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PUBLIC WARNING AS A BASIS FOR PROTECTION IN EMERGENCY SITUATIONS OF THE TECHNOGENOUS CHARACTER

Abstract. The given article deals with actual issues of the current state of public warning about the dangers arising due to natural and technogenic emergencies. There were defined problems of the existing state system of civil protection, public warning in emergency situations and recommendations to improve public awareness. There will be carried out a set of priority, rescue and emergency work done by civil protection authorities. As a result, there will be taken decisions on rescue and other urgent work, the correlation, depending on the prevailing situation in the course of liquidation must be taken into account. Timely public informing occurs from the moment a call comes in, assisting injured persons, and involving emergency services is one of the basic rules for reducing high mortality rates, injuries in emergencies. There were offered solutions to ensure the safety of the population and territories by upgrading the existing control systems of public warning. There are considered the ways of propaganda in the sphere of civil protection state system.

Key words: fire protection, fire protection technology, oil products, tank, combustible mixture, granular materials, heat flow, film thickness, foam destruction, highly inflammable liquid.

Measures aimed at the prevention of emergencies of various nature, accompanied by possible significant economic damage, the maximum reduction in the scale of losses in case of their occurrence have become a nationwide problem and an important task of central and local executive authorities [1].

One of the basic principles of civil protection is to minimize the threat and damage to citizens and society because of emergency situations [2].

The measures of civil protection and rapid response in emergency situations refer to the realization of interrelated actions of the State system governing bodies of civil protection to immediate receiving information about the place, time and nature of the emergency, timely warning of the population and interested organizations, as well as clarification and analysis of the situation decision making and emergency response organization by the appropriate forces [3].

The warning public system and the civil protection authorities are the main engineering and technical source of warning the population about emergencies, as well as bringing the authorities of the civil protection forces to various levels of readiness for emergency response. Accordingly, the degree of protection of the population depends on the ability of the system to effective performing of appropriate tasks. Therefore, the issues of warning and informing in the civil protection system, as well as improving the efficiency of the operation of warning systems, require close attention and seriously affect the general condition of the state security.

Informing the population of the Republic of Kazakhstan about the danger in emergency situations is one of the primary tasks of the state system of civil protection.

In accordance with the regulatory and legal acts of the Republic of Kazakhstan, the civil protection alert system is a set of software and hardware tools that inform the public and state bodies about the threat to human life and health, about the course of action in the current situation [4].

The main task of the warning system is timely, guaranteed and reliable delivery of signals to the governing bodies and information on actions in emergency situations of the population, as well as year-round functioning and constant readiness for using in all levels of the state civil defense system [5].

According to experts in the sphere of civil protection, measures to protect the population and territories of the Republic of Kazakhstan from natural and technogenic emergencies, rescue operations were carried out with greater efficiency, including, if some of the forces involved in rescue operations were deployed in advance near large population centers during the period of danger, thanks to timely and effective information.

In addition, it is advisable to have the basic elements of information and warning as the base for the reception of newly arrived forces and equipment during rescue and emergency operations. This action will enable to ensure the centralized distribution of the resource, reduce the possibility of unreasonable use of existing forces and means.

In this regard, the necessity to determine the places of advance forces and means deployment involved in emergency response in a given region is more than actual.

Timely public warning about the danger in an emergency situation will allow conducting a number of operational measures to protect the population from their negative consequences in the shortest possible time.

The relevance of this article lies in the fact that practical experience in dealing with emergencies in recent years indicates a positive growth trend in the number of injured persons. One of the reasons for the growth is the timeliness and degree of reliability of the authorities warning and population informing about the danger in emergency.

The aim of this article is to identify the problems of the existing public alert system in an emergency situation and to develop recommendations for raising public awareness.

The existing warning system, initially designed to serve large cities, districts and industrial facilities in peacetime and wartime, and does not cover rural settlements [6].

This fact became possible due to the abolition of the state communication network with the transfer of communications enterprises to private ownership; the radio wire broadcasting was liquidated [7]. Then, as previously, the local executive bodies of the administrative-territorial units had their own radio broadcasting network and their own broadcasting studio, which enabled them to prompt informing of a large part of the population.

The existing warning system does not allow interception of regional television and radio broadcasts, due to their transition to the digital broadcasting standard.

When warning the public using cell phones, the text of the SMS message must meet several requirements. Firstly, there should be included the information of actions order in a particular emergency situation and consist of several sentences. Secondly, it should be informative, i.e. it must not contain just the amount of different information, but encourage the person who received the SMS message to act in accordance with the given instructions. Thirdly, the text of one message should be limited in scope, include no more than 70 characters of SMS text. The fact that complicates the solution of these problems is that there are a great number of emergencies types that, in turn, have their own “unique” development scenario, caused by various factors. Therefore, at present, the public warning using SMS-messages is due to a number of difficulties [8].

Elimination of the revealed contradictions in the warning system will enable to reliable informing the population about the time, place and nature of emergencies and their possible course of action.

Also it is important the degree of the population readiness itself and the state of its system of learning the rules of behavior when receiving warning signals. The checks show an extremely low level of readiness of the population for independent actions even when receiving warning signals and sufficiently detailed informational messages. As part of solving the identified problematic issues, in public warning it is offered to develop and introduce SMS messages bank for typical development of an emergency situation that meets current requirements using cell phones.

An alternative approach of solving the issue of the population agitation is the creation of more intense programs with the involvement of animation means and high-quality television films.

However, these events cannot replace the colorful editions of leaflets addressed to residents of this particular city or district, which are distributed free of charge by the cooperative of apartment owners [9].

The leaflets may carry the following information: signal information; telephone numbers of the city duty services, characteristics of types of potent toxic substances, methods of protection against them and methods of assisting with lesions; locations of potentially hazardous objects; the most expedient evacuation routes, locations of evacuation points; addresses of shelters; radio frequencies and television interception programs of all levels that are designed to be used in the interest of informing the public in case of an emergency.

Obtaining qualitative results will enable compliance with a number of organizational and regulatory requirements in the course of effective measures for the preparation and rapid response to emergency situations [10, P.265].

One solution to this task lies in the development and implementation of a fundamentally new methodology for training personnel of state and local government, including:

- high-quality registering of information transfer receiving;
- clear fixation of temporal indicators of information exchange and the giving information reports to the concerned governing bodies;
- when receiving tasks from a higher governing body, emergency response manager or fire extinguishing manager, it is necessary to clarify specific time indicators for doing this task.

In conclusion, it should be noted that the existing hazard warning systems require further improvement in view of the modernization of the structure of governing bodies and new standards for television and radio broadcasting.

Александров А.А., Гумеров А.Г., Хафизов Ф.Ш., Шарипов (Аубакиров) Г.А., Козловски Вальдемар

ХАЛЫҚТЫ ҚОРҒАУ НЕГІЗІ РЕТІНДЕ ХАБАРДАР ЕТУ ТЕХНОГЕНДІК СИПАТТАҒЫ ТӨТЕНШЕ ЖАҒДАЙЛАРДА

Аннотация. Бұл мақалада табиғи және техногендік сипаттағы төтенше жағдайлар салдарынан туын-дайтын қауіптер туралы халықты хабардар етудің қазіргі жай-күйінің өзекті проблемалық мәселелері қаралды. Азаматтық қорғаудың қазіргі мемлекеттік жүйесінің, төтенше жағдай кезінде халықты құлақтанды-рудың және халықты ақпараттандыру деңгейін арттыру бойынша ұсынымдар әзірлеудің проблемалары анықталды. Төтенше жағдайдың ауқымы, сипаты, туындау уақыты және оның одан әрі таралуы туралы шынайы мәліметтерді айқындау кезінде азаматтық қорғау органдары орындайтын бірінші кезектегі, құтқару және кезек күттірмейтін жұмыстар мен іс-шаралардың көлемі қалыптасатын болады. Жою барысында қалыптасқан жағдайға байланысты корреляцияны ескере отырып, құтқару және басқа да кезек күттірмейтін жұмыстарды жүргізу жөнінде шешімдер қабылданатын болады. Халықты төтенше жағдайдың туындау қаупі туралы уақтылы хабардар ету шақыру келіп түскен, зардап шеккендерге көмек көрсеткен, шұғыл жедел қызметтерді тартқан сәттен бастап жүзеге асырылады. Байланыс арналарының дамуын ескере отырып, қауіптілік туралы халықты құлақтандыруды басқарудың қолданыстағы жүйелерін жаңғырту арқылы халықты ақпараттандыру кезінде халық пен аумақтардың қауіпсіздігін қамтамасыз ету бойынша шешімдер ұсынылды. Азаматтық қорғаудың мемлекеттік жүйесі саласында насихат жүргізу тәсілдері қарастырылды.

Түйін сөздер: ақпараттандыру, халықты ақпараттандыру, құлақтандыру, құлақтандыру жүйесі, азаматтық қорғау, азаматтық қорғаныс, төтенше жағдайлар, қауіп туралы құлақтандыру, халықты қорғау, төтенше жағдайлар, қауіптілік.

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ОПОВЕЩЕНИЕ НАСЕЛЕНИЯ КАК ОСНОВА ЗАЩИТЫ В ЧРЕЗВЫЧАЙНЫХ СИТУАЦИЯХ ТЕХНОГЕННОГО ХАРАКТЕРА

Аннотация. В данной статье рассмотрены актуальные проблемные вопросы современного состояния оповещения населения об опасностях, возникающих вследствие чрезвычайных ситуаций природного и техногенного характера. Определены проблемы существующей государственной системы гражданской защиты, оповещения населения в условиях чрезвычайной ситуации и выработке рекомендации по повышению уровня информирования населения. При определениях достоверных сведений о масштабе, характере, времени возникновения и дальнейшего его распространения

чрезвычайной ситуации, будет складываться объем первоочередных, спасательных и неотложных работ и мероприятии выполняемых органами гражданской защиты. Вследствие, которых будут приняты решения по проведению спасательных и других неотложных работ, с учетом корреляции, в зависимости от складывающейся обстановки в ходе ликвидации. Своевременное информирование населения об угрозе возникновения чрезвычайной ситуации осуществляется с момента поступления вызова, оказания помощи пострадавшим, привлечении экстренных оперативных служб является одним из основных правил снижения высокой смертности, получения травм и увечий, в условиях чрезвычайных ситуаций. Предложены решения по обеспечению безопасности населения и территорий при информировании населения, путем модернизации существующих систем управления оповещения населения об опасности с учетом развития каналов связи. Рассмотрены способы ведения пропаганды в области государственной системы гражданской защиты.

Ключевые слова: информирование, информирование населения, оповещение, система оповещения, гражданская защита, гражданская оборона, чрезвычайные ситуации, оповещение об опасности, защита населения, опасность.

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MILITARY CRIMINAL OFFENCES: CAUSES AND CONDITIONS (ON THE EXAMPLE OF THE NATIONAL GUARD OF THE REPUBLIC OF KAZAKHSTAN)

Abstract. In this article the authors of the "Military criminal offenses: causes and conditions (on the example of the National guard of the Republic of Kazakhstan)" on the basis of the legal status of the National guard of the Republic of Kazakhstan reveals the importance of the criminal policy of the state in the field of military criminal offenses.

At this stage in the Republic of Kazakhstan liberal and radical tendencies in development of criminal policy of the state which are objectively caused by the dominating ideology in legal system of the state are allocated. The criminal policy of our state is one of the most important social strategies not only of the modern state, but also of civil society as a whole.

The tasks that should be solved at the present stage by means of a balanced criminal law policy are at the strategic level-the real provision of socially acceptable level of security of society from military criminal offenses, at the tactical level-reducing the rate of growth and stabilization of military criminal offenses to the minimum permissible level. Accordingly, these tasks require to determine the capabilities of society, to revise the means, forms and methods of combating this crime, while maintaining an optimal balance of strategic and tactical goals.

The purpose of this article is a comprehensive study of the causes and conditions of military criminal offenses on the example of the National guard of the Republic of Kazakhstan and the development of scientific and practical recommendations aimed at improving the legislation.

The authors criticize the special view of the legislator to the criminal liability of military personnel.The specificity of criminal offenses, according to the authors should be balanced.

The construction of a highly mobile, technically equipped and professionally competent modern National guard of the Republic of Kazakhstan will ensure both national interests and national security of our state. And the main thing is professionalism, as the author emphasizes, reproducing the words of the Supreme commander-the President of the country, the opinion of the Commander-in-chief of the National guard of the Republic of Kazakhstan and leading military scientists. And the main factor affecting the level of offenses among the military is discipline. And one of the effective measures, at the suggestion of the author, is the tightening of legal measures for criminal offenses.

Keywords: military criminal offenses, criminal liability of military personnel, criminal policy of the state, national security.

Introduction

The organization of the rule of law and civil society presupposes, among other things, the harmonization of criminal legislation with its principles. In the context of this issue, this means solving the problem of the correspondence of the paradigm of the criminal policy of the Republic of Kazakhstan in the field of military offences to international norms on human rights, the constitutional norm on the equality of all before the law, and the General provisions of criminal law.

Certainly, the state ideology is extremely necessary for the state at each stage of its construction, since it comprises a certain potential of the integration of the society and self-identification of the state in the world community. The lack of the political ideology capable to explain the national purposes and ideals, doesn't allow integrating all sectors of the society, rather surely [1].

The criminal policy of the state in the field of military criminal offences is based on the special situation of all military formations, including the National guard of the Republic of Kazakhstan, which is reflected in the Charter of the Internal Service of the Armed Forces of the Republic of Kazakhstan. Thus, paragraph 31 of the above document States: "military Personnel, regardless of military rank and position, are equal before the law and bear responsibility established for the citizens of the Republic of Kazakhstan, taking into account the peculiarities of their legal status." And in p. 33: "Military Personnel shall be liable for crimes and other offences in accordance with the laws of the Republic of Kazakhstan" [2].

To resolve this issue, it is necessary to find out what is the special nature of military service, how it differs from service in other state bodies.

Based on this, there is a need to clarify the legal status of the National guard of the Republic of Kazakhstan (hereinafter – the national guard), due to the object of the attack. Taking into account the specifics of military criminal offenses, it is necessary, in our opinion, to find out first the nature of the institution of the National guard, as a circumstance that causes a special attitude of the legislator to the criminal liability of military personnel. With this in mind, it seems appropriate to critically examine the existing situation, to present their own understanding, as well as to make proposals for the further development of criminal policy in the field of war crimes, bearing in mind that "the ban and the sanction should be balanced among themselves, take into account the changes taking place in the country and in its criminal policy" [3, p.3].

Following global trends, many institutions of society acquire a new paradigm and, accordingly, evolve. These problems are most clearly reflected in the dynamics of crime, and, corresponding to each institution specific varieties. The military Department was no exception. For more than two decades of existence, the national guard has undergone significant changes. They mainly relate to the logistical and structural situation of the troops. In matters of criminal responsibility, outdated stereotypes continue to exist, with troops dominating other state structures.The mismatch paradigm of the National guard of new realities led to the growth of crime among military personnel. However, the actual legislative measures to prevent military offences was not accepted.

At the next stage of building civil society and the rule of law, new national interests are formed in all spheres of society, including the military field. Coming out of the nuclear club, the Republic of Kazakhstan demonstrated the principle of non-interference and good neighborliness in foreign and domestic policy. In the Military Doctrine of the Republic of Kazakhstan, in Chapter 3, Clause 3.3.noted: "The main objectives of the defense policy of the Republic of Kazakhstan are to strengthen international and regional security, internal political stability in the country, prevent military conflicts and maintain the readiness of the Armed Forces, other troops and military formations for the armed defense of the Republic of Kazakhstan and its allies" [4].

In the modern international situation, possession of strategic reserves of raw materials is no less a strong argument, on the one hand, and external threat, on the other: "In our era, as the world moves away from military confrontations, rivalry is transferred from the military to the political and economic spheres", Noted in the Strategy" Kazakhstan-2050"[5]. Therefore, the Republic of Kazakhstan maintains the demand for military defense components.

Methods

Structural analysis method, analysis of the method of analysis, the analysis of the historical method, etc.

Results

The main goal of military construction in the Republic of Kazakhstan. The military doctrine defines the creation of a well-equipped, highly mobile National Guard, capable of protecting public order both within the state and the vital national interests of the state from existing and potential military threats. And to the present, the words spoken by the Head of State - Supreme Commander-in-Chief of the Armed Forces of Kazakhstan - N.A. Nazarbayev, December 29, 2001, in developing the Program to strengthen the positive image of the Armed Forces of the Republic of Kazakhstan and the military profession for 2001-2005 ": " ... . And the military, people of the military profession should become the foundation of the new army, the Armed Forces " [6].

In 2005, in the monograph "National Interests: Past and Present,"Doctor of Military Sciences, Professor Col. Akhmetov Zh.H. noted the need for the Internal Troops "... taking into account the changed realities in the world and region, new threats to the country's security, qualitative changes in the means of warfare and the nature of modern military conflicts (Internal Troops - author's comment) must adapt to the emerging the interests of the Republic of Kazakhstan " [7, p. 142].

In 2013, the words and thoughts of the Supreme Commander of the Armed Forces of Kazakhstan were reflected in the article of the Commander-in-Chief of the National Guard of the Republic of Kazakhstan, Ph.D.

Lieutenant General RF Zhaksylykova "Adaptation to the realities of the world educational space of the training system for Internal Troops", where the author, speaking at the International Scientific and Theoretical Conference on the topic: "Implementing the Strategy Kazakhstan-2050 - priorities of military education", held at the Military Institute of the National Guard of the Republic of Kazakhstan Petropavlovsk, focused on new qualification requirements for military specialists: "In the center of military professional training, a modern specialist becomes like Nosta and as a professional, the formation of the system of knowledge, systemic thinking, abilities, which allow quickly assess the social and military-professional situation " [8, p. 9-10].

At the present stage of the development of the rule of law and civil society, the improvement of the public service institution and the enhancement of the ethical and legal culture of the civil servant is an important and urgent problem.

Transformations taking place in the system of public service of the Republic of Kazakhstan can bedeveloped only in conditions of comprehensive and effective legislative support and increasing the legalawareness and legal culture of a civil servant.

Observance of culture, ethics, morality and moral values should always be manifested, not only in the state structure, but also in society [9]. Summarizing the above, we can conclude that Kazakhstan is committed to a relatively small, mobile, highly skilled, able to consciously, intelligently navigate the surrounding reality of the army. And here the question is not only in the technical equipment of the Armed Forces of the Republic of Kazakhstan, but, first of all, in the high culture of military personnel, including legal. If a soldier does not comply with the law, if the law places the soldier in a privileged position, compared to other citizens, allowing him to bear a milder punishment for a similar criminal offense, including consequences, not to mention the concept of military honor, which is incompatible with the commission of a criminal offense: similar An army creates a danger and poses a potential threat not to an external enemy, but to its own civil base, which supports and nourishes it. Therefore, in the ranks of the Armed Forces, only citizens who have a sense of responsibility to make a conscious choice of a solution aimed at the benefit of the entire Fatherland and their family should be served, while possessing a strong moral core.

The main feature characterizing the position of servicemen in the criminal law field is the interconnectedness and interdependence of all components of the problem. The basis of any army troops, its main characteristic and difference from civilian formations is discipline. Its low level determines crime. Every year, the regulations of the Ministry of Internal Affairs of the Republic of Kazakhstan state the need to strengthen discipline, provide specific requirements, however, the level of discipline, and, accordingly, the crime rate does not practically change.

As noted by Professor Kim Serikbayev, Honored Worker of the Republic of Kazakhstan, "... the state of discipline in any military formation depends on the effectiveness of educational work, however, as practice shows, the level of discipline of each military person is directly dependent on the preparedness of young citizens for military service."

In the work "Found independence - reliable protection" Kim Serikbayev focuses on educating young people both during the pre-conscription period and during army service, the goal. The main feature characterizing the position of servicemen in the criminal law field is the interconnectedness and interdependence of all components of the problem. The basis of any army troops, its main characteristic and difference from civilian formations is discipline. Its low level determines crime. Every year, the regulations of the Ministry of Internal Affairs of the Republic of Kazakhstan state the need to strengthen discipline, provide specific requirements, however, the level of discipline, and, accordingly, the crime rate does not practically change.

As the Honored worker of the Republic of Kazakhstan, Professor Kim Serikbayev noted "... the state of discipline in any military formation depends on the effectiveness of educational work, however, as practice shows, the level of discipline of each soldier is directly dependent on the readiness of young citizens for army service". In the work "Gained independence-reliable protection" K. Serikbayev focuses on the education of young people both in the pre-conscription period and during the army service, the purpose of which is the formation of the personality of a young man as a future defender of the Motherland. At the same time, the author cites many examples from Kazakhstan's practice, including Patriotic round tables, conferences, restoration of patronage relations with military units, incentive scholarships, evenings-meetings of young people with participants of the great Patriotic war, soldiers-internationalists, and with acting officers, etc. [10, p.120-122].

"Military discipline is one of the main conditions for ensuring the combat readiness of the troops", article 2 of the Disciplinary Charter of the Armed Forces of the Republic of Kazakhstan reads. Article 1 of the specified regulatory act defines military discipline as strict and exact observance by the military personnel of the order and rules established by laws, General military charters, other regulatory legal acts and orders of commanders (chiefs) [2]. Thus, the observance by the military personnel of the established order of military service means strict observance of discipline and law and order. "Consequently, the requirement of legality the rule of law constitute a solid Foundation and a starting base for military discipline and education discipline, and for legal work to strengthen military discipline" [11]. Discipline is based on the ideology, which is defined by the Charter as a high awareness of each soldier of his military duty and personal responsibility for the protection of his homeland – the Republic of Kazakhstan, selfless devotion to his people, high moral and psychological and combat qualities, conscious obedience to commanders (chiefs).

Support ideology and determine the degree of violation of discipline and law and order with appropriate punishment, that is, monitor their compliance with the commanders, with the help of military law enforcement agencies: so article 5 of the Charter of the Internal Service of the Armed Forces, other troops and military formations of the Republic of Kazakhstan p. 5 reads: "by personal example and daily demands of commanders (chiefs) to subordinates in proper performance of duties of military service and constant control of their performance, respect for the rights and personal dignity of military personnel, constant care of them, skillful combination and correct application of measures of encouragement, belief, coercion and public influence of collective" [2]. Depending on the content of ideology and, accordingly, criminal policy, crime prevention is carried out.

"The military team is a complex in its internal structure, an active social organism, the formation of which is subject to objective laws. Understanding these patterns and processes in the team, it is an indispensable condition for effective management in everyday life and activities" [12, p. 302]. Therefore, for the successful implementation of crime prevention measures in the military, it is necessary to understand the reasons for their Commission, to identify those patterns that in reality lead to such destructive phenomena that threaten not only the normal functioning of the National guard, but also the national security of the entire state.

As a destabilizing phenomenon, crime is a threat to the security of the state. In this light, military criminal offences represent a particular danger, as a phenomenon that hinders the normal functioning of one of the institutions designed to ensure public security within the country. The presence of criminal phenomena indicates serious violations in the structure of formal and informal relations. Military criminal offenses are characterized by a high degree of public danger due to the specifics of military service, this is one of the main reasons for the traditional definition of these types of criminal offenses by the legislator in a separate Chapter of the Criminal code of the Republic of Kazakhstan (Chapter 18. Military criminal offenses) [13].

The threat of military crime is precisely the purpose of the National guard as a security Agency. Troops called upon to protect public order within the country must be the personification of national security. Military crime, on the contrary, makes society look at the military as a threat to its own security. The reality does not meet modern ideas about the soldier, as a reflection of the values prevailing in society, so it is necessary to create in the eyes of society a positive image of a warrior with a high legal culture in the first place.

Conclusion

Discipline, as the basis of order, is based on two bases: ideology and the threat of punishment. They have a hard determination. The qualitative content of punishment depends on ideology, ideology is supported by the existing Arsenal of punishments. The implementation of ideology depends on the commanders on the ground. The task of commanders to monitor compliance with discipline. Their work is regulated, that is, they are given direct instructions: what ideology prevails, what Arsenal of punishment has.

Normative acts of the military Department have the force of law. Therefore, any violation of the order of military service, that is, the statutes, is a violation of the law. We agree with the views of the following authors that "... educational and socio-legal work (EaSLW) personnel ... is an integral part of the entire system of military construction of the state" and "... the preventive role of military criminal law depends on a number of interrelated factors ... among these factors, the greatest influence on the fight against offenses is exerted by the law enforcement activities of the command and the bodies of military justice" [14, p.187], [15, p. 162]. While practice shows that commanders are not always aware of this fact.

The lack of clear control over the activities of commanders in the field leads to the fact that commanders often replace the official ideology with assimilated atavisms. In particular, officers, and, accordingly, ordinary soldiers, refer to hazing as a means of maintaining discipline, transferring military experience, and, in general, a necessary attribute of military service. The relative closeness of the National Guard activities contributes to the existence of army traditions, the roots of which go down in the history of the formation of the armed forces as a public institution.

The moral and psychological qualities of recruits, their physical fitness and intellectual level leave much to be desired. Despite the fact that recently there has been a tendency to increase the number of people who want to undergo military service, most often this desire is associated with the desire to get a military ID card for further employment in law enforcement agencies or security services. Unfortunately, by the definition of I.M.Matskevich "outsiders", that is, "young men who did not get into institutions or failed to find a job, which gives the right to postponement. Here one should also include conscripts whose parents could not find other (often illegal) ways of evading military service" [16, p. 58].

It is necessary to recognize the fact that the long years of the world not for the better affect not only the combat capability of the Armed Forces , but also the attitude of the population towards it: they no longer seem as necessary as they were in the era of the transformation of our state. The problem is complemented by the widespread habits of non-statutory relationships. As a result, the military no longer enjoys such respect, as before, the status of a soldier in the ranking of occupations is quite low.

Thus, the prevention of crime in the army is the elimination of the above and other reasons contributing to the growth of war crime. In the context of this issue, we are interested in the criminal law possibilities of eliminating the causes contributing to the commission of criminal offenses by military servicemen. Before the law, all citizens, regardless of their occupation, must be equal.

Only such measures, in our opinion, will contribute to the compliance of the paradigm of the criminal policy of the Republic of Kazakhstan in the field of military criminal offenses with international human rights norms, the constitutional norm of equality of all before the law, the principles of the Criminal Law of the Republic of Kazakhstan.

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«ӘСКЕРИ ҚЫЛМЫСТЫҚ ҚҰҚЫҚ БҰЗУШЫЛЫҚ: СЕБЕПТЕРІ ЖӘНЕ ЖАҒДАЙЛАРЫ» (ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҰЛТТЫҚ ҰЛАНЫ МЫСАЛЫНДА)

Аннотация. «Әскери қылмыстық құқық бұзушылық: себептері және жағдайлары» (Қазақстан Республикасы Ұлттық ұланы мысалында) мақаласында авторлар әскери қылмыстық құқық бұзушылық саласындағы мемлекеттік қылмыстық саясаттың маңызына талдау жасап ашып көрсетеді

Осы кезеңде Қазақстан Республикасында мемлекеттің құқықтық жүйесінде үстем идеологиямен объективті түрде анықталған мемлекеттің қылмыстық саясатының дамуында либералдық және радикалды үрдістер бар. Біздің

мемлекетіміздің қылмыстық саясаты тек заманауи мемлекеттің ғана емес, тұтастай алғанда азаматтық қоғамның әлеуметтік маңызды стратегиясының бірі болып табылады.

Қазіргі кезеңде теңдестірілген қылмыстық-құқықтық саясат арқылы шешілетін міндеттер стратегиялық деңгейде - әскери қылмыстық әрекеттерден қоғамдық қауіпсіздіктің қоғамдық қолжетімді деңгейін нақтылы қамтамасыз ету, тактикалық деңгейде - өсу қарқынының төмендеуі және әскери қылмыстық құқық бұзушылықтарды ең төменгі деңгейге дейін тұрақтандыру болып табылады. Осы міндеттерге сәйкес, қоғамның мүмкіндіктерін анықтау, осы қылмыстылыққа қарсы күрес құралдарын, нысандары мен әдістерін қайта қарау, сонымен қатар стратегиялық және тактикалық мақсаттардың оңтайлы теңдігін сақтау қажет.

Осы мақаланың мақсаты Қазақстан Республикасының Ұлттық гвардиясы мысалында әскери қылмыстық құқық бұзушылық әрекеттердің себептері мен жағдайларын жан-жақты зерделеу және заңнаманы жетілдіруге бағытталған ғылыми-практикалық ұсыныстарды әзірлеу болып табылады.

Авторлар әскери қызметшілердің қылмыстық жауапкершілігіне заң шығарушының ерекше көзқарасын сынайды. Аталған қылмыстық құқық бұзушылықтардың ерекшелігін ескере отырып, авторлардың пікірінше бұл мәселе теңдестірілуі керек.

Қазақстан Республикасының жоғары дәрежелі, техникамен жабдықталған және кәсіби құзыретті заманауи Ұлттық Гвардиясы құрылысы біздің мемлекетіміздің ұлттық мүдделері мен ұлттық қауіпсіздігін қамтамасыз етеді.

Ең бастысы жоғары басымдылық Елбасымыздың Қазақстан Республикасы Ұлттық гвардиясының Бас қолбасшысының сөздерін алға тарта отырып ол - кәсіпқойлық деп ерекше айтуға болады. Әскери қызметкерлер арасында құқық бұзушылық деңгейіне әсер ететін басты фактор - тәртіп. Авторлардың ұсынысы бойынша тиімді шаралардың бірі - әскери қылмыстық құқық бұзушылық жасағаны үшін құқықтық шараларды қатайту болып табылады.

Түйін сөздер: әскери қылмыстық құқық бұзушылықтар, әскери қызметкерлердің қылмыстық жауаптылығы, мемлекеттің қылмыстық саясаты, ұлттық қауіпсіздік.

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ВОИНСКИЕ УГОЛОВНЫЕ ПРАВОНАРУШЕНИЯ: ПРИЧИНЫ И УСЛОВИЯ (НА ПРИМЕРЕ НАЦИОНАЛЬНОЙ ГВАРДИИ РЕСПУБЛИКИ КАЗАХСТАН)

Аннотация. В статье авторы «Воинские уголовные правонарушения: причины и условия (на примере Национальной гвардии Республики Казахстан)» на основании правового положения Национальной гвардии Республики Казахстан раскрывают значение уголовной политики государства в сфере воинских уголовных правонарушений.

На данном этапе в Республике Казахстан выделяются либеральные и радикальные тенденции в развитии уголовной политики государства, которые объективно обусловлены господствующей идеологии в правовой системе государства. Уголовная политика нашего государства является одной из важнейших социальных стратегий не только современного государства, но и гражданского общества в целом.

Задачами, которые должны решаться на современном этапе посредством взвешенной уголовно-правовой политики, являются на стратегическом уровне - реальное обеспечение социально приемлемого уровня безопасности общества от воинских уголовных правонарушений, на тактическом - снижение темпов роста и стабилизация воинских уголовных правонарушений до минимально допустимого уровня. Соответственно этим задачам требуется определять возможности общества, пересматривать средства, формы и методы борьбы с данной преступностью, сохраняя оптимальное соотношение стратегических и тактических целей.

Цель данной статьи заключается в комплексном исследовании причин и условий воинских уголовных правонарушений на примере Национальной гвардии Республики Казахстан и выработка научно-практических рекомендаций, направленных на совершенствование законодательства.

Авторы критически высказывается в отношении особого взгляда законодателя к уголовной ответственности военнослужащих. С учетом специфика уголовных правонарушений, по мнению авторов должна быть сбалансирована.

Строительство высокомобильной, технически оснащенной и профессионально грамотной современной Национальной гвардии Республики Казахстан обеспечит как национальные интересы, так и национальную безопасность нашего государства. И основное это профессионализм, как подчеркивают авторы, воспроизводя слова Верховного главнокомандующего – Президента страны, мнение Главнокомандующего Национальной гвардии Республики Казахстан и ведущих военных ученых. И основным фактором, влияющим на уровень правонарушений среди военнослужащих является дисциплина. И одним из действенных мер, по предложению авторов, является ужесточение правовых мер за совершение воинских уголовных правонарушений.

Ключевые слова: воинские уголовные правонарушения, уголовная ответственность военнослужащих, уголовная политика государства, национальная безопасность.

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FEATURES OF MANAGEMENT ACCOUNTING

Abstract. The article deals with the problematic issues connected with the peculiarities of management accounting of business activity and provides an analysis of effective methods in this area. Management accounting is described as a system of generalization and interpretation of economical data aimed toprovide the information support for decision-makingprocess in organisation. Range of features in management accounting of organisation was also contained in the article. The methods, processes and cost estimates of management accounting for commonly used methods and management accounting methods, maintenance processes and main methods to calculate the costs are described separately. Terms of budgeting and break-even point was also disclosed in the following article.

Keywords:management accounting; principles ; cost accounting, calculation, management accounting principles.

Introduction

More often as not, managers of enterprises mark not without surprising that conclusions made by them on the basis of information, that provides the expense managerial accounting, are precisely the opposite to those made on the basis of information from accounting statements. At the same time, it shall be clearly understood that key aim of managerial accounting keeping in a company is not only cost accounting.

The fact of the matter isthat there are more functions in the managerial accounting sphere. The main of them are regulation, planning and forecasting. The main matters of the bookkeeping are information accumulation, accumulation and registration. The managerial accounting allows not only find and afterwards analyze the indicator differences but to take measures to liquidate them.

Methods

Under free market conditions there is a matter for managerial accounting to provide the manager of an enterprise with operation analysis information of past, present and future approach. As the manager of an enterprise has to control manufacturing costs so he mustn't decide without comparingpreliminary costs with potential financial performance. The attention to the manufacturing costs means not only attempts to reduction but fulfillment of performance targets without quality reduction and operation performance.

The managerial accounting in its concept and consent is aimed at serving the interests of an enterprise and giving every assistance to effective methods of enterprise management. In short, the managerial accounting is the accounting oriented to servingtheenterprise administrative.

The managerial accounting has the set of features:

- first, the managerial accounting cannot be abstracted away from techniques, technology and manufacturing industry characteristic, review of supply and demand, accepting business statistics, social sphere development and so on;

- second, features and criteria of the managerial accounting are concluded in its qualification.If the information obtained through managerial accounting is reasonable so managerial accounting is considered useful. Therefore, the great emphasis is focused on logic and experience in the managerial accounting system. Based on them, employees of accounting services carry out effective economic accounting and

control for the convenience of the enterprise itself;

- third, the managerial accounting is intended to serve the interests of the labour collective. The advantage of managerial accounting over production accounting is that it finds its application in practice.

One of the main disadvantagesof production accounting to managerial accounting is that responsibility for all types of production resources at all and without exceptionstages of the circulation of facilities during production or application was not assigned to anyone personally. In developed countries, the organization of such type of accounting, i.e. accounting for scope of activitiesis at the adequate level. When organizing accounting the tendency lies in the fact that an accountant is closer to production, the more information is analytical.

Within the system of market relations, when the managers of enterprises are given the opportunity to independently solve problems associated with the introduction of new forms of organization and production management, techniques and technology, ultimately affects the construction of bookkeeping and production accounting in particular.

Thereby, the managerial accounting is a regulated system for identifying, measuring, collecting, recording, interpreting, summarizing, preparing and providing the information that is important for making decisions on the organization activities and indicators for the administrative sector of an organization (internal users - managers). The primary objective of themanagerial accounting is the answer to question about the state of the organization, how it is necessary to allocate the available resources in order to increase the efficiency of activities.

The managerial accounting objectives

The managerial accounting is primarily created to make quickly decisions related to the activities of the company. The managerial accounting information is provided only to internal users, managers and employees of financial services, for external users (for example, shareholders and creditors) this information may be closed.

The managerial accounting can also operate with forecasts, electronic information not confirmed by primary documents and other possible data.

Comparison between bookkeeping

Some examples of the managerial accounting methods in comparison with bookkeeping:

- under the bookkeeping there is no need to consider the sales results of competitors, when the company's management decides to increase its own sales, accounting of this information becomes necessary (marketing constituent of managerial accounting);

- under the bookkeeping there is no need to take into account the placement of material assets in warehouses, while optimizing the logisticwork there is such need (increasing the speed of supplying);

- under the bookkeeping there is no need to consider the number and content of complaints, but this is required in managerial accounting within the framework of the quality management system;

- under the bookkeeping there is no need to take into account the number of estimates drafted by the budget department; when analyzing and planning the load of the estimated department it should be done.

The managerial accounting is about the needs of internal users (managers at various levels), rather than external (shareholders and creditors, government agencies, etc.), the information collected and provided to them is not public, but belongs to a commercial confidentiality.

The managerial accounting indicators, in contrast to accounting, can be both monetary and physical. Moreover, they can be qualitative and probability and describe not only flows and stocks, but also events and conditions of the external world, that is, the managerial accounting can operate with alternative costs and market saturation with goods of this category.The managerial accounting should be distinguished from cost accounting of subdivisions and goods (services)

Information requirements

The managerial accountingis expected high requirements for the information provided. The information provided to the person who makesa decision must be complete and at the same time brief. The greater the information volume the more information is left without attention, in the absence of supporting mechanisms (automatic “high-quality” decision systems on decision theory). In such case, generally, the information providing efficiency is more important than its accuracy (just accuracy not reliability), for example, it is better to obtain data that the share of constant costs is approximately 12% today than in a week more accurate data indicative of 12.33%.

Methods

An enterprise is free to choose such managerial accounting methods that are convenient for it: there are no hard legal requirements in this area, as in tax (accounting) and financial accounting (many countries have standardized financial reporting forms). The conservative task of themanagerial accounting is cost calculation and cost accounting. It is necessary to choose the accounting methods that are most suitable for the enterprise and will not interfere with the production process by excessive bureaucratization, but will allow, without extra costs, to attribute the costs to this or that process, project, and as a result, specific products.

Processes

The following processes are included in the managerial accounting:

- Breakeven point determination
- Budgeting
-Calculation of cost

Budgeting, on the grounds of the English word meaning, is budget planning and preparation, activity within stage of budget process planning. Budgeting is the procedure of preparation and acceptance of budgets, one of the system component of financial administrationspecific tooptimum allocation of resources *of* business entitythrough time.

Budgeting technology

The budget management is the company control technology, complex of organizational measures, operations and techniques aimed at the development and implementation of the budget management system.

The budget management system is the system of company management on financial responsibility centers (FRC) through budgets which allows achieving the company's objectives by more efficient use of resources. Acting on the basis of information on economical activity of a company the management system helps the managers of a company to analyze and make decisions under the deviation of the fact from the plan in economic and financial budget target [1].

Budgeting objects

- improvement of operational efficiency of an organization with the help of goal orientation and coordination of all events on an enterprise
- risk identification and risk level reduction
- rise of flexibility and adjustability to changes.

Budgeting goals

The main goal of the budgeting is providing the production and commercial process with necessary financial resources.

Budgeting stages

For attaining the goals of budgeting the following stages should be fulfilled:

1. Budget objects determination
2. Budget operation and financial system development
3. Corresponding budget calculation
4. The calculation of the required amount of cash resources ensuring financial stability, solvency and liquidity of the balance sheet.
5. The calculation of the amount of internal and external financing and identification of reserves for their additional raising
6. Organization earnings, expense and fund forecast

Calculation

Calculation (from the Latin word calculation – is count, calculation) – is the method of production or service costs determination and also production resource costs.

The calculation is made on the basis of accounting and estimated costs and on the basis of the structure of these costs. The calculation of the cost structure is based on an understanding of the

production type, production method, enterprise capacity, other “auxiliary” processes (such as marketing, logistics, etc.) and depending on the category of production.

Examples of calculation

Examples of calculation of different costs value:

-the cost per ton-kilometerin money terms for certain means of freight transport under the expected average load situation with orders at a logistic company.

-the cost of maintenance service in money terms for certain type of production units and certain type of breakdowns under the expected maximum periodicity of breakdowns during certain time period.

-the cost of one application of one subdivision for the services to another unit at a specified minimum and maximum periodicity of applications at a certain time period.

- the cost of one application of one subdivision for the services to another unit

- the cost of one subdivision (division/work/department) at a specified minimum and maximum capacity during certain time period.

- the total (withengineering employees, administrative and managerial staff) cost of project execution during certain time period.

- and so on.

Forms of calculation

The main forms of calculation are divided into calculation on the basis of direct or total expenses. The significant approach in calculation of the costs under the high indirect costs (RTD – activity at an enterprise) is the process calculation of cost or cost accountingby type of activity. In practice (and in science theory) there are wide ranges of cost accounting methods. Some of the methods you can find in bookkeeping, managerial accounting, Controlling, financial management and in project management for corresponding Project manufacturing, and so on.

And thus, the calculation can be carried out by accounts division, financial department (planning and budgeting), controlling department (Cost-/Profitcenter calculations) and costing departmentdepending on intended use of this information.

It is worth noting here that the estimated approach is the only one of the abovementioned approaches, which does not take into account the work timetable (production structure). And estimates for large and complex production schedules are characterized by a very strong inaccuracy in estimating the cost of the project (by the large standard deviation), initially laying the risk to the quality of the project (project content, project cost and project execution on time).

Break-even point

Break-even point is the manufacturing volume and sales of product at which the expenses will be compensated by incomes and after production and realization of each following unit of product an enterprise will get profit. Break-even point can be determined in product units, in money terms or with account of expected profit margin.

The synonym: trigger point, CVP point.

In money terms

Break-even point in money terms is such minimum revenue position that all costs are repaid in full (while the income is equal to zero).

Do not confuse with point of return (of a project). It is calculated for time determination when project incomes exceed expenses spent on it, it is the same breakeven point but it is measured by not in pieces but months and years.

Break-even point in money termsis such minimum revenue position that all costs are repaid in full (while the income is equal to zero).

In product units

Break-even point in product units is such minimum quantity of products when an income of realization of this product covers all expenses for its production.

Calculation of cost

There are the following main methods of cost calculation:

- Process cost calculation method;
- Job order cost calculation method;
- Process cost calculation method;

- Normative cost calculation method;
- Inventory and index cost calculation method;
- Direct-costing method.

Process cost calculation method (process method, process cost accounting system) is applied when production in lots of same products or under the continuous production cycle, the cost accountingis relevant to the product made in a period of time.

Project cost calculation (order method, jobordercostaccounting) method employedduringcustomized product manufacturing. The material costs, labor and general expenses are attributed to each individual project or to a batch of produce.

Process cost calculation method (process method) is common with mass production, when the feedstock or materials are consistently converted into finished products. Groups of production processes form processing stages and each of which ends with the release of an intermediate product (semi-finished product), which can be moved to the next processing stage or be realized.

Normative cost calculation method (calculation on differences of actual cost from the standard) for each product on the basis of current standards and cost estimates, a preliminary calculation of the normative cost is made, differences are calculated at the end of the period; differences are divided into negative (waste of raw materials, materials, fuel, semi-finished products due to equipment breakdowns, poor-quality tools, replacement of materials), positive (achieving savings in material, labor and financial resources, more rational cutting of materials, use of waste instead of high-grade materials, use of more efficient equipment and adaptations) and conditional (can be negative and positive and appear as a result of differences in the method of compiling the planned and normativecalculation).

Inventory and index cost calculation method is deviated from normative that the previous cost accounting is organized without subdividing on norms and differences: the cost price of output is determined on the basis of inventory data and the assessment of work in progress at the end of the month.

Direct-costing is determined the production cost in the amount of direct costs, and indirect costs are charged directly to sales accounts. And only in the following, Direct-Costing became the predominant method of cost accounting. It can be said that the appearance of "direct costing" had a purely accounting reason. At that time, accountants came to the conclusion that all costs should be divided into those related to this reporting period (realizing duringthis period) and related to production (they refer to those reporting periods when sales of products is in progress). The first are called constant, the second - variable. If this approach is correct, then naturally only direct costs can and should be included in the cost value.

In foreign practice, the Direct-Costing system is used in several versions: - the classic Direct-Costingwhere only direct costs are included in the cost value; - the variable costs system: the cost includes variable costs which include direct costs and variable indirect costs; - cost accounting system depending on use of production capacities, the cost value includes all variable costs and a part of the fixed determined in accordance with the capacity factor.

Conclusion

In conclusion, as practice shows, the managersdraw their attention to the general increase of costs and neglect the reduction of conditional fixed costs. The main reason of such situation is the impossibility of receiving data on the amount of conditional fixed costs directly from bookkeeping. In bookkeeping expenses are divided into direct and indirect. With that, thedivision markof the costs into direct and indirect is the way to include them in the production cost. Direct costs are connected with the production of a certain type of product and can be directly attributed to its cost value. Indirect costs cannot be directly attributed to the cost of certain types of products and are distributed indirectly, i.e. conditionally. Thus, the division of costs into direct and indirect depends on industry characteristics, production setup, as well as the accepted method of output cost determination.

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БАСҚАРУШЫЛЫҚ ЕСЕПТІҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Мақалада басқару есебінің, ұйымның мүдделеріне қызмет етуге және кәсіпорындарды басқарудың тиімді әдістерін ілгерілетуге арналған әдістері қарастырылады..Басқару есебі ұйымда басқару

шешімдерін қабылдау процесін ақпараттандыруға бағытталған экономикалық деректерді жалпылау және түсіндіру жүйесі ретінде түсіндіріледі. Басқарушылық есеп - кәсіпорын басшылығына қызмет көрсетуге бағытталған есеп. Сонымен қатар кәсіпорындардағы басқарушылық есептің бірқатар ерекшеліктері беріледі.Автор басқарушылық есептің әдістерін бухгалтерлік есеппен салыстыру жолымен, мысал ретінде көрсетіледі. Басқару есебінің әдістеріне, жүргізу процесстеріне және шығынды есептеу үшін қолданыстағы негізгі әдістеріне жеке түрде сипаттама беріледі.

Түйін сөздер: басқарушылық есеп, шығындар есебі, есептеу, әдістер, принциптері, басқарушылық есеп жүйесі.

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ОСОБЕННОСТИ УПРАВЛЕНЧЕСКОГО УЧЕТА

Аннотация.В статье рассматриваются методы управленческого учета, используемые для обслуживания интересов организации и продвижения эффективных методов управления предприятием. Под управленческим учетом понимается система обобщения и интерпретации экономических данных, нацеленная на информационное обеспечение процесса принятия управленческого решения в организации. Также предусмотренряд особенностей управленческого учета предприятий. Методы, процессы и оценки затрат управленческого учета описаны отдельно для основных используемых методов. Методы управленческого учета, процессы обслуживания и основные методы, используемые для расчета затрат, описаны отдельно. Термины составления бюджета и вычисления точки окупаемости также раскрыты в указанной статье.

Ключевые слова: управленческий учет; расчет затрат, формы калькулирования, принципы управленческого учета.

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GREAT STEPPE IN TRAVEL NOTES OF A DESCENDANT OF JOCHI KHAN, XIX c.

Abstract. The aim of our study is to analyze the text of a half-forgotten work of the Russian orientalist Ukhtomsky E., who visited Central Asia in XIX c. The task of the study was to determine the place of this book, among other works made in the genre of cut-up, or travel notes. The relevance of the topic is justified by the implementation of the State Program “RuhaniZagyru”. The subject of the research is the author’s original scientific hypotheses about the role and place of ethnic groups, including the Turkic-speaking peoples of the region, in the history of Eurasia and the world. The practical and scientific significance of the work lies in the comparative analysis of the works of Ukhtomsky, on the materials of foreign historiography published in recent years, which was done for the first time in Kazakhstan. The results of the study can be applied in the process of university training of historians, orientalists, and cultural studies.

Keywords: steppe, Ukhtomsky, methodology, history, migration.

Introduction.

The aim of our study is the reconstruction of half-forgotten, erased work of Orientalist UkhtomskyEsper (1861 - 1821), who can replenish the historiography of Kazakhstan and Central Asia of the New Age.The task of the study was to systematize those works that were performed in the genre of cut-up, or travel notes. Our choice is explained by the fact that when studying the Great Steppe, as an original single cultural-historical region with common historical roots, the authors should have a deep knowledge of religion and spirituality, history and ethnology. This approach seems to be effective in terms of reconstructing the intellectual base of reviving and strengthening the national code, in the context of modernizing the public consciousness of the Kazakhs.The relevance of the topic is based on the state program "Rouhani zhangyru". The subject of study is scientific hypotheses around the role and place of the Turks in Eurasia. The object of study is the works of Ukhtomsky E. The problem situation is the biased criticism of Ukhtomsky in the works of contemporary researchers, in geopolitical fervor.

Hypothesis.

The elite origin enabled Ukhtomsky E.E. - express your thoughts directly, publish the results of educational trips in Russia and to adjacent states. Education and analytical mind allowed him, Chingizid, to remain among the recognized Russian experts on Eastern communities and states. Moreover, using the conditional patronage of the royal family, he allowed himself to criticize the actions of the administration, especially against foreigners, on the outskirts of the empire. In his views and convictions, he defended tolerance and local self-government. He was confident that the peoples' knowledge of their economy and geographical conditions a priori gave them the right to establish the order of management themselves.

The proof of the continued interest in the heritage of the scientist Ukhtomsky, is the translation into English and reprintthe German work “Mythology of Buddhism in Tibet and Mongolia”, written by the great Buddhologist Albert Grunwedel (Leipzig, 1900), was first translated into English by Dr. SushamaLohia, who defended her doctoral thesis under the supervision of Mongolian professor Walter Haisig.The Preface to the book is written by Ukhtomsky (GrUnwedel, 2013).

In the diplomatic field, E. Ukhtomsky’s mediatory activities in Russian-Tibetan and especially Russian-Chinese affairs are known. Just before the coronation of Nicholas II in April 1896, an embassy headed by the de facto foreign minister of China, Lee Hong-chang (1823–1901), arrived in Russia. Meeting and seeing Lee Hong-Zhan in St. Petersburg, "bypassing foreign states", by order of S.Yu. Witte was entrusted to E.Uhtomsky. (Биография Э.Ухтомский).

Ukhtomsky's book is processing of information collected by him in 1889. In the Preface, the author explains why the journey and the publication of its results are several years apart: «...Я занимался историей и этнографией этих краев, пересекаемых Закаспийской железной дорогой... Однако, я был внезапно отозван в далекое путешествие на восток...» (Ухтомский, 1891: 5). Thus, it becomes clear that the prince had no plans to travel with the crown-prince, and this is a response to the criticism of foreign opponents, see below.

Materials and methods.Accordingly, the materials for our study are diverse: biographical information; memoirs; epistolary heritage; scientific works; official reports on the journey of Crown Prince Nicholas; documents of the Soviet period; museum exhibits; Orientalist reviews; travel notes; foreign studies. Research methods correspond to the industry: the principle of historicism; analysis and synthesis; comparative; source identification; quantitative and qualitative; synchronization, etc. We needed a comparative analysis in order to compare the texts and date a number of events connected with Ukhtomsky E.'s trips, assessments of his political biography. The principle of historicism made it possible to identify the original hypotheses expressed by him regarding migrations from Central Asia to the Middle East. Comparativistics is necessary when analyzing the historiography of a topic.

Discussion.

In this book, van der Oyet (Oyet, 2001)examines several ideological paradigms that existed in Russia at the end of the 19th and the beginning of the 20th centuries (orientalism, imperialism, quiet penetration) in order to justify the factors that prompted the country to a failed war with Japan.The weakness of the author's position is particularly noticeable in the chapter on the Shimonoseki peace treaty, which describes the choice facing Russia: either with China against Japan or with Japan for dividing China.

In short, Oye describes in detail the development of relations between Russia and its Far Eastern neighbors after the Sino-Japanese War (the "triple" coalition, the concession for the construction of the CER, the seizure of Port Arthur and Qiao-Chao, the IheTuan revolt, the Beijing punitive expedition), and upon careful reading it becomes obvious that the problems of Russia in this region stemmed not because of the choice of anyone half-real ideology, but because of the inability to choose one, because of indecision and constant fluctuations between different variants of imperial politics. In general, the book is very informative and entertaining, although the author himself at the end recognizes the intricacies of his concept.

It is curious that several years later another researcher from the United States shared the same position, Marlene Laruelle(George Washington University). Larruel, apparently not having any other arguments and sources, attacked Ukhtomsky's phrase from an 1891 essay. She, in particular, writes: "Ukhtomskii coopted and developed this discourse, construing Central Asia as a world arena in which the struggle would be resolved between "the barbaric and eternally decadent Turan and the Iran of the Enlightenment, eternally on the defensive. (...) Hidden in here are all the world events of one of the oldest arenas of human activity." (Larruel, 2008:59)

"Russia's attraction to Tibet was significant for its direct political implications: ideologues of the "White Tsar," such as Badmaev, Dorzhiev and Ukhtomsky were men committed to their time who tried to take their country's destiny into their own hands. In so doing, they played a by no means insignificant role in the strategic setbacks suffered in the Far East and in putting their country on course for a war with Japan that would lead to bitter defeat…" (Ibidem). The above quote from the article by M. Laruel, published, which is, in a Japanese scientific journal, cannot be regarded as neutral, because the author puts on the map, on the one hand, Russians, in the person of enlightened foreigners: Badmayev, Dolzhiev and Ukhtomsky, on the other hand - "yellow race". Interestingly, the state officials are not named, but only the researchers of Buddhism?

The underestimation of the true scientific views of Ukhtomsky by individual researchers, against the background of such speculation about his alleged role in the foreign policy of tsarism in the Far East, caused similar publications by Russian authors.(Стрижак, 2012)

It is known that the "yellow race" meant Asians, to which, in particular, belonged to Valikhanov, and Ukhtomsky, and Dorzhiev, and Badmayev.I would like to warn colleagues and researchers that it is not entirely correct to draw a parallel between the heir's journey travel history and Ukhtomsky's visit to the Caspian Sea and Central Asia a decade earlier. Moreover, it is not serious to the Russian-Japanese relations in the Far East that are relevant at the beginning of the twentieth century, not to refer Esper Esperovich's quotation about the alleged conflict of Turan - and enlightened Iran! The decadence of Turan

in the mouth of Ukhtomsky is somehow perceived, but in an article by an orientalist of the 21st century - without scientific comments, it sounds very controversial... After all, in his travel notes of 1891 he gives an overview picture of the development of the region, with the participation of different ethnic groups and their communities and state formations, and the Arabs, by which they mean the Turks, and the Silk Road, which allowed the transfer of unique goods and knowledge, cultural values and artifacts from Asia to Europe.

Let us turn to the Russian information materials about Ukhtomsky E.E.In the brochure, he asks himself a polemical question: «...способны ли мы взаправду что-либо путное создать за Каспийским морем, в Туркестане, после тяжелых жертв и материальных затрат?».(Ухтомский,1891: 6).Such a formulation of the question gives it an extraordinary mind and civic responsibility.

What does a modern historian or orientalist know about this person? Frequent mention of him in the pre-revolutionary era has now been replaced by almost complete oblivion. Meanwhile, his biography is of interest: the origin and even his name are unusual for hearing.

According to Wikipedia, the genus of the Ukhtomsky princes is a branch of the house of Rurikovich, including in the number of ancestors along the female line of Yuri Dolgoruky and Khan Batu. That is, on the family tree, Ukhtomsky was a descendant of Genghis Khan.

The education he received was brilliant for his time. E. E. Ukhtomsky graduated from the Faculty of History and Philology of St. Petersburg University. He studied Slavic philology and philosophy. The first poem dedicated to the 100th anniversary of Zhukovsky.

During his studies, he became interested in Buddhism and compiled a bibliography of works on the history, religion, culture and art of the peoples of Central, South Asia and the Far East.

After graduation, he entered the service of the Ministry of Foreign Affairs, the Department of Spiritual Affairs of Foreign Confessions.

He was ready for Oriental studies. Deeply working through the material, the scientist saw the crisis of the tsarist administrative concept. Wereadfromhim: «С натуралистической точки зрения Средняя Азия нами более или менее исследуется, с духовной – мы как будто не в состоянии освоиться…Мы сами еще не настолько цивилизованны, чтобы объективно относиться к покоряемому востоку» (Ухтомский, 1891: 7).

In the period from 1886 to 1890 was sent several times to Mongolia, China, Transbaikalia to study foreigners Buddhists (Ukhtomsky, 1904).

Descriptions of travel published in the "Russian Herald" and other publications. His penchant for journalism eventually led him to the post of publisher-editor of “St. Petersburg Vedomosti” (1896 - 1917), and he received this appointment after returning from a trip around the world. In addition,Ukhtomsky traveled as a personal translator from Eastern languages, the very heir to the throne! In 1890-1891, Prince Ukhtomsky accompanied the crown prince, the future Nicholas II, on his journey to the East.

After returning from a world tour, E. E. Ukhtomsky was elected a member of the Russian Geographical Society.

In a word, there is information that Ukhtomsky was close to the heir to the Russian throne, the future emperor Nicholas II. Friendship with a scientist, a traveler, an extraordinary man (deeply studied Buddhism) Ukhtomsky does the honor of Nikolai Alexandrovich.

In addition, Ukhtomsky independently visited Lamaist temples and even wrote a book about Lamaism. He is highly regarded as an expert in this field of knowledge.

As a publisher of “St. Petersburg Vedomosti”, Ukhtomsky, in his editorial and journalistic activities, ardently defended the beginnings of legality and humanity, spoke out against administrative arbitrariness, defended religious tolerance and local self-government.

Notes of such an enlightened and prepared for the study of the East, a person about Central Asia should be of interest as independent judgments about the same nomads (Kazakhs, for example) and about the Turks in general.

Having found his travel notes “From the Kalmyk Steppe to Bukhara”, in 1891, in collections of pre-revolutionary editions, having become acquainted with its content, we marveled at the breadth of knowledge. Since the Great Steppe lies just on the way from the lands of the Kalmyks to Central Asia, we considered the source of the travel notes of the 19th century as a visualization of the observations of an enlightened orientalist. Moreover, we were not mistaken.

Indeed, the recordings of Ukhtomsky represent the original "cutting" of associations and images drawn by the author. Moreover, against the background of available sources and an array of publications,

the level of skill of the researcher is noticeable. In fairness, we must pay tribute to the ability of the author to note the historical trends that no one had thought of him before. Observations of the aborigines of the Steppe, adjacent to the Caspian Sea, successfully superimposed on his knowledge of the world history of Eurasia.

The degree of ownership of the comparative method Ukhtomsky very similar to the German scientist Weber (Weber, 1905).Our conclusion is authentic to the conclusion of the Dutch biographer Max Weber, who writes: 'Dissatisfied with the intellectual traditions of the social sciences and law in German and Western universities, Weber sought to develop a scientific approach that overcame their deficiencies. Weber demonstrated that the comparative method was essential because the behaviour of institutions in societies could not be understood in isolation' (Mitzman, 2013).

The work of E. Ukhtomsky consists of 21 chapters. Of these, the most interesting for us is Chapter XI "Ethnographic significance of Central Asia". Orientalist leads to argue their findings, data from foreign scientists. He's writing: «По новейшей теории санскритолога Брунхофера (на основании Риг-Веды), нынешняя Закаспийская область была населена арийскими и скифскими племенами, двинувшимися затем на Индию» (Ухтомский, 1891: 195).

The reader does not doubt the veracity of Ukhtomsky's notes; in his work there are hydronyms of the region: "Amu Darya, Syr Darya, Aral, Caspian", as well as the political names "Turkmenistan", "Turkestan", "Turan" and "Iran" (Ухтомский, 1891: 189-192)

The text contains the words of Turkic origin: dastarkhan (tablecloth), bek (ruler title), etc. (Ухтомский, 1891: 181)

Such historical figures as the Arab Kuteiba, the Greek Alexander the Great of Macedon, the Iranian Shah Nadir are mentioned. (Ibidem, 179)

Chapter XIX, "On the Edge of the Bukhara Territories," contains a description of the Baiga tradition, and the author reports that it is characteristic especially of nomads in the Kyrgyz steppes. "(Ibidem, 175).Ukhtomsky also mentions Moser's album "A travels l'Asie centrale", where there is an image of a Baiga.(Ухтомский, 1891:178).

We agree that the figure of Ukhtomsky, a descendant of Khan Baty, the son of Genghis Khan, was largely incomprehensible to contemporaries. The fascination with his Buddhism gave his personality a raid of mysticism, unconditionally. At the same time, those who closely communicated with him speak enthusiastically about him, even to the recommendation of him to Leo Tolstoy.

His knowledge as an orientalist was useful to the court, otherwise, he would not have been approached and would not have been given the post of ideologist-editor of the central Russian newspaper! This, in turn, caused the malignant envious and detractors, who began to search in the history of his ancestors for signs of degradation, villainy, etc.

Meanwhile, in none of his books is there any information that could - directly or indirectly - harm the ruling family or the state.

After the Soviets came to power, Ukhtomsky was not touched; he was a scientist, a collector and did not represent a threat to the new government. This fact clearly refutes those / lifetime and modern, in the 21st century! / Speculation about its influence on Nicholas II. After completing the world tour, Ukhtomsky no longer had the opportunity for direct meetings with Nicolas.

Returning to the brochure of Ukhtomsky in 1891, let us turn his attention to the beliefs of local residents. This is a very important section, since with the coming of the Soviets to power, all references to religion, especially Islam, were considered heresy. Ukhtomsky not only notes signs of Islam as he moves along his route, but also makes an important remark. This summary of it has a negative connotation regarding the actions of the tsarist government in Central Asia. The destruction during the conquest of such developed centers of Islam as Samarkand and Bukhara, identified the problem of the execution of one of the canons of Islam by local believers. We are talking about Hajj, visiting holy places and centers of religious education.

Ukhtomsky stressed that the actual elimination of them in the region has caused a new social process - migration from Central Asia to the Middle East. In Arabia, streams of people who wanted to establish themselves in the faith and teachings of the Prophet moved to the holy places and training centers. That is, Ukhtomsky clearly named the causes of the phenomenon. Moreover, he writes that part of the pilgrims leaves forever: stay there, or return with a different consciousness (Ukhtomsky, 1891)

The Center for Northeast Asian Area Studies at the National Museum of Ethnology (Minpaku) in Japan is interested in ethnological and anthropological studies of Asian regions, and Central Asia is in the orbit of their interests. The region Central Asiain the past has been a donor for emigration of nomads, for social and economic reasons.It seems appropriate to link here to our publication on Kazakh cross-border migration in the pre-revolutionary period.(Mukanova, 2014) (Муканова, 2014).

Fujimoto Toko**,** Associate Professor of National Museum of Ethnology, Department of Cultural Research, represents a new generation of orientalists, which is interested in migrations from Central Asia and back, as well as issues of religious identity. With her words, "I have been studying the dynamism of communities and religion in Central Asia, particularly in Kazakhstan. My special interest has been in how Islam is practiced in today's daily lives after the country's transition from a socialist regime. Accordingly, I have focused on the revitalization of memorial rituals of reciting the Qur'an for the deceased in line with genealogical awareness and "ancestry's land." Since such Islamic practices in Kazakhstan are related to a variety of movements of people, I am also interested in the memory of nomadic life, the process of settlement of patrilineal clans, and recent migration of Kazakhs abroad to Independent Kazakhstan" (Fudjimoto, 2016).

This brilliant piece of travel notes reflects the author's propensity to analyze data and the ability to compare them on a continental scale. He takes part in the fate of the ummah who lost their training centers. In fact, Ukhtomsky condemns the methods of colonization, the destruction of cultural centers in Central Asia.

Where did the courage of his views and journalism? It is obvious that Ukhtomsky was not an ordinary subject of the Romanovs. He had an independent worldview. Oriental specialization allowed him to understand the relationship between spiritual and everyday. He sharply criticizes the state and administrative institutions of tsarism for not paying attention to the sacral values of the peoples. He sees in their collapse a threat to the very system.

Considering near the Caspian region, Ukhtomsky draws attention to the Steppe and its inhabitants, nomads.

He resents how the Steppe is barbarously plundering, citing as an example Henri Moser. The German entrepreneur, possessing capital, bought from nomads and brought to Europe treasures: silver and gold jewelry, etc. How is he better than other characters who robbed the Steppe earlier?

Ukhtomsky gives an example of the conquests of the Greeks, led by Alexander the Great. The Greeks, having come to the region, kindled a desire to connect the Caspian Sea and the Amu Darya with the Black Sea (Pontic).

The author writes about the nomads-Kazakhs in an interesting way, skillfully conveys their mobility, knowledge of trick riding. He described in detail the competition "baiga" and "kokpar". The term "Baiga" in the book is given without distortion, because the author conducted inquiries from local residents.

On sports competition among the Kazakhs under the name "Baiga" Ukhtomsky left a comment in another edition, in the description of the visit by Tsarevich Nikolai to the outskirts of the city of Omsk, where the yurts - the dwellings of the Kazakhs and treats - were placed. (Ukhtomsky, 1897)The author demonstrates his outlook, mentions of the Khitan, Kashgar people from China, who left their mark on the history of Central Asia. Note that this topic was subsequently developed by the Kazakhstan historian, now an employee of the Institute of Oriental Studies of the Russian Academy of Sciences, A. Kadyrbaev (Кадырбаев, 1990).

It negatively relates to uncontrolled migration from central Russia to the Steppe. Understanding the potential consequences in the form of land shortages, he writes that unauthorized "relocation" to the region should be prohibited. And in this, he appears as a humane person, a fair commentator. He understood the essence of the nomadic way of life well.

Being a connoisseur in the field of world art, especially Asian, Ukhtomsky during the trip gave explanations to the future king and his entourage about Eastern products. In particular, his thinking activity led associations between the art of Indian weavers and Sicilian embroideries. Moreover, he knew well the past campaigns of the Arabs and the history of the Sassanids. Among Kazakhstan historians, mention should be made of Professor Abusseitova M.Kh., whose works reflect the nomadic diplomacy and statehood based on Arab and Persian sources (Абусеитова,2006) In his other work, Ukhtomsky cites information on the history of art, commenting on the exhibition of fabrics brought to Russia from

India: “Connoisseurs see identity between them and Sicilian precious embroideries glorified in the West in the Middle Ages, the art of making of which is brought by the Arabs seized from the destroyed kingdom of Sassanids, from which leaders led them and until Spain settled colonies of the defeated Iranians, and including artisans-Indians.” (Ukhtomsky, 1897).

Foreign researchers uncritically and straightforwardly attributed the figure of E. Ukhtomsky to those who allegedly kindled the Russian-Japanese war of 1905. See the biographical note of Ukhtomsky in the publication: (Kowner, 2017:568).RotemKowner founded the Department of Asian Studies at the University of Haifa, Israel and was its first chair. He teaches Japanese modern history and culture and naval history.

Results.

The geography of coverage in the brochure of Ukhtomsky: the Kalmyk region of residence in Russia, or the Volga region, the Caspian Sea and the adjacent areas populated by Kazakhs, Turkmen, Bashkirs, Bukhara and Tashkent, Samarkand, the Amu Darya coast and basin, etc. The extensive space he studied was in contact with and was part of Central Asia, which in turn bordered on Ching China, Persia and Afghanistan.

Foreign historiography of the topic currently presents a mosaic of polarly different opinions about Ukhtomsky. The authors tend to exaggerate his influence on Nicholas II, and Japanese phobia is attributed to the scientist, etc. (Laruel, 2008 et cetera)

Depending on the date of publication and views, Russian researchers are also ready to either discredit the status of Ukhtomsky as a kind in general (before the Revolution of Solovyov), some, on the contrary, recognize his charisma and scholarship (Стрижак, 2012) or correspondence of Leo Tolstoy.

Others - Buryats - worship Ukhtomsky-Buddhologist, who was personally acquainted with lamas, etc.

The historiography of the topic is currently burdened by geopolitics, unfortunately. This makes it difficult to evaluate the scientific contribution of Ukhtomsky, an orientalist and a member of the RGO, to the study of important issues of continental migrations: cultures, objects, and the human mass. The methodology of his works, a comparative analysis of the movement of goods and handicrafts - from Asia to Europe - remained in the shadows, due to a biased attitude. In Soviet times, the scientist was forgotten.However, should be noted that at the end of the 19th – 20th century, it was embodied in the writings of the German sociologist, philosopher, and historian Weber. In particular, in his works on the features of capitalism, “Economy and Society”, etc.

The years of life of E. E. Ukhtomsky indicate that he could not be personally acquainted with ChokanValikhanov (1835 - 1865), who was also investigated by the tsarist government for hard-to-reach Eastern Turkestan. Nevertheless, it is interesting: in describing the presence of crown prince Nicholas (the future emperor) in Omsk, during the world tour, it was Shokan's father, Sultan ShyngysValihanov, who gave Nikolai gifts from the Kazakhs. This coincidence, not an accidental episode, - as if a reminder of the fate of the enlightened Chingizids, took place in the summer of 1891, in the eyes of E. Ukhtomsky.

Ukhtomsky E.E. (1861-1921) as a researcher, honored by the people of the post-Soviet space, in Buryatia. His collection on Lamaism and Buddhism is now part of the Hermitage fund. The heritage of an orientalist is of value to world science. Artifacts created for him, the fate of the multi-figure composition "Sukhavati - the pure land of Buddha Amitabha", commissioned by the prince, turned out to be happy. It can be seen in the Buddhist exposition of the State Museum of the History of Religion (GMID) in St. Petersburg. Made in the technique of papier-mache and woodcarving in Buryatia in 1904-1905 by the monks of Tamchinsky (Gusinoozersky) and Gegetuyevskydatsans, it numbers 600 figures and details and is exhibited for the first time in full. (Uhtomsky, 1904)

This is a unique composition about the Pure Land of Buddha Amitabha - Sukhavati. In total, there are two of them in Russia, one can be seen in the GMIR and the second in the IvolginskyDatsan of the Republic of Buryatia. This collection of the prince was acquired in his time by Emperor Nicholas II and donated to the Ethnographic Department of the Russian Museum. In the early 1930s, it was transferred to the State Museum of the History of Religion and Atheism. (Buddist…)

Conclusion

Having studied the content of the 1891 edition and the author’s biography, we came to the conclusion that his planned trip to Central Asia was not complete. The reasons were as subjective: the underestimation of the historical role of the Turks in the past of Eurasia; passion for poetry; a landmark on the culture of India and Iran; superficial view of Islam. We consider objective factors to be: an unexpected

invitation to participate in a world tour with a crown prince. As a result, the notes had to be finalized hastily, after returning, which is noticeable in the text. It remains to be regretted that interference from above distracted the scientist from promising finds in the orbit of the Great Steppe.

However, Ukhtomsky studied additional literature, refers to the work of Radlov, for example. The brochure contains ethnonyms, hydronyms and political names of Central Asia. The author spends a deep thought about the migration of Hajj members from the region to Arabia, after Russian colonization. Inherent ability to abstract Ukhtomsky gave notes a special value. A book has been written with respect to local cultures, but at the same time, there is little information about nomads, which is explained by the inaccessibility of the area.

The fact itself, Chingizid visited the places where the horse of his famous ancestor, the shaker of the Universe, set foot, should have inspired the researcher. His fascination with Buddhism attracted the author to the Kalmyks; sympathy for their fate is noticeable at the beginning of the book.After the revolution, E.E. Ukhtomsky left Petersburg for TsarskoyeSelo, where he lived alone in his son's house, earning his living in translations. After the death of his son, he wrote a letter to the historian S.P. Platonov (November 10, 1919) with a request to “present me with the opportunity to work on the archival part and save half-finished books from the destruction”. (Биография…).

According to a certificate issued in 1920, E.E. Ukhtomsky was a guardian assistant at the Far Eastern Branch of the Russian Museum, a researcher at the Academy of History of Material Culture, as well as an employee of Pushkin House, the Museum of Anthropology and the Russian Committee for the Study of Asia.

The fate of foreigners in the Russian Empire was not always cloudless. If we recall the biography of Chingizids: Kazakh Shokan Ualihanov, Khakas N.F. Katanov, Buryats Dorzhiev and Badmanov, they managed to contribute to enlightenment during their lives. Another descendant of Genghis Khan, UkhtomskyEsper, paved the way for the study of Eastern beliefs, at a minimum. Exploring Turkestan (Turan), on his trip to Bukhara, he kindly speaks of Kyrgyz (Kazakhs).

In the work of 1891, the author demonstrates deep knowledge in the history of Maverannakhr and Turan, adjacent to them in China. The Arab conquests and the imposition of Islam also did not escape his careful search. If Ukhtomsky had created favorable conditions for the study of Central Asia, world oriental studies would have acquired good work, since, in fact, he came close to Weber’s sociological method.Thus, the methodology of Ukhtomsky E. turned out to be parallel to the methods of the German sociologist; in a sense, the orientalist Ukhtomsky even outstripped M. Weber's publications, but fate did not allow him to end his hypotheses.

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ВЕЛИКАЯ СТЕПЬ В ПУТЕВЫХ ЗАМЕТКАХ ПОТОМКА ДЖУЧИ ХАНА, XIX в.

Аннотация. Целью нашего исследования являлся анализ текста полузабытого произведения востоковеда Ухтомского Е., посетившего Центральную Азию в XIX в. Задача исследования состояла в определении значения и места данной книги, в числе других научных работ, выполненных в жанре cut-up, или путевых заметок. Актуальность темы обоснована Государственной программой «Руханижаңғыру». Предметом исследования явились оригинальные научные гипотезы автора о роли и месте этносов, в том числе тюркоязычных народов региона, в истории Евразии и мира.Практическая и научная значимость исследования заключается в анализе трудов Ухтомского, на материалах зарубежной историографии последних лет, впервые в Казахстане. Результаты исследования можно применять в вузовской подготовке историков, востоковедов, культурологов. Методы исследования соответствуют научной отрасли: принцип историзма; анализа и синтеза; компаративный; идентифи-кации источников; количественный и качественный; синхронизации и т. д. Нам потребовался сравнительный анализ, чтобы сравнивать тексты и датировку ряда событий, связанных с поездками Ухтомского Е., оценки его политической биографии. Принцип историзма позволил выявить высказанные им оригинальные гипотезы о миграциях из региона на Ближний Восток.

Ключевые слова: Степь, Ухтомский, методология, история, миграции

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ҰЛЫ ДАЛА ЖОШЫ ХАН ҰРПАҒЫНЫҢ САЯХАТ ЖАЗБАЛАРЫНДА, XIX ғ.

