise to the sale of products. The company is interested in equipping it with the most modern equipment and technology, in transferring know-how, in training the workforce. As a result, a shorter path opens up in saturating the local market with scarce products. The export development of the country where the capital is placed is accelerating.

A long-term government program to attract foreign capital should be an integral part of the policy of recovery and structural adjustment of our economy and should include clear mechanisms for creating a favorable and reliable climate for the functioning of foreign capital. Today, it is precisely the wide attraction of foreign capital that would at the same time allow us to begin a radical scientific and technical renewal of the economic base of the Republic of Kazakhstan.

Along with the country's acute problems of consumer market imbalance, the issues of mass computerization, the creation of a technical base for healthcare, modern communications, environmental safety, housing and cultural funds, new energy sources and many others are no less acute. We would be able to quickly resolve them and get the necessary gain in time in the conditions of wide attraction of foreign investments. World experience shows that countries faced with a similar situation solve the problem by attracting foreign investment, including in high-tech industries, infrastructure development, social and other services. A similar path is widely used by foreign countries to mitigate unemployment, especially in economically backward regions.

With the help of foreign investments, it is possible to accelerate the creation of a technical base for normal working conditions familiar to modern business business: to establish modern television and other communications for computer information support of operations; to provide access to reliable figures of economic indicators, which would make possible a real analysis of the risk of capital investments, etc.

It seems that we need a fundamentally new approach to the use of foreign capital to accelerate scientific and technical progress in the country. Three complexes can be distinguished where a really quick success is likely:

- 1) part of the defense sector to be converted;
- 2) production based on declassified space technology;
- 3) branches of science that have major achievements, but do not have an experimental base and pilot production.

One of the bottlenecks in our economy is infrastructure (transport, roads, hotels, services, etc.). This is a sphere of cooperation with the attraction of foreign capital and, in addition, a condition for its normal functioning. To develop this sphere, one can use construction capacities that are released in connection with the reduction of construction in progress and the closure of unprofitable and low-profit enterprises that cannot withstand the transition to the market. It is impossible to export all the resources deceased in construction in progress. But part of them can be sold, leased unfinished construction projects for currency, used as a contribution to joint ventures, etc. Where it is profitable and expedient, taking into account national economic interests, it is possible to give foreign capital the right to develop unfinished objects, including re-profiling them.

In order to take advantage of the international division of labor in all its diversity, it is necessary to use companies of cooperation with the West that are unusual for us, but normal for the whole world. Concessions (direct and mixed) today could be primarily provided in the field of consumer goods production, new technologies, the development of complex exportable energy resources (for example, in the extraction of mineral resources on the shelf). In any case, goods produced by concession enterprises will be cheaper than imported ones, since the state would receive income from renting land, facilities, utilities, using local materials and labor, as well as taxes. The products of concession enterprises will also be a powerful competitor

New forms of cooperation with the West that are unusual for us include such forms of integration as technopolises, science parks, joint venture firms, commercial banks, and free economic zones.

In foreign practice, free economic zones are, as a rule, small territorial enclaves with a particularly favorable regime for the activity of foreign capital, loosely connected with the national market and export-oriented.

The creation of free economic zones should be actively used to solve not only foreign economic, but, first of all, general economic tasks of the country: to help saturate the domestic market with modern types of industrial products, to serve as a kind of training ground for developing new management methods for their subsequent use in our economy.

Compared to joint ventures, economic zones are a more promising option for effectively attracting foreign capital and finding forms of interaction between the national and world economies.

With the help of UN experts, a special concept was developed that takes into account the current approach to the problem of free zones in our country, the world experience of their functioning and the situation on the international market. According to our experts, the free zones created by experiment will help to stimulate the initiative of foreign firms in the production of goods, services, trade, and other activities in the country. In such areas, the production and assembly of various types of products based on the use of foreign equipment, technologies and materials using local electricity, raw materials and labor can be organized. In addition, joint venture zones should be centers of development and dissemination of foreign managerial experience for us.

Among the main tasks, the solution of which is possible by creating free economic zones, the following can be distinguished. First of all, it is the improvement of the sectoral structure of production and the acceleration of the socio-economic development of the territory where economic zones are located. The latter is highly relevant for sparsely populated regions. It also provides for the gradual inclusion of the economies of joint ventures or its individual industries in the economic structure of the respective regions. At the same time, various options for introducing new forms of management adapted to the conditions of the world market will be tested. In economic zones, it is planned to actively introduce domestic and foreign scientific and technological developments and inventions into production with their subsequent use in other sectors of the national economy, as well as in the foreign market.

Thanks to the more intensive inclusion of the country in the system of international economic relations, an export base will develop, and thus foreign exchange earnings will increase.

Attracting Western capital requires certain preferential terms of business. The significance and number of benefits are decisive in the matter of the volume of attracted investments. Therefore, in zones of free enterprise, as a rule, a preferential regime of economic activity should be established for national, joint, cooperative and foreign enterprises. Among the necessary incentives for entrepreneurial activity of “foreigners” on the territory of our country are guarantees of the safety of investments in the economy, favorable taxation, the possibility of hiring labor, and ensuring the export of profits. The only indisputable limiter is the preservation of the environment.

CONCLUSION

Today, foreign direct investment in our economy is calculated in tenths of a percent of the global import of entrepreneurial capital.

The main attractive factor for foreign capital is access to large regional markets, the scale of our economy, and its availability of natural resources. However, payment opportunities in our market today are extremely limited, and the availability of cheap labor resources outweigh the low discipline, productivity and quality of workers. But the most serious obstacle for Western businessmen is our current economic situation: a crisis drops in economic growth, an inflationary spiral, disorganization of domestic economic relations, a large state budget deficit, an increase in the liabilities of foreign trade, and serious disruptions in fulfilling international payment obligations.

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ХАЛЫҚАРАЛЫҚ ЭКОНОМИКАЛЫҚ ҚАМТАМАСЫЗ ЕТУДІҢ ҚАРЖЫЛЫҚ РӨЛІ

Аннотация. Авторлардың пікірінше, қаржылық құрылыстың маңызды заңдылығы алдымен ескі қаржы құралдарын қолдану, содан кейін оларды дамушы экономикалық құрылымдар және өтпелі мемлекеттің қажеттіліктері алдын ала анықталған қаржылық қатынастардың жаңа түрлерімен алмастыру болды. Қаржыны дамытудың жалпы тенденциясы қаржылық орталықтандыруды жүзеге асыру болды, нәтижесінде жаңа бюджеттік жүйе құрылды, сақтандыру бойынша мемлекеттік монополия енгізілді, бюджет пен әлеуметтік сақтандыруды бюджетке біріктіру, кәсіпорындардан пайда табуды жоғарыдан бөлуді толық реттеу.

Түйін сөздер: қаржы, халықаралық қатынастар, экономика, интеграция, инвестициялардың рөлі

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РОЛЬ ФИНАНСОВ В РАЗВИТИИ МЕЖДУНАРОДНЫХ ЭКОНОМИЧЕСКИХ ОТНОШЕНИЙ

Аннотация. по мнению авторов, важная закономерность финансового строительства состояла в том, чтобы сначала использовать старые финансовые инструменты, а затем заменить их новыми формами финансовых отношений, предопределившимися зарождавшимися экономическими структурами и потребностями государства переходного периода. Общей тенденцией развития финансов явилось проведение финансовой централизации, которая выразилась в создании новой бюджетной системы, введении государственной монополии на страхование, слияние бюджетно-социального страхования с бюджетом, полной регламентации сверху порядка распределения прибыли предприятий.

Ключевые слова: роль финансов, международные отношения, экономика, интеграция, инвестиции.

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**FOOD SECURITY IN KAZAKHSTAN:
ANALYSIS AND STATE**

Abstract. The economic security of the country is characterized by the state of various fields of activity. One of its most important components is food security, characterized by the country's level of food security, food quality and is the basis for effective and sustainable economic development. In the unstable political situation in the international arena, problems with food shortages can cause a crisis in the country, which, in turn, will affect the development of the economy and the situation of the population. The state should serve as the basis for social stability, which ensures the existence of the state itself.

Keywords: food, safety, production, analysis, condition.

INTRODUCTION

In this regard, it is necessary to exclude the country's dependence on imports, to ensure the development of its own food production; creating a balanced structure of exports and imports, as well as reserve stocks to stabilize food supply. Ensuring food security is a complex global problem and for the Republic of Kazakhstan it is one of the central problems in the national security system, since without a reliable food supply, no country can escape dependence on other states. Stabilization of the economy of Kazakhstan and the subsequent growth of the economy weakened the severity of current problems. However, there should be no illusions that the growth that has begun speaks of overcoming the basic problems of economic development, of Kazakhstan's final exit from the crisis that hit him in the 1990s.

MAIN PART

The basis for such conclusions is the state of food security in the country, which intersects the key problems of agricultural reform, the real trends in the development of agricultural production, the domestic food market, the degree and level of its dependence on fluctuations in the world food market, social status and solvency of the population in various regions of the country. A necessary condition for ensuring the country's food security is their self-sufficiency (food independence), which is ensured by the agri-food complex, the largest sector of the economy that interacts with many sectors of the national economy. Kazakhstani legislation defines food security as: "food security, which provides for the state of economic security, including the agro-industrial complex, in which the state is able to ensure physical and economic access to the population of high-quality and safe food products sufficient to meet physiological consumption standards and population growth" In accordance with food safety monitoring criteria Food Security Provisions are: the physical accessibility of food products; affordability of food products; food safety guarantee [2].

The physical availability of food products is largely determined by the development of trade infrastructure. In Kazakhstan, according to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan [3], there are 117034 retail stores selling consumer goods, including trading houses. At the same time, the retail network in urban areas is enlarging, there are supermarkets selling food products. Commodity supply of rural residents is provided by individual entrepreneurs, and for basic food products (meat, milk, eggs, etc.) is provided through production in

personal subsidiary plots. A part of the urban population also provides for the consumption of potatoes, vegetables, berries and fruits through production in personal household plots and summer cottages. To determine physical accessibility, the availability of food products is monitored (a list of 65 items of bakery, cereal, pasta, dairy, fish, meat, food and taste products) in the trading network of cities of the country [3]. Analysis of the results of this monitoring shows a total of 100% availability of the indicated items of goods for sale.

In the context of the global food and financial crisis, the urgency of the problem of ensuring food security in Kazakhstan is increasing, which, being an important component of the national security system, characterizes the economic stability and political independence of the state, its ability to provide the basic primary needs of its citizens without harming national and state interests.

In the economic literature there are three approaches to the study of the problem of food security: from the point of view of interests (national, state, individual, etc.), sustainability (national economy, economic development, socio-economic system, agriculture, etc.) under the influence internal and external threats or independence (agribusiness economy from external markets, economic policy from outside influence).

Food security threats are subdivided into internal and external.

Internal threats include: a) increased import dependence on food products; b) excessive openness of the economy; c) criminalization of economic relations.

External threats include: a) a technological blockade, the danger of which is increasing due to a lag in the scientific and technical sphere; b) the loss of markets in the far and near abroad; c) overproduction of food in other countries; e) economic and financial dependence on other countries.

The purpose of the food security system is reliable (uninterrupted), sufficient and high-quality provision of the population with necessary (basic) food products.

To achieve this goal, it is necessary to solve the triune task of ensuring:

a) independence of the Republic of Kazakhstan from food imports;
b) the sustainability of the agricultural sector of the national economy; c) the ability of the agro-industrial complex to self-development and progress.

A prerequisite for ensuring food security is the physical and economic accessibility of food to the population.

The physical availability of food should be understood as the availability of food products throughout the country at any given time and in the necessary assortment. It should be borne in mind that since the high proportion in the structure of population's consumption in Kazakhstan, especially in rural areas, has food of their own production, the physical availability of food is determined not only by the availability of food products on the market, but also by the possibility of their production in a personal subsidiary household.

A country's independence from food imports arises when domestic demand for agricultural products, raw materials and food is not less than 80% satisfied by their production by domestic producers, while the state depends on the supply of food raw materials and products.

Food security is a complex system, which, along with other interconnected systems (political, military-strategic, economic, energy, environmental, etc.) is included as a subsystem in the national security system.

What is the situation on the food market of the Republic of Kazakhstan, we will consider in table 1.

Table 1 - food production for the years 2014-2018

food production supply, million tenge	2014	2015	2016	2017	2018	Deviation, 2018 to 2014, %
	1103491	1095015	1448386	1525814	1527687	38,4

As you can see, there is a situation of dynamics of growth in food production over the past 5 years, by almost 38.4%, which indicates the economic growth of the country. However, this indicator is very small compared with developed countries.

Improving the country's food security management system is often based on using the experience of developed countries, applying state regulation methods, foreign trade restrictions with an assessment of the country's self-sufficiency in agricultural raw materials and food products; on the ratio of actual consumption with recommended medical standards; problems of access to food, the state of the food market are also considered.

The existing approaches to the definition of the term “food security” in world economic thought (which are typical mainly for countries with developed market economies), with some minor differences, consider maintaining a position in which all members of society actually enjoy the right to food security as a general requirement adequate nutrition or natural resources in order to lead a healthy and efficient life.

To ensure food security of the country, it is also planned legislative consolidation of the issues of formation, storage and use of state resources of grain and other agricultural products. Provides for the availability of prices for socially significant food products. Criteria and main directions of ensuring food security are defined. The possibility of purchasing food on foreign markets is provided, which will allow to have a regulatory impact on the market of food products that are not produced in the republic, or produced in small volumes.

Most scientists agree that food security refers essentially to national food self-sufficiency, that is, the ability of the state to satisfy the needs of the country's population as a whole and each citizen individually for high-quality, wholesome and environmentally friendly food (we are talking about food, drinking water, other food products, biologically active substances) at a level at which the normal functioning of the population is ensured (i.e. in volume, quantity and range necessary and sufficient for the physical and social development of the personality, health and expanded reproduction of the population), regardless of internal and external threats, as well as sustainable economic development and socio-political stability in the society.

Table 2 - Foreign trade turnover of the Republic of Kazakhstan by region

	2016		2017		2018	
	export	import	export	import	export	import
The Republic of Kazakhstan	36 736,9	25 376,7	48 503,3	29 599,6	61 111,2	33 658,5
Akmola	303,6	485,4	334,0	553,4	439,4	493,3
Aktobe	2 860,7	940,9	4 007,8	1 093,8	2 957,2	1 251,6
Almaty	319,2	1 223,2	317,6	1 213,8	385,5	1 577,4
Atyrau	11 117,1	2 312,2	16 852,0	2 042,9	23 863,8	3 227,0
West Kazakhstan	3 566,4	877,0	4 642,2	829,5	6 162,4	776,5
Zhambyl	237,8	319,8	756,0	470,8	294,9	341,4
Karaganda	3 278,7	1 194,9	4 412,0	1 530,7	4 601,3	1 805,8
Kostanay	875,4	768,1	1 012,5	1 023,9	1 075,0	1 164,7
Kyzylorda	674,1	85,0	622,0	85,2	666,8	242,4
Mangistau	3 484,9	380,5	4 227,3	339,6	5 079,2	630,3
South Kazakhstan	1 261,5	1 250,2	1 281,8	1 840,6	-	-
Pavlodar	1 160,8	1 144,2	1 837,8	1 081,9	3 072,8	1 003,4
North Kazakhstan	150,7	352,0	166,9	438,7	200,2	367,5
Turkestan	-	-	-	-	718,7	397,2
East Kazakhstan	2 160,2	1 568,5	2 640,2	2 083,5	1 846,9	2 201,2
Astana city	2 526,7	3 052,7	2 514,7	3 325,6	5 611,5	3 998,4
Almaty city	2 759,1	9 422,1	2 878,5	11 645,7	3 347,4	12 947,7
Shymkent	-	-	-	-	788,2	1 232,7

On the whole, in 2016-2018, the volume of trade in Kazakhstan almost doubled in exports and decreased in imports of goods.

To ensure food security of the country, it is also planned legislative consolidation of the issues of formation, storage and use of state resources of grain and other agricultural products. Provides for the availability of prices for socially significant food products. Criteria and main directions of ensuring food security are defined. The possibility of purchasing food on foreign markets is provided, which will allow to have a regulatory impact on the market of food products that are not produced in the republic, or produced in small volumes.

Most scientists agree that food security refers essentially to national food self-sufficiency, that is, the ability of the state to satisfy the needs of the country's population as a whole and each citizen individually for high-quality, wholesome and environmentally friendly food (we are talking about food, drinking water, other food products, biologically active substances) at a level at which the normal functioning of the population is ensured (i.e. in volume, quantity and range necessary and sufficient for the physical and social development of the personality, health and expanded reproduction of the population), regardless of internal and external threats, as well as sustainable economic development and socio-political stability in the society.

Moreover, the first condition (provision of food at a level sufficient to ensure normal functioning) allows us to ensure the human right to a normal existence. The second condition (provision of food regardless of external and internal threats or conditions) is a necessary condition for ensuring the sovereignty of the country.

Some economists, however, introduce a certain specification, thereby clarifying this concept as follows. In particular, that:

- a) the above ability of the state is provided with appropriate food resources, potential and guarantees, which allows not to reduce the state food reserve;
- b) the state should be able to provide not only current, but also emergency needs;
- c) the provision of food needs solely from its own resources or mainly from domestic food production (when international sources are not excluded).

Ensuring food security should be considered as a process aimed at achieving a specific goal, in which the subjects of market relations, the state represented by administrative bodies, non-profit associations participate.

When considering "food security" as an economic category, the following principles of evolutionary theory, embodied in the classical works of R. Nelson and S. Winter, can be used.

Variability is the ability of a food security system to change over time. These changes are determined by the economic environment and can develop both in an evolutionary way, due to the development of productive forces and production relations, and revolutionary, when the nature of productive forces and production relations changes dramatically.

Heterogeneity is the difference in the properties of the primary elements of the system associated with the history of development, social and cultural characteristics, and the level of development of the economy. In a market environment, the heterogeneity of the system largely depends on the competitiveness of agricultural enterprises, trade, public catering.

Limited - a property of a limb, which is determined by the limited resources (natural, financial, human, etc.), the nature of production relations. Limited creates threats, including a threat to food security, but at the same time it is a source of progress.

Adaptability - the adaptability of the food security system to environmental changes. The higher the degree of adaptability, the higher the efficiency of the system.

Consistency. The subject and the socio-economic environment form a single whole, or system, the elements of which interact with each other through certain connections and restrictions.

CONCLUSION

Thus, the concept of "food security" should be considered as a process of providing the population with food products in accordance with physiological norms from the perspective of a systematic approach. In our opinion, food security of a country should be understood as such a state of food resources in which food needs are satisfied mainly due to domestic production in a size sufficient for normal functioning of

the population. In other words, food safety exists when all people at any time have physical and economic access to quantitatively sufficient, safe and nutritious food to satisfy their dietary needs and taste preferences for an active and healthy lifestyle.

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ҚАЗАҚСТАНДАҒЫ АЗЫҚ-ТҮЛІК ҚАУІПСІЗДІГІ: ТАЛДАУ ЖӘНЕ МЕМЛЕКЕТ

Андатпа. Елдің экономикалық қауіпсіздігі әртүрлі қызмет салаларының жай-күйімен сипатталады. Оның маңызды құрамдас бөліктерінің бірі - азық-түлік қауіпсіздігі, ол елдің азық-түлік қауіпсіздігі деңгейімен, азық-түлік сапасымен сипатталады және тиімді және тұрақты экономикалық дамудың негізі болып табылады. Халықаралық аренадағы тұрақсыз саяси жағдайда азық-түлік тапшылығы проблемалары елде дағдарыс тудыруы мүмкін, бұл өз кезегінде экономиканың дамуына және халықтың жағдайына әсер етеді. Мемлекет әлеуметтік тұрақтылықтың негізі бола алады, ол мемлекеттің өмір сүруін қамтамасыз етеді.

Түйінді сөздер: тамақ, қауіпсіздік, өндіріс, талдау, жағдайы.

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ПРОДОВОЛЬСТВЕННАЯ БЕЗОПАСНОСТЬ В КАЗАХСТАНЕ: АНАЛИЗ И СОСТОЯНИЕ

Аннотация. Экономическая безопасность страны характеризуется состоянием различных сфер деятельности. Одной из важнейших ее составляющих является продовольственная безопасность, характеризующаяся уровнем обеспеченности страны продовольствием, качеством продуктов питания и является базисом эффективного и устойчивого развития экономики. В условиях нестабильной политической ситуации на международной арене проблемы с нехваткой продовольствия могут вызвать кризис в стране, что, в свою очередь, скажется на развитии экономики и положении населения. Государство должно служить основой социальной стабильности, которая обеспечивает существование самого государства.

Ключевые слова: продовольствие, безопасность, производство, анализ, состояние.

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THE IMPACT OF MONETARY POLICY ON CENTRAL BANK ASSETS: THE CASE OF THE NATIONAL BANK OF KAZAKHSTAN

Abstract. Currently, central banks do not engage in direct lending to the government in most cases, and in Kazakhstan there are legal restrictions on the National Bank's right to provide loans to the government to finance budget deficits, to buy government securities at primary offering and to conduct banking operations with non-banking institutions. The central bank's issuing activity is mainly determined by the objectives of monetary policy, rather than profitability considerations. Central banks primarily perform the functions of the so-called financial agent of the government, that is, they keep accounts of the treasury and manage special funds and public debt.

Keywords: tenge, currency, finance, money, trade, commodity, exchange, credit, bank, securities.

Central banks in any country occupy a key place in the financial and credit system. The significance of a Central bank is manifested in its responsibility for monetary policy and the stability of the banking system as a whole. A monetary policy tool refers to operations and methods by which a Central bank can alter bank reserves, money supply, and lending to the economy. In general, this set of tools includes: 1) open market operations; 2) refinancing of banks and interest rates on Central bank operations; 3) reserve requirements; 4) deposit operations; 5) direct quantitative restrictions.

Based on the above, the main objectives of the National Bank of Kazakhstan are maintaining price stability, protecting and ensuring the stability of the national currency – Tenge, assisting the development of national economy sectors and ensuring financial stability. These objectives of the National Bank are determined by its task as a principal bank of minimizing the negative socio-economic consequences of liquidity loss by banking and credit organizations. Fulfilling this task is about preventing a systemic banking crisis. The solution of these problems depends not only on the procedures for regulating financial and banking organizations, but also on the general economic conditions of their business activities, which is especially important in the modern context. Historically, since its inception, central banks have raised resources to lend to the government for its expenditure. The government received seniorage revenue from the central bank's monopolistic exclusive right to create money.

Currently, central banks do not engage in direct lending to the government in most cases, and in Kazakhstan there are legal restrictions on the National Bank's right to provide loans to the government to finance budget deficits, to buy government securities at primary offering and to conduct banking operations with non-banking institutions. The central bank's issuing activity is mainly determined by the objectives of monetary policy, rather than profitability considerations. Central banks primarily perform the functions of the so-called financial agent of the government, that is, they keep accounts of the treasury and manage special funds and public debt. One of the key questions is the extent to which responsibility for the performance of all functions should lie with one institution. By and large, any operation of the central

bank can be considered as an instrument of monetary policy, since it is endowed with such powers that any of its actions can affect the situation in financial markets.

Therefore, monetary policy reference points may be different. It is a question of monetary theory as to what fully meets the strategic policy objectives: money supply, interest rate or inflation targeting. Therefore, for example, targeting an interbank interest rate refers to the central bank purchasing and selling open market securities in amounts sufficient to maintain the interest rate on interbank loans at a given level. Monetary policy instruments usually refer to operations and ways in which a central bank can change the volume of bank reserves, money supply, and lending to the economy. Such instruments include: 1) open market operations; 2) refinancing of banks and interest rates on central bank operations; 3) reserve requirements; 4) deposit operations; 5) direct quantitative restrictions. In practice, there are some basic principles underlying the application of these tools. The main one is the principle of efficiency, which refers to the ability to accurately and quickly obtain results that meet the intended goals. One could also point out the principle of equal treatment of all financial market participants regardless of their size, which is achieved by standardizing the rules and procedures for conducting transactions [1-3].

The principle of consistency refers to not changing the rules and procedures of monetary policy frequently, and the principle of reliability requires minimizing financial and operating expenses. The cost of operations should be minimal for both parties. Purchases on the open market are paid by the Central bank by increasing the seller's bank reserve account. The total reserves of the banking system are increasing, which, in turn, leads to an increase in the money supply. Accordingly, selling by the central bank of open market securities will have the opposite effect: the total reserves of banks decrease, and the money supply decreases all other things being equal. Selling of securities on the open market in this case is used to sterilize excess money supply. Since the Central bank is the largest player in the open market, increasing the volume of operations for the purchase and sale will lead to a change in the price and yield of securities.

This way the national bank can also influence interest rates as well. Under certain conditions, the central bank can change both short-term and medium to long-term interest rates and thereby affect the level of economic activity. The effectiveness of this tool is somewhat reduced by the fact that the expectations of market participants are not quite predictable. Inflationary expectations will lead to higher interest rates and less business activity. Nevertheless, in our opinion, open market operations are the most effective monetary policy tool. The main advantages are that: 1) the central bank can control the volume of transactions; 2) through the transaction, it is possible to change bank reserves by an acceptable predetermined amount; 3) the speed of transactions is very high due to market liquidity. On the open market, central banks use two main types of transactions: direct transactions and repurchase agreements. Direct transactions refer to the purchase and sale of securities with immediate delivery. Such transactions do not have a maturity date. Interest rates are set at auction. Repo transactions are based on a repurchase agreement. Direct repo transactions mean the purchase of securities by the central bank with the obligation to repurchase them back after a certain period of time. With reverse REPO transactions, the central bank sells the securities and undertakes to repurchase them from the dealer after a certain period.

Open market operations are classified into two types: dynamic and defensive. Dynamic open market operations are aimed at changing the level of bank reserves and the monetary base. They are permanent, and they are used in direct transactions. Defensive operations are carried out mainly to adjust the reserves in case of unexpected deviations from a given level, i.e. aimed at maintaining the stability of the financial market and bank reserves. For such operations, repo transactions are used. The mechanism of currency intervention involves the purchase and sale of foreign currency in the domestic market to increase or sterilize the money supply. The sale of currency reduces bank reserves, while the purchase increases them. Foreign exchange intervention affects the national currency rate against the US dollar. The sale of dollars by the National Bank will lead to an appreciation of the tenge, and the purchase will result in its decrease. Therefore, the National Bank can adjust the short-term fluctuations of the tenge. If the Central Bank conducts foreign exchange interventions only to correct short-term exchange rate fluctuations, it weakens its control over bank reserves and money supply.

Therefore, in our opinion, the National Bank, in addition to currency interventions, should use currency swaps, which allows adjusting the liquidity level of the currency market without creating additional pressure on the tenge rate. By buying foreign currencies from banks in the form of a swap, the

National Bank actually credits banks. Bank refinancing is another effective monetary policy tool. When the Central Bank extends a loan to a bank, the correspondent account of this bank with the central bank is credited. The liability part of the central bank's balance sheet increases, as do the total reserves in the banking system, while the central bank's assets increase by the amount of the loan issued.

Thus, an increase in the volume of refinancing increases the volume of borrowed reserves in the banking system, the monetary base and the money supply, while a decrease reduces those. In practice, the National Bank can set one or several interest rates on various types of operations: the refinancing rate which plays the role of the National Bank's base rate, the rate on repo transactions, the Lombard rate, and overnight loan rates [4-8].

The consolidated statements of financial position of the National Bank of Kazakhstan for the period 2015-2017 clearly indicate the place and role of various monetary policy operations and instruments and their impact on the assets and liabilities of the principal bank. The assets of the National Bank for 2017 increased by 6% (800 billion KZT), from 13.3 to 14, 1 trillion KZT. The main share of assets is accounted for by financial assets available for sale - 36.8%, or 5.2 trillion KZT, followed by gold - 29.4%, or 4.2 trillion KZT. Despite a 17.9% reduction in accounts, loans and deposits in banks and other financial institutions account for a significant 23.7%, or 3.4 trillion KZT. In total, the share of the three mentioned assets accounted for 89.9%, or 12.7 trillion KZT.

The assets of the National Bank have grown annually over the last 4 years, from 9.1 to 14.1 trillion KZT. The largest increase was accounted for by the gold item in 2017, due to the rise in prices for precious metals. This resulted in an increase in the share of gold in the official foreign exchange reserves, the volume of which already amounts to 12.8 billion dollars, or 12.8% of the reserves. This testifies to the increasing monetary role of gold in the official foreign exchange reserves of leading countries. On the other hand, as we see it, the rise in gold prices is not related to the factors of economic growth, but largely to speculative reasons. Due to the absence of the official price of gold, its market price does not reflect the real physical volumes of the gold itself, which is in government reserves. Hence the dilemma: without gold, there can be no stability of the international monetary system, however, the monetary use of gold in modern conditions is not possible. Thus, the world price for gold, according to the London association of the precious metals market, increased by 11.9% from 1159.1 US dollars per troy ounce on December 30, 2016, to 1296.5 US dollars per troy ounce on December 29, 2017. In this regard, the CIS countries are actively increasing their gold reserves, which indicates that gold is capable of acting as world money, a real and acceptable means of interstate payments. As of 01.01.2017, the assets of the National Bank under the item "Accounts, loans and deposits in banks and other financial institutions" amounted to 3,353,700,0 million tenge and decreased by 17% compared to 2016 due to the reallocation of monetary resources to other financial instruments.

As of December 31, 2017, the National Bank had accounts and deposits in one counterparty bank, which exceeded 10% of the capital. The total amount of this account is 1,071,828 million tenge. As of December 31, 2017, the nostro accounts in the amount of 2,818 million tenge opened with banks belong to the subsidiaries of the National Bank of Kazakhstan. As of December 31, 2017, there are no overdue loans or deposits at banks. As of that date, loans issued to second-tier banks include loans, the terms of which had been changed and which otherwise would have been overdue or lost value, in the amount of 35,000 million tenge. The purpose of these changes was to manage relationships with banks, and maximize the amount of returned debt. Taking into account the credit risk on loans issued to banks, the National Bank of Kazakhstan regularly assesses these loans for signs of impairment.

Provisions for impairment of such loans are made at the rate of the difference between the carrying amount of the loan and the present value of expected future cash flows discounted at the original effective interest rate of the loan. During 2017, a reserve of 40.118.0 million tenge was created for loans provided to banks, and the asset was written off later on in connection with the decision to suspend the licenses of certain banks to conduct banking and other operations. Within the item "Financial assets available for sale", as of December 31, 2017, the Ministry of Finance bonds with a market value of KZT 296876 million (31.2016; 34947 million tenge) acted as collateral for repos. Principally, financial resources are invested in securities of foreign issuers, in particular: Treasury obligations of the US Government - 2560168 million tenge, Great Britain - 119299 million tenge, Australia - 86533 million tenge and others, overall in government bonds of 11 countries and debt securities of international financial organizations

with a high credit rating. In general, within this line-item in 2017 there was an increase of 16.2% from 2016. The “Other assets” line-item shows an increase of 35.2% from 2016, as a result of the growth mainly in other receivables.

Given the quality of assets of the National Bank of Kazakhstan, the net loss for 2017 amounted to 1.2 trillion tenge, while the net interest loss amounted to 169.2 billion tenge, 33.3% up from the loss of 2016 - 127 billion tenge. Net commission income amounted to 25.7 billion tenge, which is 69.4% up from 2016. The main expense items that affected the loss are expenses for the recuperation of banks amounting to 585.6 billion tenge and the cost of disposal of a subsidiary – 507.5 billion tenge (uncompensated transfer of common shares of the Distressed Loans Fund) [9-11].

Thus, to summarize the above, it can be stated that the monetary policy pursued by Central banks directly affects their consolidated financial statements and the quality of their assets, which requires a careful study and analysis of each operation associated with an offer of liquidity and removal thereof from the banking system.

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ОРТАЛЫҚ БАНКТЕРДІҢ АҚША-КРЕДИТ САЯСАТЫНЫҢ ОЛАРДЫҢ АКТИВТЕРІНЕ ӘСЕРІ: ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҰЛТТЫҚ БАНКІНІҢ МЫСАЛЫНДА

Аннотация. Қазіргі уақытта орталық банктер үкіметке тікелей кредит берумен айналыспайды және Қазақстанда Ұлттық Банктің бюджеттік тапшылықты қаржыландыру үшін Үкіметке кредиттер беру, оларды бастапқы орналастыру кезінде мемлекеттік бағалы қағаздарды сатып алу, сондай-ақ банк ұйымдары болып табылмайтын мекемелермен банк операцияларын жүргізу құқығына заңнамалық шектеулер бар. Орталық банктің эмиссиялық қызметі негізінен табыстылық ұғымымен салыстырғанда ақша-кредит саясатының мақсаттарымен айқындалады. Орталық банктер негізінен үкіметтің қаржы агенті деп аталатын функцияларды орындайды, яғни қазынашылық шоттарын жүргізеді және арнайы қорлар мен мемлекеттік борышты басқарады.

Түйін сөздер: тенге, валюта, қаржы, ақша, сауда, тауар, айырбас, несие, банк, бағалы қағаз.

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ВЛИЯНИЕ ДЕНЕЖНО-КРЕДИТНОЙ ПОЛИТИКИ ЦЕНТРАЛЬНЫХ БАНКОВ НА ИХ АКТИВЫ: НА ПРИМЕРЕ НАЦИОНАЛЬНОГО БАНКА РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В настоящее время центральные банки почти не занимаются прямым кредитованием правительства, и в Казахстане существуют законодательные ограничения права Национального банка предоставлять кредиты правительству для финансирования бюджетного дефицита, покупать государственные ценные бумаги при их первичном размещении, а также проводить банковские операции с учреждениями, не являющимися банковскими организациями. Эмиссионная деятельность центрального банка в основном определяется целями денежно-кредитной политики, нежели соображениями доходности. Центральные банки выполняют в основном функции так называемого финансового агента правительства, то есть ведут счета казначейства и управляют специальными фондами и государственным долгом.

Ключевые слова: тенге, валюта, финансы, деньги, торговля, товар, обмен, кредит, банк, ценные бумаги.

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**AGROTOURISM AS AN ALTERNATIVE TO THE SOCIO-ECONOMIC
DEVELOPMENT OF RURAL TERRITORIES**

Abstract. The main problems highlighted are those related to the development of the labor market and non-agricultural employment. The authors proposed directions for the development of alternative employment for rural residents, including through the comprehensive socio-economic development of the village, the formation of a favorable living environment. The popularity of rural tourism is largely due to the desire of urban residents to relax in a relaxed atmosphere in isolation from the bustle of the city and in an environment characterized by more favorable climatic and environmental conditions. The relevance of the topic of this article is due to the fact that at present, the problems of rural development associated with the degradation of agriculture, the lack of optimal working conditions in this area and the depreciation of rural labor are becoming increasingly acute.