Аннотация. Зерттеудің мақсаты – XIX ғ. Орталық Азияға келген ресейлік шығыстанушы Ухтомскийдің ұмытылған жұмысының мәтінін талдау. Зерттеудің тұрғысынан осы кітаптің орны, және саяхат жазбаларында жасалған басқа да жұмыстардан ерекшелігі анықталды. Тақырыптың өзектілігі «Рухани Загыру» Мемлекеттік бағдарламасының

орындалуынанегізделген. Зерттеудің ішінде Еуразия және әлем тарихында, этникалық топтардың, түркітілдес халықтардың рөлі мен орны, туралы автордың түпнұсқа ғылыми гипотезасы дәлелденді.Жұмыстың практикалық және ғылыми маңызы - Қазақстанда алғаш рет Ухтомскийдің еңбектерінің, соңғы жылдары жарық көрген шетелдік тарихнамалармен салыстырмалы талдауында. Зерттеуіміздің нәтижелері тарихшылар, шығыстанушылар мен мәдениеттану мамандықтар дайындау бапһрысында университеттің оқу үрдісінде қолданылуы мүмкін. Зерттеу әдістері салаға сәйкес: историзм принципі; талдау және синтездеу; салыстырмалы; көздерді сәйкестендіру; сандық және сапалық; синхрондау және т.б. Бізге мәтіндерді салыстыру үшін және Ухтомскийдің сапарымен байланысты бірқатар оқиғаларды, талдау кезінде, оның саяси өмірбаянын бағалау үшін салыстырмалы әдіс қажет болды.Тарихи дістік принципі Орталық Азиядан Таяу Шығыстан көшіп-қонуға қатысты айтылған бастапқы гипотезаларды анықтауға мүмкіндік берді.

Түйін сөздер: Дала, Ухтомский, әдіснама, тарих, көші-қон.

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TO THE QUESTION OF THEORETICAL BASIS OF THE ROMANO-GERMANIC LEGAL FAMILY

Abstract. The development of Kazakhstan's society in the modern period is inevitably associated with the internationalization of political, economic, cultural life, at the turn of the XX-XXI centuries. There was an intensive development of international relations, their quantitative growth and, as a result, a transition to a qualitatively new state, which is characterized by the increasing complexity of the system of transnational economic relations. In this regard, the leading trends in the development of the world economy are internationalization, globalization of world economic life and international economic integration. The most important aspect of international cooperation of states means a whole expansion of the international economic relations. There is an active process of institutionalization of new economic realities, expressed in the development of existing and the formation of new economic blocs, unions, organizations, as well as in the development of various levels of international treaties, entities.Globalization processes have shown an inability to form a fair world order, the existing injustice in the world, since they are based on the formally voluntary acceptance by all countries of the established system of organizing commodity production. At the same time, globalization demonstrates the inability of many states to build a democratic society and at the same time ensure an effective economic system.

Keywords: legal system, legal family, codification, canonical law, code, continental legal family, Roman law, doctrinal forms, reception of the Roman law, legal technique.

To the Romano-Germanic legal family are relegated the legal systems which arose in continental Europe on the basis of Roman, canon, and local legal traditions.

Concept of Romano-Germanic Legal Family. The Romano- Germanic legal family comprises legal systems created with the use of the Roman legal heritage and combining a common structure, sources of law, and similarity of conceptual and legal apparatus.The Romano-Germanic legal family has a rather extended legal history. It was formed on the basis of the study of Roman law by Italian, French, and German universities created during the twelfth- sixteenth centuries on the base of Justinian's *Corpus juris,* a legal science common to many European countries. A process occurred which has been named the "reception of Roman law" [1, P.18].At first this reception took a doctrinal form: Roman law was not applied directly; however, its conceptual fund was studied, a rather refined structure, internal logic, and legal technique. Actually, Roman law is a nontransient value of the legal culture of mankind.

The term "Romano-Germanic" was chosen to give due to the joint efforts of the universities simultaneously of Latin and German countries. The term "continental law", and even more "civil law" used in English-language literature, gave rise to great criticism.

Forming of Romano-Germanic Legal Family. Romano-Germanic legal family historically was not the product of the activity of State power (in this it is distinctive from the forming of the English Common law), but was solely the product of a culture independent of politics. If this was to some extent true with respect to the early, doctrinal, stage of reception, it cannot be said of the next stage.

The forming of the Romano-Germanic legal family was subordinate to the common linkage of law with the economy and politics and cannot be understood without taking into account the complex process of the development of goods-monetary relations in the depths of mediaeval society, especially relations of ownership, exchange, initial accumulation, transition from extra-economic to economic coercion, and so on [2, P.23].

When in mediaeval Europe an economy in kind dominated and production for the market and trade were not widely practiced, there also was no need for Roman law. But as industry and trade - first in Italy and later in other countries - went beyond private ownership, the carefully worked-out Roman private law was restored and again acquired authority.

Roman law is the classic expression of vital conditions and conflicts of society in which private ownership is dominant. This conditioned the possibility of adapting Roman law to the goods-monetary relations developing in the depths of mediaeval Europe. Roman law is a finished law of simple goods production, and consequently - precapitalist; this law, however, consists of a large part of the legal relations of the modern era. It was that which urban dwellers needed during the period of the rise of cities and could not be found in local customary law.

The reception of Roman law led to the fact that during the Middle Ages the legal systems of European countries - their legal doctrine, legal technique - acquired a certain similarity. The influence of canon law also was to be felt.

The bourgeois revolutions changed the social nature of law, repealed mediaeval legal institutions, and transformed*lex* into the basic source of Romano-Germanic law.*Lex* was regarded as the most appropriate instrument for creating a unified national legal system in order to ensure legality in counterbalance to feudal despotism and arbitrariness. Law was an alternative to brute force, and the application of law, a war of all against all. Legal culture for all times and for all peoples helped peacefully resolve conflicts which arose.

The same circumstances which determined the important role for*lex* as the principal source of Romano-Germanic law conditioned the possibility and necessity for the codification of law. By means of codification, law leads to a system permeated by determined principles [3, P.17].

Codification imparts to law a certainty and clarity that significantly facilitates its practical use and is the logical culmination of the understanding of a legal norm and law as a whole that formed in continental Europe. Codification completes the forming of the Romano- Germanic legal family as an integral phenomenon. Especially significant was the role of French codification. The *Code Civil* also known as the Code Napoleon, of 1804 exerted a significant influence on the process of confirming the principles of Romano-Germanic law in many States of the European continent and beyond its limits. The reception of Roman law in Germany was extensively reflected in such great legislative monuments as the 1900 BiirgerlichcsGesetzbuch. Its foundation comprised that German law which already had assimilated the achievements of Roman law. The influence of Roman law told on the structure of the German civil code.

Thus, the Romano-Germanic legal family initially formed in continental Western Europe. The greatest contribution in the creation of this system, as the name thereof testifies, was made by the legal thought and legislation of France and Germany.

The Romano-Germanic legal family achieved the greatest refinement in the Code Napoleon and the BtirgerlichesGesetzbuch.

But the foundations of Romano-Germanic law were also formed by the professors of law at Bologna and other Italian universities, the codifiers of Spain and Portugal, and the works of Dutch scholars B. Spinoza, H. Grotius, and the Italian C. Beccaria, among others.

With the activity of universities is linked the important role of legal scholars and of theory and doctrine in the development of the law of European States. The professors of universities transferred to judges that part of modern Roman law they did not consider themselves to be the most competent interpreters of. The ultimate results of the development of Roman law were perceived by them - its ideological- theoretical, legal-technical achievements, the working out of a structure and a series of institutions of civil law [4, P.91].

Subsequently the European States carried over their own legal system to their colonial possessions in America, Asia, and Africa. Certain States voluntarily accepted the concepts, constructions, and even whole branch blocs from Romano-Germanic law.

Dissemination of Romano-Germanic Legal Family. At present the Romano-Germanic legal family encompasses the law of the countries of continental Western Europe, the overwhelming majority of the States of Central and South America (former colonies of Spain, Portugal, and France), the law of Japan, South Korea, Indonesia, Thailand, and certain other Asian countries. The legal systems of many African States, and also countries of the Near and Middle East, gravitate towards Romano- Germanic law. In the Afro-Asian region Romano-Germanic law is in complex interaction with Muslim and customary law.

The legal systems of the Scandinavian countries occupy a special position. The majority of investigators, proceeding from the system of sources of law existing in those countries, relegate the law of the Scandinavian countries to the Romano-Germanic legal family. Certain jurists consider Scandinavian law to have a specific commonality separate both from Romano-Germanic law and the Common law.

Thus, the Romano-Germanic legal family is older, more widespread, and more influential in the modern world than the legal family of the Common law, which English and American writers recognize [5, P.58].

Romano-Germanic Legal Familyconsists from Public and Private Law. In all countries of the Roman-Germanic legal family, legal science combines legal norms into the same groups. We refer to the dualism of law; that is, its division into private and public, and also the demarcation of the legal firmament into branches of law. The structures of law of all countries also may be in general and as a whole encompassed by a single scheme.

In all countries of the Romano-Germanic legal system the division of law into public and private is recognized. This division, of a very general character, is basically doctrinal but nonetheless remains an important characteristic structure of Romano-Germanic law. In the most general sense one may say that those branches and institutions which determine the status and procedure for the activity of State agencies and relations of the individual to the State are relegated to public law, and the branches and institutions regulating relations between individuals, to private law [6, P.17].

It should be stressed that the peculiarities of the Romano- Germanic legal family are to be discovered most fully in the sphere of private law. In the field of public law the specific nature thereof is manifested significantly less. Private (civil) law is, in the countries of the Romano-Germanic family, the foundation of the legal system. For this reason the jurists of England and the United States often call the countries of the Romano-Germanic legal family civil-law countries.

One significant distinction between public and private law is that a large part of private law has been codified, whereas public law consists principally of constitutional and other laws not having the character of codification.

System of French Law. The branches of public law in Franceare:

1. constitutional law, regulating questions affecting the forms and structures of the State, organizations of the State, its supreme agencies and parliament, executive power, and the participation of citizens in government;
2. administrative law, including norms regulating the organization of State agencies not deciding purely political and judicial questions and the conditions in which State agencies effectuate their rights and impose duties on inferior agencies;
3. financial law regulating State expenses and revenues (taxation, loans, monetary legislation);
4. public international law.

Private law includes:

1. civil law proper;
2. trade law, including maritime law;
3. civil procedure law;
4. criminal law. Although by its nature criminal law belongs to public law, by tradition it is relegated to private law since many of its provisions have been worked out for the defense of relations regulated by the last.

There are special branches of law where the norms of public and private law, in essence, are closely intertwined. The most important of them are:

1) labor law;
2) agricultural law;
3) laws on industrial property and author's right;
4) air law;
5) forestry law;
5. mining law;
6. insurance law;
7. transport law;
8. private international law.

Private international law determines the status of foreigners, considers conflicts of laws and jurisdiction in civil cases. Although traditionally it has been considered to be a constituent element of private law, certain questions affected by it, for example, the determination of nationality, are in essence part of public law.

Civil procedure law and criminal law sometimes are singled out as sanctioning law since they ensure the implementation of private law norms. This traditional view is contested by some scholars, who relegate determined branches - trade, maritime, agricultural, air, and labor law and laws on social security and so-called sanctioning law (criminal and civil procedure law) - to a separate group of "mixed laws". Another view exists according to which civil procedure law is more closely linked with public than with private law [7, P.48].

System of German Law. In Germany the division between private and public law is reflected somewhat more weakly than in France, being reflected, in particular, in a different, compared with France, organization and competence of general, administrative, and constitutional agencies. But in its general features the scheme is similar.

In German legal science the branches of public law are regarded
as:

1. constitutional law;
2. administrative law;
3. tax law;
4. criminal law;
5. criminal procedure law;
6. civil procedure law;
7. church law;
8. public international law.

The law regulating relations between State agencies is also called State law.

Private law is divided into civil law proper contained in the civil code and in auxiliary laws and the special part of private law. Trade law falls into this part, as do legislation on companies, laws on negotiable documents, author's right, competition, intellectual property (including patents), trademarks, utility models, and private international law. Sometimes labor law is considered to be an integral part of privatelaw, but in the majority of instances it is relegated to a domain *sui generis* which is not part of either private or public law.

In the majority of European countries the classification of branches of law reminds one of Germany (Switzerland, Spain, Austria). Italy and Belgium adhere to the French scheme, as does the Netherlands, subject to the reservation that civil procedure law and law on insolvent debtors constitute a formal part of private law as distinct from a substantive part of private law, to which civil and trade law proper belong.

Publicisation of Romano-Germanic Law. The intensifying administrative law activeness of State agencies also affected relations which previously were exclusively part of private law. Thus, in the domain of agrarian relations administrative-legal regulation exerts a significant influence on the use of ownership (or long-term lease) through the introduction of land zoning, compulsory servitudes, limitations on investment, establishment of production quotas, and so on. The State has intruded into the domain of contracts - previously a sphere of private law. The institution of an obligatory contract concluded at the instruction of State agencies has emerged. The conditions of an ordinary contract also may in a number of instances be established and prescribed of an administrative act, for example, the establishment of prices and quotas.

Simultaneously with the penetration of public law into the sphere of private law, the expansion of the group of State duties, especially in the domain of social and communal services, has given rise to the reverse trend - the application of institutions and means of private law when fulfilling public-law actions. The activities of public corporations and other industrial-trade formations of State origin testify to this [8, P.13].

National Legal Systems of Romano-Germanic Family: Similarities and Distinctions. To that common in the law of all countries of the Romano-Germanic family - the sources and structure of law - should be added another, especially a common conceptual fund, that is, the similarity of basic concepts and categories on which each legal system rests, more or less uniform legal principles, including those which determine the means of judicial activity.

Characteristic of the structure of the Romano-Germanic family
are:

- a high level of abstraction of the norms of law in comparison with a norm of Anglo-American law;
- the similarity of legal terminology, work methods of jurists, and system of their professional training;

(1) the predominance of material law over procedural;

(2) the existence of large acts of codification; that is, codes in the principal branches of law.

It is essential to draw attention to those characteristics common to all Romano-Germanic legal systems, but this does not exclude, of course, the fact that each of them has specific features.

The most material distinctiveness of national legal systems of countries of the Romano-Germanic family is to be traced in the field of administrative law. This is to be explained by the close link of that branch of law with the structure of agencies of State administration within the framework of administrative competence, which varies significantly in various countries. Administrative law is dependent upon the political and social dynamism of society more than many other branches of continental law. Finally, one should not overlook the very extensive scale of relations encompassed by that branch of law [8, P.14]. Having originated historically as "police law" called upon to secure public order, it later took under its jurisdiction virtually all spheres of State administration. The role of administrative law has especially grown under modem conditions.

The sources of Romano-Germanic Law: *Lex.* In the Romano-Germanic legal family an identical significance is imparted to various sources of law.*Lex* occupies the primary place in the system of sources of law of this family.

There are written *constitutions* in all countries of the Romano- Germanic legal family, whose norms are acknowledged to have the highest legal authority. Their authority also is manifest in the establishment by the majority of States of judicial control over the constitutionality of ordinary laws. Constitutions demarcate the law- creation competence of various State agencies and in conformity with that competence implement the differentiation of various sources of law.

Custom. The status of *custom* is distinctive in the system of sources of Romano-Germanic law. It may operate not only as*secundumlege* (in augmentation of law), but also *praetor lege* (in addition to law). Situations are possible when custom takes a position *contra lege*(against law); for example, in Italy in the law of navigation where maritime custom prevails over norms of the civil code. As a whole, however, with rare exception custom today has lost the character of an autonomous source of law [8, P.15].

Judicial practice. With regard to the question of *judicial practice* as a source of Romano-Germanic law the position of doctrine is somewhat contradictory. Notwithstanding this, one may conclude that it is possible to relegate judicial practice to the category of auxiliary sources. First of all, this affects "cassational precedent". A cassational court is the highest instance. Therefore, in essence, a "simple" judicial decision based, for example, on analogy or on general principles passing successfully through the cassational stage may be perceived by other courts when deciding similar cases as a *de facto* precedent.

Doctrine. In the system of Romano-Germanic law *doctrine* occupies a special place, working out basic principles for structuring that legal family. Doctrine plays an important role in the preparation of laws. It also is used in law enforcement activity (in the interpretation of laws).

Thus, the law of the countries of the Romano-Germanic family is characterized by a uniform scheme of a hierarchical system of sources of law, even though within the framework of that scheme a material displacement of accent is possible.

Codification of Law. Proceeding from the fact that one of the most characteristic general features of the Romano-Germanic legal family is the codified character of law and the codes themselves occupy a special place among the sources of law, we illustrate these specific peculiarities by using the example of codes or, more precisely, the example of civil codes.

Civil Codes. Upon close consideration it is apparent that the civil codes in the countries of the Romano-Germanic legal family differ materially. One of the most significant differences is the presence or absence of a General Part. There is a General Part in the 1896 German Civil Code which contains provisions applicable to all institutions of civil law. In the classical *Code Civil* of France there is virtually no General Part but merely a brief introductory chapter concerning publication and the operation and

application of laws in general, which is significantly broader than its civil-law aspect. Its norms are rather of a constitutional character. There are no such norms in the German civil code.

We consider on a comparative plane the system of sources of law of two countries - France and Germany. We recall that French law, on one hand, and German law, on the other, served as a model on the basis of which two legal groups within the Romano-Germanic legal family are singled out: Romano, in which Belgium, Luxembourg, Holland, Italy, Portugal, and Spain fall, together with France, and Germanic, which includes Austria, Switzerland, and certain other countries, together with Germany [7, P.49].

Within the Romano-Germanic legal family the group of Roman (or Romanist) law, which is strongly reflected in French law, is distinguished from the group of Germanic law.

French Law. France has a long legal history, but the foundation of its modern system of sources of law remains the codes of the Napoleonic era, of which we have spoken in detail above. It is generally recognized that notwithstanding numerous amendments, these codes are obsolete, and in the modern stage of its legal development (from the mid-twentieth century) the country has adopted an enormous number of legal acts lying outside the limits of traditional codification.

The basic approach to putting this mass of legal acts in order in France commenced with working out codes in the form of branch collections that included both legislative and subordinate acts. Certain of them encompass a complex of measures relating to two or several branches of law but regulate relations in a specific branch of industry, the economy, or culture.

Beginning from the 1950s, dozens of such codes were enacted which by their legal nature were consolidation acts of law in force. French jurists note two aspects which distinguish those codes from the Napoleonic codifications. First, these codes did not pursue the aim of "rethinking" the aggregate of norms of a particular branch of law, but rather were directed towards the logical regrouping of legislative acts and regulations already adopted.

This new form of codification weakened the principle of the supremacy of codes in its traditional understanding. The second blow to the prestige law was inflicted by the 1958 French Constitution, which overturned the "classical" distribution of competence between the legislative and executive branches. The Constitution enumerated the group of questions within the competence of parliament and thereby limited the sphere of its legislative activity. On the contrary, the competence of governmental authorities was materially enlarged, and so too was the weight and importance of its acts within the system of sources of law [7, P.50].

The Constitution of France did not determine the system of regulatory acts; however, in practice the following types of acts of executive power exist which correspond to the internal hierarchy of public authority: ordinances, decrees, decisions, decrees, circulars, instructions, and notices. The role of ordinances is important, and the trend towards eroding the distinctions between the legal force of a law and regulatory acts can be traced with particular clarity through them.

General principles of law also are recognized in the French legal system as an autonomous source of law. The role of general principles is especially important when there are material gaps in the legislative structure. Administrative courts and the Conseild'Etat by virtue of the uncodified nature of administrative legislation refer most often to general principles of law.

In French legal literature the sources of law are divided into two basic groups: primary (or basic) and secondary (additional). State normative acts fall into the first group. Judicial practice is relegated especially to the category of secondary (or additional) sources of law.

Judicial practice has played an important role in the development of French law, and modern legislative practice opens an even wider road for law-creation in the form of individual and general norms. From a mere interpreter of the law and unifier of own decisions - the role allotted to judicial practice by the theory of separation of powers - judicial practice today has been transformed into a source of French law (albeit additional, in the view of French writers). A judge, although not obliged to strictly follow existing practice, also retains to a certain extent the freedom of decision but nonetheless is under the strong influence of the authority of prior judicial decisions [7, P.51].

German Law. In Germany, as in France, codes are the backbone, the basis, of prevailing law. As in France, they are old, constantly changed, especially after the Second World War, when innovations introduced during the era of Nazism were excluded. However, a significant part of the changes in the law of Germany, in comparison with the prewar days, including the Weimar Republic, were made not through the codes, but with the assistance of special laws regulating various spheres of the life of society.

Unlike France, the 1949 Basic Law of the Federal Republic of Germany did not recognize for executive power the right to autonomously regulate power and prohibits the practice of decree-laws. Governmental and other subordinate acts in Germany may be issued only within the framework of the execution of laws, although in practice exceptions from this rule are encountered. Germany does not have consolidated codes of the "new type" analogous to those in France.

The role of custom in the private law of Germany is approximately the same as in France. It has significance in a narrow sphere not embraced by codification.

As regards public law, here its role is lesser than in France, as a result, first, of broader constitutional law regulation in the sphere of the operation of State law and, second, the fact that State structures of Germany have not so significant a role as in France, where the role of historically-formed usages in the sphere of constitutional law are more significant.

Judicial practice, as in France, has acquired in Germany the character of a source of law when some legal problem is unequivocally affirmed when deciding a number of analogous cases and the decision is confirmed by the authority of the highest judicial instance. However, one may speak about a more or less complete coincidence of the situation in both countries only with respect to the general judicial system.

As regards administrative law, inasmuch as in Germany it has been worked out in a legislative procedure significantly more extensively than in France, the role of judicial practice is correspondingly, in this domain, is not so significant.

Especially great differences are to be discovered in connection with the serious role which the Constitutional Court of Germany plays in State structures. Its decisions are a source of law which stands equally with a law. Its interpretation of laws is binding upon all agencies, including the courts. If an ordinary court when considering a case has doubts as to the constitutionality of the norm subject to application, it suspends the case, applies with a request to the Constitutional Court, and then decides the case in accordance with the opinion of the last.

In the conclusion we would like to note, that the Romano-Germanic Law is the base of the national legislation of the Republic of Kazakhstan and the reforms of the legal system, the democratic elections, protection of human rights and freedoms show the way of democracy in our country.

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РОМАНО-ГЕРМАНДЫҚ ҚҰҚЫҚ ЖАНҰЯСЫНЫҢ ТЕОРИЯЛЫҚ БАСТАУЛАРЫ МӘСЕЛЕСІНЕ

Аннотация. Романо-германдық құқық жанұясына жататын құқықтық жүйелер ең бірінші континентальды Европада көнегрек құқығы негізінде, сонымен қатар канондық жергілікті құқықтық әдеттерде пайда болды. Басқаша айтсақ олар Рим құқығының жалғасы болып табылады, сонымен қатар осы құқықтың басқаша жағдайларға эволюциялық ыңғайлануының жемісі. Бұл жүйелерде басымдық рольге заңға орын берілген, бірінші кезекте романо-германдық құқықтық жанұясының кодексіне басымдық беріліп, бұрынғыконтинентальды Европа елдеріндегі құқықтарға көңіл аударылып, содан кейін барлық Латын Америкасына, көпшілік жағдайларда Африканың көптеген елдеріне және Шығыс елдері мен Жапонияға тарады. Бұл процесстің себебі көптеген Европа елдерінің колонизаторлық әрекеттерімен түсіндіріледі, сонымен қатар XIX ғасырдағы осы елдердегі кодификацияның жоғарғы дәрежесіне де байланысты, осы елдердің өзіндік құқықтарын қалыптастыруға әсер етті.Континентальдық құқықтық жүйенің қалыптасуы мен дамуы тарихы ұзақ уақытта жүзеге асты. Оны жүзеге асыру Рим құқығыны негізінде Италиялық, Француздық, Германдық университеттерде жасалып, XII-XVI ғасырлардағы Еркіндік заңдарының Юстиниандық бағытының негізінде қаланды, жалпы Европалық заң ғылымын қалыптастыруға әсеретті. Бұл бағытта басты роль Италиядағы Болон университетіне иелі болды.Юстинианның кодификациясы өте түсінікті түрде жазылған шіркеу қызметкерлерінің тілінде жасалды, ол ғалымдар қолданатын латын тілі болатын. Рим құқығы ертедегі дүниенің ең күшті өркениеті болып есептелетін Батыс Европа мен Қиыр Шығыста және Африка елдерінде үстемдік құрды.

Түйін сөздер: құқық жүйесі, құқық жанұясы, кодификация, канондыққұқық, кодекс, континентальды құқықтық жанұя, рим құқығы, доктринальды формалар, рим құқығы рецепциясы, заңгерліктехника.

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К ВОПРОСУ О ТЕОРЕТИЧЕСКИХ ИСТОКАХ РОМАНО-ГЕРМАНСКОЙПРАВОВОЙ СЕМЬИ

Аннотация. К романо-германской семье относятся правовые системы, возникшие первоначально в континентальной Европе на основе древнеримского права, а также канонических и местных правовых обычаев. Они как бы

продолжают римское право, являются результатом его эволюции и приспособления к новым условиям.Господствующая роль в таких системах принадлежит закону и, в первую очередь, кодексу.Романо-германская правовая семья, существовавшая первоначально в странах континентальной Европы, затем распространилась на всю Латинскую Америку, значительную часть Африки, страны Востока, Японию. Этот процесс объясняется колонизаторской деятельностью многих европейских стран, а также высоким уровнем кодификации в этих странах в XIX в., которую можно было использовать, как образец для создания собственного права.История создания и развития континентальной правовой семьи довольно длительна. Она сложилась на основе изучения римского права в итальянских, французских и германских университетах, создавших в XII-XVI вв. на базе Свода законов Юстиниана общую для многих европейских стран юридическую науку. Главная роль принадлежала Болонскому университету в Италии. Кодификация Юстиниана была изложена доходчиво и просто, на языке, которым пользовались и церковники, и ученые, - на латыни. Римское право было создано одной из самыхмогущественных цивилизаций древности, которая простирала свои границы практически на всю ЗападнуюЕвропу, атакжеБлижнийВосток, страныАфрики.

Ключевые слова: правовая система, правовая семья, кодификация, каноническое право, кодекс, континентальная правовая семья, римское право,доктринальные формы, рецепция римского права, юридическая техника.

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PLACE OF TOURISM IN THE ECONOMY OF THE REPUBLIC OF KAZAKHSTAN AND ANALYSIS OF ITS COMPETITIVENESS

Abstract. The article examines the current level of competitiveness in the sphere of tourism of Kazakhstan. The tourism industry has agreat potential for development in the Republic of Kazakhstan, contributing to the GDP growth, which determines the relevance and necessity of increasing the level of its competitiveness. An increasing number of tourist destinations are opening around the world and investing to the tourism industry is growing as well, which turns it into a key driving force of social and economic progress through the creation of new jobs and enterprises, boosted export earnings and infrastructure development.

Over the past six decades, world tourism has demonstrated steady growth and diversification, becoming one of the largest and fastest growing sectors of the economy in the world.

Kazakhstan, possessing unique natural resources, cultural heritage, historical monuments, including those located along the Great Silk Way, can harmoniously integrate into the international tourism market and achieve its intensive development, which will ensure steady growth in employment and the development of related industries, increasing income and the influx of investment to the national economy. To implement this process, it is necessary to increase the competitiveness level of the domestic tourism industry.

Keywords: tourism industry, tourism competitiveness, marketing, branding, innovation.

From the point of view of the fundamental economy, tourism is an economic complex, the development of which is largely due to world economic processes and relations, rather than immanent (internal) reasons. Nevertheless, tourism is also an important catalyst for the economic growth of many rapidly developing countries, since it acts as a channel for redistributing the gross national product between countries, which is not accompanied by export (import) of goods and services. In other words, if tourists not only take out part of the money earned in other industries, they also create new jobs in other countries.

Modern tourism as an economic phenomenon [1]:

1. has an industrial form;
2. acts as a tourist product and services that can not be accumulated and transported;
3. creates new jobs and is often a pioneer in the development of new areas and a catalyst for the accelerated development of the national economy;
4. acts as a mechanism for the redistribution of national income in favor of countries specializing in tourism;
5. is a multiplier of the national incomegrowth, employment and development of local infrastructure and growth of living standards of the local population;
6. characterized by a high level of efficiency and rapid return on investment;
7. acts as an effective means of protecting nature and cultural heritage, since it is these elements that form the basis of its resource base;
8. compatible with almost all sectors of the economy and human activities, since it is their differentiation and discreteness that creates the potential difference of the recreational environment, which causes the needs of people to change places and cognition.

improving tourist services. Under these conditions, the role of marketing in the activities of tourist firms in Kazakhstan and especially of its element as a competitive analysis, aimed at finding the competitive advantages of each tourist enterprise operating in a competitive market, is increasing.

The competitiveness of the national tourism industry, its place in the national economy, the degree of ambition of the economic strategy and policy is determined by the economic potential of the country, which includes natural resource, human (labor), production, scientific and technical (innovation), investment potentials.

Rating assessments of international organizations, national and international statistics, reports on adopted and planned measures of state bodies to improve the competitiveness of Kazakhstan, scientific publications were employed in order to determine the competitive position of tourism in Kazakhstan.

To determine the competitiveness of the tourism industry, the results of a number of international ratings are used. In the world, the most recognized and respected competitiveness rating is biannual Report on Global Competitiveness [2, 3, 4].

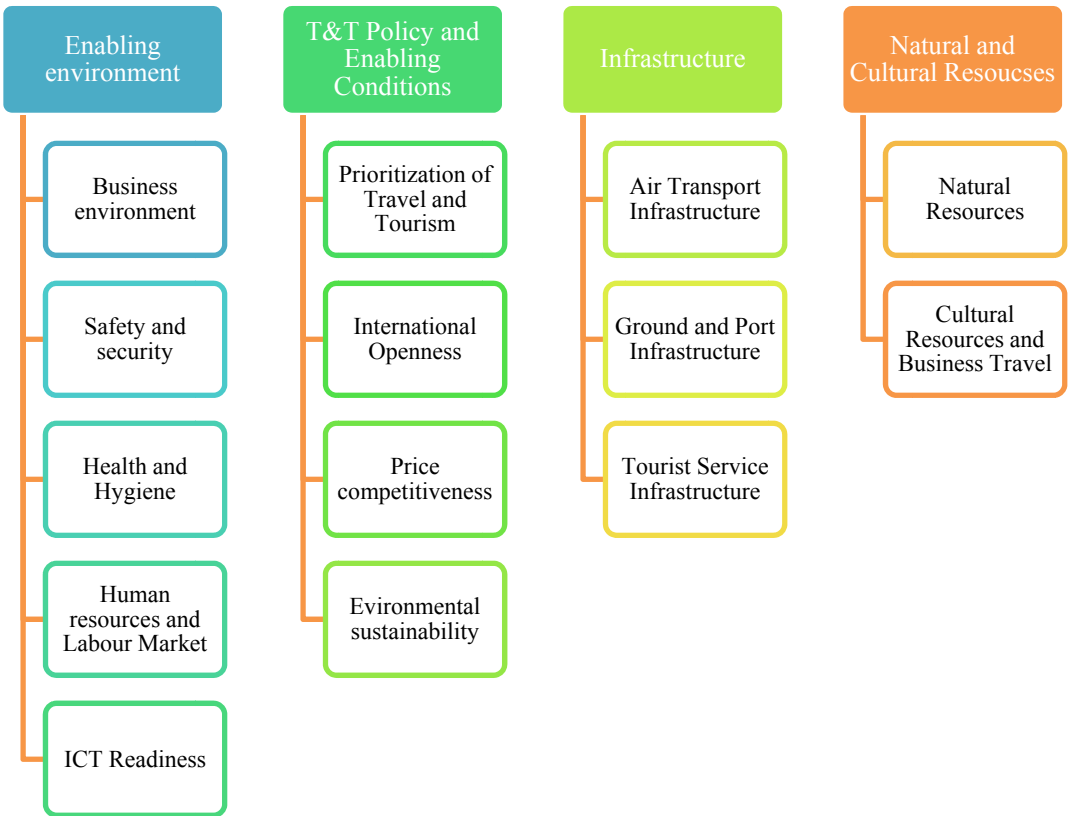
The Travel & Tourism Competitiveness Index (TTCI) -2013 contains a record 140 economies.

The Travel & Tourism Competitiveness Index (TTCI) -2015 contains a record 141 economies.

The Travel & Tourism Competitiveness Report 2017 covers profiles for all of the 136 economies under the study, providing extensive data on global rankings considering 90 indicators according to the TTCI methodology.

Additionally, a number of industry experts' contributions are included there.The data tables representing global rankings and scores for all indicators provide an insight on the global situation of the most relevant tourism and travel measures available. Through the detailed assessments of the T&T globally across numerous destinations, the rankings can be utilize by any stakeholders to ameliorate the industry's competitiveness in respective national economies. It also allows the authorities of the countries to monitor their progress in various areas measured over time.

The TTCIconsists of4 sub-indexes, 14 pillars, and 90 individual indicators, distributed among the different pillars (Figure 1).



Note - compiled by the author based on the source [2]

Figure 1 - Travel and Tourism Competitiveness Index 2017 Index

The Travel & Tourism Competitiveness Index (TTCI) was first published in 2007,it measures "the set of factors and policies that enable the sustainable development of the Travel & Tourism sector, which, in turn, contributes to the development and competitiveness of a country".[2, 3, 4]

The TTCI has been developed under the aegis of the World Economic Forum's Industry Program for Aviation, Travel and Tourism, in intense collaboration with such data partners as: Bloom Consulting, Deloitte-STR Global, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO) and the World Travel & Tourism Council (WTTC); as well as partners in the industry community, namely AccorHotels, Amadeus, AirAsia, Emirates, Etihad Airways, Gulfstream, HNA, Hilton Worldwide, Iberostar Group, Intercontinental Hotel Group, Jet Airways, Jumeirah, Marriott International, SAP/Concur, SpiceJet, Swiss/Deutsche Lufthansa and VISA.

Let us discuss the sub-indexes and respective pillars of the TTCI.

The Enabling Environment sub-index covers the general conditions necessary for operating in a destination, it includes five pillars, namely:Business Environment; Safety and Security; Health and Hygiene; Human Resources and Labor Market; ICT Readiness.

The next sub-index, Policy and Enabling Conditions, captures relevant policies or strategies that have direct impact on the T&T industry:Prioritization of Travel and Tourism; International Openness; Price Competitiveness; Environmental Sustainability.

The Infrastructure sub-index contains data on the quality and availability of physical infrastructure of each destination, including:Air Transport Infrastructure; Ground and Port Infrastructure; Tourist Service Infrastructure.

The Natural and Cultural Resources sub-index captures the principal drivers/motivations of travel:Natural Resources;Cultural Resources and Business Travel.

Spain maintains its 1st place globally in the global T&T competitiveness index for the second consecutive year. The success of the country can be attributed to its unique offer of both cultural (2nd) and natural (9th) resources, combined with sound tourism service infrastructure (2nd), air transport connectivity (9th) and strong policy support (5th).

According to the World Economic Forum, in 2015, Kazakhstan took the 85th place in the ranking, rising by 3 points. In 2017, the country again strengthened its position, rising by another 4 lines in the global tourism competitiveness index.

The ranking of the post-Soviet countries as of 2017 is represented in Table 1.

N	Country	Rank
1	Estonia	37
2	Russia	43
3	Latvia	54
4	Lithuania	56
5	Georgia	70
6	Azerbaijan	71
7	Kazakhstan	81
8	Ukraine	88
9	Tajikistan	107
10	Kyrgyzstan	115

Note - compiled by the author based on the source [2]

Table 1 - The ranking of the post-Soviet countries as of 2017

According to WEF experts, in 2017 Kazakhstan occupies the strongest positions in the rating in the development of information and communication technologies (52nd place), in safety and security (58th place) and in a favorable business climate (36th place). In terms of price competitiveness, Kazakhstan ranks 8th among 136 countries.

By the quality of tourist infrastructure (hotels, resorts, entertainment facilities) Kazakhstan occupies 97th place. Experts also appreciated the openness of the country for international travelers (113th place).

Among the criteria by which openness was evaluated are visa requirements. According to this indicator, Kazakhstan ranks 114th in the world out of 136. According to the concluded air service agreements, the country ranked 121st.

As separate criteria for this position, WEF experts evaluated government expenditures on tourism development (46th place made up% of total budget expenditures compared to other countries) and marketing and branding efficiency in promoting the country as a tourist destination (102nd place).

According to the ecological situation (sustainability of ecosystems), the country ranked 99th. In the category "Health and Hygiene" Kazakhstan ranks 8th in the world. The authors of the rating explain this high result by the presence of a large number of doctors and hospital beds, as well as the absence of malaria cases.

Table 2 contains information on general indicators, such International tourist arrivals and receipts, as well as summarized information on all pillars constituting to the TTCI report.

Table 2 - Kazakhstan's position in the WEF TTCI -2013, 2015, 2017 rankings in the context of general factors

Indicator	2013	2015	2017
International tourist arrivals	4 093 000	4 926 000	4 559500
International tourism inbound receipts	US $ 1,208.5 million	US $1,344,0 million	US $1,533.6 million
Average receipts per arrival	-	US $272,8	US $336.4
T&T industry GDP % of total	US $2,784.7million	US $3,503,2 million	US $3,077.5 million 1.6%
T&T industry employment % of total	374 000 jobs 4.5%	137 500 jobs 1.6%	150,585 jobs 1.7%
International Openness	-	124	113
Prioritization of Travel & Tourism	90	84	93
ICT readiness	48	48	52
Human resources and labour market	71	37	47
Health and hygiene	3	7	6
Safety and security	99	72	58
Business environment	99	44	36
Environmental sustainability	124	91	99
Air transport infrastructure	82	76	71
Ground and port infrastructure	80	102	91
Tourist service infrastructure	87	81	97
Natural resources	120	111	92
Price competitiveness	73	49	8
Cultural resources and business travel	117	101	75
Rank	88/140	85 / 141	81 / 136
Score	3.8	3.5	3.6

Note - compiled by the author based on the source [2, 3, 4]

During the period covered by 3 reports on TTCI, the number of International tourist arrivals to Kazakhstan has increased, which led to the growth of international tourism inbound receipts.

According the Table, Kazakhstan has the weakest competitive positions in the following pillars:

- International openness (113)
- Environmental sustainability (99)
- Tourist service infrastructure (97)
- Prioritization of Travel and Tourism (93)
- Natural resources (92)
- Ground and port infrastructure (91)
- Cultural resources and business travel (75)
- Air transport infrastructure (71).

State support of tourism is a prerequisite for the sustainable development of the industry. International experience shows that active government policies aimed at creating conditions for the development of tourism infrastructure, attracting private investors, creating a regulatory legal framework that provides favorable economic conditions for the activities of tourism industry entities, allow the tourism industry to occupy an important place in the socio-economic development of the country [5].

Also, world experience suggests that countries that are actively developing tourism, devote significant budget funds to the implementation of national projects and programs, providing their citizens with tourist servicesof high quality.

The main reasons that impede the accelerated development of tourism in Kazakhstan include:

1) insufficient development of engineering, transport and social infrastructure in places of tourism, inaccessibility of tourist facilities, low level of service in tourist places, insufficient quantity and quality of service of objects of roadside infrastructure;

2) lack of qualified personnel in the field of tourism, including the academic nature of education, some isolation of educational programs from the requirements of the labor market, production needs, expectations of employers, etc.;

3) visa and migration formalities;

4) insufficient coordination of interested state bodies for the implementation of an integrated approach in the development of the tourism industry, including cultural and sports activities;

5) weak marketing and branding;

6) low investment attractiveness.

Analyzing the change in the main economic indicators of tourism development, we can conclude that the potential of Kazakhstan tourism is not fully realized, since the development of the tourism industry directly depends on the creation of a modern competitive tourist complex, including natural and climatic conditions, tourist attractions, necessary infrastructure.

The creation of a modern competitive tourist complex is able to makesignificant contribution to the development of the country's economy through tax revenues to the budget, the inflow of foreign currency, increasing the number of jobs, as well as ensuring control over the conservation and rational use of cultural and natural heritage.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ЭКОНОМИКАСЫНДАҒЫ ТУРИЗМНІҢ ОРНЫ ЖӘНЕ БӘСЕКЕ ҚАБІЛЕТТІЛІГІН ТАЛДАУ

Аннотация. Мақалада қазақстандық туризмсаласындабәсекеге қабілеттіліктің қазіргідеңгейіталданады. Саланың бәсекеге қабілеттілікдеңгейінжоғарылату қажеттілігінің маңыздылығыЖІӨ өсуінеықпалетеді және ҚазақстанРеспубликасындадамудың үлкен әлеуетібар. Әлемдетуристік бағыттардың көптеген бағыттары ашылуда, сонымен қатар, туризм индустриясындағы инвестицияның артуында орын алып, әлеуметтік-экономикалық дамуға жаңа жұмыс орындарын және кәсіпорындарды ашумен жылжытушы күштің кілті ретінде және экспорттың кірісін және инфрастурктураның дамуына әсер етуде.

Соңғы он жылдықта әлемде туризм экономиканың ең ірі және тез өсетін секторына айналып, тұрақты өсіп және диверсификациялануда.

Қазақстан ерекше табиғиресурстарға, мәденимұраға, тарихиескерткіштерге бай, соның ішіндеҰлы Жібек жолы тұсында орналасқан мәденті иелене отырып, халықаралық туристік нарыққа бірігуіне болады және жек дамуға тұрақты қарқынды аралас салалардың дамуына жетуге, Ұлттық экономикаға инвестицияның ағылуына алып келуіне болады. Ол үрдістің болуы үшін Отандық туризм индустриясының бәсекеге қабілеттілігінің деңгейін көтеруіміз қажет.

Түйін сөздер: туризм индустриясы, туризмнің бәсекеге қабілеттіігі, маркетинг, брендинг, инновация.

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МЕСТО ТУРИЗМА В ЭКОНОМИКЕ РЕСПУБЛИКИ КАЗАХСТАН И АНАЛИЗ ЕГО КОНКУРЕНТОСПОСОБНОСТИ

Аннотация. В статье анализируется современный уровень конкурентоспособности в сфере туризма Казахстана. Индустрия туризма имеет большой потенциал развития в Республике Казахстан, способствуя росту ВВП, что определяет актуальность и необходимость повышения уровня ее конкурентоспособности. По всему миру открывается все больше туристических направлений, а также имеет место увлечение инвестиций в индустрию туризма, что превращает ее в ключевую движущую силу социально-экономического прогресса за счет создания новых рабочих мест и предприятий, увеличения экспортных доходов и развития инфраструктуры.

За последние шесть десятилетий мировой туризм продемонстрировал устойчивый рост и диверсификацию, став одним из крупнейших и наиболее быстрорастущих секторов экономики в мире.

Казахстан, обладая уникальным и природными ресурсами, культурным наследием, историческим и памятниками, в том числе расположенными вдоль Великого шелкового пути, может гармонично интегрироваться в международный туристический рынок и добиться его интенсивного развития, что обеспечит устойчивый рост занятости и развитие смежны хотраслей, увеличение доходов и приток инвестиций в национальную экономику. Для реализации данного процесса необходимо повышать уровень конкурентоспособности отечественной индустрии туризма.

Ключевые слова: индустриятуризма, конкурентоспособностьтуризма, маркетинг, брендинг, инновации.

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LINGUISTIC AND CULTURAL EXPERIENCES OF KAZAKHSTANI STUDENTS IN EUROPEAN UNIVERSITIES

Abstract. Since 2012, Zhetysu State University has organized student mobility by establishing cooperation with different European universities. We have already analyzed the experiences and strategies of these pioneer students, who went to Poland, South Korea or China (Seidikenova, 2014), by identifying difficulties encountered by the first generation because of this "improvised" mobility, due mostly to a lack of time and a lack of experience of the various concerned actors (administrativeand students, Seidikenova, 2015). The Service of International Relations took into account the difficulties met by these students and organized a more “prepared” mobility, a sort of “framed” mobility, by proposing a few adjustment measures. In this present article, we will analyze, through biographical interviews, the experiences and strategies elaborated by the second-generation students having studied in Hungary, Spain, Czech Republic, Slovakia). We will try to distinguish in their testimonials if the obstacles met by the first generation and if the few measures taken by the administration have had some impact (or not) on their linguistic, academic, social, cultural immersion abroad.

Key words: actors of mobility; prepared mobility vs improvised mobility; difficulties and strategies; impact of the experience.

1. Introduction

1.1. A new mobility policy in Kazakhstani universities

Wishing to be open up to Europe and more broadly internationally, Kazakhstan joined the Bologna process in 2010. The Bologna process is not based on an intergovernmental treaty. It is up to each country and its university community is to decide whether to endorse or reject its principles, but again, the decisions of the universities cannot ignore the impact of competition that is developing in the context of globalization. Let’s recall the main objectives of the Bologna Declaration:

-adoption of a system of easily readable and comparable degrees;
-adoption of a system that is essentially based on 2 main cycles, before and after license;
-establishment of a credit system, such as the ECTS system;
- promotion of mobility: free movement of students, teachers, researchers and administrative staff;
-promotion of European cooperation in quality assessment;
-promotion of the European dimension in higher education.

Language proficiency does not appear in the general objectives of this Declaration. However, the mobility of students, teachers, researchers and administrative staff presupposes a minimum of multilingual skills. (Blons-Pierre, 2012: 14). Language, or rather languages, are the forgotten ones of mobility programs [1].

«In Europe there is another system - ECTS (European Credit Traster’s System) which has arisen as the pilot ERASMUS project and undergone experimental testing within 6 years (from 1989/90 to 1994-95 academic year). In its 145 higher education institutions participated in the countries of Europe.Creation of the European higher education area is defined in the Sorbonne and Bologna declaration. It is directly

specified in the Bologna declaration on creation "the systems of the credits – such as ECTS". Also it is specified: "The credits can be utilized within the education which is not the highest including education during all life on condition of recognition of the appropriate educational programs by the universities»[2].

The adoption of the Bologna Process and the entry into the European Research Area have marked a major step in the opening of Kazakhstani society and have involved the total renovation of its educational and especially academic system to achieve the objectives set by Bologna (Giraudet, 2011: 1)[3]. Indeed, the Ministry of Education and Science of Kazakhstan has focused on changing the higher education system by promoting international exchanges and by asking universities to offer new courses, especially in English, for the recognition of solvent diplomas in a global labor market. The other objective of implementing these mobility programs was to expand cooperation and cope with competition between higher education institutions.

In March 2012, the Ministry of Education and Science donated money to universities to organize these exchange programs. In response to this demand for internationalization, the universities have urgently implemented an exchange program, seeking partner institutions and signing bilateral agreements, while rethinking the offer of training courses and programs, and certifications with a view of creating joint degrees. In addition, the problem of Kazakhstani universities was to find students who speak a foreign language well and have the IELTS or TOEFL certificate but also who have a little experience abroad. In spite of all these initial handicaps, the universities managed to send in 2012 the first students to study for a long time[4].

1.2. The purpose of our article

These mobilities have proved to be a unique opportunity for Kazakh students to get experience for the first time abroad, to discover other cultural horizons as part of their studies. However,not all the administrative, financial, academic, linguistic conditions, etc. seemed to be able to cope with the difficulties encountered by these students during the long study stay in the partner university. This is what we were able to demonstrate in the analysis of our biographical interviews conducted with the first students of Zhetysu State University on their return. The administration of this university has taken these results into account and has put in place new methods of information and transmission of these first experiences for the following promotions in three forms:

- it changed the eligibility criteria. Only students, who have the IELTS certificate in English (with grade 5,) will be able to enter and participate in the competition.
- the University's International Relations Department has produced newsletters for future mobility applicants;
- the students on their return organized on a voluntary basis seminars to provide information and transmit their experience to the students who wanted to apply and live in their turn this long immersionexperience.

After asking about the consequences of the organization of an "improvised" mobility experienced by students and administrators in the rush, this time we are interested in a departure abroad that seems better "prepared", even more "framed". In this article, we will focus more specifically on the experience of the second shift of students sent in 2013-2014 by Zhetysu State University and their respective stay in Poland, Spain, Hungary, the Czech Republic and Spain. In Slovakia.

2. MULTIPLE MOBILITY AND MOBILITY CAPITAL: A NEW PARADIGM

What is important to note is that the "democratization" of student mobility has profoundly changed academic institutional practices and personal student practices.

As far as academic mobility is concerned, the emphasis is on movement but also on the changes, it induces. Thus, the mobility stay is both an issue and a means to increase Personal Capital and resources, to increase the professional opportunities of individuals in the international as well as national labor market. These mobilizations also have an educational objective, by facilitating the access of candidates to international resources, acquiring of other disciplinary knowledge and academic knowledge, while giving them the opportunity to practice foreign languages acquired and the learning of others, to be sensitized to different socio-cultural practice, to build an awareness of diversity, etc.

For Elizabeth Murphy-Lejeune (2003), mobility is not only a geographical process but also a linguistic, social, psychological, professional and cultural mobility experienced at the individual level

(Murphy-Lejeune, op.cit.:16), a source of personal enrichment[5]. This is the version of the optimistic mobility. But mobility is also the loss of a place of origin, of a familiar socio-cultural environment in which one has grown up and in which one finds himself, precisely, "rooted", protected. The feeling of uprooting is particularly strong among migrant workers coming from regions with low levels of industrialization or a strong rural tradition. Nevertheless, it was noted with surprise that this loss of reference points could be shared by students in a mobility situation and could destabilize or even handicap them. Thus, for MathildeAnquetil (2006), student mobility is not only a promise of intercultural contacts; it can also lead to alienation, uprooting, and passive adaptation to modern conditions of "flexibility", in the service of a globalized economy. This is the pessimistic version of mobility[6].

For his part, Murphy-Lejeune (op.cit.), inspired by Georg Simmel (1999), developed the concept of "mobility capital", which, according to her, consists of four main components: family and personal history; previous experiences of mobility; previous language skills ; experiences of adaptation; and some personality traits. Taken together, these different dimensions of mobility make it possible to identify the capital of mobility before departure and return and to perceive the various types of transformations (linguistic, social, academic, cultural, identity, etc.) through the experience of displacement [7].

These stages of the stay (before during and after) and the different dimensions of this experience in total immersion over the long term participate in the construction of new mobile practices which will subsequently have a significant impact on the path, the choices and the possible bifurcations of the individual.

3. METHODOLOGICAL FRAMEWORK: CORPUS AND OBJECTIVES

The Zhetysu State University sent, during the autumn semester 2012, 11 students constituting the first group, who made their stay at the University of Warsaw in Poland and 3 students at the Technical University of Riga in Latvia. In 2013-2014, 20 Master's students and 24 Bachelor's students, constituting the second group, studied at the University of Cadiz in Spain (4), at the Agro-Technical University of Prague in the Czech Republic (17), at the University of Warsaw in Poland (8), at the University of Lodz in Poland (11), at the University of Zilina in Slovakia (2), at Cornivus University in Budapest (2).

To conduct our qualitative survey in 2013 with the first promotion of students after their return and the second survey in 2015 with the second promotion also after their return, we chose the semi-structured interview of a biographical nature that we described as biographical interview. Our thematic analyses revolved around the similar questions that we asked those students of the 2nd and 1st groups on:

- Reasons for leaving;
- Pre-departure language and cultural capital;
- Their previous experiences of mobility;
- Their representations of the country of study before departure and during the stay;
- Their first experiences and difficulties;
- The strategies developed in response to these difficulties;
- The perceptions of this stay abroad, the benefits, negatives, positives, etc.;
- The reinvestment (or not) of their achievements (linguistic, social, cultural, academic, disciplinary, etc.) after their return.

The objectives of these surveys of the two successive promotions of students were not only to identify after their return to their country their perceptions of their academic and daily experience and the strategies implemented to face the difficulties but also to identify in their testimonies the factors (baggage, administrative background, previous experiences, strategies developed on the spot, etc.) that could have contributed to the fact that they had or had not experienced this first experience of mobility for all[8].

3. 1. The experience of mobility and its contributions: the transformation of oneself

The students say that, despite the difficulties encountered - or perhaps because of them?-They have increased their linguistic knowledge, have discovered other values, other cultural practices; they have appropriated another way of living and working which they consider to be more effective and more interesting. One of them, on her return, would have even changed her way of life and made this experience of Exile her profession.

Studying abroad is highly beneficial, personally, academically and socially. In contact with another country, the student has the opportunity to develop his or her capacities for adaptation, intercultural

communication, as well as his or her European knowledge. It also benefits from a major advantage in terms of Occupational integration. Mobility gives the opportunity to develop the capacity to adapt to another country, to know another way of life, to adjust to it, to know how to live with others, to develop self-education, to live with difference the confrontation. Having lived in another society and another culture one can (re) define him/her, (re) discover (Papatsiba, 2003: 107-108)[9].

4. PERCEPTIONS OF MOBILITY BY SECOND GENERATION STUDENTS ON THEIR RETURN

For this analysis, we will take the testimonies of five students out of 15 who agreed to come to the interview. Our interviewees present the following university profiles:

- Aslan, (M) 25 years old: Master in Economics, 2nd year, University of Cornivus in Budapest, Hungary;
- Zhuldyz, (F) 23 years old: Bachelor of Law, 2nd year, Spain, University of Cadiz, Spain;
- Anastasya, (F) 23 years old: Bachelor In Translation, 3rd year; University of Zilina, Slovakia
- Gulnur, (F) 23 years old: Master in Law, 2nd year; University of Cadiz, Spain;
- Gulzhan, (F) 25 years old: Bachelor in Economics, third year; Agro-Technical University of Prague, Czech Republic.

4.1. What languages are at stake in mobility?

To speak the language of the host country is to discover that it is necessary to integrate the registers of a language, which no longer has anything to do with the representation of learning based on the dictionary and the fixed rules of an "acceptable "grammar[10]. However, in our case, there are two languages: the language of the country and the language of communication at the university, English, that our interlocutors have been confronted with.

Aslan, Budapest

"In principle, most Hungarians speak English".

Anaytasya, Zilina

"I didn't have any linguistic difficulties. For me as a native of Russian, I did not have any problems understanding the language of the country I came to. But knowledge of English and German can greatly simplify communication ".

Gülnur, Cadiz

"At first there were linguistic difficulties, but after three months we got used to it and started to understand and learn Spanish words. And it was a pleasure to learn Spanish and to teach them to speak kazakh."

Zhuldyz, Cadiz

"During the first few weeks it was difficult to adapt, because the courses were given in English too quickly and included a very large amount of information for a pupil who does not know this language as his mother tongue very well ".

As the students of the first Class, those of the 2nd Class encountered difficulties in understanding the courses at the University in a language of scientific communication that is not their own, in particular "because the courses were given in English too quickly and included a very large amount of information" explains Zhuldyz. Over time, however, they have been able to adapt, which means that the selection criteria established by the administration to certify a sufficient level of English or a certificate have played a significant role in this adaptability.

On the other hand, unlike the students of the 1st generation, those of this generation have been able to develop strategies of "linguistic tinkering": either by reinvesting languages learned, or by relying on language-gateways (Russian, German), or by learning the local language allowing daily communication[11].

4.2. Networking strategies: successful social integration?

The students, leaving their familiar environment, also leave their family and friendly environment as well as a set of stable ties built up over the years. The need to create a new environment, to interact with others, is then felt and prompts newcomers to seek new partners in existing networks and to create new networks of sociability.

Zhuldyz, Cadiz

"During the first few week,it was difficult to adapt to because the courses were given in English too quickly and included a very large amount of information for a pupil who does not know this language as his mother tongue very well. What was interesting was to discuss with a large number of students from different countries and nationalities in English and to confront all kinds of cultures ".

Aslan, Budapest

"*I did not have any adjustment difficulties, we were well aware in advance of all the specificities of Europe. In addition, we were able to obtain e-cards on the internet and so we were able to adapt perfectly. As a stranger, we did not feel this way because we immediately became friends with our group and roommates. People are kind and always ready to be useful. Speaking English helps to build relationships with them and make new friends. The only problem was with our real estate agency in Budapest. We had to deal with a negligent employee, he worked too slowly. We have asked that he be replaced. The new employee could answer our questions now."*

We see that whether the students did not encounter major difficulties during their study stay. It is important to underline Aslan's remarks: *"I did not have any adjustment difficulties, we were well aware in advance of all the specificities of Europe" which suggest that there was information and preparation of the students before their departure, allowing an "awareness" of the specificities of the European country of destination. The newsletter distributed by the SRI and the meeting with the first students undoubtedly played a significant role.*

They also did not encounter any difficulties in routine communication. Problems may have arisen in the management of daily life: for example, renting an apartment is not easy in a foreign context, and difficulties may be caused by interpersonal, linguistic or cultural misunderstandings.

The positive aspect that emerges from these testimonies is that they have had networking strategies: either by colocation or by establishing links with young foreigners in the same situation, as they were, English being the obvious language of socialization. They created or joined social networks that became networks of solidarity and friendship. Every day they made new social and cultural discoveries and gradually adapted without experiencing the sense of loneliness, even isolation, of the first promotion.

4.3. Mirror references between the host university and the Home University

Raymonde Carroll (1987) reminds us that before we can understand the culture of the other, we must become aware of our own grid of values and references, its cultural pre-constructs, its implicit interpretations and its «invisible evidences» [12]. Here we have a grid of references of the host university under stressed by another grid, buried, that of the University of origin.

This is what our students say:

Aslan, Budapest

"The education system is no different. Personally, I have noticed that, as in our country, everything depends on the professor. If the teacher wants, he can organize the interesting lesson and give good knowledge. In Budapest, we were confronted with these modes of operation. While some teachers taught a lesson at a very high level, there were others who left bad impressions."

Anastasia, Zilina

"There are not many differences in the education system. Just it is necessary to note that, at the University of Zilina, one does not put the notes every week, one puts only during the control, in my opinion it is more rational".

Gulzhan, Prague

"The Czech education system gives students the opportunity to choose the subject they want to learn. However, the learning process is very dependent on the teacher of a particular discipline. The teacher chooses the method specific to his field. Basically,he always organizes lectures and seminars. Groups of students came from a variety of countries, which contributed to the exchange of experiences between international students."

Zhuldyz, Cadiz

"The student has the chance to build on his calendar. The course content is already on Moodle. Just print them out and you can attend the lecture, listen to the professor and ask him questions at the end of the lecture. Students must pass the exams and they are quite complex. Students do not have a clear idea of how the exam will be constructed and what questions they will have. The study focuses primarily on an

independent study. There are many possibilities for learning a foreign language, such as English and other languages: German, Spanish. The Department of international relations actively assists international students, offering additional course opportunities, excursions and leisure activities."

In this mirror comparison between the host university and the home university, students highlight similarities and differences in practice based on their implicit reference system. They evaluate the two university systems through the organization of programs, courses, examination procedures, etc. And especially through the behavior of teachers. In this sense, it is interesting to note that for three of them, who lived in ex-socialist countries, vertical authority relations between teachers and pupils still dominate, which in fact do not differ from the relations existing in Kazakhstan. However, if we compare the statements of the first generation of students who made their stay in Poland, we do not find these types of distant and authoritarian ties. Several hypotheses are possible, but the one that comes to mind is that Poland is the first ex-socialist country to have joined the EU and therefore to have adopted the Bologna system since the early 2000s. It has, therefore, had time to introduce different pedagogical practices[13, 14].

Students also perceive great differences in the organization of administrative services, including that of reception and follow-up of mobility students who seem to have acquired in these foreign countries, especially in Spain, a certain tradition, by offering various linguistic and cultural activities helping students in their social integration, which does not exist (yet) in their own institution. Students developed a critical view of their own system both in the second and first years[15].

4.4. Benefits this experience of mobility: "the door to the future"

Our students tell us that they have increased their linguistic knowledge, discovered other values, other cultural practices, an international network of friends, and other ways of life.

Zhuldyz, Cadiz

"Being a mobility student was a great opportunity for me. I studied the interesting things I really wanted to participate in academic mobility program. The learning process was very well organized and most practical. I met students from different countries. I made many friends. In my memory, there are many positive aspects. I have known life within Spain. I am very happy because I enjoyed my stay."

Anastasya, Zilina

"This program allows students not only to acquire new knowledge and improve their language skills; it also gives us the opportunity to gain valuable experience." Participation in this program has given me a lot. After having spent a semester at a foreign university, not only did I acquire knowledge of my chosen subjects, but I also learned to overcome difficulties encountered with people from all over the world and received a lot of pleasure from the time spent in Slovakia. Of course, this trip changed my worldview; I became a more open person. I learned to overcome difficulties, despite everything became more confident. I made many friends, not just with the same foreign students like me but with the local students as well. It's very important to me."

Gülnur, Cadiz

"Academic mobility has given me the opportunity to recognize people, see the world, learn the culture of different countries with their own traditions and customs, they are as diverse and unique as two identical cultures, especially the life of the Spaniards, and I hope that this newly acquired knowledge and skills will open the door to the future for me".

According to their testimony, the study abroad experience has been beneficial on all levels- linguistic, academic, disciplinary, relational, cultural, etc. As our students say it is in line with the remark of Jacques Verger (1991) that if the travelling students are sometimes birds of passage, they are also studious and attentive listeners[16]. According to him, they bring back to the country the books and knowledge acquired at the University. In their teaching, if they in turn become teachers, or in their professional practices (lawyers, secretaries, doctors), they will implement, adapting them to local conditions, the concepts and models that had been taught to them during their studies[17].

5. CONCLUSION

First generation students experienced many difficulties because they had no previous experience of mobility, no language level or useful language skills on the ground, no prior knowledge of the host country or the university system, and no preparation for mobility. They were sent to the unknown land

without any means of support. Despite all the obstacles they encountered, they adjusted and took advantage of their stay willingly or unwillingly. Their experience seems to have been a real source of information for students in the next class. The second generation encountered fewer difficulties than the first, as if students had become more aware of the various issues involved in studying abroad and had benefited from the pioneering experience of their elders.

We agree with Patricia Kohler-Bally (2001), who postulates that, despite the principles and guidelines governing exchanges, the student who leaves for a study visit is poor and feels uneasy about the difficulties he or she has in decoding the culture of the host country because he or she is not prepared for the visit. Immersion and the exchange program cannot really be conceived without the component of guided learning for Intercultural communication, which serves as a dynamic for building linguistic competence and acquiring new language skills [18].

The experience of the first promotion has shown that, in order to be able to speak of adaptation, one must have language skills, already in the language of academic communication, that is, English. Students are now thinking about their mobility in their first year of study: they are now preparing for the IELTS test and know that without a certificate they will not have access to the mobility program. While the administration had already taken a major, step in proposing adjustment measures that was not enough. These testimonies of the 2nd generation inform us that it is essential to prepare our students for the foreign language (foreign languages) but also for the educational system of the countries where they will go. As we have seen, knowledge of one or more foreign languages explicitly or even implicitly facilitates access to and understanding of other socio-cultural codes and practices. This is one of the major keys to the success of their stay.

If you want to understand how the world works today, you have to go and live in another country. A temporary break from home is necessary. You can have a different way of thinking, of looking at things. In short, to know as much as possible about a country, it allows us to open our eyes and understand better where we come from, who we are."[19]. We saw this break with their familiar environment, even sometimes painful, was beneficial for the students of both classes. In other words, they have acquired forms of autonomy, which is not at all a value expected or sustained in their own society, but which will serve them later without other systems and in other countries[20].

However, the residence of an individual in a community in which he or she has not been socialized is not sufficient to guarantee knowledge of that community. The change of scenery does not in itself lead to positive representations of this country; the geographical shift is not enough to transform initially negative representations into positive representations. The knowledge accumulated on a given culture is not always proportional to the duration of the stay. These observable principles lead to relativizing the scope of the mechanisms generally implemented on a large scale for a discovery of the other and for a better understanding of the other. Geographic mobility is therefore not a systematic factor in understanding the other and controlling ethnocentric effects[20].

Their testimonies also invite us to introduce them to anthropological reading tools of the sociocultural codes of the country of destination and socio-academic practices of the host university, while developing knowledge of their own references and practices. It seems important to acquire, both in the University of origin and in the University of reception, "keys of understanding" to open the doors of this "new world" and to reinvest their experiential gains on their return. These approaches could enable developing with them gradually to build a real habitus mobile.

What we must take from these comparative analyses is that the transmission of this experience is crucial, that it should not be the subject of training conducted solely by administrative staff or even by highly experienced and well trained teachers in the field of mobility, but should also include in a dialogic form those students of previous promotions who are ready to come and collaborate in the training. We must therefore remain vigilant and continue our efforts of interactive preparation for this long immersion experience of future candidates for mobility.

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ЕУРОПА ЖОҒАРЫ ОҚУ ОРЫНДАРЫНДАҒЫ ҚАЗАҚСТАНДЫҚ СТУДЕНТТЕРДІҢ ТІЛДІК ЖӘНЕ МӘДЕНИ ТӘЖІРИБЕСІ

Аннотация. 2012 жылдан бері Жетісу мемлекеттік университеті, әр түрлі еуропа елдерінің жоғары оқу орындарымен ынтымақтастық орнатып, студенттердің шетелде оқу тағылымдамаларын ұйымдастырып келеді. Біз Польша, Оңтүстік Корея және Қытай мемлекеттеріне оқу тағылымдамасынан өтуге барған алғашқы студенттердің тәжірибелері мен стратегияларына талдау жасадық. Саралау барысында «мәжбүрлі» ұтқырлық, әртүрлі тараптардың тәжірибесі жоқтығы және уақыт тапшылығы (әкімшілік, студенттер) себептеріне байланысты шетелде тағылымдамадан өткен студенттердің осы алғашқы буындары кездестірген қиындықтар анықталды. Халықаралық қатынастар бөлімі бұл студенттер кездестірген қиыншылықтардың барлығын ескеріп бейімделудің бірнеше шараларын ұсына отырып, «әзірленген» ұтқырлық, студенттердің шетелге тағылымдамаға сапарын алдын ала даярлап, «сүйемелдеу» ұтқырлығын ұйымдастырды.

Бұл мақалада біз өмірбаяндық сұхбаттар көмегімен, Венгрияда, Испанияда, Чехияда және Словакияда тағылымдамадан өткен студенттердің екінші буынының тәжірибелері мен стратегияларына талдау жасаймыз. Біз олардың берген жауаптарына талдау жасап, студенттердің алғашқы буындары кездестірген қиыншылықтар мен кедергілер кездестіргендігін не кездестірмегендігін және әкімшілік қабылдаған бірнеше шаралар олардың шетелде тілдік, академиялық, әлеуметтік және мәдени тұрғыдан толық бейімделіп, терең меңгеруге септігін тигізгендігін не әсер етпегендігін анықтауға тырысамыз.

Түйін сөздер:ұтқырлық актерлері, әзірленген/мәжбүрлі ұтқырлық, қиыншылықтар және стратегиялар; тәжірибе әсері.

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ЛИНГВИСТИЧЕСКИЙ И КУЛЬТУРНЫЙ ОПЫТ КАЗАХСТАНСКИХ СТУДЕНТОВ В ЕВРОПЕЙСКИХ ВУЗАХ

Аннотация. С 2012 года Жетысуский государственный университет организовал мобильность студентов, установив сотрудничество с различными европейскими университетами. Мы уже проанализи-ровали опыт и стратегии первых студентов, которые уехали в Польшу, Южную Корею и Китай, выявив трудности, с которыми столкнулось первое поколение из-за этой «вынужденной» мобильности, в основном из-за отсутствия времени и опыта различных заинтересованных сторон (администрация, студенты).Отдел международных отношений учла трудности, с которыми сталкиваются эти студенты, и организовала более «подготовленную» мобильность, своего рода «рамочную» мобильность, предложив несколько мер по адаптации.

В этой статье мы посредством биографических интервью проанализируем опыт и стратегии, разработан-ные студентами второго поколения, которые учились в Венгрии, Испании, Чехии, Словакии. Мы поста-раемся различить в их свидетельствах, встретились ли препятствия, с которыми столкнулось первое поколение, и те немногие меры, которые были приняты администрацией, оказали (или не оказали) влияние на их языковое, академическое, социальное и культурное погружение за границу.

Ключевые слова: актеры мобильности, подготовленная/вынужденная мобильность, трудности и стратегии; влияние опыта.

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CURRENT STATE OF ENVIRONMENTAL ACCOUNTING AT THE ENTERPRISES OF THE REPUBLIC OF KAZAKHSTAN

Abstract. An increase in the scale of economic activity leads to an exacerbation of environmental problems. Their ignoring in making economic decisions, the lack of proper analysis of costs and benefits in the environment-exploiting sphere was reflected in the increase of specific indicators of pollution.

Tougher environmental standards, the position of suppliers and consumers, the level of taxation associated with the ecology, etc. lead to the emergence of new liabilities, new costs that affect the financial condition of enterprises. The analysis of domestic and foreign publications on the issues of accounting for the company's environmental indicators shows that the existing approaches are contradictory, differ in their goals and basic classification characteristics. Nevertheless, the problems associated with their timely reflection, necessitate the need for an accounting, and compliance audit with the established requirements in the legislation on environmental protection.

In this regard, the article examines the current state of environmental accounting in the country. The analysis of the current state of environmental accounting at the enterprise is carried out. In addition, the article highlights the main problems hampering the development of environmental reporting of Kazakhstani enterprises and presents priority directions for increasing information on environmental protection in enterprise reporting.

Keywords: environmental accounting, accounting statement, compliance audit, liabilities, statistical reporting, business planning.

Introduction. Currently, among the promising issues of financial, managerial and accounting include environmental accounting. The first steps in the field of environmental accounting and reporting were made by the international accounting community more than ten years ago, in Kazakhstan at present this area of accounting and compliance audit remains relevant.

Environmental Accounting in Economic Literature [1] - defined as an independent direction of accounting, which will provide accounting relevant environmental information. The real indicators of the state of the environment, obtained through monitoring, their comparison with the developed accounting standards for environmental quality can form an information base for developing an environmental accounting system in an enterprise.

Environmental accounting is designed to assess environmental factors and compile environmental accounting reports of the established form and content, mainly focused on both external and internal users.

Methodology. In accordance with the accounting procedure established by the regulatory documents: the Law of the Republic of Kazakhstan "On Accounting and Financial Reporting", the Standard Chart of Accounts for Accounting, enterprises have the right to choose accounting options and assess the relevant objects in accordance with the accounting policies established by the organization [2].

Environmental policy is a statement of the company about its intentions and principles related to its environmental performance, which serves as a basis for both action and setting target and planned environmental indicators [3]. Its principles are: a reflection of the obligation of senior management to comply with applicable laws and constantly improve the environmental management system; implementation plan for its environmental policy; analysis of the consideration of the degree of environmental impact of all activities, products or services of the organization, including their impact on the financial side of the activity and possible competitiveness [4].

Management practice now involves a newer and more complex area of environmental reporting, what is the basis of the audit of compliance with statutory requirements..

According to the ISO 9000 international standards, the management is responsible for the development of a quality policy, the creation, implementation and functioning of a quality management system, which should be clearly defined and documented [5]. Therefore, eco-logical policy objectives are reduced to differentiating existing products from the point of view of environmental acceptability, replacing and abandoning products that are “harmful” to nature, innovations or their components by reorienting the production process that are meet requirements of environmental protection.

To date, financial statements contain insufficient non-financial information and information on intangible assets. Ignoring environmental obligations in accounting and, as a result, not including them in reporting is dangerous for many reasons. First, shareholders may wish to include the valuation of these obligations in the stock price. Secondly, the lack of a specific environmental commitment policy may lead to the failure of management to draw senior management’s attention to environmental issues in a timely manner. Thirdly, the organization may establish a reputation as irresponsible. And finally, shareholders may try to bring a lawsuit against an organization that does not provide relevant information [6]. In order to attract investors, meet the interests of creditors, shareholders (founders), other users of information when conducting a financial analysis (auditors, economic planning service of an enterprise), it is required to provide information in the explanatory information about the amount of used and accumulated retained earnings (loss), the purpose of creating and the use of reserve capital, the structure of additional capital, channels of receipt and use of funds targeted financing.

When conducting a compliance audit can verify compliance of the enterprise a number of parameters. First, the compliance of the enterprise with the requirements of financial authorities and accounting methods (for example, legislative control, including appropriations for expenses of the organization) is studied. Secondly, compliance with environmental laws and treaties is being verified. Compliance with laws and contracts is examined if non-compliance can significantly affect the company's financial statements. Such compliance is also being examined, as, in addition to any impact on the financial statements, the public audit may incur material costs that will be relevant to the wider use of public funds [7].

The economic literature provides evidence that environmental obligations may be included in conditional economic events at the reporting date. Such a contingent liability should be reflected in the balance sheet. In this case, the obligation is recognized in the balance sheet, when as a result of the fulfillment of the corresponding requirement, there is a probability of outflow of economic resources capable of bringing economic benefits to the organization, and when the magnitude of this requirement can be measured with a sufficiently high degree of reliability [8].

Standardization of financial statements lays the foundation for improving financial accounting, reporting and disclosure. One of the existing shortcomings of reporting is the lack of analytical data characterizing deviations from the amounts claimed by the organization to the relevant financial authority, with the justification for the need to provide financial assistance from the budget [9]. Banks can open financing (granting loans) to the customer of an investment proposal only after the approval by the state expert commission of projects that can be of two types: environmental investment projects themselves (environmental, resource-saving, waste minimization, etc.); "Ordinary" investment projects with significant environmental consequences.

Cost estimations are a more traditional form of environmental reporting and are usually carried out by accountants and environmentalists. In the framework of the accounting approach based on the use of information contained in the accounting statements of the company, a comparison of the profits and costs of the enterprise before and after the occurrence of a negative event is assumed. Therefore, for accounting, it is important to form costs for environmental protection, especially in cases where they affect the balance sheet of profits and losses, or how investments will affect this balance sheet [10].

The analysis confirms the need to reflect environmental information in financial statements.

Our practical research in the field of disclosing information of an environmental nature in the reporting of enterprises showed that the existing approaches are reduced to the stages of the formation of the following reporting documents.

1. General environmental action plan.
2. A package of financial documents, which include:

а) pollution compensation charges. They are presented: the calculation of the actual and planned amount of payment for air pollution by mobile sources, for discharges of pollutants into surface and groundwater bodies, for waste disposal;

б) documentation of environmental obligations, including: estimate and financial calculation.

3. A set of reports on the impact on the atmosphere, water pollution, waste management, which includes:

- report on the implementation of the environmental action plan;
- statistical reporting on the forms “2TP-Air”, “2TP-Vodkhoz (water industry)”, “No. 1-canalization”, “2TP-toxic waste”, according to which the accounting for enterprises makes calculation and calculation of payment for environmental pollution. To fill in these forms, primary documents are used on the volumes of actual emissions, discharges and disposed wastes according to the results of the inventories conducted by accredited laboratories [11].

In accounting for the compilation of annual statistical reporting at enterprises, the documentation is kept in any form. So, according to the results of the year, the accounting department gives data to the 2TP report (waste) in the form of the act “On storage on the enterprise’s territory of waste or its processing”, as well as information: on transferring waste to other enterprises for storage; about the presence on the balance sheet of an enterprise of facilities, the operation and wear of which are associated with the formation of production wastes.

To fill in the statistical reporting form 2-TP (air), are nature users who have stationary sources of emissions of pollutants into the air.

As part of the information, the annual report on the form 2-TP (water management) of the accounting department includes a summary report for the year on the charge for the use of water bodies, as well as information related to the performance of intra-budget calculations due to discharge of wastewater into surface water bodies [12].

4. Statistical reporting on the form number 4-os "Information about current costs to protect the environment". Such information is generated by the accounting department on the basis of the data of the primary accounting of actual expenditures on the protection of the environment, environmental and natural resource payments.

Thus, the accounting of enterprises is the main documentation. However, since there are no requirements for disclosing information of an environmental nature, reporting on the provision of environmental results of economic activities remains incomplete, largely arbitrary in nature. The inadequate nature of accounting practices seems to be explained by the fact that the development of the current accounting standard did not take into account the environmental rehabilitation costs that enterprises are currently facing [13].

A clear organization of accounting records and environmental disclosures is required to conduct a compliance audit. Compliance audit allows the state audit bodies to assess the compliance indicators of the organization. This can help the government to narrow the gap between the goals set and the results achieved in policies and programmes. For example, the state may Finance environmental activities, such as the issuance of a permit for the logging of trees. Are there resources to do this work? Are the auditor's actions fair and his conclusions accurate? [14].

The main unresolved problems and ways to eliminate them, in our opinion, are as follows.

Environmental reporting is often limited to statistical reporting. However, the composition and content of these forms does not provide any management information. At the same time, the confidentiality of the accounting information of the annual statistical reporting of an enterprise should be noted. The disclosure of internal accounting information on the activities of the enterprise of nature can give its competitors the advantage that, in our opinion, and restrains market participants from its full disclosure. However, full disclosure, as we believe, contributes to the overall transparency regime of the financial market for safe products [15].

The uncertainty of the financial assessment of environmental liabilities in the company's reporting can be explained as a result of the lack of clear guidelines in the company's accounting policy on environmental costs. The recommendations, which partly help to solve the current problems in the field of environmental protection of enterprises with reporting on contingent liabilities, may include issues related to the possibility of using existing international standards. In the face of the current uncertainty, we are invited to record obligations as payments are made [16].

Among the unsolved problems in an enterprise is the problem of costing the relevant measures with the effects (results) of these costs. The information obtained mainly relates to expenses that were incurred or planned, they do not contain an exhaustive description and analysis. In our opinion, this situation can be explained by the insufficient substantiation of the significance of the enterprise's environmental activities for the publication of information in the nature exploitation sphere, as well as the lack of investment for solving environmental problems in most of the enterprises studied. However, the correct assessment of environmental costs, in our opinion, will allow you to manipulate the level of these costs [17].

The enterprises do not carry out environmental business planning. We believe that when developing an action plan for environmental protection, apart from operational needs, preference should be given to those technological options and measures that are aimed at reducing the largest payments.

Information about the actions of the organization in the environmental field is not reflected in the traditional balance sheet. Meanwhile, pressure is growing on entrepreneurs from investors and regulatory bodies demanding a policy of clearly reflecting environmental problems in accounting. That is why, in our opinion, the most adequate reflection of the reduction of the load on the environment and of the financial costs of environmental protection measures is necessary by comparing the indicators with the same period last year.

To date, the requirements for disclosure of environmental information in the financial statements of the company have not been developed. From these financial documents it is clear that enterprises are financially responsible for environmental pollution and environmental management. However, they do not contain data on how this affects the growth of the final results. In view of the above, we believe that reporting should contain information not only about the products that the company produces, but also the waste, the movement of which must be monitored, as well as an adequate assessment of the disclosure of cause-effect relationships from investing in environmental measures and obtaining comparative benefits [18].

Having studied the above information on the provision of environmental reporting by enterprises and, taking into account the critical remarks made by us, we came to the conclusion that it is necessary to detail the accounting records and the feasibility of including environmental assessment in the explanatory note to the balance sheet and the profit and loss report for period. Such information will enable users of accounting information, both internal and external, to more reliably assess the impact of environmental activities on the financial condition of enterprises.

All this allows, summarizing the experience of foreign companies, to offer the following recommendations for Kazakhstan enterprises.

It is necessary to take into account, on the one hand, possible penalties for violation of current environmental protection standards; on the other hand, the impact of the enterprise on the environment, which may have an impact on the demand for products by customers, therefore, will have an impact on the economic security of the enterprise [19].

Managers of enterprises should assess the environmental situation of an enterprise using special indicators relating to environmental protection, in the dynamics of their development, taking into account legal regulations and similar indicators among competitors of a client. At the same time, data on energy and water supply, state of water and air purification facilities, environmental cleanliness of manufactured products, as well as socio-ecological and local environmental conditions are of particular importance.

— In the conditions of modern society, which has established the absolute priority of market relations, the protection of ecology is inherently associated with environmental management. Now the task of the most progressive part of society is to minimize the force of human influence on nature. The most effective method of achieving this goal is the creation of a new, ecological economy focused on the restoration and maintenance of ecological balance, and a new ideology that reduces the significance of non-material values. One of the problems of ecological economics in the light of the concept of sustainable development is the development and improvement of directions and principles of environmental accounting and control, which include financial and management accounting, reporting on environmental indicators and environmental auditing. The link between environmental management and environmental accounting is understandable. The reasons on which in terms of commercialization environmental issues should be merged into corporate accounting are obvious:

— accounts of the accounting (financial) accounting of an organization should reflect its attitude to the environment and the impact of costs, risks and obligations (liability) related to environmental activities on the financial position of the enterprise;

— Investors need to have information on environmental measures and expenditures related to environmental activities in order to make investment decisions;

— environmental issues are also the subject of management activities: managers need to identify and allocate environmental costs in order to properly evaluate products and make investment decisions that should be based on real costs and benefits;

— Organizations may have competitive advantages if they are able to show that their products and services meet environmental safety requirements;

— environmental accounting is the key to sustainable economic development and environmental safety [20].

The leaders of Kazakhstani enterprises seeking to increase funding from Western capital markets understand that if the balance sheets do not contain information on environmental liabilities, this will reduce investor confidence in financial reports. Investors who suspect the existence of such obligations, but do not have their assessment, will increase the cost of capital for Kazakhstan enterprises due to increased risk.

Therefore, environmental information should be an integral part in the preparation of reliable accounting (financial) statements. However, at present in Kazakhstan there are no regulations governing environmental accounting activities and requiring detailed reflection in the financial statements of obligations and costs related to environmental activities. Currently, accounting for environmental costs is carried out in Kazakhstani enterprises. The organizations are obliged to submit data on such costs within the framework of statistical observation (in particular, Form No. 4-OS "Information on current costs for environmental protection and environmental payments", No. 18-KC "Information on fixed capital investments aimed at protecting the environment environment and rational use of natural resources ", etc.) [21]. However, analysis of the state of accounting and reporting of environmental activities of organizations revealed an insufficient level of its organization. Environmental accounting is not systematically conducted, often using samples, statistical calculations and expert assessments. Most of the current environmental costs are not allocated to separate accounting and reporting items. Moreover, there is a disorder in the accounting of environmental costs, when they are not only not allocated, but also, especially current, "dissolve" in the cost, unreasonably relate to labor protection and safety, or only to general or other expenses [22]. Therefore, the development of the basis for the development of environmental accounting is of socio-economic importance for the prevention of crisis. All this makes it difficult to determine the real situation of environmental activities of enterprises, does not contribute to the organization of monitoring the effectiveness of environmental costs, does not allow making optimal management decisions on responsibility centers, which affects the final results of financial and economic activities.

Conclusion: The reflection of environmental information in accounting reports has not yet been thoroughly developed. In our opinion, this issue can be approached from the standpoint of the characteristics of accounting as a science and its functions in the field of ecology, which include:

- the increasing role of state regulation of the economy;
- increased cost control;
- the emergence of new economic opportunities, in particular, market ones;
- implementation of management and control of environmental protection measures;
- the emergence of environmental risk problems;
- mandatory reporting;
- the possibility of taking protective measures;
- the need to fulfill professional duties and respect public interest;
- moral responsibility.

Consequently, environmental accounting can be represented as a process of reflection in the accounting system of environmental costs and obligations of organizations, as well as socio-economic and economic performance of economic entities with the aim of managing the business and achieving the optimal environmental and economic niche in the market for goods and services.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ КӘСІПОРЫНДАРЫНДАҒЫ ЭКОЛОГИЯЛЫҚ ЕСЕПТІҢ ҚАЗІРГІ ЖАҒДАЙЫ

Аннотация. Шаруашылық қызметтердің көбеюі қауіпті экологиялық мәселелерді туындатады.. Экономикалық шешімдер қабылдауда, қоршаған ортаны қорғау саласында шығындар мен пайданы міндетті талдаудың жоқтығы қоршаған ортаның ластануының нақты көрсеткіштерінің ұлғаюында көрініс тапты.

Экологиялық стандарттар, тасымалдаушылар мен тұтынушылардың жағдайы мен экологияға байла-нысты салық салу деңгейі жаңа міндеттемелердің пайда болуына, кәсіпорындардың қаржылық жағдайына әсер ететін жаңа шығындардың туындауына әкеледі. Кәсіпорындардағы экологиялық есеп көрсеткіштерін бойынша отандық және шетелдік басылымдарды талдау қазіргі қолданыстағы тәсілдер мен олардың мақсаттары мен негізгі жіктеу сипаттамаларының бойынша ерекшеленетінін көрсетеді. Дегенмен, мәселелер-дің уақтылы көрініс табуы дұрыс есепке алуды және қоршаған ортаны қорғау бойынша заңдылықтарда бекітілген талаптарға сәйкестік аудитін жүргізуді қажет етеді.

Осыған байланысты мақалада елдегі экологиялық есептің қазіргі жағдайы қарастырылады. Кәсіпорын-дардағы қазіргі экологиялық есепке талдау жасалып қана қоймай, мақалада қазақстандық кәсіпорындардағы экологиялық есептілік дамуына кедергі болатын негізгі мәселелер айқындалды. Сонымен қатар, мақалада аталған мәселелер бойынша кәсіпорынның есептілігінде қоршаған ортаны қорғау туралы ақпараттардың көбеюіне бағытталған басым бағыттарды қамтиды.

Түйін сөздер: экологиялық есеп, бухгалтерлік есеп, міндеттемелер, статистикалық есептілік, бизнес жоспарлау.

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СОВРЕМЕННОЕ СОСТОЯНИЕ ЭКОЛОГИЧЕСКОГО УЧЕТА НА ПРЕДПРИЯТИЯХ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Увеличение масштабов хозяйственной деятельности приводит к обострению экологичес-ких проблем. Их игнорирование при принятии экономических решений, отсутствие должного анализа затрат и выгод в природоэксплуатирующей сфере нашло свое отражение в увеличении удельных показателей загрязнения окружающей среды.

Ужесточение экологических стандартов, позиция поставщиков и потребителей, уровни налогообло-жения, связанного с экологией, и т.д. приводят к появлению новых обязательств, новых затрат, оказывающих влияние на финан-совое состояние предприятий. Анализ отечественных и зарубежных публикаций по воп-росам учета экологических показателей предприятия свидетельствует, что существующие подходы противо-речивы, отличаются различными целя-ми и основными классификационными признаками. Тем не менее, проблемы, связанные с их своевременным отражением, обусловливают необходимость налаженного учета и проведения аудита соответствия установленным требованиям в законодательствах по защите окружающей среды.

К настоящему времени в финансовой отчетности содержится не достаточно нефинансовой информации и информации о нематериальных активах. Игнорирование экологических обязательств в бухгалтерском учете и, как следствие, не включение их в отчетность опасно по многим причинам. Во-первых, акционеры могут пожелать учесть оценку этих обязательств в цене акций. Во-вторых, отсутствие определенной политики в области экологических обязательств может привести к тому, что управленческий персонал не будет своевременно обращать внимание старшего руководящего звена на экологические проблемы. В третьих, за организацией может утвердиться репутация безответственной. И, наконец, акционеры могут попытаться возбудить иски против организации, не предоставляющей соответствующую информацию

В связи с этим, в статье рассматриваются современное состояние экологического учета в стране. Проведенное исследование свидетельствует о том, что учет экологических обязательств в Казахстане используется явно недостаточно. Проведен анализ современного состояния экологического учета на предприятии. Кроме того, в статье выделены основные проблемы, препятствующие развитию экологической отчетности казахстанских предприятий и представлены приоритетные направления повышения информации об охране окружающей среды в отчетностях предприятий.

Ключевые слова: экологический учет, бухгалтерская отчетность, обязательства, статистическая отчетность, бизнес планирование.

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WAYS TO ENHANCE CAPITAL MARKET LIQUIDITY AT THE ASTANA INTERNATIONAL FINANCIAL CENTER

Abstract. The article looks into the rationale behind choosing the capital market as the principal domain of the Astana International Financial Center's activity (hereinafter - AIFC), the objective being to determine, based on a review of the current state of the national stock exchange and international experience, which mechanisms and tools available at AIFC, in particular, Astana International Exchange, have the most potential in increasing the liquidity of Kazakhstan's capital market. The current state of the domestic capital market was assessed as having low absorption capacity and significantly underperforming in terms of market capitalization and turnover, and the role of AIFC in ensuring Kazakhstan's export competitiveness in the financial market and in addressing the capital market liquidity problem was further defined. A number of specific proposals are offered for key measures to increase AIFC capital market liquidity along four broader directions: developing a broad base of investors with an emphasis on attracting international and domestic institutional and retail investors, enhancing the pool of financial products through increased local and foreign issues, improving AIX infrastructure and regulatory framework in support of market liquidity.

Key words: Astana International Financial Center, capital market liquidity, pension fund reform, free float, ETF, exchange infrastructure, investor protection.

In order to involve the capital market in Kazakhstan's sustainable economic development, it was deemed necessary, aside from the internal regulatory measures, to establish a body of independent regulatory jurisdiction, the Astana International Financial Center (hereinafter - AIFC), that would be responsible for the main factors of the financial sector growth, in particular, by complementing the banking segment with a highly liquid financial market and offering alternative sources and instruments for business financing. Given AIFC's focus on serving a wider region covering the Eurasian Economic Union(EAEU), Central Asia, Transcaucasia, the Middle East and Europe, creating the necessary infrastructure for financial products and services that are not offered or have not reached sufficient trading volumes in Kazakhstan and regional markets, but have high growth potential, becomes a pressing issue, as is finding ways to increase the liquidity of the capital market, which is identified by the center as its principal area of activity and a driver for other financial services development. Progress in other strategic areas of the center, in particular, asset management, private banking, Islamic and green finance largely depends on the availability of a developed capital market and rather serve as a tool to increase its liquidity.

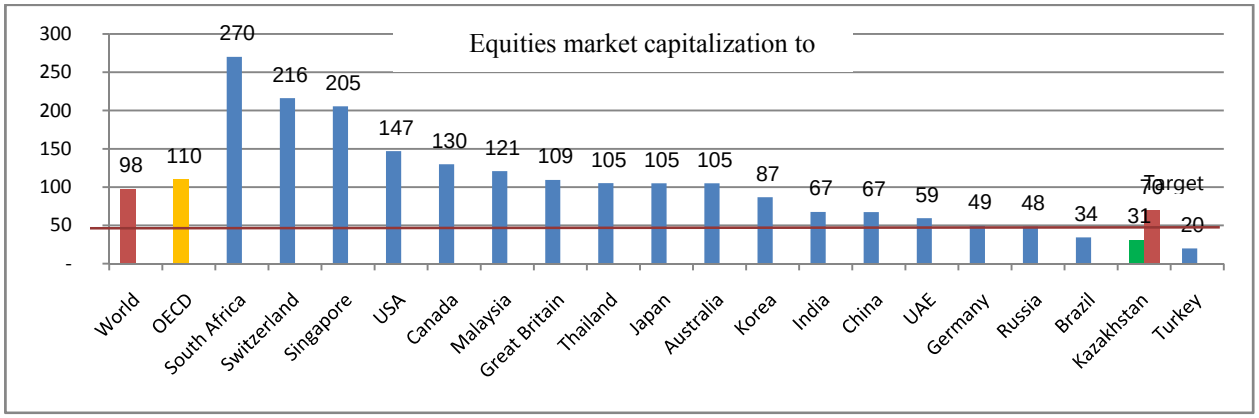
The objective of this article is to explore the rationale for selecting the capital market as the key activity of AIFC and to develop recommendations on key ways to enhance its liquidity based on an assessment of the current state of the Kazakhstan capital market and on international experience. Currently, active measures to improve the efficiency of the national capital market are being taken as part of the Joint Action Plan of the National Bank and the Government for 2018-2021. Our task is to determine what measures may be required in terms of using mechanisms and tools available at AIFC, in particular, Astana InternationalExchange (AIX), to fulfill this goal.

The capital market was determined as the priority area of AIFC primarily due the existing stock market infrastructure in Kazakhstan, along with the banking one, failing to form an effective primary financial center capable of concentrating national capital and attracting long-term foreign investment.

Historically, the domestic financial system has been dominated by the banking sector, which accounts for 67.4 percent of the total assets of the financial system. The banking sector experience in Kazakhstan has shown that, in the absence of a strong economy, this sector reveals its vulnerability. The very idea that banks should be at the heart of the country's financial sector development has undergone a critical reassessment. Following the crisis of 2008, the world academic literature, which explored its implications for a number of European countries, such as Greece, Portugal, and Spain, has generally tended to prefer market-based systems. A 2017 study by Bats and Houben [1] notes that bank financing, as opposed to market-based one, is more likely to generate systemic risk. As demonstrated by Kazakhstan's experience over the recent decades, including the establishment of the Regional Financial Center in Almaty, attempts to develop the domestic financial system with a strong banking presence have not been particularly successful, and it was decided to focus on the development of the financial marketthrough the formation, among other things, of an independent commercial court system based on common law, reliable protection of shareholders' rights, minimum tax and registration requirements and low level of corruption.

The domestic capital market, which serves as the starting baseline for AIFC's main activity, is currently illiquid and, based on a global review, is not commensurate to the scale of the Kazakhstan economy. Despite being ranked 4thintermsofdomesticstockmarketcapitalizationintheEurasianregion[2]and second among CIS countries in terms of securities trading volumes, the ratio of equity market capitalization to GDP stands at 29.2% [3], significantly below the world-wide performance (the global average capitalization of public companies as a percentage of GDP was 112.4% in 2017, according to the World Bank). A comparison of stock market and corporate bond capitalizations across a number of countries, as shown in Figure 1, demonstrates that Kazakhstan needs to aim at least at 70% of stock market capitalization to GDP and 40% of corporate bonds capitalization to GDP.

Most of Kazakhstan's major issuers raise capital at external stock exchanges. Since 2005, over 20 large companies, mainly from the extractive and banking sectors, have been listed at the London Stock Exchange (LSE). The main reason for their interest in overseas placements is the higher absorption capacity of international markets and the lower cost of credit resources compared to Kazakhstan. The absence of a significant offer of corporate financial instruments from large and stable companies has become a major impediment to the development of Kazakhstan's capital market. Part of this problem can be attributed to there being only one large investor, the public pension fund. Of all the assets of institutional investors invested in the securities market, 57.2% are state pension fund assets, 35% are banks, and only about 8% are assets of insurance companies and investment funds [3]. An important mission of AIFC will be to overcome the monopolization of the domestic market from both the demand and the supply side by attracting new local and foreign investors and issuers.



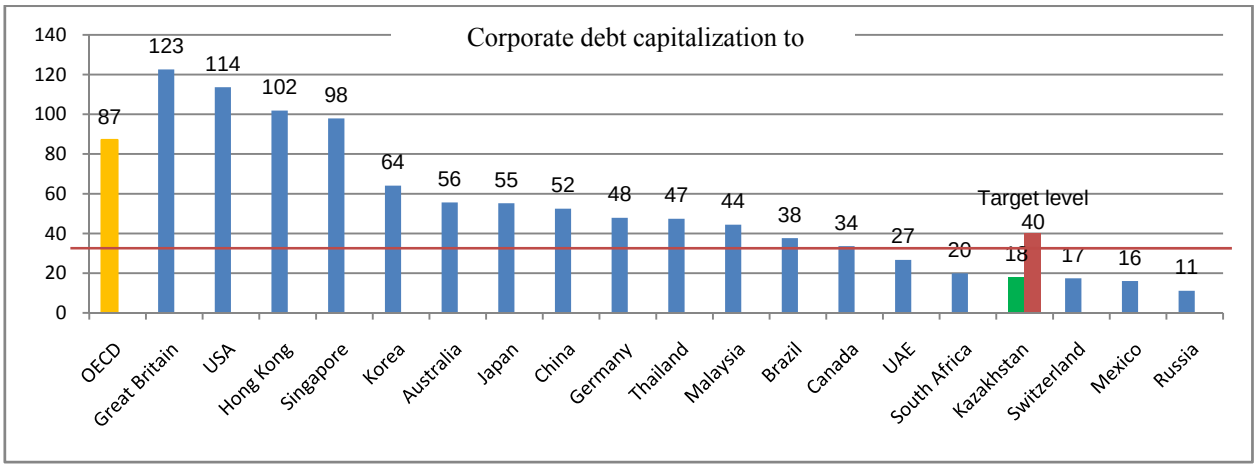


Figure 1 - Capitalization of equity and corporate bond market to GDP (%), 2016
Source: based on World Bank Financial Structure and Development Dataset

Underlying the identification of the capital market as the center's principal strategic direction is the growing need for a liquid regional stock market given the dynamic economic growth in the countries of Central Asia and the EAEU. The following factors are the main drivers for the development of the AIFC capital market:

– An attractive project portfolio for primary and secondary offers in Kazakhstan and the Eurasian region, as well as the Chinese global Belt and Road Initiative.

– Privatization pipeline of national companies planned for 2016-2020.

– A wide range of instruments, including, aside from various securities, commodity instruments and derivatives denominated in tenge, US dollars, yuan and rubles.

– Providing an alternative platform for Kazakh subsoil users to raise investments.

Thus, the regional financial center can facilitate investments in EAEU economies, becoming a gateway to the region for global investors, in particular, Chinese businesses implementing the Silk Road project. The cost of this initiative's projects, of which Kazakhstan, Russia and other countries in the region have become engaged partners, amounts to about $900 billion [4], and the demand for investments of Central Asian countries alone is estimated at $565 billion [5]. The Central Asian countries, whose share in the GDP of the CIS countries has so far increased to almost 20% from 8% in 2010, will be in strong need of investment.

The trading volumes on the Kazakhstan Stock Exchange (KASE) and the AIFC Exchange (Astana International Exchange, AIX) are incommensurable at this point, given that trading in listed securities on AIX was launched only on November 9, 2018. During the first three months of trading, the total volume of transactions on AIX amounted to 4.37 billion tenge. For comparison, at KASE the total trade in government securities reached about 190 billion tenge, in shares - over 20 billion tenge, and in the KASE index shares - 9 billion tenge over the same period. Also, in the first three months of AIX listing, trades were carried out only with *Kazatomprom* shares, with zero activity in all other securities, including corporate and government bonds.

Thus, among the main objectives, AIFC has to deliver on is increasing the capital market liquidity, which generally refers to the market's ability to trade on a large scale without excessive price fluctuations and to provide for sustainable and fair pricing [6], which ultimately determine a market's appeal. The concept of capital market liquidity, according to Harris (1990) [7], covers four dimensions, in particular:

– Depth: A deep market is characterized by a large number of orders from both the supply side and the demand side. A good depth limits the impact of single bids on prices.

– Width: the cost of restoring the previous position in a short period of time (liquidity cost). The width is usually measured by the value of the bid-ask spread (the smaller, the better).

– Resilience: the rate at which prices return to stability after a shock.

– Immediacy: the speed at which transactions can be conducted at a given cost.

Market operators, investors and regulators use a number of indicators to assess liquidity. These include the mentioned bid-ask spreads, the volume of trade (turnover) and the turnover ratio (the ratio of trade to market capitalization). The most commonly used indicators of capital market liquidity are turnover and turnover ratio. It is the turnover ratio, by which the domestic stock market is underperforming the most: in 2018, the ratio of annual trading volumes in the secondary market to stock market capitalization did not exceed 3.5%, to corporate bond capitalization — 4.2%, to government securities capitalization — 7% [8]. For comparison, on the Moscow Stock Exchange stock market turnover is 24% [9]. Bond and stock markets remain illiquid with an insignificant amount of transactions (in 2018, out of the total trade volume in the financial market, trading in stocks, corporate bonds and government securities combined accounted for 3.8%. Moreover, the spreads for a significant part of financial instruments are too high reaching 3-4%, which limits trading and the attractiveness of the Kazakhstan capital market for investments [10]. Thus, the main driving force behind the national stock market is not its investment appeal with a wide choice of liquid instruments, but the government.

The problem of liquidity in capital markets, given its economic importance, has drawn the attention of many researchers who studied its individual aspects, in particular, the factors that determine the liquidity cost (the spread between supply and demand). Following the seminal works of Demsetz (1968) [11], Tinic (1972) [12],Benston and Hagerman (1974) [13] and Stoll (1978) [14] a lot of studies looked into the impact on the market liquidity of financial liberalization and improvements in legal and political institutions, information efficiency and information asymmetry, ownership structure, stock splitting, institutional investors, cross listing, etc. G.Wuyts provides a wide overview of the literature and liquidity determinants of stock markets, in particular, the impact of market structure and competition between markets on liquidity [15]. A number of international studies have attempted to review and summarize the empirical experience of increasing capital market liquidity, including a study of factors affecting market liquidity in developing countries conducted by the International Organization of Securities Commissions (IOSCO) working group [16] to evaluate such liquidity drivers, as macroeconomic conditions, capital market structure, regulatory reforms, products and services, an Oliver Wyman report commissioned by the World Federation of Stock Exchanges on strategies of increasing liquidity on emerging stock exchanges [18], a McKinsey & Company report on the deepening of capital markets in emerging economies [19], and a study of global financial markets, conducted by PwC for the Institute of International Finance and the World Association of the financial markets [6].

Table 1 - Key ways to increase capital market liquidity at AIFC

Facilitating the development of a diverse investor base (demand stimulation)	– Incentivizing local and foreign institutional investors by providing a source of acceptable returns and developing a mandate mechanism to put the assets of state funds under external management – Pension fund reform – Growing the retail investor base through activation of educational programs and development of collective investment schemes – Simplification of market access by establishing channels of trading connection with developed exchanges (strategic partnership with developed exchanges), double / cross listing
Support of supply, increasing the pool of financial products and product innovations	– Stocks - a high level of free float, the quality of shares of public companies, building a critical mass of listed companies – Bonds (government, corporate, Islamic, etc.). Yield curve formation – Development of product innovations - derivatives, securitization of mortgage and infrastructure loans and covered bonds, green bonds, ETFs, green sukuk – Wide currency coverage - tenge, rubles, US dollars, yuan – Dedicated platforms for financing small and medium-sized companies
Improving AIX infrastructure to facilitate primary offerings and secondary market	– Improving trading platform technologies (co-location services, support for algorithmic trading companies) – Developing information disclosure databases, market and reference analytics. Launch of indices - collaboration with international index providers – Incentives for market makers – Maintaining the practice of short-selling of borrowed securities
Improving AIX regulatory framework in support of market liquidity	– Use of credit ratings – Investor Protection

The national stock market, despite all the issues with engaging local and international issuers and investors, reached a certain level of maturity in that it created a basic market infrastructure with the necessary level of electronification, disclosure-based listing regime, with the capacities enjoyed by developed exchanges. Notably, standards and regulatory principles are consistently aligned with international best practice. AIFC is particularly characterized by the availability of a high-tech financial platform established with technical support from Nasdaq, as well as a regulatory regime that meets recognized international standards. Still, proceeding from the problems of the current state of the domestic capital market identified above, we have formulated a number of key recommendations to enhance liquidity at AIX along four directions (See Table 1). Below we look in more detail into the most important of these proposals.

Direction 1. Facilitating the development of a diverse investor base (fostering demand). Creating incentives to allure local and foreign institutional investors requires that the capital market be primarily a source of acceptable levels of return for national and foreign institutional investors (The Unified Accumulative Pension Fund (UAPF), sovereign National Fund of Kazakhstan and insurance companies in particular). This task requires stepping up the efforts to localize foreign managers of the National Fund and UAPF assets, to conduct a pension reform, liberalize the requirements for the domestic investment funds and insurance companies to expand their investment opportunities, as well as to develop collective investment schemes. According to IMF recommendations, the asset management objectives with regard to the assets of state funds, the National Fund and the UAPF should be about ensuring the profitability of their investments, rather than supporting the implementation of subsidizing fiscal and monetary policies [20], while the instruments offered by the financial center should promote fair market pricing.

In terms of developing the asset management institution in AIFC, a mandate mechanism is quite attractive for global participants. Mandates awarded for the management of the National Fund assets will catch the interest of the largest global management companies if they offer significant assets in the range of $22 billion. Localization of such companies in AIFC, or an obligation to invest a portion of the assets in the local market can be one of the criteria to be considered by the National Bank when selecting a manager. At the same time, leading foreign companies will bring in advanced experience in their operations, triggering the influx of other institutional players.

Reforming the mechanism for pension fund asset management should include a prompt transfer of the assets to private management companies. Highly concentrated pension funds as “passive investors” with a significant presence in the capital market can adversely affect market liquidity, since they often adopt a long-term investment strategy. A deconcentrated pension asset management system contributes to more flexible investment strategies and thereby more active redistribution of funds in the market, as demonstrated by the Malaysian Employees Provident Fund’s transfer of significantly larger amounts of assets to external fund managers. At the moment, the question of distributing mandates on UAPF assets to third-party managers is being handled at too slow a pace, since this intention of the government was declared back in 2015. However, as of early March 2019, only one foreign company, Aviva Investors, was engaged to manage UAPF funds in the amount of 0.88% of total assets (US $220 million) under the “Global bonds of emerging markets” mandate [21], while the selection of foreign managers under the mandate “Global shares” and “Corporate bonds” is still underway. Moreover, the current UAPF strategy provides for the transfer to external managers of 5% of investment assets at most.

Equally important for increasing capital market liquidity at AIFC is pension fund participants’ ability to choose an asset manager, since only under such conditions will there be competition in terms of profitability, size of commissions and quality of investments. Moreover, it is recommended to fully forego any restrictions on investment strategies of management companies and adopt risk management approaches based on fiduciary responsibility for risky investment policies.

Expanding investment opportunities for retail investors through the implementation of educational programs and the development of collective investment mechanisms is an important measure of support for the market from the demand side. In Kazakhstan, 116,000 individuals, which is 0.6% of the population, have brokerage accounts to invest in stock market instruments alternative to bank deposits. In the USA, China and Russia, this share is 40%, 10% and 1.2%, respectively [21]. The fact that individuals in Kazakhstan invested only 18% of their liquid assets (including financial investments and deposits) in the stock market implies that the potential market of citizens who are able to invest in securities is 5 times

bigger, but the lack of trust and knowledge prevents their entry into the capital market. Redirecting these reserves to the stock market through mutual funds, a “popular IPO”program reboot, and unit-linked insurance, can be a good source of liquidity. Revitalization of the financial literacy program to develop a culture of stock market investing should be accompanied by an offer to a wide range of retail investors of a portion of the strategic government assets in the framework of ongoing privatization under the “popular IPO” program. In addition, the breadth and depth of the AIFC stock market can be increased using innovative methods of issuing financial instruments based on blockchain technologies. Conditions should be provided for raising capital by issuing cryptographic tokens (crypto-analogs of stocks and bonds) using the smart contract technology, thus ensuring access to the AIFC exchange for a wide range of retail investors.

To increase market liquidity by providing market access for additional investors, it is recommended that AIFC establish a trading connection with developed markets through cross-trading and double listing. In view of AIFC's strategic partnership with the Shanghai Stock Exchange and Nasdaq, cross-trading with these platforms, as well as with other regional marketplaces, including the Moscow Exchange, should be considered. In addition, a double listing, that is, trading securities on foreign exchanges in addition to the internal primary listing at AIFC, will increase the visibility of issues among investors and allow them to benefit from the lower cost of capital due to the growing pool of global investors. Arbitrage trading opportunities can help increase the liquidity of these securities in the markets they are listed on.

Direction 2.Support of supply by increasing the pool of financial products and product innovations. The availability of a wide range of offers, covering stocks, bonds, product innovations, dedicated specialized platforms for small and medium cap companies, provides options to a heterogeneous base of investors with different risk appetites. A critical mass of listed companies, a high free float level and the quality of public companies are of crucial significance for *stock market liquidity*. In general, companies with the highest free float level, that is, the share of equity available for acquisition on an open market, generate the highest level of liquidity, and the minimum free float requirements are usually set at 25 percent, although this figure varies across jurisdictions [16]. As part of the privatization of state-owned companies through IPOs at AIX, it is necessary to offer at least 15-20, and potentially a greater number of investment-quality state-owned assets, while getting public state-owned companies to make additional offerings, because following the IPOs slated for ten “blue chips” a need to further support the proposal will inevitably rise in the medium term [17]. Adoption of corporate governance and reporting standards will ensure the quality of listed companies. Meanwhile, the minimum free float level of 25% for IPOs and SPOs of previously privatized state-owned companies set by the AIFC rules is fully in line with international practice, and the requirement of the Securities Market Law of Kazakhstan to have at least 20% of new international offerings placed on AIX should hold.

The debt securities sector in AIFC can also make a significant contribution to improving capital market liquidity, which will require a large-scale offer of government and corporate bonds, including infrastructure bonds, by the government, international development institutions (with a high credit rating) and private companies. At the same time, it is important that domestic issuers, whether banks, quasi-government or private entities, be encouraged to issue bonds on a voluntary basis, with the pricing of bonds left to market forces - without guarantees of buyouts by state funds.

Government bonds should be issued with a wider range of maturities (from 3 months to 30 years) and frequency with an emphasis on short-term instruments to establish an effective yield curve in different currencies and to assist market participants in determining the value of corporate issues. To increase market transparency and investment levels, the Ministry of Finance of Kazakhstan should publish a calendar of government bond issues. Given that in some developed countries, such as Australia and the USA, treasury bond issues sometimes exceed by far the planned deficit, increasing the ratio of offers on AIX in relation to the planned budget deficit should be an option as well. To address the high fragmentation of government securities issues, expressed in a large number (over 150) of low-value issues, their number should be gradually reduced to 20-30, according to international practice, and capitalization increased. The measure will accommodate not only long-term investors, but also active players.

Ensuring that AIX offers a variety of instruments (securitization, covered bonds, derivatives) and forms of collective investment (ETFs, REITs, mutual funds, hedge funds), product innovations (green bonds, sukuk, crowd-funding through cryptotoken offerings) and wide geographical coverage (product

placement in a variety of currencies) is a priority. Such a range will allow, first of all, a greater access of retail investors to the securities of foreign issuers, while increasing the liquidity of the AIX market, since the trades are done on its platform. In addition, the AIFC should expand the range of proposed investment instruments for assets under management, including private banking assets, following the latest trends in international practice. The widespread use of exchange-traded investment funds (ETFs) on AIX with simultaneous efforts to raise public awareness of these instruments will help boost trading volumes and capital market liquidity. This instrument, which is an investment fund that usually invests in an inexpensive portfolio of assets, is traded in the same way as shares and usually tracks a certain index, has gained immense popularity. More and more exchanges in emerging markets are introducing ETFs, and their number on emerging market exchanges increased from 200 in 2010 to 700 in 2015 [18]. This success is due to ETFs enjoying such characteristics as a lower management fee (up to 30 cents per 1000 US dollars invested [23]), simplicity and relative cheapness of organization [6], while allowing risk diversification similar to mutual funds. It is important that the volatility, often caused by the presence of a large number of retail investors, can be reduced by arranging for indirect retail investment access to the markets through mutual funds or ETFs.

Direction 3.Improving AIX infrastructure to facilitate primary offerings and secondary market. Key areas for improving AIX infrastructure in support of the issuing and trading process include further upgrades to trading platforms, developing information disclosure databases and market analytics tools, launching special AIFC indices, incentivizing market makers, reducing transaction costs, increasing trading time and maintaining short selling and borrowing mechanisms. To stimulate active participation of investors through increased market transparency and efficient pricing, an efficient database needs to be available to provide information on issuers and transactions, in particular, over-the-counter transactions (OTC), for which access to information is limited compared to other transactions. AIFC should also consider providing incentives for market makers to attract them to the exchange and increase market liquidity. Dubai Exchange successfully stimulates market makers by offering a 100% rebate on trading and clearing fees [24]. AIFC can potentially offer similar incentives to market makers with regard to commissions. A positive point is that at present AIX does not impose restrictions on short selling of borrowed securities. Short selling gained ambiguous reputation during the 2008 financial crisis, and this practice has been banned for some time after the crisis in many jurisdictions, for example, in Dubai up until 2017 [25]. Meanwhile, it has been determined that providing the opportunity to participate in short selling makes a positive contribution to price discovery, increasing market liquidity and facilitating risk management.

Direction 4.Improvement of AIX regulatory framework in support of market liquidity. In addition to providing investment risk assessment tools to retail investors, the AIFC regulator and the AIX operator must ensure that an appropriate investor protection mechanism is in place. In developed international financial centers compensation funds, collective investment protection schemes, private insurance, clearing and settlement risk guarantee funds, initiated either by the exchange or by the participants themselves or their self-regulating organizations are common. Compensation funds, for instance, do not provide protection from market risks, but from losses associated with bankruptcy or unfair actions of professional participants. These programs set the upper limit of compensation. For example, the maximum amount of compensation under the UK Financial Services Compensation Scheme is £50,000, the Singapore Exchange Compensation Fund - $50,000, the Hong Kong Investor Compensation Company - 150,000HK$, the US Investor Protection Corporation - 500,000 US dollars, and the minimum level of compensation in the compensation funds of EU stock exchanges is 20,000 euros [26]. Considering that such an investment guarantee mechanism on AIX has not yet been implemented, it is recommended that a compensation fund be established to compensate investors for losses in case of abuse or fraudulent actions of brokers.

To summarize, the current state of the domestic capital market can be assessed as having low absorption capacity and significantly underperforming in terms of market capitalization and turnover. The crucial role of AIFC in ensuring Kazakhstan’s export competitiveness in the financial market and in tackling the capital market liquidity problem was substantiated, which warranted presenting a number of ideas and levers that AIX can use to increase capital market liquidity at AIFC. More detailed recommendations are offered on the key measures along four directions: the development of a broad

investor base with a focus on ensuring an acceptable level of returns for international and domestic institutional and retail investors and on developing a mandate mechanism for placing state fund assets under efficient external management, enhancing the pool of financial products through increased local and foreign offerings and product innovations, as well as improving AIX infrastructure and regulatory framework in support of market liquidity. Considering that AIX's ability to contribute to this goal largely depends on the operating environment and market conditions, the AIFC regulator and policy-makers at the republican level should work together on creating the necessary conducive market environment, which is also reflected in some of the recommendations.

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«АСТАНА» ХАЛЫҚАРАЛЫҚ ҚАРЖЫОРТАЛЫҒЫНЫҢ КАПИТАЛ НАРЫҒЫНЫҢ ӨТІМДІЛІГІН АРТТЫРУ ЖОЛДАРЫ

Аннотация. Мақалада «Астана» халықаралық қаржы орталығы (бұдан әрі - АХҚО) іс-әрекетінің басты бағыты ретінде капитал нарығын таңдаудың негізгі алғышарттары анықталды, еліміздің қор нарығының ағымдағы жағдайы мен халықаралық тәжірибесіне шолу жасау негізінде, атап айтқанда, орталық биржасы, Қазақстанның капитал нарығы өтімділігін арттырудағы АХҚО тетіктері мен құралдары әлеуетін анықтау міндеті қойылды. Отандық капитал нарығының ағымдағы жағдайына шолу жасау оның сіңіру қабілеттілігінің төмендігі және капиталдандыру мен айналымдылық индикаторларының едәуір төмендеумәселелері айқындалды және АХҚО қаржы нарығы менкапитал нарығы өтімділігінің төмендеу мәселесін шешу барысында Қазақстанның экспорттық бәсекеге қабілеттілігін қамтамасыз етудегі рөлі анықталды. Халықаралық пен отандық институционалды және бөлшек инвесторларын тарту аясындаинвесторлардың кең базасын дамыту, орналастыру және өнім инновация санының өсу есебінен қаржы өнім пулын арттыру, нарық өтімділігін қолдау барысында АХҚО биржасының инфрақұрылымы мен реттеу базасын жетілдіру сияқты төрт бағыттағы АХҚОнегізінде капитал нарығы өтімділігін арттырудың түйінді шаралары бойынша бірқатар нақты ұсыныстар берілді.

Түйін сөздер: «Астана» халықаралық қаржы орталығы, капитал нарығының өтімділігі, зейнетақы қорын реформалау, еркін айналым, ETF, биржалық инфрақұрылым, инвесторларды қорғау

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ПУТИ ПОВЫШЕНИЯ ЛИКВИДНОСТИ РЫНКА КАПИТАЛА В МЕЖДУНАРОДНОМ ФИНАНСОВОМ ЦЕНТРЕ «АСТАНА»

Аннотация. В статье выявляются основные предпосылки выбора рынка капитала в качестве генерального направления деятельности Международного финансового центра «Астана» (далее - МФЦА), поставлена задача определить на основе обзора текущего состояния фондового рынка страны и международного опыта потенциал механизмов и инструментов МФЦА, в частности, Биржи центра, в повышении ликвидности казахстанского рынка капитала. Обзор текущего состояния отечественного рынка капитала выявил остроту проблемы его низкой абсорбционной способности и существенного отставания по показателям капитализации и оборачиваемости, и определил роль МФЦА в обеспечении экспортной конкурентоспособности Казахстана в области финансового рынка и решении проблемы низкой ликвидности рынка капитала. Представлен ряд конкретных предложений по ключевым мерам повышения ликвидности рынка капитала на базе МФЦА в четырех направлениях: развитие широкой базы инвесторов с упором на привлечении международных и отечественных институциональных и розничных инвесторов, увеличение пула финансовых продуктов за счет роста числа размещений и продуктовых инноваций, совершенствование инфраструктуры и регуляторной базы Биржи МФЦА в поддержку ликвидности рынка.

Ключевые слова: Международный финансовый центр «Астана», ликвидность рынка капитала, реформа пенсионного фонда, freefloat, ETF, биржевая инфраструктура, защита инвесторов.

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THE KAZAKH LEXICON OF THE VIRTUAL COMMUNICATION

Abstract. During the globalization process, various innovations, novelties, new phenomena in every field of society are emerging due to technology and computer equipment. All phenomena occurring in the society are reflected and recorded in the language. The article examines the features of virtual communication compared to real communication, the different features of the language units in virtual communication, the lexicon of social network users which deviate from literary norms of the language and its causes.

Keywords: virtual communication, Kazakh virtual environment, new words, language novelties, language norms, literary language.

Introduction

The flow of information as fruits of globalization increases the overall advantage of communication in society. Verbal and non-verbal linguistic tools in real communication in the oral or written form differ from the use of linguistic means of virtual communication. This issue has become a special object of research among modern linguists. For the human race living in information society is gradually increasingly relying on virtual tools to compensate for the need for communication.

Communication needs are as follows: information exchange; expressing one's own thoughts; organizing of a common activity; influencing on will (valutation service); emotionally or expressively.

All communication needs exist both in real and virtual communication. In the virtual communication, these needs are met by technical means. In the virtual communication, both oral and written forms of real communication exist, but mechanisms of its implementation differ from facial communication. Thanks to the equipment, real communication is projected in a virtual space, resulting in unique features of virtual communication. In modern linguistics, the search for features of linguistic tools related to virtual communication is increasing. For example, in virtual communication, information may come from an unfamiliar addresser as a voice message, a text message, or a video message.

In virtual communication, communication between the addresser and the addressee is not as in real communication. In real communication, the addressee can only communicate with familiar addressee, while in the virtualcommunication,he or she can also communicate with an unfamiliar addresser. If one can describe and put down emotions in the written form of real communication, in virtual communication, one can send an emoticon ('smile' in English). Punctuation marks in written communication take part in virtual communication to express the emoticons, which means that the verbal tools in real communication has a completely different function when projected in virtual communication. For example, this emoticon is expressed with a right parentheses in the written form of virtual communication -), and if he or she is happy, he or she puts severalright parenthesis -)))). But if a person is sad, if he or she is distracted by the information he or she has read or heard, instead of this emoticon he or she puts the right parentheses - (, - (((.

The reproduction of verbal tools in virtual communication arises interest among the linguists. At the same time, the desire to explore aspects of virtual communication is also encouraged by other areas such as IT-technology, artificial intelligence, philosophy, psychology, sociology, and criminalistics.

IT professionals continuously examine the ways to build a variety of interfaces in order to improve the virtual communication to such an extent that it can replace the face-to-face communication. They suggest that the virtual communication architecture can be closer to the "natural" environment only in case the virtual organizational environment and groups are described by dynamic reconfiguration [1, 9]. Also, one of the studies aimed at improving the dynamics of virtual communication, its service and developing communicative skills has identified thelinguistic needs as the main mechanism of the virtual communication [2].

In the philosophical context, the virtual communication has been studied by L. V. Baeva [3], Solodovnik L. V., Basai M. Yu. [4] etc. and regarded as "phenomenon". The phenomenon (phenomenon in Greek)in English means a unique occurrence, a fact whose cause or explanation is difficult to establish. Philosophers are also studying in detail the process of change in relationship between the "Self and Others" system under the influence of virtual communication.

In the field of sociology, this type of communication has been considered by A. A. Zamorkin [5], R. V. Leushkin [6], O. A. Trofimova [7], etc. When discussing virtual communication, sociologists use the term "virtual social communication".

Educators and psychologists are thegroup of active researchers of virtual communication. They examine the impact of virtual communication on the person, the negative effects on the process of a person's formation, and the behavior of a person in virtual and real life.Kushzhanova N. V. and others described the negative impact of virtual communication on the child [8].

The representation of verbal tools in virtual communication has become the core of researches by numerous linguists. The relationship between verbal and written elements in virtual communication and the virtual relationships as a new stage of written communicationhave been considered by B. Altulhova [9], the genre of virtual communication has been considered by I. Egorova, S. M. Karpoyan, Yu. A.Mikheeva, S. A. Ignatieva, A. Ageyeva, E. N. Galichkina, the forms of virtual communication has been considered by S. G. Agapova, A. V. Polojan, its linguistic features have been considered by M. G. Dovgal, S. E. Mikhailova, L. V. Mikhailova, Khairullina, I. A. Borisova, I. B. Tubalova, Yu. A. Emer, N. M. Smakovskaya and others. E. N. Galichkina studied the genre stratification of the Russian blogs in virtual communication, indicating the criteria for the division of the Russian blogs genres, describing textsof various genres based on these criteria [10]. V. I.Yegorova concentrates on the genres of virtual communication, showing carnival and usual types ofgenre [11]. S. M. Karpoyandescribes Instagramas a special genre of virtual communication [12]. S. A. Ignatieva, A. Ageyeva consider the comments as the genre of Internet communication based on the content of the French virtual discourse [13].

In domestic linguistics, linguistic features of the current social networking in the Kazakh language, the linguistic competence of users, the use of language tools and their classification has been considered by A. Fazylzhanova, A. Aushenova [14].

Methods. Over time, through social networking in the Internet, new concepts and new language units are emerging in all of the world languages. This phenomenon also affects the Kazakh language. In the Kazakh-speakingsocial networks,there are being formed new words that come through the English language. These words are used by the "internet inhabitants" in everyday life and are the key words of today's linguistic community in the network [15]. Recently, since 2010, works on virtual communication, linguistic innovations and their codification in Kazakh linguistics have been published in various periodicals and online publications. It is necessary to analyze the published scientific articles on this topic,and systematically study the newly created language units in the context of literary language. Therefore, we believe that our work on studying language novelties in virtual communication is vital for modern Kazakh linguistics. Nowadays, the Kazakh-speaking virtual environment is being developedinthe Internet. The study of the linguistic features of the virtual environment, the definition of language novelties in virtual communication, the study of coding of language novelties and lexicography issues show that our work is topical. Our upcoming searches are dedicated to the issues of finding, learning, coding and lexicography of language novelties in virtual communication. In the course of the research, we use the comparative method, the method of typological description. Also, used are the grouping, sorting methods.

Results

The development of IT technology has led to the strengthening of virtual communication in society. Virtual communication space has been superseding real communication day by day. Virtual communication has the potential to change the linguistic standards of real communication. The linguistic units of virtual communication are replacing the language units that have become the norm in real communication, and the abnormal use is becoming "normal" for virtual communication. In addition, as a result of the rapid development of virtual communication, through the Internet, social networks, more and more new words, new names, and new concepts appear in every world language. This phenomenon also affects the Kazakh language. In the Kazakh-speaking virtual environment, the number of new words that come through the English language is increasing day by day, and the neologizationprocess in the language is intensifying. As a result, the lexical fund of the Kazakh language is being enriched by new words, new language innovations.

Neologizationis understood as the process of complex renewal through the new meaning of adopted words, new words anddenominations in the lexico-semantic system of the national language. Today, the language policy in Kazakhstan, based on a liberal principle, has borne fruit: during the years of independence the Kazakh language has been used in all spheres of public life; along with the expansion of the Kazakh language, there is a tendency for the development of language culture. In this regard, the dynamics of neologizationhas increased in the lexical system of the modern Kazakh language. At the same time, the neologisms that before were parts of the passive ('passivus' in Latin)lexiconhave been able to move into the active vocabulary of the lexicon in a short period of time. All this can serve as a proof of transformation in public consciousness. It is noteworthy that these language innovations have an impact on the society and can lead to a reverse process, which is a means of renewal of public consciousness. However, the process of understanding, description, stocktaking, lexicography, coding and standardization of the scientific and linguistic meaning of neologisms in the Kazakh linguistics has significantly slowed down in recent years under the influence of known and unknown reasons.This is evidenced by the period of publication of the latest normative dictionaries of new words in the Kazakh language [16].

As stated in the program article of the President of the Republic of Kazakhstan N. A. Nazarbayev "Future orientation: the spiritual revival" [17] the solution of the major ideological problems on the revival of public consciousness that has been set in the present-day Kazakh societyis not possible without using the unifying ('identifico' in Latin), consolidating ('consolidatio' in Latin) and modeling functions of the language. Unifying, consolidating and future modeling functions of the language are related to its modernizing ('modern in English) function. The latter is accomplished through the active involvement in the linguistic consciousness of units of all language groups of language layers. Those linguistic innovations, including neologisms, being the representative of the "novel" in the system of knowledge in the consciousness takes a burden for its revival. The study of neologizationin structural, psycholinguistic, linguocultural, linguocognitive and other aspects is not only influenced by the key role of lexical and semantic innovations in the language renewal, but also by the intensity of the impact of scientific and technological progress, ofinformation technology on the linguistic consciousness of society.

By the end of the 20th century, scientists observed the growing neologization, "neologicbreakthroughs" in many languages [18]. The high level of modernization ('neogenity' in Russian)was increasedin geometric progression at the beginning of the 21st century [19]. Neologistscame to a consensus that the emergence of new words and meanings, that is, the development of neologisms are only characteristic ofviable languages and are an important factor for their social development ('factor' in Latin). As researchers showed, at the end of 20th century, the neurology was formed as a special branch of linguistics [20, 10]. In connection with the above, the "neological breakthrough" is also clearly seen in the Kazakh language nowadays. Neologicalsearches, on the one hand, enable one to explore the language as a viable one, and, on the other hand, give one the most important results in lexicography of language innovations, clarifying the social need for the denomination of a new thing or the semantic renewal of existing denominations. The role of virtual communication in creating new words, spreading among the speakers of languageis increasing day by day. It is noticeable that the flow of new words into the Kazakh language via the virtual environment is currently going intensively than ever before. Here are some of the factors:

- the speed of globalization;
- Internet access for the world's population;
- dominance of English as many new words are being introduced in English;
- spontaneous spreading among "internet inhabitants" of new words entered by means of virtual communication and understanding of those by the "internet inhabitants".

K. Aldashevagroupsthe new words in the modern Kazakh language by degree of their social and applicability significance as follows: "New words in the modern Kazakh language:

- scientific and technical names (terms);
- socio-public names: 1) terms of social sciences; 2) everyday household names" [21, 41].

In this classification,we can include a new group of words that can only be used in virtual communication. We cannotclassify new words of virtual communication as "everyday household denominations", as it has become the main tool of communication that covers all aspects of society and increases productivity and efficiency. At present, any public spherecannot increase the efficiency of productivity without virtual communication. Take, for example, e.gov.kz portal of the e-Government of the Republic of Kazakhstan.Using the Internet resources anywhere in the world any citizen of the Republic of Kazakhstan can receive any document, data andinformation by electronic digital signature. That is, electronic services are implemented through the triple mechanism of*Kazakhstan Citizen or Legal entity - Computer -E- Government of the Republic of Kazakhstan*. A number of new words related to the launch of the E-Government Portal of the Republic of Kazakhstan have been widely used within language speakers of different social groups: *digital signature, e-Government, virtual consultant, electronic application, e-licensing, receipt or renewal of electronic digital signature, online receipt of address, e-Government mobile application*etc. Also, words such as *webinar, online workshop, online conference, livestream, and deadline* are widely used in educational process, marketing, business, and everydaylife. The new vocabulary of such virtual communication cannot be classified as a group of "scientific and technical denominations (terms)" as well as the "terms of social and public sciences" and "everyday household denominations". For these new words are not used only within a certain group or industry; they are used by language speakers in all areas of society. There is no inter-industry (scientific, technical, social and public sciences, everyday life) or age restrictions (i.e. new words are used both by youth and older people) for the use of new words generated by virtual communication, it is commonly used. Therefore it is necessary to distinguish the new words of virtual communication as an individual large group.

Virtual communication covers various social networks, blogs, forums, chat (programs for online communication, site chat), and virtual mail (email). Virtual communication is used as a tool for obtaining information, as a means of expressing one's ideas, in business, for communicating with friends, learning, and have no age restrictions on Internet users.

In global linguistics, the term "electronic communication" is used as a type of virtual communication. In his research, AtefOdehAbuSa'aleekconsiders the term "e-discourse" as a term that expresses the written form of the language used by adolescents in writing electronic messages, and suggests that electronic discourse is a new type of language that can dramatically change the structure of the written language. Through the linguistic analysis of the electronic messages of teenagers under the age of 22, he shows various characteristicsin writing electronic messages such asshort-cutting words, deliberately droppingletters, changing the traditional form of words, swapping words, phrases, replacing words with emoji, using initialism. The researcher suggests that if students increase the use of such language of electronic discourse,that threatens their literacy in English; he emphasizes the need to raise awareness among students about language variants between the standard form of language and the electronic communication [22]. D. Crystal asserts that the internet language is characterized by non-traditional spelling [23].

Discussion

In the Kazakh-speaking virtual environment, new words are created under the influence of the English language, and some new words are being developed in the Kazakh language. The following is the English words penetrated into the Kazakh language without alteration: *troll, hype, post, fake, hash tag, vine, viner, ban, blogging, blogger, spam, dislike, online, chat*, *deadline*, etc. New words whose equivalent

in Kazakh and the original in English are used alternatively: *repost* (*Dear friends, I need your help! We would appreciate if you do repost) - spread* (*Please,spread the message*), *like* (*Sorry to bother you.Please, could you press "like".*), the words developed in Kazakh language: "*жазылушы" - the follower* (in Russian -подписчик) (*I amsellinga YouTube channel with 10 thousand followers*), "*қаралым"(qaralim) – the view (*in Russian – просмотр*)* (*The most popular clip on YouTube has reached 5 billion views*). The word "қаралым" (qaralim) in Kazakh language is created from the verb *қара(qara) (to view)* and the suffix for making new words *-lım*. The *-lım*suffixis commonly used in the field of education to create terms such as *жазылым* (*jazılım), айтылым (aytılım), оқылым* (*oqılım)* (*subscription, utterance, reading)*. The word*қаралым (qaralim)*is a successful language innovation.

At the same time, in Kazakh-speaking virtual environment, the language speakersresort to different language abnormalities to attract readers / listeners / viewers. For example, *сұқбат (сұхбат is the norm) (interview), крузак (ланд крузер) (Land Cruiser), сәбет (кеңес is the norm) (advice), әліпбисымақ, бу (*in Russian *бывший в употреблении) (secondhand), кузов (шанақ is the norm) (car body), МГУ (ММУ is the norm) (Moscow State University), пенсия (зейнетақы is the norm) (pension), добавил (қосты is the norm) (added), поделился (бөлісті is the norm) (shared), понт (showing off), сиез (съезд is the norm) (congress), санаторий (шипажай is the norm) (spa resort), сотка (ұялы телефон is the norm) (cell phone), yamcan (Whatsapp), фото(photo), etc.* The words collected from Facebook indicate that they have deviated from the literary language norms. These are Russian, English words that were not translated and of spoken speech style, used as they are and there are slang, jargon words used by representatives of a particular social group.

N. Ualisuggests that in order to be viable, literary language should have a lot ofspeakers of that language, among thosethere should be the elite group using that language, the average statistical group, the group below the average. But most importantly, the average statistical group needs to represent a large percentage of all language speakers. Functional styles must be fully-featured. It is important that the language circulation ishomogeneous, to becomprehensible to all[24].

There are frequent language norm deviationsamong social network users, for some reason. N. Uali calls it "a pragmatic deviation from language norms". "This type of deviation directly relates to the language system and structure. The linguistic norm is a part of the language system that has been carefully selected in the course of social communication. The following is the types of deviation from language norms for pragmatic purposes:

- matching up a word with an incongruous one;
- transforming a word with an inapplicable affix;
- misuse of phraseology;
- misuse of spelling norm;
- misuse of the pronunciation norm.

These last two deviations are also calledkakozemia.

Kakozemia is one of the types of deviations from orthoepic, orthographic norms, and one of the rhetorical methods for pragmatic purposes. Traditional language norms are used to attract the attention of readers / listeners.

Deviation from the orthoepy f the literary language for pragmatic purposes is a rhetorical approach often used in oral speech. Elements of such noncanonicalphonetics have an exceptional stylistic function. The misuse of graphic-spelling norms can be attributed to the kakozemia, the deviation type used for pragmatical purpose [25, 117] For example, K. Olzhai in hisnotes "*In the era when humanity is measured by counting the "likes*" misuses the phraseological unit by breaking the composition of phrases and attracting the attention of the reader.

In virtual communication, including Kazakh virtual environment, there are five types of functional styles.

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ВИРТУАЛДЫ КОММУНИКАЦИЯДАҒЫ ҚАЗАҚТІЛДІ ЛЕКСИКА

Аннотация. Жаһандану үдерісі кезінде қоғамның әрбір саласында алуан түрлі жаңалықтар, жаңартпалар, жаңа дүниелер, құбылыстар технология мен компьютерлік техникаға байланысты пайда болып жатыр. Қоғамда пайда болып жатқан құбылыстардың барлығы тілде көрініс тауып, тілде тіркеліп отырады. Мақалада виртуалды коммуникацияның реалды коммуникациямен салыстырғандағы ерекшеліктері, виртуалды қарым-қатынастағы тілдік бірліктердің өзгеше сипаты, әлеуметтік желі пайдаланушылары тіліндегі әдеби нормадан ауытқыған лексика және оның себептері қарастырылады.

Түйін сөздер: виртуалды коммуникция, қазақтілді виртуалды орта, жаңа сөздер, тілдік жаңартпалар, тілдік норма, әдеби тіл.

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КАЗАХОЯЗЫЧНАЯ ЛЕКСИКА В ВИРТУАЛЬНОЙ КОММУНИКЦИИ

Аннотация. В процессе глобализации благодаря технологиям и компьютерной технике во всех сферах жизни общества появляются различные инновации, новшества, новые явления. Все явления, происходящие в обществе, отражаются и фиксируются в языке. В статье рассматриваются особенности виртуальной коммуникации в сравнении с реальной; особый характер языковых единиц в виртуальном общении, а также лексика, отклоненная от литературной нормы в языке пользователей социальных сетей и его причины

Ключевые слова: виртуальная коммуникация, казахоязычная виртуальная среда, новые слова, языковые инноваций, языковые нормы, литературный язык.

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ON THE PROBLEMS OF AGRARIAN AND LEGAL SCIENCE

Abstract. An economy is predefine many reforms and transformations. It is now important to be oriented to general speciality of "jurisprudence" on certain industries of national economy and sphere of vital functions.

Key words: Agrarian low, economy, agricultural laws, normative laws, landed laws.

It is known that 46% of the economically active population of the planet is mainly employed in agriculture, meaning 1.3 billion people are engaged in simple production of daily bread, and if we add the families of the villagers here, this number will double by 2.6 billion people.

Agriculture accounts for a large proportion of the modern Kazakhstan economy. Therefore, our country is considered agrarian.

If we take a small historical tour, for the first time the term “agrarian law” was introduced in 1908 by the famous German scientist Richard Park. His book in Russian was published in 1927.

Developing the ideas presented in the book of Richard Park, the Russian scientist O.M. Leontyev issued his own book “Peasant Law” in 1909, based on the features of the national law “On Peasants” [1]. From the Latin, the word "agro" literally translates as earth.

A classical, socialist type of collective-farm and land law emerged with the establishment of Soviet power on the territory of the newly-formed state of workers and peasants. However, as it should have been expected in the 70-80s of the twentieth century, it was transformed into agrarian law and in such a context entrenched for all subsequent periods. Due to these changes, scientists G.E.Bystrov in 1982, I.Kozyr and V.V.Petrov jointly in 1985, published a textbook under the same title called “Agricultural Law”. Changes have taken place in the organization of agriculture itself. The well-known regional agro-industrial associations, as divisions of the then Ministry of Agriculture, were newly formed structures of that time. Science also brought an absolute contribution to the development of the agricultural sector of the country.

In Soviet times, colossal research has been done in the field of agricultural law under the code 12.00.06 - land law, agricultural law and the law of environmental protection. Legal scholars have made a significant contribution to the development of these branches of law.

Subsequently, in the years of independence, this code of legal science was adjusted for environmental law, agrarian law and subsoil use right.

The number of venerable scientists has grown in this field, such as: S. B. Baisalov, A.E. Erenov, N.B. Mukhitdinov, S.T. Kulteleev, and their followers: D.L. Baydeldinov, A.E. Bekturganov, L.K. Erkinbaeva, E.Z. Dusipov, A.H. Khadzhiev, and many others who contributed to the development of domestic agrarian and legal science.

One of the most striking studies to date that is not losing its relevance, was a 1981 monograph written by the authors A.E. Erenov, N.B. Mukhitdinov and L.V. Illyashenko called "The subject and system of land law", which turned into a reference book for agricultural lawyers.

An important condition for the transformation of the Republic of Kazakhstan to a qualitatively new level in the light of its third modernization is its endurance to global competitiveness. indicated in the Message of the President of the Republic of Kazakhstan dated January 31, 2017. Modernization of the civil service in the light of the five institutional reforms, the 100-step plan of the nation and the full-scale development of all spheres of life become relevant in the development of an independent state. The huge tasks in the field of industrial-innovative development of the agrarian sector of the economy, ensuring the competitiveness of its industries and products in the context of the WTO arising from the State program of development of the agro-industrial complex of the Republic of Kazakhstan for 2017-2018, indicate the

need to improve the quality and effectiveness of legal services for one of the important areas of the Kazakh economy - the agro-industrial complex of the country [2].

The market economy has predetermined many reforms and transformations. Nowadays, it is even more important to orient the general specialty “jurisprudence” to specific sectors of the national economy and spheres of life activity. This best practice has long been established in the developed countries of the West. For example, lawyers are trained to directly service agricultural sector of the economy in universities in Germany, Austria, and Italy. Moreover, land courts function in their judicial system and, being specialized, resolve land disputes and other legal issues connected with it at a high civilized level.

Customary law of our ancestors, that was based on the traditions and customs of Kazakh society, also had an institution for settling land disputes (“ZherDaui”), which proves how serious Kazakhs were towards the land issue.

The agricultural sector is one of the major areas of the national economy, therefore, training of legal personnel, who will serve agriculture and livestock farming, is no less important, since the villagers sometimes face complex, problematic legal issues that the so-called lawyers with wide specialty “jurisprudence” are not able to professionally solve in that field.

Moreover, in the twenty-first century, many remote areas of our country simply do not have legal advice services and lawyers. One of the ways to resolve the severity of this problem was the reform of the law “On advocacy”, which regulates the activities of the new entity - a legal adviser [3].

Under the conditions of the global world economy, where Kazakhstan is a successful participant, investments are increasingly involved in the development of the domestic economy, which will undoubtedly create prerequisites for expanding the range of legal issues related to land leasing, business, as well as in the field of agriculture. Separate subsectors of agriculture have not yet been fully regulated. Many legal issues are only in bylaws, whereas it is necessary to regulate certain relations connected with the agro-industrial complex in a systematic, perhaps at a codified level. Along with the land code, it is necessary to improve legislation regulating crop production, livestock farming, ensuring the safety and transportation of crops, the quality of agricultural products, their conformity in WTO conditions, etc.

Unfortunately, the agro-industrial complex of production today is little secured by the relevant regulatory legal acts, methodological recommendations, manuals, elementary books, such as, for example, the “farmer’s legal reference book” (or agricultural cooperation), their development and the provision is the burden of responsibility for future “agricultural lawyers”. One of the main conditions for the development of agro-industrial production is to provide this sector with highly qualified, trained personnel. The scope of this production is very multifaceted with its own specifics and certain difficulties. Therefore, lawyers of the specialty “agrarian law” will be able to competently resolve the emerging legal disputes and provide decent legal support for the agro-industrial complex. In the future, the department of “agrarian law” should be composed precisely from the number of personnel of the stated specialty in order to teach “the fundamentals of the agricultural sector” at university faculties, taking into account the specifics and direction of each specialty, which will cover the issue of legal education for future agronomists, zoo veterinaries, agricultural engineers, and more specialists on this subject.

The professional work carried out by the Kazakh National Agrarian University (KazNAU) is often revealing the problems and needs of the villagers associated with the shortage and sometimes lack of highly qualified lawyers, who can solve their legal issues.

Therefore, there is an acute need for a new approach to training legal personnel with a specialization in individual branches of business. To be specific, it is necessary to train lawyers in the field of the agro-industrial complex of production, focused on knowledge not only of the legislative body that regulates the agro-industrial sector, but able to develop ideas and proposals that contribute to the improvement of legislation, law enforcement and development of the branch of agrarian and legal science.

One of the leading experts of the country's agrarian and legal science, Professor L.K. Erkinbayeva, designates agrarian law as an independent branch of law, justifying it by the fact that; firstly, agrarian law has its own subject consisting of a set of legal norms governing public relations, which are formed in the process of organizing activities by producers of agricultural goods, secondly, the subject is based on specific principles and is separated by its normative base and methods (Erkinbayeva, Kalimbek&Ozembayeva, 2015). It is also necessary to expand the scope of activity of “agrarian law” at the level of “Master’s Degree” and “PhD,” since scientific research will enrich the declared branch of the

specialty, create prerequisites not only for the training of scientific personnel, but also for the new direction of legal science.

Moreover, starting in 2018 the Department of Law of the Kazakh National Agrarian University reoriented its educational program to train and prepare lawyers - agrarians. Such subjects as, agrarian law, water law, land law, theory of agrarian law, legal foundations of the agro-industrial complex, land law theory, theory and practice of resolving land disputes, problems of legal regulation of agrarian business, etc., have been developed and taught both in bachelor and master programs. The opening of PhD doctoral studies might happen very soon, too.

Currently, Kazakh National Agrarian University is the only national university that prepares specialists to its core ministry and is under the jurisdiction of its department.

Taking into account all of the above, the inclusion of a new specialty “agrarian law” in a number of specialties of the Republic of Kazakhstan and the allocation of a targeted state educational grant for KazNAU, which has necessary material and technical base and highly qualified personnel potential, as well as many years of experience in training legal personnel, will improve the sphere of legal services for agriculture .

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АГРАРЛЫҚ-ҚҰҚЫҚТЫҚ ҒЫЛЫМНЫҢ МӘСЕЛЕЛЕРІ

Аннотация. Экономиканың өркендеуі көптеген реформалар мен қайта құруларды талап етеді. Қазіргі таңда жалпы «заңгер» мамандығын халық шаруашылығы мен тіршілік ету аясының нақты салаларына бағыттаған жөн.

Түйін сөздер: Аграрлық құқық, экономика, ауылшаруашылық құқығы, нормативтік заңдар, жер құқығы.

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О ПРОБЛЕМАХ АГРАРНО-ПРАВОВОЙ НАУКИ

Аннотация: Экономикой предопределены многие реформы и преобразования. Сейчас важно ориентировать общую специальность «юриспруденция» на конкретные отрасли народного хозяйства и сферы жизнедеятельности.

Ключевые слова: Аграрное право, экономика, сельскохозяйственное право, нормативные законы, земельное право.

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INSTITUTIONAL, ORGANIZATIONAL AND LEGAL FRAMEWORK OF NON-GOVERNMENTAL ORGANIZATIONS IN THE REPUBLIC OF KAZAKHSTAN

Abstract. This article examines the problems of improving the interaction of executive bodies with civil society, its involvement in solving social problems. The timeframes of the history of the development of the civil initiative, the role of non-governmental organizations (NGOs) in politics, both in a separate state and internationally, are defined. The issues of the non-governmental sector, which has a sufficiently powerful capital, are sufficiently fully addressed, the effect of the use of which can be increased by building partnerships with the state. An analysis of the activities of non-governmental organizations. Particular attention is paid to the joint activities of the state and NGOs in solving problems of citizens with disabilities.

Key words: public administration, civil society, non-governmental organizations, international relations, political stability, law-abiding state, civil initiative, collective relations, political system, partner relations.

In maintaining domestic political stability, developed institutions of civil society provide great assistance to state authorities. This is due to the fact that public authorities are not always able to foresee all the needs of the population and take timely and adequate measures to meet them. Structures of civil society, first of all, such as non-governmental organizations, are conducive to enhancing the ability of citizens in a unified form to take part in resolving issues that often affect their immediate interests. This gives rise to a feeling of satisfaction and identification with the political system, shortening the distance with state authorities.

The history of civic initiative belongs to those distant times, when the joint efforts of local communities began to solve the problems of one family or one person. Traditionally strong family, community, tribal ties helped to overcome various life problems. In the development society the system of collective relations has changed, as well as the nature of the problems: from domestic and biological survival to the satisfaction of spiritual needs the implementation of creative abilities.

At the present time it is impossible successfully solve many problems, the question of the redistribution of powers of society between the state structures and public organizations arises in its full height. Particular relevance is the role of non-governmental organizations (NGOs) in politics, both in a separate state and abroad. The experience of many nongovernmental organizations has shown that their activities and advantages: flexibility, mobility, initiative, sensitivity to change the conditions, and knowledge of local affairs. There are more opportunities in their potential for making contact with a specific environment. One of the priorities in modern Kazakhstan has become the effective implementation of the social policy, corresponding to the actual state of affairs, as well as its legislative and institutional support [1].

A significant contribution to the analysis of the activities of non-governmental organizations was made at the time by such scientists as I.V. Mersiyanova, L.I. Yakobson, A.K. Subbotin, S.V. Fateeva, D.Yu. Shestakov, E.Yu. Pavlova, R. Yu. Shulga [2]. In the global legal and political lexicon, the concept of “non-governmental organization” is a traditional form of generalization with reference to a very

uncertain circle of organizations. Based on the common features of inherent NGOs, relying on international and Russian legislative practice, the following features inherent in non-governmental organizations can be identified: 1) commercial profit is not set as the main goal of the activity; 2) state bodies are not participants or founders of the organization; 3) the organization was created voluntarily at the initiative of the participants; 4) self-government is implied on the basis of a jointly defined goal; 5) the organization does not use or promote violent methods, i.e. is not terrorist; 6) the organization is not directly involved in politics in order to achieve power, i.e. not a political party; 7) the organization may be legalized or act on an informal basis; 8) the organization can be both national and international in composition or scope of activity. Thus, we define a non-governmental organization as a non-profit association, legalized or existing on an informal basis, created by individuals (physical or legal) or a group of individuals to achieve a jointly defined goal [3]. This definition does not claim to be a legal term. It combines a fairly wide range of organizations, such as foundations, associations, charitable organizations, institutions, movements, or unions. In terms of the scope of their activities, NGOs are divided into three groups: 1) universal (international) non-governmental organizations. NGOs operate in many countries of the world and their field of activity covers the vast majority of the countries or the whole world (for example, Amnesty International); 2) regional NGOs. Organizations, whose members are individuals or public, and their activities are carried out in a specific geographic region (for example, the International Center Against Censorship (Article XIX) is a non-governmental human rights organization headquartered in London); 3) national NGOs, which operate in one country. This type of classification is followed not only by many experts of non-governmental organizations, but also by such intergovernmental organizations as the United Nations and the Council of Europe [4].