Keywords: rural development problems, rural labor market, alternative employment of rural residents, agritourism.

INTRODUCTION

If hidden forms, expressed in lower wages, are added to the forms of open unemployment, then the problem of labor redundancy in rural areas remains one of the most acute. Currently, many large farms are forced to keep redundant workers, workers with low qualifications or without any qualifications at all, for a number of interrelated reasons:

- 1) underdeveloped labor market, lack of new jobs, alternative employment;
- 2) agricultural production and agricultural employment remain the main sources of household income;
- 3) any dismissal, therefore, affects the financial situation of families and the social situation in the countryside.

It should be added that the labor market in rural areas is generally in its infancy; there is simply no civilized market adequate to modern conditions. If you try very briefly to group the features and simultaneously the problems of the labor market in rural areas, the analysis will look as follows:

- 1) excess supply in connection with the intensification of production, the use of new technologies and increased labor productivity with a simultaneous shortage of qualified and highly skilled workers;
- 2) restrictions on labor migration, in particular low density of the rural population and remoteness from cities, which makes labor migration difficult. Moreover, one must be aware of the following fact. Labor migration also has objective limitations associated with the rural way of life and a special habitat. Labor migration to the cities of low-skilled workers can also lead to tensions in the labor markets of nearby cities;
- 3) in the countryside - one of the lowest wages.

4) a high proportion of employed pensioners. I must say that today employed pensioners play a kind of shock absorber in connection with the reduction in the number of able-bodied people.

5) the lowest proportion of workers with higher education.

6) the labor market and rural areas remain not attractive for employment and living.

Firstly, technological differentiation and uneven renewal of fixed assets in agriculture. That is, today at the same time

in agriculture, advanced technologies and the presence of patriarchal production are observed.

Secondly, the imbalances in the development of food markets (agriculture itself, processing, wholesale and retail trade) and the redistribution of profit in favor of processors, which generally affects the long-term competitiveness of the food markets of the Republic of Kazakhstan. Persistent disparity in prices in agriculture. In particular, the existing price disparity is one of the main reasons for the decrease in the profitability of agricultural enterprises, their insolvency, loss making [1].

Thirdly, the weak pace of development of cooperation (sales, procurement, production), small commodity production and deep processing, focused on local markets. Today in the industry one of the lowest rates of development of integration and cooperation ties is observed.

Fourth, the lack of a civilized agricultural insurance market and three-level responsibility (state, insurance company, agricultural producer); the need to diversify risks in agriculture and their insurance sources, including through the formation of insurance reserves at the level of regions and the farms themselves.

Fifth, undeveloped infrastructure of food markets, backward logistics.

In recent years, some areas of non-agricultural activity have begun to develop in our country. One of them is rural tourism. Its essence lies in the fact that a tourist, for example, via the Internet or upon arrival at the place, orders himself a hotel house or stops in a rural hotel, where all the necessary conditions for a good rest are created. Various recreational activities can be organized for tourists, such as sightseeing walks to get acquainted with the culture and traditions of the region, horseback riding, fishing, hunting and much more. Throughout the stay, vacationers will eat organic food. Another type of rural tourism may be the rental of housing for temporary use for the summer period as a summer residence where urban residents can spend their vacations. All this is necessary for the modern urban resident, "mired in the routine of office life." These rural hotels will be serviced by staff consisting of local residents.

The world tourism industry has significantly globalized and with its rapid development dynamics has become a contender for a leading global industry. Already, distances have ceased to matter, as well as the dividing lines of geographical borders between countries, and the development of the transport sector has made it reachable for tourists anywhere in the world in less than a day. With the beginning of the process of intensification of tourism and the emergence of its new species, often positioning themselves as completely independent types of leisure activities, agrotourism occupies a special place.

Currently, agrarian tourism, as a representative of an innovative diversified type of tourism, is able to solve many issues of sustainable development of the country in terms of its environmental friendliness and sociality. Agritourism as a relatively new phenomenon, existing for about 40 years and only in the last decade has received rapid development abroad and has become recognizable in Kazakhstan, has many definitions and is classified in different ways, depending on the adopted model. Initially, the classical model of agritourism suggested that the organization of tourism in the village is exclusively carried out by farmers or members of their families, extracting additional income from this, but not changing their production profile. However, as this type of entrepreneurship develops, the existing interpretation has fundamentally changed, refined and supplemented by many researchers and scientists, some of which are presented in table 1.

Table 1 - Definitions of the concept of "agritourism"

Author	Definition
Dubinicheva L.V., Sovetov P.M.	type of tourism activity on the use of natural, cultural, historical and other resources of the countryside to create a comprehensive product, when the host takes over the accommodation of tourists [2].
Dugina E.L., Petushinova V.Ts.	a type of tourist-cognitive, active activity, in which a tourist takes a direct part in the household life of the host country and minimally has an anthropogenic impact, within the framework of sustainable development [3].
Elagin V.I.	type of tourism, which involves the temporary stay of tourists in rural areas for the purpose of recreation and / or participation in agricultural activities [4].
Korsunova T.M., Imenskenova E.G.	the form of rest is oriented towards acquaintance with rural life, the specifics of local agricultural nature management, the peculiarities of local cuisine, and the traditions of ethnic groups [5].

In this regard, the authors proposed their own definition of this concept. Agrotourism is a sector of the tourism industry, focused on providing physical and / or psychological relaxation, knowledge of historical sights and ethnic culture, including rural tourism (based on developed agricultural production, infrastructure and entrepreneurial activity of the rural population) and nature tourism (focused on unique natural , geological objects and countryside with pristine ecology).

In the practice of developing the tourism industry in many countries, ecotourism and agrotourism are complementary and interrelated concepts. Agritourism is a wide and developing area in the tourism industry. It is not always equally understood in different countries, its forms are dynamic, it penetrates the areas of tourism activity, which were previously far from the ecological orientation, and it is hardly reasonable to limit it to too strict frameworks and a single correct definition. Modernity requires investing in the concept of agritourism a different, broader meaning, not limited to the goals of environmental education.

Focusing on ecological upbringing and education creates the temptation to attribute all travels with nature conservation goals to agritourism. For this reason, visiting nature museums is almost always equated with the form of ecological tourism. The development of agro-ecotourism is possible with the creation of special agrotourism (landscape) parks in localities adjacent to nature conservation areas, where the activities of local residents in the sale of reception services and household products to tourists would have benefits and incentives. This would be more consistent with the goals and objectives of national parks.

At the same time, the services of national parks are entrusted with the functions of maintaining the road-path network in proper condition, organizing public events, and monitoring the recreational load on natural complexes.

In other words, of fundamental importance for rural agritourism is:

a) either the presence in rural areas of free or conditionally free households (manors, cottages, grounds on the territory of manors for camping, in some countries - historical buildings of rural palaces, monasteries, etc.) that were not originally created as hotels, but suitable for conversion into tourist accommodation facilities;

b) either the construction of special agritourism facilities - tourist accommodation facilities ("national villages", "hunter / fisherman houses", "cultural centers", campsites, etc.) that serve as rural hotels. For tourists, such a vacation is a cardinal change of scenery that allows you to relieve the stress that has accumulated over a year of work in tense urban conditions, to get your portion of health and psychological stress.

Such a kind of agro-tourism in Kazakhstan is unlikely to reach such proportions in the foreseeable future as in Europe and the USA, however, according to some experts, it is quite

suitable for the role of fashionable entertainment for citizens, and with the proper approach, an effective national project can be obtained.

Excursions with accommodation in farms for tourists (cows, pigs, horses, turkeys, chickens, goats, sheep, gardens, nurseries of agricultural and garden plants and much more) - this is farm agritourism. To expand this direction, you can also include excursions to farms for agricultural specialists - for enterprises, organizations and individuals seeking to expand their ties in the field of professional communication (visiting specialized enterprises, organizing meetings and negotiations with heads of agribusiness enterprises, holding conferences, round tables, seminars, retreats, trips to international and specialized agricultural exhibitions, etc.). This perfectly matches the new values that are affirmed in the psychology of modern man - unity with nature, life-giving air, organic food, a change of scenery, lack of crowding, a different image, routine and culture of life, the opportunity to participate in agricultural work and, of course, importantly, cheapness. The development of rural tourism is not only an additional income for the local population, but also a factor stimulating the development of the village and the countryside as a whole. The regions plan such investments, hoping that in the conditions of the crisis this type of tourism will turn out to be more flexible and, in addition, will help to survive agriculture, will increase the number of rural residents engaged in non-agricultural activities, increase the level of employment in villages and create additional jobs.

In connection with farm tourism, special attention is paid to the social aspect of agricultural tourism. The philosophy of socially responsible tourism is to exchange cultural traditions, to consolidate on the basis of national identity, getting acquainted with the life of local residents, their customs and customs. It is important here that tourists behave as guests who were kindly allowed to live in the house, and not as owners, whom everyone around should serve. At the same time, local residents should not treat tourists as intrusive intruders, whose presence must be endured. They should understand that newcomers contribute to improving the economic and social situation in their homeland.

Thus, in the light of studies on the formulation of a methodological concept that systematizes the collection of concepts defining the scientific definition of agritourism, we state the following theses:

- Agritourism today is a new tourism product that can satisfy the ever-growing tourist demand;
- agritourism is a global social process, which over time will involve all countries of the world where there is agriculture;
- a common element connecting the semantic sphere of the concepts of agritourism, it should be considered that modern agritourism is considered in a complex of three directions: ecological, farming and rural, in connection with which the sustainability of tourism, its socialization and development of rural territories are equally taken into account.

The globalization process opens up new development opportunities associated with the worldwide dissemination of the latest technology and forms of organization of production, at the same time ensures a high material status of the employee, requires scientific knowledge from him and mobilizes his creative initiative and intellectual abilities. In these conditions, as a pattern, state participation in the creation of high technologies should increase. This can be achieved on the basis of continuous development and diversification of state scientific policy, ensuring the implementation of the most significant results of basic research.

In Kazakhstan, the agritourism market is under development, the demand of Kazakhstanis is poorly understood. Foreign leaders of the tourism industry have no special policy to promote their agro-tourism product in Kazakhstan yet. In addition, there is not enough experience in terms of forming an agro-tourism product from the existing tourism potential, competently conducting marketing, entering a wide, minimum regional market with its offer and providing it with the

necessary advertising, as well as guarantees of quality standards for tourism services, and hence the competitiveness of the sector agritourism in general.

However, international experience shows that in Kazakhstan the development of agrarian tourism can be just as effective, both from a social and economic point of view. At the same time, the maximum effect can be achieved if agrotourism develops not spontaneously, but within the framework of state and regional programs.

CONCLUSION

The creation of alternative employment in rural areas is one of the most important tasks, the solution of which is also necessary to increase the efficiency of agricultural production. Currently, there is an urgent need for the formation of strong rural households and a new social structure in the countryside. Along with new land owners, farms, large agricultural producers, it is necessary to stimulate the development of small commodity production oriented to the local market, stimulate primary processing (meat, milk), and the development of cooperatives (sales, procurement, production). "Strong rural households and families will and are already experiencing the need for kindergartens and schools, domestic and commercial services, medical and cultural services, and developed infrastructure. The emergence in the countryside of the middle class and new social groups forming an alternative self-organization from below can prove to be a powerful catalyst for all social processes in rural areas. " Rural tourism is multiplicatively able to have a positive impact on the development of rural areas, the rational use of their limited resource potential. The development of rural tourism also stimulates the activity of private farms, expands the demand for natural and environmentally friendly food products, contributes to the improvement of rural areas, rural construction, the development of traditional crafts, and the preservation of rural identity and culture. In other words, rural tourism contributes to solving acute socio-economic problems of the village, and especially the problems of employment of the rural population.

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АГРОТУРИЗМ КАК АЛЬТЕРНАТИВА СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ

Аннотация. В качестве основных выделены проблемы, связанные с развитием рынка труда и несельскохозяйственной занятости. Авторами предложены направления развития альтернативной занятости сельских жителей, в том числе и через комплексное социально-экономическое развитие села, формирование благоприятной среды обитания. Популярность сельского туризма во многом обусловлена тягой городских жителей к отдыху в спокойной обстановке в отрыве от городской суеты и в среде, отличающейся более благоприятными природно-климатическими и экологическими условиями. Актуальность темы настоящей статьи обуславливается тем, что в настоящее время все в большей степени обостряются проблемы развития сельских территорий, связанные с деградацией сельского хозяйства, отсутствием оптимальных условий труда в этой сфере и обезцениванием сельского труда.

Ключевые слова: проблемы развития сельских территорий, рынок труда сельских территорий, альтернативная занятость сельских жителей, агротуризм.

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АГРОТУРИЗМ АУЫЛДЫҚ ТЕРРИТОРИЯЛАРДЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ДАМУЫНА ҚОСЫМША

Аннотация. Аталған негізгі проблемалар еңбек нарығының және ауылшаруашылық емес жұмыспен қамтудың дамуымен байланысты. Авторлар ауыл тұрғындарын балама жұмыспен қамтуды дамыту бағыттарын, соның ішінде ауылдың жан-жақты әлеуметтік-экономикалық дамуы, қолайлы өмір сүру ортасын қалыптастыру жолдарын ұсынды. Ауылдық туризмнің танымалдылығы көбінесе қала тұрғындарының қаланың шулы ортасынан және жайлы климаттық және экологиялық жағдаймен ерекшеленетін ортада жайлы жерде демалғысы келетіндігіне байланысты. Осы мақаланың тақырыбының өзектілігі қазіргі уақытта ауыл шаруашылығының деградациясымен байланысты ауылды дамыту проблемалары, осы салада оңтайлы еңбек жағдайларының болмауы және ауылдық жерлердегі жұмыс күшінің төмендеуімен байланысты.

Түйін сөздер: ауылды дамыту мәселелері, ауыл еңбек нарығы, ауыл тұрғындарын балама жұмыспен қамту, агротуризм.

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**ANALYSIS OF REALIZED MEASUREMENTS
OF FINANCIAL LITERACY**

Abstract. Financial literacy is an extremely complex and complex subject that can never be captured. It is always necessary to focus on a certain part and examine it. Measuring financial literacy aims at targeting a particular group or the whole population, and the questions asked must match that. Current measurements are very demanding not only in terms of time and financially, but also the need to carry out these measurements correctly and to address the issues in question.

The issue of financial literacy is a very broad term that has to be analyzed in some way to answer research questions. From the changes that affect and even deepen financial literacy, it can be assumed that financial literacy will be increasingly considered. This is already recognized by both global organizations and state representatives, and together, they are trying to prevent bad consequences and actively prevent people from having to deal with these bad consequences due to low financial literacy.

This thesis based on analyses of literature review illustrates and aims to define financial literacy, ways of its measurement, and identification of influencing factors. The results also describe how current ways of measurement and evaluate if those can define them sufficiently.

Keywords: Financial pedagogy, financial knowledge edificatio.

In this chapter, past measurements of the financial literacy of different age groups are being implemented. Measurements were selected from the year 2015, as well as the older, to demonstrate the development that measurement has taken over the years. As measurements are selected from different groups to reflect the level of financial literacy presented in Chapter 2, these measurements cannot be compared comparatively. Therefore, the comparison is not the primary goal of identification a analysis of these measurements. The whole work was not primarily focused on the results of the measurement, but rather on the context of how the measurement is taking place and, above all, on the broader context that affects the resulting level. Therefore, in this chapter, there is no information in the chapter on the measurement of which age group has the highest level, for international comparisons it is not stated which state has the highest / lowest level, what language the participants are talking about, what gender is or what is their age.

Measurements, most often referred to by literature searches, were selected for the analysis, as well as differences that could be used for further analysis. Measurements have been deliberately chosen that have been implemented for different age categories, some of them operating internationally, some only for a given country. Although there are a lot of measurements, only some seem to be different. This is because some entities (predominantly OECD) create measurements that can be considered as optimal and therefore make them available to other operators who use them in practice. Measurements are often very similar, so processing more research for this analysis would not bring more benefits.

The result of the chapter is an understanding of the development of individual years, the framework of what the subjects in the measurement are oriented to, what they have, what experience they have experienced over the years, which complications they encounter, which can be used in the coming years, which can result in continuous improvement in measuring financial literacy. On the basis of the theoretical research, it was outlined that the financial literacy results were not taken into account in this thesis, and the

focus of the policies and all the attention on the contexts that affect how individuals, groups or states behave financially is more important. Even a financial literacy test with a very good result it may not necessarily be financially literate in reality, and may be influenced or influenced by others. Therefore, attention is also paid to how the questions are conceived, to what extent they are concerned, to whether they correspond to a reality that is far more important to a person than a test result.

Already in 2005, the OECD published an important report that underlined the lack of financial literacy in many countries of the world (OECD, 2005). Given the information, research carried out and their outputs, financial education in schools was evoked as one of the highest priorities. One of the causes of finding a uniform measurement of financial literacy among adolescents was the lack of data. That is why a measurement was created that became part of the OECD's International Student Assessment Program (Lusardi, 2015).

PISA by its abbreviation *The Program for International Student Assessment* is an international assessment of students. It takes place in three-year cycles (Czech School Inspectorate, 2016a) and evaluates 15-year-old students. The first measurement was made in 2000 on the basis of knowledge of mathematics, reading and science. In the next wave, 510,000 students from a total of 65 world economies took part in the measurement in 2012. Primarily, the measurement focuses on the students and the outcome of the tests, but very often they involve the head-teacher and someone else from the school management. In some cases receive specialized questionnaires and parents of children (Lusardi, 2015).

Although it may seem at first sight that the results are merely comparisons between countries, and depending on which, country lists are published with information about which country is at its best, which gender has better financial literacy, etc. these facts represent half of the truth. Data processors are able to produce outputs that reveal how students are able to use what they have already learned, are able to continue learning through life. The programs also try to uncover the influences that affect financial literacy (Lusardi, 2015).

Given the importance of financial literacy OECD created its own organization whose job description is only a financial literacy, therefore it can be the organization to pay any attention. Of which reason founded the organization *International Network on Financial Education (INFE)*. This organization is in charge of all the financial literacy agenda. Because it acts as a central organization, the OECD can collect the information it receives from the subject, and pass it on to the needy (Atkinson and Messy, 2011). INFE is an international network for financial education, aiming to create a framework for OECD member countries to share information, gather evidence, develop analytical work, and political instruments in key priority areas of financial education. This network was founded in 2008 (Lusardi, 2015).

PISA is an international assessment of students based on selected knowledge, which changes with each measurement. As mentioned above, it runs in three-year cycles (Czech School Inspectorate, 2016a). One of the goals is to evaluate how effective the education systems in each country are. This goal is being evaluated through the measurement of knowledge and skills of a selected group of students (OECD, 2016). Although officially the term of fifteen-year-olds is used, the age of students is in fact between 15 years and 3 months and 16 years and 2 months. Another condition is the termination of at least 6 years of formal schooling (OECD, 2014b).

In 2012, 510,000 students from 65 economies in the world took part in financial literacy for the first time. These students represented a total of 28 million students who are at this age and meet OECD requirements (OECD, 2014b). Another measurement, which took place in 2015, was attended by students from more than 70 economies in the world, and in particular PISA focused on science this year (OECD, 2016). The 2015 assessment also contributed to the assessment of changes since the first measurement (OECD, 2014b). As a result of these changes, it was also possible to monitor how the implemented concepts work, and in addition how effective policies are to improve financial literacy. Based on the data already gathered from different years, a prediction can be identified, and even with the experience gained, measurement and everything else derived from the results can still be improved, resulting in more accurate results and enabling more effective policies and strategies.

Although measurements have already taken place in 2015, the results will not be available until the end of 2016 (Czech School Inspectorate, 2016c). March 14 - 18, 2016, the first meeting of the national coordinators of the international survey PISA 2018 took place in Prague, attended by 81 representatives of countries from all over the world (Czech School Inspectorate, 2016b).

The current changes that the world is facing require investment in education and citizens' development, as they are increasingly responsible for their lives. Development and education of citizens represents the key to making it possible to increase the productivity of individual countries. Improving the economy through financial education of citizens in the present time represents one of the few ways to help citizens adapt to current changes (OECD, 2014b).

In order to measure the financial literacy of pupils finishing compulsory education, the PISA concept framework 2012 defines financial literacy so, that *financial literacy includes knowledge and understanding of financial concepts and risks, as well as the skills, motivation and self- confidence needed to apply this knowledge and understanding to make effective decisions in various financial-related situations, improve the financial standing of an individual or society as a whole, and engage in economic life* (Czech School Inspectorate, 2014; p. 4).

Although finances may not seem to be part of the life of fifteen-year-olds, and some may argue that they are using maximum pocket money at this time, it's not entirely true. While these people do not yet use loans, they do not apply for loans, but they can already use bank accounts at this age, and since they are mostly leaving school, they are faced with the decision to go to. In some cases, they must think well over this, how this education properly funded. Given the gradual involvement in financial life, it is necessary to assess at the outset what financial knowledge and skills students have and whether they are able to use these qualities to participate fully in modern society (OECD, 2014b).

Equally important, what they learn in this age will be used and developed in their future lives. That is why education goes the way of teaching access to money, and so organizations like the OECD focus on it. Leading young people into accountability and access to finance is one of the basic things, such as reading and counting. The OECD (2014b) is aware that knowledge without application in specific situations is only and only knowledge that an individual can have at a high level. However, if it is not able to properly apply what it has learned in the given situations, the output of the measurement will be at a lower level because PISA not only evaluates the knowledge but also the application and management of the processes in different situations.

The student assessment results are three main categories:

1. *basic indicators providing a basic profile of pupils' knowledge and skills.*
2. *indicators that show how skills relate to important demographic, social, economic and educational variables.*
3. *trend indicators that show changes in performance and relationships between variables.*
4. *such as student level, school level and outcomes* (OECD, 2014b, p. 22).

The basic measurement was done by completing a paper test for which students had 2 hours. In some countries, another 40 minutes have been set aside to complete a second test through a computer. Tests were designed to address a wide range of daily situations. Students could and could really face these situations. Thus, they did not take the main part of theories and mere knowledge, but forced the students to combine what they themselves know, what they learned, and an answer that would actually represent their actual behavior. The answers had to be later merged with the student's context. This information was obtained through a further questionnaire that contained information about student homes, school and study responsibilities. In addition to students, school principals were also asked how satisfied they were with the school system in the country, the conditions for teaching in the school, etc. Some countries also offered answers to the questionnaires by their parents. Parents commented on how they support children in the studio, what they think about their school and its activities. In addition, questions were also focused on how students are studying, whether they have stopped their studies or how they are preparing for their future profession (OECD, 2014b).

Demographic and socio-economic influences that influence the outcome of financial literacy tests were also considered during the survey. The identified factors that resulted in different results include:

1. *pupil's sex*
2. *the influence of the family's economic wealth*
3. *the influence of the family's cultural wealth and the number of books in the home*
4. *the impact of educational resources in the home,*
5. *the influence of the profession of parents*

6. *Parent education*

7. *the origin of the pupil and parents and the language the pupil speaks at home*

8. *the influence of the size of the municipality where the school is located* (Czech School Inspectorate, 2014; p. 14).

Based on the results of the tests, students are assigned to 5 groups, each group has a defined point range (Czech School Inspectorate, 2014). PISA 2012 Financial Literacy Awareness Results have shown that students, regardless of the country they live in, need to increase financial literacy (OECD, 2014b).

This tool was first used in 2010. From 2011 to 2014, it has been used in more than 30 countries to measure financial literacy, policy making or national strategies. Over the years, it has been slightly updated, but the core issues used to generate financial literacy scores and financial inclusion measures have been preserved. To collect data on financial literacy and financial inclusion, a questionnaire was developed to allow countries to compare internationally (OECD INFE, 2015). This questionnaire is intended to assist all interested parties in the collection of data on the basis of which:

1 *Identify national levels of financial literacy, set benchmarks and set benchmarks for national strategies or specific programs*

2 *Describe the levels of financial literacy of the main socio-demographic groups and explanatory variables that will identify the needs of the population, the groups with the greatest needs and identify the gaps in provision.*

3 *identify changes over time*

4 *to compare financial literacy levels across countries* (OECD INFE, 2011, p. 3).

The individual parts of the questionnaire were mainly updated on the basis of a pilot survey. Reflected but also various workshops, conferences and backward linkages (OECD INFE, 2015). Although INFE falls within the competence of the OECD as well as PISA, a different definition is still used for this measurement. Financial literacy is defined as the *combination of awareness, knowledge, skills, attitudes and behavior that is necessary to create sound financial decisions and ultimately achieve individual financial well-being* (OECD INFE, 2015, p. 5). As noted, the definition of financial literacy represents One of the major problems, why not create a standardized approach measurement. Each organization, before a measurement methodology, is a definition of financial literacy to measure. Indeed, measurement must include the very essence of the definition. Thus, OECD INFE (2015) has set out on this basis how the questionnaire is to be designed to collect international data. Therefore, it must include questions about the following terms:

- *behavior, attitudes and knowledge of the adult population*
- *information covering a wide range of financial literacy topics related to maintaining a financial overview, which includes longer-term financial planning (including retirement savings) and product selection,*
- *information on product knowledge and possession with the aim of financial inclusion,*
- *the level of financial well-being,*
- *sociodemographic information* (OECD INFE, 2015, p. 5).

People from 18 to 79 should participate in the survey. Participants outside this age group may also be included, but the sample size must be increased to ensure sufficient representativeness. The current time allows interviewing through personal or telephone interviews, but also through online questionnaires (OECD INFE, 2015). Although personal interviews brings many benefits and most importantly creates a relationship between the two sides, according to Lusardi et al (2007b) introduces and interviews via the Internet certain positive aspects, for example, can be a good judge of how well respondents understand the questions and how they tend to guess the answers.

In order to generalize a representative sample and analyze it for major socio-demographic factors, it is necessary that the sample contains at least 1,000 respondents for the entire country. However, based on experience, it is recommended that the sample be scheduled for a minimum of 1,700 respondents, as there is no 100% probability that all questionnaires will be fully answered. In order to ensure the utmost impartiality, it is necessary that interviewers avoid all situations where there may be some influence on the respondents and thus their response. This is true throughout the interview, not just for the interview, but also for the pre-interview section (OECD INFE, 2015).

Because of the internationality of this measurement, it is necessary that the translation does not create barriers to the meaning content. Questions should have the same meaning in all countries involved. It is recommended that more translators participate in the translation. These people should communicate with each other and discuss inconsistencies in case they become known. In order to make sure that the text is sufficiently clear, understandable and understandable, it is first necessary to try a translation of such a modified translation with a certain group of people. In this case, questions can be captured that could cause a problem in case of actual measurement and frustrate all efforts. In view of the issue, people can be expected not to be too willing to answer these, in essence, intimate questions. This problem needs to be minimized as much as possible using appropriate interviewers (OECD INFE, 2015).

Before the survey itself, it is advisable to contact potential participants and raise their interest in participating in important research. To ensure that the interviewees are evenly distributed, you must contact the person who failed the first attempt. It may happen that some groups will be more and some very few, which could result in distortion of results. Contacting should be carried out at different times of the day to increase the likelihood of reaching those in need (OECD INFE, 2015).

Obtained data is included in software (especially Microsoft Excel), or in terms of international comparison, it is necessary to use special coding in order to include this data in the international analysis. Great emphasis is also placed on ensuring that all data manipulation is in accordance with applicable national, international, and data protection guidelines (OECD INFE, 2015).

ALP is a nationwide representative panel (module) that has over 6,000 members. It enables regular questioning via the Internet for research purposes. All researchers have unpaid access to all data. It is in essence a service that provides a field (terrain) for questionnaires or experiments. It allows you to combine your own survey with over 400 surveys so far collected. In this way, carry out surveys and *UMICH*, specifically in the panel study *Health and Retirement Study – HRS* (ALP, 2016; UMICH, 2016).

In 2010, the Ministry of Finance and the Czech National Bank commissioned quantitative research on the financial literacy of the population of the Czech Republic by STEM / MARK (Ministry of Finance, 2012). This company is a full-service marketing agency. It helps its clients not only formulate their research assignment, but also collect data, process the results, and then personally present them. It deals with both qualitative and quantitative research. For simplicity, the following table summarizes the research (STEM / MARK, as 2016).

Table 10 - Summary of research areas offered

	Qualitative research ("why")	Quantitative research ("how much")
	Personal individual in-depth interviews	Different Methods (CATI, CAPI, CAWI, PAPI)
	Newsgroups (Focus)	Regular OMNIBUS survey
	Marketing experiment	Specific inquiry techniques
Source: STEM / MARK, as (2016)		

Mapping of adult financial literacy was done in terms of objective knowledge in finance, then its use in routine practice, as well as mapping attitudes and behavior in family finance, savings and hedging (Ministry of Finance, 2012).

Depending on Chapter 2, where the level of financial literacy and its impact was focused on three main groups (pupils / students, adults, seniors), the chapter analyzing the realized financial literacy measurements analyzes the measurements for these three groups, plus the measurements made in the Czech Republic. Republic (Ministry of Finance, 2012). For pupils / students it is the PISA (OECD, 2016) conducted by the OECD, for adults it is the INFE measurement that deals with the measurement of financial literacy and inclusion (OECD INFE, 2015), also carried out by the OECD and for the elderly it is an HRS study (UMICH, 2016) which has been chosen deliberately in order to evaluate the shift as the measurements evolved over the years. The presented measurements show the years 2004, 2010, 2012 and 2015.

For each measurement, it is always necessary to define financial literacy in order to create test questions or interview guidelines, as questions need to reflect the elements of the definitions. Each organization or author can use different definitions that correspond to their subjective views they have

developed over years of practice, research, and experience. As the definitions change, the focus of questions in tests or the direction in which interviews are conducted is changing. Each data collector has, in order to create suitable conditions for data collection, prepared a sufficiently large representative sample suitably divided by characters to represent all categories equally (gender, age, education, etc.) and to evaluate the data appropriately using statistical methods (Hradil, 2010). Great emphasis is placed on correctly grasping the information at the outputs, comments and recommendations of individual authors, because the results must be placed in the contexts that the researcher should know.

In essence, these measurements cannot be compared because they are oriented to different age groups, which also corresponds to the compilation of questions that differ in content. Although these groups may overlap, measurements are compiled for specific differences that are typical of these groups. Each group is asked about other questions that correspond to their current situation in the world of finance, but also show their past or planned future.

Although PISA has been held since 2000, for the first time in 2012, it dealt with financial literacy as such (OECD, 2016). The concept and measurement of financial literacy is a long-discussed term worldwide, so even though the measurement was first held, it had to be prepared at a very high level. Not only because it is the first year participated in many states and measurements had to be internationally comparable, but also because, that financial literacy among young people puts great emphasis.

Although PISA deals with the financial situation of young people, the questions do not only concern the time that reflects the life of the young, but also the financial situations that do not fully apply to the time. The measurement takes into account all the knowledge that students can meet, as well as future-oriented questions (Czech School Inspectorate, 2012b). In addition to the level of financial literacy, she tries to find out if the level of financial literacy is different with respect to age, gender or socio-demographic conditions (Hradil, 2010).

The analyzed measurements cannot be compared because of how many respondents are taking measurements and how many people they actually represent. Specifically, in PISA, 510,000 students from 65 world economies represent a total of 28 million students (OECD, 2014b). Not even individual countries can compare, each has its own specifics. OECD averages can be the solution to this where every participating country can find in the leaderboards. With this issue, however, it cannot be said that the country achieves optimal results in the measurement. What is the optimal result in this context? Financial literacy will never reach its ultimate goal. Appropriate points on which financial literacy can be compared is a year-on-year comparison of individual measurements (whether there is an improvement / deterioration), a growing / decreasing life satisfaction of the population, or an impact on the country's overall economy. Although financial literacy is measurable due to tests, it is not measurable in its nature.

Measuring students' financial literacy responds to changes in the world that have already been presented in theoretical research (eg. risk transfer to individuals, complexity of services, linking the world, etc.) (OECD and US TREASURY, 2008).

Another measurement is also based on the OECD, it is also an international comparison, but this time it focuses on a group of people between 18 and 79 years old. This example shows that these measurements have been updated and refined during the years of measurement. For the first time the measurement took place in 2010 and during its existence it has not only improved, but also the information for execution has received a detailed description. It is precisely determined which methods of data collection have yielded optimal results, how difficult it is to transform text into national languages, or that respondents must be encouraged (OECD INFE, 2015).

The questions in this questionnaire are broader in nature than the previous measurement because of the age range. There, the students were at the beginning of their *financial* life in relation to holding a bank account, but the test was more about the real life of questions such as how much to spend on vacation, whether it is more convenient to buy strawberries on the scales or in the bath or we get our first paycheck and we have 3 things we have to solve, so which one has priority and has to be paid first (Czech School Inspectorate, 2012b). In terms of the awareness of people aged 18-79, who have been staying in the real world for decades, the scale needs to be more widespread. Questions must be designed so that everyone can answer them.

The oldest of the analyzed measurements dates back to 2004 and has been deliberately chosen to excel in the development of measurements over the past 10 years. As the study focuses on the older

generation, which is on the way to transition from work to retirement, the issues are completely different. Although financial literacy is measured predominantly in the areas of retirement savings, retirement care, and how much one should be investigated for this time, Lusardi et al also asked about basic information about financial mathematics. Already in 2004, they were surprised by the results of the study, which motivated them to focus on financial literacy as overall and financial literacy became their main focus, taught at American universities today (UMICH, 2016).

The latest research is the measurement of financial literacy in the Czech Republic, which was commissioned in 2010. It was chosen to demonstrate that, although it is a national qualitative and quantitative research, OECD research issues are being implemented in this research. These questions are incorporated into the individual questions to which the respondents are asked. As it is a national measurement, it is not only aimed at young people or seniors, but overall at the population over 18 (STEM / MARK, as, 2010; Hradil, 2010).

During the years of financial literacy researchers, it has been determined what definitions of financial literacy exist or what profile a literate person should have. Individual measurements are not very different from each other. On the basis of the test questions, it was determined which of the options is the correct answer to *measure* financial literacy, to generalize the results to the whole population and to classify the respondents of the country in question. Rather than comparing financial literacy between countries, it seems more optimal to compare country measurements over time, because even if an international average is measured (for example, the average of the countries measured), what will the states indicate? Financial literacy is desirable to constantly increase with any results obtained.

Measurements are made, among other things, to create appropriate strategy papers on this basis, to develop national strategies to improve financial literacy, financial education. These strategies can then be implemented (Knoll, 2010). Recently, other factors that may have an impact on financial literacy, not just education, age or gender, have also received attention (Murphy, 2013). Scientists already know that the family, friends, or the environment in which one is active is primarily influential (Huston, 2010). Some questions about these influences are also incorporated into additional questions or questionnaires, but they are not given the attention they deserve (OECD, 2014b). The number of respondents who have to ask in person or through a test and the time constraints that accompany these activities are barriers that will not allow individual measurements to be taken more deeply.