Let us turn to the consideration of a non-governmental organization as a political institution, assess the impact of NGOs on the modern world. The main political structure of the new history, actually and partly of the modern era, was the nation state. For almost four centuries the religious institutions, empires, forms of feudal government, free cities and totalitarian regimes were spreader. Having considerably weakened since the end of the Cold War, the national state, as a subject of international politics, found itself in a difficult situation in the subsequent era of globalization [5]. At the beginning of the twenty-first century the basic attribute of the state, sovereignty, has been appeared. There is a restriction of sovereignty “from above” states are forced to reckon with the international organizations, and “from below” domestic regions are actively entering the international arena. In addition, states are forced to take into account the interests and opinions of non-governmental organizations (NGOs) and transnational corporations (TNCs). The second half of the twentieth century, according to the definition, given by J. Grum, was characterized by the “growing diversity” of participants on the world stage [6]. The main ones are not so much quantitative parameters, but the subsequent qualitative changes in the political structure; subsequently this phenomenon was called globalization. Thus, globalization contributed to the creation, along with international legislation and the political system of national states (as well as the United Nations), of a model of global governance based on the interaction of these new and private economic forces. These forces are facilitated by international economic organizations (the International Monetary Fund, the World Trade Organization, and the World Bank). A “global civil society”, consisting of human rights defenders, non-governmental organizations and pressure groups, serve as a source of analysis and proposals, demands and challenges, is adjacent to this model of governance [7]. The erosion of sovereignty in the modern world does not mean its disappearance, but means a change in content due to the process of the actual transition of a part of the functions of the state to other factors. On the world stage, actors with a network structure - non-governmental organizations (NGOs) gain special weight. The spread of network organizations and the strengthening of their influence - the main trend of our days. Network organization is based on conceptual unity, unfixed leadership, autonomy of parts, maximum, personal, risk sharing. Most effectively these management principles are implemented among non-governmental organizations. For NGOs, in the beginning of the XXI century we see the sharp increase of the number of people, involved in their activities; geographic expansion; increased political influence; expanding the range of issues that they deal with. At the same time, due to their extreme heterogeneity, the activities of NGOs can sometimes be contradictory. They often enter into a competition between themselves or with governmental agencies. With the support of the activities of non-governmental organizations and transnational corporations, there are not simple changes in the political system of the world, the world is

moving to fundamentally new political relations. For example, the political agenda is changing; the problem of security is no longer concerns of the status of the state. In the conditions, when cardinal political changes are carried out, the previous patterns cease to operate. The situation turns out to be poorly predictable and completely different likely outcomes. Habitual relationships are transformed, which often leads to paralysis of decision-making processes. C. Skittles and G. Raymond identified the beginning of the XXI century as a turning point in the history, when one model of international interaction will be replaced by another [8].

The growing prestige and importance of a number of non-governmental organizations today makes some experts talk about the need to modernize the management system at the macro level. Anyway, the emergence and growth of non-state actors in world politics in the 20th century turned into a powerful factor in changing the previous world order. You can talk not only about strengthening the influence of NGOs, but also about their active intervention in state policy, including domestic. The scale and effectiveness of this intervention should not be underestimated right now. The sphere of political influence - direct and indirect - has reached enormous proportions. Along with the strengthening of the role of non-governmental organizations, the revolutionary transformation of the so-called "Soviet-type societies" in the former USSR states and Eastern Europe has been observed for the past twenty years. Far from the last role in this transformation was played by non-governmental organizations. The increase in the number of non-governmental organizations, the enhancement of their activity at the international level requires research and reflection on their activities and goals.

In Soviet times, there were also public associations, but all of them were initiated by the ruling Communist Party and worked under its leadership, exercising certain delegated powers. Often these were state functions, which ensured the special importance of social formations. Among them were the pioneer, Komsomol organizations, trade unions, DOSAAF, the Red Cross, the Society for rescue on waters, Councils of veterans, women's organizations and associations of disabled people. Speech about the civil initiative here could not go. Tasks, like functions, were formed "from above", contributions for organizations were collected from the wages of the entire working population in a voluntary-mandatory manner, or funding was provided from other sources.

The reforms in the economy, politics and the social sphere, which began in the late 1980s, at first resulted in the emergence of the first human rights organizations, political movements and associations.

Analysis of the human rights movement in Kazakhstan shows that its origins in the post-perestroika period (i.e., after 1985) lies in an attempt to create in 1988-1989 Kazakhstan branch of the All-Union Voluntary Historical and Educational Society "Memorial". For a number of objective and subjective reasons, as a result of this attempt, two organizations were created: the Alma-Ata branch of Memorial and the Kazakhstan voluntary historical-educational society "Adilet" ("Justice"). Both of these organizations focused mainly on the historical aspect of restoring the rights of victims of totalitarianism. At the same time, environmental organizations began to emerge - the Public Committee for the Salvation of the Aral and Balkhash, the Green Front, the Green Salvation, and the International Anti-Nuclear Movement Nevada-Semipalatinsk.

As a result of the begun reforms in the economy, the destruction of economic ties with the Union republics, the halt of enterprises, a significant number of people were released in production, remaining without a source of means for living. There were interruptions in social payments, and then their long delays created social tension in society, which was often accompanied by protests in the form of rallies, processions, pickets, and hunger strikes. It was important at this time to encourage people to search for solutions to problems using the non-stereotyped method, through the realization of their own resources and capabilities. It has become a huge problem to change the paternalistic psychology of people, to convince them that the previous state guarantees in matters of social protection can no longer be executed due to fundamental changes in the course towards market principles in the economy. And until now, a considerable part of the population retains nostalgia for guaranteed work with wages, regardless of its results, as well as for Soviet social guarantees from the state. At the same time, it is clear that transformations in this area cannot pass under universal approval. After all, everything new is usually found 'in hostility", because of the inertia of the public consciousness, by virtue of habit, by virtue of the scale of values, inherent in society, and the established mentality. Unfortunately, the population had a lack of information. All transformation processes were very poorly covered in the mass media, while they were

to be accompanied by conducting extensive outreach work among the population. People need to know the essence, goals and objectives of the proposed and ongoing changes. It is unacceptable, when they use rumors and based on them build their discontent, their indignations, which individual politicians quite skillfully use and manipulate. All innovations of power must be understood by people; otherwise the effectiveness of social transformations is extremely low. And understanding in society can be found only, when people receive objective, real, complete and true information. Social peace and harmony must be maintained mutually.

The habitual appeal in questions of social protection to the experience of the West is useful enough to understand, how much state spending on social protection of vulnerable groups of the population is a constant number one topic, since the imbalance of production and consumption by increasing social benefits, makes the development of the production sector unpromising and the economy is sensitive responds to the slowdown in the development. The way out of the situation is that the power is aimed at interaction, partnership with the population in solving major social problems. And interaction is possible only with organized structures, which are various public associations, foundations, non-profit institutions that began to form in our country in the early 1990s. [8].

The active creation of public institutions according to classical Western formulas began to occur when various donor organizations and foundations came to work in Kazakhstan. They began to actively pursue a system of training seminars, trainings on the basics of civil society, work planning, the creation of specific target projects, the basics of management, the ability to find funds to finance projects, and so on. Offices of well-known and large international organizations have opened in Kazakhstan: the United Nations Development Program, the United States Agency for International Development, Counterpart Consortium, American Law Consortium, Aysar, Eurasia, INTRAC, etc.

The public sector in the generally accepted international terminology is often called the non-governmental sector or the third sector. This implies that the first sector is considered the system of state power, the second - the business, or the private sector. The term “non-governmental” means that the non-governmental organizations (NGOs) that form it are not part of the system of state power; they are created and operate independently, but are ready to interact with the government on a partnership basis. NGOs do not have the right to pay income to its owners and managers, and if there is income, it should be used for the organization’s purpose. NGOs must be self-governing and work for the good of society.

Today we can say that non-governmental sector has been formed in Kazakhstan, which is very diverse in areas of activity, ranging from the provision of services to single elderly and disabled people to fairly large-scale economic, social and environmental projects. NGOs do not pursue political goals, but are engaged in the affairs of society. An organized non-governmental sector provides an opportunity for the poor to strengthen their collective voice, to open the way to a better life. Formed groups of the citizens for solving various problems are the result of growing civic activism and an indicator of the level of development of civil society. The non-governmental sector draws attention to various social problems, supports the impulse of government reforms, and monitors the activities of state bodies, assessing the results of their work. By nature, the concept of effective public administration should be based on the accountability of public institutions [8].

In Kazakhstan, over the years of independence, the non-governmental sector is in the process of its formation and organizational design. The concept of social sphere includes a range of social problems, which relates to the system of social protection of the population, including social security. In this case, it is not only about the state as the only total defender of the country’s population, but also about the “third sector”, which has a sufficiently powerful capital, the effect of which can be increased through partnership with the authorities [9, P.74].

As already mentioned above, the main factor, contributing to the creation of public associations of citizens in the first years of the perestroika processes was the destruction of the economy, the drop in the living standards of the population, a sharp increase in the number of unemployed, disruptions in the system of state social protection of vulnerable groups. Only a significant part of the population began to show initiative for self-support, to create various public associations in order to solve specific problems. They can be grouped in the following areas: associations of persons with disabilities, parents with children with disabilities, rehabilitation centers, children’s and youth organizations, crisis centers, women’s

organizations, medical, organizations in the field of culture, art, science, education, human rights, environmental and others.

If we analyze the areas of activity of non-governmental organizations, it is obvious that the most active were those, who deal with the social problems of the most vulnerable groups of the population. Their activity is justified by the fact, that they were created under a real, and not contrived or imposed by someone problem, include: poverty, unemployment in all its manifestations, the situation of disabled people in the country, social protection.

The habitual appeal in questions of social protection to the experience of the West is useful enough to understand, how much state spending on social protection of vulnerable groups of the population is a constant number one topic, since the imbalance of production and consumption by increasing social benefits, makes the development of the production sector unpromising and the economy is sensitive responds to the slowdown in development. The way out of the situation is that the power is aimed at interaction, partnership with the population in solving major social problems. And interaction is possible only with organized structures, which are various public associations, foundations, non-profit institutions that began to form in our country in the early 1990s.

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Today we can say that a non-governmental sector has been formed in Kazakhstan, which is very diverse in areas of activity, ranging from the provision of services to single elderly and disabled people to fairly large-scale economic, social and environmental projects. NGOs do not pursue political goals, but are engaged in the affairs of society. An organized non-governmental sector provides an opportunity for the poor to strengthen their collective voice, to open the way to a better life. Formed groups of citizens for solving various problems are the result of growing civic activism and an indicator of the level of development of civil society. The non-governmental sector draws attention to various social problems, supports the impulse of government reforms, and monitors the activities of state bodies, assessing the results of their work. By nature, the concept of effective public administration should be based on the accountability of public institutions

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As already mentioned above, the main factor contributing to the creation of public associations of citizens in the first years of the perestroika processes, was the destruction of the economy, the drop in the living standards of the population, a sharp increase in the number of unemployed, disruptions in the system of state social protection of vulnerable groups. Only a significant part of the population began to show initiative for self-support, to create various public associations to solve specific problems. They can be grouped in the following areas: associations of persons with disabilities, parents with children with disabilities, rehabilitation centers, children’s and youth organizations, crisis centers, women’s

organizations, medical, organizations in the field of culture, art, science, education, human rights, environmental and others.

If we analyze the areas of activity of non-governmental organizations, it is obvious that the most active are those, who deal with the social problems of the most vulnerable groups of the population. Their activity is justified by the fact that they were created under effective control. Such problems include: poverty, unemployment in all its manifestations, the situation of disabled people in the country, social protection. Actually, in matters of the social protection, the experience of the West is useful enough to understand, how much state spends on social protection of vulnerable groups of the population, increases social benefits, makes the development of the production sector more attractive. As for the single elderly citizens, large families without sustainable incomes, social protection system, rehabilitation measures, suffering from incurable diseases, the public associations work with the risk groups, help to the homeless children, and so on. It is positive that the public associations contribute and very useful for the development of entrepreneurial initiative, both in the city and in the countryside prevent and resolving conflicts in the society [9, P.79].

The functions of NGOs in the social sphere can be defined as follows:

- changing in the mentality of people in assessing the duties of the state and the citizen in matters of social protection and social guarantees, prompting to a deliberate, balanced action with the goal of solving problems independently of the passive attitude;
- removing social tensions in the society;
- redistribution of responsibility for solving social issues between the state and society;
- bringing people to the system of self-support and mutual support;
- formation of an active life position among the population;
- improving legal literacy and teaching people to use the law in practice. The awareness of the population of their civil, labor, political rights and the acquisition of skills for their implementation;
- attraction of extra-budgetary funds for the social projects (mainly from foreign sources);
- focus on the most necessary social problems in particular region, locality;
- explaining to the population the essence, goals, objectives, social reforms and transformations of the authorities;
- implementation of public control over the performance of the government.

Based on the listed functions of NGOs in the social sphere and based on the orientation of state power towards productive work in the public interest, someone argue about the benefits of the development in the new economic and political conditions of the non-governmental sector [8].

In 2005, the Law “On State Social Order, Grants and Awards for Non-Governmental Organizations in the Republic of Kazakhstan” was adopted. Later in 2016 were make some changes in it. This regulation has introduced a grant mechanism, the allocation of awards, as well as the creation of conditions for non-governmental organizations.

The interest of the state in the necessity and efficiency of using the potential of non-governmental organizations in solving social problems of society was expressed in the adoption of the Resolution of the Government of the Republic of Kazakhstan of April 24, 2014, which approved the Concept of social development of the Republic of Kazakhstan until 2030. This Concept of social development of the Republic of Kazakhstan until 2030 was developed pursuant to the instructions of the Head of State given in the article “Social Modernization of Kazakhstan: 20 Steps to the Society of Universal Labor”, dated July 10, 2012.

In accordance with these acts the state introduced new forms of financing NGOs in the form of state, non-state grants for NGOs and an award for significant contribution to solving social problems at the republican and regional levels.

As part of the implementation of the Nation Plan “100 concrete steps”, the Prime Minister’s decree approved the National Plan for the development of interaction between non-governmental organizations and the state for 2016-2020. The implementation of the national plan has allowed an increase in the amount of financing of the state social order. The number of administrators of budget programs in the social sphere, implementing joint projects with NGOs, has been expanded.

The effectiveness of the work of NGOs can be demonstrated by the example of such public organizations as Public Association “International Association of Social Projects”, Public Foundation

“Center for Development of Social Initiatives”, Center for Social Support of the Family “Dana”, Republican Public Association “Shanyrak”, UYLA, “National League of Consumers of Kazakhstan”. In some regions, they have been established on a commercial basis and successfully work at home, temporary shelters for street children, adaptation centers for socially inadequate persons, shelters for homeless people, and crisis centers for women. Unfortunately, the network of such institutions is very small, since the interest of local authorities and the material basis for its organization are needed.

Public sector activity is characterized by the following criteria: professionalism and competence, mobility, flexibility, innovation, proximity to the needs of people, low cost of social services provided, transparency of activities, willingness to cooperate in order to the social protection. The experience of the West is useful enough to understand, how much state spending on social protection of vulnerable groups of the population is a constant number, since the imbalance of production and consumption by increasing social benefits makes the development of the production sector useful, and the economy responds sensitively with a decrease rate of development.

Kazakhstan provides grants to 165 organizations. 53 of them are international organizations, 31 - foreign government agencies, 81- foreign and Kazakh NGOs in accordance with the “List of international and national organizations, foreign and Kazakh non-governmental organizations and foundations that provide grants”.

Other foreign organizations, foreign embassies, not included in these lists, also provide financial and logistical support to Kazakhstani non-governmental organizations.

The main activities of international non-governmental organizations is to support the independent media (11%), the environment (9%), civic education (9%), protection of the rights and promote the interests of the target groups (9%), in good governance initiatives (9%) , the protection of vulnerable groups (9%). NGOs form cooperation subject and shows the scope of interests in Kazakhstan.

Cooperation with international non-governmental organizations of civil society organizations in the regions most concentrated in Astana (11%), Almaty (11%), Almaty (11%) and Akmola (8%) regions. The minimum numbers are in WKR (3%), Aktobe (3%) and Kostanai regions (3%). The most active foreign organizations are the United States Agency for International Development (USAID), Foundation “Soros-Kazakhstan”, “Freedom House”, the National Endowment for Democracy (NED).

One of apparent tendencies of development in hobby clubs, professional associations, unions, social the modern world is strengthening the role of the movements and etc. non-governmental sector in social processes.

We can, according to the Concept of civil society notice that in a certain shrinkage of the functional area of development in the Republic of Kazakhstan that was the modern state as well as in growth of independence ratified on the 25 of July, 2006 by the decree performed and clout of non-governmental organizations by the president of the Republic of Kazakhstan to fulfill (hereinafter referred to as NGOs) towards the state this function is a domain for “political parties, local authorities. communities, labor unions, religious communities, artistic, One of framework conditions for the mechanism of social and scientific unions and associations, mass media, the democratic government is if there is a developed civil as well as for nongovernmental organizations that society and its institutions that ensure implementation provide a full range of services for society, perform of civic engagement in expression, protection and various forms of activity, that are created as no satisfaction of human rights, freedoms, interests and governmental funds, non-commercial organizations, purposes.

The process of formation and development of unions (associations) of legal bodies, other organizations civil society is closely linked to development of the Third and initiative groups in order to solve issues of public sector which implies the self-initiated and voluntary sector involving freely uniting individuals that accomplish their non-profit purposes in religious organizations, hobby clubs, professional associations, unions, social movements and etc.

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All over the world the idea of civil society formation In case history of NGOs in Kazakhstan we can single is one of priorities for the strategy of democratic reforms. out several major periods of this civil society sector The term "non-governmental organization" was the first development: to be legislated in 2005 in the Law of the Republic of The first period is stage of formation (from the end Kazakhstan "In the respect of state social procurement".

The guidelines for civil society in Kazakhstan became recognition of diversification of religious and political views, separation of governmental and non-governmental institutions. As opposed to well-developed democratic states the Republic of Kazakhstan underwent only the initial stage of civil society development. Therefore in allocating of volunteers to work in charity organizations Kazakhstan there are no established democratic and government agencies. The work of volunteers' traditions and well-developed civil society institutions brings economic impacts. However today we can claim that during its of the USA (44% of the USA adult population) sovereignty in the Republic of Kazakhstan substantial worked 15, 5 billion hours not for value. The cost of this progress in civil society formation was made.

One of prominent signs of democratic changes is citizens' activation in the country; we can see that in quickly increasing number of non-governmental organizations (NGOs) pass through themselves interests of social groups and aim the state at the target of solving topical social issues.

NGO activity supports expansion of democratic principles of the state and society as well as democratization of methods used by the government and allows to exercise control over its actions. "The age" of the civil sector in Kazakhstan is about 20 years. There was a quantity and quality growth of non-governmental organizations, charity agencies were diligently involved, the legal framework was formed and etc. Thus formation of the non-governmental sector coincides with the period in contemporary history of state formation of the Republic of Kazakhstan, the period of development of Kazakhstan as a democratic, rule-of-law and social state with market economy.

Non-governmental organizations in the Republic of Kazakhstan underwent several periods of their formation gained the experience in their activity of interest as well as in civil society development. A lot of conferences practical courses and seminars were held; brochures, journals and books were published.

Thus, the Almaty Public Foundation "Center for Comprehensive Family Support "Family Academy " is developing the mentoring institution and guest family in Kazakhstan for orphans and children left without parental care. The public association "Young Leaders of Kostanay", having received a grant from the Foundation of the First President of the Republic of Kazakhstan, is working on a project to create a Center for Suicide Prevention among Children and Adolescents.

In 8 regions of Kazakhstan, with the support of the European Union and the United Nations Development Program, 14 NGO demonstration projects in the field of green technologies are being implemented. Thus, a project is being implemented in Mangistau Oblast to establish a system for collecting and supplying cold drinking water in residential buildings. Under this project, 500 residents of the region will be provided with drinking water. In the Karaganda region, two projects are being implemented - the first is related to the repair and restoration of natural springs and the provision of water in difficult pastures, the second is the use of water-saving technologies in open and closed ground.

An example of fruitful cooperation of state bodies and non-governmental organizations is the work carried out in this direction in Pavlodar region. A certain system of interaction with the non-governmental sector has been developed. In total, more than 500 non-governmental organizations in the form of public associations and public foundations are registered in the region.

Social responsibility of business is a form of social partnership. This is a striving for all the company's activities to influence the social development of the territory, supported by systematic, targeted actions, i.e. combination:

-intracorporate social policy (the support of our own employees is an element of business culture and that without which it is now very difficult to successfully run a business, getting the maximum effect from hired labor);

- “external” social policy, based on an understanding of the key problems of the development of the territories of presence and the people living on them, as well as on conscious activities to solve them;

We see an example of social partnership in the program of the Damu Komek Foundation. In this program, aimed at supporting entrepreneurial activity of persons with disabilities, the foundation acts as a link between people with disabilities, public organizations that need help and entrepreneurs who want to provide this assistance. Thus, a business gives a person with a disability the opportunity to be independent, not just passively waiting for help from the state, but to take part in the life and economy of the country.

Today, the most active non-governmental organizations in Pavlodar region are:

- PF “Desenta” with projects in the sphere of housing and public utilities, systems for monitoring and evaluating government social procurement, improving the quality of social services, transparency in the sphere of labor and pensions;

- public associations such as DPI Umit, PF Radogor, regional union of veterans of Afghanistan, DPI Optimist, Pavlodar branch of the Kazakh Society of the Deaf, social adaptation and labor rehabilitation center for children and adolescents bodies, organizations, institutions are provided with the necessary social support. Especially, in this regard, it should be noted the work carried out for those in need of sanatorium-resort treatment by the administration of the Moyildy sanatorium for the treatment of persons with diseases of the musculoskeletal system.

In conclusion, we note that the public sector has one of the main resources - these are people. At different stages of its development, the human resource has changed qualitatively, and today it represents professionals in various aspects of social work. The public sector should be considered as a reserve of workplaces for the released state officials in connection with the reform of the public administration system, exemption from unusual functions and their transfer to the third sector.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ҮКІМЕТТІК ЕМЕС ҰЙЫМДАР ҚЫЗМЕТІНІҢ ИНСТИТУЦИОНАЛДЫҚ ЖӘНЕ ҰЙЫМДЫҚ-ҚҰҚЫҚТЫҚ НЕГІЗДЕРІ

Аннотация. Аталған мақалада атқарушы органдардың азаматтық қоғаммен өзара әрекеттесуді жетілдіру шаралары, оны әлеуметтік проблемаларды шешуге тарту мәселелері зерттелген. Саясатта әрбір мемлекеттегі, сондай-ақ, халықаралық масштабта үкіметтік емес ұйымдардың рөлі, азаматтық бастаманың дамуының тарихи кезеңдері анықталған. Үкіметтік емес секторға ауқымды капиталға ие болу үшін мемлекетпен серіктестік қарым-қатынасты жақсарту арқылы тиімді нәтижеге жету мәселелері ауқымды талқыланған. Үкіметтік емес ұйымдардың қызметінің бағыттарына сипаттама берілген. Мемлекет пен Үкіметтік емес ұйымдар (ҮЕҰ) соның ішінде мүмкіншілігі шектеулі азаматтардың мәселелерінің біразы басты назарда болды.

Түйін сөздер: мемлекеттік басқару, азаматтық қоғам, үкіметтік емес ұйым, халықаралық қатынас, ішкі саяси тұрақтылық, заңның үстемдігі, азаматтық бастама, ұжымдық қатынас, саяси жүйе, серіктестік.

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ИНСТИТУЦИОНАЛЬНЫЕ И ОРГАНИЗАЦИОННО-ПРАВОВЫЕ ОСНОВЫ ДЕЯТЕЛЬНОСТИ НЕПРАВИТЕЛЬСТВЕННЫХ ОРГАНИЗАЦИЙ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В настоящей статье исследованы проблемы совершенствования взаимодействия исполнительных органов с гражданским обществом, его вовлечением в решение социальных проблем. Определены временные рамки истории развития гражданской инициативы, роль неправительственных организаций

(НПО) в политике, как в отдельном государстве, так и в международном масштабе. Достаточно полно затронуты вопросы неправительственного сектора, обладающего достаточно мощным капиталом, эффект от использования которого может быть увеличен за счет налаживания партнерских связей с государством. Дан анализ направлений деятельности неправительственных организаций. Особое внимание уделено совместной деятельности государства и НПО в части решения проблем граждан с ограниченными возможностями.

Ключевые слова: государственное управление, гражданское общество, неправительственные организации, международные отношения, внутриполитическая стабильность, правовое государство, гражданская инициатива, коллективные отношения, политическая система, партнерские связи.

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RESEARCH MODEL OF THE TRAINING OF SOCIAL PEDAGOGUE FOR THE SPIRITUAL AND MORAL DEVELOPMENT OF HIGH SCHOOL STUDENTS

Abstract. Theoretical analysis of psychological and pedagogical training to further psychological and moral development individuals allow to make a conclusion that the most productive way to the formation of **social pedagogue** to the spiritual and moral development of old-fashioned sciences are anthropological, personality-active; axiological, subject-active; metaproject and system approaches . With the educational tools, you can define the psychological-pedagogical training of the social pedagogy for the spiritual-moral development of the advanced school as a process of developing the professional and personal qualities of the master of the basic education in the spiritual and moral development of the spiritual world. The problem of psychological and pedagogical readiness of the future social pedagogue to the spiritual and moral development of high-school student should be considered in the context of holistic manifestation of all aspects of his personality. In this regard, one of the most urgent tasks is to identify the professional and personal characteristics that influence the readiness of the future social pedagogue already at the stage of training at the Institution of Higher Education. Analysis of different definitions of "readiness" allowed us to describe the characteristics of the given concepts - the personality form of interpretations, the system of integrative properties, the quality and the experience of the personality, the knowledge of the theoretical and practical readiness, and the personalities of the professions.

Keywords: Psychological and pedagogical readiness, structural components, levels and indicators, criteria, research methods, motivational and valuable component, cognitive component, professional and personal component.

1. Introduction.

1.1 Introduce the Problem

Preparation of the future social pedagogue under the conditions of higher education –is a complex process. This process was characterized by the tendency of transition from the educational and disciplinary to the personal paradigm of educational activities focused on the development of the future social pedagogue at the Institution of Higher Education as a subject of spiritual and moral, professional and personal self-development, which will enable, in our view, to create the optimal conditions for the spiritual and moral development of students at school.

1.2 *Explore Importance of the Problem*

At the same time, the basis of psychological and pedagogical training of the future social pedagogue should be capability for conscious spiritual and professional growth, responsibility for activities in the formation of students' worldview and behavioral guidance through the prism of universal human values, development of their need for creative self-realization.

1.3 Describe Relevant Scholarship

D.M.Uznadze considered the term "attitudes of the personality" as its overall readiness (1991) [1]. These studies were analyzed and developed by A.G.Asmolov, N.D.Levitov characterizes the "readiness" as "availability of certain capabilities by subject" (1984) [2]. L.A.Kandybovich understood readiness as "synthesis of the properties of personality and its purposeful expression" (1996) [3,4]. The Kazakhstani scientist A.R.Yermentayeva considered the psychological readiness as the readiness for self-realization and self-actualization (2012) [5].

M.I.Diyachenko (1976), R.D.Sanzhaeva (1997), D.N.Uznadze (1991) and other scientists considered the readiness for activity as "quality of the personality, which included a set of special knowledge, skills, capabilities and attitude of mind for certain actions, and in the context of person-oriented paradigm as the most important educational competence" [6].

N.D.Levitov, A.A.Ponukalin considered the readiness, depending on the activity of subject, attitude towards the conditions of this activity, as multi-level formed and foreseeable personal education, which has a specified purpose for the targeted development of the individual (1994) [7]. N.D.Levitov, highlighting the understanding of motives and needs in specific activity, noted the relationship of readiness and positive attitude of the subject towards the activity (1969) [3].

Thus, the readiness for a certain type of activity can be considered as availability of personal qualities, theoretical knowledge, practical skills and abilities by the future specialist which allow successfully perform the educational and professional tasks and functional responsibilities. Theoretical readiness for activity meant a set of information about the profession, professional knowledge, motivation of the personality, knowledge of professionally important qualities, own fitness for a particular kind of activity. Theoretical and practical readiness for activity was interdependent, and their division is conditional.

We may identify the value-motivational, cognitive, professional and personal, reflexive-activity part of readiness of the future social pedagogue for the spiritual and moral development of high-school students with due regard for the studies of scientists on the structure of the holistic personality (K.A.Abulkhanova-Slavskaya (1999), A.N.Leontiev (2005), S.L.Rubinshteyn (2003, 2012) and others), methodological versions of the composition and structure of readiness for professional activity (V.A.Slastenin (1997), V.V.Serikov (1998) and others) [8, 9].

Presented structure of psychological and pedagogical readiness of the future social pedagogue for spiritual and moral development of high-school students was the result of professional pedagogical and special psychological training of the future social pedagogue.

Summarizing the foregoing, we were presenting the two main components of the development of psychological and pedagogical readiness of the future social pedagogue during the period of study at the Institution of Higher Education: personal and professional. When we considered the personal component of readiness, we were talking about the students' own activity in the spiritual and moral development of their personality. When we considered the professional (operational and technical) component of readiness of the future social pedagogue, we were talking about the students' readiness for the formulation and solution of educational and professional tasks, i.e. the readiness for professional activity, namely the activity on spiritual and moral development of high-school students.

1.4 State Hypotheses and Their Correspondence to Research Design

Theoretical analysis of various approaches to the interpretation of "readiness" concept has allowed us to single out the common in the characterization of this concept - it's the personal form of interpretation of the content of education, the system of integrative properties, qualities and experience of the person having the signs of general theoretical and methodological readiness, and personal readiness for professional work. At the same time, the readiness has a certain specific character - professional skills and abilities, and democratic style of their implementation, practice-oriented experience of activities, reflection of professional work.

The process of training of the future social pedagogue *for spiritual and moral development of high-school students involved the creation of the following conditions in the educational-bringing-up process of Institution of Higher Education which are directly focused on its specificity:*

1. Disclosure of the essence of psychological and pedagogical readiness of the future social pedagogue for spiritual and moral development of high-school students and definition of its structural components.

2. Development of special course and training program on formation and development of psychological and pedagogical readiness of the future social pedagogue for spiritual and moral development of high-school students.

System approach in considering the psychological and pedagogical readiness of the future social pedagogue for spiritual and moral development of high-school students offered our orientation to the disclosure of its integrity and ensures his integrity of mechanisms and identification of the links between the components of this readiness and leads them into a single theoretical picture. This means that the

psychological and pedagogical readiness of the future social pedagogue for moral and spiritual development of high-school students has the features that characterize the integrity of the student personality contributing to the productivity of the future professional activity.

2. Methods

Research model of the training of social pedagogue for the spiritual and moral development of high school students

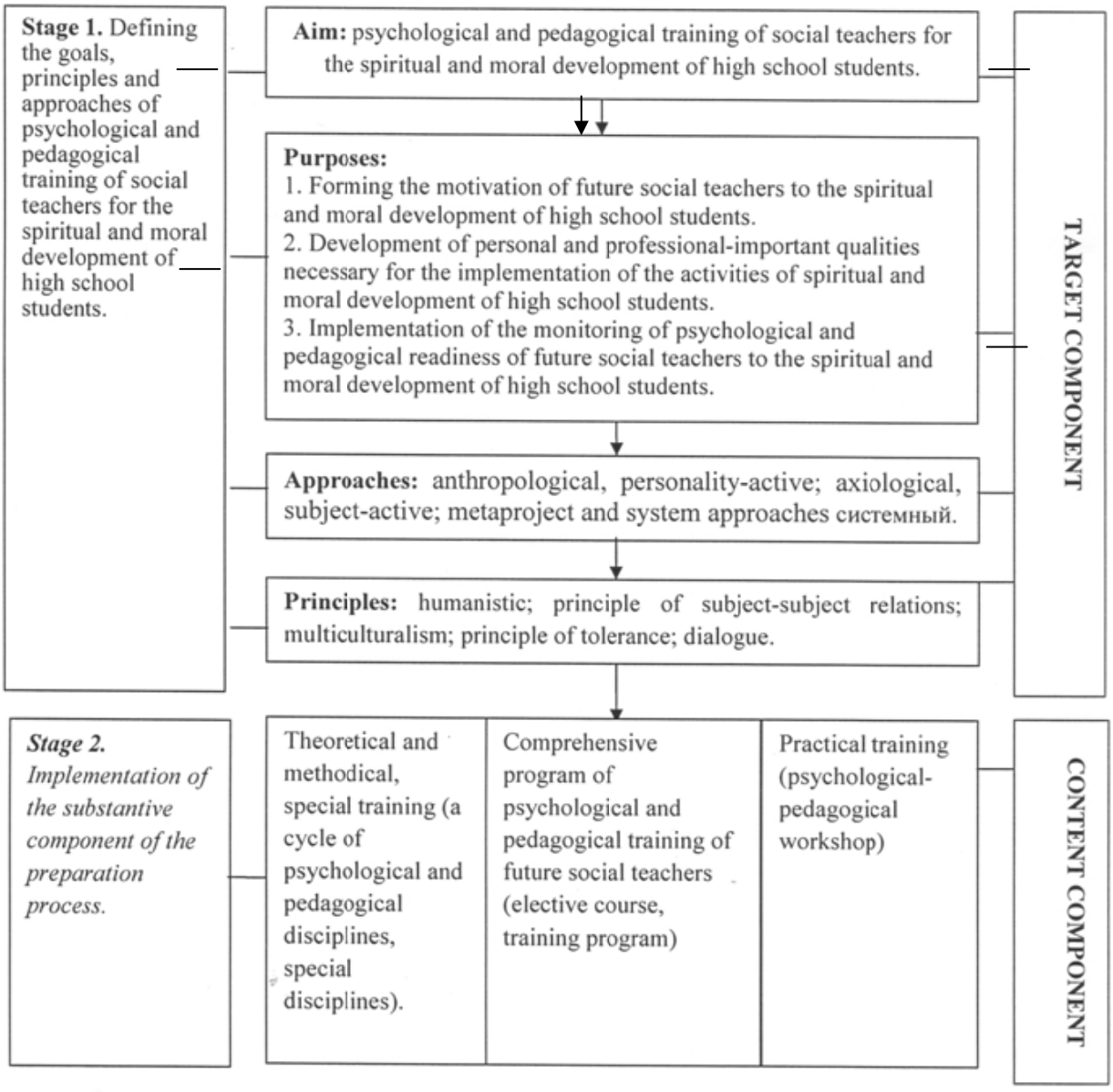


Figure 1 - Model study of the training of social **social pedagogue**for the spiritual and moral development of high school students

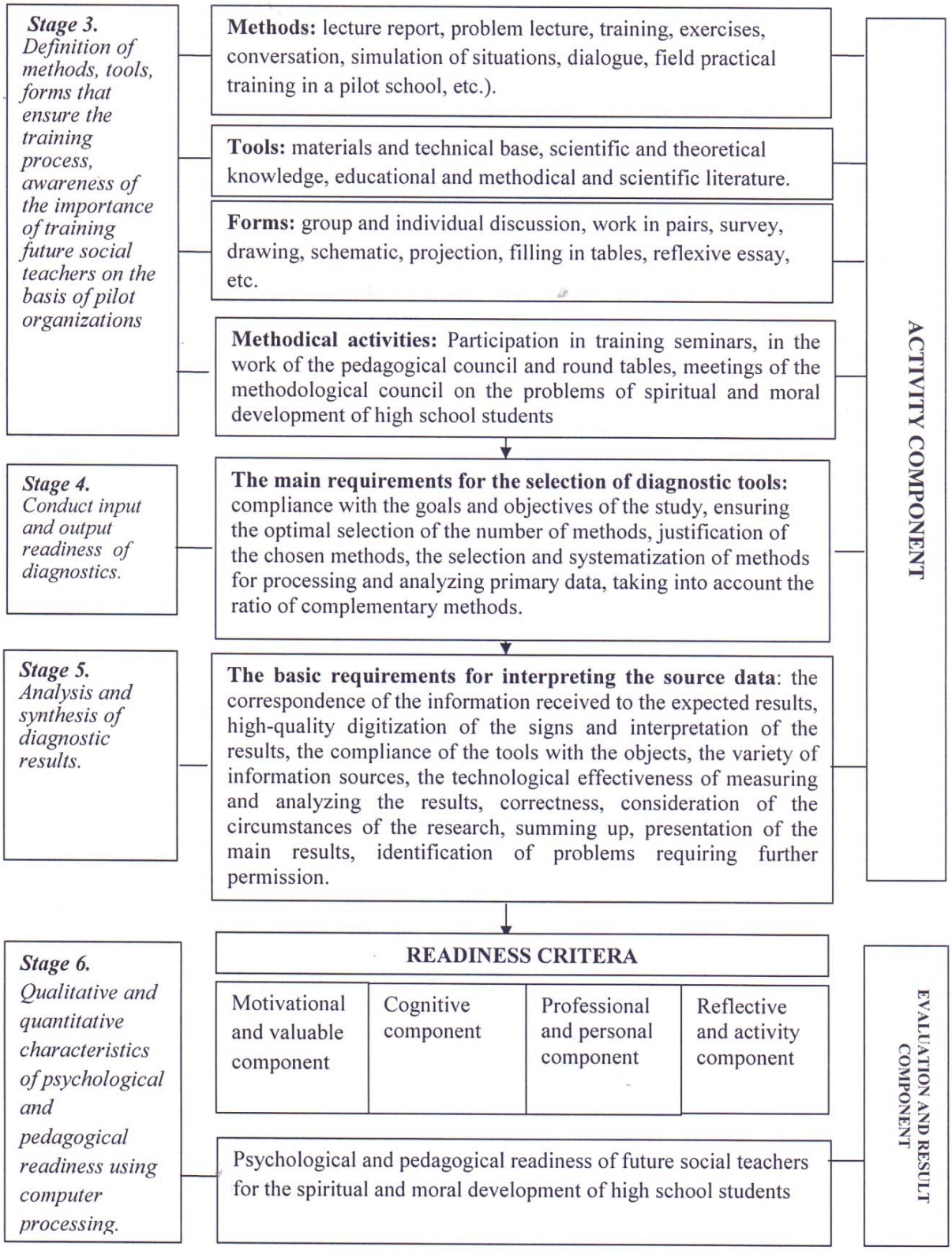


Figure 1 - Model study of the training of **social pedagogue** for the spiritual and moral development of high school students

The authors of the article believe that the teacher should have a professional image “Pedagogical Image As Component Of Teacher Professional Competence”: “Whatever competent expert was a teacher, it has to improve constantly the personal and professional qualities, creating, thus, own image, an image personal "I". Formation of an image of the teacher begins with the first impression made by features of clothes style, a mimicry, gestures, speeches. External characteristics have to be supported with internal personal qualities: the general erudition, the vital purposes and installations, the attitude towards surrounding people and the occurring events. Image causes self-realization of the personality: for the teacher it serves as the recognition indicator from society, an assessment and the relation of people around. Stages of management of formation of image of the teacher include: studying of public opinion about professions, specification of preferences of consumers of educational services (administration, students, parents); broadcast of a positive image of the teacher, support of positively painted, emotionally attractive components of image. Thus, professional image — is the important competence of each teacher which is result of self-knowledge and self-development” [10].

Therefore, in the structure of readiness, we considered those indicators that reveal his professional image.

Complex impact involves the implementation of a comprehensive program for the development of psychological and pedagogical readiness of future **social pedagogue** to the spiritual and moral development of high school students. Комплексное

This complex program consists of two components:

1) an elective course aimed at forming and developing the desire of future **social pedagogue** to spiritual, moral and professional self-improvement, to develop an understanding of the spiritual and moral depth of the content of the “Self-Knowledge” NDO Program;

2) a training program for the development of the psychological and pedagogical readiness of future **social pedagogue** for the spiritual and moral development of high school students.

The aim of the elective course “Psychological and Pedagogical Foundations of the Technique of Self-Knowledge” is the formation and development in students of the psychological and pedagogical readiness for the spiritual and moral development of high school students.

The content of the elective course includes the study of the main problems:

1 Psychological and pedagogical foundations of the technique of self-knowledge;

2 The spiritual heritage of Kazakhstan as the basis of self-knowledge of the high school student's personality;

3 Psychological and pedagogical foundations of the development of spiritual and moral upbringing of a high school student focused on universal human values.

4 Diagnostics of spiritual and moral upbringing of high school students in the framework of the implementation of the program of moral and spiritual education "Self-knowledge".

A training program aimed at developing of such professional and personal qualities, reflective abilities and skills of organizing activities for the spiritual and moral development of a person as:

• empathic abilities;

• the ability to empathize as the communicative property of a person, allowing to create an atmosphere of openness, trust and sincerity;

• qualities to create an atmosphere for a positive information and energy exchange;

• ability to navigate in time, contributing to the understanding of the existential value of life "here and now", the importance of the feeling of the present moment;

• ability to navigate in the life of the values of a self-actualizing personality (according to Maslow, truth, goodness, integrity, uniqueness, perfection, justice, order, beauty, and others);

• contact as a personality trait to establish sincere and harmonious interpersonal relations (trust in people, honesty, benevolence, striving for harmonious being);

• adherence to non-judgment principles; the presence of qualities of self-actualizing personality (creativity, spontaneity, autonomy, self-understanding, autosympathy, flexibility);

• reflection, ability to self-analyze and evaluate the spiritual and moral development activities of high school students;

• skills to make adjustments to further activities on the spiritual and moral development of high school students;

• skills and abilities to perform the totality of duties, moral norms, experience governing the performance of professional duty;

• skills of planning and determining the content of social and educational work on the spiritual and moral development of high school students.

Structure of psychological and pedagogical readiness of the future social pedagogue and methods of research.

Psychological and pedagogical readiness of the future social pedagogue - is a sophisticated system, including a great many different qualitative elements and links, which have a structure that provides the nature of links between its elements and their coordinated functioning.

Thus, the professional activity of the future **social pedagogue** of the subject "Self-knowledge" makes special demands on the personality of the specialist. The social educator has to cope with stress [11], and therefore in the training program we used some of the techniques from the stress management program "Manage stress with optimism!" Developed by K. Reschke and prof. G. Schroeder at the Department of Clinical Psychology and Psychotherapy, Institute of Psychology, University of Leipzig [12, 13]. Therefore, in each component of the readiness structure of a social pedagogue, indicators of managing one's emotional state are considered.

Each component has a specific set of complementary associated indicators and own logic of development as a developing system.

Given the specific character of psychological and pedagogical readiness of the future social pedagogue for spiritual and moral development of high-school students, we consider the following its structural components (Table #1):

Table 1 - Structural components, levels and indicators of psychological and pedagogical readiness of the future social pedagogue

Structure of psychological and pedagogical readiness of the future social pedagogue			
Components	**Criteria**	**Levels and indicators**	**Research methods**
Motivational and valuable component	**Aspiration for spiritual and moral, and professional self-improvement**	**High level - availability of aspiration for the personal (spiritual and moral) and professional self-knowledge and self-improvement:** - Availability of the need to follow the universal spiritual human values and self-knowledge; - Availability of the motive for improvement of own moral character, spiritual world, development of moral qualities, performance of conscious moral choice; - Availability of the motive for professional and personal improvement; - Availability of the motive for acquisition of special knowledge, perception of the content of activity of social pedagogue.	1.Methodology to determine the main motives for selection of profession developed by E.M.Pavlyutenkov 2.Questionnaire for students on understanding of the essence of universal human values developed by R.A.Mukazhanova, G.A.Omarova
Cognitive component	**Understanding of spiritual and moral depth of human values:**	**High level of understanding spiritual and moral depth of human values:** - Availability of knowledge on psychological and pedagogical bases of teaching of human values; - Availability of knowledge on in structional technique for development of positive thinking; - Availability of knowledge on formation of spiritual and moral outlook and behavioral orientations of high-school students through the prism of universal human values (formation of holistic view of the world by the high-school students).	Test to determine understanding of spiritual and moral depth of the content of "Self-knowledge" NDO Program

Professional and personal component	**Development of professionally important personal qualities**	**High level of development of professionally important and personal qualities:** - Availability of empathic capabilities; - Availability of penetration capability in empathy as the communicative property of the person, allowing creating the atmosphere of openness, confidence and sincerity; - Availability of qualities to create the atmosphere for positive information and energy exchange; - Availability of capability to orientate in time facilitating the understanding of existential value of life "here and now", and importance of the feeling of the present moment; - Availability of capability to orientate in life by the values of self-actualizing personality (according to Maslow - truth, goodness, integrity, uniqueness, perfection, justice, order, beauty, and others); - Availability of in-touch capabilities as the property of the person to establish sincere and harmonious interpersonal relationships (trust in people, honesty, kindness, commitment to harmonious existence); - Availability of commitment to the principles of non-judgment; - Availability of qualities of self-actualizing personality (creativity, spontaneity, autonomy, self-understanding, auto-sympathy, flexibility).	1. Methodology of diagnostics of the level of empathic capabilities by V.V. Boyko (2001); 2. SAMOAL by Maslow.
Reflexive and active component	**Development of reflexive skills and abilities of organization activity on spiritual and moral development of the students**	**High level of development of reflexive skills for organization of activity on spiritual and moral development of the personality:** - Availability of self-reflection, skills for independent analysis and evaluation of activity on spiritual and moral development of high-school students; - Availability of skills for making adjustments into the further activity on spiritual and moral development of high-school students; - For madness of skills to implement a set of duties, moral norms, experience, regulating the implementation of professional duty; - For madness of skills to develop spiritual and moral qualities of high-school students, recognize the motives of their behavior and actions (skills to solve pedagogical problems, for example, to create a positive emotional spirit of goodwill); - For madness of skills to plan and determine the content of educational work on spiritual and moral development of high-school students.	1.Methodology of diagnostics of the level of reflexivity, questionary by A.V.Karpov; 2.Methodology to determine the readiness of the future social pedagogue to organization of spiritual and moral development of high-school students 3.Methodology “Reflexive essay”.

3. Results

3.1. Identifying correlations between the motives of choice of profession, the cognitive component of readiness, reflexivity and the parameters of self-actualization

The Pearson correlation coefficient calculation formula was used to determine the correlation relationship between the motives of profession selection, cognitive component of readiness, reflexivity and parameters of self-actualization test:

$$r_{xy} = \frac{\Sigma(x_i - \bar{x}) \times (y_i - \bar{y})}{\sqrt{\Sigma(x_i - \bar{x})^2 \times \Sigma(y_i - \bar{y})^2}}$$

where x_i- is the value of the variable X; y_i- is the value of the variable Y; $\bar{x}$- is the arithmetic mean of the variable X; $\bar{y}$ - is the arithmetic mean for variable Y.

Let’s assume the original data in Tables #.1, 2, 3, into which are introduced additional columns necessary for evaluation as per the Pearson correlation coefficient calculation formula.

Table No.1 shows the parameters of motives for selection of the profession (X) and parameters of self-actualization of the personality (Y). If the change in the values of parameters of the selection motives

does not lead to the regular change in the values of the parameters of self-actualization of the respondent's personality, then it will be necessary to state that there is no correlation between these parameters, and during determination of the regular connection, i.e., a positive coefficient of Pearson, then the increase in the values of the parameters of motives for selection of profession should lead to the increase in the parameters of self-actualization of the respondent's personality. That is, the higher the level of motives, the more aspirations has a respondent to develop self-actualization qualities.

Table 1 - Parameters of the motives for selection of profession (X), and self-actualization of the personality (Y), required to calculate the correlation dependence

№	X_i	Y_i	$\overline{M}_x$	$X_i - \overline{M}_x$	$\overline{M}_y$	$Y_i - \overline{M}_y$	$(X_i - \overline{M}_x) \times (Y_i - \overline{M}_y)$	$(X_i - \overline{M}_x)^2$	$(Y_i - \overline{M}_y)^2$
1	6,7	7,3	8,6	-1,9	8,6	-1,3	2,47	3,61	1,69
…	…	…	…	…	…	…	…	…	…
105	9,7	9,5	8,6	1,1	8,6	0,9	0,99	1,21	0,81
	900,5	907					170,82	200,61	150,32
	8,6	8,6							

$$r_{xy} = \frac{\Sigma(x_i - \bar{x}) \times (y_i - \bar{y})}{\sqrt{\Sigma(x_i - \bar{x})^2 \times \Sigma(y_i - \bar{y})^2}}$$

$$\sigma_x = \sqrt{\frac{200,61}{104}} = 1,4$$

$$\sigma_y = \sqrt{\frac{150,32}{104}} = 1,2$$

$$r_{xy} = \frac{170,82}{104 \cdot 1,4 \cdot 1,2} = \frac{170,82}{174,72} = 0,97$$

Thus, a positive correlation coefficient, $r_{xy} = 0.97$. This proves the regular connection between the parameters of the motives for selection of profession and parameters of self-actualization test (SAMOAL Maslow).

Table **#2** shows the test parameters to determine the understanding of the spiritual and moral depth of human values (X) and parameters of self-actualization of the personality (Y).

Table 2 - Test parameters to determine the understanding of the spiritual and moral depth of human values (X) and self-actualization test (Y), required to calculate the correlation dependence

№	X_i	Y_i	$\overline{M}_x$	$X_i - \overline{M}_x$	$\overline{M}_y$	$Y_i - \overline{M}_y$	$(X_i - \overline{M}_x) \times (Y_i - \overline{M}_y)$	$(X_i - \overline{M}_x)^2$	$(Y_i - \overline{M}_y)^2$
1	7	7,3	8,4	-1,4	8,6	- 1,3	1,82	1,96	1,69
..	…	…	…	…	…	…	…	…	…
105	9,5	9,5	8,4	1,1	8,6	0,9	0,99	1,21	0,81
	886,5	907					142,35	151,55	149,6
	8,4	8,6							

$$r_{xy} = \frac{\Sigma(x_i - \bar{x}) \times (y_i - \bar{y})}{\sqrt{\Sigma(x_i - \bar{x})^2 \times \Sigma(y_i - \bar{y})^2}}$$

$$\sigma_x = \sqrt{\frac{151,55}{104}} = 1,2$$

$$\sigma_y = \sqrt{\frac{149,6}{104}} = 1,2$$

$$r_{xy} = \frac{142,35}{104 \cdot 1,2 \cdot 1,2} = \frac{142,35}{149,76} = 0,95$$

Thus, a positive correlation coefficient, $r_{xy} = 0.95$. This proves the regular connection between the test parameters to determine the understanding of the spiritual and moral depth of human values (X) and parameters of self-actualization test (Y).

Table #3 shows the reflexivity test parameters (X) and self-actualization test parameters (Y), required to calculate the correlation dependence

Table 3 - Reflexivity test parameters (X) and self-actualization test parameters (Y), required to calculate the correlation dependence

№	X_i	Y_i	$\overline{M_x}$	$X_i - \overline{M_x}$	$\overline{M_y}$	$Y_i - \overline{M_y}$	$(X_i - \overline{M_x})$ x $(Y_i - \overline{M_y})$	$(X_i - \overline{M_x})^2$	$(Y_i - \overline{M_y})^2$
1	7	7,3	8,6	-1,6	8,6	- 1,3	2,08	2,56	1,69
…	…	…	…	…	…	…	…	…	…
105	9,1	9,5	8,6	0,5	8,6	0,9	0,45	0,25	0,81
	901,5	907					143,8	164,27	149,6
	8,6	8,6					R ≈ 0,96		

$$r_{xy} = \frac{\Sigma(x_i - \bar{x}) \times (y_i - \bar{y})}{\sqrt{\Sigma(x_i - \bar{x})^2 \times \Sigma(y_i - \bar{y})^2}}$$

$$6_x = \sqrt{\frac{164,27}{104}} = 1,3$$

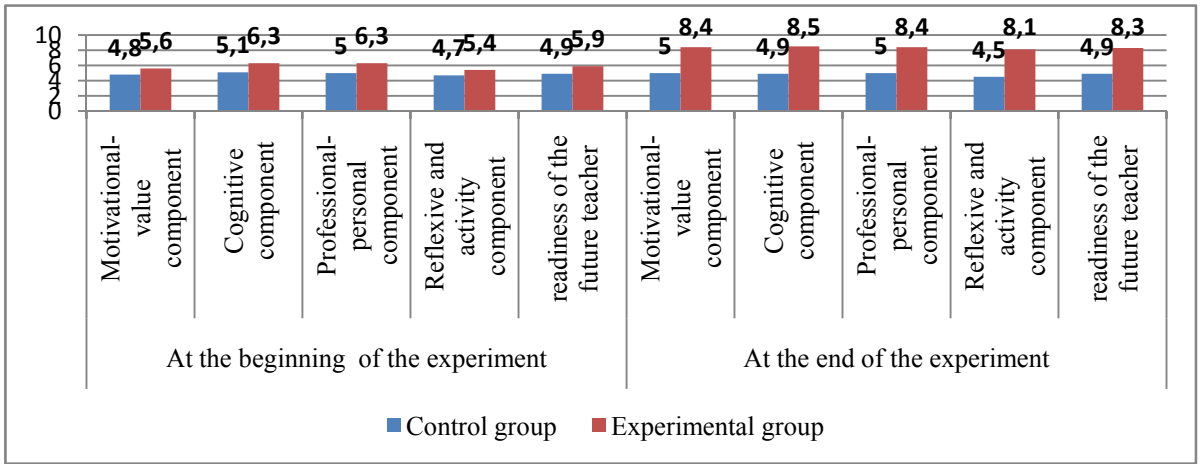
$$6_y = \sqrt{\frac{149,6}{104}} = 1,2$$

$$r_{xy} = \frac{143,8}{104 \cdot 1,3 \cdot 1,2} = \frac{143,8}{162,24} = 0,88$$

Positive correlation coefficient, $r_{xy} = 0.88$. This proves the regular connection between the reflexivity test parameters and self-actualization test parameters (SAMOAL Maslow).

Analyzing quantitative and qualitative interpretation of the process of formation and development of psychological and pedagogical readiness of the future social pedagogue, we have identified the dynamics of the results of this process. If, at the beginning of the experiment, the coefficient of psychological and pedagogical readiness by experimental group was equal to 4.9, then at the end of the experiment it was equal to 8.3 (Diagram #1).

Diagram 1 - Indicators of psychological and pedagogical readiness of respondents control and experimental groups at the beginning and end of the experiment



4. Discussions:

We suggest using the following indicators of time series according to the formula of G.A.Nasedkina (2007) to trace the dynamics of the process of formation and development of psychological and pedagogical readiness of the future social pedagogue before and after formative experiment:

$$C_{eff.} = (1a+2в+3c) : 100 \quad (1)$$

where: Avg.–is the average indicator, reflecting a quantitative estimate of the growth of the level of for madness and development of psychological and pedagogical readiness of the future social pedagogue;

a, b, c –is the number of the respondents expressed as a percentage, who are at low, medium, and high levels of for madness and development of psychological and pedagogical readiness;

figures "1", "2", "3" – are the level weight coefficients.

Thus, we have determined the average indicators, reflecting the quantitative evaluation of the growth of the level of for madness and development of psychological and pedagogical readiness of the respondents of the experimental group at the beginning of the formative experiment and at the end of the formative experiment.

At the beginning of the formative experiment Avg. = (1·0%+ 2·72% + 3·28%) : 100 = 2.28.

At the end of the formative experiment= (1·0% + 2·40% + 3·60%) : 100 = (0 + 80 + 180) : 100 = 260 : 100 = 2.6.

Further, the coefficient of efficiency is calculated as per the formula (2):

$$C_{eff.} = \text{Avg. (b.f.e.): Avg. (e.f.e.)} \quad (2)$$

where, Avg. (b.f.e.) - the value of the average indicator of the level of for madness of psychological and pedagogical readiness at the beginning of the formative experiment;

Avg. (e.f.e.) - the value of the average indicator of the level of for madness of psychological and pedagogical readiness at the end of the formative experiment. Then, $C_{eff.} = 2.28: 2.6 = 0.87$.

In conclusion, it should be noted that the coefficient of efficiency of psychological and pedagogical training of the future social pedagogue for spiritual and moral development of high-school students as per module is close to 1 - this corresponds to the high level of relation between the variables and demonstrates the effectiveness of the process of training of the future social pedagogue for spiritual and moral development of high-school students.

Conclusion. Prospects of this research as a multi-aspect phenomenon were seen in the further development of the system to train the future social pedagogue. In order this system could promote the formation and development of readiness of the future social pedagogue for understanding of spiritual and moral depth of human values.

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ЖОҒАРЫ СЫНЫП ОҚУШЫЛАРЫНЫҢ РУХАНИ-АДАМГЕРШІЛІК ДАМУЫ ҮШІН ӘЛЕУМЕТТІК ПЕДАГОГТЫ ДАЙЫНДАУДЫҢ ЗЕРТТЕУ ҮЛГІСІ

Аннотация. Жоғары сынып оқушыларын рухани-адамгершілік дамытуға болашақ әлеуметтік педагог-тарды психологиялық-педагогикалық тұрғыдан дайындау мәселесінің теориялық талдау жұмысы зерттеуіміз-дің түйінді ұғымдарына сипаттама беруге мүмкіндік берді: психологиялық-педагогикалық дайындау және дайындық. Жоғары сынып оқушыларын рухани-адамгершілік дамыту іс-әрекетіне болашақ әлеуметтік педагогтардың дайындығын зерттеу жұмысы тұлғаның біртұтас көрінісінің сан-алуан қырларын қарастыруға жағдай жасады. Ең бастытысы, болашақ әлеуметтік педагогтардың психологиялық-педагогикалық дайындау үдерісін жетілдіру болып табылады. Оның негізі – рухани және кәсіби жетілуге қабілеттіліктің, өз рухани болмысын тану іс-әрекетіне жауапкершіліктің қалыптасуы. Сондықтан зерттеуіміздің ең басты міндеті – жоғары оқу орындарында болашақ әлеуметтік педагогтың дайындығына әсер ететін кәсіби-тұлғалық ерекшеліктерді анықтау.

Түйін сөздер: психологиялық және педагогикалық дайындық, құрылымдық компоненттер, деңгейлер, көрсеткіш-тер, өлшемдер, зерттеу әдістері, мотивациялық-құндылықтық компонент, когнитивті компонент, кәсіби-тұлғалық ком-понент.

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ИССЛЕДОВАТЕЛЬСКАЯ МОДЕЛЬ ПОДГОТОВКИ СОЦИАЛЬНОГО ПЕДАГОГА ДЛЯ ДУХОВНО-НРАВСТВЕННОГО РАЗВИТИЯ СТАРШЕКЛАССНИКОВ

Аннотация. Теоретический анализ проблемы психолого-педагогической подготовки будущих социальных педагогов к духовно-нравственному развитию старшеклассников позволил дать характеристику основным понятиям нашего исследования: готовность и психолого-педагогическая готовность. Изучение готовности социальных педагогов к духовно-нравственному развитию старшеклассников создало предпосылки для выявления всех сторон целостного проявления личности. Самое главное, совершенствование процесса психолого-педагогической подготовки будущих социальных педагогов. И основа данной подготовки заключается в формировании ответственности за духовно-нравственное совершенствование и способности к профессиональному самосовершенствованию. Поэтому, главная задача исследования – определение профессионально-личностных особенностей, влияющих на готовность будущих социальных педагогов в условиях вуза.

Ключевые слова: психолого-педагогическая готовность, структурные компоненты, уровни, показатели, критерии, исследовательские методы, мотивационно-ценностный компонент, когнитивный компонент, профессионально-личностный компонент, рефлексивно-деятельностный компонент.

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SYSTEM OF FUNCTIONING OF TAX ON LUXURY IN DEVELOPED COUNTRIES

Abstract. The article is dedicated to comparative analysis of the sumptuary tax in foreign countries. Analyzed the main parameters of the sumptuary tax in foreign countries. Great attention is paid to necessity for introduction of this tax in the Kazakhstan territory. The main problems of the introduction of the sumptuary tax in Kazakhstan are observed. The experience of introducing a luxury tax is available in the United States and Japan, but later it was considered expedient to abolish it. The luxury tax has also been abolished in Ireland, Austria, Finland, Germany, Denmark, and Luxembourg. In general, in developed countries they prefer to replace the luxury tax with other instruments of fiscal policy, being aware of its imperfection. Building an effective tax system and changing tax laws by introducing new taxes is extremely difficult. It requires a deep economic analysis of the prospects for the introduction of such a tax and the possible consequences.

Keywords: income, law, tax, luxury tax, taxation, real estate, luxury goods, vehicles.

A luxury tax is a taxation of items whose consumption indicates wealth or relative prosperity. According to the method of collection, this tax is direct, since it is paid directly by the subjects from the property or additional income of the taxpayer. Usually they are levied on individuals who have luxury items in their personal use. In some countries, this tax is progressive (the greater the value of the object of taxation, the greater the amount of tax). The rates are differentiated depending on the purpose of introducing this tax by the state; this is explained by economic policy, inflationary expectations, growth or decline in GDP, economic growth rates, budget deficit, social stratification of society, etc. The main question regarding the subject of tax: what is a luxury? It is worth noting that various luxury items can be taxed, such as real estate, vehicles, jewelry and so on. In this regard, it is most interesting to consider the experience of applying the luxury tax in foreign countries.

Forms of taxation "luxury" and "overconsumption". The presence of social inequality and the objective need to equalize the socio-economic situation of various segments of the population leads to the fact that periodically attempts are made to introduce a luxury tax. At the same time, as practice shows, the taxation of luxury goods and “extra” incomes of individuals can take various forms. The forms of taxation "luxury" and "overconsumption" rightly include:

- Property taxation of individuals in the form of mandatory one-time or regular payments related to the acquisition of objects or possession of objects that fall under the category of "luxury";
- Indirect tax collection when purchasing certain goods;
- Progressive tax on personal income;
- A separate, specially introduced luxury tax, which is a collection of fees for objects of consumption, carrying information about the relative prosperity or wealth of their owner.

The presence of social inequality leads to the search for various ways to solve the problem, including tax policy instruments, one of which is the introduction of a luxury tax. The paper grouped the forms of taxation of “over-consumption” and “excess” incomes of citizens, reviewed examples of foreign experience, followed by comparing the positive and negative effects of tax practices of foreign countries, analyzed domestic laws on luxury tax and the reasons for their rejection.

It should be noted that in those countries where the luxury tax exists or is intended, it is local in nature and, as a rule, is tied to specific situations. Thus, in Italy, a similar tax was imposed by the governor of Sardinia and concerns the taxation of owners of mega yachts. Rationale - these boats are harmful to the environment. The estimated luxury tax should affect owners and vacationers arriving at the ports of Capri and Taormina on yachts that are longer than 14 meters; in Otranto (Apulia region) - those who own non-primary housing. In other resort regions of Italy, taxation of super-power jeeps of certain brands is expected, the emissions of which have a negative impact on the state of the air environment.

The most successful, regarding the luxury tax, is considered a solidary tax on wealth, adopted in France in 1982. It is charged to tax residents. All assets of a citizen, including property (for example, even real estate registered abroad), bank accounts and securities are subject to taxation. At the same time, the state of the taxpayer must exceed a certain threshold (1.3 million euros for 2013). Thus, when the value of a citizen's property is from 1.3 million euros to 3 million euros, the tax rate will be 0.25%. Over 3 million euros - 0.5%. The taxpayer is allowed to independently calculate the value of his property, but to make a mistake when declaring can be no more than 30%. Thus, for example, in 2012, more than three billion euros was received in the French budget.

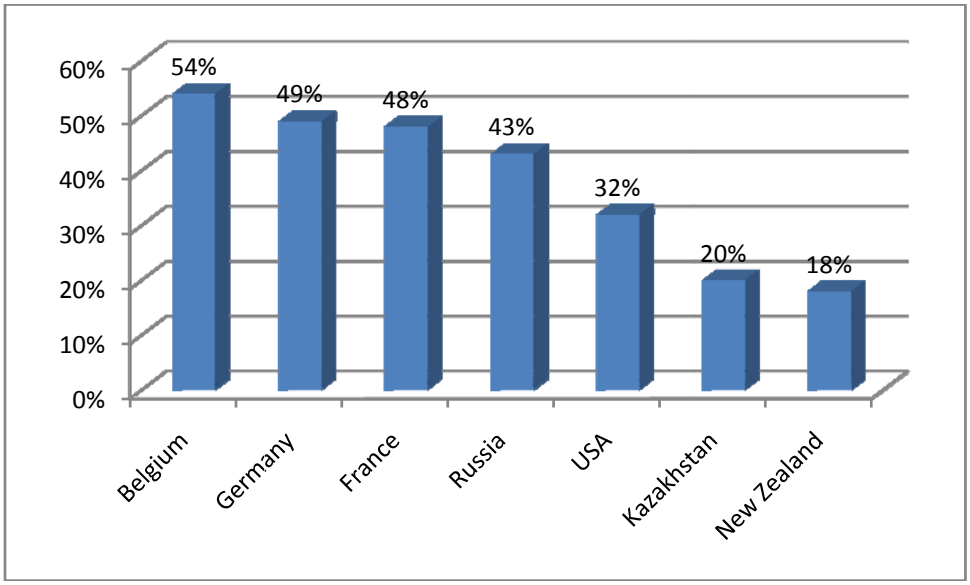

Figure 2 - Taxes on citizens in the world

As we can see, the Belgian authorities take 54% of their income from the population.

It is worth noting that France is one of the countries with the most draconian taxes for millionaires. Therefore, in 2012, the newly elected President Francois Hollande initiated the introduction of a 75 percent tax on excess income for 1 million euros. In his opinion, this was the only opportunity to patch holes in the state budget, support the country's financial system that was shaken, and contribute to the establishment of social justice [2]. Despite the fact, that in France there is already a rather big income tax for individuals - 41%. However, at that time this tax was not adopted.

Under the new proposed scheme, which entered into force on December 29, 2013, 75 percent tax is now paid by all enterprises paying their employees' salaries in excess of 1 million euros. The tax fell on individuals whose annual income exceeds a specified amount. In addition, the tax applies to professional football clubs that previously actively spoke out against the introduction of the tax and even staged a strike. According to representatives of clubs, France risks losing many high-class players, whose salaries exceed one million euros per year [3]. 75 percent tax is a temporary measure. It is introduced for two years. According to the calculations of the Ministry of Economy, the tax should bring to the state treasury in 2014 260 million euros, and in 2015 - another 160 million euros [4].

The UK is the first country in the world whose government imposed a tax on super-profits (1915), which later became the basis for applying the luxury tax to individuals.

In the UK, the equivalent of a luxury tax is Stamp Duty on expensive real estate, which is paid when you buy it. The tax rate depends on the value of the purchased object, a progressive rate: 1 percent for real estate worth 125–250 thousand pounds, 3 percent if it costs 250-500 thousand pounds, 4 percent for objects more expensive than 500 thousand pounds.

Property owners worth more than a million pounds annually give the state 5%. In the future, it is planned to increase the rate to 7%. In addition, the authorities intend to seriously tighten the supervision of evasion from paying stamp duty [5].

Thus, it is impossible to call such a taxation a luxury item a pure luxury tax, but it is clear that in the UK there is a special taxation system for a special segment - the rich.

As an example, Table 2 shows some of the parameters of income taxation and the level of corruption in different countries.

Table 1 - Income tax in different countries in 2014

Country	The level of corruption. Place in the ranking * 2014 y.	Rates NDFL%	Maximum rate for income over, RUB / year (month) (at the rate of 06.26.14)
Russia	127	13	«Flat scale»
USA	19	0-39,6	13.450.000 (1.120.833)
Great Britain	14	0-50,0	8.700.000 (725.000)
Germany	12	14-45,0	11.533.000 (961.083)
France	22	5,5-41,0	6.955.000 (579.583)
Netherlands	8	5,85-52,0	2.576.000 (214.666)
Israel	36	10-50,0	8.116.000 (676.333)
Japan	18	5-40,0	5.976.000 (498.000)
Brazil	72	7,5-27,5	784.700 (65.392)
India	94	10-30,0	559.000 (46.583)
China	80	3-45,0	432.800 (36.067)

For example, the luxury tax in the United States, introduced in 1991, was eliminated two years later. The demand for luxury goods was, as economists put it, elastic, and their production was not. For example, consumers began to go to rest on the coast of Panama, where the yachts bought there moored. At the same time in Florida, 13 thousand employees of the shipbuilding industry were left without work.

The tax on expensive cars kept in the United States lasted until 2005. In 2009, it was proposed to introduce a luxury tax on expensive aircraft (from 500 thousand dollars), yachts (from 200 thousand dollars), cars (from 60 thousand dollars) and jewels (from 20 thousand dollars). However, despite the fact that the US economy was experiencing the worst recession after the 30s, the law was not passed.

According to Forbes rating, the strictest tax regime exists in France. For example, the maximum income tax rate there is 52%. For comparison: in Russia the rate is 13%, in Belgium it reaches 50%, in Finland - 31%, in Bulgaria - 10%, and in Qatar and the UAE this tax does not exist at all.

The luxury tax in China has long been a source of significant revenue for the Chinese government. According to 2011, China accounted for up to 27% of the turnover of the luxury goods market in the world. In 2010, the government earned $ 188 billion on luxury taxes alone, which is 78% of all central government spending.

In China, luxury taxes apply to any goods that can be formally classified as luxury goods. This is an expensive watch, and perfumery, and clothing, and wine, and electronics. The official single tax rate is 15%, but in fact, goods in mainland China are 45% more expensive than in Hong Kong, 51% more expensive than in the US, and 72% more expensive than in France. In addition, property tax was introduced. First of all, to fight the investment bubble. 10-15% of the treasury must give those who resell the house, buying it less than two years ago. The measure works well in Taiwan.

The term "luxury tax" also includes various duties: import, VAT and consumption tax. Tax rates depend on the type of product. For example, for luxury cosmetics or perfumes import duty can reach 50%, VAT - 17% and consumption tax - 10%. This is much higher than in other countries of the world.

As a result, many Chinese consumers are trying to purchase similar products abroad. Thus, at present, up to 80% of the so-called luxury the Chinese outside of China acquire goods. In other words, the Chinese spend four times more on luxury goods abroad than at home. It is obvious that it is much more profitable for the Chinese to buy luxury goods abroad. In Europe alone in 2012, Chinese tourists spent more than 55 billion dollars to purchase luxury goods.

Awareness of this problem leads to lower luxury taxes in order to attract Chinese consumers back.

The simplest and most obvious solution in this case is to reduce taxes. In addition, not only for salary, but also others. Do not be afraid of reducing the budget revenues, because the result is likely to be completely different.

It is the progressive income tax scale and its normal administration that should be the main tools in the fight against illegal enrichment and corruption.

However, the luxury tax in many states had a difficult history: the tax was often abolished as quickly as it was introduced. At the same time, the reasons for such actions were not only economic in nature, but also had a political tint. To get a real estimate of the value of luxury objects in a country where a stable shadow economy prevails, a stable level of corruption will be very difficult. Moreover, abroad, the main way to avoid paying tax on expensive real estate, still used in many countries, is to underestimate the official value of the property being acquired. Therefore, the option of pegging the tax to the estimated value of a luxury item is not optimal.

Thus, when calculating the tax on the possession of expensive real estate, inevitably, there will be technical and organizational difficulties associated with conducting a qualified assessment of the value of real estate.

On the other hand, despite the fact that today there is some understanding of the valuation of the property, the question of who will evaluate it remains open.

Thirdly, one of the main dangers of this fiscal measure is that it will be more often applied to the middle class, and not to billionaires with super profits. The middle class practically does not use offshores, does not register property in the jurisdiction of other countries, does not use other schemes of ownership of expensive property. At the same time, almost every middle class representative has a large apartment, a country house, and an expensive car. They also will get under the taxation first. In addition, people can afford to buy expensive real estate or transport through loans.

Fourthly, the big doubts are raised by the question of how this tax will be administered.

Should every person pay such a tax whose financial condition will be legally recognized as large enough or will the tax be paid on the purchase of super expensive luxury items, such as helicopters, yachts, expensive real estate, jewelry, etc.? Both approaches have their pros and cons.

Building an effective tax system and changing tax laws by introducing new taxes is extremely difficult. It requires a deep economic analysis of the prospects for the introduction of such a tax and the possible consequences. At present, the existing tax mechanism is already in force. Undoubtedly, it has significant reserves, primarily in the area of tightening tax administration, including large taxpayers, the use of transfer pricing, reducing the possibility of misuse of tax benefits, etc. The identification and use of these reserves can give a much higher fiscal effect than imposing a luxury tax, and will promote the principle of fair taxation.

Thus, analyzing the effectiveness of applying the luxury tax in foreign countries, it can be noted that the largest number of budget revenues comes from the imposition of expensive real estate. There, this system has been working for a long time and is well tuned. In our country there are certain difficulties: there is no clear definition of the concept of “luxury”, the list of items falling under this concept is not clear; The mechanism for imposing luxury goods is not completely worked out, the calculation of the tax base is not clear.

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СИСТЕМА ФУНКЦИОНИРОВАНИЯ НАЛОГА НА РОСКОШЬ В РАЗВИТЫХ СТРАНАХ

Аннотация. Статья посвящена системе функционирования налога на роскошь в развитых странах. Проанализированы основные параметры налога на роскошь в зарубежных странах. Большое внимание уделяется вопросу необходимости введения данного налога на территории Казахстана. Опыт введения налога на роскошь имеется в США и Японии, однако позже было признано целесообразным отменить его. Налог на роскошь был отменен также в Ирландии, Австрии, Финляндии, Германии, Дании, Люксембурге. В целом, в развитых странах предпочитают заменять налог на роскошь другими инструментами фискальной политики, осознавая его несовершенство. Построение эффективной системы налогообложения и изменение налогового законодательства путем введения новых налогов - дело крайне сложное. Оно требует глубокого экономического анализа перспектив введения такого налога и возможных последствий.

Ключевые слова: доход, закон, налог, налог на роскошь, налогообложение, недвижимость, предметы роскоши, транспортные средства.

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ДАМУ МЕМЛЕКЕТТЕРДІҢ ЛЮКСУРИТТІК САЛЫҒЫНЫҢ ФУНКЦИЯСЫ ЖҮЙЕСІ

Аннотация. Мақалада дамыған елдердегі сәнді салықтың жұмыс істеу жүйесіне арналған. Шет елдерде молшылыққа арналған салықтың негізгі параметрлерін талдаңыз. Қазақстанда салықты енгізу қажеттігіне көп көңіл бөлінеді. Сәнді салықты енгізу тәжірибесі Құрама Штаттарда және Жапонияда қол жетімді, бірақ кейінірек оны жоюдың орынды деп саналды. Сәнді салық Ирландия, Австрия, Финляндия, Германия, Дания, Люксембургте жойылды. Тұтастай алғанда, дамыған елдерде олар салықтық салықтың басқа да құрал-дарымен алмастырғысы келеді, бұл оның жетілмегендігін біледі. Тиімді салық жүйесін құру және салықты жаңа салықтар енгізу жолымен өзгерту өте қиын. Мұндай салықты енгізудің ықтимал салдары мен ықтимал салдарларын терең талдау. қажет.