It is precisely because of the primary focus on financial literacy measurement that gaps and inadequate information on what specifically affects financial literacy. Some influences, such as education, family or age, are found in literature (Murphy, 2013), but there is no closer identification of these influences, their effects on each other, or in a broader context. Based on the described measurements and literature search, a group of pupils / students was selected for which a more detailed analysis of the mapping of these influences through thought maps was performed (see Chapter 4).

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Қаржылық сауаттылықтың іске асырылған өлшемдерін талдау

Аннотация. Қаржылық сауаттылық - бұл өте күрделі және күрделі тақырып, оны ешқашан ұстауға болмайды. Әрқашан белгілі бір бөлікке назар аударып, оны зерттеу керек. Қаржылық сауаттылықты өлшеу мақсаты белгілі бір топқа немесе бүкіл халыққа бағытталған, сондықтан қойылған сұрақтар бұған сәйкес келуі керек. Ағымдағы өлшеулер тек уақыт пен қаржы тұрғысынан ғана емес, сонымен бірге осы өлшеулерді дұрыс жүргізу және қарастырылып отырған мәселелерді шешу қажеттілігімен ерекшеленеді.

Қаржылық сауаттылық мәселесі өте кең термин, оны зерттеу сұрақтарына жауап беру үшін қандай да бір жолмен талдау қажет. Қаржылық сауаттылыққа әсер ететін және тіпті тереңдететін өзгерістер негізінде қаржылық сауаттылық барған сайын қаралады деп болжауға болады. Мұны жаһандық ұйымдар да, үкімет өкілдері де мойындайды және олар бірлесіп жаман салдардың алдын алуға және қаржылық сауаттылықтың төмен болуына байланысты адамдарға осы жаман салдарларды жеңуге белсенді түрде кедергі жасауға тырысады.

Бұл тезис, әдебиеттер шолуына жасалған талдау негізінде қаржылық сауаттылықты, оны қалай өлшеуге болатынын және әсер етуші факторларды анықтауға бағытталған. Нәтижелер сонымен қатар өлшеудің және бағалаудың қазіргі әдістерінің, оларды жеткілікті түрде анықтай алатындығының да сипаттайды.

Түйін сөздер: Қаржылық педагогика, қаржылық білім.

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АНАЛИЗ РЕАЛИЗОВАННЫХ ИЗМЕРЕНИЙ ФИНАНСОВОЙ ГРАМОТНОСТИ

Аннотация. Финансовая грамотность является чрезвычайно сложным и сложным предметом, который никогда не может быть пойман. Всегда необходимо сосредоточиться на определенной части и изучить ее. Целью измерения финансовой грамотности является нацеливание на конкретную группу или все население, и задаваемые вопросы должны соответствовать этому. Текущие измерения очень требовательны не только с точки зрения времени и финансов, но также и необходимости правильного выполнения этих измерений и решения рассматриваемых вопросов.

Вопрос финансовой грамотности - это очень широкий термин, который необходимо каким-то образом проанализировать, чтобы ответить на вопросы исследования. Исходя из изменений, которые влияют и даже углубляют финансовую грамотность, можно предположить, что финансовая грамотность будет рассматриваться все чаще. Это уже признано как глобальными организациями, так и представителями государства, и вместе они пытаются предотвратить плохие последствия и активно препятствуют людям справляться с этими плохими последствиями из-за низкой финансовой грамотности.

Этот тезис, основанный на анализе обзора литературы, иллюстрирует и направлен на определение финансовой грамотности, способов ее измерения и выявления влияющих факторов. Результаты также описывают, как текущие способы измерения и оценки, могут ли они определить их в достаточной степени.

Ключевые слова: Финансовая педагогика, наизидание финансовых знаний

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MONETARY POLICY EXPERIENCE AND CRISIS ACTIVITIES IN DEVELOPING ECONOMIES

Abstract. In general, financial regulation and control, rather than monetary policy, can provide tools to reduce the problems of dimensionless lending. Strengthening financial stability through regulation and control will allow monetary policy to accumulate on the way to reduce inflation. Avoiding the use of monetary policy in reducing financial imbalances, taking into account potential costs, is not necessary; financial requirements should be monitored for signs of such imbalances. However, wherever it is, control and regulation must always be at the forefront of protection against financial instability.

Keywords: finance, monetary policy, credit, crisis, financial regulation, monetary policy, control, regulation.

Among the typical internal and external financial requirements that arise in emerging economies in the context of financial crises, we can distinguish:

- money stabilization policy with rigid currency regulation;
- the "boom", which is developing in the "overheating" economy, the asset quality and the decrease in the capital of commercial banks;
- general product growth decline, balance of payment issues, reduction of export volumes, currency risk;
- urgent financial liberalization, reorganization;
- subsequent reversal capital flows (sudden "stop" effect);

All these conditions are interrelated and, consequently, end with the financial crisis, especially in the early stages of the financial system [1].

We will consider the mechanism of increasing financial weakness more fully.

After the 1980s, many developing countries have adopted stabilization programs based on exchange rates, ie disinflation programs (gradual decline), which include pre-defined limits of nominal rates. These programs have been implemented in a number of Latin American economies that have a history of hyperinflation. Similar stabilization programs have also been implemented in transition economies, which have experienced a sharp rise in price after the collapse of the centralized planning [2].

These programs have shown the opposite, along with the advantages of using currency rates as the main "anchor" in inflation. Initially inflation was lower (more than 100%). Later, in many countries, inflation slowly declined to one-digit number (in the third year after the start of the program) and then continued to decline. Even if the government abstained from accepting the demand, the inflation was below its initial level.

The use of stabilization programs in the practice of these countries includes the following strategic threats. In the studied states the following tendencies were observed: in the first three years after the introduction of the program, the actual rate is fixed, but the balance of payments deficit is increased. Deficit will increase due to some capital expenditure [3-5].

Capital flows have enabled or encouraged international reserves. But it has also led to external challenges. Thus, economies are largely dependent on international markets and have started to weaken against capital leakage.

In all of these cases, internal and external factors triggered the devaluation of the national currency. Similar to previous stabilization programs, disinflation accompanied the rapid growth of GDP.

In most cases, this phenomenon was explained by the choice of the time of the program, rather than the impact of aggregate demand and supply as a result of stabilization. Typically, programs started after recession or stagnation (one year or more), and were accompanied by structural reforms that were particularly radical in transition economies.

Political mistakes also played an important role. This has led to a decline in national currency in some countries. A systematic macroeconomic policy was available on the basis of the fixed exchange rate of the currencies, for a different group of countries where the decline did not occur. For example, in Poland, the exchange rate fluctuated during the stabilization program: beginning with the US dollar and subsequently modified. That is, it first relates to the currency portfolio, then to the mobile direction (the mechanism of periodic defaults in a predetermined amount). But it was not enough to get rid of the crisis.

If we make a conclusion, it has shown that the results of the program implementation can be effective if the inflation is overcome and the economic situation is improved after its launch. The key factor is the strict macroeconomic policy coordination with the currency orientation. It also requires certain decision-making: maintaining a fixed price, or allowing for flexibility to change over a period of time. This level of flexibility should be compatible with fiscal and financial policies.

Considering the macroeconomic policies that prevent crisis risks in emerging economies, the crisis of three crises in the 1990s (CEE in the first half of the 1990s, the Mexican crisis of 1994, the 1997-1999 South-East Asia crisis) [6-9].

There was also a reversal of the stabilization rate of money spent by linking its currency and restricting monetary policy. When governments maintain such a regime, investors and borrowers usually do not hedge their currency positions, which, as a result, are subject to some threats. In such a situation, the central bank can not protect its currency if the crisis occurs. This crisis can be a devastating event for the banking and the corporate sector.

For all of them, the economy has a rapid flow of large capital due to financial openness, "bonding" of currency exchange rates and interest rate differentials (Table 1).

Table 1 - Comparative description of the financial situation in three regions during the financial crisis

Tools	CEE (The mid-1990s.)	Mexico (1994 y.)	South-East Asia (1997 y.)
Interest rate in leading currency	low	down	down
Fiscal Policy	expansion	limited	limited
Financial Policy	strictly	strictly	strictly
Exchange Rate Mode	«Bundle»	«Bundle»	«Bundle»
Revalued currency	yes	yes	yes
Inflation	suppressed	suppressed	suppressed
Balance of Payments Balance	high	high	high
Privileged, short-term external debt	yes	yes	yes
The collapse of the financial market	—	yes	yes
Financial leverage	yes	yes	yes

Note - [10] is based on the author's data.

A common feature of crises in Mexico, Argentina, Brazil and the United States is the availability of currency exchange rates; currency exchange rate fixing; The deficit of NP deficit to GDP (7.7% in Mexico in 1994, 4.8% in Malaysia in 1996, and 7.9% in Thailand); fast financial liberalization. As a rule, stabilization programs in the country are based on linkage of currency rates, high interest rates and short term foreign capital shortfalls (debt financing deficits).

When choosing the exchange rate regime, it is best to consider alternatives first. Undoubtedly, the destabilizing consequences of the forced abandonment of the regime will not be able to bear a heavy

shock. It is important to say that vulnerable financial systems will be a major barrier to efforts to maintain the exchange rate regime.

In order to understand this, it is important to look at the general financial system as to how to deal with adverse exchange rates. Deficit balance deficit resulting from shock results in lower internal financial offerings and higher internal interest rates. As the interest rate increases, it is difficult for borrowers to repay debt on their obligations to the bank. Reduction of bank loans, which leads to a decrease in financial offerings, also exacerbates debtors and other banks.

Thus, it can be concluded that adaptation at a flexible exchange rate is more profitable, given the weakness of the national bank system. When it is necessary to adapt to a large shock situation during a fixed exchange rate, it is a huge burden to the banking system. When choosing and storing a banking system or exchange rate system, politicians always retain the banks.

Let's take another example of the currency exchange rate's destabilizing impact on the economies of developing countries. These countries' economies are export-oriented, and their financial and monetary systems are dependent on the external resources, allowing them to manipulate their exchange rates and maintain a fair balance of their purchasing power, and regulate external financial flows.

As a result of the currency exchange policy, the rise in prices in the domestic market is carried out in order to maintain a positive balance of NPs and to gradually increase the currency exchange rate, as well as to avoid the rapid appreciation of the currency. When the inflation rises and boom in the stock markets, the business is retrofitted to get unusual speculative operations on stock markets. Revenue from real investment will decrease, and income from financial investments will increase. Bank loans, accelerated by a favorable market environment, will also increase. In the case of capital outflow from the financial system, an unstable external financing regime is formed, leading to a crisis of the economy.

Vulnerable financial systems complicate macroeconomic policy in other areas. Let's take a look at the fall in inflation. Significant drop in inflation can lead to high interest rates and slower financial offers. This will result in a net transfer of corporate banking risks. And it can potentially affect the banking systems. As another example, let's look at the effect of the financial supply on the shock effect that increases the demand for the public sector credit. This leads to displacement of individual borrowers and increase of internal interest rates.

In a strong banking system, the central bank can compensate potential inflationary pressures by pursuing a strict financial policy. However, if the banking system is vulnerable, the high interest rate can lead to the need for expensive "hedging operations", causing higher inflation, causing damage to the bank. Accordingly, restriction of the money supply during a vulnerable banking system will not only reduce the inflation but will allow it to be deducted. If the population sees an increase in inflation and cancels the national currency, they may not even be able to do so.

From 2016, the National Bank has moved to inflation-limiting mode, focusing inflation on the money-credit operations. Some countries (Chile, Israel) have shown that the introduction of this approach is effective for low inflation (4-5%). But in order to achieve this goal it is necessary to create a favorable environment in the state, i.e. developed domestic money and capital markets. For example, in any non-diversified countries, inflationary restrictions are not applied. This is due to a low level of forecasting macroeconomic situation in them, as well as some fluctuations in the global commodity market environment.

The National Bank's transition to inflation restrains the risk of macroeconomic instability. In this case, the monetary policy uses a floating exchange rate to reduce the effect of external shock. However, refusal to hold the foreign exchange rate within the established range led to the tenge's fluctuations with respect to other currencies and caused the foreign capital inflow and leakage to become acute. Therefore, the transition to a new regime of exchange rate should be the foundation of a solid foundation that will reduce the state's vulnerability to fluctuating capital flows [10].

Problems of monetary policy can not be solved by the traditional practice, i.e. only one mark ("currency exchange rate limitation", "restriction of inflation", etc.).

The specified tasks are solved only at the same time with the same restrictions:

- Inflation;
- Money supply (increase of monetization);
- Interest rate (interest and financial assets);

- Restrictions on the large corridor allowing real volatility of the exchange rate during storage of the liberal regime of capital account.

To assess the likelihood of emerging financial instabilities, the analysis of the basics of macroeconomic policies will need at least three reasons. First of all, if the interest of investors investing their money and securities in the emerging market with respect to risks decreases, then the direction of this policy forming the investor's asset portfolio becomes an important feature. Secondly, if a borrowing crisis occurs in one of these countries, financial infections accept the form of 'penalties' to economies with a high level of debt and high budget deficit. Thirdly, when the global financial situation deteriorates, monetary and credit and fiscal policies in the emerging markets may lead to a downturn in the domestic financial crisis. If monetary and fiscal policies are envisioned in the state, it is unlikely that the financial crisis will be worse than the worst state.

Let's consider the consequences of currency and financial crises in developing markets. Based on the accepted financial policy principles, we note the major factors that depend on the state of emerging markets on the external shock situation (Table 2).

Table 2 - Financial vulnerability of economies
in the emerging markets due to various financial and credit policy principles

Currency constraint	Restriction of money supply (M2)	Inflation Restriction
The main vulnerabilities		
Revaluation of the currency	Dependence of money supply on foreign currency flow Insufficient monetarization of the economy The weakness of capital flows	Inadequate adaptation of consumer demand index (CPI) to shock conditions
Deterioration of CT condition		
The danger of speculative attack on currency	Liquidity risk Re-financing risk Credit risk	Interest rate risk Currency risk
Note - [11] is based on the author's data		

Economist I.N.Yudina analyzed 12 different indicators of twenty states with emerging markets in different regions. According to its results, the following conclusions were made: Negative structured economies with very high external debt and loans were based on expansionary monetary and fiscal policies (negative interest rate and budget deficit policy). And the exchange rate management was used as a monetary policy direction. Such states have become less vulnerable to the deterioration of external conditions and have been a small success in controlling inflation and equity in capital. In 2008, they experienced a sharp decline in GDP and devaluation (most vulnerable economies - Ukraine, Latvia, and then Turkey, Russia and Kazakhstan).

In the monograph of I.N.Yudina there are some indicators of vulnerability of external shocks in the economy. It indicates the level of monetary and fiscal policy cycles, respectively (Table 3).

Table 3 - Areas of financial policies used to evaluate
the level of weakness in external shock conditionies of emerging markets

Objects of financial regulation	Main Indicators List
Current Payment Balance Financial Report	Balance of current NP group,% of GDP Balance of financial account (without direct foreign investment),% of GDP
External debt (public and private)	External debt (total, including currency),% of GDP The ratio of short-term debt to currency reserves
Exchange rate	Actual (effective) exchange rate, revaluation level
Money circulation	Inflation rate (%) or GDP deflator Interest rate (real) Domestic loan growth rate,% of GDP Multiplier M2
Federal Government Budget	Growth rate of budget expenditures, % to GDP state budget balance, % to GDP
Note - [12] is based on the author's data.	

In XX-XXI centuries within the framework of the strategy in a number of emerging countries with a number of emerging markets, the transition of the foundations of monetary policy, i.e. from currency containment to inflation containment, has changed its effectiveness. But at the same time, policies to contain inflation may be faced in terms of external demand (mainly high volatility of commodity prices in world markets). Therefore, the research proves the feasibility of using the price index of major export goods (or producer price index), justified in emerging market countries, rather than the consumer price index, which does not reflect such conditions as an "anchor" in the policy of inflation containment.

The role of macroprudential regulation in recent crises should also be reviewed to reduce systemic vulnerability. That is, the rejection of pro-cyclical regulation. Capital requirements for banks and other financial institutions need to be strengthened so that more capital reserves (counter-cyclical buffers) can be reduced to an acceptable level in the event of a financial crisis during a period of rapid economic development. Such anti-cyclic buffers of capital make the banking sector more stable in shock conditions and contribute to the cyclical reduction of the entire financial system's economy.

We analyze the vulnerabilities of their financial systems and the recommendations made to reduce such weaknesses in monetary policy related to exposure to external shocks in developing markets (table 4).

Table 4 - Basic tests for monetary policy and recommendations for their solution

Main characteristic weaknesses	Recommendations to address these issues through financial policy measures
Managed and partially established exchange rate regimes	The transition of the currency exchange rate to the regime of free price fluctuations depending on the stabilization measures
Great dependence on external sources of financing	Development of internal sources of financing increase of monetization of economy at the expense of "long" money
«Overheating» of speculative markets Periodically emerging Fund «bubbles» and credit «boom» in excess liquidity	Retention of positive interest rates of the financial market Stimulating productive investment
Hasty financial liberalization	The principle of uniformity of disclosure of capital accounting Temporary limitation of short-term capital income
Note - [12] is based on the author's data.	

In the research work, the indicators that have the greatest predictive ability during the long trend of the credit/GDP deviation indicator, as well as at the time of management of the anticyclical capital buffer (the first - three pre-crisis years; the second - the period of the cycle slowdown, three quarters before the crisis), which can be used as an "anchor" depending on the stage of the financial cycle, were selected.

The use of countercyclical measures requires a clear and reliable risk assessment from the financial stability position. Adhering to the strict formal rules, it is possible to simplify the use of anticyclone-macroprudential measures. In monetary policy, there are also effective aspects of the implementation of formal prescriptions (for example, when inflation or the money supply slows down), in order to avoid various misconceptions, especially political influences. In the future, it is necessary to study methods of achieving macroprudential policy and to follow the prescribed rules.

Another issue raised is to use active monetary policy measures to achieve not only money but also financial stability. In addition, in the case of inflation containment, it is recommended to use the producer price index and export prices for the price level, rather than the consumer index as an "anchor" or as a guide. It corresponds to the domestic economy, which is highly dependent on the exports of a group with limited economic development, especially commodities. The main reasons for systemic vulnerability for emerging market states, in our opinion, are the following features that may occur in domestic financial systems:

- firstly, these are institutional factors, that is, weak legislative and prudential regulatory mechanisms;
- secondly, the high level of dollarization and dependence on external sources of financing;
- thirdly, it is the political factors due to the error of monetary and financial policy, explaining their high financial weakness.

Recently, monetary policy has undergone two different changes - the credit crisis and a sharp change in trading conditions (changes in the prices of oil and other raw materials on the world market). Although

price stability is very important for these economies, financial stability has become their primary responsibility within the prudential regulation of central banks [13-14].

In general, financial regulation and control, rather than monetary policy, can provide tools to reduce the problems of dimensionless lending. Strengthening financial stability through regulation and control will allow monetary policy to accumulate on the way to reduce inflation. Avoiding the use of monetary policy in reducing financial imbalances, taking into account potential costs, is not necessary; financial requirements should be monitored for signs of such imbalances. However, wherever it is, control and regulation must always be at the forefront of protection against financial instability.

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ДАМУШЫ ЭКОНОМИКАДА АҚША-НЕСИЕ САЯСАТЫН ЖҮРГІЗУ ТӘЖІРИБЕЛЕРІ ЖӘНЕ DAҒДАРЫС САЛДАРЛАРЫ

Аннотация. Жалпы алғанда, өлшеусіз несиелеу мәселелерін төмендететін құралдарды монетарлы саясат емес, қаржылай реттеу және бақылау қамтамасыз ете алады. Реттеу және бақылау арқылы қаржы тұрақтылығын күшейту монетарлы саясаттың инфляцияны төмендетуі жолында жиналуына мүмкіндік береді. Потенциалды шығындарын есепке алу арқылы қаржы дисбаланстарын қысқартуда монетарлы саясаттың пайдаланылуынан кесімді бас тарту қажет емес; мұндай дисбаланстардың белгілерін іздестіруде қаржы талаптарына қадағалау жасау керек. Алайда, қай жерде болмасын, қаржы тұрақсыздығына қарсы қорғаныстың алдыңғы шебінде әрдайым бақылау мен реттеу тұруы қажет.

Түйін сөздер: қаржы, ақша-несие саясаты, несиесі, дағдарыс, қаржылық реттеу, монетарлы саясат, бақылау, реттеу

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ОПЫТ ПРОВЕДЕНИЯ ДЕНЕЖНО-КРЕДИТНОЙ ПОЛИТИКИ И ПОСЛЕДСТВИЯ КРИЗИСА В РАЗВИВАЮЩЕЙСЯ ЭКОНОМИКЕ

Аннотация. В целом, финансовое регулирование и контроль, кроме инструментов монетарной политики позволяют сократить проблемы избыточного кредитования. Монетарная политика на пути снижения инфляции через регулирование и контроль могут усилить финансовую устойчивость. Нет необходимости отказываться от использования монетарной политики при сокращении финансовых дисбалансов с учетом потенциальных затрат; следует контролировать финансовые требования по поиску признаков таких дисбалансов. Однако, как бы то ни было, на переднем плане в противостоянии финансовой нестабильности должны постоянно находиться регулирование и контроль.

Ключевые слова: финансы, денежно-кредитная политика, кредит, кризис, финансовое регулирование, монетарная политика, контроль, регулирование.

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ANALYSIS OF LOGISTIC SERVICE OF CORPORATE CHANNELS OF DISTRIBUTION OF GOODS

Abstract. The modern concept of integrated logistics requires a high level of integration and coordination of functions both within the company and when interacting with business partners. In the domestic practice, where logistics is rapidly entering into all areas of business, the most urgent problems are still the issues of analysis of the logistics service of corporate distribution channels of goods. The logistics tools are designed, first of all, to rationally organize the movement of inventory flows at the enterprise, which will allow for timely delivery to the consumer of finished products at the right place, at the right time, in the right quantity and quality with minimal cost.

Keywords: logistics, analysis, distribution channel, product, distribution management.

INTRODUCTION

Currently, commercial relations are formed in the conditions of high competition, uncertainty and volatility of the market environment. In order to succeed in entrepreneurial activity, it is no longer sufficient to use only marketing approaches, the use of modern highly effective methods and methods for managing streaming processes is required. The most progressive scientific and applied area in this area is logic. You can look at the object of logistics from various points of view: from the position of a marketer, financier, manager for planning and production management, a scientist, as a search for new opportunities in improving the efficiency of managing a company. This explains the variety of definitions of the concept of logistics.

MAIN PART

The presence of common functional areas inevitably leads to the emergence of cross-functional conflicts between the organizational units of marketing and logistics, which are especially clearly observed in enterprises with a traditional management structure. Consider the problems of the relationship of marketing and logistics in a manufacturing enterprise, where you can see the most striking examples of the conflict of interaction between the considered areas.

The growing interest on the part of entrepreneurs in logistics is due to potential opportunities to increase the efficiency of the functioning of material-conducting systems. Practice shows that companies using logistics have gained an advantage over competitors and significantly increased profits due to lower costs associated with reduced production costs in the field of resource potential. The passage of goods through various technical operations of the production process takes about 90% of all time costs. The use of logistics can significantly reduce the time interval at all stages of the production cycle. Reduction of time occurs, first of all, in the production process between the acquisition of raw materials, materials and the delivery of the finished product to the consumer. The effectiveness of the functioning of the enterprise using logistics is achieved mainly due to:

- a sharp reduction in the cost of goods;
- improving the reliability and quality of supplies;
- a systematic review of the totality of all parts of the production process from the standpoint of a single material-production chain, which has the name “logistics system”.

Table 1 - Comparative characteristics of the functional areas of logistics and marketing

Marketing	The area of interaction between logistics and marketing	Logistics
Production		
- definition of subject specialization and assortment structure of production; - determination of the characteristics and physical properties of the goods; - improving the quality and competitiveness of goods	- product packaging	- identification of potential sources of supply; - rational organization of production; - MP management (rationing of stocks of raw materials, determination of the size of the ordered batch, etc.)
Sales Policy:		
- market segmentation and target segment selection; - search for potential consumers; - the formation of demand and sales promotion; - study and forecasting demand; - sales forecasting	- conditions for the availability of goods to the consumer; - formation of a distribution system; - the choice of channels for the distribution of finished products; - sales analysis; - service maintenance	- rationing of stocks of finished products; - creation of a storage system, cargo handling; - selection of an effective option for transporting products to the final consumer; - development of cost estimates for sales and monitoring its compliance
Price policy		
- choice of strategy and pricing method	- competitive pricing	- cost reduction in distribution channels
Promotion		
- communication policy: advertising, PR events, sales promotion (promotions, discounts), etc.	- development of a product promotion strategy	
Information system		
- the formation of a marketing information system; - marketing research	- justification and organization of information support for the sales system	- the formation of a logistics information system; - organization of effective information flow management

The interaction of the individual links of the logistics chain is carried out at the technical, technological, economic, financial, methodological and other levels of integration. Reducing the cost of resources and minimizing time costs are achieved by optimizing end-to-end management of material and information flows, the latter occur where there are material flows and are their characteristic. Therefore, the use of the term material flows implies the presence of information flows, and control optimization affects both material and information flows. Using logistics speeds up the process of obtaining information and increases the level of service for the production process.

General trends in logistics management make it necessary to consider not only its functions (procurement, production, distribution), but also the logistics of the company as a whole, since product flow management can be the beginning, carried out during and at the end of the technological process, providing the opportunity to receive products “Internal” or “external” customers on time, in the units ordered, optimizing the quality of service and the cost of the service itself. In addition, logistics provides transportation, loading and unloading, cargo handling, warehouse operations, packaging and processing of information, and the provision of services [1, 2]. At present, one can note a broader approach to logistics, which, in addition to the above, includes analysis of the market of suppliers and consumers, coordination of supply and demand in the market of goods and services, as well as harmonization of interests of participants in the process of goods movement. In this case, many marketing functions are moving to logistics.

Modern market relations show that now those firms are effectively working where rationally and skillfully manage the systems of procurement, implementation and supply. The old concepts of procurement and sale of manufactured products were revised by those enterprises that began to consider

the criteria of quality and production of products in a new way. The presence of many suppliers, providing increased security and guaranteed volume of purchases that took place under the administrative-command system, has been replaced by the practice of procurement from a single source [1]. The results of relations with the seller of products and close work in the process of forming deliveries and effective systems for ensuring guaranteed quality have led them to criticize the system of traditional relationships between the consumer and the manufacturer "at a distance of one's hand." The product distribution management system focuses on negotiations on the cost of goods, rather than a competition of business offers, the trend of procurement for the short term replaces contracts for a long period of time. The results of these changes are a consequence of the increasing attention of managers to quality and increased activity in the search for suppliers that meet the criteria for the implementation of indicators such as cost, delivery, service. The successful process of most modern firms and their competitive advantages can be affected by the efficient and rational management of the procurement and supply processes. At present, much attention should be paid to the general process of goods distribution management within the framework of the enterprise mission, and not to individual procurement operations of firms. The momentarily changing market situation of the supply process, with its surpluses and shortages, changing prices and market conditions, problems with the availability of goods, is a frequent challenge to companies that want to make big profits in this area. And therefore, the management of the logistics system can be solved by a certain order of supply and circulation issues [2]:

- identification of a system of rational relationships between volumes and structures of production, circulation and movement;
- cost reduction from a huge increase in losses if certain conditions are not met;
- formation of the optimal degree of cooperation in the process of production, storage and movement;
- creation of an effective system of flows of timely management information on the production process.

In the distribution system, the use of logistics tools is caused by [5]:

- the search for rational options for the movement of cargo flows: in terms of warehouse overloads, the number of consignments of goods, through distribution warehouses, depending on the location of the seller and buyer;
- the need in competition to find, along with the usual operations for the sale and promotion of products, auxiliary services to the consumer in the warehouse processing and delivery of manufactured products. In turn, these logistics services help to increase the market for goods and services of enterprises;
- the ability to find resources that compensate in conditions of high competition for the costs of satisfying significantly growing customer demands;
- compensation of additional costs due to the rational location of warehouses, the effective size of the consignment of goods, the use of modern technologies in warehousing and loading and unloading operations in the system of logistics customer service;
- the correct application of logistic management methods, the use by enterprises of their communication networks for monitoring and control of cargo flows, the implementation of warehouse and inter-warehouse information systems, the process of managing cargo flows and goods flows with modern media, economic calculations and the latest computer technology;
- using the opportunities to overcome the contradictions between the interests of transport managers to reduce transport costs and logistics structures to reduce the cost of storage of goods;
- revenue growth, which is effective for disseminating logistic approaches and improving related criteria for enterprises and firms using modern management methods.

With the help of logistics tools it is possible to solve a number of issues related to the production and sale [4], including:

- determination of a system of optimal proportions between volumes of production, storage and transportation;
- cost reduction due to an avalanche-like increase in losses due to failures and downtimes;
- establishing a rational level of cooperation in the system of own production, storage and transportation;
- formation of a rational structure of flows of management information without delay in relation to the production process.

Without a comprehensive and rational solution of shortcomings in the logistics infrastructure system, it is impossible to increase GDP growth, create a very high-quality leap in the economy, increase production potential, create the necessary conditions for the development of regions and the competitiveness of domestic producers, and ensure a decent standard of living for the population.

At each geographical level EC uses building blocks to develop a (regional) smart logistics policy. These possible measures can be implemented and matched with the regional ambition.

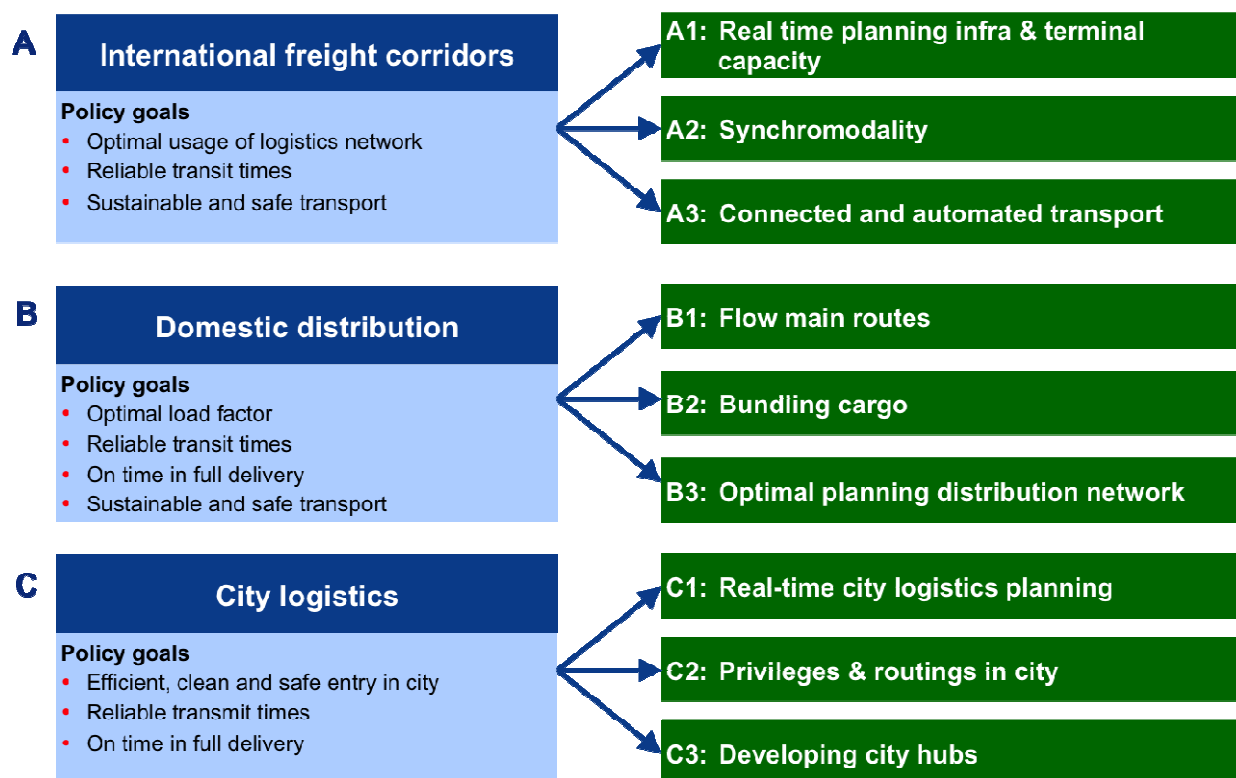


Рисунок 2 - Possible measures for smart logistics

Smart logistics solutions improve efficient transport and warehousing, but they also facilitate the (inter)connectivity between different logistics networks, for example for the exchange of transport orders between different parties and/or modalities.

Enterprises that have built their activities on the basis of a marketing concept, sooner or later come to the need to create a logistics system that allows to optimize many processes. Improving the quality of logistics processes and increasing the depth of its integration with other managerial functions, the company receives additional competitive advantages, allowing it to occupy a more stable position in the market.

CONCLUSION

Of great importance for improving the efficiency of distribution management is the analysis of supply chain activities, taking into account flexibility in customer service. Service flexibility is expressed in a diversified approach to meeting the requirements of each client, which makes it possible to provide services at the required basic level with the possibility of added value service. An integrated assessment of the effectiveness of the functioning of logistics chains in the distribution system requires specification of indicators and the selection of appropriate analysis methods.

The problem of choosing a system of indicators is quite complex and depends on the internal and external factors of activity of each participant in the supply chain. The final stage of the proposed

algorithm is control over the selected system of indicators, carried out with the support of the corporate monitoring system.

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АНАЛИЗ ЛОГИСТИЧЕСКОГО ОБСЛУЖИВАНИЯ КОРПОРАТИВНЫХ КАНАЛОВ РАСПРЕДЕЛЕНИЯ ТОВАРОВ

Аннотация. Современная концепция интегрированной логистики требует высокого уровня объединения и координации функций как внутри компании, так и при взаимодействии с контрагентами по бизнесу. В условиях отечественной практики, где логистика стремительно входит во все сферы бизнеса, наиболее актуальными проблемами по-прежнему остаются вопросы анализа логистического обслуживания корпоративных каналов распределения товаров. Инструменты логистики призваны, прежде всего, рационально организовать движение товарно-материальных потоков на предприятии, что позволит получить своевременную доставку потребителю готовой продукции в нужное место, в нужное время, в нужном количестве и качестве с минимальными затратами.

Ключевые слова: логистика, анализ, канал распределения, товар, управление распределением.

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ТАУАРЛАРДЫ БӨЛУ КОРПОРАТИВТІК КАНАЛДАРДЫҢ ЛОГИСТИКАЛЫҚ ҚЫЗМЕТІН ТАЛДАУ

Аннотация. Интегралды логистиканың қазіргі заманғы тұжырымдамасы компания ішінде де, іскери серіктестермен өзара әрекеттесу кезінде де интеграция мен функцияларды үйлестірудің жоғары деңгейін талап етеді. Логистика бизнестің барлық салаларына тез енетін отандық тәжірибеде ең өзекті мәселелер тауарларды корпоративті тарату арналарына арналған логистикалық қызметтерге талдау жасау болып қала береді. Логистикалық құралдар, ең алдымен, кәсіпорында тауарлы-материалдық ағындардың қозғалысын ұтымды ұйымдастыруға арналған, бұл тұтынушыға дайын өнімді қажетті жерде, қажет уақытта, қажетті мөлшерде және ең аз шығынмен сапалы жеткізуге мүмкіндік береді.

Түйін сөздер: логистика, талдау, тарату каналы, өнім, таратуды басқару.

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L.B. Baizhanova¹, D.A. Kunanbaeva²^{1,2}Al-Farabi Kazakh National University, Almaty, KazakhstanE-mail: ¹2lalik@mail.ru, ²duysekul@mail.ru**FEATURES OF PROJECT BUSINESS MODELS
IN THE FOOD INDUSTRY OF KAZAKHSTAN**

Abstract. The article discusses the formation and development of design business models. The directions of using business models based on the needs of management at different stages of development of food industry enterprises are disclosed. The analysis of business models is carried out and the results of a study conducted by the author on the creation of a new business model of Kazakhstani companies are presented, attention is focused on solving key management / entrepreneurial tasks with an assessment of the prospects of food industry enterprises. In modern conditions, it is necessary not only to intuitively determine business development priorities and form a vision, but also analytically substantiate the parameters of key processes and operations and place them in the form of regulations. In the organization's management, the parameters are communicated to the performers, one of which is the company's controller. His interests include information and analytical support for the system of making and monitoring the implementation of managerial decisions with different horizons such as strategic and operational tactical and functional, which include operational, investment, innovative and financial. Based on the experience of creating and using commercially successful business models of food industry enterprises (FoodMaster LLP, Rakhat JSC), this article formulates the basic requirements for the tools for creating and developing the effectiveness of project business models, illustrates the importance of creating competitive business models, based on creating successful partnerships. The business model of the organization describes the current management actions, taking into account the strategy, status and development directions of the organization. Using a business model allows you to timely identify areas of priority development and coordinate the status of individual business processes and business operations. The business model provides an opportunity to evaluate the organization and take into account production costs.

Key words: business model; business analysis; system of indicators; analytical assessment; project management, efficiency; performance competitiveness; retailer, stakeholder, business model template; flexible management, competitiveness.

In modern conditions, when new technologies are constantly appearing, consumer preferences are changing, new social trends are forming, the main key factor for success in competition is the correct definition of the current business model for the company. Successful innovative products are no longer a guarantee of success in the market, and only integrated innovation activity that goes to the level of permanent monitoring of the adequacy of a business model to changing conditions, and designing an improved version of it is a determining factor for success in regional and international competition. For example, the Russian scientist Strekalova ND, "the fate of the business of the company depends on how successful the selection and implementation of the business model is" [1]. It should be noted that not only the choice and effective implementation of the business model is currently important. In the conditions of market relations, constant monitoring of changes and transformation, development of a business model in accordance with changing environmental conditions is especially relevant.

The effectiveness of project business models in the food industry of Kazakhstan is evaluated in order to determine the potential attractiveness of the project, the feasibility of its adoption for potential

participants. It shows the objective acceptability of the project, regardless of the financial capabilities of its participants.

This efficiency, in turn, includes [2]:

- public (socio-economic) project effectiveness. It takes into account the socio-economic consequences of the project for society as a whole, including both the direct costs of the project and the results of the project, as well as external effects - social, environmental and other effects. As mechanisms, an assessment of the economic and social security of the project can be used;
- commercial effectiveness of the project. It shows the financial consequences of its implementation for the project participant, on the assumption that he independently makes all the necessary costs for the project and uses all its results.

You can consider the main stages of evaluating the effectiveness of the project (Figure 1) [3]:

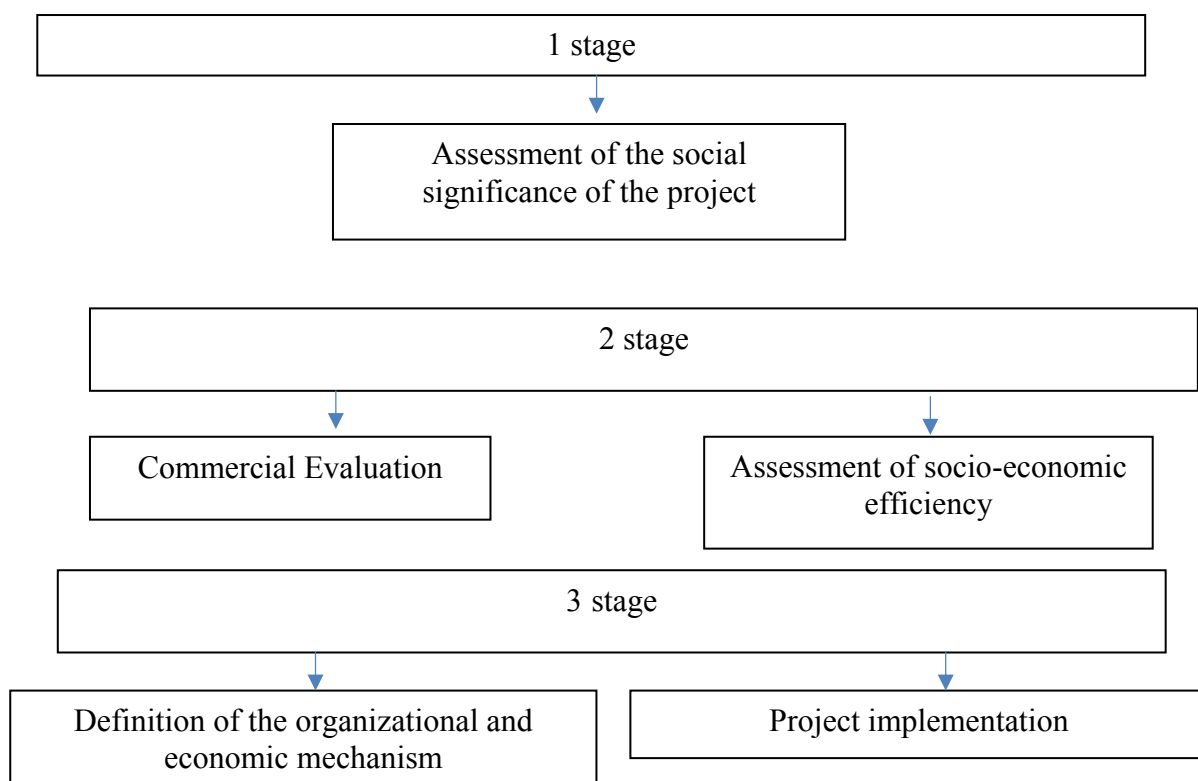


Figure 1 - Stages of evaluating the effectiveness of the project

In management practice, two main approaches are used to determine the assessment of the effectiveness of projects [4]: static (simple) models; dynamic models (discount methods).

The general scheme of all dynamic methods for assessing effectiveness is based on forecasting positive and negative cash flows in the planning period and comparing the resulting cash flow balance, discounted at the appropriate rate with investment costs [5].

Fulfillment of the business resilience requirement involves the development and use of modern information-analytical tools of management mechanisms. The experience of developing domestic and foreign business structures indicates the need to change the development paradigm in favor of the so-called stakeholder (interested) approach based on establishing partnerships between various market participants. Integrating their operations with those of customers and suppliers to create new products, services and solutions has become the main principle of this approach.

The appearance of domestic and foreign retailers in Kazakhstan (retailer - selling goods to the final consumer) was shaken by the positions of previously successful dairy companies. Manufacturers who processed milk in volumes up to 5 tons per day massively lost sales markets in large cities, providing them with the main cash flow. To enter the retail chains, business owners were forced to:

- either consolidate or increase the production of dairy products, abandoning their own brands;
- either leave the dairy business, selling it at a discount to large domestic dairy processors and becoming faceless producers of raw materials.

To identify the logic of creating added value at FoodMaster LLP, we used a controlling tool that has been recognized abroad and is building a business model template. His idea is based on the identification of the planning process, control of costs and results based on the identification of key cost-creating factors, according to which cost factors are concentrated on the left side of the field, and results on the right.

The purpose of the model is to reduce the cost factors that have lost their relevance in the current conditions and increase the factors that shape and increase the sustainability of future results, including those associated with the implementation of new costs. Thus, the paradigm of P.F. Drucker “the goal of a business is to increase the value of its assets, and reduce the costs associated with their creation and maintenance” [7]. Based on a monographic analysis, we developed a business model template for the company (Fig. 2).

Figure 2 - The proposed template business model LLP FoodMaster

Key partners	Main activities	Value proposition	Customer Relations	Consumer Segments
	Key Resources		Sales Channels	
Cost structure		Revenue streams		

The development and further implementation of a business development strategy without understanding the logic of the formation and distribution of value added inevitably leads to conflicts among its stakeholders (stakeholders).

The main tasks of flexible management include ensuring current performance and the ability to adapt the business to the challenges of the future. The method for implementing the tasks is to create a business model template for the organization. Effective adaptation to modern conditions is ensured through the implementation of reflective monitoring, which is based on a system of indicators for assessing the effectiveness of business models and the analytical justification of directed organizational actions. Thus, reflexive monitoring helps maintain their competitiveness in organizations [8].

The business model of the organization is identified using the following parameters:

- customer bases, their marginal loyalty;
- a combination of industry and organizational structures;
- systems of development guidelines implemented in strategic and current horizons;
- techniques for identifying critical success factors (KFS);
- ways to formalize key performance indicators (KPI);
- strategic scorecards (strategy map) and control panels (dashboard) for various levels of business organization (company as a whole, segment, business process, workplace);
- systems of motivation for employees to achieve targets and the formation of ideas with their structuring in a database;
- effective techniques for commercializing ideas into innovations.

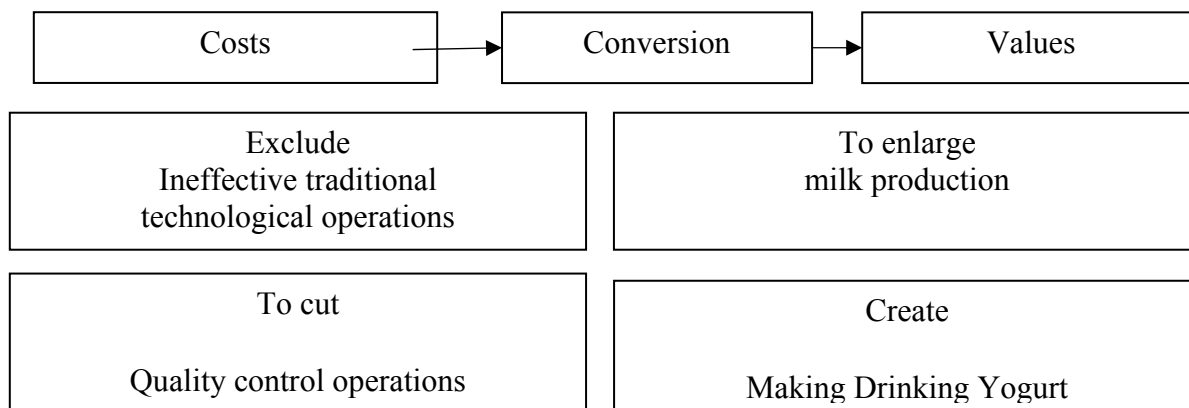
In this regard, it is advisable to group in four segments in accordance with the direction of action [9].

- reduce the factors that cease to be significant for creating value for stakeholders, i.e. whose value becomes higher than the value they create, but, nevertheless, presented in the business models of the main competitors and continue to be necessary for business continuity;
- increase the factors that make it possible to identify a company's business with respect to competitors and make it attractive and convincing for most business stakeholders today;
- to recreate the factors that create new value propositions for existing and prospective customers and ensure a steady increase in business value for stakeholders tomorrow.

We will classify the main factors of creating business value FoodMaster LLP specializing in the production of dairy products made from natural ingredients with a global quality standard. The first group of factors included the application of a number of technological operations included in the list of works in standard technological maps (for example, sterilization and cleaning of equipment). The second group is represented by procedures related to monitoring the quality of work: the staff of the company is stable, and

the material incentive system promotes the active spread of self-control and collective responsibility. The third group includes measures for the application of innovative technologies to create new types of products (bio-yogurt, cottage cheese, etc. .. (Fig. 3).

Figure 3. Management actions based on the identification of the analysis of key factors of business development of FoodMaster LLP



The plans of Rakhat JSC consider bold steps. In the next five years, the company plans to become a vertically integrated diversified company, which will enter other sectors of the food production market. This will make it possible to become more competitive amid growing competition among CIS producers. Everyone knows that the main shareholder of Rakhat JSC is LOTTE Confectionery, a leading South Korean confectionery company. "The standards and policies of the group are the maximum preservation of the traditions of the confectionery industry. In all markets where they "entered", and besides Kazakhstan, LOTTE is present in almost all of Southeast Asia and part of Europe, local production traditions have been preserved. But at the same time LOTTE produces drinks, snacks, ice cream. Rakhat JSC looks at these opportunities and at these product categories and intends to reach out to investors with a plan to expand the line. The Rakhat factory is also being certified in South Korea [10].

Periodic monitoring of success factors requires adjustment of certain key competencies, and in some cases the company's business model. Any business model goes through the stages of value creation, its retention and loss ("migration") [11]. Along with rational motivators of positive changes and blockers of destructive actions, there arises the problem of the ability to anticipate potential opportunities and the risks associated with them.

Thus, achieving flexibility in the company's business model, individualization in the formation of key processes of the business model, and intellectual property protection are becoming important factors for competitive success.

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ОСОБЕННОСТИ ПРОЕКТНЫХ БИЗНЕС-МОДЕЛЕЙ В ПИЩЕВОЙ ПРОМЫШЛЕННОСТИ КАЗАХСТАНА

Аннотация. В статье рассматривается формирование и разработка проектных бизнес-моделей. Раскрываются направления использования бизнес-моделей на основе потребностей менеджмента на разных этапах развития предприятий пищевой промышленности. Проводится анализ бизнес-моделей и представляются результаты исследования, проведенного автором, по созданию новой бизнес-модели казахстанских компаний, сконцентрировано внимание на решении ключевых управленческих/ предпринимательских задач с оценкой перспектив предприятий пищевой промышленности. В современных условиях необходимо не только интуитивно определить приоритеты развития бизнеса и сформировать видение, но и аналитически обосновать параметры ключевых процессов и операций и оформить их в виде регламентов. В менеджменте организации параметры доводятся до исполнителей, одним из которых является контроллер компании. В его интересы включается информационно-аналитическая поддержка системы принятия и мониторинга исполнения управленческих решений с разными горизонтами такими как стратегический и оперативно-тактический и функциональными, к которым относится операционный, инвестиционно-инновационный и финансовый. В данной статье на основе изучения опыта создания и использования коммерчески успешных бизнес-моделей предприятий пищевой промышленности (ТОО «ФудМастер», АО «Рахат») сформулированы основные требования к инструментам создания и разработки эффективности проектных бизнес-моделей проиллюстрирована важность формирования

конкурентоспособных бизнес-моделей, основанных на создании успешных партнерских отношений. Бизнес-модель организации описывает текущие действия менеджмента учитывая стратегию, состояния и направлений развития организации. Использование бизнес модели позволяет своевременно определять направления приоритетного развития и координировать состояние отдельных бизнес-процессов и хозяйственных операций. Бизнес-модель дает возможность оценить деятельность организации и учитывать издержки производства

Ключевые слова: бизнес-модель; бизнес-анализ; система индикаторов; аналитическая оценка; управление проектом, эффективность; результативность; конкурентоспособность; ретейлер, стейкхолдер, шаблон бизнес-модели; гибкое управление, конкурентоспособность.

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ҚАЗАҚСТАННЫҢ ТАМАҚ ӨНЕРКӘСІБІНДЕГІ БИЗНЕС-МОДЕЛЬДЕРДІ ЖОБАЛАУ ЕРЕКШЕЛІКТЕРІ

Аннотация. Мақалада дизайнерлік бизнес модельдерінің қалыптасуы мен дамуы туралы айтылады. Тамақ өнеркәсібі кәсіпорындарының әр түрлі даму кезеңдерінде менеджмент қажеттіліктеріне негізделген бизнес-модельдерді қолдану бағыттары ашылды. Бизнес-модельдерге талдау жасалды және автордың қазақстандық компаниялардың жаңа бизнес-модельін құру жөніндегі зерттеу нәтижелері ұсынылды, назар тамақ өнеркәсібі кәсіпорындарының болашағын бағалау мен негізгі басқару/кәсіпкерлік міндеттерді шешуге бағытталған. Қазіргі жағдайда бизнесті дамыту басымдықтарын интуитивті түрде анықтап қана қоймай, негізгі процестер мен операциялардың параметрлерін аналитикалық тұрғыдан негіздеп, оларды ережелер түрінде орналастыру қажет. Ұйымды басқаруда параметрлер орындаушыларға жеткізіледі, олардың бірі компанияның бақылаушысы болып табылады. Оның мүдделеріне стратегиялық және оперативті-тактикалық және функционалды, жедел, инвестициялық, инновациялық және қаржылық кіретін әр түрлі көкжиектері бар басқару шешімдерін қабылдау және орындау жүйесін ақпараттық-талдамалық қолдау кіреді. Азық-түлік өнеркәсібі кәсіпорындарының («ФудМастер» ЖШС, «Рахат» АҚ) коммерциялық жағынан сәтті бизнес-модельдерін құру және пайдалану тәжірибесіне сүйене отырып, сәтті серіктестік құруға негізделген бұл мақала дизайн бизнес-модельдерінің тиімділігін құру және дамыту құралдарына қойылатын негізгі талаптарды тұжырымдайды, бәсекеге қабілетті бизнес модельдерін құрудың маңыздылығын көрсетеді. Ұйымның бизнес-модельі ұйымның стратегиясы, мәртебесі мен даму бағыттарын ескере отырып, басқарудың ағымдағы әрекеттерін сипаттайды. Бизнес-үлгіні пайдалану басымдықты дамудың бағыттарын уақтылы анықтауға және жеке бизнес-процестер мен бизнес-операциялардың жағдайын үйлестіруге мүмкіндік береді. Бизнес-модель ұйымды бағалауға және өндіріс шығындарын ескеруге мүмкіндік береді

Түйін сөздер. бизнес-модель; бизнесті талдау; индикаторлар жүйесі; аналитикалық бағалау; жобаны басқару, тиімділік; орындау бәсекеге қабілеттілік; бөлшек сатушы, мүдделі тарап, бизнес-модель шаблону; икемді басқару, бәсекеге қабілеттілік.

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INNOVATION IN AGRICULTURE: DIGITIZATION AS A FACTOR OF NEW OPPORTUNITIES

Abstract. At present, each country in transition to a digital economy, depending on the level of economic development, level of education, preparedness of the regulatory framework, state and applied technologies for developing information systems, focus on a particular digital transformation strategy to achieve positive effects from it. The digital economy in agriculture can ensure the sustainability of agricultural development, the development of agrarian science, agrarian education, compliance with environmental standards.

The relevance of the topic of the article is due to the fact that the digital economy in agriculture is the present and the future of the agro-industrial complex of Kazakhstan. The formation of new approaches should be the goal of forming policy documents on the development of agriculture using the achievements of the digital economy to ensure the application of a paradigm for the growth of agricultural production.

The digital economy in agriculture will make it possible to develop a model of agricultural growth in the twenty-first century that reflects the characteristics of the Republic of Kazakhstan and is focused both on the domestic and foreign markets. This will increase the growth of production of the main product group, aimed both at export demand and import substitution and will ensure the demand for wheat, oilseeds, vegetable oil and other products produced by the Russian agro-industrial complex. This will achieve sustainable development as a steady increase in production.

Sustainable development is such an organization of agricultural production, in which new generations would have access to resources and could conduct agriculture on a scale that meets the needs of the population for food.

Keywords: digitalization, agriculture, production, development, efficiency, digitalization technology, the state.

Introduction

Industrialized countries continue to successfully modernize the economy. They are rapidly introducing innovative technologies based, inter alia, on automation, computerization, and digital platforms. Probably the day is not far off when artificial intelligence will control production.

Global spending on research and development today is about \$ 2 trillion, with an average annual growth of 4%.

The world has already entered the era of digital globalization, defined by data streams that contain information, ideas and innovations. According to experts, by 2020, 25% of the global economy will switch to the introduction of digitalization technologies that enable the state, business and society to function efficiently.

Digital technologies in Kazakhstan are also considered as the main way to diversify the national economy, its reorientation from the raw material to the industrial-service model. For the accelerated

implementation of digitalization for the period until 2020, the state program «Digital Kazakhstan» was adopted, which, in particular, noted that «through the progressive development of the digital ecosystem, it is possible to improve the quality of life of the population and the competitiveness of the economy of Kazakhstan». Total expenses for the implementation of this program will amount to 384.2 billion tenge [1].

The world leaders in the implementation of digital technologies are IT companies, media, finance and insurance. In real production and logistics, the level of digitalization is much lower. Agriculture closes the list.

The widespread adoption of digital technology is a key trend in the global economy of the last decade. In agriculture, the industry standard is the use of geographic systems, integrated fleet management, precision farming. But as cross-industry analysis shows, the true digital revolution in global agriculture is yet to come.

The main constraining factor is the peculiarities of agricultural production.

But a number of modern trends suggest that in the coming years this situation will radically change. Industrial robots are the norm since the 90s of the 20th century. The development and production of robotic agricultural machinery is now at the forefront of innovation.

In general, 3 stages of development and implementation of digital technologies in agriculture can be distinguished:

- Pilot technologies: from the mid-2000s, the technologies of geolocation, monitoring the state of agricultural machinery, etc. began to be introduced.

- Market saturation: currently, the number of digital technologies and industry standards in agriculture has reached a critical mass. Almost all manufacturers of equipment, including companies from China and India, offer their own programs and solutions that optimize the use of their machines and equipment. There are several solutions related to precision farming. There are a variety of options for using geodata for crop forecasting, agricultural optimization, logistics management, etc. Additional pressure on the user is provided by the arrival of a new generation of agricultural technologies - the Internet of things and blockchain.

Integration is a key trend of the future: the leader in digitalization of agriculture will be companies that can offer common standards and solutions that combine existing developments in the field of digital agricultural technologies and remove the problem of choice and associated risks.

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

In many countries, digitalization is currently a strategic development priority. According to the forecasts of leading world experts, by 2020, 25% of the global economy will be digital, and the introduction of digitalization technologies that allow the state, business and society to interact effectively will become an increasingly large-scale and dynamic process [2,3].

More than 15 countries of the world are implementing national digitalization programs: Denmark, Norway, Great Britain, Canada, Germany, Saudi Arabia, India, Russia, China, South Korea, Malaysia, Singapore, Australia, New Zealand and Kazakhstan.

China, in its Internet Plus program, integrates digital industries with traditional ones. Singapore forms the «Smart Economy», Canada creates an ICT hub in Toronto, which becomes the driver of ICT. And South Korea, in the Creative Economy program, focuses on the development of human capital, entrepreneurship and the dissemination of ICT achievements, while Denmark focuses on the digitalization of the public sector.

As we see, different countries have different priorities in the field of digital transformation. In our case, in the Digital Kazakhstan program, we expect the progressive development of the digital ecosystem to achieve sustainable economic growth.

The most striking example of a digital privatization approach is Singapore. So, in 2014, the state initiated the development of the Smart Nation concept and invited the business and expert community to cooperate to clarify and implement it.

The share of information technology in the gross domestic product of South Korea is 9%, in China and India - 4.7% [3,4].

Progress in the development of the digital economy of different countries and the level of integration of the global network into the lives of billions of people is reflected in the Digital Evolution Index 2017 rating. Having analyzed the current state and growth rates of the digital economy in each state, the study authors divided the countries into four groups:

Singapore, the United Kingdom, New Zealand, the United Arab Emirates, Estonia, Hong Kong, Japan and Israel are demonstrating high rates of digital development, maintaining it and continue to lead in the spread of innovation.

South Korea, Australia, as well as countries in Western Europe and Scandinavia have shown steady growth for a long time, but now they have noticeably slowed down the pace of development. Without innovation, these states run the risk of falling behind digitalization leaders.

Despite the relatively low overall level of digitalization, these states are at the peak of digital development and are showing steady growth rates, which attract investors. China, Kenya, Russia, India, Malaysia, the Philippines, Indonesia, Brazil, Colombia, Chile, Mexico have potential that can allow them to take a leading position.

Countries such as South Africa, Peru, Egypt, Greece, Pakistan face serious challenges associated with low digital development and slow growth.

Kazakhstan, however, does not start from scratch. In the 90s, the state program for accelerated industrial and innovative development was launched, the «Bolashak» international education program was initiated, and in 2005 the formation of an «electronic government» was launched».

The foundation for the digital transformation of the economy of Kazakhstan is the state program Information Kazakhstan 2020, approved in 2013. It contributed to the development of the transition to the information society, the improvement of public administration, the creation of «open and mobile government» institutions, the increase in the availability of information infrastructure not only for corporate structures, but also for citizens of the country. According to the results of three years of implementation of the State Program, 40% performance has already been achieved.

Also, the First President noted that the development of the digital industry will provide an impetus to all other industries. In this regard, the President set the task of developing new industries that are created using digital technologies [5].

Digitalization will cover primarily those industries in which there is great potential for economic growth: agribusiness, energy, the mining and oil and gas sectors, transport and logistics.

The projects «Intellectual deposit», «Digital mine» are already working. Investing in the development of local e-commerce.

According to forecasts, the cumulative effect of the implementation of digitalization projects will provide up to 30% of the country's GDP growth since 2025.

A good example, a breakthrough could be the digitalization of agriculture. According to estimates by the Food and Agriculture Organization of the United Nations and the Organization for Economic Cooperation and Development, the world population will reach 9.7 billion by 2050. To ensure food security for the inhabitants of the planet, it is necessary to increase agricultural production by 60–70% compared with the 2000s.

Here, such a competitive advantage of Kazakhstan, and indeed the entire EAEU, comes to the fore as huge reserves of fertile land. But it is possible to solve this global problem by introducing radical technological innovations. And the transition to the digital structure of the agricultural market will be an instrument for stable agricultural production.

According to Gartner, the overall economic effect of the introduction of the Internet of things in all sectors of the economy globally will be \$ 1.9 trillion by 2020. Agriculture accounts for 4%, i.e. approximately \$ 76 billion [6].

According to GoldmanSachs, the combined increase in crop productivity through the introduction of precision farming solutions can grow by 70% and bring \$ 800 billion of additional products by 2050. The

market for precision farming solutions to manufacturers and developers will bring \$ 240 billion in 2050. These are solutions for precision planting, precision irrigation, precision fertilizer, spraying, field monitoring, data analysis, small agricultural equipment, including autonomous ones [7].

The average level of penetration of precision farming technologies in the USA by the USDA is estimated at 30-50%, while in large farms the level of technology use is twice as high as in small ones. The penetration of precision farming technologies in active agricultural areas of the United States is 60-80%.

The most common: a computer with high-speed Internet access, soil sample analysis (98%); yield maps, yield monitors, GPS navigation systems (~ 80%); Differentiated application technologies (VR) and prescription maps are used by more than 60% of respondents; satellite images and analysis of the vegetative index of plants are used by no more than 30% of farmers, although new developments in the use of unmanned aerial vehicles (drones) can increase interest in the use of images for scouting, data analysis and management decisions.

Regarding data collection and processing technologies, the use of data and software for mapping yield maps is the most common practice (80%), followed by the development of plans or guidelines for using VR technology for applying nutrients and fertilizers, as well as for sowing and planting (50-60%).

The USA is demonstrating stable growth in the agricultural machinery market; the country is a leader in the import of tractor equipment. The industrial nature of US agriculture and the combination of automation with the rapid implementation of the latest high-tech achievements in practice ensure the country's leadership in agricultural efficiency and AIoT market size.

The development of Agro IoT precision farming systems in the United States is being promoted by large farms with minimal state involvement.

The most developed region in terms of equipping agriculture with modern technology is Germany: the number of tractors per unit area is the largest in the world. Germany is the world leader in the export of tractors among the countries examined in the study. This is explained by the fact that at the level of national self-awareness, the country sets as its goal global industrial leadership (there are many German brands among world industrial leaders: Bosh, Siemence, BMW, Daimler, Volkswagen), is the «author» of the term "Industry 4.0" (as one of Germany's state-owned Hi-Tech strategy subprograms) and is the initiator of processes related to the digitalization of the industry.

At the same time, despite the fact that in Europe 70-80% of agricultural machinery is sold with integrated smart and navigation systems in Europe, the number of "connected" equipment is at the level of 25% -30%. The main barriers of the European market are the smaller share of large farms compared to the USA (the presence of a large number of «family» centuries-old successive businesses), for which the purchase of equipment with connected electronics is expensive, as well as the fact that most farms already have tractor equipment in use, which prevents its replacement with a more innovative [8].

In the USA and Germany, high Internet penetration in rural areas is at the level of 70-80%.

About 2.1 million new tractors are sold annually in the world. About 50% of all tractors are sold in China and India.

China is developing at the fastest pace in terms of agricultural mechanization. The agricultural machinery market has grown by an average of 13.3% over the past 5 years. China almost completely provides itself with machinery, the volume of imported machinery in monetary terms is 8 times less than exported, despite the fact that in 2004 China had the same volume of export and import of tractors.

As a country of catch-up development with the least mechanized agriculture, India shows the greatest demand for these products and is rapidly increasing the level of mechanization of agriculture. In the period 2006-2018. sales of new tractors increased by more than 3 times. In addition, according to J'son & Partners Consulting, India is one of the leading countries in the production of agricultural machinery. The main role in the engineering industry is played by 14 large companies, most of which work closely with well-known western partners. India is active in localizing the world's largest manufacturing enterprises. This is consistent with the national program Net Zero Export (Zero Import) - the state import substitution program, according to which by 2020 the country must learn how to produce everything independently and ensure zero volume of imports. Therefore, the country is able to quickly master the production of modern high-tech equipment.

• High penetration of precision farming technologies in Canada - 60-80% or more for some basic types. According to a survey of farmers, the overall attitude towards precision farming in Canada is generally positive:

- 84% of the surveyed farmers use one or another «precision farming» technology;
- 93% agreed that «precision farming» is beneficial to use;
- 75% plan to increase the use of «precision farming» technologies.

Canada became the No. 1 country in terms of production per employee (ratio: agricultural output / number of employees in the industry) and overtook the traditional permanent leader in this indicator - the United States in 2015. Leadership is due to the high penetration of automated systems and hitech agricultural practices, a large number of people employed in the agricultural sector, and strong government support for the industry (for example, farmers have free access to a variety of interactive maps based on satellite imagery).

An analysis of the activities of Kazakhstani farmers and state bodies on the issues of digitalization and automation of the agricultural sector for 2018 showed the following results:

Pavlodar region. Digitalization programs are already used in crop and livestock production. For example, a program has been connected for commodity producers that integrates information on the volumes of milk received into an electronic system of an information-analytical base. According to data, in the region 568.3 thousand hectares of 1.3 million hectares of land are digitized, which is 42.6% [6].

North-Kazakhstan region. In 2019, nanotechnology will be applied in 50 farms of northern Kazakhstan.

Also, the basis of digitalization is an electronic field map. Today it is already 52%, the fields are digitized. In the future, it is planned to use satellite monitoring of fields and equipment [9]

In East Kazakhstan, within the framework of the Digital Kazakhstan program, the Information Technology Center of the Akim of the region has been opened. The objective of the Center is to develop the digitalization process in the region. In the cities of Ust-Kamenogorsk and Semey, electronic maps will be created that reflect information about the free land plots of settlements [8].

Kostanay region. As part of the digitalization of the agro-industrial complex, the main emphasis will be placed on the introduction of precision farming elements, from which the greatest economic effect is expected. In the Kamystinsky PKF Kairat LLP, using modern high-performance equipment that allows the use of digital technologies, more than 30 million tenge, or 15% of production costs, were saved when sowing 15 thousand ha of grain. Last year, in the Troyana LLP of the Fedorovskiy district, during spring field work using satellite navigation, 4,000 hectares were sown with 4 units and 10 million tenge were saved due to the prevention of replanting, saving fuel, seeds and protective equipment. Due to the widespread use of «smart» technologies in the Zhanahay farm in the same area, annual savings amount to over 9 million tenge. Given the scale of sowing and harvesting in the whole region, the economic effect may exceed tens of billions of tenge [10].

In the Kostanay region, it is planned to complete the work on the "digitization" of the fields. They plan to tie the receipt of all subsidies, soft loans, insurance to these cards.

In the Akmola region, a number of tasks on the digitalization of agricultural production are being implemented. In the region, the process of transferring filing applications and paying subsidies in electronic form through the Minagro.kz web portal has begun.

Now agricultural producers do not need to submit applications themselves, everything is converted to digital format. In the region, work is underway on the formation of an electronic field map aimed at the development of precision farming.

Three basic enterprises for the introduction of precision farming technologies have been identified - AF «Homeland Tselinogradsky District» LLP, «Belagash» LLP of Zhaksynsky «District» and «Zhuravlevka-1» LLP of the Bulandinsky District) and three livestock enterprises producing products using smart farm technology (LLP «AF Rodina Tselinogradsky District», «Esil Agro» LLP, «Burabaysky District and Enbek» LLP «Akkolsky District»).

In the near future, within the framework of the concluded memorandum between Akimat of Akmola region and JSC «Kazakh Agro Technical University named after S. Seifullin» on cooperation in the field of scientific and innovative development of the agro-industrial complex, it is planned to conduct advanced training courses and retraining of farm specialists in teaching digital literacy and precision farming

technology. In addition, a number of projects will be implemented to introduce digital technologies in crop production, an online monitoring and field work accounting system using digital technologies and GPS equipment.

The introduction of digital technologies will allow promptly making optimal decisions on field work, saving fuels and lubricants, increasing the efficiency of fertilizers and herbicides, which in general will contribute to the sustainable growth of agricultural production in the region [11].

West-Kazakhstan region. In April 2018, a meeting was held in the House of Agrarians in Uralsk on the preparations for the spring field work, chaired by the First Deputy Akim of the region.