Түйін сөздер: табыс, заң, салық, сәнді салық, салық салу, жылжымайтын мүлік, сәнді тауарлар, көлік құралдары.

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PRACTICE OF CONDUCTING AUDIT OF CONSOLIDATED FINANCIAL REPORTING IN THE EUROPEAN UNION COUNTRIES

Abstract. Since 2011, in our country, measures have been taken to reform the accounting system and financial reporting in the public sector, as a result of which all government agencies have adopted the accrual method in accordance with the regulatory acts based on the IPSAS. And from 2019, it is planned to prepare annual consolidated financial statements on the execution of the republican budget, which is submitted to the Government of the Republic of Kazakhstan, to the central authorized state planning body and to the state audit and financial control bodies. In this regard, it is necessary to study the best practices in the preparation of the annual consolidated financial statements on the execution of the state budget of the EU countries. Based on the analysis, it was found that in the EU countries a single consolidated financial report for the public sector is prepared based on the accrual method. There are differences in the names of financial statements: in some countries these are government accounts, in others - consolidated financial statements of the government.

Key words: audit of efficiency, state audit, state programs, Lima Declaration, audit of financial statements, compliance audit, public funds, budget program, external control.

Introduction. Since 2011, in our country, measures have been taken to reform the accounting system and financial reporting in the public sector, as a result of which all government agencies have adopted the accrual method in accordance with the regulatory acts based on the IPSAS. And from 2019, it is planned to prepare annual consolidated financial statements on the execution of the republican budget, which is submitted to the Government of the Republic of Kazakhstan, to the central authorized state planning body and to the state audit and financial control bodies. In this regard, it is necessary to study the best practices in the preparation of the annual consolidated financial statements on the execution of the state budget of the EU countries. Based on the analysis, it was found that in the EU countries a single consolidated financial report for the public sector is prepared based on the accrual method. There are differences in the names of financial statements: in some countries these are government accounts, in others - consolidated financial statements of the government.

The United Kingdom of Great Britain and Northern Ireland is a unitary state with parliamentary monarchy. Executive power is represented by the Prime Minister and Cabinet (central or British government), the governments of the autonomies of Scotland, Wales and Northern Ireland (decentralized government) and local governments. In the UK government there are three types of executive authorities: departments (identical to the notion of a ministry), agencies and non-departmental (independent) government organizations. Government finances are largely centralized: 95% of revenues are accumulated at the central government level and distributed by Her Majesty's Treasury (HM Treasury, hereinafter the Treasury), which by function is the Ministry of Finance and Economy.

The accounting principles for the budget and financial statements were introduced by the Government Resources and Accounts Act in 2000 [1]. According to Section 9 of the Act, the Treasury prepares a consolidated report for the entire UK public sector, called the Whole of Government Accounts (hereinafter referred to as the WGA or financial report).

The financial report consolidates a group of enterprises that are taken into account by the Treasury on the basis of the fact that they perform functions of a public nature, and are fully or substantially financed by public funds. Currently, this group includes central government departments, non-governmental

government bodies, public corporations, local governments, the National Health Service and autonomous administrations of Scotland, Wales and Northern Ireland.

In determining the form and content of accounts, the Treasury seeks to ensure that the accounts represent a true and fair view and are consistent with generally accepted accounting practices, taking into account the necessary adaptations. These are mainly International Financial Reporting Standards (IFRS), adapted and interpreted by the Financial Reporting Manual (FReM). Local governments follow the CIPFA Code of Practice for Local Government Accounting based on IFRS.

Financial performance and the public sector position in the UK is reflected in the statement of income and expenditure, the statement of comprehensive income and expenditure, the statement of financial position (balance sheet), the statement of changes in taxpayers 'equity and the statement of cash flows, as well as related notes, containing additional details and analysis.

The UK experience is interesting in terms of approaches to the organization of a state audit of consolidated financial statements.

Comptroller and Auditor General (hereinafter referred to as C & AG) and the National Audit Office (hereinafter referred to as NAO) responsible for checking all public accounts (WGA) according to paragraph 2 of Article 11 of the Government Resources and Accounts Act 2000 (GRAA) [2], for checking all departmental accounts - in accordance with paragraph 1 of Article 6 of the above Act, for checking annual reports and accounts of trading funds - in accordance with paragraph 6 of Article 4 of the Government Trading Funds Act 1973.

At the same time, the organization and conduct of an audit of financial statements can be divided into two approaches:

1. Audit of financial statements prepared by individual government agencies and executive agencies conducted by NAO employees and / or professional audit firms engaged on a contractual basis (Reference: the NAO annually checks about 500 accounts);
2. Audit of financial statements prepared by the Treasury as a whole in the public sector (WGA), conducted only by C & AG and NAO employees (3 divisions distributed by economic sectors).

Local government bodies are subject to the Local Audit and Accountability Act 2014 and are audited by local auditors, for which C & AG is required to prepare an Audit Practice Code containing audit requirements.

Public corporations are audited by private sector auditors, but C & AG has the right to make such commitments (to be appointed as an auditor under a service agreement).

Thus, many of the bodies included in the WGA are not directly verified by C & AG.

According to GRAA, the Treasury sends departmental accounts to the General Controller and the Auditor no later than November 30 of the financial year following the year to which the accounts relate; The general controller and the auditor sends certified accounts and reports to the Treasury no later than January 15 of the fiscal year following the reporting one, and the Treasury must submit a report to the House of Commons no later than January 31 of the fiscal year following the reporting.

A consolidated financial statement for the entire public sector (WGA) is sent to the Comptroller General and Auditor by February 28 of the fiscal year following the year to which the accounts relate (that is, 11 months after the end of the fiscal year); The Comptroller General and Auditor sends certified accounts and reports to the Treasury by October 31 of the second financial year following the reporting one (i.e., 19 months after the end of the fiscal year), and the Treasury must submit a report to the House of Commons before December 31 of the second financial year. following the reporting (ie, 21 months after the end of the fiscal year).

In fact, the financial report for 2015-2016 was audited and published 15 months after the end of the fiscal year.

According to the GRAA, the General Controller and the Auditor examine the accounts to ensure that they represent a true and fair opinion in accordance with the instructions of the FReM.

In the course of the 2015-2016 WGA audit, the General Controller and Auditor certified 368 accounts, reflecting more than 1.7 trillion. pounds sterling government revenue and expenses. Included in the WGA Certificate and Report of the Comptroller General and Auditor of 5 pages contains a qualified opinion. The basis for obtaining a qualified opinion was a disagreement related to the border consolidation and inconsistent accounting policies applied by the Treasury in the implementation of WGA consolidation, as well as qualifications in the base accounts (external auditors qualified their opinion on

the 10 accounts included in the consolidated report). The most significant of these qualifications relate to departmental accounts of the Ministry of Defense (incorrect application of the rental accounting standard) and the Department of Education (discrepancies due to incorrect data conversion at the end of March (temporary difference due to the fact that in educational institutions the financial year does not coincide with the academic, which ends in August)) [3].

Spain is a unitary state consisting of 17 autonomous regions, uniting 50 provinces. Also within Spain are two autonomous cities in Africa.

Spain is one of the few countries whose legislation defines the composition of the public sector (administrative, business (commercial) and fundamental (non-commercial) sectors). In general, public sector entities are state administration, autonomous bodies, public organizations, independent administrative bodies, state universities, state-owned companies and corporations, non-financial government corporations, and non-profit organizations. Appropriate accounting principles and standards have been developed for each sector.

The principles of accounting and reporting in the public sector are provided for by Act No. 47/2003 of November 26, 2003 "General Budget", as well as by Order HAP / 1724/2015 of July 31, 2015 "Approval of the Rules for Preparing General State Accounts" [4].

According to Article 130.1 of the Act, the "General State Account" (Cuenta General del Estado) is formed by consolidating the annual accounts of entities belonging to the public sector, and includes a consolidated balance sheet, a consolidated economic statement of income and loss, a report on changes in consolidated capital, consolidated cash flow statement, consolidated budget performance report and summary report.

In accordance with Section 131.1 of the Law, the General State Account of each year is formed by the Comptroller General of the State Administration and submitted to the Government for forwarding it to the Court of Accounts (SAI of Spain) until October 31 of the year following the reporting.

External review and verification of general public accounts is entrusted to the Court of Accounts (Tribunal de Cuentas, hereinafter referred to TCU) in accordance with article 136 of the Spanish Constitution [5], providing for the following: The Court of Accounts is the supreme body that controls accounts, as well government and public sector management. State and public sector accounts are submitted to the Court of Accounts and are subject to verification, as a result of which an annual report is sent to the General Cortes..

Act 7/1988 of 5 April on the operation of the Court of Accounts (LFTCu) provides for the exercise of its audit and jurisdictional functions. According to Section 31 of the Act, the exercise of the audit function is carried out by reviewing and checking the general public account, as well as examining and checking the total and partial accounts of all bodies and institutions in the public sector and those who attract or receive assistance (for example, grants, loans or guarantees) from the same sector.

In general, according to the results of the review of the practice of forming the consolidated financial statements of the public sector and its audit in Spain, we can note the advanced level of accounting and reporting on the accrual basis, as well as the universality of approaches to conducting an audit. In this regard, the Procedural Guidelines for regular audit can be taken into account when developing a national methodology.

Sweden is a constitutional monarchy with a parliamentary form of government. The state administration of Sweden is organized at two levels: national and local, divided, in turn, into 21 län (analogue of the region) and 290 municipalities (communes). The bodies represented at the national level (Central Government) consist of ten ministries and hundreds of relatively independent central institutions.

Due to substantial decentralization, national and local governments have different legislation in the field of accounting, reporting and auditing.

The presentation of the Annual Report for the state (Årsredovisning för staten or Annual Report for the State) is provided for by Budget Law No. 2011: 203, which entered into force on April 1, 2011 (hereinafter referred to as the Budget Law) [6]. According to the Budget Law, accounting and reporting in the state should be carried out in accordance with generally accepted accounting principles. Accounts should give a true and fair view of the activities, financial results, status and management of state assets.

In accordance with sections 5 and 6 of part 10 of the Budget Law, the Annual Report for the State is submitted to the Riksdag (Parliament) no later than April 15 of the year following the financial year and must contain:

1. The subsequent decision of the Riksdag on the financial economy of the government (excessive goal), cost-cutting and other general fiscal policy objectives;

2. The results of budget revenues and allocations, as well as the needs of the government in loans;

3. Report on the use of permits obtained by the government for the adoption of economic obligations and lending in excess of the fiscal year;

4. Profit and loss account, balance sheet, financial report and notes;

5. Report on the development of central government debt;

6. Information on expected losses and significant risks in government loans and guarantees issued;

7. Summary of the measures taken by the government in response to the comments of the SAI,

8. The profit and loss statement and balance relating to EU funds, as well as the financial allocation report and income statement relating to deposits and payments in the EU;

9. The Government's statement that:

- accounts were prepared in accordance with generally accepted accounting principles and give a true and fair presentation;

- there are rules and systems that are aimed at creating internal control of the government and control over EU funds.

The annual report of Sweden does not fully comply with the principles of IPSAS. In particular, in the balance sheet there is no division of assets and liabilities into current and long-term; there is no separate report on changes in net assets / equity, there is no segment reporting, there is no disclosure of information on related parties. In the Annual Report for the state, fully and partially owned companies are consolidated in accordance with the equity method (as a result of which national pension funds are excluded from consolidation), while according to IPSAS all controlled objects should be fully consolidated in accordance with the acquisition method. The annual report of Sweden contains both financial and budget reports.

Consider how the above features of the consolidated financial statements have affected the approaches to conducting a financial audit.

The Swedish National Audit Office (Riksrevisionen, hereinafter SNAO) is an independent body headed by three independent General Auditors with equal powers, who are appointed by the Riksdag. The function of SNAO is to verify the activities carried out by the state through annual (financial) audits and performance audits. The annual audit is carried out by 4 departments of one of the seven divisions of SNAO.

The scope and focus of the audit are regulated by the Law on the Audit of State Activities (2002: 1022) [7] and the Law containing instructions for SNAO (2002: 1023) [8]. In accordance with section 3 of Law 2002: 1022, SNAO considers annual reports:

1. States;

2. Government departments and administrative bodies under the government, with the exception of pension funds;

3. The administrations of the Riksdag, Parliamentary Ombudsmen, Riksbank, and the Riksabank Jubilee Foundation

4. Administration of the palace and the Royal administration.

When auditing financial statements, SNAO follows international standards of supreme state audit bodies (ISSAI), according to which the basis of audit decisions is risk and materiality assessment. An audit involves obtaining audit evidence about the amounts and other information in consolidated accounts using various measures. The choice of actions is based on the auditor's assessment, including the risks of material misstatement in the consolidated financial statements, whether due to irregularities or errors. In assessing risk, the auditor takes into account those parts of internal control that are relevant to how the government prepares consolidated accounts. An audit also includes evaluating the appropriateness of the accounting principles used and the reasonableness of government estimates on the accounts, as well as evaluating the overall presentation of the financial statements.

Another feature of the Swedish methodology is the format of audit reports. In general, they correspond to the ISSAI and are divided into four categories: standard, with reservation, negative and rejection of opinion. There are five different variations of applications, the first three of which relate to the annual report:

- the annual report was prepared in accordance with the current rules;

- annual reports provide a true and fair view of financial components;
- the profit and loss statement is consistent with the annual report and supports the true and fair presentation in the annual report as a whole;
- the agency has used appropriations and revenues in accordance with the purpose and the relevant provisions adopted by the Riksdag;
- there was no evidence that management did not comply with internal control and management rules.

This approach to the audit report is explained by SNAO auditors because five separate statements instead of one means more precise statements.

Conclusion. Thus, an analysis of the practice of state reporting and auditing in Sweden showed similarities with Kazakhstan in terms of the formation of an annual report at the central government level, with the inclusion of information on budget execution and debt dynamics in the report. However, when compared with generally accepted principles (IPSAS), the annual report of the Swedish government lacks some components of the financial statements (in particular, it does not report on changes in net assets).

The analysis of the practice of forming the consolidated financial statements of the public sector in the European Union suggests the following conclusions:

- the practice of accounting in the studied countries is different, but the basic principles are the principle of accrual, continuity of activity, priority of content over form, reliability, and elements of financial reporting.
- the transition to the compilation of consolidated financial statements of the public sector is carried out in stages, over a number of years, with the evolution of recognition and assessment of elements of financial statements and the gradual expansion of the boundaries of consolidation.
- in the EU countries, two types of reporting are formed - budget and financial, the goals and principles of which are clearly delineated. Budget reports are prepared on a cash basis and reflect budget execution, and financial statements on an accrual basis, reflecting the financial position and financial results of the country.
- in all reviewed countries, a single consolidated financial report for the public sector is prepared on the basis of the accrual method. There are differences in the names of financial statements: in some countries these are government accounts, in others - consolidated financial statements of the government.
- in the countries we have reviewed, there is a practice of recording certain types of assets and liabilities (in particular, pension liabilities) in the consolidated financial statements of the government, which are currently not taken into account in Kazakhstan (the current accounting rules in public institutions govern pension expenditures, while there is no provision for the accrual of liabilities for pension payments).
- the forms, terms and methods of presenting consolidated financial statements are governed by national legislation, and the requirements for the procedure for preparing such statements and the list of organizations included in the consolidation differ from country to country.

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ЕУРОПАЛЫҚ ОДАҚ ЕЛДЕРІНДЕ ШОҒЫРЛАНДЫРЫЛҒАН ҚАРЖЫЛЫҚ ЕСЕПТІЛІККЕ АУДИТ ЖҮРГІЗУ ТӘЖІРИБЕСІ

Аннотация. 2011 жылдан бастап біздің елде мемлекеттік сектордағы бухгалтерлік есеп және қаржылық есептілік жүйесін реформалау бойынша шаралар өткізілді, нәтижесінде мемлекеттік мекемелер Қоғамдық сектордың қаржылық есептілігінің халықаралық стандарттарына негізделген нормативтік-құқықтық актілерге сәйкес есептеу әдісіне көшті. Ал 2019 жылдан бастап мемлекеттік аудит және қаржылық бақылау органдарына және мемлекеттік жоспарлау жөніндегі орталық уәкілетті органға, ҚР Үкіметіне ұсынылатын республикалық бюджеттің атқарылуы туралы жылдық шоғырландырылған қаржылық есептілікті құрастыру көзделген. Осы орайда, Еуропалық Одақ (ЕО) елдерінің мемлекеттік бюджетінің атқарылуы туралы жылдық шоғырландырылған қаржылық есептілікті жасау жөніндегі озық тәжірибені зерделеу қажеттілігі туындайды. Талдау негізінде, ЕО елдерінде қоғамдық сектор бойынша бірыңғай шоғырландырылған қаржылық есептілік есептеу әдісінің негізінде жасалатындығы анықталды. Қаржылық есептілік атауларында айырмашылықтар бар: бір елдерде бұл мемлекеттік шоттар, басқаларында – Үкіметтің шоғырландырылған қаржылық есептілігі.

Түйін сөздер: тиімділікті тексеру, мемлекеттік аудит, мемлекеттік бағдарламалар, Лима декларациясы, қаржылық есептілік аудиті, сәйкестік аудиті, мемлекеттік қаражат, бюджеттік бағдарлама, сыртқы бақылау.

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ПРАКТИКА ПРОВЕДЕНИЯ АУДИТА КОНСОЛИДИРОВАННОЙ ФИНАНСОВОЙ ОТЧЕТНОСТИ В СТРАНАХ ЕВРОПЕЙСКОГО СОЮЗА

Аннотация. С 2011 года в нашей стране были проведены мероприятия по реформированию системы бухгалтерского учета и финансовой отчетности в государственном секторе, в результате чего все государственные учреждения перешли на метод начисления в соответствии с нормативно-правовыми актами, основанными на МСФООС. А с 2019 года предусмотрено составление годовой консолидированной финансовой отчетности об исполнении республиканского бюджета, которая представляется в Правительство РК, в центральный уполномоченный орган по государственному планированию и в органы государственного аудита и финансового контроля. В этой связи возникает необходимость изучение передового опыта составление годовой консолидированной финансовой отчетности об исполнении государственного бюджета стран европейского союза (ЕС). На основе анализа было установлено, что в странах ЕС составляется единый консолидированный финансовый отчет по общественному сектору на основе метода начисления. Имеются различия в названиях финансовой отчетности: в одних странах это государственные счета, в других – консолидированная финансовая отчетность правительства.

Ключевые слова: аудит эффективности, государственный аудит, государственные программы, Лимская декларация, аудит финансовой отчетности, аудит соответствия, государственные средства, бюджетная программа, внешний контроль.

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MIGRATION POLICY OF THE REGIONS OF THE REPUBLIC OF KAZAKHSTAN: SOCIO-POLITICAL MECHANISMS OF DECLINE OF THE INTERETHNIC TENSION

Abstract.A change in the ethnic structure of the population is observed in the Republic of Kazakhstan, which is described by ethnic and cultural diversity. The current situation in the Republic of Kazakhstan has been analyzed based on the author's methodology for the quantitative assessment of interethnic tension. The obtained results lead to the conclusion that the level of interethnic tension is currently low and the cases of ethnic conflicts and nationalistic actions are sporadic. At the same time, there is latent interethnic tension in the Republic of Kazakhstan. The key problems in the area of interethnic relations of the Republic of Kazakhstan include the following: insufficiently efficient migration policy, imperfection of the language policy, and social inequality of the population of the Republic of Kazakhstan. In order to eliminate the above problems, the author proposes to introduce the practice of regular training and retraining of civil servants specializing in the area of migration problems, interethnic relations and employment policy at the regional level. In conclusion, the author outlined a set of measures to stabilize interethnic relations, strengthen mutual understanding between citizens of various nationalities, and prevent interethnic conflicts in the Republic of Kazakhstan. According to the author, priority measures of the state influence include those aimed at strengthening the unity of the multinational people of the Republic of Kazakhstan, improving mechanisms for the development of the migration environment, and reducing social inequality.

Keywords:ethnos, ethnic tension, migration, proneness to conflict, stabilization, interethnic relations, tolerance, civil identity, ethnic identity,migration streams.

From the moment of the independence of the Republic of Kazakhstan, the stabilization of inter-ethnic relations within the country has been given special attention by state authorities. Back in 1990, with the adoption of the Declaration on State Sovereignty of the Republic of Kazakhstan, among the priority state tasks was the task of strengthening the national dignity of the Kazakh nation and other nationalities living in Kazakhstan.

At the present stage, one of the key tasks of modernizing a poly-ethnic society of the Republic of Kazakhstan is the formation of a single nation, the strengthening of Kazakhstan's identity on the principles of citizenship. Among the states of the post-Soviet space, the Republic of Kazakhstan is characterized as a country with the most stable political system and public stability[1].

Ethnic conflicts and wars in neighboring countries of the near abroad (Kyrgyzstan, Uzbekistan, Tajikistan and Russia) caused enormous economic, political, humanitarian problems for people and had a negative impact on the development of these independent countries. Some conflicts on the territory of post-Soviet countries (for example, in the Republic of Azerbaijan, Armenia) still cannot find a political, legal solution, threatening to result in further interethnic and interstate conflicts [2].

Unlike neighboring countries, in Kazakhstan there were no major ethnic conflicts or clashes. At the same time, studies of the inter-ethnic situation in Kazakhstan indicate that there are risks associated with a high ethno-conflict potential and a high degree of dissatisfaction with the cultural and linguistic needs of members of society [3].

One of the factors affecting the ethnic composition of the population, the stability of the inter-ethnic situation in the country is the migration policy of the state. On the one hand, the current migration policy of the Republic of Kazakhstan contributes to attracting highly qualified foreign labor. On the other hand, an uncontrolled increase in the flow of immigrants to a country can have a negative impact on the mood of certain groups of the population.

The coexistence of different ethnic groups on the same territory in such a multinational country as the Republic of Kazakhstan is considered to be the actual direction of diverse scientific research. The applied tasks of research in this area are to develop effective mechanisms for reducing inter-ethnic tensions in the country. Conceptual issues of ethno-cultural development, the impact of migration on the ethnic composition of the population are covered in the works of S.K.Amandykova, A.M. Borangaliyeva, E.Yu. Sadovskaya, S. Gurieva, N.I. Esimkhanova, G.G. Nurgaliyeva, Rakhmatulina, D.K. Rustembekova, A.N. Kalabayeva, D.Sh. Mukhamedzhanova, S.V. Kharchenko, etc.

Most research on issues of inter-ethnic relations is based on the study of public opinion. Much of the empirical information on interethnic relations within individual regions comes from sociological surveys. The assessment of the current migration and interethnic situation is carried out mainly by a discretionary (descriptive) method, which not only gives a collective idea of the object of study, but also creates the basis for building more complex analysis models.

In the conditions of growing migration processes, complicating the geopolitical situation and aggravating national conflicts in many regions of the world, for the Republic of Kazakhstan as a state with a complex ethnic, linguistic and religious composition, the problems of quantitative assessment of interethnic stability within the country become particularly relevant. For example, the application of the point-index assessment method can provide an objective assessment of the current inter-ethnic situation in the region and take effective decisions to prevent intergroup conflicts and reduce socio-political tensions.

At the same time, it should be noted that conducting such studies faces a methodological problem. At present, there are no unified scientific approaches to the definition of such a concept as “inter-ethnic tension”, there are no methodological approaches to its quantitative analysis.

The purpose of this article is to develop methodological approaches to conducting a quantitative assessment of the current situation in the field of nation-building and inter-ethnic processes.

- To achieve this goal, the following tasks were solved in this study:
- Present the author's method of rapid assessment of the current inter-ethnic situation;
- To analyze the ethnic structure and its dynamics in the Republic of Kazakhstan;
- To assess the current inter-ethnic situation in the Republic of Kazakhstan;
- Identify promising mechanisms for managing inter-ethnic relations and creating a system for preventing intergroup conflicts.

The result of a theoretical study is the presentation of material on the problems of the methodology for conducting a quantitative assessment of the current inter-ethnic situation. The empirical stage of the research includes 4 sections:

The first section analyzes the ethnic structure of the regions of the Republic of Kazakhstan and the impact of migration processes on the change in the number of individual ethnic groups of the Republic of Kazakhstan;

The second section contains the practical application of the proposed methodology, the assessment of the current inter-ethnic situation in the Republic of Kazakhstan. The result of the analysis is the calculation of the index of interethnic tension, which allows to compare its values in the context of the regions of Kazakhstan.

The third section is the specification of the most pressing problems in the context of inter-ethnic relations in the Republic of Kazakhstan.

The fourth section provides an overview of promising areas of state policy to strengthen civil tolerance and prevent inter-ethnic conflicts in the Republic of Kazakhstan.

The practical significance of this study lies in the fact that its results can be used to predict the development of the inter-ethnic situation and develop a national policy for such a multi-ethnic state like Kazakhstan.

To solve these tasks, it is supposed to conduct a study involving the collection of information on the national-ethnic composition of individual territories of the Republic of Kazakhstan, the analysis of documents, and the processing of secondary data obtained from open sources.

Information base of the research is the state statistics indicators, the results of sociological studies of state bodies and public associations of the Republic of Kazakhstan, such as the Strategy and Social Research Center of the Republic of Kazakhstan, the Institute of Strategic Studies of Kazakhstan (KISR), the Institute of Political Studies of the Republic of Kazakhstan (IPR), etc.The main methodological basis of the research was the theoretical development of Kazakh and foreign scientists, as well as a number of empirical works performed in this direction.

When assessing the ethnic structure of individual territories of the Republic of Kazakhstan, the mosaic index according to B.M. Eckel, which is calculated by the formula:

$$P = \sum_{i=1}^{m} \pi_i(1-\pi_i)$$

Where P is the mosaic index of the ethnic structure of the population; M - the number of ethnic groups in the region; π_i is the share of the i-th ethnos in the entire population.

The higher the mosaic index, the more diverse the ethnic composition of the territory.

The proposed methodology for assessing the current inter-ethnic situation in the Republic of Kazakhstan is based on the definition of the integral estimated indicator - the Inter-Ethnic Tension Index (I_{ET}).

A quantitative method was used to collect primary information. Since official statistics are not enough for an objective assessment of the inter-ethnic situation, the main source of data was the sociological survey “On the state of ethnic cohesion in the Republic of Kazakhstan” conducted by a group of experts from the Express Monitoring Bureau of Public Opinion DEMOSCOPE from 15 to 23 August 2016 [4].

Sociological survey as the most common quantitative method of collecting primary information has a certain limitation, since their results are based on the subjective opinion of the respondents. At the same time, the objective justification for choosing this method of collecting primary information is its successful use in cases where it is difficult or impossible to obtain information for research in another way.

The sample size was 3192 people from Astana, Almaty and all 14 regional centers of Kazakhstan, of which 69% are women and 31% are men. The age structure of the respondents was distributed as follows: more than 40% of respondents are young people aged 18-29 years old, 27% of respondents belong to the age group of 30-39 years old, the rest are over 40 years old. For this sample, the maximum size of the statistical error with a probability of 95% does not exceed 1.75%.

Survey methods - standardized telephone interview (2027 people) and online (1165 people). To conduct a standardized interview and reduce unintended errors of the respondents, a questionnaire was prepared, which, in essence, is a questionnaire containing closed-ended questions.

To bring the qualitative features and quantitative indicators to the standard form, the scaling procedure is used. Each of the indicators is assigned a score on a 5-point scale, where 1 is a low level of inter-ethnic tension.

The inter-ethnic tension index IET is calculated by the formula:

$$I_{ET} = \overline{\sum_1^n r_i * P_i}$$

Where n is the number of indicators for assessing the inter-ethnic situation.

ri - the proportion of respondents who chose this answer

Pi is the score assigned to this answer.

Interpretation of the results is carried out according to the following scale:

from 1 to 2 - the level of inter-ethnic tension is minimal, the risk of inter-ethnic conflicts is negligible;

from 2 to 3 - the level of tension is low, cases of single ethnic conflicts and small actions of a nationalistic character (up to 1000 people) are unlikely, but possible

from 3 to 4 - the level of tension is average, there is a risk of isolated cases of ethnic conflicts, or actions of a nationalistic nature

from 4 to 5 - a high level of inter-ethnic tensions, conflicts are inevitable, mass nationalist actions are possible.

According to the State Statistics Committee of the Republic of Kazakhstan, as of January 1, 2016, the population in Kazakhstan is 17,670.6 thousand people [5].Despite the fact that the overwhelming majority (66.5%) of the population of the country are representatives of the same ethnic group - the Kazakhs, Kazakhstan belongs to regions with a high degree of ethnic diversity.

Currently, representatives of 18 nationalities live in the state. In addition to the Kazakhs, the most numerous ethnic group are Russians (3,644.5 thousand people, or 20.6% of the total population of the country), Uzbeks (548.8 thousand people or 3.1% of the total population).

The change in the population of the most numerous ethnic groups of the Republic of Kazakhstan is characterized by the following data in the region (Table 1).

Table 1 - Population change of the most numerous ethnic groups of the Republic of Kazakhstan

	1989 year		2009 year		01.01.2016	
Nationality	Person	Ud. Weightintotal%	Person	Ud. Weightintotal %,	Person	Ud. Weightintotal %,
Kazakhs	6534616	39,7%	10096763	63,1%	11748179	66,5%
Russians	6227549	37,8%	3793764	23,7%	3644529	20,6%
Uzbeks	332017	2,0%	456997	2,9%	548841	3,1%
Ukrainians	896240	5,4%	333031	2,1%	289724	1,6%
Uighurs	185301	1,1%	224713	1,4%	256295	1,5%
Tatars	327982	2,0%	204229	1,3%	202934	1,1%
Germans	957518	5,8%	178409	1,1%	181754	1,0%
Turks	49567	0,3%	97015	0,6%	107944	0,6%
Koreans	103315	0,6%	100385	0,6%	107169	0,6%
Azerbaijanis	90083	0,5%	85292	0,5%	103514	0,6%
Dungans	30165	0,2%	51944	0,3%	66209	0,4%
Belarusians	182601	1,1%	66476	0,4%	58062	0,3%
Tajiks	25514	0,2%	36277	0,2%	44738	0,3%
Kurds	25425	0,2%	38325	0,2%	43974	0,2%
Chechens	49507	0,3%	31431	0,2%	32695	0,2%
Poles	59956	0,4%	34057	0,2%	31938	0,2%
Others	387108	2,4%	180489	1,1%	202080	1,1%
Total	16464464	100,0%	16009597	100,0%	17670579	100,0%

The average ethnic mosaic index of the population in the Republic of Kazakhstan at the beginning of 2016 was 0.513. The ethnic mosaic index for the Republic of Kazakhstan as of the beginning of 2016 is presented in Figure 1.

Analysis of the ethnic mosaic index allows us to single out in the Republic of Kazakhstan several foci of polyethnicity, from which further resettlement of many peoples occurs.

The first multinational zone is the northern part of the Republic of Kazakhstan (Kostanay, Akmolinsk, North Caucasus, Pavlodar regions). The proportion of Slavic ethnic groups is quite high here, which is connected, first of all, with the forced eviction of Poles and Germans from the USSR in the 1930s-1950s. Currently, 32.3% of Russians, 58.5% of Ukrainians, 52.6% of Germans, 59.4% of Belorussians, 71.1% of Poles living in the country are settled in these territories [5].

The second multinational zone is the Karaganda and East Kazakhstan regions, as well as the city of Alma-Ata. About 41% of the Russian population lives here.

On the contrary, the lowest values of the ethnic mosaic index are characterized by mono-ethnic areas, such as Kyzylorda, Mangistau, Atyrau, where the number of the Kazakh ethnic group was 96%, 90.3% and 92.1%, respectively.

Since independence, the ethnic structure of the Republic of Kazakhstan has undergone significant changes. The direct influence on the demographic and territorial positions of ethnic groups of the Republic of Kazakhstan is exerted by active migration processes.

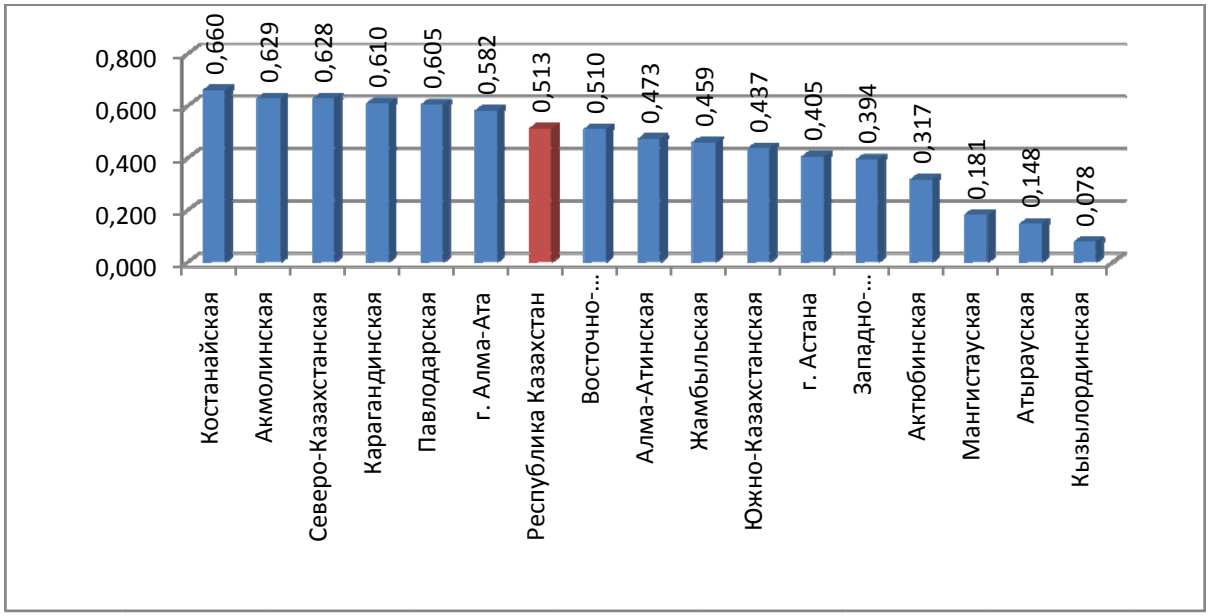

Figure 1 - Ethnic mosaic index for regions of the Republic of Kazakhstan

According to the UN data (United Nations Department of Economic and Social Affairs, International Migration Report, 2015), more than 3.5 million migrants of all categories live in the country (including repatriation of "oralmans", labor migration, migration for personal reasons and withinexchange), which represents 20% of the population of Kazakhstan, which in 2015 equals 17.5 million people (World Bank statistics for 2015).

The entry migration flow is formed at the expense of citizens of Uzbekistan, the Russian Federation, and China (Bulletin of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan). The priority directions of the emigration flow are Russia, Germany, Belarus, Uzbekistan. Migration flows of the main ethnic groups of the Republic of Kazakhstan at the end of 2015 are presented in Table 2.

Table 2 - Migration flows of the main ethnic groups of the Republic of Kazakhstan at the end of 2015

Countries	Total	Kazakhs	Russian	Germans
Arrivedjust	16670	9878	2801	239
IncludingfromArmenia	204	1	0	0
- Azerbaijan	206	45	4	0
- Belarus	175	11	89	15
- Kyrgyzstan	704	109	89	3
- Moldova	13	0	5	0
- Uzbekistan	7637	6452	136	2
- RF	3938	753	2412	118
- Tajikistan	213	16	5	0
- Turkmenistan	770	761	0	0
- Ukraine	217	23	61	3
- China	1240	1232	0	0
- Mongolia	215	214	0	0
- Turkey	228	13	4	0
- Germany	225	21	88	94
Out of allin the Russian Federation	***30080***	***1472***	***21335***	***2341***
Uzbekistan	25707	906	19866	1109
- Belarus	368	207	21	0
- Ukraine	605	10	295	54
- Germany	132	7	79	2
- USA	2204	81	713	1158
- Canada	265	77	128	8

Due to the growth of emigration flows of the non-Kazakh population and the repatriation of the Kazakhs from Mongolia, Uzbekistan, China and Russia, the ethnonational structure became different (Kharchenko 2014). For 26 years, the number of the titular ethnic group - the Kazakhs - has increased from 6534.6 thousand people to 11748.2 thousand people, or by 79.8%. This trend is due not only to the natural increase, but also the activation of migration processes. In 1991, the spontaneous repatriation of ethnic Kazakhs to their homeland began. In order to streamline the process of resettlement of ethnic immigrants in the territory of the Republic of Kazakhstan, in 2008, the State program "NurlyKosh" ("Bright Night") was adopted.

This program has become an incentive for many ethnic Kazakhs to return to their historic homeland. From 1991 to 2015, 260,325 families or 955,894 ethnic Kazakhs returned to their historic homeland and received oralman status, which is 5.5% of the total population of the country [6]. The majority of ethnic Kazakhs (61.6%) came from Uzbekistan, from China - 14.2%, from Mongolia - 9.2%, from Turkmenistan - 6.8%, from the Russian Federation - 4.6%. The remaining 3.7% of oralmans came from other foreign countries.

In the southern regions of Kazakhstan, the largest number of Turkic ethnic groups is concentrated. The Uzbek diaspora is concentrated in the South Kazakhstan region (87.5% of the population of Uzbek nationality). Most of the Uighurs are concentrated in Almaty (59.9% of the number of ethnic groups) and Almaty region (35.9% of the number of ethnic groups).

Unlike the Kazakhs, whose number increases mainly due to migration growth, the number of Uzbeks and Uighurs increases mainly due to high birth rates and natural growth. During the years of independence, the number of Uzbeks (by 216.8 thousand people or by 65.3%), Uigurs (by 71 thousand people, or by 38.3%), Turks (58.4 thousand people, 117.8%).

Considering that the concentration of the Uzbek and Uygur diasporas in the regions bordering the territory of the main distribution of ethnic groups (Uzbekistan and the PRC) may pose threats to territorial claims and the requirements of the formation of national autonomies.

The number of Russians, Ukrainians, Germans, Tatars, Belarusians, Chechens and Poles showed negative dynamics. It should be noted a significant decrease in the number of the Russian ethnos: over the years of independence, the number of Russians decreased by 2,583 thousand people, i.e. almost 42%. Their share in the total population of the Republic of Kazakhstan decreased from 37.8% to 20.6%.

In general, it should be noted that the ethnic structure of the population of the Republic of Kazakhstan has both positive and negative trends. On the one hand, it is preserved tolerance in the relations between the peoples living on the territory of Kazakhstan and conducting a loyal state ethnic policy, and on the other hand, activating the processes regional identification and socio-economic positioning of ethnic groups, development of external and internal migration [7].

Questions of the formation of national identity has always been the focus of attention of public authorities of the Republic of Kazakhstan. Back in the early 1990s, the idea of inter-ethnic harmony was formed by the President of the Republic of Kazakhstan, NursultanNazarbayev. In the 1995 Constitution, social consent and stability were designated as the basic principles of state activity. The Fundamental Law contains over 11 norms ensuring the equality of the rights of all citizens regardless of racial, ethnic, religious and social affiliation. A single civil-law and social status of ethnos and ethnic groups has been established, their representatives have the full rights and freedoms of a single people of Kazakhstan.

The competent policy allowed the Republic of Kazakhstan to avoid major conflicts and armed confrontations, to preserve the social and political stability in the region. The results of various sociological surveys on the problems of inter-ethnic relations show that, in general, the republic maintains a high level of tolerance of the population.

Thus, the results of a sociological survey of 2016 conducted by DEMOSCOPE, 41% of respondents in Kazakhstan call relations difficult, but stable, uncritical and generally safe. About 12% of respondents assess relations between ethnic groups in the country as "friendly" and have no problems. The others state the varying degree of complexity of interethnic interaction of relations. About 28% of respondents called these relationships "difficult, but only at the household level, as in any family". 12% consider the interethnic sphere "very difficult", state the deterioration and the possibility of conflicts. The results of the sociological research are presented in Table 3.

Table 3 - The results of a sociological study on the state of ethnic cohesion in the Republic of Kazakhstan

Questionsandanswerchoices	Numberofrespondents, people	% the number of respondents
1. First of all, I feel myself ...		
Kazakhstani Citizenship, country is more important than ethnicity and nationality in the passport	1117	35%
A representative of his ethnic group, nationality. Secondcitizenshipforme	447	14%
Citizenship and nationality are equally important to me	862	27%
Citizenship and nationality are different areas. I do not mix them	766	24%
2. All nationalities (ethnic groups) in Kazakhstan:		
- equal by law, they are, first of all, Kazakhstanis;	1883	59%
- not equal. Individual ethnic groups have more or less rights, despite the Constitution;	1309	41%
3. Relations between ethnic groups (nationalities) in Kazakhstan:		
- friendly and have no problems;	383	12%
- not easy, but only at the household level, as in any family	894	28%
- complex, but stable and non-critical, safe	1309	41%
- very complex, worsen, may develop into conflicts	606	19%
	3192	84%
4. I and / or my relatives in Kazakhstan for ethnic and religious reasons		
- never experienced a threat and pressure;	1021	32%
- rarely experienced a threat and pressure, it does not bother me;	1436	45%
- regularly experience threat and pressure;	224	7%
- more and more often we feel threatened and pressure lately....	511	16%
5. How do you rate the language environment in Kazakhstan		
- comfortable. There is no inconvenience. Everyone understands me, I understand everyone;	479	15%
- satisfactory and stable. Not everyone understands each other, but this is solvable and non-conflict;	1404	44%
- becoming more uncomfortable. The language issue is increasingly causing conflicts.	1309	41%
6. If relations between ethnic groups deteriorate sharply in Kazakhstan, this will happen because		
- linguisticcontradictions;	160	5%
-economic problems. In a crisis, people usually look for the guilty;	543	17%
- a setofreasons;	511	16%
- only artificially and / or third party provocations / interventions.	1978	62%
7. Will you take part of your ethnic group?		
- innocase	1963	62%
- difficulttoanswer	345	11%
- it depends on the circumstances	766	24%
- yes, ofcourse	118	4%

The majority of respondents (62%) are convinced that inter-ethnic conflicts can arise only for artificially created reasons or in the case of provocation or intervention by a third party.

The main cause of interethnic conflict, according to 17% of respondents, is the economic factor. Language disagreements in Kazakhstan were mentioned by only 5% of respondents as a serious conflict-based basis. Another 16% of respondents believe that an unfavorable scenario is possible with a combination of the above reasons.

More than half of the respondents (59%) give the first place to civic identity, not ethnicity. Ethnic and civic identities are equally important for 26% of respondents. Only 4% consider themselves, first of all, representatives of their ethnic group.

It is noteworthy that 81% of respondents are guided by the Constitution, considering that all nationalities are equal and, above all, Kazakhstani people. However, 19% are sure that not all citizens are equal, and individual ethnic groups have more or less rights. It should be noted that the Russians more critically assess the position of their own national group than the Kazakhs and other ethnic groups [8]. Two times less Russians than Kazakhs feel that they are full-fledged citizens of Kazakhstan, about 15% of Russians (against 3% of Kazakh respondents) feel oppression and infringement on a national basis,

degrading national dignity.32% of respondents never experienced any pressure for ethnic reasons, and 45% of respondents rarely experienced such a threat, but this fact does not cause concern. At the same time, 23% of respondents in the aggregate noted that they are regularly or increasingly under threat and pressure.

A quantitative assessment of the current inter-ethnic situation in the Republic of Kazakhstan is presented in Table 4.

Table 4 - Assessment of the current inter-ethnic situation in the Republic of Kazakhstan

Score	Pi	Ud. Weight%	Weightedaverage
1. All nationalities (ethnic groups) in Kazakhstan:			
- equal according to the law, they are, first of all, Kazakhstanis	1	52%	0,52
- nationalities (ethnic groups) in Kazakhstan are not equal. Individual ethnic groups have more or less rights, despite the Constitution;	5	48%	2,4
Indicator I_1			*2,92*
1. Relationsbetweenethnicgroups:			
- friendly and have no problems	1	12%	0,12
- not easy, but only at the household level, as in any family	2	28%	0,56
- complex, but stable and non-critical, safe;	4	41%	1,64
- very complex, worsen, may develop into conflicts	5	19%	0,95
Indicator I_2			*3,27*
1. I and / or my relatives in Kazakhstan:			
- never been threatened or pressured for ethical reasons	1	32%	0,32
- rarely experienced a threat and pressure, it does not bother me;	2	45%	0,9
- regularly experience threat and pressure	4	7%	0,28
-all more often feel threatened and pressure lately.	5	16%	0,8
Indicator I_3			*2,3*
1. Languageenvironment:			
- comfortable. Noinconvenience	1	15%	0,15
- satisfactory and stable. Not everyone understands each other, but it can be solved and non-conflict	3	44%	1,32
- becoming more uncomfortable. The language issue is increasingly causing conflicts.	5	41%	2,05
Indicator I_4			*3,52*
1. Will you take part in the conflict if it affects the interests of your ethnic group?			
- innocase	1	61,5%	0,615
- difficulttoanswer	2	10,8%	0,216
- itdependsonthecircumstances	4	24,0%	0,96
- yes, ofcourse	5	3,8%	0,19
Indicator I_5			1,98
I_{ET}			2,80

According to the results of a sociological study conducted by KISR in 2014 [9], the expectation level of inter-ethnic conflict, according to the respondents' estimates, is only 6.3%. The dominant majority of respondents (88.2%) do not expect an open inter-ethnic conflict in the near future. The conflict potential on ethnic grounds in Kazakhstan amounted to 27.8% (in 2013 - 25.8%).

In accordance with the above calculations, the index of interethnic tension is at a low level. Currently, cases of ethnic conflicts and nationalist actions are episodic. At the same time, it can be stated that latent ethnic tensions exist in the Republic of Kazakhstan.

New opportunities and mechanisms for strengthening unity and harmony are opened in the "Concept of strengthening and developing Kazakhstan's identity and unity" adopted in December 2015 [10] The essence of the Concept, expressed in the principle of civil equality, is absolutely true and meets the interests of the whole multinational Kazakhstan. One of the mechanisms for the implementation of the Concept in the field of conflict prevention and the creation of a stable inter-ethnic situation is the National Patriotic Idea "Mangilik El".

To assess the change in the Index of Inter-Ethnic Tension over time, it is necessary to conduct systematic statistical and sociological observations in the field of inter-ethnic relations both throughout the country and in the regions of the Republic of Kazakhstan. However, currently there is no complete system for monitoring and assessing the state of inter-ethnic relations in the country [11, P.17].According to most experts, at the present time, interethnic contradictions in Kazakhstan are inactive and are not clearly expressed. At the same time, inter-ethnic clashes in Kazakhstan began to happen with frightening regularity. Thus, in the last decade, there have been about 9 serious ethnic conflicts that were widely reported in the media [12, P.13]. According to the assessment of the Head of the Center of the Theory of Socially Oriented Economics of the Institute of Economics of the Ministry of Education and Science of the Republic of Kazakhstan A.K. Koshanov, the "decile coefficient", reflecting the difference in incomes of the rich and poor strata of Kazakhstan's society, reaches 29 times, despite the fact that this indicator in developed countries is about 4.8 times.

In conclusion, we would like to state that the current ethnic composition of the country's population is under the direct influence of migration processes. In preparing the empirical study, the formula apparatus for calculating the Index of Inter-Ethnic Tension (I_{ET}) was presented. This indicator allows you to bring the results of sociological surveys to a standard form and will allow a comparative analysis of the inter-ethnic situation in the context of the regions of Kazakhstan.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ АЙМАҚТАРЫНЫҢ КӨШІ-ҚОН САЯСАТЫ: ЭТНИКААРАЛЫҚ ШИЕЛЕНІСТЕРДІК ТӨМЕНДЕТУДІҢ САЯСИ-ӘЛЕУМЕТТІК ТЕТІКТЕРІ

Аннотация. Жеке капиталдарды тарту және жеке секторлар тарапынан басқарудың арқасында, мемдекеттік-жеке меншік серіктестік қоғамдық инфрақұрылымдардың тиімді дамуды және қоғамдық қызмет көрсетуді, қаржылық шектеуді әлсіретуге апарады. МЖС туралы келісімдердің нәтижеліктерін жетілдіру мен тиімділікті жүзеге асыру мақсатында жергілікті билік органдарына олардың орындалуын бақылауға алуын жүзеге асыру қажет. Мақалада МЖС жобаларын әкімшіліктердің жүзеге асыру жолындағы бақылаудың түрлері мен формалары анықталады, Қазақстан Республикасындағы МЖС-ның нормативтік-құқықтық базаларының даму кезеңдері қарастырылады. МЖС жобасындағы бюджеттік қаражаттың тиімді пайдаланудың төмендеудегі факторлары анықталып, инвестициялық жобалрды жүзеге асуы туралы зерттеу нәтижелері ұсынылады. Мақалада МЖС жобаларын жүзеге асырудың бақылау жүйесінің дамуы және негізгі қалыптастыру бағыттары анықталады, Қазақстан Республикасындағы жергілікті билік органдарының қаржыландыру және тиімді жоспарлаудағы қазіргі жаңа қатынастарын жүзеге асыру мәселесі анықталады, МЖС саласындағы басқару органдарындағы мамандар үшін оқыту бағдарламасын жиі жүргізу мәселесі қарастырылады.

Түйін сөздер: мемлекеттік-жеке меншік серіктестік (МЖС), контроллинг, бақылау шаралары, инфрақұрылымдық жоба, инфрақұрылымдық инвестициялар, мониторинг, көші-қон ағыны, көшіп-қонушылардың интеграциясы, көші-қон жағдайы, көші-қон саясаты.

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МИГРАЦИОННАЯ ПОЛИТИКА РЕГИОНОВ РЕСПУБЛИКИ КАЗАХСТАН: СОЦИАЛЬНО-ПОЛИТИЧЕСКИЕ МЕХАНИЗМЫ СНИЖЕНИЯ МЕЖЭТНИЧЕСКОЙ НАПРЯЖЕННОСТИ

Аннотация. В Республике Казахстан, характеризующийся этническим и культурным многообразием, отмечается изменение этнической структуры населения. На основе авторской методики количественной оценки межэтнической напряженности проведен анализ сложившейся ситуации в Республике Казахстан. Полученные

результаты позволяют сделать вывод, что в настоящее время уровень межэтнической напряженности находится на низком уровне и случаи возникновения этнических конфликтов и акций националистического характера носят эпизодический характер. В то же время латентная межнациональная напряженность в Республике Казахстан существует. Основными проблемами в сфере межэтнический отношений Республики Казахстан являются: недостаточно эффективная миграционная политика, несовершенство языковой политики, социальное неравенство населения Республики Казахстан. С целью устранения указанных проблем автором предлагается на региональном уровне внедрить практику регулярной переподготовки и подготовки государственных служащих, специализирующихся в области миграционных проблем, межнациональных отношений, политики в сфере занятости. В заключение автором обозначен комплекс мероприятий по стабилизации межэтнических отношений, укреплению взаимопонимания между гражданами различных национальностей и предотвращения межэтнических конфликтов в Республике Казахстан. По мнению автора, первоочередные меры государственного воздействия включают мероприятия по укреплению единства многонационального народа Республики Казахстан, совершенствование механизмов развития миграционной обстановки и меры по сокращению социального неравенства.

Ключевые слова: этнос, этническая напряженность, миграция, конфликтность, стабилизация, межнациональные отношения, толерантность, гражданскаяидентичность, этническая идентичность, миграционные потоки.

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THE NEWEST TECHNOLOGIES IN THE FINANCIAL SPHERE

Abstract. According to the authors, we live in the "golden age" of information technology, with which the majority of humanity agrees. Recent advances in financial platforms, sensor technologies with internet access, unmanned vehicles, cloud solutions and data analytics are leading to a change in the paradigm of capital projects, creating real opportunities that organizations can use now. The main factor of transformation in the field of finance is the active use of the latest information technologies and the formation of a global virtual environment. The effect of this factor on the current state of the world stock market is devoted to the material offered to the reader. New technologies will allow people to manage the card and account via a smartphone. At the same time, universal drivers for a changing world, calling them «digital promise», formulate customers.

Keywords: technology, finance, virtual business environment, securities, management.

INTRODUCTION

The rapid development of the financial sector and its globalization have transferred financial services to a qualitatively new level - the level of the global Internet: the full range of financial services becomes available to a wide range of consumers at any time. It is in the financial sphere that the most noticeable use of the Internet is being carried out, which is an inexhaustible reservoir of information about markets, products, and competitors. In developed countries, the predominant part of investments is financial investments, mainly investments in securities. They must be monitored, they must be managed, having a record of basic data. Portfolio investments in stocks of young high-tech companies are the most risky and at the same time possibly the most profitable in terms of gains in their market value. Internet technologies make it possible to make wide use of the giant information reservoir practically free of charge for the analysis of the securities market.

MAIN PART

Modern technologies have changed not only the structure of the stock market, but also made changes in the securities trading, significantly expanding the market framework at the expense of a new generation of investors, for whom the possibility of an individual search for information has opened. The investor will be able to receive analysis tools that were previously inaccessible to him, including, for example, special programs that help monitor the movement of stock prices, etc. There are new types of employees investment assistants instead of the traditional broker, the so-called. Discount brokers who, upon the request of clients, carry out operations with securities without providing them with consulting services. Thus, transaction costs for the client are significantly reduced.

Discount online brokers are connected to the Internet and provide an opportunity for their clients to trade stocks via the Internet. Theoretically, any person who has a computer connected to the Internet and, of course, money can become a client of an online broker. In reality, virtual financial transactions may cause a state deficit. In addition, for countries with a high level of social obligations, this threatens to increase social tensions.

In the digital economy, the main function of money is no longer the preservation of value - the main argument in favor of using currencies secured by gold, but facilitation of transactions and flexibility is the main reason for the total expansion of paper money. One day, cash will disappear altogether from the economy, now with their help, you can pay for goods in online stores, mobile communications and utilities, make transfers to other users, exchange money for other forms, and much more. The growth of the electronic cash market is getting higher and higher every year, and, according to forecasts, this dynamic will only intensify over the next few years.

However, there are a number of drawbacks to such a rapid growth of the influence of the Internet on the financial sector. If we assume that the main part of the population will switch to a new type of financial services, then it is necessary to think about the consequences of such a transition. The growth in the use of virtual payments will result in a reduction in the rate of circulation of national units and the taxable base, which previously existed in the national currency. Thus, the national currency may have a strong competitor. For small countries, this threatens the complete disappearance of their currency, since not enough operations can be performed to serve the interests of the local economy, for example, in the same bitcoins [1].

In reality, virtual financial transactions may cause a state deficit. Moreover, for countries with a high level of social obligations, this threatens to increase social tensions: the state will not have enough income for the maintenance of budgetary institutions and the payment of subsidies.

The second direction that can change the financial system as a whole will be the use of financial Internet services. If we talk about the financial industry as a whole, then in its essence it is conservative and inflexible to change, but the use of alternative services has become a serious impetus to the movement. Given the above arguments, we can draw the following conclusion. The financial sector of the economy is reaching a new level, where technologies that can automate processes, reduce costs, and find the optimal solution to repetitive tasks take advantage. Building new business models can lead to a complete transition of financial operations to the Internet, which will significantly affect the role of the state in the economy, so now you should think about the development vectors and begin a scientific understanding of the prospects for the development of new financial models.

Thus, the expansion of investment services on the Internet contributes to a further rise in the stock market. Nevertheless, a significant obstacle in the development of electronic investment is the problem of security and safety, an increase in additional costs. In general, the Internet environment is unsafe for any financial transactions. This factor, in turn, stimulates the search for effective means of protecting the Internet user and helps reduce the specific risks associated with new technologies. This will require the development of standards for the electronic transmission of confidential information, and this will necessitate changes in the legislation of many countries.

These new technological problems are aggravated by the globalization of the financial sector, which makes it difficult to determine the risk factor.

The information revolution increases the importance of the psychological factor: the widespread use of the latest information technologies, on the one hand, creates the possibility of expanding the information base when making decisions, and on the other hand, increases the likelihood of frauds with information. While the World Wide Web served as an electronic display for announcements, there was no security problem. However, trading in securities, banking services in real time (on-line) via the Internet has expanded financial risk areas for users of its services.

Because of the well-known crisis phenomena in the global financial markets at the end of the 90s, when the securities rate broke away from the level dictated by the profit, a reassessment of risks nevertheless occurred, and a significant portion of capital began to return to developed civilized markets. Another, even more important shift is some weakening of the attractiveness of speculative operations with securities, including with shares of hi-tech companies, since this resource of hypertrophied expectations has begun to exhaust itself. Moreover, this, in turn, means a gradual orientation towards innovations in the real sector of the economy, and not only in the portfolio sector, although both of them, in general, do not compete with each other. Some (not yet firmly identified) shift in investment preferences increases the increase in the share of new innovative technologies in the framework of real investment.

It should be noted that the obstacles arising at the new stage of technological progress are rather quickly overcome. It is

a) About the already achieved general high technical level of the whole chain of related industries, industries and services;

b) An extremely developed and mature financial system;

c) The existence of a significant group of users with medium and high incomes, etc.

That is, in the end, it can be said that all previous technical, economic and social development of society has prepared the ground for innovation. Thus, the rapid growth of e-commerce has undoubtedly been helped by the experience gained over the years in catalog sales.

Computer literacy of Kazakh people is more than 82% in all parameters presented in the table 1.

Table 1 - Share of the population with skills of using a personal computer, smartphone, tablet, laptop; standard programs

	The share of the population with the skills of using a personal computer, smartphone, tablet, laptop; standard programs
Akmola	73,4
Aktobe	79,3
Almaty	88,4
Atyrau	81,8
West Kazakhstan	78,6
Zhambylskaya	80,7
Karaganda	76,4
Kostanay	86,4
Kyzylorda	92,8
Mangystau	84,7
Pavlodar	82,3
North Kazakhstan	76,0
Turkestan	81,5
East Kazakhstan	78,5
Nur-Sultan	95,8
Almaty city	87,8
Shymkent	81,9
Average rate	82,7

The basic mass of residents of the Republic of Kazakhstan with skills of using a personal computer, smartphone, tablet, laptop and a standard set of programs averages about 83% of people. That also stimulates the development of new technologies in banking.

Financial services institutions that understand the implementation of block chain technology in client-oriented business methods are looking forward to purchasing costs and competitive advantages. Software vendors with ready-to-manufacture and ready-to-use block chain services will be interested in the first organizations seeking to accelerate the implementation of their block chain strategies and will begin to combine more cost-effective innovations in their company's operations. The company's specialists point out that banks and financial and technological companies, enterprises seeking ways to present new types of technologies, need to work together to achieve their goals. Banks are looking for new approaches to digital innovation, while financial and technological companies need "capital, scale, data, customer confidence and support from regulatory authorities."

Artificial intelligence will help banks automate processes and improve customer service, so Capgemini experts say that robots are 50-90% cheaper than using full-time and freelance employees, and that banks will invest more and more in AI in an attempt to improve their efficiency while maintaining high quality customer service.

CONCLUSION

Clients have become better at authenticating payments on smartphones with a fingerprint. Banks will promote the same attitude to face recognition systems and user identification based on voice patterns.

Given that customers have to memorize an ever-increasing number of passwords, biometric authentication systems will help simplify security procedures and provide more reliable methods of identity verification.

Already, some robots can perceive the details of their environment, recognize objects and respond to information and objects with safe and useful behavior. Self-driving cars have performed very well in real-world tests. Over time, they will be able to perform not only more tasks, but also more complex tasks. Service robots are in the early stages of a long development cycle, and they still face some major technological obstacles. In the next three to five years, we expect modest, evolutionary successes. However, after that we expect rapid growth, since the new models combine more powerful and standard modular platforms with the possibility of learning.

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ҚАРЖЫ САЛАСЫНДАҒЫ ЖАҢА ТЕХНОЛОГИЯЛАР

Аннотация. Авторлардың пікірінше, біз адамзаттың көпшілігі келісетін ақпараттық технологияның «алтын дәуірінде» тұрамыз. Қаржылық платформалардағы соңғы жетістіктер, интернетке кіру мүмкіндігі бар сенсорлық технологиялар, ұшқышсыз көлік құралдары, бұлтты шешімдер және деректер талдауы күрделі жобалардың парадигмасының өзгеруіне әкеліп соқтырады. Қаржы саласында трансформацияның негізгі факторы - соңғы ақпараттық технологияларды белсенді пайдалану және жаһандық виртуалды ортаны қалыптастыру. Бұл фактордың әлемдік қор нарығының ағымдағы жағдайына әсері оқырманға ұсынылған материалға арналған. Жаңа технологиялар адамдарға смартфон арқылы картаны және шотты басқаруға мүмкіндік береді. Сонымен қатар, тұтынушылар өзгеретін дүниедегі әмбебап драйверлердің көмегімен «сандық уәде» деп атайды.

Түйін сөздер: технологиялар, қаржы, виртуалды бизнес ортасы, бағалы қағаздар, басқару.

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НОВЕЙШИЕ ТЕХНОЛОГИИ В ФИНАНСОВОЙ СФЕРЕ

Аннотация. По мнению авторов, мы живем в «золотом веке» информационных технологий, с чем согласна основная масса человечества. Последние достижения в области финансовых платформ, сенсорных технологий с выходом в интернет, беспилотных транспортных средств, облачных решений и аналитики данных ведут к смене парадигмы капитальных проектов, создавая реальные возможности, которыми организации могут воспользоваться уже сейчас. Основной фактор преобразований в сфере финансов - активное использование новейших информационных технологий и формирование глобальной виртуальной среды. Тому, какое влияние оказывает данный фактор на современное состояние мирового фондового рынка, посвящен предлагаемый вниманию читателя материал. Новые технологии позволят населению управлять картой и счетом через смартфон. При этом для клиентов формулируют универсальные драйверы для меняющегося мира, называя их «цифровым обещанием».

Ключевые слова: технологии, финансы, виртуальная бизнес-среда, ценные бумаги, управление

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ARCHETYPES IN THE ANCIENT TURKIC PAGAN BELIEFS

Abstract. In this article, the author attempted to analyze the archetypes in the ancient Turkic pagan beliefs. Reveal the problems of shamanism. The shamans played an important role in the life of archaic societies, they performed certain rituals, asking for the good wishes of the gods; made sacrifices for this purpose, predicted the future, trying to link it to the person's present and past, treated people, because they knew herbs and minerals that they used as medicines, as well as hypnosis techniques. The article also reveals the emergence of the ethnonym "Turk". The deification of the surrounding nature by the ancient Turks, which is the oldest archetype, not left without attention either. A pronounced example of the veneration of flora and fauna we can trace in the ancient Turkic manuscript Yryk Bitig. The main, supreme deity they had was "Sky" - Tengri (the word designating both "sky" and "god"). The deity of Tengri, not having an anthropomorphic appearance, thought of as being located above. The Turks from more ancient times inherited the cult of Heaven. The ancient Jyrki also worshiped the goddess Umai, who personified the feminine birth principle, but endowed with a punitive function. It considered the patron of women in labor, children and the keeper of the hearth. Among the Turks, the cult of ancestors spread, because following the "laws of ancestors" was considered the main virtue of the ancient Turks. The Turks believed in the afterlife, which they imagined were similar to the earth. During archeological excavations, numerous finds testify to the popularity of ornamental art among the ancient Turks. Metal, bone, wooden, leather and felt products decorated with ornaments. The ancient Turkic stone sculpture, the so-called "stone women", well known, although these sculptures often depict men - to either their full height, or only their heads and faces. The sculptures show details of clothing, hats, hairstyles, belts, decorated with plaques, weapons. Ancient Turkic art is represented by rock drawings and petroglyphs. They depict mainly mountain goats, and in a certain stylistic manner. Most often they shown jumping, i.e. in motion, their figures depicted in profile and, mainly, by lines, their bodies and separate parts are devoid of bulk. Byzantine historians tell us that in the daily life of the Turks fire occupied an important place, they also worshiped air, water and earth. However, the Turks deified the creator of heaven and earth: they sacrificed horses, oxen and sheep to him.

Key words: Turks, archetypes, Yryk Bitig, shamanism, culture, religion.

The ancient Turks for their religious convictions were shamanists. They deified the surrounding nature. Shamanism is a later stage of the deification of the forces of nature, when a special priest appears - a shaman or a shaman, who acts as an intermediary between man and the supernatural worlds - the heavenly (upper), underground (lower) and the spirits of the earth (middle). [1, p.48] If in pre shamanic cults, an ordinary person could lead the rite and ritual, only the most honored, say the elder of the clan, and then when a shamanistic cult administered, only a shaman could lead it - an elected person. He elected for this role by the deities themselves. A person could live to a certain age and suddenly feel that he must become a shaman, and this mean, that you need to change your usual life. There were cases when a person understood that he had to become a shaman (this happened in his youth or in a more mature period), and resisted, not wanting to change his life. However, he had to come to terms with the will of the gods, otherwise he would start to get sick, and in his life, he still could not do anything. Sometimes shaman's skills inherited. To become a shaman means completely devoting oneself to a difficult task, requiring the full return of physical and mental forces.

Shamans played an important role in the life of archaic societies, they performed certain rituals, asking for the wishes of the gods; made sacrifices for this purpose, predicted the future, trying to link it with the person's present and past, treated people, because they knew herbs and minerals that they used as medicines, as well as hypnosis techniques. The shamans were close to the people, to the individual, they knew how to help him as priestly servants, and as healers. Therefore, shamanism, as a serious, inspiring religion, has survived to our days, despite some exotic, from the point of view of the Europeanized taste of people, features. Therefore, knowing its influence on the people, the disseminators of Buddhism (with the general peacefulness of this religion) fought against shamanism to the extent that they physically destroyed the shamans. [2, p.269-273]

Shamanism absorbed archaic beliefs of the ancient Turks, totemic notions, consisting in the fact that clans or tribes considered their origin from totems any animals or plants that revered as sacred. Totemic was common to all nations of the world and preserved as remnants in all religions.

The totemic views of the ancient Turks, in addition to cave paintings, can also traced in their genealogical legends. According to one of them, ten genera of Turks, including the most notable of them, the Ashina clan, whose representative created the Turkic kaganate, came from a she-wolf who gave birth to ten sons from a miracle who escaped death in a battle with neighboring tribes of a ten-year-old boy. She-wolf fed and raised him, bore him ten sons, they grew up, created offspring, and separate clans of Turks went from them. In other legends, other events told, but in them, the Turks and the genus Ashina are descended from a she-wolf. Therefore, the golden wolf's head depicted on the banners of the troops and the standards of the kagan, which placed at his yurt. The bodyguards of the kagan called the word for "wolf." All this testifies to the veneration of this animal. [3, p.56-61]

The ancient Turks deified the surrounding nature, which is the oldest archetype. A pronounced example of the veneration of flora and fauna we can trace in the ancient Turkic manuscript Yryk Bitig. The main, supreme deity they had was "Sky" - Tengri (the word designating both "sky" and "god"). The deity of Tengri, not having an anthropomorphic appearance, was conceived of as being located above (the upper, non-heavenly world of the mythological model of space vertically). [4, p.26] "Sky" had a creative, patronizing, but also punitive, punishing function. It was the manager of the fate of both the individual and whole nations and states.

The Turks from more ancient times inherited the cult of Heaven. Chinese historical sources point to the existence of a deviation to Heaven among the Huns of the last centuries BC and a number of ancient Turkic and Mongolian peoples of Central and Central Asia in the first centuries of our era. Later, in the era of distribution among the Turkic-speaking peoples of Islam from the ninth century. (in the Middle Ages), in the Turkic manuscripts of Central Asia, the word Tengri ("Sky") began to be used as an equal synonym for the word Allah.

It is also interesting that among the Turkic-speaking peoples of the Sayano-Altai Highland, the cult of Heaven has survived until the beginning and in some places until the middle of the 20th century. As a generic, pre shamanist cult. The prayer to Heaven performed with the sacrifice of domestic animals without a shaman; the most respected member of society led the ritual. The cult of Heaven preserved as an archaic relic of the ancient religions of the people, not losing, however, its relevance. [5, p. 634-636]

The Turks had a tradition to deify mountains, rocks, rivers, lakes, which were located in the habitat of one or another kind or tribe. They called "Sacred Earth-Water." The Chinese dynastic chronicles also confirm the antiquity of the cult of the "Sacred Earth-Water", where it speaks of the worship of the earth by the Huns in the last centuries BC. The deities of earth and water also possessed beneficent and punishing functions; they should have performed prayers with the offering of domestic animals.

The cult of the spirits of the earth and water existed until relatively recently among the Kirghiz and in the best preserved form among the Altaians, each generation of which had its own mountain, rock, river, or lake as a clan patron. Such perfumes revered as "pure spirits"; the total number of such ancestral spirits among the Altai people is quite large, and their habitats extend far beyond the Altai - into Mongolia and to the north along the Yenisei. The cult of the land-water refers to the worship of the mountains, which in a number of peoples of the Sayano-Altai Highland has a separate ritual - prayer to the mountains. [6, 716-

724] Adoration of the spirits of the earth-water is an ancient, pre-Shamanistic cult, which, like the cult of Heaven, entered the shamanistic religious tradition.

The ancient archetypal cult of "Sacred Earth-Water" shows the genetic connection between honoring tribal mountains and the original territories of a clan or tribe and forms the concept of "homeland" as a place where people and their ancestral spirits patrons live.

The ancient Jyrki also worshiped the goddess Umay, who personified the female birth principle, but also endowed with a punitive function. The cult of the goddess Umai has been preserved in the beliefs of the peoples of the Sayano-Altai Highlands, as well as among Kyrgyz, Kazakhs and Uzbeks, who consider Umai to be a mother of women in labor, children and worth keeping of the hearth.

According to indirect data of the ancient Turkic texts, it can be concluded that among the Turks the cult of ancestors spread, because following the "laws of ancestors" considered the main virtue of the ancient Turk. Confirmation of the importance and prevalence of this cult is the information of Chinese historical studies, which say that all Mongolian and Turkic-speaking peoples of antiquity, starting with the Huns, existed a cult of ancestors, which preserved in later times.

The Turks believed in the afterlife, which they imagined were similar to the earth. Therefore, when they buried the departed, they provided with everything that they used during their lives (horse, weapon, clothing, and household items). They also believed that their connection, i.e. living people, with the dead does not stop, and ancestors are able to influence the course of life events.

With archaeological excavations, numerous finds testify to the popularity of ornamental art among the ancient Turks. Metal, bone, wooden, leather and felt products decorated with ornaments. Ornament on felt applied with stitches, on leather - embossed, on wood and bark - with a knife. The figured plaques of gold, silver, bronze and wood made skillfully and in a certain stylistic tradition.

The ancient Turkic stone sculpture, the so-called “stone women”, well known, although these sculptures often depict men - to either their full height, or only the head and face. The sculptures show details of clothing, hats, hairstyles, belts, decorated with plaques, weapons. Known image of a warrior with a vessel in his right hand. Some of these sculptural portraits are associated with the rite of burial and, as many scholars believe, depict the dead themselves. Most of these sculptures installed near stone memorial fences; many made with great art.

Ancient Turkic art is represented by petroglyphs on-rock drawings. They are depicted mainly mountain goats, and in a certain stylistic manner. Most often they shown jumping, i.e. in motion, their figures depicted in profile and, mainly, by lines, their bodies and separate parts are devoid of bulk. Images made in straight lines, with the exception of the steeply curved horns. Most often, jumping mountain goats depicted outside of any scenes; however, there are petroglyphs in which goats participate in hunting scenes. A famous hunting pattern with dogs traps and trap pits shown. There are also images of the hunters themselves, armed with bows. One of the images of mountain goats - next to the horned, apparently shamanic, faces - testifies that the rocks on which such drawings applied considered sacred. It should be taken into account that the ancient Turkic hieroglyphs are interspersed in more ancient complexes of cava painting belonging to the middle of the first millennium BC and the first centuries AD. In addition, the first centuries of our era. Thus, from century to century, petroglyphs appeared in places that served as sanctuaries, and reflected the totemic representations of the tribes living in archaic times.

Byzantine historians tell us that in the daily life of the Turks, fire occupied an important place; they also worshiped air, water and earth. However, the Turks deified the creator of heaven and earth: they sacrificed him to horses, oxen and sheep.

In Chinese sources and Turkic inscriptions, it said that the Turkic rulers were constantly oriented toward the east. The rulers called "divine" (or "heavenly," Tengri) and revered as "like heaven" or "created heaven." The “god of heaven” called the “Tengri Turk”. According to their beliefs, he, being "high" and "blue", gave people strength. Tengri punished death for refusing to submit to the rightful ruler. However, the inscriptions show that there also existed a “god of time,” independent and part of Heaven. Sources also say that the creator created the sky, “When the blue sky above the earth and the red-brown earth below were created, between the two people were created." Along with Tengri, the inscriptions of the Turks also

mention the goddess Umai. Umai still revered among the Kazakhs, some Turkic peoples in the Altai Territory and the Tunguz: it considered to protect the monastery and the unborn and unborn child. [7, p.321-329]

From the inscriptions we know that in the Turks the rivers were considered holy; Chinese sources report that they gathered on one of the ramparts to offer sacrifice to Tengri on the 18th day of the fifth month (approximately between the end of May and mid-June - the beginning of summer). Sources show that Tengri Turks act together with the “holy land and water of the land of the Turks”; these data also indicate that the holiness of the mountain, called Oryukan, is largely due to the presence of the forest. On the other hand, Chinese historians say that the Turks have another holy mountain devoid of vegetation: it called the "god of the earth." Narrative sources show that the Turks also worshiped stones, which often referred to as "eternal". Their cosmic ideas, expressed in numerical symbols, reflected in the Chinese sources about the ceremonies: the new ruler rotates nine times on a felt blanket, and the bereaved seven times circle the tent of the deceased.