As a result of the meeting, it was instructed to take comprehensive measures to ensure that agricultural enterprises lacked seeds, bring them to sowing conditions, to seed treatment, to complete repair of tractors, sowing and tillage equipment on time, to intensify work on the selection of allocated diesel fuel, as well as assisting agricultural producers in the introduction of precision farming elements and digital technologies in the agro-industrial complex, upon completion of digitization of fields in an electronic format. (newspaper «Ural»)

Turkestan region. The application of digital technologies in the agricultural sector is developing dynamically. In particular, in the region, modern technologies are being introduced in agriculture and animal husbandry.

As a result of applying advanced technologies, the productivity of intensive gardens planted on 2.8 thousand hectares in comparison with traditional gardens increased by 1.5-2 times. It is worth noting that 70 percent of greenhouses are automated in the region. Along with this, the area of land on which the drip irrigation method is applied increased by 16%, amounting to 59.1 thousand ha. In addition, in livestock breeding, automated livestock numbers are kept. This measure will allow you to control all animal movements and ongoing veterinary measures.

At the same time, new technologies are actively used in the region in the production and processing of livestock products. For example, the Burt-Milka dairy farm fully automated the entire production process, from milking to feeding and storing milk. As a result of automation of production, the annual productivity of one cow will be up to 7 thousand liters of milk, when in the traditional way the productivity is 3 thousand liters [12].

Roland Berger believes that the market for smart agriculture solutions in the world will reach € 4.5 billion by 2020, and according to Gartner's forecasts, the total economic effect of introducing IoT tools by 2020 will amount to \$ 1.9 trillion, moreover Agriculture accounted for 4% of them, which in absolute terms will amount to more than \$ 75 billion. Tractica concluded that the market for agricultural robots will reach \$ 74.1 billion by 2024, and production will grow 19 times and reach 594 thousand units of technology.

According to J'son & Partners Consulting, the efficiency of business processes in agriculture can be increased by 50-70% if robotic systems are used to control fuel consumption, water consumption, electricity, and harvesting. When optimizing the main work processes with the help of robotic systems, you can increase productivity by 1.5-2 times, reduce the cost of planting crops by up to 80%. In general, the global market for digital agriculture is estimated at 3 billion euros, and by 2020 it can grow to 4.5 billion euros.

Currently, the development of agriculture in our country is a priority. Improving the economic efficiency of agriculture to a level competitive from the standpoint of the world market is impossible without improving and developing the main creative force of the agrarian economy, it reflects the essence and inner core of rural residents. The development of agriculture is objectively determined by the need to create new effective infrastructure links in the digital economy and provide the population with food of appropriate quality in the required quantity. Modern information technologies help to increase the efficiency of agricultural production.

But, unfortunately, innovations in the agricultural sector in Kazakhstan are not sufficiently developed. And in order to achieve development effectiveness, it is necessary to create various programs to improve the skills of personnel that will advance agricultural production forward, attracting new specialists to enterprises.

A key trend in the development of agriculture is the formation of effective human and social capital with the proper level of information support and transparency of information flows, a highly organized

institutional environment, with a minimum level of transaction costs, it is worth building a system of directions and measures for the development of the agro-industrial complex with the corresponding orientation of the digital economy.

The prospects for modernizing the industry are enormous. Agriculture in the world is transformed from traditional to high-tech industry, which is able to create new markets for innovative developments that did not exist before. The time has come when smart digital solutions should help the country's agriculture cope with the problems of increasing labor productivity and sustainable development.

The agricultural sector is the most vulnerable sector of the economy, largely dependent on the vagaries of nature. Moreover, the impact of climate change on food security in the world will only increase. The intensity, seasonality and amount of precipitation will become more and more unpredictable, which will significantly reduce the ability of the agricultural business to adapt to such changes.

To this we can add the likelihood of the enormous damage that the country's economy can cause drought or floods caused by climate change. Over the past 5 years alone, 30 billion tenge has been spent on eliminating the consequences of emergencies from the republican budget.

The digitalization of the agricultural sector will reduce these risks, adapt to climate change, increase crop yields and animal productivity, and plan field work in a timely manner.

Reducing the cost of growing products, increasing their quality and competitiveness through the efficient use of resources and scientifically sound approaches is the main task of digitalizing agriculture.

Providing the necessary information to rural producers will reduce transaction costs for the purchase and sale, simplify the supply chain of products from the field to the consumer, and reduce the shortage of skilled labor.

The experience of countries with developed agricultural sector indicates that the introduction of IT technologies in production allowed them to reduce unplanned costs by 20%.

Using available mobile or online applications and downloading data on a particular field (its coordinates, area, crop type, yield for several years), farmers receive accurate recommendations for further actions, taking into account the analysis of many factors.

The farmer will be able to combine this information with the data received from sensors installed on agricultural machines, drones. The farmer can also independently track the entire path of product promotion - from the field to the consumer, which guarantees its quality and meets the needs of customers.

So, agricultural machinery of the John Deere plant is already capable of transmitting information about the state of the crop. Field surveys performed by agricultural machinery manufactured by this company can reduce survey costs by up to 90%.

In Australia, a system for identifying and tracking farm animals and products obtained from them has been introduced, which makes it possible to quickly and effectively respond to various diseases when they occur and reduce the risk of infection [13].

In addition, digital technology enables farmers in different countries to be trained in best practices and to adhere to uniform production standards. For example, Nestle (Switzerland) trained 10,000 West African farmers in modern agricultural technology and product storage. As a result, the company received raw materials of guaranteed quality, and farmers - access to the global market and marketing of products at high prices [14].

The following data indicate an increase in interest in digitalization by business structures. If in 2010 in the world there were no more than 20 high-tech companies operating in the agricultural sector, while the venture investment market amounted to 400 thousand dollars, then already in 2013 the exponential growth of venture capital began [15].

Investments in the agricultural industry in 2015 reached a historic high of \$ 4.6 billion. The most active countries that attract investment in agricultural startups are the USA, China, India, Canada, and Israel [16,17].

In the development of agricultural science in Kazakhstan, as in all advanced countries, there is a process of integration and close interaction in the areas: «science - education – production».

After that, the participants were shown the results of the introduction of new technologies on the fields of the research institute.

According to estimates, the accelerated introduction of agricultural innovation in agriculture will increase crop production by 2-2.5 times in the southern regions of Kazakhstan. And the introduction of

digitalization processes in the agricultural sector will help increase competitiveness and labor productivity, ensure food safety and attract investment in the industry.

In general, according to experts, the economic effect until 2025 will be at least 40 billion tenge.

The comprehensive digitalization of agricultural production, from his point of view, will allow farmers to reduce costs by 23%. Thus, the average cost savings in land use using GPS navigation technology is 11-14%, with differential fertilizer application - 8-12%, and thanks to parallel driving systems - 8-13%. With the inefficient use of agribusiness tools, up to 40% of the crop is lost [18].

More than 30% of pasture lands in Kazakhstan are subject to degradation, and today the urgent issue is the introduction of modern systems for a comprehensive assessment of the state of the country's forage base. The land hub, together with the US Department of Agriculture, is implementing a project to introduce methods for assessing the degradation of pasture lands using digital algorithmic analysis systems.

Agrohub specialists and international experts from the USA and Italy in 2017 carried out a pilot project to assess the condition of pastures in 5 regions of Kazakhstan. It is planned to introduce and adapt this system to assess all the rangelands of the country [19].

In December 2017, 35 employees of the Ministry of Agriculture of the Republic of Kazakhstan, who will use this assessment methodology in their practical work, were trained by the methodology of American scientists.

One of the challenges in agriculture is phytosanitary risks. So, for example, since 2011, a dangerous disease of fruit plantations - a bacterial burn, has spread rapidly. The area of infection since its registration has expanded 40 times. To solve this problem, specialists from Cornell University were involved, with whom it is planned to create a virus-free nursery using breeding material resistant to a bacterial burn.

The list of quarantine objects includes weed - creeping mustard. Large-scale localization and eradication of this dangerous weed is possible only with the use of the latest technologies for combating it, which the United States and Italy possess. In 2017, comprehensive studies were conducted with the participation of specialists from the Italian Agency for New Technologies and Sustainable Resources and the USDA. The possibility of using biological methods to combat mustard has been studied [20,21]

Obtaining timely information on the state of cultivated crops helps the farmer make the best decision.

Together with the University of Michigan, work is underway on the use of mobile sensory systems that can quickly and accurately analyze the state of plants, animals and the environment. Data obtained in this way is processed in a cloud server using algorithms developed by scientists of this university. Based on them, recommendations are received that the farmer receives through the mobile application. A pilot project to adapt this system began to be implemented in 2018 [22].

According to the Ministry of Agriculture, as part of the digitalization, at least 20 digital and 4000 advanced farms will be created throughout the country and one hundred percent automation of processes and public services will be provided.

The agency plans through automation to solve the difficulties encountered by the farmer at the initial stage of activity with the collection of information, obtaining advice, training. So, starting in 2020, it is planned to launch online training involving private IT companies, this will allow the farmer to undergo training with the choice of a teacher, courses and without coming to the training center and will reduce the time and transportation costs of farmers.

It is also noted that from 2020, the practice of online consultations on entrepreneurship, farming, agronomy, seed production, livestock farming will be launched. In 2019, it is planned to implement a pilot project to launch online lending for spring field work, in 2021 the process will be fully automated [19].

According to the Ministry of Agriculture of the Republic of Kazakhstan, 23.7 million hectares of land or 98.8% of the total sown area were digitized as part of the creation of electronic field maps, which are one of the elements of precision farming. By the end of the year, it is planned to complete the full digitization of arable land fields.

To analyze the application of precision farming in nine pilot farms in the North Kazakhstan, Akmola, Karaganda and Kostanai regions, the Kazakh Agro-Technical University carried out a revision of the capabilities of the equipment, differentiated fertilizer application, created electronic field maps, conducted an agrochemical analysis of the soil, and maps of the weediness of crops were compiled. Education of farmers in the use of new technologies takes place on the basis of precision farming landfills: «Kaskelen»

agricultural park, SPC grain farm named after A. Baraev, Zarechny LLP and Kazakh National Agrarian University.

By the end of the year, specific farms will be identified with which work will be carried out to develop them to the level of digital farms in the meat and dairy sectors. By the end of this year, it is planned to create electronic pasture maps.

As part of the introduction of precision farming, three truss levels are defined: a digital farm, an advanced farm, and a basic farm, for which a set of necessary elements is defined. Further work will be aimed at raising the level of the farmer through state support measures.

Today, agriculture is not one of the most innovative sectors, however, the agricultural sector is being transformed under the influence of bio- and nanotechnology, varieties and breeds are improved by genomics, producers are moving from a product to a service model, integrating production and marketing chains and adapting their products to customer specific requests.

Summary and Conclusion

The main objective of the digital transformation of agriculture is the integration of objective data flows of agricultural producers and government data into the digital agriculture platform to ensure global planning in the industry and provide accurate recommendations to market participants, including using artificial intelligence, to activate innovative processes using a modern innovative management apparatus. Key areas and initiatives (pilot projects) will enable the digital transformation of agriculture using digital platforms using data.

In its general form, «... the digital economy is the use of large amounts of data in economic life and ordinary household life by capitalizing this data, processing it online ...». The digital economy is an adaptive cyber-physical system of systems organized in such a way as to make the most rational use of the resources at its disposal at any given time to fully satisfy the needs of its participants. The core elements of the digital economy are constantly transforming integrated product and service systems (PSS). Without it, it is impossible to imagine innovative activity.

In the current conditions of economic development, it is necessary to use new technologies in order to reduce production costs, the need to comply with market needs, rapidly changing requirements of standards and many regulatory documents, which is practically impossible without the use of digital technologies, when information volumes grow squared faster than production volumes.

In the agricultural sector of Kazakhstan, the formation of digital agriculture is the mastery of the future. The strategic guidelines of the digital economy are reflected in geopolitics, industry development and agribusiness management. The use of elements of the digital economy is possible at all stages of the «field → counter» system. Conducting research on this issue, we can conclude that the creation of reference digital models of production processes in agriculture will improve the business efficiency of agricultural producers. But this requires universal open agricultural production management systems with hundreds of input conditions (parameters) and big data analysis with AI elements, which include the formation and algorithmization of control scenarios (equipment, devices, things, processes, finances) for the main cases - preparatory, production and marketing.

Each management decision platform should be built on an open platform for the management of crop production, livestock production, supply and marketing logistics, including traceability systems, the formation of a seed and genetic fund platform, fertilizer management and chemistry. The main platform being created is the knowledge platform, which reflects the presence of professionals in creating the necessary programs and providing farmers with new IT opportunities to increase added value.

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Аннотация. Қазіргі уақытта әр елдің экономикалық даму деңгейіне, білім деңгейіне, ақпараттық жүйелерді дамытуға арналған нормативтік базаға, мемлекеттік және қолданбалы технологияларға дайындыққа байланысты цифрлық экономикаға көшу кезіндегі елеулі оң нәтижеге жету үшін нақты цифрлық трансформация стратегиясына ерекше көңіл бөлінеді. Ауыл шаруашылығындағы сандық экономика ауыл шаруашылығы дамуының тұрақтылығын, аграрлық ғылымды дамытуды, аграрлық білім беруді, экологиялық стандарттарды сақтауды қамтамасыз ете алады.

Мақала тақырыбының өзектілігі ауыл шаруашылығындағы цифрлық экономика Қазақстанның агроөнеркәсіп кешенінің қазіргі және келешегі болып табылады. Жаңа тәсілдерді қалыптастыру ауыл шаруашылығы өндірісін дамыту парадигмасын қолдануды қамтамасыз ету үшін цифрлық экономиканың жетістіктерін қолдана отырып, ауыл шаруашылығын дамытуға арналған саяси құжаттарды қалыптастыру болып табылады.

Ауыл шаруашылығындағы цифрлық экономика ХХІ ғасырда ауыл шаруашылығының өсу моделін қалыптастыруға мүмкіндік береді, ол Қазақстан Республикасының ерекшеліктерін бейнелейді және ішкі және сыртқы нарықтарға бағдарланған. Бұл экспорттық сұраныс пен импортты алмастыруға бағытталған және негізгі ресейлік агроөнеркәсіп кешені өндіретін бидай, майлы дақылдар, өсімдік майы мен басқа да өнімдерге сұранысты қамтамасыз ететін негізгі өнім тобын өндіру көлемін арттырады. Бұл орнықты дамуды өндірістің тұрақты өсуі ретінде көрсетеді.

Тұрақты даму ауылшаруашылық өндірісінің осындай ұйымы болып табылады, онда жаңа ұрпақ ресурстарға қолжетімділікке ие болады және халықтың азық-түлікке деген сұранысына жауап беретін шкала бойынша ауыл шаруашылығын жүргізе алады.

Түйін сөздер: цифрлау, ауыл шаруашылығы, өндіріс, даму, тиімділік, цифрлау технологиясы, мемлекет.

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ИННОВАЦИИ В СЕЛЬСКОМ ХОЗЯЙСТВЕ: ЦИФРОВИЗАЦИЯ КАК ФАКТОР НОВЫХ ВОЗМОЖНОСТЕЙ

Аннотация. В настоящее время каждая страна, находящаяся на переходном этапе к цифровой экономике, в зависимости от уровня экономического развития, уровня образования, готовности нормативно-правовой базы, государственных и прикладных технологий для разработки информационных систем, фокусируется на конкретной стратегии цифровой трансформации для достижения положительного эффекта. от него. Цифровая экономика в сельском хозяйстве может обеспечить устойчивость развития сельского хозяйства, развитие аграрной науки, аграрного образования, соблюдение экологических стандартов.

Актуальность темы статьи обусловлена тем, что цифровая экономика в сельском хозяйстве является настоящим и будущим агропромышленного комплекса Казахстана. Формирование новых подходов должно стать целью формирования программных документов по развитию сельского хозяйства с использованием достижений цифровой экономики для обеспечения применения парадигмы роста сельскохозяйственного производства.

Цифровая экономика в сельском хозяйстве позволит разработать модель сельскохозяйственного роста в ХХІ веке, которая отражает особенности Республики Казахстан и ориентирована как на внутренний, так и на внешний рынки. Это увеличит рост производства основной товарной группы, направленной как на экспортный спрос, так и на импортозамещение, и обеспечит спрос на пшеницу, масличные, растительное масло и другие продукты, производимые российским агропромышленным комплексом. Это обеспечит устойчивое развитие как устойчивый рост производства.

Устойчивое развитие - это такая организация сельскохозяйственного производства, в которой новые поколения будут иметь доступ к ресурсам и смогут вести сельское хозяйство в таких масштабах, которые удовлетворяют потребности населения в продовольствии.

Ключевые слова: цифровизация, сельское хозяйство, производство, развитие, эффективность, технология цифровизации, государство.

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gulnur1989@mail.ru, 87012178280g@gmail.com**SOME REGULATORY ISSUES RELATED
TO WATER SECURITY IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. This article comprehensively addresses the issues of the one pressing problems of environmental law regarding the water security of the Republic of Kazakhstan. One of the main directions of state policy in the transition to a green economy is the legal framework for water security. The study prepared a proposal to improve the current legislation in the field of water security. The methodological basis was compiled by a relatively legal analysis, a logical, systematic structural analysis.

The purpose of the article is to study the legal problems of water use and protection and to develop recommendations for improving the legal regulation of this field of public relations.

Keywords: Groundwater, Economic regulation, Groundwater management, Irrigation waters, Ecological regulation, Agricultural resources.

Introduction

For the Republic of Kazakhstan, the problem of ensuring water security in conditions of limited and vulnerable surface water resources is an important component of national security. According to expert estimates presented in the Concept for the Transition of the Republic of Kazakhstan to a "green economy", by 2030, as a result of rapidly increasing water demand and reduction of sustainable water reserves, water shortages of 13 km are expected, and by 2050 it can reach 20 km³ % of water demand). Thus, the threat of water shortage can be a major obstacle to sustainable socio-economic growth of the state. One of the directions towards a transition to a green economy is the improvement of the water management system. Water remains a key natural component of human existence and ecosystem integrity. In this regard, the rational use of water resources remains a problem that is acquiring enormous proportions.

Methods

Structural analysis method, analysis of the method of analysis, the analysis of the historical method, etc.

Results

Groundwater, as the most valuable mineral, is an important strategic resource for the sustainable development of any state. They are the most produced raw material in the world with a total water withdrawal of about 982 km³ / year.

Kazakhstan is sufficiently rich in groundwater and has 0.13% of the global groundwater resources, and for explored reserves and forecast resources among the CIS countries, it ranks second after the Russian Federation. The total value of the predicted groundwater resources is 2038 m³ / s (64.3 km³ / year - or 62.7% of the average long-term surface water resources). The projected fresh groundwater resources are estimated at 1282 m³ / s (40.4 km³ / year). More than 2.9 thousand groundwater deposits have been explored in the country, for which the value of the approved operating reserves is 495.0 m³ / s (15.6 km³ / year or 38.6% of the predicted freshwater resources).

In addition, the republic has significant potential of thermal minerals and industrial groundwater, which are of practical interest as energy resources and hydromineral raw materials, as well as for therapeutic and recreational purposes.

As for the question of raw materials orientation of economies of the Central Asian states, here one also can run across rather categorical judgments that, despite its huge raw material reserves, Central Asia is still economically too weak and backward in technology, and acts as an appendage to the economies of more developed states. Even in recent works of Indian researchers five Central Asian states were classified merely on the basis of what energy resources they possess. Thus, it is stated that as far as oil is concerned, of importance are Kazakhstan and Turkmenistan, and Uzbekistan is important mostly for gas while Kyrgyzstan and Tajikistan – for water-power resources; no other aspects of their economic development were attached equal importance[1].

The issue of extraction of rare trace elements and their compounds from industrial waters has now become of considerable relevance. An important advantage of groundwater, as a raw material source of rare elements, is the low cost of the product, because groundwater is a valuable raw material, some of their geochemical types have a relatively high processability, the exploitation of water deposits of rare elements does not require expensive mining.

Purposeful legal regulation of groundwater for water supply of the economy of the republic, as well as thermal mineral and industrial waters is very relevant for the country.

In accordance with the Water Code, "groundwater is the concentration of water in the depths" [2].

Groundwater is water in the upper part of the earth's crust (to a depth of 12–16 km) in liquid, solid and vapor states. Most of them are formed as a result of seepage from the surface of rain, melt and river waters. Groundwater is constantly moving in both vertical and horizontal directions. The depth of their occurrence, the direction and intensity of movement depend on the permeability of the rocks [3].

In the Republic of Kazakhstan, under the influence of international law norms, general provisions and principles for the use and protection of groundwater, including the mandatory monitoring of groundwater, general environmental standards and requirements for the use and protection of groundwater, and the operation of underground water sources have been enshrined. Groundwater is a natural resource and an object of legal protection that is of ecological and economic value, relations for the use and protection of which are governed by international and national law [5]. According to the program for the agro-industrial complex development for 2018, 195 billion tenge is provided for measures to increase the availability of financial services (subsidies), the development of water management and veterinary medicine, and the provision of phytosanitary security[5].

This growing interest in groundwater resources may be attributed to a number of reasons:

Groundwater was for a long time regarded as a local resource; only with the spread of vertical turbine pumps after World War II large enough volumes could be pumped to affect users at any considerable distance away.

In some parts of the world "mining" of groundwater takes place, i.e. extracting water from aquifers more rapidly than it is replenished by nature."

-Increased demand for water due to growth of population as well as for agricultural and industrial purposes. In particular, the growing urbanisation of the population has increased the dependence on groundwater resources[6].

The complexity of the country's water supply problems is determined by the fact that almost half of the renewable water resources of Kazakhstan are formed beyond its borders. Groundwater also has extremely uneven distribution over the territory, their quality and reserves vary by region of the country. Fresh groundwater has a number of significant advantages over surface water: they are usually higher in quality, better protected from pollution and contamination, their resources are less susceptible to long-term and seasonal fluctuations. In general, the Republic of Kazakhstan is quite rich in groundwater, due to which it is possible to fully provide the population with drinking, industrial and other waters in accordance with the needs of the population, industry and agriculture. Groundwater is distributed throughout our country, but they are distributed very unevenly. In addition, the quality and reserves of groundwater are different [7].

Groundwater as an object of law occupy a special position among all types of natural resources. On the one hand, they are contained in the subsoil and possess the main attributes of mineral resources, on the

other hand, they are part of the general land water resources. Groundwater has a number of features that distinguish them from other minerals, which determine the fundamental differences in the formation of their operational reserves as a process that takes place not only during geological time, but directly during the development of deposits. At the same time, fresh groundwater is hydraulically connected with surface water and participates in the general circulation of water in nature. Groundwater, like other minerals, in the quantity and quality required for industrial development is not universally distributed. Their search, study and assessment of reserves (determining the possibility of production) is carried out by specialists with geological formation, based on the analysis of geological and hydrogeological conditions [8].

Here are just a few excerpts from the current national standard governing the production and bottling of drinking water: ST RK 1432-2005 "Drinking water, packaged in containers, including natural mineral and drinking table. General specifications:

- Natural water: Water from underground or surface sources, reliably protected from pollution and retaining its natural composition and quality.

- Drinking natural mineral water: Natural water from one or more underground sources, discovered naturally or artificially, associated with the zone of formation of groundwater protected from pollution, having a characteristic taste and stable physico-chemical composition, not subjected to treatment, changing its original composition, with a minimum mineralization of 0.25 g / cubic dm [9].

In accordance with Article 13. of the Water Code, groundwater bodies include:

- 1) groundwater basin;
- 2) deposits and sections of groundwater;
- 3) aquifers and complexes;
- 4) the natural yield of groundwater on land (springs) [10].

The Law of the Russian Federation "On Subsoil", speaking in the preamble of the relations included in the subject of regulation of this Law, indicates groundwater among other objects of mountain relations. At the same time, Art. 5 of the Water Code of the Russian Federation says that water legislation regulates relations in the field of use and protection of water bodies, indicating groundwater (Article 8), among other relations objects regulated by it. In accordance with Art. 5 of the Water Code of the Russian Federation relations on the use of groundwater are governed by the legislation on subsoil and water legislation. To solve this collision, we turn to the definition of the concept of "subsoil". Under the subsoil in accordance with the Law "On Subsoil" refers to the part of the earth's crust, located below the soil layer, and in its absence - below the earth's surface and the bottom of water bodies and streams, extending to the depths available for geological study and development. This definition does not give an unambiguous answer whether the subsoil includes as its component also groundwater.

At the same time, the Law of the Russian Federation "On Subsurface Resources" contains direct norms designed to regulate activities for the extraction of groundwater. So, Art. 10, 10.1, 16, 19 indicate that subsoil plots are provided for use for the extraction of groundwater under a license (if there is an application) for a period of up to 25 years, issued on the basis of a decision of a special commission created by the federal body managing the subsoil fund household wells and wells on the first aquifer, which is not a source of centralized water supply), for the purposes of drinking water supply of the population or technological supply of industrial facilities with water.

Taking into account the fact that the use of groundwater is always associated with the drilling of wells, the device in the depths of other hydraulic structures, obtaining geological information, as well as the fact that groundwater often contains minerals or natural healing resources (mineral waters), they should be regulated in the framework of the legislation on the subsoil. However, taking into account the fact that groundwater is primarily intended for drinking water supply of the population and require maximum protection, it is advisable to add to the RF Law "On Subsoil" a separate block on the peculiarities of the protection and use of groundwater, while securing the list of state authorities, participating in the coordination of the issuance of a license for subsoil use for the extraction of groundwater, necessarily identifying among them the body for the protection and use of water resources [11].

The subsoil user is entitled to conduct exploration of any type of groundwater in the groundwater exploration area, regardless of their intended use or chemical properties, in accordance with the exploration plan and / or pilot production plan, including drilling, and other works related to the integrity

surface layer of the earth in compliance with the requirements of environmental and industrial safety, as well as the requirements for the protection of water bodies.

When conducting groundwater exploration, the subsoil user is obliged to ensure:

1) the reliability and integrity of all primary [and secondary] geological information obtained during exploration, including data from laboratory studies and analyzes;

2) timeliness and quality of conducting geological documentation (including plans for testing groundwater, geological maps and sections for them).

1. During the production period, the subsoil user must:

1) to finance the training of Kazakhstani personnel in the amount of one percent of the taxable income received by the subsoil user from the activities for the extraction of groundwater in the previous year;

2) to annually finance research, scientific and technical, and (or) developmental works in the amount of one percent of the taxable income received by the subsoil user from groundwater extraction activities for the previous year.

The volume of groundwater extracted during the pilot production, can not exceed the stated water demand. Exceeding this limitation without the permission of the competent authority entails liability established by the legislation of the Republic of Kazakhstan on administrative violations. The subsoil user has the right to apply to the competent authority with a statement on the excess of this limitation. The application must contain the amount of excess requested and its justification.

When applying to a subsoil user, the competent authority no later than thirty days from the date of appeal allows the excess of this limit, or gives a reasoned refusal. In the absence of a response from the competent authority within a specified period, the permit shall be deemed received. The refusal of the competent authority to grant permission may be challenged in court. Groundwater produced by the subsoil user as a result of exploration, including pilot extraction, is the property of the subsoil user.

According to Article 18 of the Subsoil Code of the Republic of Belarus:

- Minerals based on their physical and technological properties are divided into: ore, non-metallic, combustible, groundwater.

- Minerals based on their economic value are divided into: strategic minerals, common minerals, minerals of limited distribution, groundwater.

According to Article 25 of the Code of the Republic of Belarus on Subsoil, groundwater is subdivided into its composition, properties and purpose: fresh water, mineral water, mineralized industrial water, mineral water.

Natural mineral formations, hydrocarbons and groundwater contained in the subsoil are recognized as mineral resources. Their chemical composition and physical properties make it possible to use them in the sphere of material production and consumption directly or after processing.

Minerals also include petrified biological residues in the depths.

Minerals in accordance with this Code are divided into ore, non-metallic, combustible, common and groundwater.

Minerals are divided, taking into account their economic importance, in order to establish their respective legal status regarding the established mode of use and protection of the subsoil, into the following types:

1) strategic minerals;

2) specific minerals;

3) common minerals;

4) groundwater.

The assignment of minerals to the types provided for by paragraph 2 of this article is made by the state executive authority authorized to exercise state administration in the field of the use and protection of the subsoil, unless otherwise provided by this Code [12].

Conclusion

Common in the legislation of the countries of the former countries of the Union is the provision that groundwater is recognized as an object of legal protection, an integral part of the state water fund and an object of state ownership.

Given the above, that groundwater often contains minerals or natural healing resources (mineral waters), their regulation should be carried out within the framework of legislation on subsoil. We consider it necessary to supplement the Code of the Republic of Kazakhstan "On Subsoil and Subsoil Use" with its section: Exploration and production of groundwater. Relations on the use of subsoil for the purposes of exploration and (or) extraction of groundwater in the amount of less than two thousand cubic meters per day are regulated by water legislation. The granting of the subsoil use right for exploration and (or) extraction of groundwater in accordance with this section is carried out throughout the territory of the Republic of Kazakhstan and the relevant subsoil areas, except for:

1) the territories within which the underground structures are located, not related to the exploration and mining of mineral resources;

2) territories of burial grounds, cemeteries and burial grounds; territories in accordance with the legislative acts of the Republic of Kazakhstan. Other territories in respect of which the granting of subsoil use rights for exploration and (or) extraction of groundwater may be restricted or prohibited shall be determined by the competent authority within its competence in accordance with the approved subsoil management program.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ СУ ҚАУІПСІЗДІГІН ҚҰҚЫҚТЫҚ РЕТТЕУДІҢ КЕЙБІР МӘСЕЛЕЛЕРІ

Аннотация. Бұл мақалада Қазақстан Республикасының қоршаған ортаны қорғау саласындағы өзекті мәселелердің бірі су қауіпсіздігін қамтамасыз ету мәселелері қарастырылады. «Жасыл экономикаға» көшудегі мемлекеттік саясаттың негізгі бағыттарының бірі су қауіпсіздігін қамтамасыз етудің құқықтық негізі болып табылады. Зерттеуде су қорғау саласындағы қолданыстағы заңнаманы жетілдіру туралы ұсыныстар әзірленді. Әдістемелік база салыстырмалы құқықтық талдау, логикалық, жүйелі құрылымдық талдау арқылы құрастырылды.

Зерттеу мақсаты суды пайдалану мен қорғаудың құқықтық мәселелерін зерттеу және қоғамдық қатынастардың осы саласын құқықтық реттеуді жетілдіру бойынша ұсыныстар әзірлеу болып табылады.

Түйін сөздер: Жер асты сулары, Экономикалық реттеу, Жерасты суларын басқару, Суару суы, Экологиялық реттеу, Ауылшаруашылық ресурстары.

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НЕКОТОРЫЕ ВОПРОСЫ ПРАВОВОГО РЕГУЛИРОВАНИЕ ВОДНОЙ БЕЗОПАСНОСТИ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В данной статье всесторонне рассматриваются вопросы один из актуальных проблем экологического права касательно водной безопасности Республики Казахстан. Одним из основных направлений государственной политики в условиях переходе зеленой экономике является правовое обеспечение водной безопасности. В ходе исследования подготовлены предложения по совершенствованию действующего законодательства в области водной безопасности. Методологическую основу составили сравнительно правовой анализ, формально логический, системно структурный анализ.

Цель исследования состоит в изучении правовых проблем использования и охраны воды и выработке рекомендаций по совершенствованию правового регулирования данной области общественных отношений.

Ключевые слова: Подземные воды, Экономическое регулирование, Управление подземными водами, Иригационные воды, Экологическое регулирование, Сельскохозяйственные ресурсы.

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ELABORATION AND ACCOMPLISHMENT OF COMPETITIVE STRATEGY FOR INDUSTRIAL ENTERPRISE

Abstract. The article describes in detail the process of developing a competitive strategy for an industrial enterprise with its stage-by-stage accomplishment and determination of the basic principles. The specificity of the strategic analysis of an industrial enterprise is presented, including a set of strategic measures aimed at studying its external and internal environment. The author proposed a scheme for the development of strategic measures, which consists of six blocks, including analytical procedures to identify the internal potential of an industrial enterprise. Special attention is paid to the implementation process of the developed competitive strategy, a phased methodology for its accomplishment is proposed. Depending on the effectiveness of the implemented strategy, various measures are proposed to develop further actions to update the competitive strategy of an industrial enterprise.

The findings of the study can be used for further development of the competitive strategies theory. The research results can be used as step-by-step instructions in the process of assessing the competitiveness of an industrial enterprise and developing its competitive strategy.

Key words: competitiveness, competitive strategies, industrial enterprises.

Introduction. All Kazakhstan companies, the same as all other companies in the world, carry out its activity under the conditions of continuous economic changes, and this becomes crucial for the entrepreneurship and encourages to change approaches for economic activity management. Constant changes cause continuous movement of all conditions under which the companies carry out its activity leading to changes in market environment, aggravation of competition, change of consumer preferences to producing goods etc. that hampers significantly the companies' activity management and makes difficult for them to determine the direction of activity development. The companies operation under uncertain conditions generates the increased demand for the strategic management that at this stage of the economy development has the top priority.

Under current conditions the most of entrepreneurs recognize the necessity to act in a long-term perspective, therefore it becomes extremely important to choose a right direction of development that will allow gaining long-term competitive advantages. This can be provided by the strategy of company development. The correctly developed strategy of a company development will serve as a base for forming of long-term competitive advantages, and to a definite extent, it will be a guarantor for harmonious development, and consequently, will ensure the competitiveness of a company in future [1]. In general, the national companies do not elaborate the development strategy at the beginning of its activity, but when a definite period of time passes. This time allows getting an idea on the "direction of further development" and after that the strategy development is started.

At the same time it is worth to note that the stable financial state of a company or its high position in the market is not principal for successful development of the strategy. The theory and practice on strategies development established by the moment cannot provide a unified technique or method that could consider the peculiarities of Kazakhstan industrial enterprises and guarantee the correct elaboration and successfulness of the strategy.

Results and discussion.

The tendencies of industry development show that it changes in two main directions. The first is manufacture of new products, the second – appearance of new niches at existing segments. Such tendency of the market structure development is mainly caused by high technologies development activity and high-tech manufacturing. The high-tech manufacturing sector has already overstepped the borders of space technologies, instrument manufacture, defense industry etc. and today it gradually extends covering the production of unique goods widely used in human life [2, p.73].

The competitive strategy, the same as other strategic plans of a company, is elaborated and introduced on the corporate level, and on business, functional, linear levels etc. The elaboration of the industrial enterprise strategy is based on such elements as:

1. Mission of a company – this is elaboration and course of the highest values of the company, its main goal of activity at a given market. The chosen mission corresponds to the set ideals that form values by determining the movement vector. Considering the gained experience as an ideal it becomes clear that a result is the organization success that can be considered as a goal.

2. Strategic intention of a company. It is also called strategic vision. It is equal to a goal for the definite period of time. For instance, at the moment it is necessary to achieve a goal on making a profit from the activity carried out by the company.

3. Content of the goal and the whole essence of strategy – forming of definite cause-and-effect relationships and chains. The goals are measured indicators allowing determining the degree of these or those projects implementation. The goal is an indicator of the desired result and is reflected in the strategic map. Strategy is a plan of actions helping to achieve the goal. For instance, the market share represents both, the goal and the strategy to put competitors out of the market.

4. Tasks. “Only strategic tasks are able to force the strategy to act and stipulate its implementation. In whole, the strategic tasks form a “portfolio” in which all strategic projects are interconnected” [3].

5. The indicators that measure and demonstrate the level of the goal achievement. These could be a profit or market share expressed in turnover of commodities.

6. Implementation of the planned actions and projects to achieve the set goals [3].

The organizational and economic mechanism on forming and implementation of the competitive strategy implies the integrity of system elements reflecting actions on its planning, analysis, elaboration and accomplishment of the enterprise strategy considering the effect of the external and internal environment factors. The approaches used for the competitive strategy elaboration are based on the strategic analysis that is a key foundational (preparatory) stage (Figure 1).

The scheme shows the accomplishment of planning function (strategic and competitive) at the enterprise basing on the main principles, i.e. such norms and rules of elaboration and implementation of the strategy in the market as:

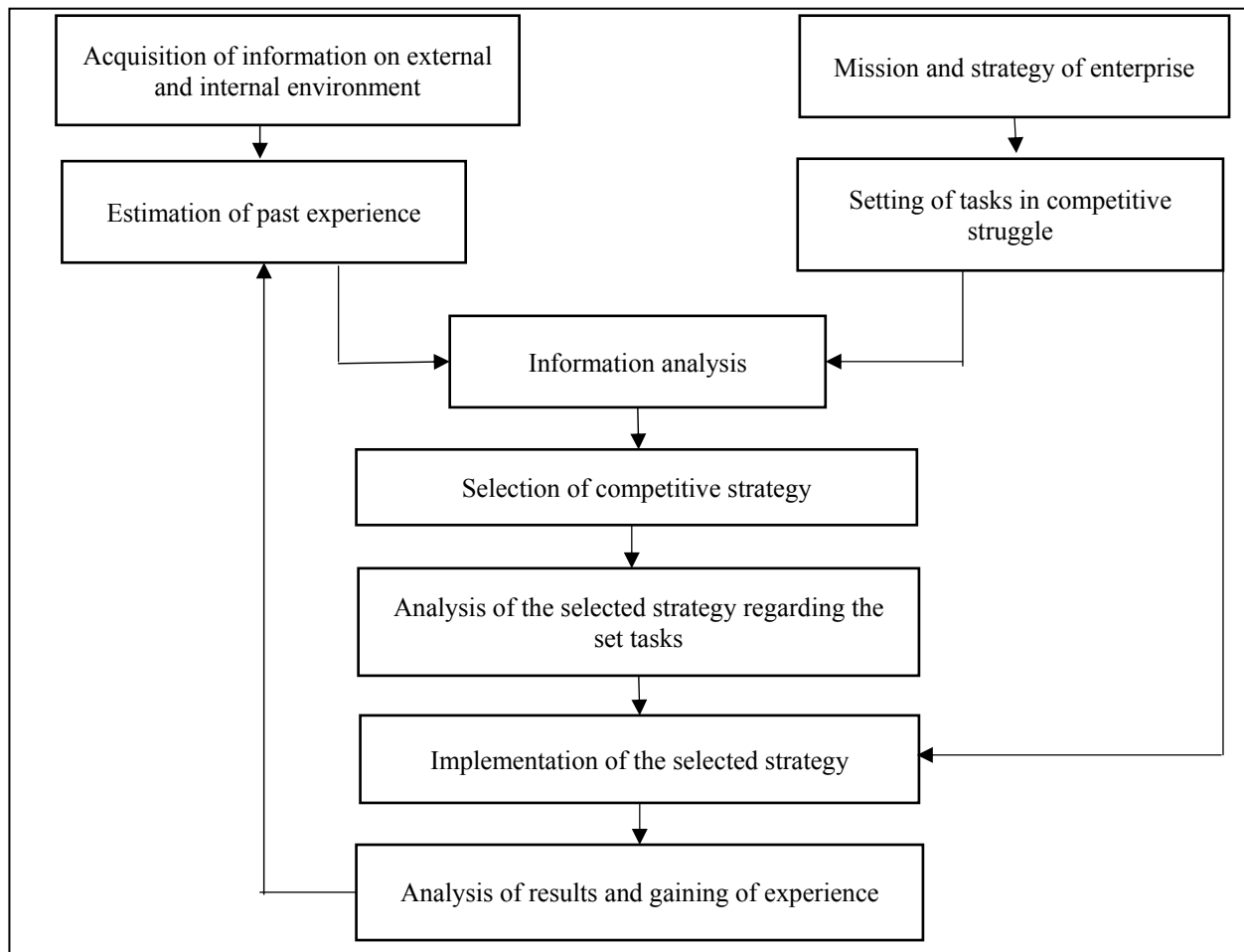
- steadiness and growth (accumulation);
- step by step movement;
- cycling.

The steadiness in the competitive strategy means the continuous analysis of the gained experience, i.e. before starting to form a strategy the enterprise should always analyze the previous experience to reveal the past mistakes so the strategy is really useful. This is extremely important – to improve the strategy by excluding the mistakes.

The “step by step” movement means that the movement forward is possible only if there is something to start from, i.e. to have a base formed during the previous period. This means the analysis of steps, its correctness, accuracy and justification that will allow, to a definite degree, estimate rationally the results obtained due to the strategy implementation.

The cycling in this case means the repetition of the competitive strategic planning that is repeated considering the results of the gained experience analysis as the experience enriches constantly due to variable environment [5, p.19].

The strategic analysis that is schematically represented in Figure 2 includes a set of strategic activities aimed at investigation of external (micro and macro) and internal environment of enterprise.



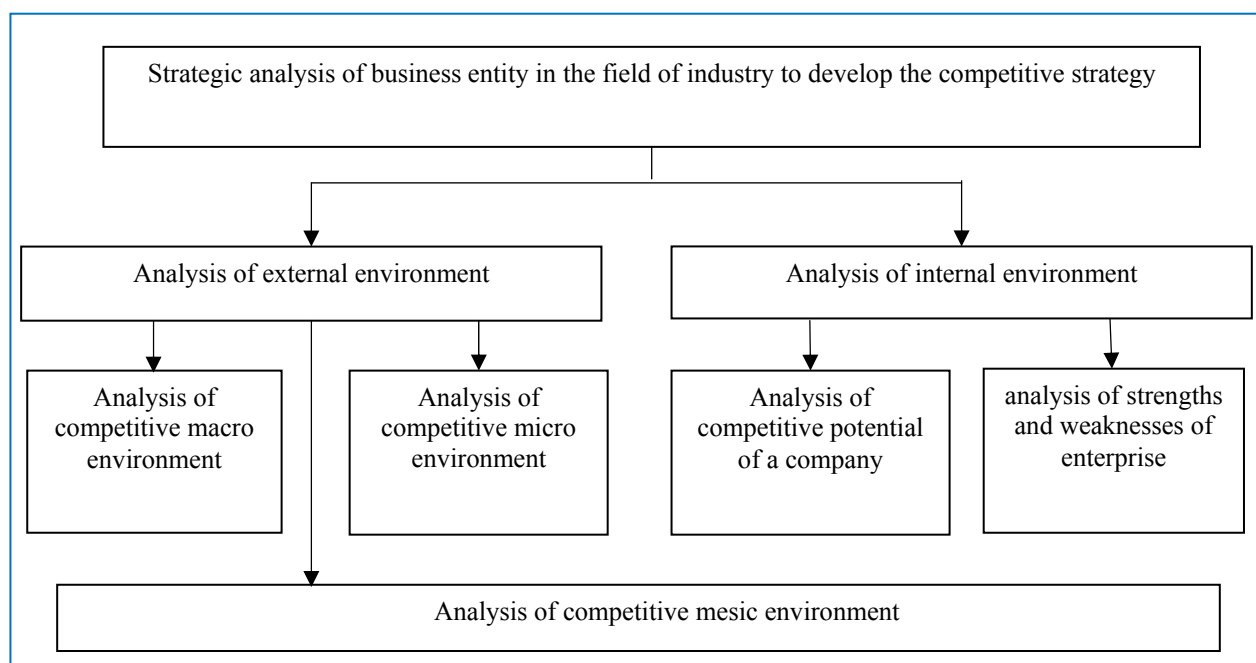
Note: reference [4, p.66]

Figure 1 – Stages of elaboration and introducing of the competitive strategy

The existing instruments and methods of analysis of business entity internal medium at preparation stage of the competitive strategy elaboration do not consider the estimation of the technology novelty used in industrial production, but are reflected in estimation of indirect factors, for instance in the policy of price competitive advantages at the moment of study, sales channels that might include for instance the production and promotion of goods included into the list of purchased under the national programs or preferential taxation (having tax preferences) programs etc.

The analysis and estimation of the internal micro environment assumes obligatory study and strategic analysis of competitive potential of business enterprise that includes the following:

- analysis of managing potential state;
- assessment of financial potential;
- analysis of market-production potential;
- analysis of innovative-investment potential;
- analysis of staff-social potential;
- analysis of strengths and weaknesses of business entity etc.



Note: reference [5, p.19]

Figure 2 – Specifics of strategic analysis of business entities in the field of industry

Figure 3 shows the strategic activities carried out while investigating the state of business entity internal environment used for elaboration of the competitive strategy.

If a range of manufactures do not assume to include high cost of past invention into the extension of manufacture and there is no expenses on R&D, the products have high price namely due to its past cost or expenses on its creation.

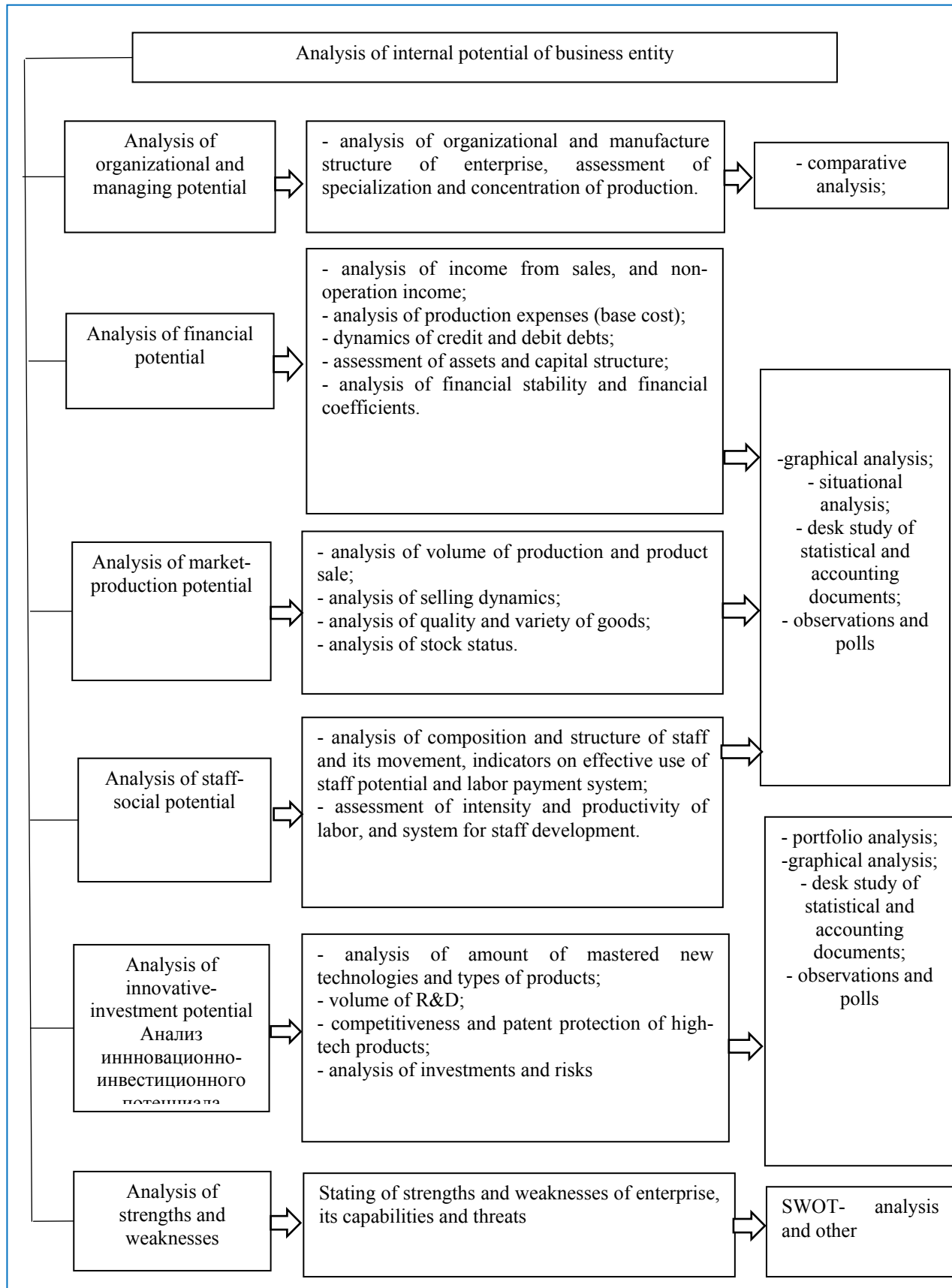
Thus, the analysis and assessment of internal macro environment of the industrial enterprise consists of six blocks that include analytical procedures to reveal the internal potential of enterprise.

When the competitive strategy is developed, after that there is a process of its introduction that should be implemented following a definite method. The method of the competitive strategy introduction represents a step-by-step guidance on implementing the set tasks. It includes the following stages:

- analysis of quantitative indicators (company growth rates, market share, volume of production and sales, net profit etc.);
- implementation of the planned activities under the market theory 7P. This implementation implies a plan having definite tasks distributed among individual subdivisions, appointed responsible persons with indication of deadline for completion and achievement of target indicators;
- financial plan – a budget necessary to implement the competitive strategy [6, p.61].

The competitive strategy of industrial enterprise is implemented during a definite period of time. When it is finished, it is necessary to analyze the results. The quality of the competitive strategy can be assessed by answering several questions:

- What was the reaction of competitors on the company's strategy?
- Did the planned activities provide the proper result?
- Were the set tasks implemented effectively and in time?
- What methods and ideas were the most successful/unsuccessful during the competitive strategy implementation?



Note: compiled by the author basing on reference [7, p.12]

Figure 3 – Analysis and assessment of internal micro environment of business entity

Conclusion.

The most important component of successful functioning and improvement of competitiveness of industrial enterprise under the market conditions is elaboration of the competitive strategy. The competitive strategy, being an instrument to improve the competitiveness of industrial enterprise, allows the following: determine the current state of enterprise, reveal problems encountered by the enterprise during its functioning, select the ways for its solving and determine the trends of its further development. Moreover, the elaboration and implementation of the strategy allows determining the main market needs and extend the period of effective functioning of industrial enterprise.

While introducing the competitive strategy of industrial enterprise it is necessary to consider the situations when the strategy is not effective. In this case, it is necessary to make changes that result in correction of plan considering the tendencies existing in the market. Sometimes, it appears that during the strategy elaboration and at the beginning of its introduction the market situation changes, for example, there could appear new players that threat a company and won a definite part of the market. If nothing is undertaken during the next period, it is possible to fall behind even by competitive positions and loose the existing consumers.

When the introduced competitive strategy of industrial enterprise showed its effectiveness, it can be continued the next period. Nevertheless, it is still necessary to make analysis using available instruments and make corresponding corrections as the industry develops dynamically and dictates new requirements to companies.

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ӨНЕРКӘСІПТІК КӘСІПОРЫННЫҢ БӘСЕКЕЛІК СТРАТЕГИЯСЫН ӘЗІРЛЕУ ЖӘНЕ ІСКЕ АСЫРУ

Аннотация. Мақалада өнеркәсіптік кәсіпорынның бәсекелік стратегиясын әзірлеу процесі толығымен сипатталып, кезеңдестірілген және оның негізгі қағидалары анықталған. Өнеркәсіптік кәсіпорынды стратегиялық талдау спецификасы ұсынылған, онда кәсіпорынның ішкі және сыртқы ортасын зерттеуге бағытталған стратегиялық іс-шаралардың жиынтығы көрсетілген. Авторлар стратегиялық іс-шараларды әзірлеу сызбасын ұсынған, онда өнеркәсіптік кәсіпорынның ішкі әлеуетін анықтау үшін талдамалық процедуралар жүргізу бойынша шараларды алты блокқа бөліп көрсеткен. Сонымен қатар, мақалада әзірленген бәсекелік стратегияны ендіру процесіне ерекше көңіл бөлініп, оны іске асыру бойынша кезеңдік әдістеме ұсынылған. Іске асырылған стратегияның тиімділігіне байланысты, өнеркәсіптік кәсіпорынның бәсекелік стратегиясын жаңғырту бойынша ары қарайғы әрекеттерді қабылдау жөнінде ұсыныстар жасалған.

Зерттеу ұйғарымдары бәсекелестік стратегиялар теориясын ары қарай дамыту үшін қолданылуы мүмкін. Зерттеу нәтижелерінің тәжірибелік қолданбалылығы оларды өнеркәсіптік кәсіпорынның бәсекеге қабілеттілігін бағалау және оның бәсекелік стратегиясын әзірлеу барысында қадамдық инструкция ретінде пайдалану мүмкіндігінде жатыр.

Түйін сөздер: бәсекеге қабілеттілік, бәсекелік стратегиялар, өнеркәсіптік кәсіпорын.

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РАЗРАБОТКА И РЕАЛИЗАЦИЯ КОНКУРЕНТНОЙ СТРАТЕГИИ ПРОМЫШЛЕННОГО ПРЕДПРИЯТИЯ

Аннотация. В статье описывается процесс разработки конкурентной стратегии промышленного предприятия с его этапизацией и определением основных принципов. Представлена специфика стратегического анализа промышленного предприятия, включающая совокупность стратегических

мероприятий, направленных на исследование его внешней и внутренней среды. Авторами предложена схема разработки стратегических мероприятий, которая состоит из шести блоков, включающих проведение аналитических процедур для выявления внутреннего потенциала промышленного предприятия. Также в статье особое внимание уделено процессу внедрения разработанной конкурентной стратегии, предложена поэтапная методика ее реализации. В зависимости от эффективности реализованной стратегии, предложены меры по разработке дальнейших действий по обновлению конкурентной стратегии промышленного предприятия.

Выводы исследования могут быть использованы для дальнейшего развития теории конкурентных стратегий. Практическая применимость результатов исследования состоит в возможности их использования в качестве пошаговой инструкции в процессе оценки конкурентоспособности промышленного предприятия и разработки его конкурентной стратегии.

Ключевые слова: конкурентоспособность, конкурентные стратегии, промышленные предприятия.

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**PERIOD OF TEENAGERS AS THE MOST
INTEGRAL STAGE OF CHILD DEVELOPMENT**

Abstract. According to the authors, the integral stage in the life of children is the adolescent period, when there is a radical restructuring of the structure of volitional activity, self-consciousness, which is inextricably linked by three parties: the cognitive, emotional and regulatory, the integral product of which is the image of the “I”. This period accounts for the peak of physical development, the final phase of reaching the definitive length and body weight. A teenager feels preparedness for those types of educational activities that make him more adult, both in his own eyes and in the eyes of peers. Adolescence is, in our opinion, one of the main periods in the development of self-regulation of activity. It is this time in the development of the psyche that combines everything necessary for mastering the skills of self-regulation of activity. A teenager is ready for new types of educational interaction; he is attracted to independent forms of organizing his own activities.

Keywords: teenager, personality, age, ontogenetic contradictions, process, integral stage, adolescence.

INTRODUCTION

The tendency of adolescents to introspection, the development of personal reflection are favorable prerequisites and necessary conditions for the development of self-regulation of activity. As already mentioned, it is in adolescence that it is for the first time that self-education of the person becomes possible, which is an important component of the process of self-regulation. Some adolescent researchers, I.A. Dontsov, A.G. Kovalev, A.I. Kochetov, D.V. Kolesov, I.F. Myagkov et al. Concluded that it was precisely adolescence that was the period when the need for self-upbringing clearly appeared and active work was being carried out on oneself. This is the age of independence, the formation of self-esteem, expressed in the need for self-determination and self-affirmation of a teenager among adults.

MAIN PART

Unlike younger schoolchildren, adolescents are much more likely to regulate their behavior based on internal stimulation (self-stimulation). However, the mechanisms of volitional activity are still insufficiently formed, which makes self-regulation at an emotional-volitional level difficult. Inconsistency in the motivational sphere also causes difficulties in self-regulation.

During this period, a need arises for serious independent activity, which can be satisfied within the framework of schooling. A.K. Osnitsky notes that the range of tasks that a teenager has to solve also includes solving the question of whether to become independent or not to begin, develop his own assessments or unconditionally accept others who are comfortable at the moment. A lot of people, not feeling the need for independence, in search, do not become independent. They are content with the simple execution of someone else's will, follow a pre-established order, never once doubting its legitimacy. They do not undertake their own reevaluation, verification, their own attempts to justify the “correctness” of the appraised estimates, or they do it so uncertainly and indecisively that they are constantly defeated.

Adolescence is one of the most difficult stages in a child's life. A number of authors note that the most pronounced changes in physical and biological development occur at this age. In many ways, the second psychological and pedagogical contradiction is related to the first [1] - the ratio of objectively and

subjectively new. The correlation of their fields in the pedagogical aspect is simple: creative thinking in the vast majority of cases develops from subjective novelty to objectively significant discoveries. Some psychologists believe that the development of creative thinking in the structure of educational activity goes from empirical generalization to theoretical [2, 3, 4]. And this position confirms the thesis put forward by us about the movement towards objectivity.

The presented contradiction correlates with the classical ideas of pedagogical psychology and shows the essence of the general development of children's thinking: from empirical (manipulating objects, visual-active form, operating with representations) to abstract generalizations that become possible only because the previous sphere has developed. According to M.V. Musiyshuk, empirical thinking is, among other things, the basis for the full formation of creative intuition [5].

The next psychological and pedagogical factor affecting the development of creative thinking is the ratio of the near and far zones of the objectively and subjectively new [6]. As already established, the subjectively new in creativity is the source, apparently, this sphere, in turn, develops according to its own law: subjectively significant discoveries at the very beginning are as close as possible to the actual subjective reality. In the course of mental ontogenesis, subjective discoveries break away from the initial situations and turn to the personality in general. Subjective discoveries of adolescents can be characterized by the fact that they themselves are aware of the need for self-knowledge, and often in the abstract creative process, discoveries are made regarding themselves or the world in which they live. Objective discoveries develop somewhat differently:

initial discoveries arise on the basis of close, practical, necessary, and most often children with well-formed creative thinking successfully create within the framework of reality.

The ratio of "formation" and self-development of creative thinking is another internal factor in the development of the latter. Bb Kossov in his study specifically indicates the importance of this factor in the study of the development of creative thinking in the school period [1]. The specified factor implies that at a certain stage of development, the child is aware of its ability to independently form creative potential. At this moment, the creative motive becomes dominant and integrates many layers and functions of his psyche.

The ratio of the areas of accumulation and active functioning within creative thinking with learning changes in favor of self-development. This pattern is understandable given the characteristics of the development of a child's personality: a person always moves from integration, hierarchization of motives, coordination of self-images into the self-concept. However, as N.M. Pruchkina [7], V.I. Pushkin [8] et al., Too much pedagogy can cause children to regress creative thinking, and they often leave their creative potential without further development.

The correlation of the procedural and personal aspects of creative thinking is the next internal factor that influences the formation of creative thinking, which has already been partially discussed in the context of the considered factors. Bb Kossov [1] shows that the psychological and pedagogical formation of creative thinking directly depends on the development of mental processes of the individual; as the formation of the system of mental functions, creative thinking develops its own process component. So, on the basis of intellectual inclinations, the thinking apparatus is improved, the connections of thinking are created with imagination, attention, perception, memory, and with the inclusion of the integrating functions of the personality, creative thinking moves to a higher stage.

All of the above gives reason to note that creative thinking develops in accordance with the general laws of development, being included in the structure of educational and cognitive activity, it complements, complicates, integrates existing mental connections, forms a stable joint of mental processes and the personality of the child, acts as a kind of moving strength of development and can serve as the basis for training and education.

Adolescence has a special place in the process of the formation of the human psyche, because the changes caused by it in all, without exception, mental spheres, as a result, transfer a maturing individual to a qualitatively different level. In the teenage period, the greatest leaps occur in the formation of all aspects of cognitive activity, in the formation of personality, in the harmonization of individuality, and all this together affects the creative thinking of the teenager, making him significantly enriched. This principle of the emergence of the new on the basis of changes in the old during the assimilation of the content of educational activities is appropriate to consider in connection with creative thinking [4].

The content of educational activities of adolescents is undergoing significant changes. The purpose of their educational activities is not only the assimilation of learning and labor skills, but also the development of self-study skills. Teenagers, possessing quite extensive reserves of knowledge and skills, become able to actively apply them in creative activities.

School tasks in themselves already imply creative activity, form openness in thinking, fluency in mental activity. Learning is clearly differentiated and becomes specifically objective, and the subjects taught by adolescents are complex, diverse, require

the application of sufficient mental strength. Therefore, in the personal aspect, the creative thinking of adolescents develops through the formation of independent and free activity, the increasing volitional capabilities of the personality and the optimized locus of control, and the operational-cognitive part of it receives a boost through abstract-technological thinking stimulated by learning.

Creative thinking, based on an abstract form, is characterized by great productivity, good indicators of divergence and from the point of view of the content side. The coagulation of the thought process in adolescents, the coherence of thought operations, the reliance on differentiated perception - all this provides the flexibility to generate new ideas.

In addition, creative thinking is being improved through mastered symbolic functions. The foundations of symbolic thinking, which were still available in the elementary grades under the influence of arithmetic and grammar, became more mature by the teenage period.

As Ch.A. notes Zuckerman [7], the symbolic designation of concepts and semantic designers is one of the conditions for productive creative thinking, because the symbolic function accompanies the intellectual transformations of the material given in the task at the stage of orientation, categorization of the information received, structuring of generated ideas, etc. At this stage of development, adolescents come closer to their creative thinking, it becomes multi-faceted and more comprehensive in all its manifestations and forms.

The creative thinking of adolescents is based on a harmonious combination of theoretical, symbolic, empirical, analytical-synthetic, abstract-technological forms of mental activity, acquired in the course of subject-based learning.

The versatile formation of creative thinking is determined not only by changes in learning, but also by personal changes. These changes are the basis of the teenage crisis, which consists in a fundamental restructuring of all personality spheres: motivational-needful, strong-willed, self-awareness and several others. The positive impact of these changes on their creative thinking can be discussed only with the positive development of the adolescent.

One of the main changes in this period is the transition to a more balanced and more included in the consciousness of motivation. Creative activity in this period begins to be based not only on spontaneous motives of cognition, but also largely on creative goals. Of course, not all teenagers are so successful in their development, far from all, creative motivation is formed, but for most of them it appears sooner or later.

Creative knowledge for adolescents becomes significant and is reinforced by positive emotions. The goals of the activity take on them the status of values, and creative activity often brings them satisfaction with their own process. In addition, the sphere of interests already formed by this time, the wealth of personal experience and objective knowledge make the information basis of the creative process more solid.

In the teenage development of creative thinking, an evolution of the subjective significance of creativity occurs. These changes can be as follows: at the beginning of the teenage period, a creative approach to educational and everyday tasks is the only field in which the need for self-affirmation, which is so urgent for this age, is realized, i.e. creativity is not significant in itself, but in the sense that it satisfies a vital need.

If a teenager realizes the significance of creative thinking, it becomes subjectively significant for him.

Many researchers emphasize the role of creative thinking for the emerging personality orientation. S.L. Rubinstein points to the existence of a specific creative orientation, while others consider the most successful for the creative development of schoolchildren gnostic and practical orientation, ensuring the successful use of knowledge and the objective value of creative solutions.

A special nuance in adolescent creative development is that creativity is revealed on the basis of abilities and takes on their specific features. For example, if a teenager has musical abilities, it is more likely that the general mechanisms of creative thinking sooner or later will be directed specifically to musical activity, embodied in it; with spatial abilities - to design; when figurative - on art, etc. It is clear that creative thinking is more effective where the type of task corresponds to the type of ability of the child. However, as we noted earlier, this ratio does not allow us to identify creative thinking with abilities.

It is assumed that the abilities inherent in a teenager, subject to their development in training, combined with creative openness, give teenage talent, as indicated by a number of researchers. In this case, it is advisable to talk about the features of the correlation of creative thinking and abilities in the structure of giftedness.

In general, in adolescence, creative thinking depends, first of all, on intellectual activity and the ability of a student's personality to self-development. During this period, it is especially important that the teenager has the opportunity to realize his creative potential. The conditions for its implementation are external features associated with the content and forms of educational activity, and internal features of the structure of creative thinking at this stage of development.

CONCLUSION

Thus, creative thinking in its development is directly related to the formation of personal integrity, with the actualizing tendency of self-improvement. In addition, it develops in accordance with the general laws of the pedagogical process and age development, it supplements, complicates, integrates existing mental connections, forms a stable joint of mental processes and the personality of the child, acts as a kind of driving force for development and can serve as its indicator.

Features of the creative thinking of younger schoolchildren and adolescents are influenced by the content and forms of educational activity, which includes schoolchildren. These features of creative thinking are found in various levels of development of individual functions in the structure of creative thinking, as well as in the qualitative uniqueness of the integration of these functions in younger students and adolescents.

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БАЛАЛАРДЫ ДАМУДЫҢ ЕҢ ЕҢГІЗІНДЕГІ САЯСАТЫ МЕН ӨСІМДЕРІНІҢ МЕРЗІМІ

Аннотация. Авторлардың пікірінше, балалар өміріндегі ажырамас кезең - бұл жасөспірім кезең, бұл ерікті белсенділіктің құрылымын түбегейлі қайта құру, өзін-өзі тану болып табылады, ол үш жақпен ажырамас байланысқан: танымдық, эмоционалды және реттеуші, интегралдық өнім «Мен» бейнесі. Бұл кезең физикалық дамудың шыңы, нақты ұзындық пен салмаққа жетудің соңғы кезеңін білдіреді. Жасөспірім оны өзінен де, құрдастарының көзқарасынан да үлкенірек ететін білім беру іс-әрекетінің түрлеріне дайын. Жасөспірім, біздің ойымызша, іс-әрекеттің өзін-өзі реттеу дамуындағы негізгі кезеңдердің бірі. Дәл осы уақыт психиканың дамуында белсенділікті өзін-өзі реттеу дағдыларын игеру үшін қажет нәрсенің бәрін біріктіреді. Жасөспірім тәрбиелік өзара әрекеттестіктің жаңа түрлеріне дайын, өзін-өзі ұйымдастырудың дербес түрлеріне тартылады.

Түйін сөздер: жасөспірім, жеке тұлға, жас, онтогенетикалық қайшылықтар, процесс, интегралды кезең, жасөспірім.

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ПЕРИОД ПОДРОСТКОВ КАК САМЫЙ ИНТЕГРАЛЬНЫЙ ЭТАП РАЗВИТИЯ ДЕТЕЙ

Аннотация. По мнению авторов, интегральным этапом жизни детей является подростковый период, когда происходит коренная перестройка структуры волевой активности, самосознания, находящихся в

неразрывном единстве трех сторон: когнитивной, эмоциональной и регулятивной, интегральным продуктом которых выступает образ “я”. На этот период приходится пик физического развития, заключительная фаза достижения дефинитивной длины и массы тела. Подросток чувствует готовность к тем видам учебной деятельности, которые делают его более взрослым, как в его собственных глазах, так и в глазах сверстников. Подростковый возраст является, по нашему мнению, одним из главных периодов развития саморегуляции деятельности. Именно это время в развитии психики сочетается все необходимое для усвоения навыков саморегуляции деятельности. Подросток готов к новым видам учебного взаимодействия, его привлекают самостоятельные формы организации собственной деятельности.

Ключевые слова: подросток, личность, возраст, онтогенетические противоречия, процесс, интегральный этап, подростковый возраст.

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GREEN ECONOMY IN RURAL TOURISM

Abstract. Kazakhstan possessing unique natural resources and a distinctive culture has huge potential for the development of agricultural tourism. Necessary conditions are reviews of the regional location of potential agro-tourism facilities, consideration of recreational systems at the oblast level, the state of the socio-economic sphere of oblasts, a study of the state of rural infrastructure, a description of the development of industry in the regions, and a study of cultural and historical significance. The task of agritourism is to give an impetus to the development of individual rural settlements, increase the income level of their residents, suppress the migration flow from village to city by creating additional jobs, reducing social tension in the village by organizing a new specific sector of the local economy.

Keywords: green economy, agriculture, tourism, sustainable development, welfare of the nation, rational use, natural resources.

INTRODUCTION

Currently, the transition to a green economy is one of the priorities of the world community on the path to sustainable development. Tourism is an important sector where change is necessary and possible.

A green economy is a system of economic activities related to the production, distribution and consumption of goods and services that lead to increased human well-being in the long run, while not exposing future generations to significant environmental risks or environmental deficits.

Rural tourism is one of the directions for the development of domestic and inbound tourism; it is a relatively new and promising direction [7]. The development of tourism in rural areas is a socially significant type of entrepreneurial activity that contributes to the sustainable development of rural areas: development of infrastructure, improving the quality of life, increasing the incomes of the local population, creating jobs, supporting and maintaining traditions and culture, and preserving the environment.

MAIN PART

According to statistics, 35% of residents of cities in the European Union prefer vacation in rural areas. A third go there because of the intense rhythm of city life, 20% - combine leisure with active independent travels, the same amount - they just want to spend time in nature.

France is seriously competing in the agro-tourism services market of Western Europe with Spain, where the number of foreign tourists using these services (about 1.2 million people annually) exceeds domestic agro-tourism flows. Spain has over 5,000 holiday options in the countryside. At the same time, almost 27,000 agro-tourists can accommodate in the country. The approximate cost of living in the agrotourism sector is US \$ 25–120 per person per night.

The United Nations Environment Program (UNEP) identified ten key sectors for the transition to a green economy: agriculture, housing and utilities, energy, fisheries, forestry, industry, tourism, transportation, waste management and water management. UNEP and the World Tourism Organization (UNWTO) believe that tourism in the context of the green economy means tourism activities that fully take into account current and future economic, social and environmental impacts, as well as meeting the needs of consumers of services (tourists), industry and local communities.