Holy places naturally appear in Chinese sources as a place of sacrifice for the Turks. The bridge, for example, used to conclude an alliance treaty before which a white horse sacrificed. The Turkic ruler annually visited the cave of the ancestors, where he sacrifices the nobles. It believed that the ruler comes from a wolf. Chinese dynastic letters tell the myth of a beggar with a wolf's head. The shepherd and his wife give him food, and she (but not the husband) notices his peculiar shape of the head. Out of curiosity, they follow him and reach the sacred mountain Otyukan, where a beggar prophesies that their tribe will destroyed. This myth reflects another option, according to which the Turks descended from a she-wolf, hiding in a cave. According to Chinese sources, the boy Xun-nu thrown into a swamp, rescued by a she-wolf and brought up by her. After that, they become the ancestors of the Turks. When the wolf became pregnant, she began to overtake the danger of death. As a result, she fled to a mountain cave, where she bore ten sons. One of them became king, on the flag of which the wolf's head depicted. This king with the emblem of a wolf's head clearly correlated with the celestial sphere [8, p.395-400]. It is said of him that he possessed supernatural gifts that could cause wind and rain; he married two wives — the daughters of the god of summer and the god of winter. He gave birth to four sons who belonged to the space between heaven and earth [9, p.107-109]: one of them turned into a white swan, while the others established their kingdoms on the banks of the rivers and the mountainside. His numerous grandchildren belonged to the surface of the earth [10, p.565-567]. In order to decide which of the grandchildren succeed as king, a competition held to establish, «who can jump the most from the foot of a large tree? »

As for the symbolism of wolves, it should note that the royal guards of the Turks called "wolves" in memory of their partly animal origin. According to Chinese historians, it was believed that the Turkic warrior more honorable to die in battle than from the disease, which was considered a shame. It is important to note that the same attitudes regarding a warrior existed in the Middle Ages among many nations of the world. The Turks despised men who remained alive in old age.[11, p. 223-229] For the enemies whom they killed, the inscriptions speak about the specific Altai practice of initiation of the enemy (or one of his various souls) to the Turks, m. in the next life in the future they were to serve. In this regard, the special word “balbal” is used to refer to either the killed enemy (or his soul) and the stone monument, which should represent him. Thus, the enemy turns into a ballad, he becomes a stone monument. Accordingly, a Turkic nobleman (or one of his souls) will live in his own grave, organized like a house, and various enemies will serve him in another world. His wives, as the Chinese say, will marry his surviving sons (excluding their own mothers) and younger brothers. [12, p. 25-27]

As mentioned above, the Turks sacrificed animals in honor of the memory for their ancestors. The beginning of the ancestor cult for the Turks began from the very burial, which occurred several months after his death, in the fall, if he died in spring or summer, if he died in summer or winter, then on the 27th day of the month. Chinese dynastic documents say that in the sixth century, the Turks burned a corpse before the funeral, along with the horse, clothes and personal belongings of the deceased. [13, p.67-72] By the seventh century, the custom of burning a corpse largely abandoned. At the funeral, the Turks sacrificed a large number of slaves. These slaves instructed to transmit a message to the dead. Gold and silver buried

with the departed. For more noble Turks, magnificent tombs built, and hundreds of balbalas stood around in the form of roughly hewn stones. The graves of the Turkic rulers were not well preserved, but archaeologists found tens of thousands of Balbals in large groups. When obtaining a new title, the Turkic rulers, as we have already noted, had to perform a special ritual, which, as Sinor notes, probably ignored in real life and very much resembled the one attributed to the Khazars. After nine-fold rotation on a felt blanket, the new ruler needed to make a detour on a horse, and then with the help of suffocation he brought to an unconscious state and asked the question: “How long will you be our ruler?” The incoherent muttering that he said in return interpreted as predicting the duration of his reign. [14, p.64-78]

We have already mentioned the use of the numbers seven and nine in the numerical symbolism of the Turks. The Chinese historian Tang Ji published a detailed description of this symbolism in 1989. He points out that the Turks, in addition to the numbers seven and nine, also used numbers that included seven: 17, 70 and 700. Chinese sources say that one of the ancestors of the Turks had 17 brothers, and the inscriptions say that The Turkic ruler went with 17 men, and then others joined him repeatedly, so that his forces numbered 70, and then 700 soldiers. The manuscripts also state that one prince died on the 17th day of the year at the age of 47. [15, p.256] In Chinese documents, we also encounter the symbolism of the arrow used to denote chiefs and tribes. The drum (along with the wolf's head) looks like a symbol of royal power granted by the Chinese to the rulers of the Turks. [16, p. 149-155]

In 744 to 840, a new Uighur Empire emerged on the territory of Mongolia. Inscriptions and Chinese testimonies about this period are less rich, but u have a report from an Arab traveler. The adoption of Manichaeism by the Uighurs in 762 naturally reduces the value of the material for the study of the local ancient Turkic religion (officially banned in 763 in this territory). [17, p.194-195]

The Chinese sources, presented by Makerras, show us that the Uighurs had shamans, who in 765 (two years after the official ban of the old national faith) led to their leaders to predict the fate of the military expedition. These shamans taken with them on an expedition and allegedly caused wind and snow when it considered advantageous. [18, p. 99-105] Undoubtedly, they did this with the help of the famous Turkic rain stone, since the Arab traveler Tamim ibn Bahr, who visited the Uighurs around 821, long before their conversion to Manichayism. He believes that one ruler owned stones of this kind that could produce rain, snow, cold, and so on.[19, p.53-58] Obviously, the stones moved from the forbidden shamans to the ruler himself. The ruler (before turning into Manichaeism) calls himself "divine" (Tengri) in his inscriptions. He identifies God with Heaven (Tengri), but says that the earth has a certain power: “Because everything is predetermined in the high blue sky, because it controls the Dark Earth ...” [20, p.70-76] The Uigur ruler, like his predecessors, spends the summer high in the mountains of Othukan and visits the holy rivers. Obviously, Otukan Forest was important for sacrificial purposes: a Chinese historian said that the Uigurs galloped forest trees around the trees during sacrifices and, if they were in a treeless area, they would instead have planted willow branches in the ground. It seems that the most important sacrifice offered at the time of the winter solstice. The inscriptions indicate that the shamans were involved in the sacrifice, especially in the preliminary ritual, which included writing magical texts and tying the sacrifices with spirits in a dangerous place. Here, the final recipient is named as Tengri himself, while the spirits below him ask, "so that there is no war," "good reception," "good way," and "good luck." These spirits called "wise masters of life and good luck" and "fathers."[21, p.387-388]

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WORLD EXPERIENCE OF IMPLEMENTATION AND APPLICATION OF DIGITAL ECONOMY

Abstract. ***The purpose of the study:*** The purpose of the study is to study foreign experience in the rapid development of the digital economy. The scientific novelty of the study is to substantiate a systems approach in the development of information technologies based on the challenges and risks of the digital economy, based on the study of foreign experience.

Methodology: the study was conducted using such methods as: abstract - logical and comparative analysis, the descriptive method and generalization were also used. The sources of research were theoretical and analytical articles, the works of Kazakhstan and foreign authors, which deal with issues of digitalization of the economy.

Conclusions: In our opinion, the digital economy is becoming an increasingly important driving force of global economic growth and plays a significant role in accelerating economic development, increasing the productivity of existing industries, shaping new markets and industries and ensuring comprehensive sustainable growth and development.

Keywords: digital economy, information technology, economic growth, digitalization.

Introduction – Currently in many countries digitalization is strategic development priority. According to the forecasts of the world's leading experts, by 2020, 25% of the global economy will be digital, and the introduction of digitalization technologies for the economy, allowing the state, business and society to interact effectively, it becomes more and morelarge-scale and dynamic process.

More than 15 countries of the world implement national programs. Digitalization: Denmark, Norway, UK, Canada, Germany, Saudi Arabia, India, Russia, China, South Korea, Malaysia, Singapore, Australia, New Zealand and Kazakhstan.

«Digitalization» (in the English version - digitization, and also sometimes digitalization) of the economy and society is often understood as a transformation in socio-economic sphere through the mass introduction digital technologies of search, creation, processing, exchange and transfer information [1].

According to E. Bykovskaya, G.P. Kharchilava and Kafiyatullina Yu.N., digital technologies penetrate into all aspects of our life [2, p.39].

N.S. Revenko claims that the active implementation of information Communication technology in the United States began at the end of the twentieth century, however, the work was carried out mainly at the micro level, i.e. within companies [3, p.84].

Digital platforms are beginning to be used as major channels of interaction with customers and transactions, as well as as a means of creating innovative business models, including in traditional industries, as described in their scientific articles Avdeev I.L., Golovina T.A. and Parahina L.V. [4, p.53].

In their publications, Manakhova I.V. claim to be the norm Equipping cars with satellite navigation systems, security and alerts, means to connect with mobile devices by Bluetooth, as well as multimedia complexes. Digital implementation technology entails increased competition, creating for Existing Market Leaders Threats from New Waves of Innovation [5, p.286].

Polyanin A.V. agrees with this opinion, who says that creation of platforms for working dialogue of the state with representatives industries will increase the speed of adoption decisions on key digital development issues. Digital literacy, willingness and willingness to try new solutions problems, to risk,

experiment, and create valuable social connections and business partnerships will increasingly become integral attributes of success of citizens and companies [6, p.54].

The potential of the digital economy is largely attributed to the results creation and development of the information society, as Veduta E.N. and Dzhakubova T.N. [7, p.43].

The increasing complexity of social structures and relationships, the foundation of which is all modern digital technologies are more likely to cause the exponential growth of data flows, according to AV Babkin, puts forward to the forefront the need to form an economy of a new type, the main instrument of which are digital, informational technology [8, p.9].

In the concept of the draft state program «Digital Kazakhstan 2020» notes that the digital economy is undergoing rapid growth leads to accelerated innovation and their widespread use in other sectors of the economy [9].

In modern discussions about CE, there are many different ideas about her. A common place for them is the connection of CE with the need to introduce modern IT for monitoring and control, automation of calculations, workflow, services, etc. [10].

Table 1 – Comparative analysis of the participation and role of the state in digitalization of the economy of foreign countries.

№	Страна	Цифровизация экономики	Ведомства
1	USA	an economy that mainly operates with the use of digital technologies, especially electronic transactions carried out with the use of the Internet	State program «Digital Economy Agenda» 2015y.: - National telecommunications and information Agency (FIND); - National Institute of standards and technology (NIST); - The US patent office; - Department of international trade [12]
2	China	the country is rapidly developing digital globalization, and China is creating new global trends in many areas: industrial investment, business models and global governance	The state Chancellery Affairs online information. Three Chinese Internet giants (Baidu, Alibaba, Tencent) have created an "ecosphere" favorable for digitalization [13, 14]
3	Britain	global leadership in building a cyberspace that ensures the prosperity of the nation by increasing productivity, creating highly skilled and highly paid jobs	Development strategy for the digital economy [15]
4	Germany	Security and data protection are priority goals of the Federal government. First of all, we are talking about creating a balance between the interests of consumers, enterprises and state security.	Digital agenda 2014-2017 Digital strategy 2025
5	Russia	The Federal state information system "unified system of identification and authentication in the infrastructure providing information and technological interaction of information systems used for the provision of state and municipal services in electronic form" and platforms for payments created by credit institutions are successfully developing»	Program "Digital economy of Russia". Work in these areas is conducted within the framework of the competence centers ANO "Digital economy", headed by Evgeny Kovnir of the Agency for strategic initiatives (ASI), and was founded by 16 leading Russian companies "Rostelecom", "MegaFon", Rosatom, rostec, Sberbank, ASI, "Yandex", "Open mobile platform", "1C", Mail.ru Group, MTS, Fund "SKOLKOVO", "VEB innovations", "Rambler", "Mail of Russia" and "VimpelCom» [16]
6	Byelorussia	Attention is paid to projects based on blockchain technologies and smart contracts. The latter, for example, guarantee the execution of signed agreements by automatic execution of conditions by a computer algorithm.	December 21, 2017 signed Decree № 8 "On the development of the digital economy» [17]
Note – Compiled by the author			

Methodology – In order to measure the effectiveness of the digital economy, it is necessary to have generally accepted and unambiguous methods, which today not yet. Obviously, the results should be evaluated on the basis of the goals and objectives set must be calculated and realized with criteria of socio-economic feasibility. Development strategy the digital economy cannot be developed solely for the sake of approbation of the new idea.

In each country, the development of a digital economy depends on the maturity markets, the level of development of science, education and the state of economy. There is a view that the digital economy reaches a sufficient degree of development only if the cost transactions for the sale of goods and services in the virtual space exceeds the cost of similar transactions in the real economy. But this only possible if produced in the real economy A sufficient number of different products that you can buy and sell online. The widespread digitalization of the economy cannot be achieved and become effective without increasing the competitiveness of real production, renewal and expansion his potential.

Results of research – According to the analysis of the international consulting company The Boston Consulting Group (hereinafter referred to as BCG), today many countries are implementing their programs to digitize the economy, although the accents are different. Many developed and developing countries, realizing the inevitability of the upcoming changes, began a conscious movement towards «digitalization» economy. The first such course was declared by the United States and China, which considered to be the informal leaders of the «Digital» race today day. Following them, the relevant programs were accepted by England, countries European Union, Australia, Belarus, Kazakhstan and others [11, p.28]. We have reviewed the foreign experience of participation and the role of the state in digitalization of the economy (Table 1).

The digital economy is rapidly developing globally in the world. After analyzing the current state and growth rate of the digital economy in foreign countries were divided into four groups that are shown in Figure 1.

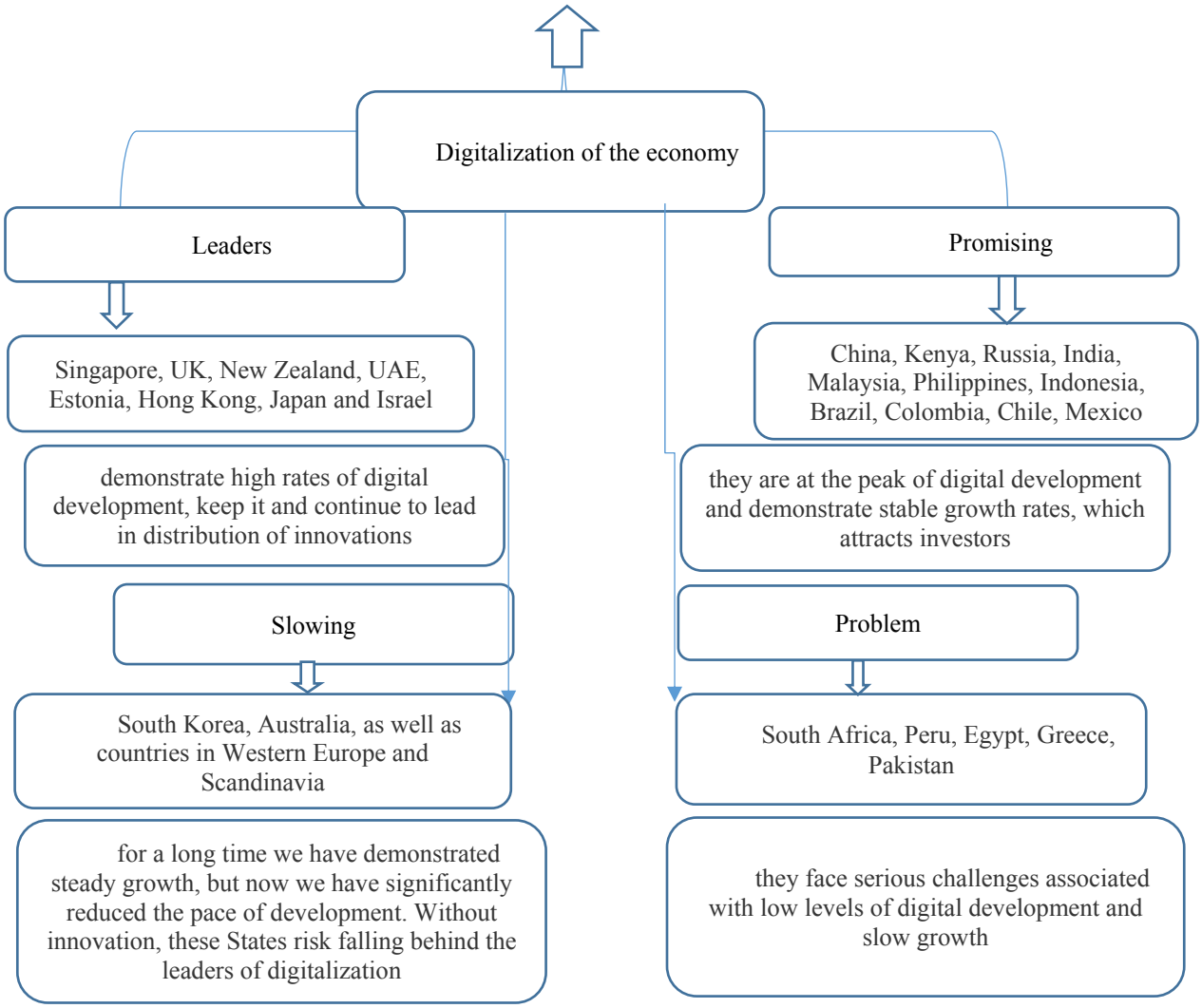

Figure 1 – Grouping of foreign countries taking into account the digitalization of the economy
Note – Compiled by the author

According to the European Commission, the digital economy is estimated 3.2 trillion euros in the group of countries of the «Big Twenty» and is about 8% GDP. The McKinsey Global Institute in the study noted that the Internet - The most important element of economic progress. It provides a significant part of economic growth: the contribution of the Internet to the GDP of developed countries over the 15-year period 1995-2009 totaling 10%, and for the last 5 years (2011-2016) it has doubled - up to 21%. Development digital economy is associated with the development of Internet access and telecommunications. But in themselves such «communication channels» do not have values, if people do not use technology [18, p.135]. Because the development of the digital economy is inextricably linked with the development of the economy knowledge.

According to research by the Institute of Statistical The HSE's research and knowledge economy has developed a methodology calculating the index of business digitalization, which characterizes the speed adapting to the digital transformation of entrepreneurial organizations sectors [19].

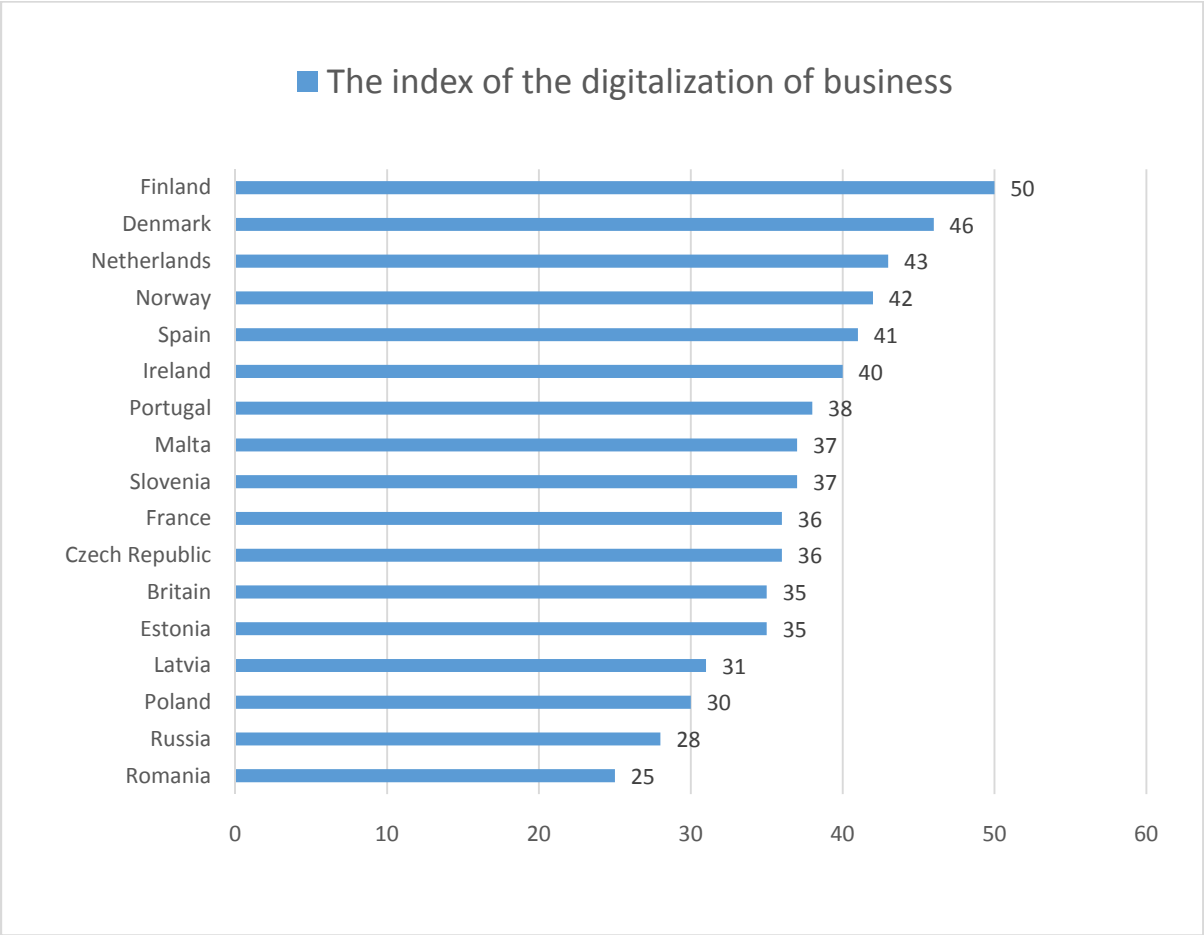

Figure 2 – The index of digitalization of business by country at the beginning of 2019
Note – Compiled from the source: Site data www.issek.hse.ru

Digital technologies have penetrated into all spheres of life, changed economic and organizational processes, ways of communication between suppliers and consumers of goods and services.

In foreign countries, the least in demand of all the listed technologies were electronic sales (they are used on average by only 17% of organizations) and RFID technologies (14%). The maximum differentiation is noted in the use of RFID-technologies and cloud services (8.4 and 8.3 times respectively). In addition, for each indicator can be called a leading country. Thus, in the implementation of electronic sales, the top line is occupied by Ireland (30%), RFID-technologies are used most intensively in the Republic of Korea (42%), ERP-systems in Belgium (54%), cloud services in Finland (66% of organizations) . 100% coverage of organizations by broadband Internet reached in Denmark, Lithuania, the Netherlands, Finland.

Today, the share of the digital economy in total global GDP is 5.5 percent, in developing countries - 4.9 percent, and in Russia - 3.9 percent. The highest — 12 percent — is the United Kingdom, and 10 percent in China [20].

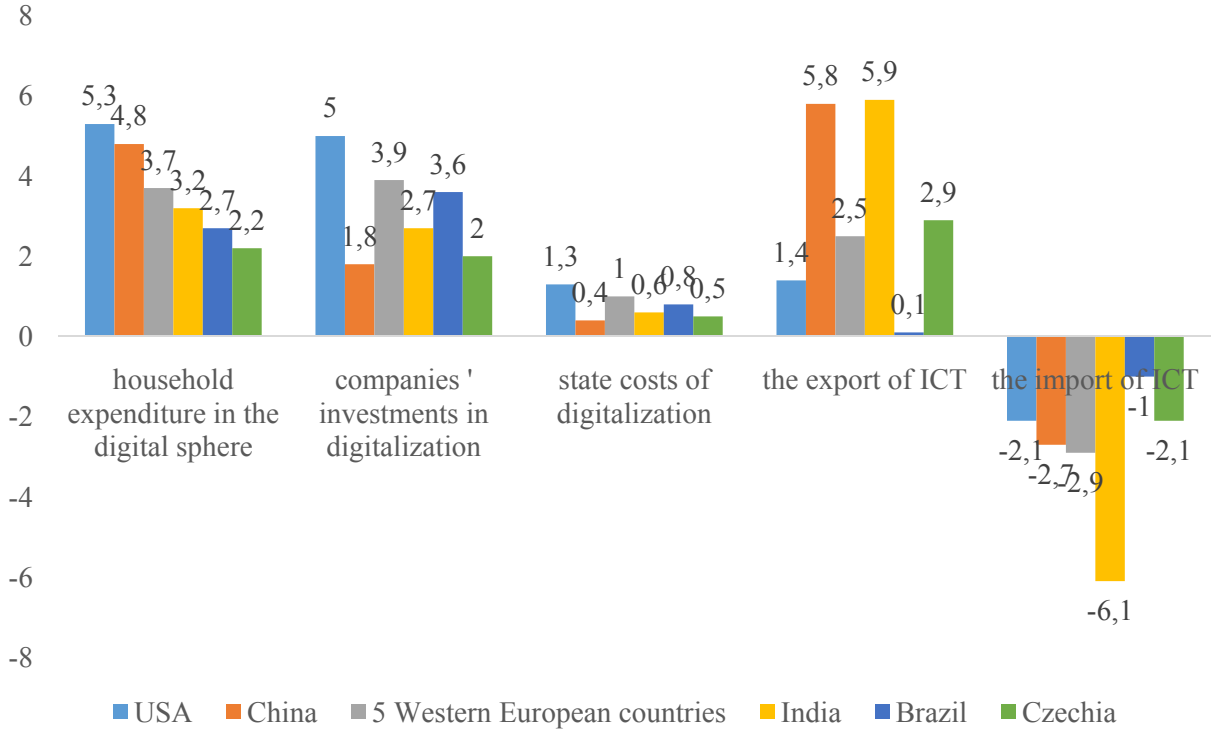

Figure 3 – The contribution of the digital economy to GDP in foreign countries for 2017

Note – Compiled from the source: www.rbk site data

According to a survey conducted by the OECD in 2016, 32 countries included in this organization and 6 other partner countries stated that they have a digital economy development strategy, plan or program. Since September 2017, the Australian Government has announced the beginning of the development of a Digital Economy Strategy. In the United States in 2015, it announced the formation of a digital economy plan (digital economy agenda), and in 2016, the Council of Advisors on the Digital Economy under the Ministry of Commerce was created, performing the functions of creating a spectrum of tasks and solutions for the development of the Internet, information security, promoting innovation and etc., implemented by private business [21, p.54].

Table 2 presents the ranking of the goals of the development of the digital economy, conducted by the OECD based on an analysis of existing strategies and a survey [22, p.13]

According to the table, it is clear that a total of 20 goals for the development of the digital economy were considered, including 15 proposed by the OECD, and 5 more goals included in the national strategies of the digital economy by individual countries.

The most significant (according to the results of the survey conducted by the OECD) at the present time are «the improvement of e-government services» and «the development of telecommunications infrastructure». These two goals were most often met in national strategies (21 and 22 times respectively).

Table 2 – Priority of the objectives of the development of the digital economy in OECD countries

Purpose	Priority		Number of countries that have included the goal in the strategy
	2017, rank	2020-2022, expected. ISM. rank's	
Improving e-government services	1	0	21
Development of telecommunication infrastructure	2	-3	22
The promotion of ICT-related skills and competencies	3	0	16
Increased security	4	+2	18
Increased access to data	5	+1	6
Promotion of ICT adaptation by businesses, including small and medium-sized enterprises	6	-1	3
Promotion of ICT adaptation in specific sectors such as health, education, etc.	7	+1	3
Strengthening the protection of personal data	8	0	5
Strengthen your digital identity	9	0	2
The development of the ICT sector, including international markets	10	0	2
E-Commerce promotion	11	-1	5
Addressing global challenges, including Internet government, climate change, etc.	12	+1	1
Strengthening consumer protection	13	-1	0
Expanding access to the Internet, including for the elderly and persons with disabilities	14	+1	4
Keeping the Internet open	15	0	4
Примечание – Составлена на основе источника: Электронный ресурс: цифровой экономики стратегии 2015-2018. Инновационная Великобритания. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/404743/Dig			

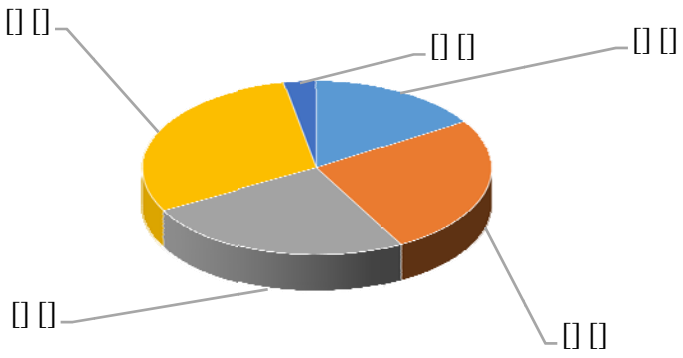

Figure 4 – The OECD Ranking of the Digital Economy Development Goals

The survey processed data mainly for developed and some developing countries (Brazil, Mexico, Russia, etc.). Further, we reviewed foreign programs for the digitalization of the economy (Table 3).

Table 3 – Foreign programs on digitalization of the economy

Country	Idea	Control system	Infra structure	Human capital	Sector of economy	State amenities
South Korea's	«Creative economy»	Ministry of science, technology and ICT, committees, regional centers	+	+	+	+
New Zealand	«Digital transformation»	The Ministry is responsible for initiatives on its topic	+	+	+	+
Denmark	«Digital Denmark»	Agency for digitalization (Ministry of public sector innovation)	+	+		+
Canada	Establishment of an ICT hub in Toronto	Establishment of an ICT hub in Toronto Formation of a hub under the leadership of the Government of Canada	+	+	+	
Singapore's	«Smart economy»	Management of ICT – management ICT	+	+	+	+
China	«Internet Plus» industry integration	Responsible group of ministries and agencies	+	+	+	+
Note – Compiled by the author						

From the experience of leading countries in the development of digital services, it follows that:

- by developing digital services all countries focus on human capital. In their strategic directions, all countries emphasize the development of digital skills among the population;
- in the development of digital services, the UK is focusing on data science (datascience). In the future, the UK Government does not exclude the possibility of its commercialization. In addition, the focus is on the development of national registry infrastructure and cross-channel presentation of services;
- Singapore makes extensive use of the opportunities offered by public-private partnerships, thereby attracting investment in the development of e-government and digital services;
- The United States views the development of new services, including digital ones, as start-up projects;
- Korea creates a consolidated system that provides information and services, integrating government agencies, domains and geographic jurisdictions into the process;
- in general, all countries, in an effort to avoid excessive bureaucracy, are switching to electronic document management, creating special software in the cloud (cloud based software). At the same time, all countries take into account the risk of cyber attack and create appropriate data protection programs or special cyber security agencies;
- a wide range of digital services in foreign countries indicates the presence of a sufficient number of niches in our country that require the digitization of the services provided;
- it is necessary to study the possibilities of Kazakhstan for the Electronic Migration System, the system of electronic elections and the population census;
- it is required to create a single portal of educational institutions, a portal for access to OSMS;
- it is necessary to further improve the portal enbek.kz in terms of electronic filing of applications for admission to work;
- for the successful implementation of the digitalization process, trained personnel, a developed reward system and the appropriate regulatory framework are necessary.

Building a digital economy will provide a number of potential benefits, for example, the use of digital technologies, both in the public sector and in business (Figure 5) [23].

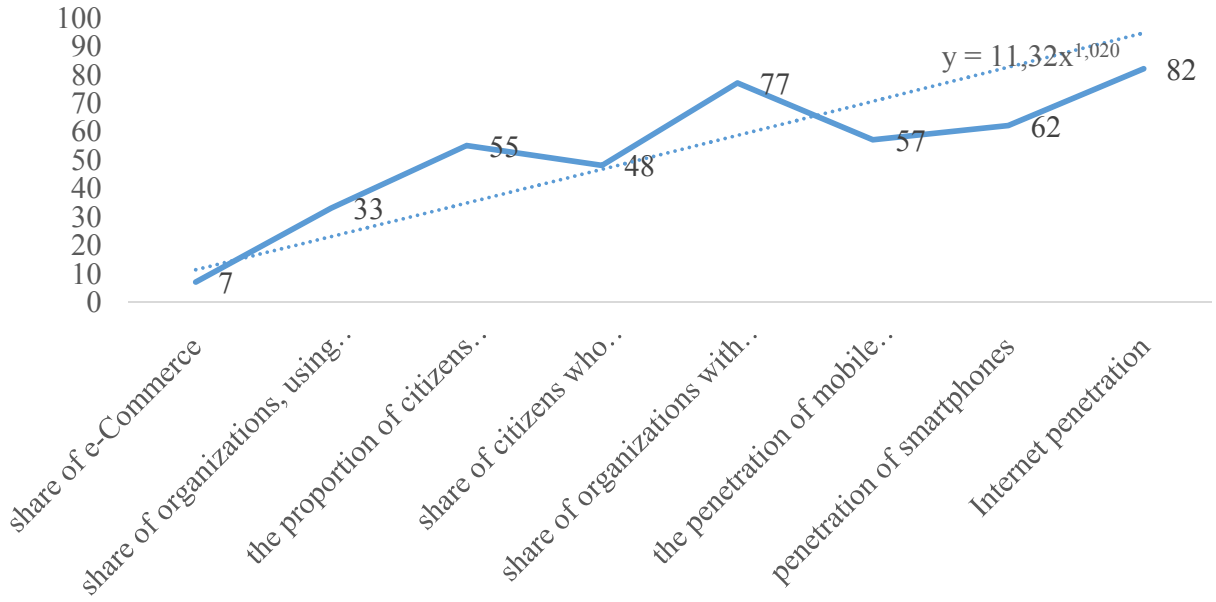

Figure 5 - Access to digital services in EU countries for 2017

Note - Compiled from the source: Euromonitor International data; Eurostat for 2017

Thus, the digitalization of the economy has recently been actively and successfully developing around the world. The level of use of digital technology has a significant impact on the GDP of countries today. At the same time, the influence of this factor will only increase as the development of innovations in this field of information technology in all areas of life.

Findings

The digital economy has created many benefits for consumers and society. Consumers have gained a lot of benefits from the development of the digital economy, although this effect is not directly reflected in GDP indicators.

1 Thanks to the proliferation of smartphones, ordinary people began to use enormous computing power. Now you can at any time gain access to the knowledge that humanity has accumulated for centuries or an unlimited flow of information on social networks, completely free of charge.

2 The digitization of the economy has accelerated the widening gap between low- and high-paying employees, that is, digitalization has a positive effect on the labor market due to the emergence of new professions that did not exist before.

3 The widespread adoption of digital technologies will give impetus to the development of traditional basic industries by ensuring productivity growth, increasing their competitiveness, including in the international market.

4 Ability to control work remotely.

5 Affordable and free market, simplified payments.

6 Any sector of the economy is available in this area, the level of productivity is higher than the existing one, cost reduction.

7 Can be completely excluded paper workflow and introduced electronic.

Based on the foregoing, we can conclude that the digital economy is a global economy. Today it is the most relevant topic for the development of any country. The digital economy can lead to the emergence of “smart” cities, transport and agriculture, the lack of digital inequality in certain regions and the growth of digital literacy among the population.

A comparative analysis of the tasks considered in the development of the digital economy of foreign countries has shown that all countries intend to:

– build a world-class digital infrastructure;

– to involve business and the public in the CE space, but if, for example, the UK declares the creation of a free system of teaching digital skills for all comers and allocating government investments to

universities developing research in the field of robotics and artificial intelligence (AI), the Program of Russia not set directly;

– improve the quality of service for its citizens on the Internet (E-Government);

– to ensure the safety of cyberspace [24, p.58].

A comparative analysis of the participation and role of the state in the digitization of the economy of foreign countries, which we examined, showed that there are certain benefits, that is, the effect of digitization:

1 Economic:

- contribution to GDP, economic growth;
- reducing unemployment, increasing the number of qualified personnel;
- growth of labor productivity indicators;
- development of small and medium business;
- integration of connections
- the transformation of industries.

2 Social benefits:

- poverty reduction;
- availability of information and communication services;
- availability of financial services;
- accessibility of education, medical care.

УДК 336.7

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САНДЫҚ ЭКОНОМИКАНЫ ЕНГІЗУ МЕН ҚОЛДАНУДЫҢ ӘЛЕМДІК ТӘЖІРИБЕСІ

Аннотация. ***Зерттеудің мақсаты:*** сандық экономиканың қарқынды дамуы жағдайында шетелдік тәжірибені зерттеу. Зерттеудің ғылыми жаңалығы шетелдік тәжірибені зерттеу негізінде сандық экономиканың қатерлері мен тәуекелдеріне негізделген ақпараттық технологияларды дамытуда жүйелік тәсілді негіздеу болып табылады.

Методология: зерттеу абстрактілі-логикалық және салыстырмалы талдау сияқты әдістерді қолдана отырып жүргізілді, сондай-ақ сипаттау әдісі мен жалпылама қолданылды. Зерттеу көздері экономиканы цифрландыру мәселелерін қарастыратын қазақстандық және шетелдік авторлардың теориялық және аналитикалық Мақалалары, Еңбектері болды.

Қорытындылар: біздің пікірімізше, сандық экономика жаһандық экономикалық өсудің аса маңызды қозғаушы күшіне айналып, экономикалық дамуды жеделдетуде, қазіргі бар салалардың өнімділігін арттыруда, жаңа нарықтар мен салаларды қалыптастыруда және тұтас қамтитын тұрақты өсу мен дамуды қамтамасыз етуде елеулі рөл атқарады.

Түйін сөздер: Сандық экономика, ақпараттық технологиялар, экономикалық өсу, цифрландыру

УДК 336.7

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МИРОВОЙ ОПЫТ ВНЕДРЕНИЯ И ПРИМЕНЕНИЯ ЦИФРОВОЙ ЭКОНОМИКИ

Аннотация. ***Цель исследования:*** Целью исследования является изучение зарубежного опыта в условиях бурного развития цифровой экономики. Научная новизна исследования заключается в обосновании системного подхода в развитии информационных технологий, базирующегося на вызовах и рисках цифровой экономики, на основе изучения зарубежного опыта.

Методология: исследование проводилось с применением таких методов, как: абстрактно – логический и сравнительный анализ, также использовались описательный метод и обобщение. Источниками исследования послужили теоретические и аналитические статьи, труды казахстанских и зарубежных авторов в которых рассматриваются вопросы цифровизации экономики.

Выводы: по нашему мнению, цифровая экономика становится все более важной движущей силой глобального экономического роста и играет значительную роль в ускорении экономического развития, повышении производительности существующих отраслей, формировании новых рынков и отраслей и обеспечении всеобъемлющего устойчивого роста и развития.

Ключевые слова: цифровая экономика, информационные технологии, экономический рост, цифровизация.

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THE DEVELOPMENT OF REGIONAL EXPORT POTENTIAL

Abstract. The paper presents general characteristics of Pavlodar region export potential and economic estimation of the use of Pavlodar region industrial productions export potential. It proves modern problems for the development of Pavlodar region industrial enterprises export potential. Every indicator is given according to the data from Agency of statistics of the Republic of Kazakhstan. Questions of rise in export potential at regional enterprises, formulation of a set of organizational and economic decisions that lead to the growth of export possibilities of the particular industrial productions using existing advantages, are important and timely. They help to solve an important economic task, such as growth of regional competitiveness and, as a result the whole national economy on world markets contributing to the balanced social development and decreasing social and economic tension in the region that demands an appropriate search of scientific approaches. Export potential in basic industries becomes an important stabilizing factor in conditions of economic development in regions, and it is also a basic source of foreign exchange into a regional budget. It is concluded that low level of innovative activity on industrial enterprises directly affects the level of export potential use both now and in the nearest future.

Keywords: potential, export potential, production potential, region, resource and raw material potential.

Introduction

Development trend of modern economy taking into account economic globalization does not leave an opportunity for isolated development of any state structure. All states are connected to each other with many economic links, and to some extant, are interrelated. National economic growth is considerably determined by region export possibilities of the country and it is currently based on the export of resources with low value added.

Development of export potential has received special attention in the State strategic programs "Kazakhstan – 2030", "Kazakhstan – 2050" and "Export – 2020".

The term "potential" from the side of world science and practice represents a common set of all available options to reach any goal. The potential of modern economic systems is supported by both domestic and external factors.

The creation and development of an export potential is a difficult process that includes domestic and foreign economic components at all stages of regional functioning as a difficult economic system.

The processes of export activities spreading to a regional level require the development of a relevant regional policy. In the theory and practice, departure from the practice of strong vertical management of regional export potential development towards liberalization of an export activity and an effective economic independence of economic entities was observed in the evolution of a state foreign trade policy during the transition period. In these conditions necessity to develop a regional strategy for long-term economic growth, scientific and technological development, and international economic and trade relations are formed.

Performance management of the creation and development of an regional export potential represents multilevel system of functions for macro, meso and micro-environment aimed at achieving the best possible working results in foreign markets.

Accordingly, regional export potential is a complex of possibilities in regional organizational and economic systems to achieve the goals through the export of productions and goods. Pavlodar region is a major industrial center in Kazakhstan. It is a multisectoral industrial complex focused on the production of electrical energy, alumina, refined oil products, mechanical engineering, food industry and construction materials. Given that the Republic of Kazakhstan's economy maintains its raw materials status, basic basis for the formation and development of the regional export potential is a resource and raw materials potential. The major part of the region is within the south of West Siberian plain. The region occupies one of the leading positions in the mineral and raw materials complex in the Republic of Kazakhstan.

The total value of the balance reserves in Pavlodar region solid minerals is estimated at 460 billion dollars. They are: coal, metals, including gold, construction materials [1].

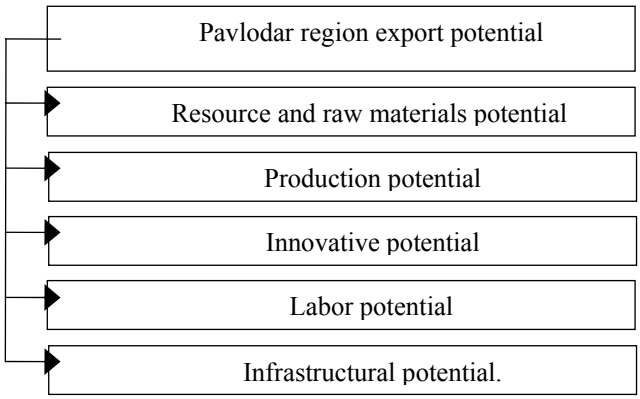

Figure 1 – Enlarged elements of Pavlodar region export potential

Note – this was developed by the author

Part of the deposits has been successfully developed for a long time, additional geological prospecting works are curried out at the other deposits, real volumes of natural resources and conditions for their mining are specified.

Pavlodar region export potential according to figure 1 is worth to consider on the following directions: resource and raw materials potential; production potential; innovative potential; labor potential and infrastructural potential.

Leading sectors of Pavlodar region economy are presented in figure 2.

The leading sector in the region which supports more than 70% of the manufacturing industry volume is metal industry and processing of metals. Metal industry includes ferrous and non-ferrous metallurgy.

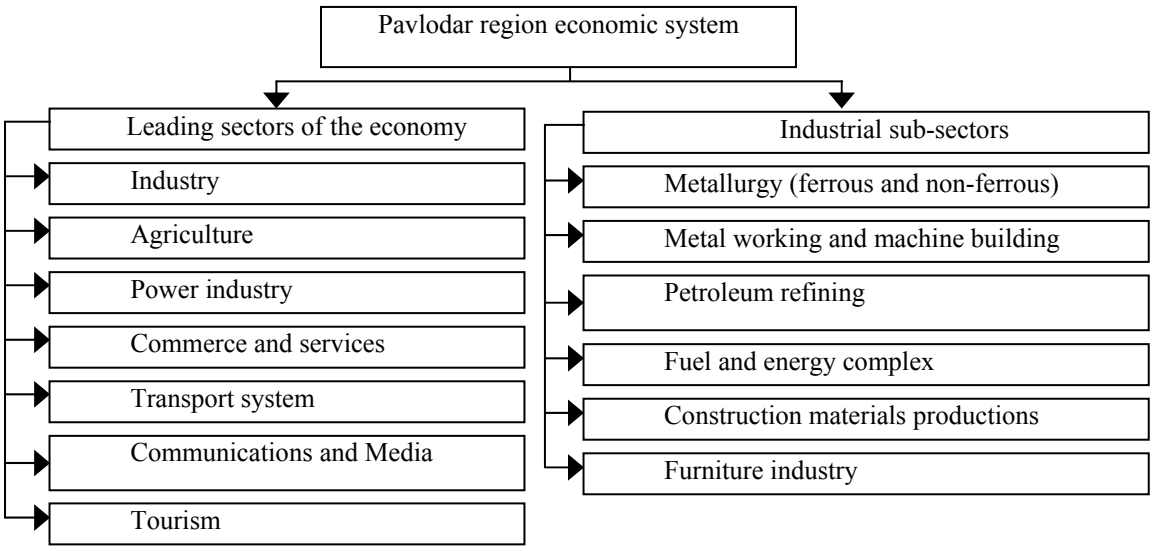

Figure 2 - Main leading sectors of Pavlodar region economy that form production potential

Note – this was developed by the author

Pavlodar region export and production potential is presented in table 1 in complex and systematized form.

Table 1 – Pavlodar region export and production potential

Enterprise name, sector	Products	Main directions in export
«TNC Kazchrome» JSC	Ferrochrome, ferrosilicon, ferrosilicomanganese, ferrosilicochrome	CIS Countries (Russia, Ukraine, Belarus, Georgia, Uzbekistan). Non-CIS countries (Luxembourg, Japan, Germany, Austria, Sweden, Bulgaria, Romania)
«Aluminium of Kazakhstan» JSC «Kazakhstan Aluminium smeller» JSC	Alumina, primary aluminium Gallium (rare metal)	Russia, China Japan, Germany, the USA
«Maikain Gold» JST	Ore, gold, silver, copper, zinc	Ural enterprises (Russia)
«Pavlodar Oil Chemistry Refinery» LLP TOO	Gasoline and oil products	Russia and countries of Central Asia
Fuel and energy complex (FEC)	Coal of all types Electric power	Ural, West Sibiria (Russia) Border territories (Russia)
Agriculture	Milk, meat Grain	Russia Iran, China

According to table 2 in the last five years in Pavlodar region, there has been the cyclical growth of industrial production volume, whose share varied from 79,1% to 69,4% in the total growth regional product.

Table 2 - Dynamics indicators on industrial production development in Pavlodar region

Indicator name	Годы				
	2012	2013	2014	2015	2016
Industrial products production volume, mln. tenge	1 202 392	1 334 756	1 110 598	1 044 224	1 370 386
Industrial products share in the gross regional product, %	79,1	75,9	63,6	60,1	69,4
Mining industry and quarrying, mln. tenge	100 471	104 756	113 235	119 248	202 726
Manufacturing industry, mln. tenge	821 890	959 350	708 149	677 761	913 893
Electricity and water supply, mln. tenge	280 031	270 650	289 214	247 216	253 767
Number of industrial enterprises and productions, units	995	1 005	813	789	804

Research and engineering divisions function at the base of leading industrial enterprises to develop export-oriented productions, to increase products quality and their competitiveness in Pavlodar region industrial sector [2].

Work is being done in the region to organize and develop functioning of the Special Economic Zone "Pavlodar" in order to develop high-technology enterprises and productions of high-value added products. Main targets in Special Economic Zones functioning are presented in figure 3.

At the current stage in the region two science and technology parks have been established to activate research activity on industrial enterprises.:

- «Irtish» science and technology park at S.Toraighyrov Pavlodar State University;
- science and technology park of «Innovative University of Eurasia».

Regional labour potential is characterized by base quantitative indicator, such as total population. This indicator as at 2016, according to the table 3, reached 757 thousand people, including urban population

582,8 thousand people. Rates of economic activity and unemployment rate were respectively 55,7% and 4,8%

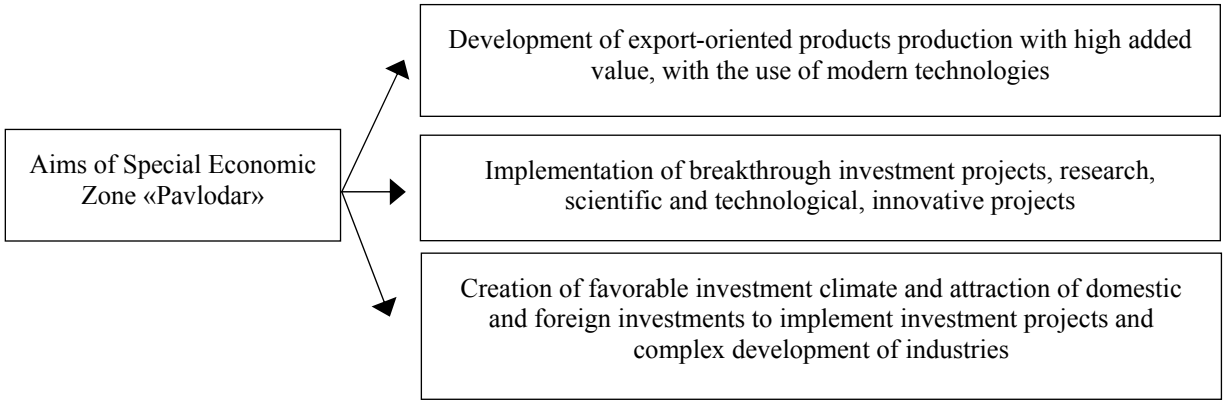

Figure 3 - Targetsin functioning of Special Economic zone «Pavlodar»

Note – this was developed by the author

Researches show that Pavlodar region economy has a sufficient potential to develop modern export-oriented productions. The large number of industrial productions functions in the region, and at the same time their main work is concentrated on the manufacturing industry sector that directs existing productions to produce products with high value-added. In the region there is also scientific potential and innovatively-oriented infrastructure, which covers science and technology parks and special economic zone. There is the whole necessary spectrum of material and raw materials resources including economically active population for multiplier development of export-oriented productions in the region [3].

Table 3 - Main indicators on population of the region and on the level of human resource economic activity

Indicator name	Years				
	2012	2013	2014	2015	2016
Population, persons	749 201	752 914	755 793	758 594	757 014
Urban population, persons	560 120	566 764	574 114	579 553	582 841
Economically active population, persons	439200	440000	441300	439600	421400
Economic activity rate, %	58,6	58,4	58,4	57,9	55,7
Working population, persons	417 500	418 000	420 300	418 600	401 100
Unemployed population, persons	21 700	22 000	21 000	21 000	20 300
Unemployment rate, %	4,9	5,0	4,8	4,8	4,8

In the sphere of export potential on industrial enterprises Pavlodar region, according to table 4, occupies the leading positions. Proportion of products export from enterprises in the republic scale is 16,1%. In terms of export volume the region is on the third place after Karaganda region and Almaty.

As at 2016, volume of export operations was 634,6 mln. tenge and volume of import operations was 536,5 mln. tenge.

Positive aspect of export potential use is an access of Pavlodar region industry to positive external trade balance. Calculation of external trade balance is shown in table 5.

Volume of export productions development is vulnerable to a slight decline. As at 2016, the volume of export deliveries from the rate of 2015 is 85,5% [4-6].

In modern market conditions export dynamic has been subjected to a number of external economic factors that caused slight drop in sales. In particular, in the world practice there are following tendencies: reduced demand for ferrous and non-ferrous metals, decline in the prices of energy that is connected with certain trends of science and technology progress (production of composite materials, transition to the modern green technologies, such as electromobiles, environmentally friendly electrostations which use alternative fuel and energy sources).

Table 4 - Positioning of Pavlodar region in export potential at the republic level

Region name (oblast)	Export volume, mln. US Dollars	Import volume, mln. US Dollars	Export regional structure,%	Import regional structure, %
Akmola	88,6	263,9	2,3	2,7
Aktobe	364,8	490,4	9,3	5,0
Almaty	138,6	431,2	3,5	4,4
Atyrau	25,5	185,5	0,6	1,9
West Kazakhstan	84,6	392,0	2,2	4,0
Jambyl	46,4	104,4	1,2	1,1
Karaganda	728,3	671,0	18,5	6,8
Kostanay	434,3	413,3	11,1	4,2
Kyzylorda	23,1	31,7	0,6	0,3
Mangystau	4,8	151,2	0,1	1,5
South Kazakhstan	300,5	332,4	7,6	3,4
Pavlodar	634,6	536,5	16,1	5,4
North Kazakhstan	41,8	273,3	1,1	2,8
East Kazakhstan	241,5	970,2	6,1	9,8
Astana	125,3	1 268,7	3,2	12,9
Almaty	647,5	3 347,8	16,5	33,9
Total	3 930,2	9 863,5	100	100

Table 5 - Calculation of external trade balance as at 2016
mln. US Dollars

Indicator name	Value
Export operations value	634,6
Import operations value	536,5
External trade balance	98,1

Researching aspects in economic estimation of Pavlodar region export potential it should be noted that the largest export volumes relate to large-scale enterprises 97%, that is shown in table 6.

Table 6 - Structure and volumes of export in terms of enterprises according to their size

Enterprise name according to its size	Export operations volume, mln. US Dollars	Structure, %
Small-sized enterprises	17,5	2,68
Medium-sized enterprises	2,0	0,32
Large-sized enterprises	614,8	97
Total	634,6	100

Export potential of small-sized enterprises does not exceed 3%, and middle-sized enterprises is almost zero value.Structure and value of export on types of product sales are presented in table 7.

Table 7 - Structure and value of export on types of product sales

Export product name	Export operation volume, mln. US Dollars	Structure, %
Metallurgical industry products	450,2	71
Coal and lignite	96,9	15
Wholesale trade goods	7,2	1
Other nomenclature items	80,3	13
Total	634,6	100

In accordance with table 7 maximum export operations volumes were for metallurgical industry products. Coal, lignite and other items deliveries to foreign countries do not have big proportion in export structure. Taken together, this economic evaluation of enterprises export potential in Pavlodar region shows that the level of export potential is at a satisfactory level. Export possibilities are more likely concentrated on the large industrial enterprises of the region through the sale of limited range products and

with low level of value added. With a high level of Pavlodar region export potential and with all other things being equal the degree of its economic use is still relatively low that requires to detail and identify problems of causality. While investigating export potential it is necessary to consider all external and internal factors in a systematic manner, which influence regional economy in positive and negative way. Significant attention upon detection of problems of export potential development is necessary to be emphasized at global economy trends, competitiveness and scientific and technical progress.

Within economic evaluation of export potential use at regional industrial enterprises problems of its use, which are presented in figure 4, have been identified.

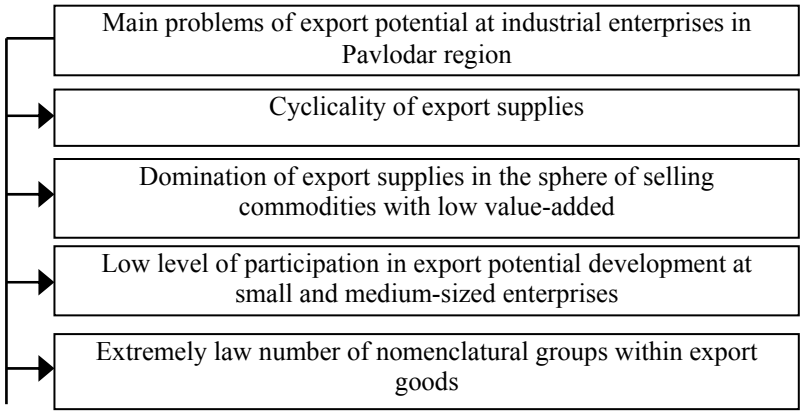

Figure 4 - Main problems of export potential at Pavlodar region industrial enterprises

Meanwhile, in view of dynamic quantity growth of enterprises themselves a total number of enterprises without innovations is also increased. Main result of regional innovative potential use is a production of innovative products.

Table 8 - Economic indicators on the level of innovative activity at enterprises in all sectors in Pavlodar region

Indicator name	Years				
	2012	2013	2014	2015	2016
Total number of enterprises for all types of economy sectors	515	1 085	1 118	1 142	1 354
Number of enterprises holding and useing innovations	28	45	95	79	65
Enterprises without innovations	487	1 040	1 023	1 063	1 289

Maximum production volumes of innovative products in the region accounted for 2013 - 2015. In 2016 production volume of innovative products was minimum, no more than 4 bln. tenge that is shown in table 9.

Table 9 - Economic indicators that characterize sale volumes of innovative products at enterprises in Pavlodar region

Indicator name	Years				
	2012	2013	2014	2015	2016
Sales volume of innovative products, mln. tenge	73 279,0	97 379,0	84 062,5	86 629,0	3 910,1
Proportion of innovative products in total output of industrial productions, %	6,1	7,3	7,6	8,3	0,3
New or significantly strengthened goods (services), which are new for the market of goods, mln. tenge	-	-	67 236,8	73 097,0	2 584,0
New or significantly strengthened goods (services), which are new for organization, mln. tenge	-	-	16 825,8	13 532,0	1 326,1
Products that are newly implemented or significantly technologically changed, mln. tenge	72 749,4	97 379,0	-	-	-
Improved products, mln. tenge	258,3	-	-	-	-
Other innovative products, mln. tenge	271,2	-	-	-	-
Innovative character provided services, mln. tenge	801,3	371,5	-	-	-

Conclusion

Two aspects, which are main reasons connected to maximization of innovative output during this period, are:

- start-up of the new productions on innovative output in 2012 - 2015;
- achievement of productional power by new enterprises and maximization productive supply of innovative products that created a necessity to reduce production output in 2016.

In Pavlodar region since 2012 to 2016 the following innovative productions with high value-added were started:

- high-tech manufacturing on petroleum coke annealing and anode production for electrolysis plant ("UPNK" LLP);
- high-tech enterprise on agro-chemical production ("AgroChimprogress" LLP);
- production of railway axles and train wheels ("R.W.S. Wheelset" LL., "Prommashkomplekt" LLP);
- production of alloyed aluminium and alloyed disks for cars ("Giessenhause" LLP)
- production of high-octain automobile fuel Euro -4, 5 ("Pavlodar Oil Chemistry Refinery" LLP);
- entry into service of high-technological innovative greenhouse complex ("Greenhouse KZ" LLP) m [7-8] .

Equally with tendencies of innovative products production, one of the leading qualitative indicators on effectiveness of innovative potential use in the region is a level of innovative activity at enterprises. Studies show that innovative activity at regional enterprises is a cyclical process. Maximum level of innovative activity at Pavlodar region enterprises was in 2014. As at 2016 average level of innovative activity was 4,8%. As a result, in our opinion, it is worth to mention that low level of innovative activity at industrial enterprises directly has an impact on the level of export potential use both now and in the nearest future.

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АЙМАҚТЫҢ ЭКСПОРТТЫҚ ӘЛЕУЕТІН ДАМЫТУ

Аннотация. Мақалада Павлодар облысының экспорттық әлеуетінің жалпы сипаттамасы келтірілген; Павлодар облысының өнеркәсіптік өндірісінің экспорттық әлеуетін пайдалануды экономикалық бағалау жүргізілді; Павлодар облысының өнеркәсіптік кәсіпорындарының экспорттық әлеуетін дамытудың заманауи мәселелері негізделген. Әрбір көрсеткіш Қазақстан Республикасы статистика агенттігінің деректеріне сәйкес ұсынылады. Аймақтың кәсіпорындарының экспорттық әлеуетін жоғарылату, объективті артықшылықтарды пайдалана отырып, нақты өндірістік өндірістің экспорттық әлеуетін арттыруға ықпал ететін ұйымдық және экономикалық шешімдер жиынтығын қалыптастыру мәселесі маңызды ұлттық экономикалық тапсырманы шешуге жәрдемдеседі - аймақтың бәсекеге қабілеттілігін арттыру және соның салдарынан тұтас ұлттық экономиканың жаһандық нарықтар, баланстық әлеуметтік дамуды ынталандыру және азайту аймақтағы әлеуметтік-экономикалық шиеленістер, ғылыми ізденістерді іздестіруді талап етеді. Негізгі салалардың экспорттық әлеуеті аймақтық экономиканы дамытуда маңызды тұрақтандырушы фактор рөлін атқарады, сондай-ақ облыстық бюджетке валюта түсімінің негізгі көзі болып табылады. Өндірістік кәсіпорындардың инновациялық белсенділігінің төмен деңгейі қазіргі және болашақта экспорттық потенциалды пайдалану деңгейіне тікелей әсер етеді деп тұжырымдалды.

Түйін сөздер: әлеует, экспорттық әлеует, өндірістік әлеует, аймақ, ресурстық-шикізат әлеует.

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РАЗВИТИЕ ЭКСПОРТНОГО ПОТЕНЦИАЛА РЕГИОНА

Аннотация. В статье представлена общая характеристика экспортного потенциала Павлодарской области; дана экономическая оценка использования экспортного потенциала промышленных производств Павлодарской

области; обоснованы современные проблемы развития экспортного потенциала промышленных предприятий Павлодарской области. Каждый показатель представлен в соответствии с данными Агентства по статистике Республики Казахстан. Вопросы повышения экспортного потенциала предприятий региона, формулирование набора организационно-экономических решений, способствующих наращиванию экспортных возможностей конкретных промышленных производств с использованием объективно существующих преимуществ, являются актуальными и своевременными, способствующими решению важной народнохозяйственной задачи – роста конкурентоспособности региона и, как следствие, всей национальной экономики на мировых рынках, способствуя сбалансированному общественному развитию и снижению социально-экономической напряженности в регионе, что требует соответствующего поиска научных подходов. Экспортный потенциал базовых отраслей промышленности приобретает роль важнейшего стабилизирующего фактора в условиях развития экономики регионов, а также выступает практически основным источником валютных поступлений в региональный бюджет. Сделан вывод, что низкий уровень инновационной активности промышленных предприятий напрямую оказывает воздействие на уровень использования экспортного потенциала как в настоящем времени, так и в обозримом будущем.

Ключевые слова: потенциал, экспортный потенциал, производственный потенциал, регион, ресурсно-сырьевой потенциал.

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FOUNDATIONS OF HUMANISTIC DIRECTED EDUCATION IN CONDITIONS OF INCLUSIVE EDUCATION

Abstract. Modern education system aims to ensure that a person could become a breadwinner of the family and the citizen, but it does not reveal the secret of a happy life, namely the distinction between real and unreal, and this is the most important training that a person needs. True education must enable people to recognize that humanity - one family.

Not suitable any education system that does not help students distinguish the righteous from the wicked, do not teach them the laws of respect and reverence, not to expand the horizons of their interests, it is not conducive to the honorable service of parents and inspire them to dedicate their skills and achieve prosperity of the family, village, community, country, language and nation. A man without a good character cannot be formed.

Keywords: education, inclusive education, students, psychology, pedagogy, humanistic teaching, psycho-pedagogical bases.

1.Introduction

Speaking about today's world, first of all, it should be noted about the spiritual and moral nature of global problems of mankind. Therefore, to solve these problems, it is important to the spiritual and moral education, the purpose of which is to establish a perfect human nature, based on the eternal spiritual and moral values, living in the unity of thoughts, words, deeds.

Education does not exist simply in order to live: it is necessary for life, for a better life, a more meaningful life. Nothing wrong if education also need to get a better job, but an educated man must be aware that the existence of - not all, profitable work - not all.

Some people say, "Knowledge - force", but it is not. The character - is power. Even for the acquisition of knowledge is required to have good character. Without a character, everything is useless - wealth, education, social status, etc. Poets, painters, artists, and scientists may be great in their own field, but without character, they cannot have a reputation in the community.

It is impossible to learn the art of finding the mental world. No one knows the secret of how to achieve a state of equilibrium among all this confusion in modern civilization. Everyone is forced to go with the flow, which carries mankind down - to a state of fear, anxiety, and despair.

By studying different subjects, students also need to know the secret of peace. The student must know how to always be happy and lead a peaceful and happy life; it is much more important than getting academic status or pass an exam.

We are living now in the context of globalization. Global problems - these are problems concerning the (in varying degrees) all of countries and nations, the solution of which is possible only the combined efforts of the entire international community. With the decision of these problems due to the very existence of terrestrial civilization, or at least, its further development.

In 1972, the Club of Rome issued its first report entitled "Limits of Growth", made at his request by a group of scientists at the Massachusetts Institute of Technology. Club of Rome proved the contradiction between the unlimited and infinite growth of material consumption and resources limitation in the world.

The crises in the modern world today can be divided into types: individual, social, environmental. The individual crisis is characterized by intellectual, emotional, physical crises. The public crisis is also divided into economic, political, cultural, family, educational crises. The ecological crisis is composed of resources, natural, and climatic crises.

Common position of Club of Rome about the prospects for the solution of global problems of mankind is that success is possible, first of all, by altering the human qualities that can be achieved by educating the "new humanism", including globality, love of justice, aversion to violence.

The ideology of the consumer harms the spiritual development of the individual. Solution: adoption ideology of the "new austerity". The needed shift from secular to spiritual values. We have to think about changing the person itself. Reorientation with the ideology of growth of production and consumerism to the spiritual self-improvement. Solving problems - only from within a person.

When there is peace in the soul, there is peace in the family where there is peace in the family, there is peace in a society where there is peace in the community, there is peace in the state when there is peace in the state, there is peace in the world.

The great thinker of the East Al-Farabi clearly raised the question of the unity of training and education, calling them "the two wings of the younger generation". He earnestly warned that "without the knowledge of education leads to disaster", the rightness of what humanity has repeatedly made sure the hard way.

Great Kazakh writer Abai Kunanbayev (1977) said, "Man is endowed with the nature of the body and soul. If you are alive, but your soul is dead, mind, words do not reach your mind... Being so do not count to himself for a living"[1].

He also said, "The basis of a good man's life are the three qualities that should rule over all: honest work, conscientious mind, and sincere heart. Without them, it impossible to find in the life the peace and harmony." This means that the formation should equally be represented by head, hands, and heart. Currently, students are taught to perpetuate the act of bypassing the heart, forcing them to focus exclusively on the intellectual aspirations and neglecting their hearts. Even the youngest children in kindergarten are already filled and captured by the idea of competition. The reorganization of the education system - the first step in correcting this situation, as the education system - the basis of all other systems of society. By changing the value system and opening the heart, we can change the world, giving people hope and encouraging them to become more humane. And for this, it is important to live in the unity of thought, word, and deed.

2. Materials and Methods

Modern humanity has entered the third millennium with a clear view of the danger of the intellect, not burdened with moral criteria, and the understanding that good changes in the world are inconceivable without the participation of each of us. Therefore, we can say with confidence that the future of society depends on the education system because today's children after a while will create the fate of the country and a new time.

So, what is the purpose of education, if a large part of what we teach, so quickly became forgotten?

The real situation in the educational environment, evidence of devaluation of moral values, priorities shift towards material prosperity.

The tendency for personal material well-being, development of intelligence and high social status - more signs of weakness rather than strength. Only the manifestation of good character and good human actions are the true strength of man. Indeed, despite the growing convenience of modern civilization in the world no peace of mind and reliability. The reason for these perverse actions of man. For example, think of the global problems of the modern world: environmental disasters, social and economic crisis, terrorism, inter-ethnic and inter-religious conflicts. Also, acute crisis today is manifested not only in the socio-economic relations and environmental plane but also in the inner life of the individual in the form of loss of meaning in life, drug addiction, suicide. By purchasing the amount of knowledge, but less and less thinking about spiritual things, good and evil, love and mercy, man cannot feel happy.

The above leads to the conclusion that now it is necessary to pay special attention to the objectives and priorities of education. Modern education abundantly satisfies the needs of the mind, giving him huge amounts of information. About the hands are cared too, trying to develop some skills. The region is, which is neglected - is the heart. True education should combine mind, hand, and heart. What the head must be

thinking deeply felt the heart, and then the right decisions must be made by hand. This is the basic end result of education.

Often on the exams, students receive high marks, but in real life, they earn only zeros. What is more important - success in exams or human qualities, manifested in everyday life? Today, therefore, necessary to the harmonious development of the two aspects of education - intellectual (external, education for the mind), and the moral and spiritual (internal, for the education of the heart). Intellectual knowledge is like a light bulb, morally-spiritual knowledge is like electricity. Both are essential to human progress and world as a whole. These two aspects of education like two bird wings. If one of the wings will not be developed, the bird will spin in place and cannot fly. It is necessary to merge education and life in a beautiful harmony. The humanistic teaching is to form a heart, it is designed to complement the internal modern education, spiritual and moral sense.

Therefore, in the ideological concept of the humanistic teaching is a change of educational paradigm - a vulgar materialism to position of a holistic understanding of the world and man as possessing not only the biological and social, but also the higher spiritual nature, which is in the outside world appears as the development, order, harmony, and in the mind of humanity is manifested as the eternal spiritual and moral values.

Education should be for life, not just for the sake of earning a living.

The purpose of education - a comprehensive holistic personal development. In the process of education should be to develop not only physical and intellectual aspects of the child's personality, but also, above all, to reveal the highest spiritual and moral nature of the child. Then there will be the dawn of human perfection. Modern society needs educated people with an open mind, possessing the breadth of thought, capable of selfless public service. "Simple life, high thinking" - that is what should be the ideal of education, and not the "high standard of living, mundane thinking", which, unfortunately, is the ideal of today.

The goal of the humanistic teaching - the formation of human character perfect, based on the eternal spiritual and moral values, living in the unity of thoughts, words, deeds. In this regard, it should be remembered the covenants of great Abai, who even in his time, wrote that: "The vessel that holds intelligence and knowledge - a person's character. There will be no benefit from the teaching, if not a reliable repository of knowledge" (Kunanbayev, 1977) [1].

The program of moral and spiritual education based on the following methodological approaches:

Valuable (axiological) approach - reliance on the dialectical unity of the universal and national values, defines consciousness of humanity and the spiritual and moral sense of the relation of man to the world, to people, to himself.

Anthropological approach - systematic use of the data of all the sciences of man as the subject of education and their integration in the construction and implementation of a holistic pedagogical process.

Person-centered approach - relying on a system of interrelated concepts, ideas and methods of action, support for self-discovery processes, self-improvement and self-realization, the development of his personality.

Activity approach - demands special work on the formation of the child's activity, transitioning it into the position of the subject of knowledge, labor, and communication, so that the teacher taught goal setting and planning activities of students, organization, and regulation, control, self-analysis and evaluation of the results.

Social approach - taking into account the influence of social reality to the goals and objectives of the individual, pedagogical implications of this impact on the individual and society.

The system involves approach - treat the object as a complex entity, which cannot be reduced to the sum of its parts and having a hierarchical structure. System consideration involves the allocation of structural components, their functions, the establishment of functional and hierarchical relationships, the definition of system-factor analysis of external links.

Holistic approach – captures the essence of the pedagogical process, determines the unity of intellectual and moral development of the individual student.

The synergetic approach allows us to consider education as a process that is largely self-organizing, not based on the direct causal relationships, and flowing ambiguous; process due to a variety of internal and external influences: regular and random, predictable and natural, ordered and chaotic.

The implementation of inclusive education in Kazakhstan will be effective in Kazakhstan will be effective taking into account the above approaches. Especially important to study the problem of the development of disabled people, who need special conditions for humanely oriented education.

In order to realize the equal rights of people with disabilities in various spheres of human life, the International UN Convention on the Rights of Persons with Disabilities, ratified by the Republic of Kazakhstan on February 20, 2015, was developed. To implement the norms of the Convention in 2015, the Law of the Republic of Kazakhstan "On Amendments and Additions to Certain Legislative Acts of the Republic of Kazakhstan on Protection of the Rights of Persons with Disabilities" was adopted, amending 24 legislative acts, including 3 ones. Article 24 of this Convention singles out the right of persons with disabilities in education: States Parties recognize the right of persons with disabilities to education. With a view to realizing this right without discrimination and on the basis of equal opportunity, States Parties shall ensure an inclusive education system at all levels and lifelong learning…".

Reforms in the sphere of education in the Republic of Kazakhstan have a humanistic orientation, where the education of disabled people occupies a special place.

To achieve this goal, significant steps are being taken in our country, for example, in the State Program for the Development of Education and Science of the Republic of Kazakhstan for 2016-2019, and in terms of measures for its implementation it is clearly indicated that by 2020 the number of universities that have created equal conditions and Barrier-free access for students with special educational needs should be 100%. According to this document, large tasks have been set for the universities.

For example, in foreign studies, much attention is paid to creating conditions that promote the development of the needs and opportunities for students with disabilities and students with disabilities. At the same time, research in support and support of students with disabilities is mainly devoted to the creation of university centers and services for this category of students, which should cover all processes: support, support, rehabilitation and education of persons of this category: S. Johnston, J.P. Bakken, G. Mukuria, C. Forlin, S. Peter, D.L. Ferguson etc.

The humanistic teaching has its psycho-pedagogical bases. The process of spiritual and moral education (education of the heart) is significantly different from the process of intellectual formation (education for the mind). First of all, the fact that the spiritual and moral education is - internal education. External education means success in the outer life. Internal education is the morality in life. Success - is our conscious or unconscious glorification of ourselves. Success comes and goes. Morality comes and grows.

In order to understand the psychological basis of the humanistic teaching, let’s consider the structure of the mind and the way our consciousness receives and processes information from the outside world.

Freud first structured human consciousness, highlighting the unconscious (Freud, 1990). Exploring the neuroses, it found displaced from the field of consciousness and emotions called this region the subconscious. Feelings, emotions, temperament, fixed and accumulated in the human subconscious. Since Freud considered mainly pathological cases, the universalization of his theory led to the diminution of human capabilities.

K.G. Jung (1994) expanded the understanding of the unconscious, in addition to highlighting the lower, personal levels, higher levels of consciousness (super-consciousness). He also showed that the highest levels of experience (transpersonal experiences) have a therapeutic effect and more ennobling man awakens in him the creative energy.

The process of learning, thinking, and understanding - all this takes place inside the mind. The most important influence on the consciousness takes place through the five senses, two of which - sight and hearing - are the most important ways of obtaining information and form an important part of the education process. Through the five senses, information from the outside world gets into the subconscious (and sometimes consciously, sometimes bypassing the conscious level), which takes on the psycho-emotional coloring.

The emotional reaction of consciousness into the subconscious is sending additional signals and reinforces the emotional content of past experiences. Every time when we are experiencing the emotional condition, we thereby anchoring a strong emotional response in the future. Because of this mechanism, we see that it is imperative to learn to control the mind so that it does not amplify the emotional nature of previous experiences.

Therefore, you should learn to see the good in everything, everywhere, at any time. Modern psychologists clearly state what we think, so we become. What we have today - is the result of what we thought before. So, when we see poor and, therefore, think about the poor, we are bad!

It is necessary to expand the consciousness of students from I to us. From us - the family, to us - society; by us - society, to us - the state; by us - the state to us - humanity.

Positive thinking involves the development of a positive attitude towards themselves, the people, the different life situations. The power of positive thinking is described in the psychological literature (Maslow, 1999; Rogers, 1959; Rubinstein, 2000) [2, 3, 4]. Spiritual and moral education should contribute to the development of positive thinking because it gives an understanding of the meaningfulness of what is happening.