This is not a separate form of tourism - all types of tourism should become “green” and sustainable, namely:

1) make optimal use of environmental resources, which are a key element for the development of tourism, support key environmental processes and promote the conservation of natural resources and biodiversity;

2) to respect the socio-cultural identification of local communities, to help preserve their cultural heritage and traditional values;

3) ensure viable long-term economic activity that provides social and economic equitable benefits for all parties involved, including tourist satisfaction, stable employment, and opportunities for receiving incomes and social services for host communities.

The development of green tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide public participation in decision-making and consensus-building.

Challenges for the development of tourism

The tourism industry is facing many serious challenges related to greening and sustainable development. Specific tasks to be solved are related to the following areas:

Energy and greenhouse gas emissions

Tourism is an important source of greenhouse gas emissions globally. Tourism development is associated with an increase in energy consumption (mainly based on renewable energy sources) during travel, including transport, in places of residence and during the provision of tourism services. All this contributes to the exacerbation of climate change.

According to various estimates, tourism currently contributes approximately 5.2–12.5% of all greenhouse gas emissions. All this, in turn, negatively affects, including the prospects for the development of tourism, increasing the uncertainty and risks for its development.

Water consumption

A large amount of water is consumed in the tourism industry - and in terms of one person, these travel figures are greater than when staying in the country of permanent residence. Thus, according to UNEP, in Europe, on average, 300 liters of fresh water are consumed per tourist per day, and up to 880 liters in expensive hotels. For comparison: the average per capita water consumption for every European is estimated at 241 liters per day. Water in tourism is used both directly for drinking people and hygiene, and for landscaping, in the hotel industry, catering facilities, laundries, swimming pools, spas, health centers, etc.

Waste and Wastewater

According to UNEP estimates, every international tourist in Europe in the mid-2000s. generated at least 1 kg of solid waste per day, and in the USA up to 2 kg. Globally, through domestic and international tourism, 35 million tons of solid waste are generated annually in the world.

Tourism can also directly affect water quality, for example by discharging untreated wastewater. This often happens in developing countries, but it happens in relatively rich developed countries. For example, according to the WWF, in the mid-2000s. The discharge of wastewater from hotels directly into the sea was a common practice in the Mediterranean region and only 30% of them were treated before.

Biodiversity loss

There are many examples where large-scale tourism negatively affects biodiversity, including coral reefs, coastal wetlands, forests, and arid and semi-arid mountain ecosystems.

Coral ecosystems have been hit hard by the use of corals for building materials for hotels; fish populations are reduced due to over-fishing for tourists; the habitats of many species are disturbed due to improper placement of tourist buildings, parking lots, golf courses. Flora and fauna also suffer from the creation of beaches.

The conservation of biological diversity is recognized by the world community as the most important task on which the survival and development of mankind depends. In addition to the destruction of the global and local natural environment, problems in this area narrow the possibilities for the development of the local economy and give rise to conflicts with the local population. Moreover, the situation in biodiversity largely depends on how tourism develops, especially in developing countries. In this regard, much work is being done in the world to integrate the principles of sustainable development into the tourism planning process. For example, UNWTO and the Convention on Biological Diversity (CBD) have developed CBD Guidelines on Biodiversity and Tourism.

Cultural heritage

The interest of tourists in unique cultures can lead to negative consequences and serious destruction of local communities. There are a growing number of negative examples of the deterioration of the situation in unique places due to the large number of visitors, the commercialization of traditions and the threat to the cultural survival of communities due to unplanned and uncontrolled tourism. Travel destinations are often created by outsiders (usually with government approval) in areas that indigenous or traditional community's regard as their own and where tourism development would be, in their view, undesirable. This creates conflict situations that make collaboration and mutual benefit very difficult. Recently, awareness of the problem of the impact of tourism on the cultural heritage of government, international and non-governmental organizations, as well as the tourism industry, has begun to grow.

Opportunities in the context of a green economy.

There is an urgent need not only to answer the challenges described above and reduce the negative consequences of tourism, but also to maximize the potential of "green" tourism for the sustainable development of mankind, which is undoubtedly very large.

Tourism Can Promote Economic Growth.

In the mid 2000s the tourism economy accounted for 5% of global GDP and accounted for about 8% of total employment. This industry ranked fourth in world exports (after the fuel, chemical and automotive industries). Tourism has been growing steadily over the past 60 years, and over the past 20 years, an average of 4% per year. Moreover, in the developing world, tourism is increasing more rapidly than in developed countries. The tourism industry is expanding at a faster pace in countries with economies in transition: since 2000, it has grown by more than 60%. It is predicted that these trends will continue in the future. Tourism development provides an incentive for the development of other sectors of the economy (agriculture, food and processing industries, transport and infrastructure, construction, services, etc.)

Change in consumption patterns

Studies show that the choice of tourists is increasingly influenced by environmental considerations - more and more people take into account the health of the environment when planning trips and prefer to stay in an environmentally friendly hotel. Such consumer preferences give additional impetus to green tourism initiatives.

Poverty reduction, stimulation of social and local development.

The tourism's ability to create jobs, stimulate economic growth, accumulate foreign exchange, improve infrastructure and help protect the environment makes this industry an attractive tool to combat poverty and accelerate local development. As an example, Cape Verde: the country managed to move from the category of least developed countries to the five African countries with the most effective governance systems thanks to tourism, which has become a key driver of development. A similar experience has developed in Rwanda, Kenya and Jamaica. Therefore, tourism development can make an important contribution to the implementation of the Sustainable Development Goals.

With proper management, tourism development will benefit not only the country as a whole, but also individual regions and local communities.

In the tourism planning process, it is necessary to take into account employment opportunities and decent working conditions for the local population, as well as such important factors for local communities as improving infrastructure, access to water supply, sanitation, health care and education. Tourism development provides women, youth and disadvantaged groups with disabilities a significant opportunity to become producers of tourism services.

Rural green tourism is a multifaceted phenomenon. One of its aspects, in view of the current state of socio-economic development of the country, is social. Therefore, rural green tourism should be considered

as one of the means of diversifying the sources of income of the rural population, as a component of the integrated development of rural areas and rural infrastructure, and also as one of the factors of the strategy for overcoming poverty in rural areas. That is why, in countries that are developing, rural green tourism is strongly supported and encouraged by the state, access to activities in this area is maximally simplified, and entities that provide services in this area receive all kinds of preferences, including tax ones.

Problems and some ways of developing rural green tourism:

1. Creation of regional green agro tourism networks through the development of small, family and individual businesses based on existing rural tourism resources: accommodation facilities (small family hotel facilities) and infrastructure (including various objects and types of business related to agro tourism). The organization of an efficiently operating network of private agro tourism farms in the region implies the creation of a state support system at the center level or, at least, at the regional level.

2. Recreating the socio-cultural environment of a historical settlement.

3. Creation of large and medium-sized specialized agro tourism facilities focused on the reception of tourists and the organization of their good rest, for example, cultural and historical complexes.

4. Creation of state and private agricultural parks as large multifunctional tourist, exhibition, advertising, cultural, propaganda, research and production and similar complexes with facilities and appropriate infrastructure.

CONCLUSION

Thus, the main conditions for the development of green agrarian tourism for Kazakhstan are: detailed reviews of the regional location of potential agro-tourism facilities, consideration of recreational innovation systems at the oblast level, the state of the socio-economic sphere of oblasts, a study of the state of rural infrastructure, an outline of the development of industry in the regions, a cultural study - historical significance. A large role is given to green agro-tourism objects in solving the economic and social problems of rural areas in Kazakhstan. Their active work ensures sustainable employment growth and stable and substantial incomes of the population, the development of agricultural production and rural infrastructure, the revival and preservation of cultural and historical sites, natural monuments, rural traditions, crafts, etc. Therefore, agrotourism is positioned as one of the varieties of tourism, its new direction.

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АУЫЛ ТУРИЗМІНДЕГІ ЖАСЫЛ ЭКОНОМИКА

Аннотация. Қазақстан бірегей табиғи ресурстар мен өзіндік мәдениетке ие бола отырып, аграрлық туризмді дамыту үшін зор әлеуетке ие. Әлеуетті агротуристтік объектілердің өңірлік орналасуын шолу, рекреациялық жүйелерді облыстар деңгейінде қарау, облыстардың әлеуметтік-экономикалық саласының жай-күйі, ауылдық жерлер инфрақұрылымының жай-күйін зерделеу, өңірлерде индустрияның дамуын баяндау, мәдени-тарихи маңыздылығын зерттеу қажетті шарттар болып табылады. Агротуризмнің міндеті жекелеген ауылдық қоныстарды дамытуға, олардың тұрғындарының кіріс деңгейін арттыруға, қосымша жұмыс орындарын құру есебінен ауылдан қалаға көші-қон ағынының жолын кесуге, жергілікті экономиканың жаңа ерекше секторын ұйымдастыру жолымен ауылда әлеуметтік шиеленісті азайтуға серпін беру.

Түйін сөздер: "Жасыл" экономика, ауыл шаруашылығы, туризм, тұрақты даму, ұлттың әл-ауқаты, ұтымды пайдалану, табиғи ресурстар

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ЗЕЛЕНАЯ ЭКОНОМИКА В СЕЛЬСКОМ ТУРИЗМЕ

Аннотация. Казахстан обладая уникальными природными ресурсами и самобытной культурой, имеет огромный потенциал для развития аграрного туризма. Необходимыми условиями являются обзоры регионального расположения потенциальных агротуристских объектов, рассмотрение рекреационных систем

на уровне областей, состояние социально-экономической сферы областей, изучение состояния инфраструктуры сельской местности, изложения развития индустрии в регионах, исследование культурно-исторической значимости. Задача агротуризма дать импульс развитию отдельных сельских поселений, повышению уровня доходов их жителей, пресечению миграционного потока из села в город за счет создания дополнительных рабочих мест, снижения социальной напряженности на селе путем организации нового специфического сектора местной экономики.

Ключевые слова: «зеленая» экономика, сельское хозяйство, туризм, устойчивое развитие, благосостояние нации, рациональное использование, природные ресурсы.

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**DEVELOPMENT OF FINANCIAL FOOD SECURITY
OF THE REPUBLIC OF KAZAKHSTAN**

Abstract. The article deals with the financial provision of food security of the country, which is an important socio-economic and political factor. It is noted that in the field of food security connected problems of the economy, agricultural development, agricultural market, social status of the population and solvency of consumers, development of the regions of the country. The factors and conditions of food security are considered, among which the need for state support and regulation as one of the important conditions for the development of agriculture and food security of the country is substantiated in detail.

Keywords: food security, agriculture, state support, agricultural policy, factors, conditions, financing and crediting of agricultural producers.

Introduction. The fall in agricultural production was the result of the destruction of the material and technical base and social infrastructure of the village, reduction of investment activity of agricultural organizations, reduction of soil fertility, violation of the equivalence of exchange, etc. there are new challenges and threats To the sustainable development of domestic agricultural production and food security of the country.

In this situation, the development of the system of its financial support is crucial for achieving food security of Kazakhstan.

It should be noted that in recent years in agriculture there has been a steady trend of reducing budget support for producers and increasing the role of their own sources of financing.

Material and methods. The article uses the materials of statistical data and scientific research of scientists in the field of development of agriculture and food security of Kazakhstan.

The paper uses analysis, comparison, as well as economic - statistical and abstract - logical methods.

Results and discussion. Throughout the world, much attention is paid to food security.

This is evidenced by the 2002 summit of the Food and agriculture organization of the United Nations (FAO), which not only addressed the issues of providing assistance to underdeveloped economies by developed countries, but also recognized the global nature of the food problem [1].

The emerging lag in world food production from population growth could have a serious impact on the interests of importing countries, which necessitates the development of public policies in the field of food security.

In doing so, a reasonable mix of self-sufficiency and import levels, a policy of cooperation with large food-producing TNCs, and safeguards to ensure that domestic resources can provide food for the country's population should be pursued.

Ensuring food security of the country depends on the level of development of agriculture. In the Republic of Kazakhstan in this sector of the economy there is an extremely difficult situation.

During 1990-2015, the area of agricultural land decreased by 22.7 million hectares (10.6 %); agricultural production at comparable prices decreased by 12,4 % [2].

Significantly reduced the number of livestock, which led not only to a decrease in the production of meat and milk, and to the loss of food independence of the country for these products.

This trend is observed with a high share of unprofitable agricultural organizations, which in 2010-2018 averaged 30,2 % [3].

The lack of financial resources of agricultural producers leads to tensions with working capital and an increase in debt on Bank loans.

The excess of debt to suppliers over the debts of buyers in agriculture with a low overall profitability of the industry and a sharp decrease in budget financing indicates problems in the field of financial support of agricultural production, the limited sources not only for expanded, but also simple reproduction in this sector of the economy.

In the context of these factors, the development of a system of financial security food security has become a major goal of state economic policy aimed at achieving sustainable growth of domestic agricultural production and dynamic development of the Agroindustrial complex as a whole.

At present, the creation of an effective system of financial provision of food security of the country is impossible without the consolidation of financial resources of the state, agribusiness and other business structures.

Thus, in modern conditions the problem of development of the financial system, food security is of great socio-economic importance for the country's development and requires further theoretical understanding, the development of appropriate methodological support, guidance and practical recommendations to solve it.

Despite the fact that a lot of attention is paid to various aspects of the problem of financial support of agriculture and agriculture in economic science, it should be noted that at present there are no works devoted to the study of the integral system of financial support of food security of the country.

Discussion to be addressed are issues connected with the development of financial food security based on active use of the mechanism of public-private partnerships, as well as the rationale and content of the consolidation of financial resources of the state, agribusiness and other business entities for sustained growth in agricultural production and risk reduction in agricultural sector.

It is necessary to develop methodological and practical recommendations for the creation of a consolidated system of financial support of food security in Kazakhstan in the current world economic trends.

At the present stage of socio-economic development, the problem of food security is becoming increasingly important, becoming one of the key objectives of an effective economic policy.

Ensuring national food security is designed not only to neutralize the existing and emerging threats associated with insufficient in terms of meeting the social needs of the volume of domestic food production, reducing the population's access to basic food, but also contributes to the economic potential of agriculture and the national economy as a whole.

In this regard, ensuring the food security of the country is the most important national interest.

In Kazakhstan, the problem of national food security began to be actively developed in the 1990s. food security is considered as a necessary condition for the implementation of the strategic national priority-improving the quality of life of Kazakhstanis by guaranteeing high standards of life support [4].

At the same time, it is established that the agricultural sector of the economy plays a crucial role in ensuring food security.

Thus, the above causes the relevance of this problem and the need for scientific research of new theoretical and methodological approaches to the development of a consolidated system of financial security of food security in the new economic conditions.

In the context of globalization of socio-economic processes and the simultaneous strengthening of international competition, the economic policy of the state should be based on the concept of "economically effective and socially responsible state».

In our opinion, the basic components of policy "cost-effective and socially responsible state" are: first, the formation mechanism of partner-parity interaction of government and private entities to promote sustainable and effective economic growth and competitiveness of national production and products; secondly, balance the interests of capital, companies and individuals in the observance of the most important indicators of national economic security with the aim of increasing national strength of the state; third, the formation of a socially responsible model of management of economic systems at different levels in order to improve the level and quality of life of the population.

In the concept of "economically efficient and socially responsible state", the main socio-economic institutions do not reflect the position of business or government, but provide macroeconomic stability, a high final socio-economic result, which corresponds to the interests of society [5].

The state coordinates and influences all elements of social reproduction. It not only weakens the negative impact of the market during the crisis, creating equal conditions for the functioning of all forms of entrepreneurship, but also provides income redistribution to eliminate sharp differentiation in the level and quality of life of the population.

Thus, the transformation of the economic role of the state in modern conditions is not in the increase of its economic functions and not in the uninterrupted state intervention in social production. We are talking about the formation of civil society institutions, the legal framework, indicative methods used by the state to ensure effective socio-economic development of the country.

The state should create economic and institutional conditions for the formation of a competitive environment in the country, the introduction of achievements in the production of STP, the latest technologies that enhance national competitiveness and national economic security.

Today scientific and technical capacity, along with natural and labor resources is the basis of the efficiency of the national economy and is a critical factor in innovative economic growth, as the transition to a new qualitative state increases the importance of innovation and development of high-tech industries. In this regard, the role of the state should be to encourage the accumulation of primarily intellectual capital embodied in the stock of knowledge, education, practical skills, creativity of people, their moral values, motivation, which are used by the individual (or organization) to generate income.

The functions of the modern state also include: subsidizing activities that give positive externalities, creating mechanisms to assign collective benefits from investment or research and development, etc.

A special place in the priorities of the "economically efficient and socially responsible state" is occupied by the issues of food security.

In the developed world, food security as an integral and essential part of economic security is recognized as a national priority with active state participation.

The level of self-sufficiency of 320 food products in countries such as the United States, France, Germany, reaches 100 % and above [6-9].

In modern conditions, the achievement of food security in Kazakhstan should be based on such principles as evolutionism, gradualism, state protectionism in combination with the market mechanism. In accordance with these principles, ensuring food security of Kazakhstan in the medium term (until 2025) should be aimed at achieving food independence of the country for such products as meat, sunflower oil, vegetables. At this stage, the main tasks of ensuring food security of the country are to meet the minimum needs of average Russians in daily caloric content at the level recommended by the Institute of nutrition of the Academy of medical Sciences of Kazakhstan, with the optimal ratio of proteins, fats, carbohydrates and essential amino acids in the diet by increasing its own production, as well as ensuring the economic availability of basic food for the population and import substitution.

In the long term (until 2040), the achievement of food security is aimed at ensuring sustainable development of the agricultural sector of the economy. At this stage (subject to the decision of tasks of the first stage) provided: updating and enhancing the productive capacity of the agrarian sector of economy (recovery of agricultural engineering, ubiquitous network creation mashinno-technological stations and leasing companies); the solution of social problems of the village in combination with rising wages as a key factor in the increase of motivation of labor in the agricultural sector; growth of agricultural production in order to turn Kazakhstan into one of the world's largest exporters of environmentally friendly agricultural products, which is an alternative source of oil and gas replenishment of the budget revenues.

Under the circumstances, the competitiveness of domestic agrarian sector of economy is impossible without forming an effective system of financial support for food security, representing institutionalized a set of interrelated and interdependent motives, rules, activities and partner relations between the state, agricultural and other business organizations focused on financial ensuring food security at all levels.

This approach to understanding its content provides for the establishment of partnership-parity relations between the state and business, as well as the expansion and consolidation of possible sources of financial resources to ensure food security on the basis of stabilizing the level of domestic agricultural

production and reducing imports, increasing the production potential of the agricultural sector of the economy, the preservation and development of rural areas.

In modern conditions parity-partnership relations are the mechanism stimulating participation of corporations and the private capital in innovative activity that allows the state and economic structures to unite investments, technologies and other resources, to share profit and risks, to promote formation of competitiveness of agrarian sector of economy and at the same time more effective use of budgetary funds.

The methodology of formation of the consolidated system of financial provision of food security is based on the principles of public-private partnership. In our opinion, the main ones are: cooperation (cooperation) between government and business; focus on nationally significant, not private results; economic and social responsibility of partnership entities; efficiency.

Ensuring food security of the country involves the consolidation of financial resources of the state and business. At the same time, consolidation is not just a mechanical connection of many different sources of formation of the system of financial resources (market, government and business) in order to obtain their aggregate value. It is a set of processes of coordination, merger and unification of financial capabilities and resources of the state, agricultural producers, financial and credit institutions and other market actors, contributing to the emergence of a synergistic effect to ensure the sustainability of agricultural production and reduce risks to the agricultural sector of the economy.

It should be noted that the basis for the formation of the system of financial provision of food security on the basis of parity and partnership is the strategy of sustainable development of the agricultural sector of the economy. At the same time, it is necessary to ensure a balance of interests of all participants of the system (the state, financial and credit institutions, agricultural producers and other institutional units). It is the implementation of the principle of balance of interests (with the priority of national interests) that will create conditions for the greatest stability and achieve the full implementation of all the functions of the consolidated system of financial support for food security.

In modern conditions, the most important function of the state is to organize a comprehensive monitoring of the effectiveness of financial security of food security.

Monitoring the effectiveness of financial provision of food security is a system of continuous monitoring, evaluation and analysis of the economic and social effectiveness of food security financing. We consider that it is expedient to carry out it in the following sequence: monitoring of need for financial resources; monitoring of validity and expediency of financing; monitoring of efficiency and effectiveness of financial support.

At the same time, the organization of monitoring the effectiveness of financial provision of food security as an important stage in the development and implementation of strategic directions of state policy, ensuring the economic security of Kazakhstan as a whole, provides for the development of key indicators. In our opinion, it is advisable to divide them into three groups: production (reflect the effectiveness of measures implemented in the field of agricultural production), financial (characterize the possibility of modernization and innovative development of agriculture) and social (characterize the degree of solving social problems in the industry).

Reproduction processes in the agricultural sector of the Russian economy are characterized by the following trends: reduction of the share of agricultural organizations in the gross agricultural output and increasing the role of small farms; low level of investment in agriculture; degradation of the production potential of the industry; reduction in the number of labor resources in rural areas, etc.

The transformational recession that affected the Russian economy was most painfully manifested in agriculture.

The paradox of the food problem in Kazakhstan is that, having a significant production potential, which is one of the most significant in the world, which allows it to solve all the problems of food security and, moreover, to become a major exporter of food, our country does not meet the needs of the population in food, even at the physiological minimum.

There is a decrease in the quantity and quality of food consumed by the population due to low wages, high prices.

In recent years, the state policy to support agriculture in Kazakhstan shows two main trends.

The first is that, despite the growth of total expenditures of the consolidated budget of Kazakhstan, the share of agriculture in actual expenditures decreased.

The second trend is the regionalization of budget financing of agriculture and the corresponding differentiation of territories in terms of support.

Thus, the further development of agriculture and food security of Kazakhstan is impossible without the creation of a consolidated system of financial support. In terms of market relations, the agricultural sector is most affected by negative factors, instability of the external and internal environment. In the near future, it is necessary to switch to an innovative model of agriculture, which will focus on ensuring food security of the country and comprehensive sustainable development of rural areas.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ АЗЫҚ-ТҮЛІК ҚАУІПСІЗДІГІН ҚАРЖЫЛЫҚ ҚАМТАМАСЫЗ ЕТУ ЖҮЙЕСІН ДАМУ

Түйіндеме. Мақалада маңызды әлеуметтік-экономикалық және саяси фактор болып табылатын елдің азық-түлік қауіпсіздігін қаржылық қамтамасыз ету мәселелері қарастырылған. Елдің азық-түлік қауіпсіздігі саласында экономиканың өзі, ауыл шаруашылығы өндірісін, аграрлық нарықты дамыту, әлеуметтік жағдай, халықтың және тұтынушылардың төлем қабілеттілігі, ел өңірлерін дамыту мәселелері біріктіріледі. Азық-түлік қауіпсіздігін қамтамасыз ету факторлары мен шарттары қаралды, олардың арасында ауыл шаруашылығын дамытудың және елдің азық-түліктік қорғанысының маңызды шарттарының бірі ретінде мемлекеттік қолдау мен реттеудің қажеттілігі егжей-тегжейлі негізделді.

Түйін сөздер: азық-түлік қауіпсіздігі, ауыл шаруашылығы, мемлекеттік қолдау, аграрлық саясат, факторлар, шарттар, қаржыландыру және ауыл шаруашылығы тауарларын өндірушілерді несиелеу

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РАЗВИТИЕ СИСТЕМЫ ФИНАНСОВОГО ОБЕСПЕЧЕНИЯ ПРОДОВОЛЬСТВЕННОЙ БЕЗОПАСНОСТИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье рассмотрены вопросы финансового обеспечения продовольственной безопасности страны, являющегося важнейшим социально-экономическим и политическим фактором. В области продовольственной безопасности страны будут объединены вопросы самой экономики, развития сельскохозяйственного производства, аграрного рынка, социального положения, платежеспособности населения и потребителей, развития регионов страны. Рассмотрены факторы и условия обеспечения продовольственной безопасности, среди которых подробно обосновывается необходимость государственной поддержки и регулирования как одного из важнейших условий развития сельского хозяйства и продовольственной обороны страны.

Ключевые слова: продовольственная безопасность, сельское хозяйство, государственная поддержка, аграрная политика, факторы, условия, финансирование и кредитование сельхозтоваропроизводителей.

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Мерейтой – 90 жас



ҒЫЛЫМҒА АРНАЛҒАН ҒҰМЫР

««Адамды көзі тірісінде мақтамау керек» – бұл қызғаншақтардың тапқан қағидасы. Шын жүректен мақтау қауіпті емес, жаңсақ қаралау – қатер», – деген екен француздың белгілі ойшылы Люк де Вовенарг.

Ендеше бүгінгі таңда ел ағасы атанып 90 жасқа толып отырған педагогика ғылымдарының өркендеуіне айрықша үлесін тигізген Әжес Петрович Сейтешев туралы жазғандарымыз құрғақ жалаң мадақтау емес, адал жүрегімізбен, шын пейілімізбен мақтанғанымыз. Талмай ізденетін, қажымай еңбек ететін ғалым-ның мерейтойы кезінде өнегелі ғылыми өмір жолынан тағылым іздегеніміз. Сөзі салмақты, жаны жайсаң, ойы терең Әжес Петровичтың қарапайым табиғатына да даңғаза мақтау үйлесімсіз.

Адамзаттың дүниеге келуі бірдей болғанымен, өмір сүруі бірдей емес. Әр адамның тағдыр талабы, өмір жолы, ғұмыр кешуі, қалыптасуы алуан түрлі, әрқилы болады. Ғылым барлық адамға тән емес, тек ғалымға тән. Академик А. П. Сейтешев – ғылымның шыңына жеткен адам. Ол өмір қиыншылығын да көрген адам.

«...Ермек іздеп асыр салған күндерім, сенен бүйтіп кетерімді білмедім» дей келе болашақ ғалым тек балалығымен ғана қоштасқан жоқ, әрі қаншама жылдар жетімдік пен жалғыздықтан жан – жүрегін қинаған уақытпен, алдамшы арманмен күн көрген бұлыңғыр сәттерімен, саялы ағаш – жөнке көлеңкесін пана еткізген қайғылы тіршілігімен қоштасты. «Менде бір сенің жалғызыңмын, Сар Далам, анам едің құшағы кең». Осылайша ол шынайы арман жолына бет бұрды, «қанатсыз болса да шың басына шығуға жастайынан жігерленген» жас адам болашағын еңбек пен білімнен іздеуге жол тартты, еңбек пен білім оны ғылымға алып келді, шынайы ізденімпаз, жаңашыл ғалым етті. Бүгін ол, 1929 – шы жылы Гурьев облысында Құланшы ауданында өмірге келген, туа сала анасынан, жеті жасында әкесінен айрылған, үй-күйсіздіктің барлық ауыртпашылығы мен азабын жүріп өткен Сейтешев Әжес Петрович бүгінгі күні педагогика ғылымының докторы, профессор, Қазақстан Республикасы Ұлттық Ғылым Академиясының академигі, КСРО педагогикалық ғылымдары Академиясының академигі, Ресей білім Академиясының құрметті мүшесі, КСРО ғылымының еңбегі сіңген қайраткері, ТМД елдерінің «Ұлттық кадрлар даярлауды дифференциациялау мен интеграциялау» Кеңесінің үйлестіруші төрағасы, 30 томдық таңдамалы ғылыми еңбектердің, 1000 – нан аса ғылыми мақалалардың авторы, кәсіптік педагогиканың негізін салушы, өзінің іргелі ғылыми мектебін қалыптастырған ғалым, педагог және қоғам қайраткері.

Балалар үйінде тәрбиеленуі (Орлик балалар үйінің анықтамасы бойынша ол 1929 жылдың қараша айында өмірге келген) кезінде Әжес әскери қызметте болуды армандаған. Сол оймен Астрахань қаласындағы Суворов училищесіне оқуға түспек болып, балалар үйінен кетті, бірақ мақсаты алдынан шықпай, қалалар мен ауылдарды аралап жүріп, малшы, ұста, балықшы, слесарь, токарь жұмыстарын орындап, еңбекке пісіріп, шеберлікке үйреткен тәжірибе жинады. Кейін келе жасөспірім Әжес №9-шы Атырау кәсіби училищесін өте жақсыға оқып шықты. Одан кейінгі уақытта Кировобадтың әскери ұшқыш училищесін, Ташкенттегі еңбек резерві техникумын оқып бітірді. Алған бағыты оны Бішкек (Фрунзе) политехникалық институтына алып келді, институтты 1962 жылы бітіріп шықты. Алайда өзінің іргелі өмірлік қызметін ол өндіріс саласының шебері және оқытушысы ретінде институтқа дейін-ақ бастап кеткен болатын. Қырғыз республикасының кәсіптік- техникалық білім саласының өндірістік оқу ісінің шебері. Жалпытехникалық пәндердің, кәсіби арнайы пәндердің оқытушысы, №3-ші техникалық училищенің оқу-өндірістік жұмысы бойынша директордың орынбасары, директоры. Ә. П. Сейтешевтің бастамасымен өндірістік еңбекпен кәсіби оқуды үйлестіру барысында Қырғыз республикасында алғаш рет күрделі өнім өндіру технологиясы жасалып игерілді. Аталған училище базасында 60-жылдары токарьлық, үйлестірушілік, полиграфиялық станоктық жабдықтардың жаңа түрлері өндірілді. Әжес Петрович

алты түрлі жоғары білікті жұмысшы мамандығының оның ең жоғары өлшемінде игерген және оны нақты өндірісте өз ісінде тәжірибелеген тұлға. Басқа өндіріс шеберлері мен оқытушыларынан оның басты айырмашылығы – өндірістік процесті озық ғылыми оймен үйлестірушілік қабілетінде болып келді. Әжес жүрген орта ғылыми ізденіс ортасы, рационализаторлық, жаңашылдық ортасы, жаңа типті ізденістер мен эксперименттік зерттеулер, ғылымды практикаға енгізу ортасы. Қай салада еңбек етсе де, мектепте де, училищеде де, жоғары оқу орнында да бұл әдетінен ол айнымаған. Шебер, педагог тұлғасын жаңашыл ғалымдық, танымдық қасиетпен біражола бірлестірген дәл осы жаңашылдық психологиясы мен еңбекшілдігі екені даусыз.

Кәсіби техникалық білім педагогы бола жүріп ол оқу-өндіріс процесіне техникалық эстетиканы, еңбекті ғылыми ұйымдастырудың озық әдісін, техникалық жаңалық жасауға үйретудің жаңа жүйесін енгізді, өндіріске 4 жаңашылдық ашуды, 28 рационализаторлық ұсынысын енгізді, «Т – 1САП» токарлық станок үлгісін жасап шығарды. Жұмсақ металды өндеуге арналған кескіш жабдық жасап шығарғаны үшін КСРО Жоғары Кеңесінің грамотасы мен сыйлығына ие болды. Ұстаз шебер – оқытушы ретінде 400 ге жақын білікті жұмысшы кадрларын даярлап шығарды. Олардың арасында бірнеше Мемлекеттік сыйлықтың иегерлері бар.

Өндіріс пен ғылымды қатар қоя отырып жетілдіру, жаңашылдықпен жаңа сападағы өндірістік – технологиялық қатынастың туындауының себепшісі мен негіздеушісі болу оның Бішкек қаласындағы 1956–1969 жылдардағы техникалық кәсіби оқу орнында және 1970–1980 – жылдардағы Қырғыз политехникалық ғылыми – зерттеу институтының аға қызметкері болып еңбек еткен жылдарының өзіндік ерекшеліктері. Жаңашыл ұстаз 1960–1979 жылдары ғылыми - практикалық басшылық жасаған тәжірибелік эксперименталдық лабораториялар Бүкілодақтық тәжірибелік мектеп, өндірістік кәсіби педагогиканың теориясы мен практикасы жасалған ғылыми алаңына айналды. Кәсіптік педагогика ғылымының бағыты, оны практикалық тәжірибелерге сүйене отырып дамытқан ғалым – Ә. П. Сейтешев. Кәсіптік техникалық білім жүйесінің басшы кадрларының білімін көтеретін Бүкілодақтық институттың профессоры қызметін атқаруы барысында да Әжес Петрович оқу бағдарламаларына елеулі өзгеріс енгізе отырып, оған жүйелілік және эвристикалық, проблемалық сипат берді. Бұл дағдысынан кейін Қазақстанға қайта оралып, жоғары оқу орындарында ұстаздық жасауы кезінде де айнымады.

Ә. П. Сейтешев тәжірибесінде өндірісгік еңбек пен оқу ісі кезектесіп, өз орындарын тауып жатты. Үш жылдық аспирантурада іштей оқып, біржарым жылында ғылым кандидаттығына диссертация қорғап, психология ғылымдары кандидаты атағына ие болды. Жылдар бойы орта мектепте, кәсіптік техникалық және жоғары оқу орындарында жүргізген эксперименттік тәжірибелеушілік жұмыстары мен оның өзінің педагогикалық қызметімен үйлесіп жатуы нәтижесі оны педагогика ғылымдары докторы ғылыми дәрежесіне жеткізді (1974 ж.), 1980-ші жылы профессор ғылыми атағына ие болды.

Қазақстандағы жоғары мектептің оқытушысы қызметінің Қазақ ұлттық аграрлық университетінен басталуы да кездейсоқтық болмаған. Бұл оқу орны Ә. П. Сейтешевтің политехникалық өмірлік дағдысын оқу-тәрбие процесіне қосу үшін қолайлы білімдік – практикалық мүмкіндік берді. Ғалым «Инженер-педагог» мамандығының моделін жасады, идеяның іске асырылуы мақсатында 12 жаңа оқу бағдарламасын жасады, 100 ге жақын оқу – әдістемелік құралдар даярлады, көрнекті оқу құралдарын даярлады.

Мектеп – техникалық кәсіптік училищелері – жоғары оқу орны жүйесін қамтыған 40 жыл бойғы эксперименттік тәжірибелеу мен оның нәтижесін шығара отырып ғылыми еңбектер жазу..., ондай мүмкіндік пен бақыт әрбір ғалымның үлесіне тие бермейді. Ол тек мұқалмайтын жігер мен өз ісіне сенімділікпен шығармашылық ойы мен идеясын алға жылжыта алатын әлеуметтік мобильді тұлғалардың ғана атқара алатын ісі мен ғылыми тіршілігі. Зерттеуші Ә. П. Сейтешевтің «Педагогические основы устойчивого выбора учащейся молодежи рабочих профессий» (Фрунзе, 1973), «Пути воспитания профессионально направленной личности учащегося и молодого рабочего» (М.: Высшая школа, 1976 г.) сияқты еңбектері, «Основы профессиональной педагогики», «Новые системы обучения технической изобретательской деятельности», «Научные основы психологии высшей школы», «Научные основы педагогики высшей школы» теория мен практиканы үйлестіре қараудың нәтижелері. Осылайша кәсіптік педагогиканың теориясы мен практикасы,

қазіргі заманғы профессионал – маманның тұлғасын қалыптастырудың біртұтас ғылыми концепциясы жасалды, дамытылды. Ол жалпыға бірдей білім беретін орта мектептердегі еңбек тәрбиесінің қойылы мен іс-тәжірибесін әлеуметтік, педагогикалық, психологиялық тұрғыда, олардың біртұтастығында, өнеркәсіптік өндіріс пен аграрлық және қызмет көрсету салаларының болашағы тұрғысынан жан – жақты қарастырған және бұл біртұтас процесті педагогикалық қамтамасыз етудің негізін қалаған бірден – бір ғалым. Кәсіптік педагогика контекстінде жоғары оқу орындарында қазіргі заманғы маман тұлғасын қалыптастыру моделін жасады, жоғары білім дидактикасының ғылыми негізін, дамыта отырып болашақ инженерлер мен инженер – педагогтарды кәсіби даярлаудың қазіргі өзекті мәселелерін ашып көрсетті. Бұл тұрғыдағы ғалымның ой толғаулары мен ғылыми шешімдері 1997 жылы жарық көрген «Научные проблемы формирования личности и развития современного образования в Республике Казахстан» (Алматы: Ғылым) атты кітабында баяндалды.

Зерттеудің келесі сатысында жаңашыл ғалым өндіріс жағдайында жас мамандардың кәсіби бағдарлануын одан әрі дамыту мәселесін қарастырды. Тек өндіріс кеңістігімен шектелмейді, қазіргі заманғы білікті инженер кадрларын даярлау ісі мектептен, мектептегі еңбек тәрбиесі мен пәндік, лабораториялық тәрбиеден басталады, кәсіби мектептерде бастапқы кәсіби бағдар мен білім, тәжірибе өзінің логикалық жалғасын табады да, өндірісте шындыққа айналады, ендігі жерде инженерлік еңбек шындығын шығармашылық ізденістік бағдармен ұштастыру мүмкіндігі артады. Мәселе инженердің шығармашылық интеллектуалдық ізденіске қаншалықты бағдарланғандығында.

Зерттеуші пікірінше қазіргі ғылым, техника және өндірістің даму үрдісі қазіргі кәсіби даярлық (мазмұны, оқыту түрлері мен әдістері) пен қоғамның инженерлік және техникалық кәсіби даярлыққа сұранысы арасында сақталып отырған қайшылықтарды аша түсуде. Ол қандай қайшылықтар?

Біріншісі, білімдік ақпарат көлемінің артуы мен оқу уақытының шектелгендігі арасындағы қайшылық. Фундаменталдық іргелі (қоғамдық-саяси, жаратылыстанулық – ғылымдық, жалпытехникалық) білім бойынша да, қолданбалы (нақты – кәсіби) білім бойынша да. Осыдан келіп оқу пәндері мазмұнын іріктеуді жетілдіріп, жаңаша құрастыру міндеті туындауда. Оқу пәндері мазмұнындағы өзгеріс оқытудың әдістерін де өзгертуді талап етеді. Оқушыларды оқытудың интенцифті әрі тиімді әдістері қажет. Ол үшін білім негіздерін оқушыға жеткізудің, олардың оқу материалына қызығушылығын, оқытушы мен оқушының тез арада білімдік – ақпараттық кері арабайланысын арттырудың стандарттық емес әдістері ізделіп табылуы қажеттілік. Осы мақсатта оқу тобында болашақ мамандардың мүдделілігі мен қызығушылығын тудырып, елітіп, ертіп әкететіндей қолайлы психологиялық ахуалдың жасалуы, білім алып отырушылардың жұмыс қабілетін есепке ала отырып, оқу еңбегі үшін керекті оқу режимін жасау маңызды.

Екіншісі, қалыптасып қалған тарөрісті жекелеген мамандыққа даярлау жүйесі мен өндірістің мамандығы кең өрісті, жан-жақты, кәсіби мобильді маманға сұранысының артуы арасындағы қайшылық.

Үшіншісі, оқу процесін ұйымдастырудың қалыптасып қалған ұйымдастыру жүйесі мен қазіргі өндірістің – маманның кәсіптік қызметіндегі репродуктивтік және шығармашылық компоненттерінің арасалмағына қоятын талабы арасындағы қайшылық.

Жалпы алғанда Ә. П. Сейтешев шығармашылығына тән ерекшелік оның теориялық-болжамдық, әлеуметтік – жобалаушылық, әлеуметтік-педагогикалық үлгілеу әдісінің басымдығы. Келесі ерекшелігі оның педагогикалық, педагогикалық – тәжірибелеушілік ізденісінің негізінде өмірдің сұранысының, қоғамның нақты әлеуметтік-саяси, білімдік-мәдени, экономикалық сұраныстардың алынаыны. Оқу, тәрбие мәселесі, бірқатар педагогтар ғалымдар дағдысындай, өзіндік бір бөлек құбылыс, бөлек жатқан жүйе ретінде қарастырылмайды. Сейтешев ізденісінің қайнар көзі нақты қоғамдық өмірде, әлеуметтік – экономикалық шындықта, оның нақты сұранысында жатыр. Қоғамдық және өндірістік қатынастарды танып білу арқылы оның адами капиталға деген сұранысы, еңбек ресурсының интеллектуальдық – кәсіби даярлығына деген сұранысы айқындалады және дәл осы тұрғыда әлеуметтік-педагогикалық мәселелер қойылымданады, қарастырып нақтыланады. Ойға келген идея, жазылған теория тәжірибелік сынаққа қойылады, нәтижесінде жаңашылдық сипаттағы ғылыми еңбектер пайда болады. Оның

танымдық зерттеу әдістері мен ғылыми көзқарасы білім әлеуметтануын негіздеуші Эмиль Дюргеймге жақындата түседі. Э. Дюргеймнің тұжырымдауынша педагогика ғылымы қандай тұлға тәрбиелеу керектігін айқындап алуы үшін алдымен қоғамдық, әлеуметтік қатынастырды жақсы білуі керек еді. Уақыт, қоғам сұранысына сай келетін тұлға моделі үлгіленіп айқындалған соң ғана сондай тұлғаны тәрбиелеп қалыптастырудың жолдары айқындалуға тиіс. Ол дегеніміз, ең алдымен, берілетін білімнің мазмұнының іріктеліп алынуы мен оқу – тәрбие әдістерінің талапқа сәйкестендірілуі. Э. Дюргейм психология ғылымы үшін де осындай көзқарасын баяндаған (қараңыз: Emile Durkheim. EDUCATIONET SOCIOLOGIE. Эмиль Дюргейм Социология образования: Пер. с фр. Т. Г. Астаховой, ред. В. В. Собкин и В. Я. Нечаев. Вступительная статья В. С. Собкина. – М.: ИНТОР, 1996. – 80 с.; Қалдыбаева Т. Ж. Дошкольное образование: социология и междисциплинарные аспекты. Науч. ред. Р.Б. Абсатаров. – Алматы, «Издательство Елтаным», 2013. – 192 с.).

Э. П. Сейтешевтің қай еңбегін алып қарасаңыз да, сіз дәл білім социологиясының негізін салушының ғылымаралық байланыс туралы айтып кеткен ілімінің жаңашыл ғалымның нақты практикалық зерттеулерінде, тәжірибелеу нәтижесінде ұштала түскен идеялар мен ойларында, нәтижесінде іргелі еңбекке айналған кітаптарында көрінісін тапқанын, дамытылғанын байқайсыз. Оның интеллектуалдық диапазоны мен танымдық қаблеттілігі әлдеқайда жоғары. Себебі ғалым әрі психолог, әрі педагог, әрі тамыры терең әлеуметтік сезімталдық иесі. Қоғамдық дамуының үрдістеріне және шынайы сұраныстарына қатысты әлеуметтік рефлексия оны ылғида шындыққа жақындатты, педагогикалық және психологиялық теориясын, ой – пікірін шынайы сұраныстар тұрғысынан бағамдап жазуға дағдыландырды. Қазіргіге ертеңгінің тұрғысынан қарау, әлеуметтік – педагогикалық болжамдау мен үлгілеу мәдениетін қалыптастырды.

Тек Франция социологиясының ғана емес, әлемдік әлеуметтанудың ірі классик тұлғасы Э. Дюркейм – мен оның тағы бір ұқсастығын, пікірлес екендігін атап айтпауға болмайды. Мәселе «оқу» мен «тәрбиенің» арасалмағы мен арабайланысында. Француз ғалымы «оқыту», «тәрбиелеу», «дамыту» ісінде бірінші орынға «тәрбиені» қойған. Әрине, эль-Фараби сияқты ұлы тарихи тұлғаның да білімді тәрбиеден тыс қалдыруға болмайтыны туралы ілімі баршаға аян. Э. П. Сейтешев шығармашылығында тәрбие мәселесі мектептегі еңбек тәрбиесінен, кәсіпке даярлау барысындағы адами тәрбие мен кәсіби тәрбиенің үйлестіруі мәселесінен бастау алған. Мақала авторының бірі 80-жылдардың аяғында Мәскеу қаласындағы Ленин атындағы одақтық мемлекеттік кітапханадан Әжес Петровичтің кәсіптік – техникалық оқу орындарындағы тәрбие туралы кітабымен таныса отырып, мәселенің қойылысының соншалық нақтылығы мен өміршендігіне зер қойған еді.

Расында, кеңес одағы кезіндегі бірқатар кәсіптік-техникалық оқу орындарын негізінен орта мектепте үлгерімі мен тәртібі жағынан ақауы барлар мен кедей-кепшік отбасылары мен жетім-жесірлер балалары, алыс ауылдардың жоғары оқу орнына өте алмай қалған жастары паналайтын. Сол себепті жасөспірімдер мен жастардың бұл әлеуметтік тобының тұлғалық тәрбиесінің әлеуметтік мәні зор еді. Шындығында, дәл осы оқу орнынан жүздеген жастартек кәсіптік білім мен тәжірибе ғана емес, зор адами – тәрбиелік мектептен өтіп, есейіп шығып жатты. Ынталысын қойғанда ынтасыз келгендердің өзін оқу процесінің нақтылығы еріксіз еліктіріп әкететін. Бұл жерде тек ауыздан айтылатын ақпарат берілмейді, оқу ісі нақты өндірістік жабдықпен танысу және өз қолымен сол жабдықпен жұмыс істеу арқылы жүріп жатады. Училище оқушылары үшін өндірістер есігі, нақты өндірістік процесс ашық болатын. Оларға сабақ берушілер негізінен өндіріс шеберлері. Олар көпсөзділікті білмейді, нақты өндірістік қатынаста тәрбие береді. Өндірістік – техникалық қауіпсіздік мәселесі ол да бар, қатаң тәртіп пен жинақылықты сақтамасаң өзінді өзін опатқа соқтыруы мүмкін. Яғни, мектеп пен кәсіби білім орнындағы оқу еңбегінің мазмұны да, ұйымдастырылуы да басқа, адами арақатынас нормалары да басқа. Кешегі бостық пен босбелбеулікке өндіріс барысында орын жоқ. Өз қолымен нақты өндірістік еңбекке қатынасушы жасөспірім мен жас адам еңбектің қадір-қасиетін тез ұғынады. Әрі жас адамның нәтижесі көрініп тұрған нақты еңбекке тікелей қатынасы оның өзіне сенімділік тудырып, қадір-қасиетін арттырады. Оған ұжымдық еңбектің мәнділігін қосып қойыңыз. Ұжым алдындағы жауапсыздық өндірістік еңбек саласында бірден айқындалып шыға келеді, ол сөзсіз, ұжымның ренішін тудырады, сенімін кемітеді. Өз кезегінде жас адамға ұжым тарапынан қойылатын талап та айқындала түседі. Қорыта

айтқанда, кәсіптік білімнің және оқытушы мен оқушының іс барысындағы арабайланысының нақтылығы мен ұйымдасқандығының тәрбиелік мәні ерекше. Осының бәрі А. П. Сейтешевтің өз тәжірибесі, оқушы ретінде, ұстаз ретінде және зерттеуші ғалым ретінде. Сол себепті жастарды техникалық кәсіби даярлау ісіне қатынасты оның ілімдерінің, тәжірибелерінің әлеуметтік мәні қазіргі Қазақстан жастарының кәсіби өсіп шыңығуы үшін аса маңызды.

Тәуелсіз Қазақстанның дамып алға басуының транзиттік кезеңін бейнелей-тін 90-жылдары қоғамдық тәрбие, жастар тәрбиесі елеулі күйзелісті бастан өткізді. Әлеуметтік-тарихи уақыт дөңгелегі кері айналып, қоғамдық қатынас пен сана социалистіктен капиталистікке, жоспарлыдан рыноктық қатынасқа өту, соңғысының қажетті алғышарттарын жасап даярлау кезеңінде әлеуметтік және еңбек тәрбиесі де елеулі күйзелісті басынан өткізді. Көптеген жеке меншік оқу орындары бой көтеріп, бұрынғы кәсіптік-техникалық білім беру жүйесі қирап түскен уақытта бүкіл тәрбие салмағы мектепке түсті. Мектеп ондай қоғамдық және саналық қысымға төтеп бере алмай жатты. Кешегі тарихымызға «тоталитаризм» тұрғысынан ғана қарайтын әлеуметтік-психологиялық ахуал қалыптасқан уақытта ол кезеңде болған, нәтижесін беріп келген тәрбие тетіктері іске жарамсыз болып көрінді. Білім беру саласында елеулі қайтақұрулар мен жаңартулар жасалып жатқанымен әлеуметтік және еңбек тәрбиесі босаңсып кетті. Тәрбиедегі босап тұрған кеңістікті тезарада пайдаланып қалушылар табыла кетті, шет елден миссионерлік қызметтер ағылып келіп еніп жатты, жаңадан болған бірқатар «бизнес» – субъектілер жасөспірімдер мен жастарды табыс көзіне айналдырды. (Жол берілген сол бір босаңсудың салдарларын қоғам қазірде айқын сезініп те отыр). Қалыптасқан жағдай Ә. П. Сейтешевтің де жанын ауыртты, қамықтырды, қолына қалам алдырды. Ғалым өз пікірін былайша баяндады: «Қазақстан мектептерінде және жоғары оқу орындарында тәрбие жүйесі жоқ. Тәрбие жоқ жерде – білім жоқ, адам да жоқ. Ертедегі грек ғалымы Платон мемлекет туралы кітабының алтыншы пунктінде айтқандай, «тәрбиеленбеген немесе жалған тәрбиеленген адам – жер беті жаратқан ең қауіпті жабайы аң». Елдің дағдарыстық кезеңінде оқу – тәрбие мекемелеріне мәдениеттің төмендеуі тән болып отыр. Оның ең тереңдеген салдары – Қазақстан педагогының тұлғалық құлдырауы, өзінің профессионалдық қасиетінен айрылуы. Осындай күрделі әлеуметтік – психологиялық жағдайда педагогикалық позицияларды ғылыми-теориялық қайта қарау өткір қажеттілігі туындады. Бір жағынан қарағанда, тұлғаны тәрбиелеу қоғам дамуының тұрақты элементі, әлеуметтік дамудың факторы, ол алғашқы қауымдық құрылыстан бері дәлелденген, екінші жағынан қарасаңыз, әлі қоғам дамуының стратегиясы анықталмаған, қоғамды қайтақұрудың жаңа негіздері түсінікті болмаған әлеуметтік дағдарыс жағдайы тәрбиені әлеуметтік тірегінен және лайықты мазмұнынан ажыратады. Әлеуметтік-саяси және әлеуметтік – экономикалық дамудың жаңа жолын іздеу барысының әлеуметтік қатынастар жүйесінің қиратылуымен, қоғамдық құрылымдардың ыдырауымен, идеологиялық вакуум, қоғамның дегуманизациялануы және криминализациялануымен қатарласып жүруі әлеуметтік және мәдени құбылыс ретінде тәрбиені бұзып қиратты. Педагогикалық дағдарыс жағдайында тәрбие жоққа шығарылды, мектеп пен жоғары оқу орындарында оның орнына тар өрісті пәндік оқыту ғана қалды».

Ғалымның ойынша, педагогика алаңында орын тепкен «жаңашылдық» «ойындар» кәсіптік істің дағдарыстың белгісі. Инновацияшылдық әдістерді қуалап кету педагогикалық авангардизмге ұрындырды, ал ол өз кезегінде «адам», «қоғам», «еңбек», «қайырымдылық», «шындық», «сұлулық» сияқты жоғары құндылықтарды «күш», «мистика», «байлық», «секс», «индивидуализм» сияқты «құндылықтармен» ауыстыруға мүмкіндік ашты. Соңғылары қазіргі заманның мәдениетті адамы үшін құндылық емес, тек әрекет қана. Алайда сол соңғыларды қоғамдық коммуникация каналдары арқылы насихаттау ел педагогтарын сасқалақтатып, түсініксіз жағдайға енгізді, активті позициядан айырды. Керісінше, балалар мен жасөспірімдердің, жастардың адам натурасы мен табиғатына тән жаратылыстық құбылыстарын қоздырды, тәрбиелік құндылықтар мәнін таяздатты. Қазақстанға экспортталған шет елдік «құнсыз» материалдық және рухани өнімдер әлемдік мәдениеттің жетістіктері деп саналды, осылайша елдегі мәдени-психологиялық құлдырауға негіз болды. Балалар мен жасөспірімдерді, бойжеткендер мен бозбалаларды тәрбиелеу ісі барынша қиындады. Тағылық пен жабайылық, күш көрсету мен зорлық, индивидуалистік карьеристік, есі кеткен тұтынушылық, тартып алушылық жайлаған жағдайда педагогтар алдына тұлға тәрбиелеу міндеті қойылды. Жасөспірімдік кылмыс өрістеп алды. Тек екі жыл ішінде қазақстандық 500 бала

өз өмірін өзі қиды. Суицид эпидемияға айналды. Осының бәрі Қазақстан Республикасында қоғамдық тәрбие жүйесінің жоқтығынан, әлі ұлттық идеяның жасалып болмағандығынан, үлгі алатын идеалдың жоқтығынан....

Осылайша ой толғай келіп Ә. П. Сейтешев тәрбие жұмысы жүйесінің авторлық жоба – бағдарламасының моделін ұсынды. Төрт бөлімнен тұратын ғылыми еңбек ретінде жазылған бұл бағдарлама моделін автор «Рыноктық қатынас жағдайындағы тәрбиенің жаңа жүйесі» деп атады. Бөлімдерінің аттарының өзі айтылған ойтолғаудың негізгі бағыты мен мазмұнын аңғартып тұр: тәрбие процесі – құндылықтардың тәрбиеленушілер бойына сіңірілуі, қазіргі заманғы тәрбие мәселелері мен оны шешудің жолдары, болашақ мұғалімдерді тәрбиелік қызметке даярлау жолдары, білім мекемелері қызметін бағалаудың басты көрсеткіші тәрбие жұмысы болатындығы, т. б. Модель – программада тәрбие теориясы мен оның қолданбалық қырлары негізделді, талданды, тұжырымдалды. Тәрбиеге негіз болатын әлеуметтік құндылықтар жүйесін, тәрбие жүйесіндегі өзін-өзі тәрбиелеудің алатын орнын және оны дамыту жолдарын, тәрбиенің басты принциптік негіздерін баяндай келе автор «Жаңа тәрбиенің» қандай болатыны туралы өзінің ғылыми – практикалық түйінді тұжырымдарын жасады. Автор концепциясының өзегінде адам өмірінің мәні, адам өмірі мәніне жету жолында адамдардың өзінің ізденісі мен өз еңбегінің орны ерекшелігі алынған. Тәрбие – адамның өзін өз өмірінің мәніне сәйкес тіршілік жасауға, ізденуге, өзін-өзі жетілдіруге бағдарлау, жұмылдыру. Өз өмірінің әлеуметтік мәнін табудың негізінде адами құндылықтар жатыр. Өзін-өзі танып білуге тәрбиелеу өзіне өзі талдау жасау, бағалау, бағдарын айқындап алуға, айқындалған бағытта ізденіс әрекетін жасауға мүмкіндік ашады.

Ғалымның тәрбие төңірегіндегі ой толғанысы оның келесі іргелі еңбегін туғызды. Ол қазіргі заманғы профессионал – тәрбиешіні даярлау жолдары туралы еңбегі. Жаңашыл ізденуші бұл еңбегінде мұғалім – тәрбиешіні кәсіби даярлаудың жаңа концепциясының ғылыми – әдіснамалық негізін жасады, тәрбиеші педагогты даярлау процесінің ішкі мазмұнына үңілді, қажетті мазмұнды жасаудың ғылыми-практикалық негіздерін нақтылады, осы мақсатта жоғары оқу орнында қандай пәндердің оқытылуы қажеттігін баяндады. Басты орынға тәрбиеші – мұғалімді даярлайтын білім мазмұнының өзін өзгерту, болжап үлгілеу мәселесі қойылды. Мазмұн жазылып даярлаудың алдында оның бағдарламасын жасап алу қажеттілік. Автор бағдарлама құрылымы мен үлгісі қандай болу керек деген сұраққа жауап берді. Бұл еңбектегі өзекті авторлық қойылым – мұғалімнің тәрбиеші ретінде қалыптасып дамуының және оның кезеңдерінің нақты сызбаға түсірілген жобасының берілуі.

Тәрбие моделі туралы авторлық ізденістің келесі деңгейі педагогикалық қызметтің тәрбиелік қырына қойылатын жалпы талаптарға арналған. Педагогиканың өзі адамзаттық тәрбие идеясынан туындаған. Адамзаттың барлық мәселесі өзінің шешімін тәрбиеден табады. Біз ұлтымыз, нәсіліміз жағынан кім болмасақта бәрімізге ортақ бір құндылық бар – бәріміз Адамбыз; еңбек – адам дамуының басты заңдылығы. Еңбек дегеніміз – өз жаратылысыңды дамыту, байыту, жасампаз болу. Бұл адамға берілген зор бақыт; оқу процесі зерттеушілік сипатта болып, ғылыми білім алдағы практикалық іске бағалайтындай етіп құрылуы керек; Белгілі бір себептермен кәсіби әлемде таңдай жасай алмай қалған адам қалған уақытында үлкен жастағы бала болып қала береді; Белгілі бір мамандықты жетік игермеген жас адам, ол қандай білімді болса да әлеуметтік жетілген адам бола алмайды. Сондықтан өз мамандығыңды жақсы көріңіз: ол сізді тұлғалық қасиетіңізді қалыптастырады, жан дүниеніңізге өріс береді.

Жас адам рухани жетілу үшін бес деңгейден өтуге тиіс. Олар: табиғаттың заңдылықтарын білу және табиғатпен үйлесімде тіршілік ете білу; Ақылыңды, ерік – жігеріңді рационалды ұйымдастыра отырып, жан-дүниенің үшін қолайлы жағдай жаса, ұстазыңмен арабайланыста бол; психология мен дененді ақыл – ой және дене жаттығулары арқылы шынықтыр, оны дұрыс тамақтану мен салауатты өмір тәртібімен үйлестір; сананды белгілі бір философиялық концепцияларды игеру жаттығулары арқылы кеңітіп отыр; ұжымдық ортада өмір сүру заңдылықтарын игеру арқылы ұлттық деңгейдегі қатынастарға ықпал ете алу әлеуетіне бейімдел... ХХІ ғасыр басындағы әлемдік дағдарыс – әлемдік жеткіліксіздік педагогтар пен педагогика ғылымы ұятында жатыр. Сол себепті педагогтардың ұлы миссиясы – бүкіл қоғамды мақсатты тәрбиелеу, оның адамгершілік – этикалық іргетасын қайта құру. Жаңашыл ғалымның бұл ілімдерін қазіргі заман адамының, мұғалімінің адамгершілік – моральдық кодексі демеуге бола ма?!

Тәрбиені ұйымдастыру туралы ғалымның келесі ой-пікірлері де өзіне назарыңызды аудартпай қоймайды. Академиктің түйіндеуінше, ХХІ ғасырда жаңа адам, жаңа ғылыми көзқарасы, әлемдік дүниеге жаңа көзқарастың түсінігі бар адам қалыптасуда. Сол себепті бізге тек ақыл-ой дамыған ғана емес, әрі жоғары адамгершілікті, рухани бай, өмірінің әлеуметтік мәнін түсінетін, оған қол жеткізе алатындығына сенімді, толыққанды өмірлік тіршілік үшін мақсатты және белсенді іс-әрекет етуші адамды қалыптастыра алатын қазіргі заман мұғалімі қажет. Қазіргі мұғалім тек өз өмір – тіршілігі мен оқытатын пәнінің заңдылықтары мен формуласын ғана айқын түсініп қана қоймай, әрі оның ғылымының даму тарихын да жақсы білуге тиіс. Бірақ ғылымын білу істің тек бір бөлшегі ғана. Басты керегі – сол ғылыми шындықты тәрбиеленушісінің өзінің өз еңбегімен аша алуына алып келу. Ол үшін тәрбиеленушінің ақыл-ойын жақсы білу керек. Осы мақсатқа мұғалім тәрбиеленушісінің ойының өзгерісін әр минут сайын қадағалап отыр. Мұғалім бала ақыл-ойының сақтаушы – пері-штесі, оны сақтайды, дамытады, бекіте түседі. Бұл П. Ф. Кептерев айтып кеткендей күрделі бірақ қасиетті, жоғары мәнді іс.

Алайда педагогикалық жоғары оқу орындары түлектерінің жалпы мәдени норма шеңберінде шеберлікпен еңбек ету әлеуеті жеткіліксіз. Бұл тек бір елге ғана тән жағдай болып отырған жоқ. Мәселе ең алдымен психологиялық – педагогикалық даярлыққа қатынасты болып отыр. Өкінішке орай педагогтар әдетте тек пән мұғалімі ретінде ғана физика, химия, биология, т. б. пән мұғалімдері ретінде, академиялық білім алушылар ретінде ғана даярланып келеді. Оның психологиялық, жалпы мәдени, әлеуметтік даярлығы жекелеген білім алушының өзінің жекелеген үлесіне қалдырылған. Жеке адамдар әрқелкі. Қазіргі педагогикалық білім проффессиясы бойынша кеңейтілген ұшу алаңын қамтамасыз етіп отырған жоқ. Сол себепті мұғалім болып қалыптасу процесі өте қиын өтеді. Басты себеп – білімдік кеңістікті ұйымдастырушылар емес, тек пән мұғалімдерін даярлауда болып отыр.

Педагог – ол, ең алдымен Мұғалім! Тек арнайы педагогикалық білім алып қоймаған, ең алдымен қоғамдық проблемалардың өткір жүзін санасымен сезінетін тұлға. Ерекше әлеуметтік функцияны іске асырушы, уақыт пен ұрпақ ауысуының сабақтастығын қамтамасыз етуші. Онсыз адамзат дамуы, прогрестік даму тоқтап қалған болар еді.

Мұғалім – ойшыл, адам тағдыры, оның рухани, интеллектуалдық дамуы, физиобиологиялық денсаулығы, елінің және бүкіл әлемнің болашағы сеніп тапсырылғанын сезіне алатын ақыл – ой бейнесі. Мұғалім – зерттеуші, әрқелкі педагогикалық ситуацияда тек педагогикалық факторларды ғана көріп қоймай, бүкіл себеп – салдар жүйесін көре, түйсіне алатын, сөйте отырып, білім мен тәрбиенің тиімді жолдары арқылы мақсатқа нәтижеге қол жеткізе алатын әлеуметтік тұлға. Мұғалім – басқарушы. Күнделікті мұғалім еңбегін басынан адамның білім жүйесінің менеджері бола алуы мүмкін емес. ХХІ ғасыр педагог-тарының басым көпшілігінің тек жоғары білікті ғана емес, әрі жаңа идеяларды шығармашылықпен игеруге ашық, өз ойымен оны бағалай алатын, іске қоса ататын шығармашылық өрісті адамдар болатыны заңдылық... Академик ойының өміршендігі оны жалғастыра берсе деген ниет, ықылас тудырады.

Жоғарыда келтірілген ой толғауларды қорытындылай келе біздің көңілге түйгеніміз, айтылғандардың бәрі ой-пікір авторының өзіне, өзінің әлеуметтік тұлғасына тікелей қатынасты. Ғалым өз өмірін, өзінің педагогикалық және тәрбиелеуші тіршілігін, ғылыми ғұмырын баяндап отырғандай. Шынында да солай. Академиктің жүріп өткен педагогикалық, ұстаздық жолы – ғылыми – тәжірибелік жолы, өзінің ғылыми, ұстаздық жолының нақты практикасы, өмірлік сыннан өткен ғылым, ғылыми нәтиже.

Ғалымның ой жүйесі оны политехникалық білім беру, инженерлік даярлық, еңбек тәрбиесі мәселесіне қайта оралтты. Ендігі жерде қазақстандық қоғамның инновациялық индустрияландыру стратегиясы мүддесінде, жалпыға бірдей еңбек қоғамын қалыптастыру құндылығында.

Қоғам жалпыжаратылыстанулық, гуманитарлық ойлаудың барлық формаларының интеграциялануы жүріп жатқан тарихи сатыға аяқ басуда. Адамзат неоиндустриялық өркениетке өту алдында тұр. Сол үшін біздің қоғамға революциялық қозғалыстар қажет, түбірімен жаңа технологиялық жүйелерге, жоғары тиімділік беретін техниканың соңғы туындыларына қол жеткізу қажеттілік. Жоғары технология жоғары мәдениетті талап етеді, оның көзі білім мен адамдардың мінез – қылығында. Ғылыми көзқарас, жоғары кәсіби шеберлік, өз мамандығын виртуоздық деңгейде игеру, біліктілігінің үнемі артып отыруы, тәртіп пен әлеуметтік жауаптылық,

ұйымдасқандық пен ұқыптылық, еңбекке өзінің өмірлік қажеттілігі ретіндегі қатынасы жаңа уақыт адамы тұлғасына тән қасиет болмақ. Бұл дегеніміз ең алдымен мектеп пен жоғары оқу орны қызметінің реформалануы, бүкіл жоғары және орта білімнің қайта құрылуы. Аталған адами қасиеттерді тәрбиелеп қалыптастыру ерте бала жастан басталмақ. Сайып келгенде, мәселе педагогика ғылымының өзін, рыноктық экономика үшін кадр даярлайтын оқу орындарының өзін жетілдіру деген сөз.

Алда тұрған проблемалардың алғашқы қатардағылары – жастардың әлеуметтік дамып қалыптасуы; жалпыға бірдей орта білім мен кәсіптік білімді дұрыс байланыстыру; білімнің сапасын арттыру; ғылыми негізделген кәсіби бағдарлау жұмысы. Тәрәрісті маман даярлау ісі өзін ақтамады. Жоғары мектептің қоғамның әлеуметтік-экономикалық дамуындағы, ғылыми-техникалық прогрестегі рөлін арттыру үшін кеңейтілген маман даярлау қажеттілік. Көппрофильді емес, кеңпрофильді маман. Кеңпрофильді маманның кәсіби білімінің кеңейтілген теориялық базамен үйлестірілуі. Ол еңбек өзгерісі жағдайында маманды мобильді етеді, маманның танымдық қабілетін арттырып, кәсіби қызметінің жаңарған уақытта практикалық істерді қиналмай атқарып кетуге даярлайды.

Елдің индустриялық инновациялық даму стратегиясы политехникалық білімді терендетуді, жастарды техникалық мәселелерді шешудің негіздерімен таныстыруды, әрбір өндірістік ұжымдарда шефтік қозғалысты ұйымдастырып кеңейтуді, еңбек ұжымдарының жақын жатқан мамандықтардың игеруіне қызығушылығын арттыруды, ғылыми-шығармашылық қызметтің барлық түрлерін кең насихаттауды, шығармашылық кружок жұмысын кең дамытуды, ғылыми - зерттеу институттары мен жоғары оқу орындарының өндіріс орындарымен достастығын қолдап ынталандыруды, ғылыми-техникалық процестерге жұмысшылар мен инженер-техник қызметкерлерін ынталандыру жүйесін жетілдіруді қажетсінеді. Осының бәрі жалпыға бірдей еңбек қоғамы сұраныстарын педагогикалық тұрғыда қамтамасыз ету сұранысын арттырады. Әсіресе орта мектептердегі, кәсіби білім беру институттарындағы еңбек тәрбиесі үшін. Жалпыға бірдей еңбек қоғамын жалпыға бірдей еңбек тәрбиесінен, балалар мен жастардың политехникалық еңбек тәрбиесінен, еңбекті құрметтеуі мен сапалы еңбек ете білу мәдениетінен ажыратып қарау мүмкін емес.

Осылайша академик алпыстан астам жылғы педагогикалық, ғылыми еңбегі барысында мектептің, техникалық кәсіби білімнің, жоғары оқу орындарының дамуы ғылымы мен практикасына, педагогика ғылымының теориясына, әлеуметтік тәрбиенің теориясы мен практикасына өзінің зор үлесін қосып келеді. Оның мемлекеттің ресми билігі алдына ұсынған ғылыми – практикалық ұсыныстары, концепциялары, талдаулары оны елеулі қоғам қайраткері етті. Оның бүкіл шығармашылық еңбегі жүйесінде кәсіптік білім, кәсіптік білімге негізделген әлеуметтік, азаматтық тәрбие, ұстаз тұлғасы, мұғалімнің әлеуметтік тұлғасы, еңбек тәрбиесі, кәсіптік педагогика мәселесі ерекшеленіп тұр.

Академик өзінің ойы мен арманын өлең шумақтарына түсіре отырып, «Жалғыздық бойды басқан бала жастан, өмірде ауырлық жоқ одан асқан, кез болса қаза жетіп, шырақ сөнер, есіркеп, жаны ауырар табылар ма жан» деп жүрек түбінде сақталып, мазалап келген ойын білдіреді. Жаңашылдығынан өзінің 90 жасында бірде бір айнымаған ел азаматына, ғалымға айтар едік: «Құрметті Әжес Петрович, сіз үшін жалғыздық ауылы әлдеқашан алыстап кеткен, асыл азаматтарын кәдірлей білетін ел – жұртың өзіңізбен әрқашан бірге» деген болар едік.

Академик Ә. П. Сейтешев үшін педагогиканың мүддесі – барша басқа тіршіліктен оқшау, ғұмырлық шаруа. Қазақ ұлтының алдағы жарқын болашағы – ұрпақтары Әжес ағадай Ұстаз – Ғалым өнегесін жалғастырады. Бұл – біздің ата-бабалар қалыптастырған ұлағатты жолымыз. Мерейлі, құрметті жасыңыз құтты болсын, еліңіз үшін ұзақ жасаңыз аяулы аға, ұлағатты ұстаз, жаңашыл ойыңызбен, ғылыми жетістігіңізбен халқыңызды қуанта беріңіз! Алла зор денсаулық берсін.

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