Thus, the spiritual and moral formation takes place through a change in consciousness, that is, the realization that our true nature – is spirituality, common to all mankind values.

Super-consciousness – is another important factor affecting our personality, and which we need to develop in students. We all have something inside that helps, guides us, gives us the concept of conscience to distinguish good from bad. This "something" is our true nature is the highest spiritual (super-consciousness), which gives us knowledge and wisdom. Information in the consciousness to the super-consciousness comes through intuition and the voice of conscience.

Many of the greatest scientific discoveries are made not during busy thinking or complex calculations, but in those moments when the brain is relaxed. At this point is intuition awakens, which helps to discover the truth for themselves, and for the universe.

It's necessary to learn to receive only ennobling thoughts in order so that we can let our consciousness to higher in the area of super-consciousness. This way, we can pass only through love. But this is not emotional love, not selfish desires, but pure love unselfish heart.

The success of the spiritual and moral education is caused by unity of purpose, principles, objectives, contents, and conditions of the training. This unity is manifested in the fact that the teaching - is, above all, the transformation process is not only the student but also a teacher (Shahovskaya, Ilin, 2005) [5].

It is very important to create conditions for the implementation of the program of spiritual and moral education:

- Create an atmosphere of love, trust, creativity, self-discovery, the creation of conditions for self-exploration, the development of intuitive comprehension of themselves and the world.
- Integration of moral and spiritual education in a holistic pedagogical process of school.
- The need to use only the positive and humane methods in the process of moral and spiritual education.

Let us consider the axiological basis of the humanistic teaching. A fundamental aspect of the moral education of the individual is its value orientation. By value knowledge content refers to their subjective importance to the individual, due to several reasons.

Common to all mankind values – this is really important for people at all times, that certainly is welcome, necessary, that is lasting, substantial importance for virtually every person, regardless of gender, race, nationality, social status, religion, etc. universal values are highly significant for mankind as the unity of all people, as well as for each state, as it is responsible or should respond to the needs, interests, and needs of society and citizen (Efimov & Talanov, 2011) [6].

All the values of the person are arranged in a hierarchy. At the same time, some of them have a greater impact on human beings, others - less. The first space can be occupied by one or more basic, life-determining values. A person may not be aware of the current relative position of personal values, but that their hierarchical relationship is bound to be always manifest itself in your life in a variety of situations, people act according to their own life priorities.

The hierarchy of values cannot be frozen and fixed for the individual: for the life values alone are in first place, while others occupy the last place, there is a change of significance values. Therefore, the solution to the same problems in different periods of life can be different.

Scientists note that the values can be grouped by various degree of generality. For a man as important as the basic (global) values, which have a high degree of generalization (Truth, Goodness, Beauty) and operational (situational) values (for example, baby's first steps, an interesting book), have, most likely, a lower degree of generality (Vlasova, 1999; Tolstova, 1999; Petrakova, 2000) [7, 8, 9].

When selecting educational material, which is the framework of the program of spiritual and moral education must be based on the values that are the different moral orientation of universal significance, the highest degree of universality, generality (Marantz & Flaig, 2002; Jumsai & Burrows, 1991; Mallaev, 2003) [10, 11, 12]. Therefore, it is of interest to us a certain set of basic, immutable values, which form the structure of the personality and become the focus of its value orientation, i.e. absolute human values.

Absolute human values - these are values that do not change over time and are not significant for some limited number of people (political party, social group, class, state or coalition of states) and are important for all of humanity. As stated above, they are of interest to our program. These values are common to all peoples, contain an internal deeper meaning and are not just external moral rules, and are subject to internal direct experience, that is, they are based on human conscience as the embodiment of the moral values (Saraeva, Sukhanov, & Chirkov, 2011). Therefore, absolute human values we can say that a person is born with them, they are embedded in the heart of every person from birth, they have permeated all things, they are the same for all people, do not depend on nationality, race, environment and religious affiliation, and unchanged in time. They are indivisible, interrelated, interdependent and penetrating into each other, creating a common basis of human spirituality and its culture. The use in the practice of everyday life these values leads to the acquisition of such qualities as wisdom, purity of heart, joy, peace, tranquility, contentment, true love, compassion and confidence.

If we consider the values in the order of their manifestation in the external world, we can say that the absolute human values permeate all stages of a man's spiritual growth and contained in it from the beginning of his birth in a less or more manifest form. To achieve inner harmony man in thoughts, words and actions must follow human values.

Intuition comes from super-conscience located outside the personal "I". Addiction (mental tendencies) are born in the subconscious and are at the level of the mind. Higher "I" is all-pervading consciousness.

Feelings run the body. The mind controls the senses. Pure reason (power of discrimination) is the mind. If used properly the mind (intellect), it is possible to get rid of anxiety, fear, aggression. To hear the voice of reason, it is necessary to bring to rest your mind. Thus, we can say that the character is the main wealth of the person. All human values – the verge of one humanity.

Positive thinking – is the ability of man to filter out the good and bad thoughts, placing in the top good. Extract from bad situations and experience a lesson, not to collect the negative and unhealthy thoughts. Understand that the world is infinitely vast and how it will relate to you, it depends on you, no matter what you may have been the situation. It is the ability to perceive the good and alienate the poor is the main goal of a positive attitude, and instructional techniques positive attitude allows you to quickly switch to positive thinking and harmonize your life as a whole.

Over time of the use of methods of a positive attitude in the classrooms and outside of school helps to awaken intuition in man, pattern recognition and comprehending the inner knowledge. This is what we draw from within itself as the quiet voice of conscience. It is in order to hear the inner voice, it is important that the external perception was limited. The ability to concentrate helps to find the truth within themselves, with the result that we are able to answer the question "who am I" themselves. This is the true self.

Very much inspiring and remembering for a lifetime of outstanding statements of thinkers and educators of our land such as Yusup Balasaguni, Al-Farabi, Abay, Shakarim, Y. Altynsarin, C. Valihanov, and others. Well, if the students memorize them by heart, and such quotes become true agents of life. In the future, you may notice in the classroom as students we are enriched by quoting statements of great personalities, they are beginning to use in the practice of their daily lives.

At the lesson, the teacher should also be the art of storytelling (parables) as a way to involve students in the process of deep moral and spiritual conversation. Since ancient times, stories were a means of transmitting information from generation to generation. In the old days, when the books were written, and not so common, storytelling was the main method of learning and character development. Values such as courage, honesty, and loyalty intertwined in the plot, and thus served as an example for the children. In the family circle storytelling has been one of the main entertainment and helped create an atmosphere of love and unity among the storytellers - adults and students - children. Today's narrator is a TV and a big question whether our children have to absorb the values and moral and ethical criteria, which it presents to us.

Tales stories, parables, fairy tales are the property of the treasury of legends and legends of many peoples. All good stories, legends become the property of all mankind. Stories and stories heard in childhood greatly influenced and even changed the many famous historical figures. During the narration comes the awakening process, the acquisition of knowledge, wisdom, students get role models, examples of games, and they learn to walk by morality.

Human values can impart to students through common group games, tests, comic dramatization, playing scenes and creative work, in which they can express their attitude to what is happening and act in accordance with their intentions. Students are mobile by nature, and group activities to help channel their energy in the right direction. It entertains them and at the same time teaches better to get along with each other.

Before to talk about the benefits of creative work in the training of students and methods of its implementation on the self-tutorial, let's briefly review some studies of the human brain (Clark, Dyson, & Milward, 1995). Doctors have found that the brain consists of two parts, or hemispheres - right and left. The left hemisphere controls the right side of the body and the right brain - left. It is also found that the majority of people "left brain" - is part of the control of our speech and responsible for our analytical skills. On the other hand, the "right brain" is associated with creativity, art, music, etc. It is also clear that in many of us left brain is more developed than right. If we agree that the purpose of education – the all-round development of the individual, then, ideally, the two parts of the brain and their respective functions and powers must balance each other. That is why it is important to encourage students to be creative as much as possible to develop this side of their personality before they set to it a negative opinion (Norwich, 2014).

Music and singing lessons are also very important. Needless to say, that all the people are a pleasure to sing. If the songs are carefully selected for the class, use of their can increases the efficiency of absorption values, which are currently being taught. Music and choir singing - are effective methods to help children remember how to value and strengthen a sense of tranquility, love, and joy.

In order to efficiently use any tool, it is important to know the capabilities and impact strength. When you listen to the works of great composers such as Bach, Mozart, Beethoven, the music touches you deep inside. When we listen to it, it seems that we are connected with it, we have some connection to this wonderful inner world. We feel that we merge with it, and we ourselves - the music. In this sense, the music can be a spiritual experience, brings us back to basics. By creating such a creation as "Solemn Mass" before notes Bach wrote, "From the Heart - back to the heart". It shows where there is music comes.

Can the school to conduct joint school events, where you can students of different classes together to sing. And gradually it turns out that is not two or three classes, and all classes in the school will want to participate in such events. Then it will be possible to establish a single day of the week when the moral of the song will be sung in the whole school themes of universal values, it is very cool unite all, and in a team, the environment will change significantly. Of course, there will be skeptics who do not sing, but at general meetings, where they are also present, it will be seen how they change, because they have a positive experience before his eyes. After his example is always possible to show that what we do - it's good. And of course, there is a desire in others to do the same, apply positive experience in their practice. After that singing, not only students but also teachers gain the peace that is the foundation of a positive charge for the whole week. Teachers can invent words (alone or together with his students) to the music of the famous and beloved children melodies. As a rule, students are happy to sing these songs.

And such variations may be many, can write poems to songs on various topical issues in relation to the situations that arise in the classroom. Teachers can not worry about that poetry may not have a high poetic level, but very simple words with profound inner meaning as understood by children and they are sung with pleasure for a long time are stored in their subconscious as carriers of positive ethical information.

So, music and singing have a big impact on the atmosphere in the classroom and the whole surrounding school environment. The sound that we reproduce vibrates in the atmosphere. Sounds always remain as a wave and information are continuously recorded in the space and are connected with all five existing elements of nature: ether, air, fire, water, and land. But they are now contaminated. People inhale

air contaminated with the sounds of violence, cruelty, perversity, which destroy a man all the most beautiful.

So, it is necessary to sing with the students' moral songs in order to clear their space, thereby purifying themselves. Thus, singing clears our hearts and the environment.

Morally sublime music and inspirational songs can create a new environment, to raise mankind above in consciousness, to transform man and reveal his spiritual essence. Therefore, group singing in the classroom is a very important tool for transforming the learning process, as the music plays a vital role in the comprehensive development of the individual student.

All of the methods used in the classroom on the humanistic teaching by a teacher, living moral and spiritual values, contribute to the purification of the mind, a deep understanding of life, the disclosure of internal capacity of students, and, finally, the flourishing spiritual perfection.

Let us now consider the philosophical foundations and pedagogical aspects of the integration of human values in the school subjects. Currently, the content side of education largely ignores the priority of human values in a real school practice. Regulatory activity of teachers, the old system of pedagogical values of education and training, methods of transmission of the valuable relation to the world of "off the shelf" impede the process of the self-development of individual student, so the moral and spiritual values for most of the students are on an abstract, neutral for the individual level. Therefore, pedagogy needs today is not so much in the invention of new tools and techniques, but in a more or less clear ideological orientation, which allows integrating the moral and spiritual and intellectual development. Teachers are aware of their responsibility for the content's value education and understand the importance of integration, but a clear educational strategy yet on this issue.

Meanwhile, the humanistic teaching provides the school with a great opportunity for the spiritual and moral cultivation of students, understanding the meaning of life and human destiny. This course, reinforcing the sense of values education, is focused on the discovery and development of the human ability to love, to do good, to make moral choices, self-improvement.

However, sometimes the teachers understand the integration of the human values into the school subjects as some games for entertainment and recreation students. Integration should take place at a deeper level of content, the meaning of human values (Hazel & Allen, 2013).

Problems of shallow understanding of integration associated with the ideological position of the teacher. If the teacher himself does not seek, do not develop spiritual and moral, does not see the unity in diversity of the world, and is concerned only with the assimilation of the material of the textbook, preparation for tests, exam, just thinking about the ranking of the school, or on how to comply with the market economy, that teacher will not be able to integrate the moral and spiritual education and his subject, will not be able to make a knowledge and spirituality living.

Results and Discussion

Science Education through the prism of moral and spiritual values will make the learning process more meaningful. By helping the student to communicate on topics of lessons with the surrounding life, turning them to the eternal moral issues, opening up with the big words, you can motivate an awakening of his creative activity, cognitive interests, emotional and heart sphere. The integration of human values into objects - is, above all, the revival of knowledge, revealing his moral and spiritual essence, it is a holistic knowledge, a synthesis of all objects based on the eternal human values and vision of unity in diversity. Eternal values should become the focal point of education, in other words, we should form a coherent whole with the whole, what we teach. Each item can be a tool of spiritual and moral education of children. There are the following ways to integrate values in the items: inspiring examples from the lives of great scientists and of the history of science, familiar with the discoveries of modern science associated with the spiritual nature of the origin of mankind, revealing the human values in the content of each subject.

Also, the spiritual and moral formation can be carried out through extra-curricular activities that provide opportunities for spiritual and moral development of pupils on the basis of universal human values and prepare them for life. Class work in school - the most important means of familiarizing the child to the humanistic values through your own inner experience, through personal emotional experience. Today, therefore, it is very important for the school as extracurricular activities will be organized through which students will be involved in the creative and research projects, various activities, sports, clubs, and others. In this process, they will begin to reveal itself in universal values. Students will learn how to make

decisions, learn the art of relationships and understanding, help each other. The main forms of organization of extracurricular activities are:

- mass work (participation in school clubs, school parties, children's matinees. These holding debates, competitions, quizzes, excursions to mass work also includes participation in organizing school exhibitions, the museums, etc.);
- group work (a class of students in the subject, technical, artistic and other groups, bands, studios, ensembles and sports clubs);
- individual classes (independent theater arts study, painting, music, preparation of essays, reports, and presentations).

Relation with parents is also a prerequisite for the implementation of the humanistic teaching. The role of the family in the spiritual and moral development of man can hardly be overestimated. The family is the foundation of the nation, country, world, humanity, and so you need to learn how to build the right relationships in the family.

Basics of a strong family – the ideals of unity, patience, pure love and service. But, unfortunately, today people, choosing a life partner, first of all, look at the beauty and attractiveness. In second place is the financial situation. As far provided the bride and groom? How much he (she) earns? Later, ask the question: how much they are educated, what is the social status of the family of the bride or groom. Hooked by "exterior trim", they enter into marriage and doom themselves either unhappy or in a short-lived family life. The family cannot be strong if it based on such a fragile foundation. What, then, it is a solid foundation of family life? A strong foundation for family life is a good character of the future spouses, devotion to the ideals of patience and persistence, pure love and service. Love and respect for parents and elders are important and is the key to a happy life. Honoring parents, father and mother include love, gentle and reverent attitude to them. Perform your duty is necessary for all aspects: both mentally and words, and actions.

In the studies of the authors of the article “Pedagogical Image As Component Of Teacher Professional Competence” the following characteristics of teachers are presented: «Generalizing opinions of researchers on a problem of formation of image of the teacher of pedagogical higher education institution, it is possible to draw a conclusion that it is long process on which efficiency a number of conditions have an impact: development in teachers of vital values and installations; awareness of need of formation of positive image by the teacher; manifestation of own activity during the work on image; knowledge of requirements of student's audience to the personality and activity of the teacher; identification of an initial level of development of the qualities making positive image of the teacher; mastering teacher receptions of self-knowledge, and also skills of design of individual image; observance of the principle of system when forming image; observance of the principle of variety of forms and methods of work on formation and correction of image» [13, p.41].

Teachers have insufficiently developed and developed competence for the spiritual and moral development of high school students [14, p.969] moral attitudes, cognitions, professional and personal qualities. Therefore, in an inclusive education, the main thing is the development of the moral qualities of teachers. And in this regard, we conducted an experiment to identify this competence.

Thus, the educational process of the humanistic teaching is built in accordance with the moral and ethical system, which covers all the components of life education organization: theoretical training, methodical and research work, overtime work, additional education system relations between teachers and students, rich in moral and spiritual content.

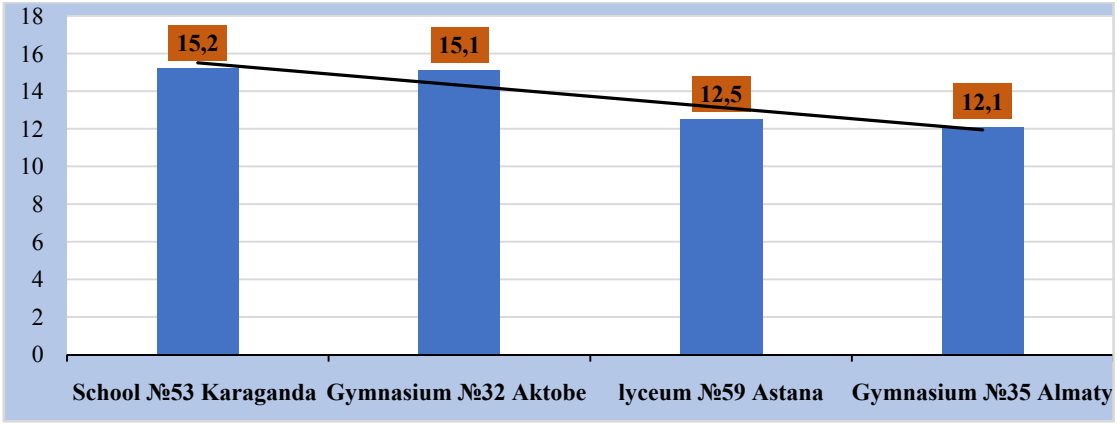
Based on the foregoing, we can say that the criteria of development for the integral development of the person in educational institutions are:

- moral and psychological climate in the school;
- qualitative teaching staff;
- qualitative teaching;
- integration of the human values in a holistic pedagogical process;
- use of humane methods in the educational process.

As a result of monitoring of Kazakhstan schools there was revealed an overall assessment of the development of a holistic pedagogical process in educational organizations, among which the highest rate

shown: School №53 Karaganda (k = 15,2); Gymnasium №32 Aktobe (k = 15,1); Lyceum №59 (k = 12,5); Gymnasium №35 (k = 12,1) (Diagram 1).

Diagram 1 - Assessment of complete pedagogical process of educational organizations



The processes of modernization of the Republic of Kazakhstan education aimed at providing an environment of learning and education, which would contribute to preserving and strengthening the spiritual, psychological and physical health of children, their success in the educational activity.

Conclusion

Therefore, the spiritual and moral education provides a great opportunity for self-improvement of the students, strengthens the true meaning of education, focuses on the discovery and development of the human ability to love, to conduct good, to make moral choices. In the process of such education not only physical and intellectual aspects of the personality are developing, but also it discovers the supreme spiritual nature that will certainly lead to the flourishing of human perfection, moreover, the society will get the young educated citizens with an open heart, possessing the breadth of thought, capable to selflessly serve the society.

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ИНКЛЮЗИВТІ БІЛІМ БЕРУ ЖАҒДАЙЫНДА ГУМАНИСТІК БАҒЫТТАҒЫ БІЛІМ БЕРУДІҢ НЕГІЗДЕРІ

Аннотация. Заманауи білім беру жүйесі адамды отбасын асыраушысы және өз елінің азаматы болуға тәрбиелеуге бағытталған, бірақ ол бақытты отбасының құпиясын ашпайды, ал ең бастысы шынайылылық пен жалғандықтың арасындағы айырмашылықты түсінуге ықпалды жасамайды, ал бұл дегеніміз адамға қажетті болып табылатын оқытудың ең басты мақсаты. Шынайы білім беру адамға адамзаттың біртұтас отбасы екенін ұғынуға мүмкіндік беруі тиіс. Оқушыларды шынайылылық пен жалғандықты ажыратуға, оларды сыйластық пен құрмет көрсету заңдарына үйретпейтін білім беру жүйесі қажетсіз. Оқушылардың қызығушылық шеңберін кеңейтпейді, ата-анасына қызмет жасауға тәрбиелемейді, отбасы, ауыл, қоғам, тіл мен ұлт мүддесін ойлауға бағыт бермейді.

Түйін сөздер: білімберу, инклюзивті білімберу, студенттер, психология, педагогика, гуманистік оқыту, психологиялық-педагогикалық негіздер.

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ОСНОВЫ ГУМАНИСТИЧЕСКОГО НАПРАВЛЕННОГО ОБРАЗОВАНИЯ В УСЛОВИЯХ ИНКЛЮЗИВНОГО ОБРАЗОВАНИЯ

Аннотация. Современная система образования стремится гарантировать, чтобы человек смог стать кормильцем семьи, но не открывает секрет счастливой жизни, а именно различие между реальным и нереальным, и это самое главное в обучении. Истинное образование должно предоставить возможность людям признать то, что человечество - одна семья. Непригодна любая система образования, которая не помогает обучающимся отличать праведное от неправедного, не учит их законам уважения и почтения, не расширяет горизонтов их интересов, не способствует почтенному служению родителям и не вдохновляет их посвятить свои умения и достижения процветанию семьи, деревни, общества, страны, языка и нации.

Ключевые слова: образование, инклюзивное образование, студенты, психология, педагогика, гуманистическое обучение, психолого-педагогические основы.

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MANAGEMENT OF INDUSTRIAL ENTERPRISES

Abstract. Modern conditions of reproduction, increased competition between manufacturers objectively determine the need to search for new organizational forms of management, mobilize domestic reserves and develop more advanced management approaches. The more complex and dynamic the environment, the more important it is to work out and harmonize all aspects of the activities of industrial enterprises based on creative rethinking of foreign and domestic management experience. The basis for the formation of an effective methodology for managing an industrial enterprise in numerous areas of activity is the creation of a management system that accumulates modern knowledge and world experience in this complex intellectual and highly responsible work.

Keywords: system approach, strategic management, industrial enterprises.

In this regard, it is necessary to emphasize that recently the prevailing point of view is the need to strengthen the systems approach in the construction of management. The system approach allows taking into account the fundamental complexity of an industrial enterprise as an object of research, its extensive and diverse connections with the market environment. Particular attention in this approach is paid to the uncertainty factor of the external environment, the impact of objective and subjective factors on the management decision-making process.

When considering issues of completeness and depth of integration, special attention should be paid to the process and system principles, as well as to the principle of continuous improvement of systems. For SMEs, of the eight principles of the ISO 9000 international standards, the most important for integration issues (for the development of IMS) is to point out three interconnected principles:

Table 1 - Process and system principles

Process approach	System approach to management	Continuous improvement
The desired result is achieved more efficiently when activities and related resources are managed as a process.	Identification, understanding and management of interrelated processes as systems contribute to the effectiveness and efficiency of an enterprise in achieving its goals	Continuous improvement of the enterprise as a whole should be considered as its constant goal.

The system approach is a direction of methodological scientific knowledge, which is based on the consideration of objects as systems in integrity, the diverse types of links identified in them.

In our opinion, the realization of the possibilities of a systems approach in the management of the activities of an industrial enterprise implies a clear understanding of the fundamental features of the systems. Thus, in systems, the contours of positive and negative feedbacks are often found, as well as more complex (but repetitive) patterns collected from these connections (system archetypes). It should be borne in mind that negative feedback stabilizes the system, maintaining its existence, but at the same time can prevent change.

Due to the presence of feedbacks, systems often have circular causality or conditionality, as opposed to linear causality, where the cause and effect can be clearly distinguished. In the case of circular causality, such a distinction is conditional.

Thus, a systematic approach provides an opportunity to more deeply understand how an enterprise works, helps to establish the reasons for making inefficient decisions at the previous stages of an enterprise's operation, provides means and techniques for improving planning and control.

However, it should be noted that, despite all the advantages and possibilities of a systematic approach, it still has not fulfilled its mission in the management of the enterprise. This is partly because industrial enterprises as large-scale systems are very complex, and the variety of ways in which the external environment affects the internal is difficult to understand. In addition, the interaction of many subsystems within the enterprise itself is not completely realized. The boundaries of the systems are very difficult to establish, since too broad a definition will lead to the accumulation of expensive and unusable data and too narrow will only partially solve problems. As a result, it will be very difficult to formulate the range of tasks that will arise before the enterprise, to determine with accuracy the information necessary in the future.

Thus, we believe that the assertion that the systems approach has ensured the application of the modern scientific method to management has not yet been realized. General management in its understanding studies a firm as an open system, its internal and external environment, the mission and goals of an organization, organizational processes and culture, the design of various types of organizations. Functional management consists of the principles of planning, organization, motivation, coordination and control.

The strategic sustainability of an industrial enterprise is defined by the author as the ability to create, develop and maintain for a long time competitive advantages in a segmented product market, thereby maintaining an adequate level of liquidity, solvency and profitability of an enterprise in a dynamically changing external environment.

Studies of this issue indicate that in domestic practice, as a fundamental condition for the successful operation of an industrial enterprise, its financial sustainability is most often accepted. It seems, in this context, that in modern business conditions only based on maintaining the proper level of technological, innovation, market, personnel, investment, information, and financial sustainability at the same time, an enterprise is able to gradually form its strategic stability.

Thus, it is possible to present the following components of the strategic sustainability of an industrial enterprise (Fig. 2):

- Financial stability - the company's ability to maintain a long-term planned level of liquidity and solvency;
- Investment sustainability - the ability of the company to maintain a sufficiently long planned level of investment attractiveness and investment potential;
- Market sustainability - the ability of the enterprise to the continued implementation of successful activities in its main markets;
- Personnel stability - the ability to maintain a high level of competence and low rates of staff turnover;
- Technological sustainability - the ability to maintain and develop the modern level of technology;
- Innovation sustainability - the presence of potential in the permanent implementation of innovations in production and management activities, including the ability to produce innovations;
- informational stability - the presence within the enterprise of an effectively functioning single information space that ensures the qualitative interaction of all participants in the technological process and management subsystem, as well as the enterprise with the external environment.

In accordance with the presented in fig. 2 within the framework of a systematic and integrated approach to the main components of the strategic sustainability of an industrial enterprise, it can be stated that the consistent accumulation of strategic sustainability is expressed:

- In building up the innovation potential of an enterprise aimed at modernizing its production and management subsystems;
- To increase the market value and market position of the enterprise;
- To improve the financial performance of its activities;
- In accordance with the scientific and technological nature of its products and the applied production technologies to modern requirements, including consideration of the main trends of world development, etc.

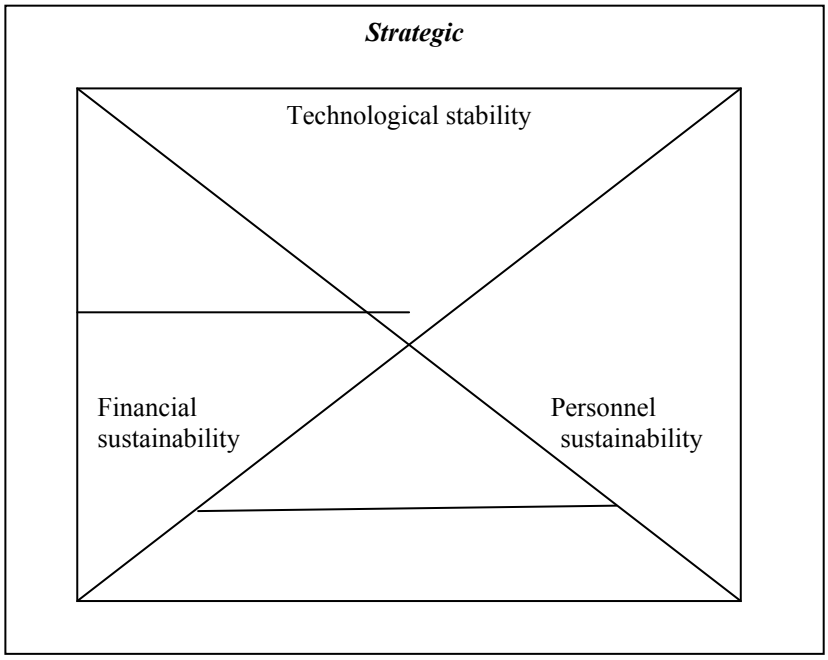

Figure 1 - Strategic sustainability of an industrial enterprise and its key components in modern conditions

It should be noted that the strategic stability of an industrial enterprise is due to a large range of factors of the external and internal environment, the most significant of which are: the specifics of the industry, its place and role in the system of national division of labor; type of market in which industrial enterprises operate; the size of the enterprise and its provision with highly qualified personnel; product specialization of the enterprise; technological security; situation on the market of suppliers; economic dynamics at the macro and meso levels, etc. The most complete consideration of these factors is possible only in a timely and adaptive restructuring of the enterprise.

In a rapidly changing business environment inherent in a market economy, industrial enterprises of any size need to make changes to their business activities in a timely manner, taking into account modern requirements, i.e. restructured.

Restructuring of an industrial enterprise is a controlled process of changing the structure of economic activity (assets, property, finance, management, personnel, etc.) in order to adapt the internal structure of the enterprise to the constantly changing environmental conditions in order to achieve enterprise sustainability. If an enterprise does not carry out restructuring measures out of time, then its ability to effectively, adapt to changing market conditions decreases and strategic sustainability decreases.

Depending on the financial and economic state of the business entity and the goals of the transformation, there are the following types of restructuring [5]:

1. Natural restructuring is the restructuring of normally functioning, so-called prosperous industrial enterprises. Its goal is to: increase the market value of the enterprise, preserve and increase property, accelerate the build-up of separation from the nearest competitors, create unique competitive advantages, attract long-term capital investments in the form of investments, win a monopolistic position.

2. Business restructuring - the restructuring of industrial enterprises whose current situation is satisfactory, however, activity forecasts are unfavorable, there are threats of seizure by outside organizations, conflicts between owners of enterprises, as well as between owners and staff, etc. In carrying out business restructuring, managers set themselves the goals of preventing third-party organizations from seizing the enterprise, resolving conflicts, etc.

3. Crisis restructuring - the restructuring of industrial enterprises that are in a pre-crisis or crisis state. Its objectives are improvement of economic and financial indicators, financial recovery of the enterprise and payment of debts to creditors.

In order to facilitate the process of choosing an effective strategy for the implementation of the natural restructuring of an industrial enterprise, it is proposed to systematize them by combining them into the following groups.

Group 1. Strategies for unrestricted growth of an industrial enterprise, aimed at business growth, based on the use of institutional (including legal) restructuring methods: merger, acquisition and creation of new industrial enterprises. This group includes the following strategies:

- Integrated growth - expansion through the acquisition of supplying firms, firms, sellers, capture competitors;
- Diversification growth - realized through the absorption of existing enterprises or the creation of new enterprises in new industries;
- Building up and increasing the efficiency of using the potential of an industrial enterprise within the framework of the creation and functioning of a regional cluster.

Group 2. Strategies of limited growth, assuming that the accumulated profits of previous years, as well as borrowed funds of an industrial enterprise will be invested in an existing business. This group combines the following strategies:

- concentrated growth - increasing the share of traditional products in traditional markets, entering new markets with this product, creating new products and releasing them into the traditional market;
- Capacity building - the growth of the production, personnel, financial potential of the enterprise using methods of restructuring changes in the enterprise itself.

Forecasting and strategic planning occupy a special place in the management system of a territory and its economic objects, but so far there are no uniform approaches that allow organizing all elements of regional systems into a coordinated strategic position. This is caused, first, by the lack of a unified policy and legislative consolidation of the obligation of enterprises for mandatory internal forecasting and strategic planning in accordance with long-term, medium-term and short-term forecasts of the development of the world market situation...

The specifics of industrial enterprise management, which distinguishes management in the field of large-scale material production from other economic activities, can be divided into several main areas:

- In connection with belonging to the industry (as opposed to the non-production sector: trade, finance, transport, social sphere, recreation, government and local government);
- On the basis of the type of industry (mining, processing, processing);
- Depending on the products (mining, mining and processing, oil-producing, chemical, hydroelectric, nuclear, power, engineering, automotive, shipbuilding, aviation, agricultural, medical, aerospace, defense, building materials industry, electronics, etc.) ;
- By geographic location (technological, climatic, seismological, ecological, ethnically confessional, sociological, economic features).

The very first requirement of ISO 9001, ISO 14001 and OHSAS 18001 is the same, this is the requirement of “establishing the system” (in English: “establish system”). This requirement in standards is not only the same first, but it can be fulfilled in the same way. The area of distribution of the management system, its coverage area, is equally determined. After that, in each system, it is equally necessary to determine the goals and policies, linking them together. If the introduction of one management system is before the introduction of another (QMS first, then EMS), then there may be differences in the time of “establishing systems”, but the essence of this establishment remains the same, universal for any management system. Since the requirements of ISO 9001 can be recognized for the main aspects (regarding the business of the enterprise) by the requirements of a higher level in relation to the requirements of ISO 14001 and OHSAS 18001, therefore, it is logical to apply the requirements of ISO 14001 and OHSAS 18001 after the implementation of ISO 9001 requirements.

Thus, the strategy becomes more important than ever, regardless of the scope and scale of the enterprise’s business. It is the presence of a verified company strategy that characterizes its top management's understanding of the direction, intensity, main goal of the organization’s development, the resources necessary to achieve it, as well as the problems and constraints that need to be overcome [1-4] in fundamentally new business conditions. In general, in the modern world, management and management are considered as science and art. This understanding is based on the fact that organizations are complex systems, the management of which requires consideration of a huge number of external and internal factors. Making management decisions in these conditions is an art based on the knowledge, skills, intuition and experience of people managing organizations (enterprises, firms).

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ӨНЕРКӘСІПТІК КӘСІПОРЫН БАСҚАРУ

Аннотация. Өндірістің қазіргі заманғы жағдайлары, өндірушілер арасындағы бәсекелестіктің артуы басқарудың жаңа ұйымдастырушылық нысандарын іздестіруді, ішкі қорларды жұмылдыруды және басқарудың неғұрлым озық әдістерін әзірлеуді объективті түрде анықтайды. Қоршаған орта неғұрлым күрделі және динамикалық болса, шетелдік және отандық басқару тәжірибесін шығармашылық қайта қарау негізінде өнеркәсіптік кәсіпорындардың барлық аспектілерін әзірлеу және үйлестіру маңыздырақ. Өнеркәсіптік кәсіпорындарды басқарудың тиімді бағыттарын қалыптастырудың негізі - бұл кешенді интеллектуалды және жауапты жұмыстарды жүзеге асыруда заманауи білім мен әлемдік тәжірибені жинақтайтын басқару жүйесін құру.

Түйін сөздер: жүйелік тәсіл, стратегиялық менеджмент, өнеркәсіптік кәсіпорындар.

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МЕНЕДЖМЕНТ ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ

Аннотация. Современные условия воспроизводства, обострение конкуренции между производителями объективно предопределяют необходимость поиска новых организационных форм хозяйствования, мобилизации внутренних резервов и выработки более совершенных подходов к управлению. Чем сложнее и динамичнее окружающая обстановка, тем важнее тщательно проработать и согласовать все аспекты деятельности промышленных предприятий на основе творческого переосмысления зарубежного и отечественного опыта управления. Основой формирования эффективной методологии управления промышленным предприятием многочисленными сферами деятельности является создание системы менеджмента, аккумулирующей современные знания и мировой опыт осуществления этой сложной интеллектуальной и высокоответственной работы.

Ключевые слова: системный подход, стратегический менеджмент, промышленные предприятия.

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FOOD SECURITY AS AN EFFECTIVE AND SUSTAINABLE BASIS OF THE ECONOMY DEVELOPMENTOF THE COUNTRY

Abstract. The purpose of the research is to study the issues of food security, its role in economic development of the country. Analysis of the current state of food security in Kazakhstan.Methodology - theoretical and methodological basis of research is the work of scientific and scientific works of domestic and foreign scientists in the field of determining the role and importance of agriculture in the solution of food problems of our country.In the article, the methodologies used systematic approach to data selection, methods of economic, statistical and comparative analysis, abstract and logical methods. The analytical work of the department was carried out on the basis of the official statistics of agriculture, published on the MNE website.Originality / value - a comprehensive analysis of the current state of food security of the country was carried out and recommendations and suggestions were formulated. Conclusions - the need for production support and recycling has been identified to encourage the primary producers to increase their competitiveness. Effective solutions to issues of food security were presented to reduce the dependence on imports of agricultural producers and increase access to food for the population.

Keywords: food security, agriculture, crop production, livestock, agro-industrial complex, productivity, consumers, economic security, food quality, sustainable development.

Economic security of the country is characterized by the state of the various spheres of activity. One of its key components is food security, which is characterized by the food security of the country, food quality, and is the basis of effective and sustainable economic development.

Food security issues have always been a priority in national politics, and food security has been viewed as an important condition for our state's survival and independence, and its effectiveness depends on social, political and inter-ethnic stability in society.In the context of the global financial crisis that has affected the agrarian sector of the economy, there is a real threat to global food security, which requires the elaboration of new mechanisms and mechanisms of its provision at the international and national levels.The main goal of the agrarian sector development is to be one of the most important priorities of the state economic policy, directly linked to the well-being and quality of life of the population.The main study of the research.

The term “food security” was introduced in 1974 by public practice, when the UN General Assembly approved international commitments to overcome the food crisis in the world. The World Food Security Council (UNFPA) has adopted a Food Safety Policy in line with the “Food Security Policy” as a result of integrated efforts to increase the production of essential foodstuffs, improve food supply and consumption systems, and eradicate hunger with higher food self-sufficiency level as the possibility of achieving [1].

20-th century Changes in the understanding of the state of food security have been made. Food security is defined as not only the availability and sustainability of food in the global market, but also the food availability for all countries of the world to access foodstuffs and to actively and healthy.Comprehensive aspects of addressing food security issues are the main source of international support for the development of agriculture. I. Nazarenko, M. Tracy, I. G. Ushachev, E. B. Serov and so on in the works of researchers [2, P.57].

Also, it is possible to note the works of domestic scientists: G. A. Kaliev, A. A. Kaygorodtsev, V. B. Grigoruk and others a comprehensive study of the food security of the population of the country.The main objectives of food security are:

- timely prediction, detection and prevention of internal and external threats, minimizing their negative consequences, and formation of strategic funds of safe and high quality food products;
- sustainable development of domestic foodstuffs production sufficient to ensure the food independence of our country;
- implementation and support of physical and economic accessibility of foodstuffs in the volume and assortment corresponding to rational standards of food consumption for each citizen of the country;
- food safety [3].

There are different approaches to the factors affecting the food security of the country, region and population. A. Kaygorodtsev sees inadequate protection of human, community and the country's livelihoods due to the external and internal threats of vital interests and the supply of essential foodstuffs among foodstuffs. The economic and physical accessibility of food products should be individually produced by the country, independent of the foodstuffs imports, to ensure the quality and quantity of human life, including its low-income and vulnerable groups[4].

Let us illustrate three levels of food safety measurements (Figure 1).Levels of food safety measurements. Global food security.Food security at the state level. Regional food security.It is characterized by the size of grain reserves and volume of production per capita. The volume of imports is determined by the volume of production of own food, the share of imports in the consumption of food, the change in the minimum income per capita and food prices. It is measured by data on food consumption and income.

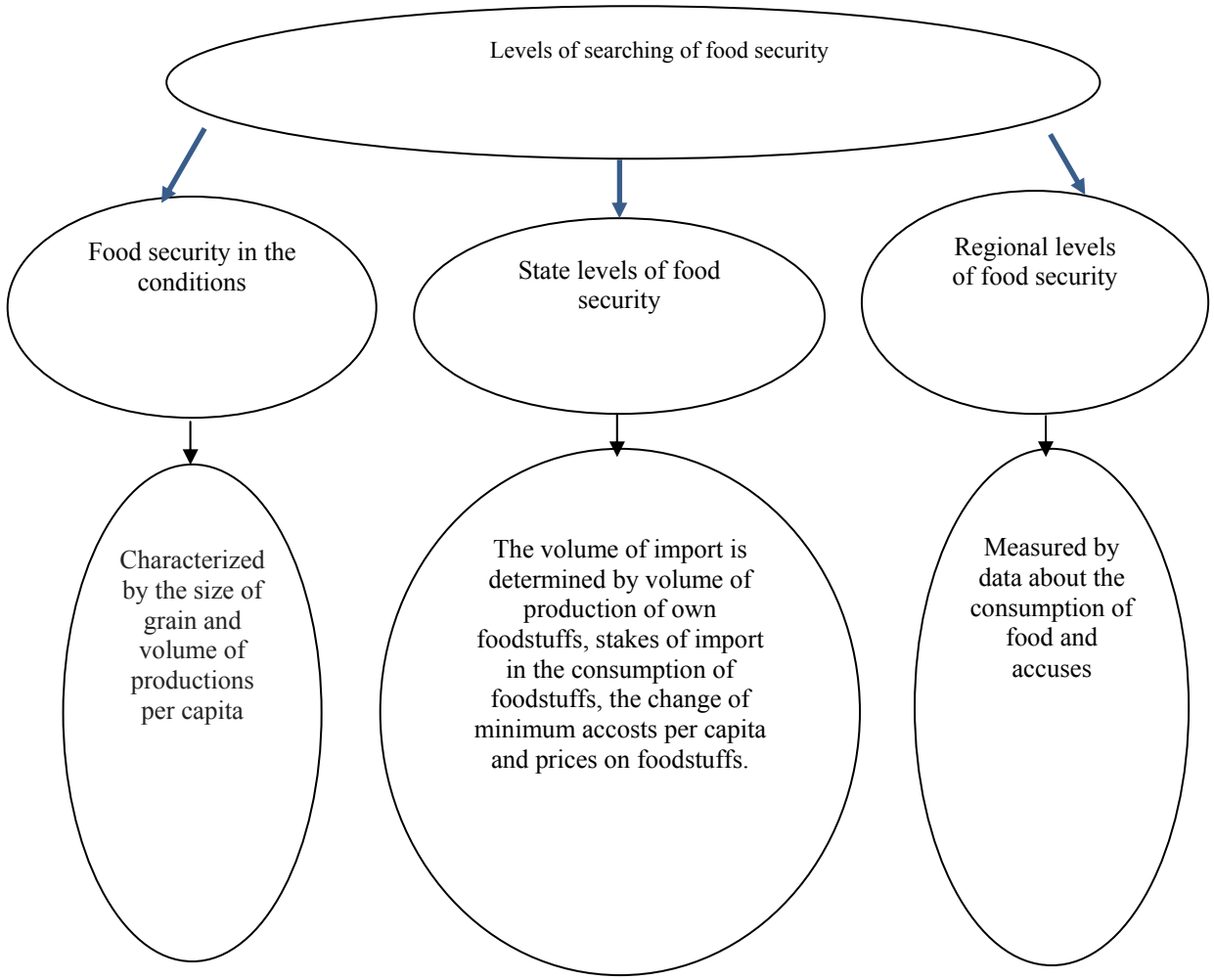

Figure1 - Levels of food security measurement

A.Belikov and O.Matveichev are well aware that the food security of the country is a constant ability of the state and society to provide access to food for the whole population, in the quantity and quality of the active and healthy life [5].

In his researches, G.A.Kaliev pointed out: "The notion of food security in the modern world is primarily related to hunger and malnutrition. At the same time, ensuring food security is primarily the development of a public interest defense strategy that includes, first of all, maintaining social stability in society, the primary need of humankind - nutrition; prevention of dependence on imports, development of own production of food products; balancing the structure of exports and imports and establishing a reserve fund for stabilization of food supply" [6, P.5].

Thus, the concept of "food security" should be regarded as a process of providing food to the population in accordance with physiological norms from a systematic point of view.In our view, the food security of the country should be understood as the provision of guaranteed and sustainable supplies of raw materials with the required foodstuffs, taking into account all external and internal factors of the processing industry and population.Food security of the country is determined by several factors (Figure 2).

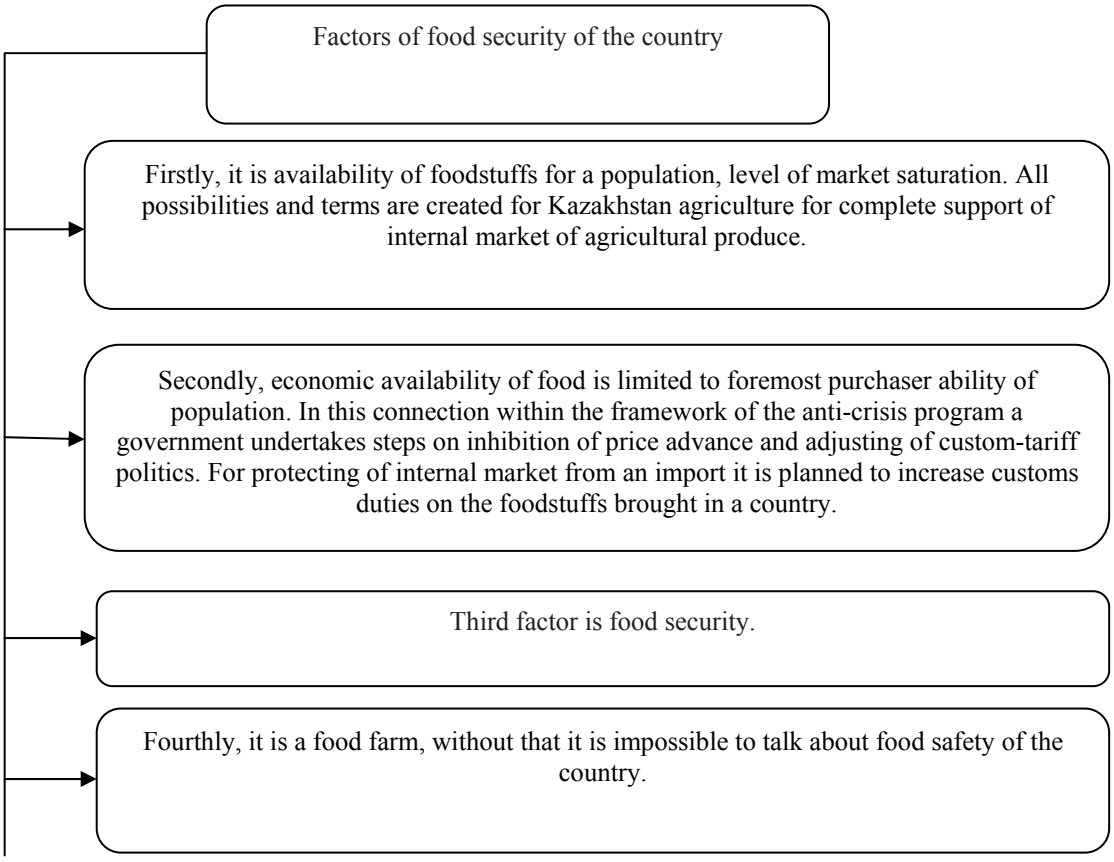

Figure2 - Food security factors of the country

First of all, it is the availability of food for the population, i.e., the level of market saturation. All the opportunities and conditions are created for Kazakhstan's agriculture to fully support the domestic market of agricultural products.Secondly, the economic availability of food is limited primarily to the purchasing power of the population. In this regard, within the anti-crisis program, the Government is taking steps to curb price growth and to regulate customs and tariff policy. In order to protect the domestic market from import, it is planned to increase customs duties on imported food products in the country.The third factor is food security.Fourth, it is a food farm, without which it is impossible to talk about the country's food security.

In Kazakhstan in the 90-th of the XX century began to focus on food security. During the course of socio-economic reforms, the country's food security has become a real threat. The disruptive trade, financial, economic and industrial - economic relations created conditions for the production of agricultural raw materials and, consequently, food production in the country. This, in turn, led to a significant dependence on imports and a decline in food intake. All of the above have deteriorated the food security of the country.

The volume of gross agricultural output has grown substantially since the country gained independence (Table 1).

Table 1 - Volume of gross output in agriculture, mln.tenge,%

Years	Gross output of agriculture, bln. tenge in particular:	including			
		crop production, bln.tenge	specificweight, %	livestockproducts, bln.tenge	specificweight, %
1993	6 045,7	3 541,1	58,6	1 907,3	31,5
1994	113 611,3	73 330,4	64,5	33 767,5	29,7
1995	208 919,2	107 409,5	51,4	91 681,3	43,9
2000	404 145,9	223 503,3	55,3	178 542,8	44,2
2005	749 077,8	389 526,6	52,0	355 786,3	47,5
2010	1 822 074,1	895 425,2	49,1	920 777,3	50,5
2015	3 307 009,6	1 825 236,7	55,2	1 469 923,1	44,4
2016	3 684 393,2	2 047 580,8	55,6	1 621 541,4	44,0
2017	4 070 916,8	2 249 166,9	55,2	1 810 914,1	44,5

Note: [7] is based on the source.

If in 1993 the volume of agricultural production was 6,045.7 billion tenge, in 2017- 4 070 916.8 billion tenge. For example, in 2017 crop production amounted to 2 249 166.9 billion tenge, cattle breeding products - 1 810 914.1 billion tenge. Here the production of fodder, provision of quality veterinary services, preservation of healthy habitat, etc. difficulties may arise. It should be noted that in the vegetable growing still used old technique and technologies.

There are a number of advantages and perspectives of development among other branches of the national agricultural economy of Kazakhstan. The reason for this is the steady economic growth in recent years; Great resource potential of torn land and pastures; high competitiveness in the grain sector due to the wide spread; livestock breeding potential on the basis of high proportion of pastures and livestock and lower labor costs.Agrarian production indicators have improved compared to the level of 1990, but not by all branches of agriculture (Table 2).

Table 2 - Productivity of main agricultural crops, c / ha

Years	Grain crops (including rice) and leguminous crops (post-processing)	Oilseeds eeds	Among them: sunflower seeds (post-processing weight)	Potatoes	Vegetablesi nopensoil	Gardencrops	Sugar beet (post-processing weight)
1990	12,2	…	9,2	113,0	154,0	84,0	239,0
1995	5,0	…	2,9	84,0	101,0	59,0	91,0
2000	9,4	3,9	4,0	106,0	153,0	119,0	154,0
2001	12,2	5,7	6,0	133,0	166,0	127,0	173,0
2002	11,5	6,3	5,9	139,0	172,0	135,0	207,0
2003	10,8	7,1	6,8	139,0	177,0	144,5	210,4
2004	8,8	6,2	5,9	134,0	186,0	153,2	197,4
2005	10,0	7,0	6,3	150,0	196,0	159,3	209,2

2006	11,7	6,6	5,9	153,6	201,0	167,1	240,8
2007	13,3	7,2	5,9	155,8	211,0	171,7	248,9
2008	10,1	5,5	4,1	143,7	204,0	158,9	204,3
2009	12,6	6,5	5,7	160,0	218,7	161,1	182,9
2010	8,0	5,0	4,4	143,0	214,4	177,0	174,3
2011	16,9	6,7	4,6	167,2	222,9	186,1	188,2
2012	8,6	6,1	5,9	165,9	234,0	206,8	168,2
2013	11,6	8,0	7,0	181,5	238,7	212,4	267,7
2014	11,7	7,8	6,7	184,3	243,0	217,1	240,6
2015	12,7	8,1	7,6	185,5	245,8	221,0	232,5
2016	13,5	9,6	9,3	190,4	250,0	221,4	285,5
2017	13,4	9,7	10,2	194,2	253,7	224,2	274,4

Note: [7] is based on the source.

From 1990 to 2017, Kazakhstan has seen increasing yields of major crops. For example, during the analyzed period the productivity of cereal crops was 1.2 c / hectare, oilseeds productivity was 5.8 c / ha, potato yield was 81.2 c / hectare, vegetable yield was 99.7 c / hectare, yield of crops was 140.2 c / hectare , yield of sugar beet increased by 35.4 c / hectare (Table 2).

It is worth noting that the independence of the country did not achieve significant results in the years to improve the productivity of agricultural crops. During those years, the technology of vegetable growing in the greenhouse was well developed and began to use agricultural land and fields qualitatively. However, the lack of an innovative approach to the formation and development of new agricultural production, in particular, their equipment and technology introduction, provision of qualified personnel significantly reduces the performance of the financial sector.

Especially worrying that the country's livestock breeding has been deprived of its position in recent years and cannot provide the population with the fullest possible amount of produce (Table 3, Table 4).

Table 3 - Production of basic types of products of stock-raising

Years	Meat (in live weight), thousand tons	Growthrate,%	Meat (in slaughter), thousand tons	Growthrate,%	Milk, thousandtons	Growthrate,%
1990	2 633,7	-	1 559,6	-	5 641,6	-
1995	1 773,8	67,3	984,8	63,1	4 619,1	81,9
2000	1 054,1	40,0	569,4	36,5	3 730,2	66,1
2001	1 054,2	40,0	585,1	37,5	3 922,9	69,5
2002	1 080,7	41,0	595,8	38,2	4 109,8	72,8
2003	1 127,8	42,8	613,7	39,3	4 316,7	76,5
2004	1 200,1	45,6	654,3	41,9	4 556,8	80,8
2005	1 252,0	47,5	675,9	43,3	4 749,2	84,2
2006	1 327,3	50,4	724,5	46,4	4 926,0	87,3
2007	1 381,6	52,5	752,0	48,2	5 073,2	89,9
2008	1 433,8	54,4	778,5	49,9	5 198,0	92,1
2009	1 453,0	55,2	794,1	50,9	5 303,9	94,0
2010	1 501,2	56,9	834,4	53,5	5 381,2	95,4
2011	1 511,5	57,4	838,1	53,7	5 232,5	92,7
2012	1 509,4	57,3	844,7	54,2	4 851,6	85,9
2013	1 548,7	58,8	871,0	55,8	4 930,3	87,4
2014	1 602,5	60,8	900,2	57,7	5 067,9	89,8
2015	1 651,1	62,7	931,0	59,7	5 182,4	91,9
2016	1 702,0	64,6	960,7	61,6	5 341,6	94,7
2017	1 794,4	68,1	1 017,6	65,2	5 503,4	97,5

Note: [7] is based on the source.

If in 1990 meat (in live weight) was 2633,7 thousand tons, in 2017 it is 68,1% (1794,4) of this indicator; In 1990 meat (slaughter) amounted to 1559.6 thousand tons, in 2017 it was 65.2% (1017.6); In 1990, milk amounted to 5641.6 thousand tons, in 2017 it was 97.5% (5503.4) of this indicator. So far, low levels of livestock production have been observed. In this connection it is shown that the people of the country cannot be fully satisfied with their products.

Table 4 - Production of main types of livestock products

Years	Eggs, mln. a piece	Growthrate,%	Wool, thousandtons	Growthrate,%	Karakol, a thousandpieces	Growthrate,%
1990	4 185,1	-	107,9	-	1 821,4	-
1995	1 840,8	43,9	58,3	54,0	1 145,2	62,9
2000	1 692,2	40,4	22,9	21,2	129,9	7,1
2001	1 855,3	44,3	23,6	21,9	124,4	6,8
2002	2 102,1	50,2	24,8	22,9	127,6	7,0
2003	2 276,7	54,4	26,8	24,8	164,5	9,0
2004	2 316,8	55,3	28,5	26,4	145,6	7,9
2005	2 514,0	60,0	30,4	28,2	191,9	10,5
2006	2 494,7	59,6	32,4	30,0	129,3	7,1
2007	2 664,2	63,6	34,2	31,7	90,6	4,9
2008	2 989,1	71,4	35,2	32,6	115,0	6,3
2009	3 306,4	79,0	36,4	33,7	78,8	4,3
2010	3 720,3	88,9	37,6	34,8	49,4	2,7
2011	3 718,5	88,8	38,5	35,7	42,0	2,3
2012	3 673,4	87,7	38,4	35,6	43,6	2,4
2013	3 896,0	93,0	37,6	34,8	24,3	1,3
2014	4 291,2	102,5	37,8	35,0	20,1	1,1
2015	4 737,0	113,2	38,0	35,2	7,1	0,4
2016	4 757,2	133,7	38,5	35,7	4,3	0,2
2017	5 103,0	121,9	39,0	36,1	8,1	0,4

Note: [7] is based on the source.

If in 1990 the egg was 4185.1 mln. in 2017 it will make 121.9% of this figure (5103.0); In 1990 the wool amounted to 107.9 thousand tons, in 2017 it is 36.1% (39.0); In 1990 the Karakol is 1821,4 thousand units, in 2017 - 0,4% of this indicator (8,1).Fodder base is a significant obstacle for the effective development of livestock in the country. In the structure of variable crop rotation of fodder crops, it is approximately 3 times less than the norm (for example, 30% instead of 11%) and 1 conventional livestock recommended by zoo technical norms is 2 times less than fodder units. At the same time, about 85% of pastures at the degradation step are [8].

Import and export of agricultural and food products is an important sector of the global economy.For the purpose of ensuring food security and conservation of the environment, the most developed countries of the world undertake an active public policy in support of agriculture. Without the state support, the effective functioning of the agricultural complex is complicated. Although each state has its own support, state support in developed countries is regulated in the normal order, i.e. assistance is provided in the form of regulated quotas, quotas, subsidies, tax relief, low interest loans and subsidies [9, P.86].

At present, there are a lot of difficulties in the work of breeding of state-owned animals in Kazakhstan. Individual farms with a predominantly breeding status have no experience in organizing work related to feeding and livestock breeding. The crisis in the economy also affected the development of the intermediary industries and the manufacturing industry. Particularly, production and processing of products, production of chemicals and fertilizers, agricultural machinery, logistics and transport services, etc. p. serious issues arose in industry.

It should be noted that one of the factors that hinders the development of livestock breeding is the importation of pedigree livestock to the country, which is not adapted to local conditions. As a result, the proportion of pedigree livestock herd in the herd has dropped significantly, and the share of cattle has increased by 4.1%, poultry - by 19.2%, pigs - by 6.8%, sheep - by 7.3%, and in the US and Canada this figure is 20-30% level. That is, a substantial amount of money was spent, and as a result, it was not justified [10, P.831].

In recent years, the population has been evacuated from rural areas, which negatively affects the development of the industry. The reason for the decline in the level of livelihoods of the rural population is the inadequacy of the quality of social services in rural areas, low wages and seasonality in agriculture. Hence, due to lack of quality of life in the village and the situation in the agricultural sector of the economy, there is a recession. Consequently, the food security and food market issues in Kazakhstan are largely dependent on internal factors.

External factors adversely affecting the food security of the country include: transparency of the republican economy and lower competitiveness of the food market of Kazakhstan. The transparency of Kazakhstan's economy and the process of integration of the country into the global economic system are both negative and positive. For example, participation in the global division of labor has a positive effect on the development of agriculture, but the increase in the share of imported foodstuffs in the total amount of foodstuffs consumers poses a threat to the food and security of the country.

In the conclusion we would like to note, thatin the present time the state of food security of the country is not satisfactory. Food security indices are not fully implemented. These figures are higher than the other regions of the Central Asian region of Kazakhstan. Economic accessibility indicators indicate a steady improvement in the situation over the past few years, indicating an important opportunity to increase the level of food security. In the near future, the main factor for the improvement of the situation is the increase in per capita income and the growth of per capita GDP.

In order to support the food security of the country, systematic and radical measures are needed: improving the legal framework for food security based on a systematic approach; control and regulation of exports and imports by main strategic types of food, reduction of imports of domestic producers; improving the system of economic relations in the field of production, purchase, primary and deep processing, storage, transportation and sale of agricultural products, etc. p. Development of the existing wholesale food market, optimization of their activity on the experience of foreign countries, creation of wholesale markets in rural areas, involving local producers.

Improvement of personnel, scientific, legal and information support system of the agro-industrial complex.In order to increase economic accessibility and price competitiveness of domestic food in domestic and foreign markets: flexible taxation, tax and other benefits to agricultural producers, increase of investment attractiveness of agro-industrial complex; It is necessary to monitor the implementation of financial improvement measures taken within the strategic development of the agro-industrial complex.

But it should be noted that in recent years, the situation in agriculture has been significantly improved, but not enough, to create all the necessary conditions for the state to improve food security. One of the main tasks of the state is to ensure effective development of agriculture, as the products produced in the agricultural sector of the national economy are the main source of people's livelihood. In this regard, we believe that this important strategic sector of the economy should be implemented at the state level, as economic aid from the most developed countries of the world.

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АЗЫҚ-ТҮЛІК ҚАУІПСІЗДІГІ ЕЛ ЭКОНОМИКАСЫНЫҢ ТИІМДІ ЖӘНЕ ТҰРАҚТЫ ДАМУЫНЫҢ НЕГІЗІ РЕТІНДЕ

Аннотация. Елдің экономикалық қауіпсіздігі әр түрлі қызмет салаларының жағдайымен сипатталады. Оның маңызды құрамдас бөліктерінің бірі елдің азық-түлікпен қамтамасыз етілу деңгейімен, тамақ өнімдерінің сапасымен сипатталатын азық-түлік қауіпсіздігі және ол экономиканың тиімді және тұрақты

дамуының негізі болып табылады.Халықты азық-түлікпен қамтамасыз етуге байланысты мәселелер әрқашан ұлттық саясаттың басым бағыты ретінде болды, ал азық-түлік қауіпсіздігі мемлекеттің өмір сүруі мен тәуелсіздігіміздің маңызды шарты ретінде қаралды, оны шешу тиімділігіне қоғамдағы әлеуметтік, саяси және ұлтаралық тұрақтылық тәуелді.Экономиканың аграрлық секторына да әсерін тигізген әлемдік қаржы дағдарысы жағдайында жаһандық азық-түлік қауіпсіздігіне нақты қатер туындады, бұл халықаралық және ұлттық деңгейлерде оны қамтамасыз етудің қазіргі бар тетіктерін реформалауды және жаңа тетіктерін әзірлеуді талап етеді.Аграрлық секторды дамытудың басты мақсаты – ел халқының әл-ауқаты мен өмір сүру сапасының өсуіне тікелей байланысты мемлекеттік экономикалық саясаттың маңызды басымдықтарының бірі болуы тиіс.

Түйін сөздер: түлік қауіпсіздігі, ауыл шаруашылығы, өсімдік шаруашылығы, мал шаруа-шылығы, агро-өнеркәсіп кешені, өнімділік, тұтынушылар, экономикалық қауіпсіздігі, тамақтың сапасы, тұрақты даму.

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ПИЩЕВАЯ БЕЗОПАСНОСТЬ КАК ЭФФЕКТИВНАЯ И УСТОЙЧИВАЯ ОСНОВА ЭКОНОМИЧЕСКОГО РАЗВИТИЯ СТРАНЫ

Аннотация. Цель настоящего исследования - изучить результаты пищевой безопасности, ее роль в экономическом развитии страны. Анализ пищевой безопасности в государствесвидетельствует о том, что в Казахстане присутствует ряд проблем, которыенужно срочно решить. Теоретической и методологической основой исследования послужили научные трудыказахстанских и зарубежных ученых в сфере сельского хозяйства и пищевой безопасности нашей страны. В статье былиспользован систематический метод, а также методы экономического, статистического и сравнительного анализа, абстрактные и логические методы. Аналитическая работа при написании данной статьи осуществлялась на основании официальной статистики сельского хозяйства, опубликованной на вебсайте.Были сформулированы рекомендации и предложения, сделан всесторонний анализ пищевой безопасности страны. В заключении авторы подчеркнули необходимость производственной поддержки и переработки вторичного сырья.Эффективные решения проблем пищевой безопасности зависят от сокращения зависимости от импорта сельскохозяйственных продуктов и увеличения доступа населения к продуктам.

Ключевые слова: пищевая безопасность, сельское хозяйство, производство урожая, домашний скот, агро-индустриальный комплекс, продуктивность, потребители, экономическая безопасность, качество пищи, устойчивое развитие.

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RISK MANAGEMENT PROBLEMS IN KAZAKHSTAN ENTREPRENEURSHIP: THEORY AND PRACTICE

Abstract. Risk management as a management technology is currently experiencing a period of its formation in Kazakhstan. New and already created professional associations and organizations focused on solving individual problems in risk management are being created or continue to develop. Large Kazakhstan companies representing various sectors of the domestic economy are initiating the creation of corporate risk management systems. Western consulting companies that offer models from the "best" foreign practice are actively involved in this process. Under these conditions, the problem of forming a common understanding of the goal of risk management, in not only theory, but also practical measures adapted to the modern Kazakhstan conditions, acquires particular importance.

Keywords: entrepreneurship, risks, management, potential, competition, economic growth, partnership, business.

INTRODUCTION

World practice offers one approach to solving this problem - standardization in risk management. The general problem of the Kazakhstani economy is the unwillingness of the management of most industrial enterprises to perceive risk management as one of the integral elements of the production process management. Even in large industrial corporations, the adopted risk management system can be called “conditionally imputed”, the need for which is dictated not so much by the real desire of risk control as by the geography of assets, public listing on stock exchanges, etc. In the modern interpretation This concept of risk management in Kazakhstani enterprises has not existed for the past few years. And if we turn to the facts, then the categories of risk management and insurance are very closely interrelated. Commercial market insurance in the country appeared literally decades ago - along with the formation of Kazakhstan as an independent and independent state. And risk management (as it exists in the West: with the risk map, assessment of the “tolerance line” and other accepted risk management mechanisms) appeared even later. And at the same time, as a rule, everywhere risk management began with insurance and then from this it was logical to first need to administer these insurance programs, and then further, more in-depth risk management. Risk management, if it really exists, it is at the enterprises of such a segment as the oil and gas industry, electric power industry and metallurgy, partly mechanical engineering, that is, at those enterprises where there has been more or less some kind of development history. , there is a loss statistics.

MAIN PART

Speaking about the enterprises of the middle sector, it should be noted that risk management as such in such enterprises is absent altogether. Basically. Here it must be remembered that, firstly, risk management is a rather expensive undertaking that requires certain investments from the company. Secondly, the return on these investments, in contrast to other areas of the company's activity, is weakly coagulated. After all, the goal of a risk manager is to minimize losses, and the quality of his work is checked only in a crisis. The paradox is that if there is no crisis, then the risk management system works well. That is, if nothing happens, it is practically impossible to assess the quality of risk management. In such industries as metallurgy, engineering, oil, gas, and energy there is indeed a serious and competent

approach, there are quite large costs of risk management. Big money gives rise to big risks, and any competent manager would prefer to invest in risk management rather than seek additional funding in the event of a major loss. In all other respects, even for medium-sized enterprises of metallurgy and engineering, you can safely use the formula “risk management = insurance”.

The creation of integrated control over risks is highlighted as a priority task of ensuring the economic security of Kazakhstan. Attempts by the management of individual Kazakhstani enterprises to develop mechanisms and risk management tools have so far failed to provide effective and systematic risk management. Moreover, this happens due to the lack of a full-fledged risk management methodology based on modern information technologies, the absence of such risk management technologies that would today correspond to the scale and nature of modern threats to sustainable development, the requirements of innovative development of industrial complexes and Regions. This practice at many large Kazakhstan enterprises is at the initial stage of understanding the need to form a risk management system. According to a study of existing risk classifications, there is a lack of a single principle or standard. There is still no clear understanding among the scientists and specialists of the content of the risk management process, there are no unified approaches to the formation of a risk management system, in particular, with respect to Kazakhstani enterprises. The lack of an unambiguous understanding of the nature of risk at the moment is explained by the multi-specific nature of this phenomenon, the lack of regulation by legislation, and this has led to the existence of many different definitions of the concept of “risk” presented in the literature depending on the research objectives and point of view its author.

The article discusses the widely used and most reputable international standards of the world practice of risk management:

1. FERMA (Federation of European Risk Management Association) - The European Federation of Risk Management Associations has proposed an event identification model.

2. ERM COSO (Enterprise Risk Management - Integrated Framework Committee of Sponsoring Organizations of the Treadway Commission) - risk management principles developed by the Committee of Sponsoring Organizations of the Treadway Commission in conjunction with PricewaterhouseCoopers.

3. ISO / 31000: 2009 (and its companions ISO 31010: 2009, ISO / IEC Guide 73) are standards developed by the International Organization for Standardization (International Organization of Standardization), which describes a systematic approach to risk assessment and management.

To select the best method of managing specific risks and reduce the degree of uncertainty, the article proposes a new principle of building a classification of risks, which is based on clear definitions of individual risk groups and take into account the specifics of the enterprise. The advantage of the proposed principle is the grouping of risks according to the functional areas of industrial enterprises. The classification allows forming a common understanding of risks in the internal environment of the enterprise and creates the basis for building a risk management system. The components are the development of the company's risk map, which is an integral part of building a risk management system. This is a focused search, assessment and risk management, focused on stabilization and increase in profits in the conditions of an uncertain production situation. One of the features of risk is that it belongs to any activity. Even if the company does not carry out any activity, it still carries risks - the risk of non-receipt of profit. This follows from the essence of entrepreneurial activity.

The risk management system allows forecasting possible risks and losses, thereby eliminating the surprise factor, and allows developing effective methods to minimize such losses.

The main problems of risk management include:

1. Introduction of risk accounting principles when making management decisions based on clear procedures for their identification and evaluation.

2. Ensuring full control over risks through the description and assessment of all risks of the company, an effective system for monitoring risks and the timely identification of new risks.

3. Analysis of the impact of risks on key performance indicators of the company, including cost.

4. Providing forecasts of the origin and development of risks to which the company is exposed and, accordingly, loss insurance.

5. Ensuring minimization of risks and losses, subject to economic feasibility.

6. Ensuring an effective link between the company's desire to earn a profit and the desire to do so with minimal losses, i.e., ensuring the optimal combination of profitability and risk.

On the basis of theoretical and methodological approaches, a new, more comprehensive content of the concept of risk management subsystem at the enterprise has been formulated, a new principle for constructing (creating) risk classification has been proposed, based on grouping risks according to the functional characteristics of the enterprise, a methodical approach to creating a risk management subsystem has been proposed enterprise management system. When organizing such a subsystem of risk management in a company, it is necessary to adhere to a specific sequence of actions. The developed information-logical model of risk management in the enterprise management system allowed to put forward proposals for expanding the use of this subsystem in the energy sector enterprises. The proposed algorithm of actions of companies on the organization of the subsystem of risk management consists of six stages and each of the stages is an integral part of the process of creating risk management.

At the stage of defining goals and objectives, a goal is formulated and tasks are set for using methods for analyzing and forecasting economic conditions, and the capabilities of the enterprise are identified within the framework of the current strategy and operational plans.

The risk identification stage monitors the external and internal environment. Risk identification begins with scanning (recognizing) changes in the organization's environment, further contributing to the disclosure of all elements of uncertainty (risks), using monitoring of upcoming changes with a certain degree of risk.

At the stage of risk assessment, based on the available reference, methodological and factual information, the level of risk is assessed using qualitative and quantitative analysis methods.

At the fourth stage, a strategic plan of measures is drawn up aimed at reducing economic losses and mitigating the effect of risk factors. It also develops control actions (anti-risk measures): neutralizing the full or partial impact of the risk, taking the risk on yourself, transferring part or all of the risk to third parties. All of this ends with a risk protocol.

At the assessment stage, the monitoring of the implementation of the anti-risk measures plan to eliminate the negative economic consequences of the identified risks is performed. If deviations from the plan are identified, adjustments are made to the risk management protocol.

At the sixth, final stage, the final control and monitoring of the results of anti-risk actions is carried out. The result of this phase should be a new knowledge of the risk, allowing, if necessary, to adjust the previously set goals and objectives of risk management. The results of reducing losses because of anti-risk measures are being summed up. Then the return to the first stage is made in order to consider another risk situation.

M. Merkhofer demonstrates the possibility of risk management (see Table 1).

The developed information-logic model is aimed at providing support and creating an algorithm for performing the basic functions in the developed subsystem, which, in turn, is aimed at increasing the efficiency of the risk manager's work at the enterprise. Each stage uses its own risk management methods. The results of each stage become the initial data for the subsequent stages, forming a system of decision-making with feedback, and this system ensures the most effective achievement of the goals, since the knowledge and information obtained at each of the stages allows you to adjust not only the methods impact on risk, but the very goals of risk management.

CONCLUSION

Thus, it is worth noting that risk management is not only a guarantee of the company's predictability, but also a guarantee of its stability for shareholders, investors, customers, contractors and staff. It must be borne in mind that the emerging or forecasted problem risk situation can be considered resolved only if the development and implementation of a management decision that eliminates the state of an industrial organization or the processes that put an enterprise to a state recognized as ineffective is carried out.

Tab. 1 - Risk management strategies

Risk production process	Risk management strategy	Examples of modifications in the risk chain		
		Risk source modification	Modification of the manifestation process	Effect Modification
Co-Risk Production (cogeneration) • Production risks (employee risks) • • Consumer risks due to the purchase of goods	Regulatory standards: Safety standards; Advertising regulation; Prohibition of goods	Prohibition of the use of certain pesticides in agriculture	Setting the maximum daily radiation dose for workers	Developing a catering network to reduce food intake without a meal
	Motivation: Remuneration for risky work; Taxation	Tax incentives for replacing unsafe equipment	Increasing taxes on dangerous products to reduce consumption	Citrus beverages for employees working in hazardous conditions
	Spread of information Product stickers; Warnings	Instruct manufacturers to specify product information	The need for safety warnings on consumable goods	Warning Instructions on Poisonous Goods
Effects of production • Water, air pollution • • Accidents at nuclear power plants and chemical plants	Regulatory standards: Regulatory production rules	Setting New Standards for Pollution Emissions	Developing evacuation plans for polluting industries	Preventing automakers to install shock bumpers
	Motivation: Pollution licenses; Insurance; Compensation feathers	Taxation depending on the amount of pollution	Public transport subsidies to reduce the use of personal transport	Offer low cost air filters to the public
	Spread of information: State research of polluting industries	Government subsidies for pollution control technology	Warning signs in hazardous areas	Publish pollution index to encourage citizens to reduce activity during times of heavy pollution.
Source: Merkhofer M. Decision Science and Social Risk Management: A Comparative Evaluation of Cost-Benefit Analysis. Dordrecht: Reidel, 1987. R.15.				

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ҚАЗАҚСТАННЫҢ КӘСІПКЕРЛІГІНЕ ТӘУЕКЕЛДІ БАСҚАРУ МӘСЕЛЕЛЕРІ: ТЕОРИЯСЫ ЖӘНЕ ПРАКТИКА

Аннотация. Басқару технологиясы ретінде тәуекелдерді басқару қазіргі уақытта Қазақстанда қалыптасу кезеңін бастан кешуде. Тәуекелдерді басқарудағы жеке мәселелерді шешуге бағытталған жаңа және қазірдің өзінде құрылған кәсіби қауымдастықтар мен ұйымдар құрылады немесе дамиды. Отандық экономиканың әртүрлі секторларын таныстыратын ірі қазақстандық компаниялар тәуекелдерді басқарудың корпоративтік жүйесін құруды бастамақ. Бұл үдерісте «үздік» шетел тәжірибесінің үлгісін ұсынатын батыстық консалтингтік компаниялар белсенді қатысады. Мұндай жағдайларда тәуекелдерді басқарудың мақсаты туралы жалпы түсінік қалыптастыру мәселесі теорияда ғана емес, сондай-ақ қазіргі Қазақстанның жағдайына бейімделген практикалық шаралар да ерекше мәнге ие болады.

Түйін сөздер: кәсіпкерлік, тәуекелдер, басқару, әлеует, бәсекелестік, экономикалық өсу, серіктестік, бизнес

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ПРОБЛЕМЫ УПРАВЛЕНИЯ РИСКАМИ В ПРЕДПРИНИМАТЕЛЬСТВЕ В КАЗАХСТАНЕ: ТЕОРИЯ И ПРАКТИКА

Аннотация. Риск-менеджмент как технология управления переживает в настоящее время в Казахстане период своего становления. Вновь создаются или продолжают свое развитие новые и уже ранее созданные профессиональные объединения и организации, ориентированные на решение отдельных задач в области

управления рисками. Крупные казахстанские компании, представляющие различные отрасли отечественной экономики, инициируют создание корпоративных систем управления риском. В данный процесс активно включаются западные консалтинговые компании, предлагающие модели из «наилучшей» зарубежной практики. В этих условиях особую важность приобретает проблематика формирования единого понимания цели риск-менеджмента не только в теории, но практические меры воздействия, адаптированных к современным казахстанским условиям.

Ключевые слова: предпринимательство, риски, управление, потенциал, конкуренция, экономический рост, партнерство, бизнес

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ARCHETIPIC REPRESENTATIONS IN THE KAZAKH MYTHOLOGY

Abstract. The purpose and relevance of the article is to define the archetypic representations in Kazakh mythology, as well as in the definition of the essence of archetypes in general. Previously, the problems of archetypic representations in Kazakh mythology were not purposefully studied, so this topic seems relevant. In general, the problems of archetypes in Kazakhstan science began to be considered relatively recently, although foreign scientists have been dealing with this problem for a long time.

Key words: Archetypic representations, mythology, culture, traditions, ancestor, plot schemes, mythology, prototype, original signs.

Method: A systematic method as well as a comparative analysis involving some Kazakh myths has been applied,. In the process of work, we turned to works covering cultural studies, ethnology, folklore studies, mythology, archeology, etc.

Results: The results of a comparative analysis lead to an awareness of the formation and creation of archetypic representations in people's lives. Careful study of the problem leads to the objective conclusion that archetypes exist, that the human subconscious is the sphere of the collective unconscious, inherited by the individual in a special way. It is established that archetypic representations are the embodiments of a certain aesthetic-philosophical concept of reality, which are able to reflect certain fragments of the ethnic picture of the world. It has been discovered that, as a rule, historical situations influence the semantic field of the archetype.

Scope: The results of the article can be used in the fields of literary criticism, history, philosophy, cultural studies, and ethnology. Conclusions can be applied in further research in the above areas.

Conclusions: The article for the first time considers archetypic representations in Kazakh mythology. The comparative and analytical analyses were used in the study. The features of archetypic representations in Kazakh mythology are highlighted, parallels are drawn with the archetypes of other cultures.

Introduction: The relevance and novelty of the work lies in the lack of knowledge investigated problem. Previously, questions about archetypic representations were almost not studied in Kazakh mythology, so a more detailed coverage of this problem can be a great help for those who have decided to come to grips with the development of this problem. Unlike the ancient Turkic mythology, there is no real character in Kazakh mythology who has preserved the characteristic image of the Great Mother.

Tasks: Research and definition of archetypic representations in Kazakh mythology, as well as in the definition of the essence of archetypes in general. Previously, the problems of archetypic representations in Kazakh mythology were not purposefully studied, so this topic seems relevant. Since the problems of archetypes in Kazakhstani science began to be considered relatively recently, therefore at the moment the main task is to determine the archetypic representations in Kazakh mythology, as well as to determine the essence of archetypes in general. It was noted above that the problems of archetypic representations in Kazakh mythology were not purposefully studied, therefore the tasks posed in this article seem timely. It should be noted that foreign scientists have been dealing with this problem for a long time.

Methodology: The study is based on the use of a systematic complex analysis of the origin of archetypic representations. A comparative analysis and some Kazakh myths were also used. The work covers issues of cultural science, ethnology, folklore studies, mythology, archeology, etc. which were also used.

Statistics: Statistical data relating to this particular problem is difficult to indicate, due to their absence at present.

Historiography: There are some studies on archetypes in the Kazakhstan literature, but they do not concern our problem. There are some studies of Russian scientists about archetypes, for example, Bolshakov A.Yu. "The archetype, myth and memory of literature." Publishing house Astrakhan University, 2010., Markova V.A. Literature and myth: the problem of archetypes. Tynyanovsky Coll., Riga, 1990; Jung K.G. On the psychology of the unconscious-M .; Canon, 1994; Meletinsky E.M. About literary archetypes. - M. Science, 1994, etc.

Archetipic representations in the Kazakh mythology

Archetypes are universal particles of human culture, thanks to which society acquires primary (pre-empirical) knowledge. In a sense, they are related to primitive, as some modern scholars argue, elements of language systems at a certain level. That is, we deal with the primary elements of the thinking and culture of any nation. Archetypes and myths are interrelated as a surviving collective reality (myth) and the formation of sensual-mental "formulas" of this reality (archetype).

The myths of the peoples of the world are usually considered as a source of archetypes, they divided into cosmogonic, anthropogonic, theogonic, calendar, eschatological myths of different peoples, which are combined by certain elements of the original, initial values of mythology. It was noted above that the archetypes and myths are closely interrelated, they are present in reality as the unconscious collective reality of society.

It is from archetypes that the process of formation of the mentality of any community begins. These are the mechanisms of thinking and awareness that form certain norms of human behavior in society. This, in turn, occurs on the basis of an established value paradigm. Each culture has its own value field, where it is possible to say that a whole arsenal of archetypal images is present, which is present in all ethnic groups and is very stable. For example, ***the Moon, the Sun, the star, the sky, the clouds, the hearth, the house, the father, the mother, the child, the horse, the steppe, the river, the forest, the mountains, yours, the alien,*** etc. and m. It is obvious that these examples are related to the radius of a person's exploration of the space in which he lives and which he shares with others. "In the value-hierarchical picture of the world (individual person, creator and thinker, or nation, humanity),- writes A.Yu. Bolshakov, - the archetype takes priority, supremely - the predominant place: it is a kind of dominant, authoritative leader in the element of elections and decisions, determining certain goals, generating desires and aspirations. In literary studies, the study of an archetype implies its reconstruction by a trace, imprint, imprint left in the human soul or given in the realities of the imaginative system and other means of constructing an artistic work." [1, p.289] A long study of the problem leads to an objective conclusion that archetypes exist, that the human subconscious is the sphere of the collective unconscious, inherited by the individual in a special way. The experience of previous generations, extending into the depth of time, is embedded in the subconscious of a person as if in peculiar layers, this is lively paradigmatic information that has the power of instincts. In her work, EM Luludova writes: "Archetypes that carry out a meaningful semantic load and are the foundation, the basis for all cultural constructions, are a fact that does not require proof."[2,p.120]

The concept of "archetype" is known from the time of late anti-philosophy and gained scientific status in the writings of the Swiss psychoanalyst scientist K.G. Jung [3, p.320], who writes that these are the most ancient and most universal representations of humanity. From the studies of other scientists it is also known that archetypes are universal and dynamic, they contain the initial value, which does not always coincide with modern estimations. In the monograph "The Milky Way of Eurasia" A. Kairzhanov writes: "A person in an unconscious beginning immerses himself in the reflection of the past and the future, clotheing all this in symbolic forms, whose threads are drawn from ancient times and connect them with the future. Archetypes are the structures of the collectively unconscious foundation of humanity. These are timeless schemes and images, due to which thoughts are formed and the feelings of people who once lived and are living now are determined. In addition, they preserve the initial signs of the most ancient forms of comprehending the world (external and internal Universe, the world expressed in symbols, myths, totems and magic)" [4, p.279]

These are the myths of the world ocean, the world egg, the world tree. The image of the world tree is present both in the mythology of the peoples of the Scandinavian North (ash Yggdrasil) and in the culture of the Asian nomads (Baiterek). At the primitive level, the Tree is a vertical linking Top and Bottom.

At the same time, the tree, according to the beliefs of various peoples of the world, should fall down so that the young shoots find their way into the world. Otherwise, the natural rhythms of life are disturbed, stagnation occurs, which is unnatural in relation to natural forces. On a symbolic level, this marks the death of the current world order. However in the minds of nomadic peoples, the Baiterek tree is a poplar whose trunk connects the three levels of the universe. Its roots grow from the very umbilical cord of the earth, and the spreading peak is directed toward the heavens. The roots of Baiterek are wrapped around a huge underground snake with its body - the myth of the infernal (hellish) evil: the magic bird Samuryk lives on the top of the Tree

(Simurg), overshadowing its wings with human life. According to the ideas of the ancients, life, beyond the shadow of the wings of the great bird, cannot be blessed, and the place itself can become Home (it should be noted that Samuryg-Semrug-Semruk is a mythologem prevalent throughout the continent, personifying the highest goodness. It is known that Persian culture corresponds to her Humai bird. The image of this magic bird revealed in his travel poem “The Shadow of a Bird” I. Bunin. The concepts of Bottom and Top are in the eternal confrontation, the outcome of which is decided largely due to a person. For example, in Kazakh folk tales to help Samuryk come batyr, saving the chicks from the bloodthirsty Snake. As a token of gratitude Samuryk, gives the batyr wisdom and becomes a companion of the hero. even in an insect, and also, on the contrary, one of them can miraculously turn into a human being, that is, it was from here that werewolves appeared in various fairy tales, legends, and beliefs.

Earlier we mentioned the world tree - this archetypal image denotes Bottom-Top, along with the vertical in each culture there is also a horizontal, or Close - Far. Among other represented mythological images is the demiurge (creator), the forefather, the cultural hero. Archetypical content can be attributed not only to the actors (heroes), but also objects (Cossack sword, self-dressing tablecloth), phenomena can also be involved (miraculous birth, magical transformation). In modern social science, it is customary to talk about archetypical images, the archetypal situation, the archetypal motif, as well as the archetypal space.

In the mythological dimension, the spatial relationship between the concepts of “Top-Bottom” and “Near-Far”, which are represented by more specific archetypical topos.

There are a lot of myths, for example, about the world tree, about the peculiarities of natural and physical phenomena, about the surrounding world, about the heavenly bodies: the Sun, the Moon, stars. These archetypal images, passed down from generation to generation for centuries, varying, overgrown with interesting speculation, details, turned into beliefs and beliefs. In the myths of the Kazakh people are manifested national characteristics of thinking, attitude, worldview of the ancient man. Questions of worldview worried the ancestors of modern Kazakhs.

The nature of the myths is controversial, as evidenced by the presence of many mythical stories about the origin of the world. These myths have a special place in the works of oral folk art.

They are a real treasure of archetypal images; all scientists of the world who deal with this problem write about it.

There is a myth that the sky created Təңir (God), the mistress of the earth is Umai-ana, she is the wife of Təңira, this belief is more common among the Turkic peoples of Siberia. Solar, lunar, astral motifs occupy a special place among the myths, they are very popular in oral folklore, people at all times felt and knew about the relationship of natural (celestial) phenomena with the life of Earth and earthlings. Let us give one famous example from the solar myths about the Sun and the Moon, they are represented as two beautiful girls. They sometimes appear as twin sisters, sometimes inseparable girlfriends who are a little jealous of each other, but continue to communicate and make friends. But once they had a strong quarrel, and the enraged Sun, with its sharp rays, scratched the face of the Moon. Ever since the face of the Moon, there are spots that people see in our days, so their the enmity turned out to be so irreconcilable that these two luminaries, in order not to meet and not to contemplate each other, - one appears in the sky during the day - the Sun, and the other - the Moon at night. Another of the myths about the moon: once an evil stepmother sends her stepdaughter at night to fetch water, the girl in the well water saw the reflection of the moon, and it seemed to her that this was the face of a djigit. She prayed for him to take her, the orphan life of a girl was so hard and unbearable. The moon, having turned into a beautiful horseman, descended to earth and took the girl to the sky, so people are still told that supposedly girls cannot go to the well at night and to other reservoirs, they can be kidnapped. Dzhigit is a typical archetype in myths, legends and tales of the Turkic peoples.

Beliefs say, if you look at the full moon for a long time, you can see the figure of a girl with a rocker and buckets, which she herself once took to herself. Since ancient times, people attributed the characters and actions of people to the heavenly bodies, personifying and inspiring them. Probably, people composed similar myths and legends, wanting to bring them closer and liken themselves in order to somehow keep in touch with the Universe, with incomprehensible natural phenomena, perhaps with a view to “security” for themselves and their loved ones. However, it should be noted that there are no details about the origin of celestial bodies in Kazakh myths, scientists suggest that this phenomenon is associated with the influence of Islam, which prohibits talking about it, because everything is a creation of one Allah.

Kazakh myths do not explain how celestial bodies acquired human form. Many people are well aware of the myth "Zheti Karakushy" (Big Bear), it consists of seven stars, which people associated with seven thieves. The Polar Star - “Temir Kazyk” (literally, Iron Stake), two stars located not far from the “Iron Stake”, were presented as two horses tied to it.One horse, “Ak Boz At”, is a white horse, another horse, “Kuk Boz At”, is blue-gray, and every night the robbers sneak up to steal horses, but when morning comes they are forced to hide. There was a belief that people were afraid of: if they suddenly steal at least one of these horses, then will be “Akır Zaman” - “The End of the World”. The horse for the Kazakh and for many other nations was always the most valuable asset, therefore he was present in all the myths, legends, fairy tales and, of course, is a real archetype. Wonderful, magical properties were attributed to him, he was an adviser, the savior of his master, speaking in human language, warned about the dangers that could be encountered on the way to his master friend. In the Kazakh myths sometimes there is a winged horse, which rushes faster than the wind. Perhaps these plots echo the ancient Greek mythology, where since ancient times there are various versions of the myths associated with the winged horse Pegasus. In ancient Greek mythology, one of the most popular characters is Pegasus. He was in the service of the gods, accompanying their chariots, in particular, the chariot of Zeus, according to legend, the archangel Michael fought with his enemies on Pegasus. In addition, Pegasus was the patron saint of good strength, spiritual growth, wisdom, outstanding poetic inspiration. In some other myths, the legendary horse is the Thunderbird, the creator of the sources, for example, with one blow of the hoof it creates the Hippocrene source. He later became a character in literary works, in the sixteenth century Giordano Bruno wrote a satirical work “The Cabala of Pegasus,” in which he criticized the ignorance of the Middle Ages. In the eighteenth century, Friedrich Schiller wrote the work Pegasus at Harnness, where the winged horse appears as an ordinary workhorse. It falls into the hands of bad and ignorant people who, due to their ignorance and narrow-mindedness, cannot appreciate the merits of this extraordinary horse.

For Kazakhs, the horse is also a symbol of peace and higher intelligence (it’s not accidental that the mythical tulpar has wings). In all the epic monuments of antiquity, the batyr's horse is not just a means of transportation; The above has already been mentioned - this is a wise mentor and friend, endowed with the gift of human speech. Recall the things of Baichubar, the companion of the legendary hero Alpamys, the famous Tarlan; the faithful friend of Batyr Yer - Targyn - the very wise horse of Taiburyl, directing the mighty Koblandy of the batyr to feats. In the semantic meaning of the epic image of a horse, its comparison with the sun, fire, and flame is embedded. For example, about the horse of Alpamys in the epic it is said that he "trembles and burns with fire / And rises with a candle above the ground / Alpamiss calls on a campaign". A horse is a solar symbol of the Kazakhs and a symbol of the memory of communication with the ancestors.

It should be noted that as much as man exists on earth, so much he observes the heavenly bodies, creating myths and legends about them, trying to introduce their images into his life, drawing some parallels with aesthetic manifestations in his daily life, everyday life and in celebratory, emotional events. All nations have a big event in a person's life is the birth of a child, finding a name for him and the child’s grievance with the name chosen for him. For the most part, Kazakhs are a poetic, emotional and sometimes superstitious people, picking up a baby’s name, they try to tie a lot to their name. Quite often, a child is named after a famous person so that the child in the future will be as brilliant, talented or courageous and brave as the carrier of the chosen name. For example, in this case, as a rule, the choice falls on the names of **Abai Kunanbayev**, **Mukhtar Auezov**, **Sabit Mukanov**, **Bauyrzhan Momyshuly**, **Malik Gabdullin**, **Talgat Bigeldinov**, **Olzhas Suleymenov**, etc. You are well aware that these are the names of prominent representatives of the Kazakh people, and of course, every parent wants to see his child gifted, talented, famous, at least a bit like the heroes they have chosen. Girls also try to call the names of famous compatriots. For example, in the forties and fifties of the last century, in honor of

Manshuk Mametova, **Aliya Moldagulova**, **Sara Tastambekova**, **Mayra Shamsutdinova**, **Kulyash Baiseitova**, and later **Roza Baglanova**, **Bibigul Tulegenova** and others. In addition, in the names of girls often the Luna, Star , for example, **Aisulu** - Beautiful as the Moon, **Aigul**- the moon flower, **Aisaule** – the moon light, ray, **Ayzharkyn** – bright as the Moon, **Aizhan** - the Moon soul, **Aykhanym** – the Moon princess, **Asylay** - Precious as the Moon; **Kunsulu** is beautiful as the Sun, **Kunsaule** is Sunshine or Sun Ray, **Altynai** is the golden Moon, **Kumisai** silver is the silver Moon, **Zhuldyz** is the Star (the boys were also called by this name), **Zhuldyzai** the Star and the Moon, **Sholpan**-Venus, etc. The boys were given the names **Aysultan** - the moon sultan, **Aibek** - the moon bek, **Zhuldyz** - the star. Therefore, the most ancient archetypical images in the myths of the Kazakh people are all the celestial bodies headed by the Sun and the Moon, and after that from the everyday life of people, from other various phenomena, the archetypical images that accompanied man until his last days on Earth have been formed. In the old days, quite often, when a child was born, he was given the name associated with one or another natural phenomenon. For example, if a child was born at dawn - They called him **Tanzharyk** - Bright morning or **Tanatkan** - Morning came, if **Boranbay** was born in a storm **Aytuar** - The Moon Appears, **Kuntugan** - The Sun Appeared. Reflected in the child's name and any important events in the life of the people, for example, the name **Maidan-**Front, the war was called children born during the war, if the child was born during migrations or arriving on summer pastures, then often boys called **Zhailau**, and girls **Zhailauhan** . In Soviet times, even in honor of congresses and big elections, children were called by the names associated with these events. For example, if a girl was born, they called her **Sailau, Sailauhan**, or the second part was added to the boy's name and **Sailaubek** turned out or simply Sailau. Until now, there are male names among the people of the older generation of **Siezbek** - in honor of some all-Union party Congress. And also called children in honor of the rivers. For example, **Madchik Yedil** - Volga, **Zhayyk** the Ural River, **Ertis** - the Irtysh River, and so on. There are myths about animals and plants, totemic animals appeared. Several beliefs about the origin of the Turks. Their forerunner is considered "Ak kaskyr" - the white wolf, sometimes they say "Kok bori" - the gray wolf. Another option: a man marries a she-wolf, with her overcomes many mythical obstacles to achieve certain goals. Another version: the wolf fed and raised the future prime ancestor of the Turks. Until now, many Turkic peoples have preserved this belief, and the wolf is revered as a totem animal .

The myth of the Flood, the Kazakhs, from ancient times, interpreted in this way, considering that Noah's Ark stopped in their homeland precisely at Mount Kazykurt in the South Kazakhstan region, and there its inhabitants found refuge. To this day, the inhabitants of this region willingly share with this myth, telling how the rock on the mountain is nothing more than a ship that has hardened from time, that is, Noah's Ark. We must say, really, the silhouette of the mountain peak, indicated by the locals, resembles the silhouette of a ship.

As we see, each ethnos builds its own model of the world, based on universal collective ideas about the Universe, about the place of humanity in it, about the laws of life, which are inseparably linked with the centuries-old beliefs of man. Despite the fact that such knowledge fits into empirical formulas, more or less stable and repetitive regardless of the geographical area of existence of the people, there is a possibility for ethnospecific "variations" that are caused by the very difference of languages, cultures, traditions, customs, customs, etc.

Archetypical images carry in themselves the universal properties of a collective whole - of humanity; they manifest themselves in the external world as images and ideas, are realized in sign systems of a different order. Humanity exists in the world of deep cultural codes that go back to basic oppositions. Archetypes to some extent determine the self-organization of the entire life of an ethnos; they act as a constant engine of repetitive behavioral reactions and scenarios. World history shows that archetypes are especially significant as an object of study in times of crisis of national identity, the loss of a clear identity. An archetype can act both as a moral maxim, and as an axiological norm, a regulator of social relations and an indicator of the level of development of society at a certain historical stage. It can be described as a determinant of social life. Archetypes are able to reconstruct certain mental models that are basic and natural for the people.

The researcher U. Domansky proposes to understand archetypes as primary plot patterns, images or motifs that have arisen in human consciousness at the earliest stage of human development. [5, p.11] Therefore, myth and archetype are interconnected as a surviving collective reality (myth) and the formation of sensual - mental "formulas" this reality (archetype.)

It was mentioned above that archetypical images are structures of the collectively unconscious foundation of humankind. These are timeless schemes and images, thanks to which thoughts are formed and the feelings of people who once lived and are living now are determined. In addition, they preserve the original signs of the most ancient forms of comprehending the world (external and internal Universe, experience expressed in symbols, myths, totems). The myths of the peoples of the world are usually considered as a source of archetypes. Among them are cosmogonic, anthropogonic, theogonic, calendar, eschatological myths of different peoples united by a set of certain initial, initial values by mythologemes.

Archetypes, as is known, are constant elements of world culture. They carry the universal knowledge of man about the world. This knowledge was laid into the core of the archetype through the centuries-old recurrence of some kind of historical experience experienced by man since the archaic stage of its existence. Despite changes in the historical context, the archetype as a unit of mentality carries the "light" of collective ideas. As Z. Freud notes, that human culture was built from bricks of a long-forgotten world view. [6, p.123] At the same time, the relative variability of the archetype is inherent, that is, the peripheral layer, in contrast to the core, is less stable and more adaptive.

Archetypes are included in the subconscious of man by the history of society: age-old tribal associations, their relationships, ethnic, ethical relationships, interactions and interconnections, metahistory, diachrony, etc. Research in the field of psychology, neurolinguistics over the past centuries brought scientists to the objective conclusion that archetypes exist, the human subconscious is the sphere of the collective unconscious, inherited by the individual in a special way.

The experience of previous generations, extending into the depth of time, is incorporated into the human subconscious as if by dark layers, this is lively paradigmatic information that has the power of instincts. "Archetypes that carry out a meaningful semantic load and are the foundation, the basis for all cultural constructions, are a fact that does not require proof," sums up EM Luludova [2, p.120]. In the sphere of consciousness, archetypes manifest themselves in mental forms, that is, in the form of living symbols, markers, a kind of representatives representing information worked out by previous generations of experience that does not require analysis and synthesis, which indicates the legitimacy of the semiotic interpretation of rooted implicit information.

Archetype or prototype - actively forms the imagination, and therefore it is most often found in myths, beliefs, works of art, fantasies, and sometimes in dreams. Penetrating into consciousness and being filled with the "material of conscious experience", the archetype receives its meaningful characteristic. The improvement of the archetype in the human mind is accompanied by emotionality and inspiration, because this prototype goes back to the origins of human nature.

Expanding the content of the archetype T. Mann wrote: "... in a typical there is always a lot of mythical, mythical in the sense that a typical, like any myth, is the original pattern, the original form of life, a timeless pattern, since ancient times a given formula, in which life of self-consciousness is set, vaguely striving to regain the signs it once had intended." [7, p.672]

Archetypes are usually used to denote universal, fundamental motifs, patterns of images and representations that underlie all artistic structures.

Archetypes are universal ideas about the realities most significant in the life of a collective. They are empirically developed by him and received the status of retransmitted in culture due to their semantic "originality", primacy and repeatability. If I may say so, the repertoire of archetypes in world culture is limited, but each of the archetypes is capable of generating an unlimited number of plot variations. Historically, the archetype is closely related to the mythological views of humanity. The mythological complex of culture is the material on the basis of which the archetypes managed to differentiate, classify and subsequently subject to scientific understanding. Archetypes perform a number of important functions, including cumulative, epistemological, translational, axiological, etc. The archaic relics of culture, which are archetypes, are always substantively filled with the experience of a nation.

Thus, archetypes are universal ideas about the realities most significant in the life of a collective, they have been developed empirically and received the status of being relayed in culture due to the semantic "originality", primacy and repeatability. The repertoire of archetypes in world culture is limited, but each of the archetypes is able to generate an unlimited number of plot variations. Historical archetype is closely related to the mythological views of humanity. The mythological complex of culture is the material on the basis of which archetypes can be differentiated, classified and subsequently subjected to scientific judgment. Archetypes perform a number of important functions, including cumulative, epistemological,

translational, axiological, relative, regulatory, exectative, conceptual. The archaic relics of culture are always substantively filled with the experience of a nation, and above all they stem from myths.

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ҚАЗАҚ МИФОЛОГИЯСЫНДА АРХЕТИПИКАЛЫҚ БЕЙНЕЛЕР

Аннотация. Мақаланың мақсаты мен маңыздылығы - қазақ мифологиясында архетипикалық бейнелерді анықтау, сондай-ақ архетиптердің мәнін анықтау. Бұрын қазақ мифологиясында архетипикалық бейнелердің проблемалары әдейі зерттелмеген, сондықтан бұл тақырып маңызды болып көрінеді. Тұтастай алғанда, қазақстандық ғылымдағы архетиптердің проблемалары салыстырмалы түрде жақын арада қарастырыла бастады, дегенмен шетел ғалымдары бұл мәселені ұзақ уақыт бойы шешіп келеді.

Түйін сөздер: архетипикалық бейнелер, мифология, мәдениет, дәстүр, ата-баба, сюжеттік схемалар, мифология, прототип, алғашқы белгілер.

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АРХЕТИПИЧЕСКИЕ ОБРАЗЫ В КАЗАХСКОЙ МИФОЛОГИИ

Аннотация: Цель и актуальность статьи заключается в определении архетипических образов в казахской мифологии, а также в определении сути архетипов вообще. Ранее проблемы архетипических образов в казахской мифологии целенаправленно не изучались, поэтому данная тема представляется актуальной. Вообще проблемы архетипов в казахстанской науке стали рассматриваться сравнительно недавно, хотя зарубежные ученые занимаются этой проблемой уже длительное время.

Ключевые слова: архетипические образы, мифология, культура, традиции, первопредок, сюжетные схемы, мифологема, первообраз, первознаки.

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STUDIES OF FINANCIAL STABILITY OF BANKS OF THE REPUBLIC OF KAZAKHSTAN

Abstract. A sustainable financial system is able to efficiently share resources, assess and manage financial risks, reduce employment levels close to the natural wealth of the economy, and eliminate the relative assessment of actual or financial assets that affect money levels or stability. Problems of financial sustainability with the use of macroprudential regulation will be addressed in a comprehensive manner, taking into account the systematic study of problems Thus, the mechanism of minimum reserve requirements will stimulate the attraction of external resources to foreign liabilities at the maximum rate of reserve assets. At the same time, stimulating investment activity as a tool for implementing macroeconomic decisions in the post-crisis period and strengthening the confidence of both investors and consumers of financial services in the financial sector of the republic. The concept envisages financing the real sector of the economy, raising the aggregate level, making full use of domestic sources of financing the financial system and the real sector of the economy, preventing the emergence of "bubbles" in asset markets and risks for its stability in the financial system.

Keywords: sustainability, banking system, financial system, crisis, risks.

INTRODUCTION

The financial system is within the range of stability, but the financial system is inflicted by unrecognized and ineligible events. In a stabilized system, the first thing to do is to prevent unbalanced events on a specific economy or another financial system with the help of a self-recapture mechanism. Financial stability is crucial for economic stability, as many business operations in the real economy are embedded in the financial system.

The absolute value of financial sustainability is well known in the absence of financial stagnation. In the period of the bank or the finances you can finance your project, the cost of their assets will exceed the cost of the internal cost and can be non-existent. The greatest instability can be a stimulus for bankruptcy, hyperinflation, or stock market. It can be very strongly supported by the financial and economic system.

The overall stability of the split equations is a z-appendix. The top ten compares the buffer (capitalization and revival) to the risk (volatility of the deficit) for measuring the risk of bank insolvency. The z-ball is defined as $z \equiv (k + \mu) / \sigma$ where k is the underlying asset of the asset, μ is returned to the percentages of the assets, σ is the standard liquidation of the active assets in the asset variability of the diversity assets. The popularity of the Z-Placetat is the size of a subtle (negative) link with a finite set of financial assets, and there is always an asset that is believed to be the bottom line. High-z-proof - low improbability. Articles that use the z-score to analyze the stability of a bank include Boyd and Runkle (1993); Beck, Demirgüç-Kunt, Levine (2007); Demirgyanc-Kunt, Detragany and Trainel (2008); Laeven and Levin (2009); Chihak and Hesse (2010). Other methods of measurement of stability are based on the basic principles of Mertona. It is always used for the purpose of determining the firm's financial obligations and, by default, for the general possibility of explicit disclosure. The model of Merton (also known as the asset valuation attribute) looks at how capital assets are activated by the activated assets that it takes to account for the volatility of the assets. The firm 's rating capital assesses the premium, offered

by a credit firm. By the way, the model appraises the cost of the asset firm (for all volatility) at the time when the default by default will exacerbate. The model identifies the default when an asset exceeds the asset (another type of model is required by default / default, default for default). The model of Merton can estimate the creditworthiness of the firm on credit. In subsequent research, Merton's model has been modified to get the full spectrum of financial services that are used by default in the swaps. Here's what, in fact, is Moody's default on credit and model KMV for your account and how much is your credit card. Distances through Default (DD) - This is the default mode for the corporate identity, based on Merton's model. It is estimated that the risk of credit risk and the risk of credit risk on a corporate level. For measuring the stability of the system, the firm is able to integrate the static stability (z-statement and distance by default). The combinations of combinations of these combinations are subject to volumes that are linked to financial instruments; There is always a single unit that can be damaged.

MAIN PART

For large financial institutions, the likelihood of using the standard of first default as a consistent risk assessment or the likelihood of saving a number of institutions is suggested. It uses non-risk deposit opportunities from credit default swaps. Unlike remote actions by default, it recognizes that default settings can exist between several institutions. However, the default study, which focuses on probability, does not mean that the failure of a larger institution can lead to greater flexibility than that of a smaller one.

The implementation of state programs and structural reforms will be continued in order to effectively achieve the goals of the Strategic Development Plan of the Republic of Kazakhstan until 2025 and the Kazakhstan-2050 Strategy.

This year, the economy is expected to grow at a level not lower than 3.8%, and inflation is expected at the level of 4-6%.

The government will continue to pursue a consistent fiscal policy aimed at ensuring macroeconomic stability. All budget commitments and social initiatives will be fully implemented. Special attention will be paid to the prevention of unreasonable price increases for socially important goods and services.

The National Bank will continue to pursue a predictable monetary policy aimed at supporting low inflation. All necessary measures will be taken to ensure the stability of the situation in the foreign exchange market, the banking sector and other segments of the financial market. The National Bank has sufficient funds for gold assets, as well as the tools necessary to prevent speculative transactions related to the tenge exchange rate, including regulatory instruments.

Another assessment of the stability of the financial system is the expected systemic reduction of systemic risk, which assesses the individual contribution of each institution. The SES takes into account external factors in the real sector of the economy, taking into account the risks inherent in the private sector when these factors are absent. The model is good for determining the systemic value of which institutions are most influential, especially where the broader economy is affected. The lack of a CES method is difficult to determine if institutions of a system value can fail.

In subsequent studies, the retrospective indicator of HES could be somewhat predictable. Expected measure - SRWS. If another crisis happens, CSCS will estimate the expected capital deficit of the company. To predict this systematic risk-based assessment, the Long-Term Margin Expected Short Period (LRMES) primarily measured the ratio between the firm's equity capital and the broader market (calculated asymmetric volatility, correlation and correlation). If the total market exceeds 40 percent in the six-month interval, to determine what capital is needed to achieve an 8 percent equity ratio during a model crisis, the model will estimate the value of the firm. % SRW measures the percentage of the financial capital deficit of firms. A higher percentage of risk represents the greatest danger and at the same time contributes to the emergence of a hypothetical crisis. One of the predictions of CES is that the firm is “systematically dangerous” if the financial sector is weak, especially if it faces a shortage of capital.

Another indicator of financial sustainability is the systematic loss of attempts to cover the shortcomings of the previously discussed measures. It combines three key elements: the “contaminated” nature of defects in institutions, depending on the probability of default in each individual institution, the amount of losses associated with the default, and their interrelationships.

There are a number of indicators of financial stability. They include the ratio of regulatory capital to risk-weighted assets and the ratio of non-performing loans to total loans. They are part of the “financial sustainability indicators”. Variable values, such as non-performing loans, may be better than the z-score, but they also lag behind the stability indicators.

Another alternative to financial instability is excessive credit growth with excessive focus. A well-developed financial sector will grow. Very rapid credit growth is one of the strongest factors associated with banking crises. In fact, about 75% of the loan portfolio in emerging markets ends in banking crises. Loan growth rates are also positive and negative: it is difficult to measure credit growth, but it is difficult to assess excessive growth.

the main directions and areas of cooperation with the government and the National Bank of the Republic of Indonesia on sustainable economic growth and price stabilization. Matching defines 10 key tasks.

The principles and main directions of joint activities of the Government and the National Bank are established to ensure stable growth and stable prices. The agreement defines 10 key objectives.

1) A balanced fiscal policy is within the purview of the Government.

2) Effective monetary policy and control of inflation

The National Bank will support the inflation targeting regime, as well as the stability of the country's economic development and the rising standard of living of the population, giving priority to supporting low inflation.

In addition, inflation targeting is specified. By 2021, it is recommended to keep the corridor 4-6%, and by 2022 to reduce it to 3-5% and save in the long term.

3) Ensuring the stability of the foreign exchange market

The National Bank set the task to increase the fluctuations of the tenge. The National Bank of Kazakhstan reserves the right to perform flexible repayment in accordance with the currency trading policy.

4) Accessibility of financing for the economy

The focus will be on the development of the market for institutional investors, operational and savings deposits.

In order to improve the pricing efficiency, the formation of market indices and indicators in the interbank and securities markets will be ensured.

5) Development of the government securities market

E. According to Dosayev, the National Bank will provide a short-term risk-free yield curve.

6) Financial support for economic development

7) Improvement of real sector enterprises

According to the National Bank, the realization of the priority right of secured creditors will help restore the loan portfolio of enterprises and banks. Work on improving law enforcement practice in the field of bankruptcy with the highest judicial authorities will continue.

7) Improvement of real sector enterprises

According to the National Bank, the realization of the priority right of secured creditors will help restore the loan portfolio of enterprises and banks. Work on improving law enforcement practice in the field of bankruptcy with the highest judicial authorities will continue.

8) The stability of the financial system

Work to strengthen the banking system will continue. For the National Bank, it is important to fully implement the functions of the last lender.

9) Reduction of the shadow economy and the development of non-cash payments

Measures will be taken to improve the availability of non-cash payments and the development of their infrastructure. Measures will be taken to translate the settlement of large transactions in non-cash form.

10) Protecting the rights of consumers of financial services and improving financial literacy

To implement these measures, the National Bank will make a corresponding proposal to the government, which provides for legislative amendments, including the extension of the mandate of the National Bank. Joint actions of the National Bank and the Government are not limited to these areas of the Agreement. Coordination will be carried out through regular monitoring, discussion of adopted and proposed measures.

In addition to the measures of the National Bank to ensure the balance of the foreign exchange market, coordination of budget operations on the exchange of guaranteed transfers from large entities of the quasi-state sector, the Ministry of Finance and the National Fund will be ensured.

CONCLUSION

The most frequently used volatile market volatility for financial markets is volatility. The erroneous diagnosis of other proxy returns is related to the fact that the market with distorted stock returns provides a significant negative return and is likely to have a low probability of stability. Another variable is the vulnerability to successful manipulation resulting from certain characteristics of the information presented in the financial statements of the manipulating companies. The percentage of companies listed on the stock exchange has been changed. In the United States, France and other high-income countries, at least 10 percent of companies have problems with wage manipulation; In Zimbabwe, on the contrary, almost all firms can use accounting records. In Turkey, this figure is about 40%. Other variable factors approaching volatility in the stock market are the ratio and duration of price to income, which is a revised version of the rate of return that takes into account such factors as long-term growth and interest rates.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ БАНКТЕРІНІҢ ҚАРЖЫЛЫҚ ТҰРАҚТЫЛЫҒЫН ЗЕРТТЕУ

Аннотация. Тұрақты қаржы жүйесі ресурстардың тиімді бөлінуіне, қаржылық тәуекелдерді бағалауға және басқаруға, экономиканың табиғи мөлшеріне жақын жұмыспен қамту деңгейін ұстап тұруға және ақша немесе тұрақтылық деңгейіне әсер ететін нақты немесе қаржы активтерінің салыстырмалы бағасындағы қозғалыстарды жоюға қабілетті.

Макропруденциалдық реттеуді пайдалана отырып қаржы тұрақтылығын қамтамасыз ету мәселелері проблемаларды жүйелі түрде зерделеуді ескере отырып, кешенді түрде шешілетін болады. Сөйтіп, ең төменгі резервтік талаптар тетігі сыртқы ресурстарды сыртқы міндеттемелерге барынша үлкен резервтік активтер нормативі арқылы тартуды қайта ынталандырады. Сонымен қатар, дағдарыстан кейінгі кезеңде инвестициялық белсенділікті макроэкономикалық шешімдерді жүзеге асыру құралы ретінде ынталандыру және инвесторлар тарапынан және сол сияқты қаржы қызметін тұтынушылар тарапынан республиканың қаржы секторына сенімді нығайту болып табылады. Тұжырымдамада экономиканың нақты секторын қаржыландыру және қаржы жүйесі мен экономиканың нақты секторын қорландырудың ішкі көздерін барынша толық пайдалану, актив нарықтарындағы "көпіршіктердің" пайда болуына жол бермеу және қаржы жүйесіндегі оның тұрақтылығына қатер келтіретін тәуекелдердің жиынтық деңгейін төмендету мәселелеріне басты назар аударылды.

Түйін сөздер: тұрақтылық, банк жүйесі, қаржы жүйесі, дағдарыс, тәуекелдер.

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ИССЛЕДОВАНИЯ ФИНАНСОВОЙ УСТОЙЧИВОСТИ БАНКОВ РК

Аннотация. Устойчивая финансовая система способна эффективно разделять ресурсы, оценивать и управлять финансовыми рисками, снижать уровни занятости, близкие к естественным богатствам экономики, и устранять относительную оценку фактических или финансовых активов, которые влияют на уровень денег или стабильность. Проблемы финансовой устойчивости с использованием макропруденциального регулирования будут решаться комплексно, с учетом систематического изучения проблем. Таким образом, механизм минимальных резервных требований будет стимулировать привлечение внешних ресурсов в иностранные обязательства по максимальной ставке резервных активов. В то же время стимулирование

инвестиционной активности как инструмента реализации макроэкономических решений в посткризисный период и укрепление доверия как инвесторов, так и потребителей финансовых услуг к финансовому сектору республики. Концепция предусматривает финансирование реального сектора экономики, вопросы повышения совокупного уровня, полное использование внутренних источников финансирования финансовой системы и реального сектора экономики, предотвращение появления «пузырей» на рынках активов и рисков для его стабильности в финансовой системе.

Ключевые слова: устойчивость, банковская система, финансовая система, кризис, риски.

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INNOVATIVE TRENDS OF THE AKMOLA REGION

Abstract. In the opinion of the authors, in the Akmola region, the innovative threads will allow the region to become a leader in all positions of innovation development, while the state support of innovation activity in the republic is aimed at developing the innovation potential; an increase in the share of high-tech products in the structure of gross domestic product. Stimulation of innovation activity by creating organizational and economic conditions, for which priorities of innovation development are necessary, ways of developing innovation infrastructure have been formed with the assistance of high-tech and knowledge-intensive industries, which will allow domestic innovations to enter foreign markets, establish international cooperation and attract additional investments in innovation activities with the reorientation of production to resource-saving technologies, Organic products. What more was done this study.

Keywords: innovations, trends, region, business, industry, investments, block chain, startups.

INTRODUCTION

The program “Rukhani Zhagyru” is unique in that it affects all spheres of society. Increased spending on research and development (hereinafter referred to as R & D) should be the key to sustainable development in most countries of the world. In other words, if states want to have a technological foundation, they should spend it themselves and do everything possible so that private companies also invest more in research and development. We are not talking about fundamental research, launches of the next hadron collider. Clean air in megacities, high-speed Internet, artificial organs, new food products and revolutionary types of energy carriers - all of this humanity will not receive if it does not invest in innovative solutions.

However, to give money for development does not mean to be directly on the advanced technological revolution. Another very remarkable rating is the Global Innovation Rating immediately takes into account 80 indicators. Among them are the number of applications for registration of intellectual property rights and patents, a list of created and implemented mobile applications, the amount of expenditure on education and the number of scientific and technical publications. Moreover, in this ranking, by the way, of the previously mentioned world leaders in R & D spending, only Switzerland and Sweden are in the top five. This suggests that even world leaders with billions in investment in science and applied research cannot always boast a concrete result. There are not as many real innovations that change the face of industry and production as humankind would like.

MAIN PART

Fresh ratings and analysis show how rapidly China is bursting into global innovation leaders.

The authorities of the Middle Kingdom in technology and solutions have proclaimed along with the struggle for the title of the first economy in the world. Back in 2016, R & D expenditures in this country exceeded 234 billion dollars. Overall, it was only 2.11% of the Chinese GDP, but in absolute terms, only Americans invest more than Americans do in science and technology. True, the Chinese have an indicator according to which even the United States cannot overtake the country: by the end of 2018, the number of

scientists and innovators in this country will exceed 6 million. This is absolutely the best indicator on the planet. It turns out that you can fight for leadership by increasing the volume of human capital.

By the way, Kazakhstan ranks 74th in the Global Innovation Index. We are noted by compilers as leaders of the region of Central and South Asia along with India and Iran.

Kazakhstan produces a high amount of foreign direct investment in the country, due to which technology transfer usually occurs. Investors, as practice shows, in our country are beginning to build new high-tech enterprises. Also in Kazakhstan, the number of students and teachers related to applied and fundamental science is growing.

The most relevant technologies for today, where opportunities are opening up, are artificial intelligence, augmented and virtual reality, the Internet of Things (IoT) and, of course, the block chain. Do not forget about the changes in the ways of communication with customers through chat bots and other marketing tools. The world expects that by 2025 the volume of the global market for virtual chat bots will be $ 1.25 billion, the market for virtual and augmented reality will be 215 billion by 2021, and the size of the Internet of Things market will be 457 billion by 2020. E-commerce will also maintain growth trends. Only in Kazakhstan, the volume of this market for 2018 is estimated at 106 billion tenge.

There is not a lot of money in RK that needs to be put into circulation. We have a huge number of people who are able to invest in startups. Again, there is no knowledge: how and where to invest, where to look for projects, how to structure a deal, and so on. There are no core and smart investors who will not just invest money, but could take part in the development of a startup, sharing knowledge, experience, contacts. The MOST Business Incubator has been on the market for 8 years, and we are one of the first to start talking about startups, the importance of developing the investment climate and the startup ecosystem as a whole. Today, with state support, the international Astana Hub, the financial and technological hub of the Astana International Center, has opened. Conditions are created, the state supports, now we need to systematically implement our plans. Energy and the use of renewable energy sources, agriculture, mining, tourism, IT-technologies, medicine, education, construction and engineering - all of these areas are key to Akmola regional scientific and research activities. Research Technological Park ("Technopark"). For example, Led Systems LLP develops a business plan to modernize the lighting system of 17 educational facilities in the districts through a public-private partnership mechanism. Another participant Technopark, Kokshetau State University. Sh. Ualikhanov, allocated over 8 million tenge for the development and support of start-up projects.

"Industrial-agrarian" feature of the development of the Akmola region, in which large-scale agricultural production and industry are concentrated. With the support of the state, along with agriculture, the branches of machine building, the metallurgical and processing industries, the building materials industry, and tourism are developing in the region. Akmola region in development programs is assigned, an exceptional role in which the rate should be made on the further development of the agro-industrial complex and attracting investment in the processing industry.

As for the industry, by the end of last year, the enterprises of the region produced products worth 545.5 billion tenge. This is almost 90 billion tenge more than in 2016. In addition, the growth continues. In just five months of this year, the production volume amounted to 244.8 billion tenge, that is, in a relatively short period, it was possible to shift the development trends towards an increase in the share of the manufacturing industry. Its volume in weight increased from 72 to 80 percent. The merit of such rapid development of the manufacturing sector lies in the successful implementation of Industrialization Map projects in the region. In metallurgy, as specified in official documents, growth reserves are associated with the launch of three factories for the processing of technogenic mineral formations of Kazakhaltyn Technology JSC, where it is planned to produce up to 3.1 tons of Dore alloy (for 2018-2022). The growth should also be provoked by the construction of a mining and smelting complex based on the Masalskoe iron ore deposit with a capacity of 1 million tons of rolled metal per year. Completion of the complex is scheduled for 2022. The new outlines of the industrial sector of the region should be given a digitalization process. According to the Ministry of Industry and Development, work is already underway to formulate a plan to include eight projects in the process, implemented by such companies as JV SKZ Kazatomprom LLP, Altyntau Kokshetau JSC, GMK Kazakhaltyn JSC and RG LLP Gold ",“ PO “Kokshe Cement” LLP, “Semizbay U” LLP, “Stepnogorsk Mining and Chemical Combine” LLP. The introduction of digital technologies will increase their competitiveness. Among them, a cement plant with a capacity of 2 million

tons of cement per year, three gold extracting factories for processing technogenic mineral formations at the Kazakhaltyn mines, a line for the production of casual shoes, an innovative project for the production of inactivated adsorbed culture rabies vaccine for farm animals. A similar positive trend is observed in the agrarian sector. All efforts on this front are devoted to ensuring the production of competitive products in demand in the markets.

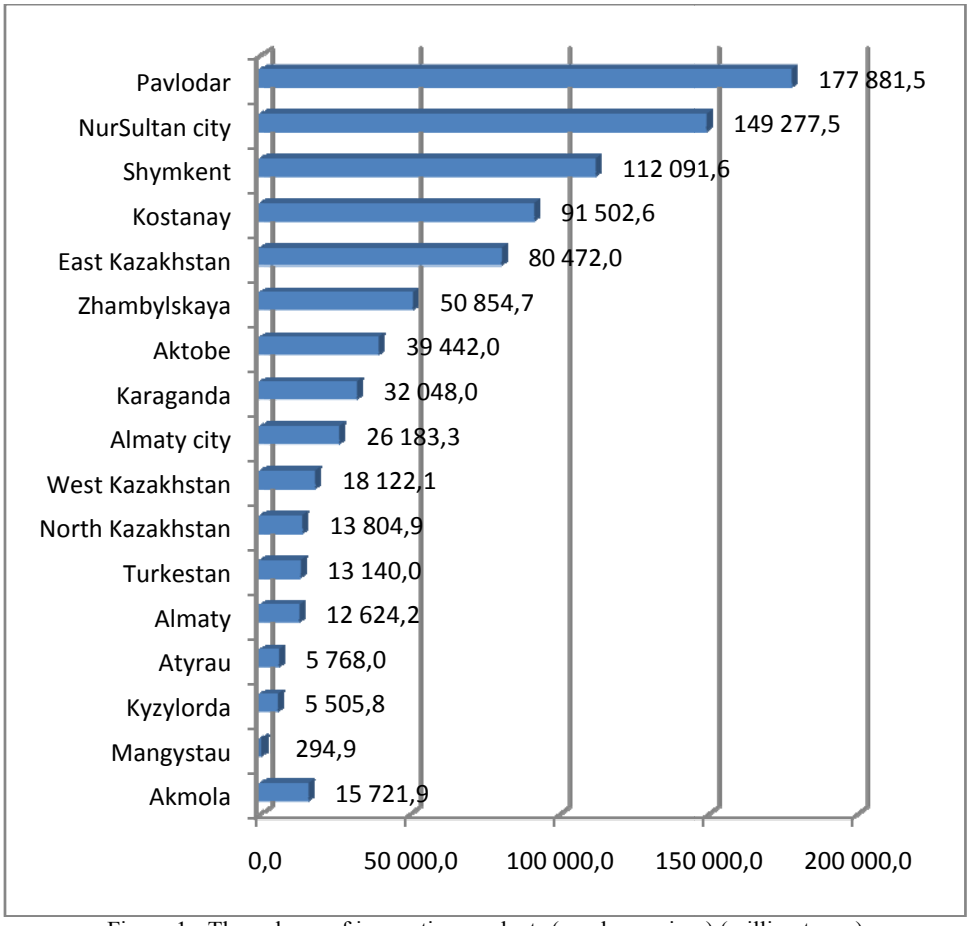

Figure 1 - The volume of innovative products (goods, services) (million tenge)

The leader in terms of innovative products is Pavlodar region 177881.5 million tenge, in the second place of the city of Nur-Sultan 149227.5 million tenge, and in the 3rd place of Shymkent 112091.6 million tenge. Akmola region provides the volume of innovative products for 15,721.9 million tenge, which is not even an average figure, but the region has great development prospects.

Akmola region is a unique region of its kind. Here both the industry and the agrarian sector are developing dynamically in the same way, and determining which industry is more important is the same as arguing over whether it is primarily an egg or a chicken.

At the end of last year, the gross agricultural output amounted to 383 billion tenge. In the first five months of this year, this figure was 52.1 billion tenge. The qualitative development of the industry is evidenced by the fact that the region significantly affects food security, fully providing not only itself, but also the capital with many kinds of food.

Today it is 12 items - flour, pasta and bread, poultry and eggs, horsemeat, beef, pork, potatoes, beets, tomatoes, cucumbers. In a short time, this list should include processed milk, dairy products, butter, cheese and cottage cheese, lamb, sausages, cabbage and carrots. Only this year, eight projects worth 7.5 billion tenge are being implemented in the region to provide a food belt around Astana.

For example, last year a macaroni workshop with a capacity of 150 tons of flour per day and 24 tons per day of pasta was commissioned in Arshalynskiy district. In LLP "Breeding economy" Zerenda "created a goat breeding farm for 5 thousand heads, focused on the production of goat milk products.

The development of the poultry industry has become a kind of trend in the region. Already operating enterprises in this sector are busy building up capacities, such as, for example, KazGer Kus LLP. Moreover, regularly the industry grows with new enterprises. Not so long ago, two new poultry farms with a total production capacity of 170 million eggs per year appeared in the region.

Also, two poultry meat production enterprises were introduced - Capital Project LTD LLP with a production capacity of 20 thousand tons of poultry meat per year and Astrakhan Poultry LLP with a production capacity of 3 thousand tons of poultry meat per year. However, a significant reduction in the share of poultry meat imports is expected after the implementation of the megaproject - the construction of the Makinsk poultry farm. The cost of the project is 40 billion tenge. Co-financed by the European Bank for Reconstruction and Development. The capacity of the new poultry farm will reach 60 thousand tons of broiler meat annually.

Special attention in the region will be paid to the development of dairy farming. In addition, the expectations here are associated with the appearance in the Burabay district of a specialized non-tedious (reproductive) farm operating based on international digital standards for the management of dairy farms. The oblast akimat is confident that the implementation of this investment project "will contribute to solving a number of tasks related to the increase in milk production by loading industrial and family dairy farms and dairy processing enterprises in the region."

Akmola Regional Historical Museum of Local History has launched the exhibition project “Kasyrlar Amanaty”, which will enable residents of the region to get acquainted with sacred objects, invaluable artifacts and cultural exhibits of the Kazakh people, stored in the funds of the Akmola Regional Local History Museum. The project started on March 12, 2019 in the Zhaksy district. The next stage of the project took place on March 26 in Esilsky district. Work continues on the project "Ishim: from source to mouth", collecting materials on the museum project "The History of Independent Kazakhstan in Museum Collections".

The main indicators of innovation activity of enterprises and organizations on technological innovations in Kazakhstan will be considered in Table 1.

Table 1 - The level of activity in the field of innovation, in %

Region	2016г.	2017г.	2018г.	Deviations 2018. by 2016.
Kostanay	14,5	11,2	11,3	-0,22
Mangystau	4	4,1	3,5	-0,13
Turkestan	5,9	6,6	5,3	-0,10
Shymkent	7,5	6,6	7,2	-0,04
Kyzylorda	11,7	11,2	11,4	-0,03
Atyrau	8	8,5	8	0,00
North Kazakhstan	10,6	11,3	11,2	0,06
Zhambylskaya	10,6	10,8	11,3	0,07
NurSultan	13,2	13,6	14,4	0,09
Akmola	6,8	7	7,5	0,10
Almaty	6,9	7,8	8,1	0,17
Karaganda	9,2	10,6	11,1	0,21
West Kazakhstan	4,1	3,6	5,3	0,29
East Kazakhstan	11,5	14,9	15,1	0,31
Aktobe	7	9,3	10,1	0,44
Almaty city	4,7	7,6	7,7	0,64
Pavlodar	4,8	6,5	8,7	0,81

The highest level of activity in the field of innovations is observed in Pavlodar region by 0.81%, in Almaty by 0.64% and in Aktobe region by 0.44%. The lowest innovative activity in the Kustanai region is a decline to minus 0.22%.

When developing the business sphere of Akmola region, it is necessary to pay special attention to tourism, as one of the most promising sectors of the regional economy. In this part, further development of tourism and transport and logistics infrastructure, as well as the implementation of public-private

partnership projects is required. Thus, the first republican youth educational camp opened in the Akmola region. A large-scale event is aimed at stimulating the creative and business activity of young people.

Employees of the Kokshetau History Museum within the framework of the project “Tugan Kalam-Kazynam” conduct interactive lessons for students of secondary schools and college students in Kokshetau. Center for the Protection and Use of Historical and Cultural Heritage for 2019-2021. 3 projects were adopted: “Kөkshe zhirinің ұly imімdері”, “Kazynaly Kazba - ult ndylygyy”, “Eskertkishter - ate marasy”.

Within the framework of the project “Auyl - ate besigi”, more than 60 events were held. For example, in the city of Kokshetau, the grandmothers club “Asyl намazynam” was opened. In Tselinograd district, the opening of the center of the family, the center of active longevity. In a number of districts, a marathon "Zhastardyk rukhani zhany-ruzholy" was held.

Thus, in the Akmola region in the future, as part of this project, it is planned to create training centers for dairy farms, a single feed center and a separate production unit for managing the reproduction of the herd in dairy farming. Full digitalization of the technological process will allow introducing international standards for the management of dairy farms. These are the index of breeding value of breeding stock (TPI), herd reproduction management program (ALTA GPS), maintenance of breeding stock and breeding stock through the program DC 305 and others.

Representatives of the technology industry continue to actively discuss the blockchain, and organizations - to explore ways to benefit from its implementation. Companies are concerned about whether the block chain can improve the security and reliability of their supply chains and financial transactions. Right now, they are deciding whether this technology is right for them, whether they have the right infrastructure, systems and services for its operation. Next year will be a turning point in the practical development of this technology. Today we come to the understanding that block chain is an effective tool where the distribution and integrity of data are essential.

CONCLUSION

The main measures are: stimulating innovation by creating organizational and economic conditions; prioritizing innovation development; the formation and development of innovation infrastructure; increasing the overall innovation activity in the country, including the promotion of the development of high-tech and knowledge-intensive industries; promotion of domestic innovation in foreign markets; international cooperation and attracting investment in the field of innovation, including the acquisition of innovative technologies; reorientation of production to resource-saving technologies, the production of environmentally friendly products; creating conditions for innovation; information support and promotion of innovative achievements; creation of conditions for the exchange of information and experience between the subjects of innovation in the development and implementation of innovative projects.

All projects will be implemented using modern production technologies and processing of agricultural products based on high-performance equipment from leading manufacturers from Germany, Holland, Israel, and Russia.

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АКМОЛА ОБЛЫСЫНЫҢ ИННОВАЦИЯЛЫҚ ТРЕНДСІ

Аннотация. Авторлардың пікірінше, Ақмола облысында инновациялық өңірлер инновациялық дамудың барлық позицияларында көшбасшы болуға мүмкіндік береді, ал республикада инновациялық қызметті мемлекеттік қолдау инновациялық әлеуетті дамытуға бағытталған; жалпы ішкі өнім құрылымында жоғары технологиялы өнімдердің үлесін арттыру. Инновациялық дамудың басымдықтары қажет ұйымдастырушылық және экономикалық жағдайларды жасау арқылы инновациялық қызметті ынталандыру, отандық инновацияларды сыртқы нарықтарға шығаруға, халықаралық ынтымақтастықты орнатуға және инновациялық қызметке қосымша инвестицияларды тартуға мүмкіндік беретін жоғары технологиялық және білімге негізделген өндірістердің көмегімен инновациялық инфрақұрылымды дамыту жолдары құрылды өндірісті ресурс үнемдейтін технологияларға қайта бағыттау арқылы, Органикалық өнімдер. Бұл зерттеу немен аяқталды.

Түйін сөздер: инновациялар, үрдістер, аймақ, бизнес, индустрия, инвестициялар, блокчейн, стартаптар.

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ИННОВАЦИОННЫЕ ТРЕНДЫ АКМОЛИНСКОЙ ОБЛАСТИ

Аннотация. Инновационные тредны, по мнению авторов, в Акмолинской области позволят региону стать лидером по всем позициям инновационного развития, при этом Государственная поддержка инновационной деятельности в республике направлена на развитие инновационного потенциала; увеличение доли высокотехнологичной продукции в структуре валового внутреннего продукта. Стимулирование инновационной деятельности путем создания организационных и экономических условий, для чего необходимо определены приоритеты инновационного развития, сформированы пути развитие инновационной инфраструктуры при содействии высокотехнологичных и наукоемких производств, что позволит отечественным инновациям выйти на внешние рынки, наладить международное сотрудничество и привлечь дополнительные инвестиции в сферу инновационной деятельности с переориентацией производства на ресурсосберегающие технологии, производство экологически чистых продуктов. О чем более подробно было сделано данное исследование.

Ключевые слова: инновации, тренды, регион, бизнес, промышленность, инвестиции, блокчейн, стартапы.

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MODERN PROBLEMS OF FINANCIAL MANAGEMENT

Abstract. Difficulties in the field of financial management are closely combined with the formation and effective management of financial resources. Financial management forms this area most deeply, since the tasks of forming financial resources in a company find a solution within the framework of financial management, and besides it gives an opportunity to start solving problems of efficient use of resources intellectually and creatively. There are a number of actual problems of financial management, on the basis of information collected at regular seminars on the management of enterprise finances, and analysis of data obtained at enterprises. Optimization of the distribution of the generated volume of financial resources provides for the establishment of the necessary proportionality in their use for the production and social development of an enterprise, payment of the required level of income on invested capital to the owners of the enterprise, etc.

Keywords: financial management, problems, flows, efficiency, management concept, economic security.

INTRODUCTION

Managing cash flows due to a shortage of funds is the most problematic area of financial management. Not without difficulties in the field of financial planning, crisis management, organizational structure of financial services and management accounting. It should also be noted that this is not a complete list of problems of financial management.

The management of the company consists in the ability to rationally manage funds and all resources, in addition, to carry out internal self-esteem and make predictions of their condition in terms of performing characteristic production functions, to take measures to protect these functions. Managers need to ensure the economic security of production from all sorts of manifestations of external and internal origin, affecting the prospects of the enterprise, to take measures to counter threats.

MAIN PART

Financial management, like science, has a number of features: Financial management builds its policy in such a way as to achieve the intended strategic goals of the company. In implementing their goals, financial management uses various strategies and tactics that are followed throughout the work; Financial management allows the management of the company not to be scattered in different areas of activity, namely, to concentrate on certain actions and issues, which ultimately leads to the desired results; Financial management at the enterprise should not be implemented as a separate element of the system, but as part of the system, that is, taking into account all the activities of the company. Financial management as an element of the overall system is designed to streamline the process of this system in terms of financial instruments; Financial management is aimed at solving investment and financing issues.

This is based on the decision-making system about investing the company's funds in investment projects, whereas:

The financial system must find the means to implement these proposals;

Financial management is designed to optimize the financial structure of the organization;

Financial management talks about the division in financial management.

In managing a company's financial system, it is necessary to clearly distinguish between two concepts of “profit” and “cash flow”, management in these areas and the formation of these indicators, and their analysis are two different areas of activity; Financial management calls for the need to make decisions in an integrated way, that is, all management decisions must be joint, it is necessary to evaluate the degree of influence of one decision on another and vice versa, in general, this will lead to positive financial results of the company.

Financial management problems Financial management is a complex and multifaceted task that faces all heads of enterprises in various fields of activity. Often this task is solved without a systematic approach, as well as under the conditions of incompetence and incompetence of people employed in the financial sphere of enterprises.

Today in financial management there are a number of key problems that do not allow this type of activity to develop in modern enterprises:

The company's management does not see and does not set itself specific goals and objectives for their achievement.

The goals are not clear and specific; in view of this, it results in dispersing activities in different directions, which does not lead to the desired results;

Incorrect forecasting and estimation of the company's current expenses. Most often, managers miss this point in their activities, when current costs are incorrectly determined, which is why the total costs of the enterprise continue to grow, as a result, the cost of production, and then pricing and other processes change; Uncertain strategy, undeveloped company tactics. This sooner or later leads the company to a financial and economic loss, since the goals and the final results of the strategic action were not defined initially.

Poorly established process of transferring information from one source to another. This leads to the loss of part of the information message, the inaccuracy of the received information, and, as a consequence, the loss of time and finances of the company due to incorrect management decisions; Inflexible financial policy of the company. The company is influenced by external and internal factors, especially external factors that directly affect the operation of the enterprise. If financial policy cannot be quickly and qualitatively restructured under the influence of external factors, then sooner or later, this will lead to financial losses and ineffective financial policy in general; No responsible for making financial management decisions. The management of the company should understand that most decisions need to be made quickly and clearly, coordination requires only questions at the macro level of the organization, therefore it is necessary to appoint responsible persons who are able to adequately solve financial problems in the right time frame; The lack of a system for assessing the company's risky operations. It is necessary to constantly pursue a risk assessment policy in various areas of the firm’s activities, without it, the financial system can suffer greatly; Competent management of all financial flows of the company. In this case, the company's management needs to think about who in the organization deals with finances, whether this employee is capable of competently and effectively managing.

The problem of effective management of financial flows is closely related to another problem - the preparation of a financial plan, budgeting. The form and content of the financial plan can be carried out depending on the specifics of the enterprise and management tasks. In many enterprises, a comprehensive financial plan is understood primarily as a production plan and a number of budgets, i.e. units to ensure its implementation. Such a plan includes revenue plans, a report on financial results, tax calculations, etc. As a rule, cash flow plans and report and profits are given in an aggregated form, and the planned balance is not calculated.

After the financial plan of the enterprise is formed, analyzed and approved for execution, it is necessary to ensure the operational control of its implementation and decision-making on its adjustment.

To control the necessary information on the actual implementation of the plan, and for timely adjustment it should be provided at least once a week or a decade. And here there are accounting problems. Among its main shortcomings that impede effective financial planning and management are the lack of efficiency and often the inconsistency of the analytical accounting system of planning. In addition, it should be noted the orientation of accounting for the needs of the fiscal system. All this leads to the need to more quickly obtain factual information, where the financial plan is drawn up. In this case, managers have a need for a different account, namely, management. The requirements for the management

accounting system and its automation depend on the structure of the financial plan and the degree of its detailing by divisions.

There is also the problem of crisis management, for some managers it is quite important, the key one. Here it is necessary to bring the company on the verge of bankruptcy and make it competitive. In solving these problems, the role of effective financial management is also very large. The exit program of the enterprise from the crisis situation involves a whole set of effective funds, strategies and tactics for managing financial flows, budgeting necessary for a particular case and a particular enterprise.

The task of developing a financial and economic strategy is in fifth place, and this indicates a significant underestimation of its importance by the heads of enterprises. The reasons for this are the lack of understanding of the essence of the strategy and its role in the management of the enterprise, the lack of a methodology for the formation and implementation of the strategy, a lack of time, etc.

Usually, under the strategy understand the system of enterprise goals, criteria for evaluating methods for their implementation. For example, when developing a financial and economic strategy, goals such as reaching a break-even operation, a given percentage of profitability, a certain level of decrease in receivables and payables, an increase in the monetary share of revenue to a given percentage can be defined. outline the steps to implement them, for example, the financial plan for three years is detailed by year, and the first year by quarter.

Control over intersectoral financial overflows of the money masses solves the following key tasks: 1) the ability of the financial management to assess the attractiveness of investments in key sectors of the national economy; 2) the possibility of obtaining complete structural control of the movement of financial flows within the stock sector; 3) the use of a more detailed approach to the formation of a strategic investment portfolio, taking into account the attractiveness of industry sectors. [6, c] Thus, management seems to permeate the entire organization, affecting virtually all areas of its activity. However, with all the diversity of interaction between management and organization, it is possible to quite clearly define the boundaries of activity that constitutes the content of management, as well as to single out its individual types. Financial management involves not only an assessment of ongoing processes, but also the development of algorithms for solving financial issues and problems. Under financial management should be understood the process of developing and implementing management decisions related to the movement of financial resources and capital of economic entities, viewed both from the position of assets and sources of funds, the optimal and rational attraction and use of these funds.

Thus, due to the unavailability of financial and credit resources on conditions acceptable to them. As a management process, financial management is based on using the financial mechanism of the organization’s system, planning financial resources. An effective financial management mechanism allows you to fully implement the goals and objectives facing it, and contributes to the effective implementation of the financial management functions of the enterprise. However, today there are problems with the financial mechanism instruments, and they depend primarily on the development of the stock market instruments. Today, the Kazakhstan stock market is a rather underdeveloped system, which, despite its overall involvement in the world economic space, remains an underdeveloped, inefficient and non-dynamic economic institution that does not meet the needs of the domestic economy, especially small and medium businesses.

A comparative analysis of the dominant methods (active and passive) of the investment portfolio management at the enterprises of Kazakhstan revealed their advantages and disadvantages in the formation of the investment portfolio. The choice of a specific investment portfolio management method is determined by the investor, based on the goals and objectives. However, regardless of the goals of the investor, the specifics of emerging markets impose a number of restrictions on the possibility of using some active and passive management strategies. The most suitable method for domestic enterprises in emerging markets, in our opinion, may be a combined investment portfolio management method, combining various elements of active and passive management. [4, p. 89] The results of the study revealed the need for control over intersectoral capital flows in the stock market. This problem creates the need to use a sectoral index index, capable of controlling structural changes in equity capital. The absence of such an indicator at the moment has a negative impact on regional enterprises that are in conditions of a lack of information.

Summing up, we highlight the main aspects of the study:

1. Management of financial resources in conditions of crisis and the volatility of financial markets is a priority task. In a crisis, the level of professionalism of a financial manager is evident, as in a steadily growing economy, cheap loans and low volatile growing open markets, virtually any individual with a basic economic education and a set of minimum skills can manage a company and its financial resources. In a crisis, no more than 1-10% of managers effectively manage finances.

2. The financial crisis is a short-term phenomenon; it implies an increase in the volatility of financial markets, drastic changes in the financial performance of firms, and later on, of the state and households. The financial crisis is a precursor of the economic crisis, it contributes to the growth of the effectiveness of managing financial and other resources. The financial crisis is a time of opportunity, the majority of individuals about whom either do not know or do not use.

3. The main problem in building a system of effective financial management is a significant shortage of managerial personnel. Lack of company assets, financial resources, information about financial events and other problems in financial management, as a rule, are caused by the low quality of personnel in the enterprise, and not by objective reality.

CONCLUSION

The content of financial management is the art of directing the movement of financial resources and financial relations arising between business entities in the process of movement of financial resources. Financial management is the process of defining the goal of financial management and the implementation of the impact on finances using the methods and levers of financial mechanism to achieve the goal.

Evaluation of financial and economic results of enterprises in modern conditions clearly demonstrates that the complication of their situation is associated with a lack of professionalism and the lack of a systematic approach in managing business activities. The lack of consistency entails zero efficiency of the methods used and the dispersal of available financial resources.

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СОВРЕМЕННЫЕ ПРОБЛЕМЫ ФИНАНСОВОГО МЕНЕДЖМЕНТА

Аннотация. Трудности в сфере финансового менеджмента тесно объединены с формированием и эффективным управлением финансовыми ресурсами. Финансовый менеджмент формирует данное направление наиболее глубоко, поскольку задачи формирования финансовых ресурсов в компании находят решение в рамках финансового менеджмента, а кроме того дает возможность интеллектуально и творчески приступать к проблемам эффективного использования ресурсов. Существует ряд актуальных проблем финансового менеджмента, на основе информации, собираемой на регулярных семинарах по управлению финансами предприятий, и анализа данных, полученных на предприятиях. Оптимизация распределения сформированного объема финансовых ресурсов предусматривает установление необходимой пропорциональности в их использовании на цели производственного и социального развития предприятия, выплаты необходимого уровня доходов на инвестированный капитал собственникам предприятия и т.п.

Ключевые слова: финансовый менеджмент, проблемы, потоки, эффективность, концепция управления, экономическая безопасность

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ҚАРЖЫЛЫҚ БАСҚАРУДЫҢ ЗАМАНАУ МӘСЕЛЕЛЕРІ

Аннотация. Қаржылық менеджмент саласындағы қиындықтар қаржы ресурстарын қалыптастыру мен тиімді басқарумен тығыз байланысты. Қаржылық менеджмент осы саланы тереңірек қалыптастырады, өйткені қаржы ресурстарын қалыптастыру міндеті қаржы менеджменті шеңберінде шешім табуға мүмкіндік береді, сонымен қатар ресурстардың интеллектуалды және шығармашылық тиімді пайдалану проблемаларын шешуге мүмкіндік береді. Кәсіпорындар қаржыларын басқару және кәсіпорындарда алынған деректерді талдау бойынша тұрақты семинарларда жиналған ақпарат негізінде қаржылық басқарудың бірқатар өзекті

мәселелері бар. Шығарылған қаржы ресурстарының көлемін оңтайландыру кәсіпорынның өндірістік және әлеуметтік дамуына, кәсіпорынның иелеріне салынған капиталдың қажетті деңгейін төлеуге және т.б. пайдалану үшін қажетті пропорционалдылықты белгілеуді көздейді.

Түйін сөздер: қаржылық басқару, проблемалар, ағымдар, тиімділік, басқару тұжырымдамасы, экономикалық қауіпсіздік.

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MYTHOLOGICAL ORIGINS IN THE ART OF KAZAKH PAINTING (ON THE BASIS OF A. SYDYKHANOV'S CREATIVITY)

Abstract. After gaining sovereignty, Kazakh artists specially began their creative directions on topics, reflected the uniqueness of the Kazakh nation, the origins of the national worldview, which were directly related to the mythological knowledge in the General Turkic culture. This article devoted to the overview of the influence of mythology on the visual arts and the basic prerequisites of mythology. Features of mythical knowledge in the Kazakh fine art are based on the creativity of A. Sydykhanov's works. Mythical archetypal symbols united the person with roots control the psycho-somatic, spiritual and cognitive activity of people. But, recognizing the universal nature of mythical knowledge, the author pays attention to the preservation of the truth of the myth, as well as the maximum coverage of national cognitive values. Because language and Kazakh national culture remained the symbol of the nation. Behind them we see the mythical content. Every nation, culture, religion has its own myth.

Key words: symbol, painting, image, art, metaphor, mythological image.

Only the degree of popularity of the myth is different for each nation. Someone kept it in a developed form, someone could not keep it, and others cannot know and find a myth in their language, folklore, culture and art. As the historical destiny of each nation was different, the results of understanding the mythical heritage, discovering the keys of the ciphers are quite different [1, P.102].

The attention of myth as a separate doctrine was drawn by the Italian philosopher John Vico. "Fundamentals of the new science of the General nature of the nation" were published in 1725. Myths, which reflect the specific ways of mythical creativity, allow the adaptation to the conditions of existence of primitive man, in the first edition of the "dictionary of the human mind" [24, P.37].

In the second half of the 19th century was the division into two main areas of consideration mythology. The first area: Ja. Grimm, A. Kun, V. Schwartz, V. Manhardt, M. Muller, A. Afanasiev, A. Potebnya. The school was led by the scientists, on the base of the reconstruction, modernization of mythology of Ancient painters by the means of etymological comparisons in native languages and scientific achievements of special comparative historical linguistics. The second area is anthropological, evolutionary school. It was represented by the main scholars, as E. Taylor, E. Leng, G. Spenser. The main direction of their school is the study of comparative ethnographic theories in the close contact with the scientific results in the field of human development. In the early 20th century British anthropologist B. Malinowski founded the functional school in Ethnography, which symbolizes the myth, such as allegorical legend, story, and truth. French sociological school representatives- E. Durkheim, L. Levy-Bruhl have investigated the myth of social psychology and showed totemic mythology as the developer of the first model of the tribal community. Further research is aimed at revealing the cognitive features of mythological thinking, meaning the psychoanalytic concept of Z. Freud, K.G. Jung, the famous scholars, who have already associated phenomena in the human psyche with "archaic waste" or "archetypes", left from the first communal period, to the French ethnologist, who proposed the structural theory of K. Levi-Stross, based on the features of mythological thinking, shows that the myth is prone to countless semantic transformation [1, P.161-171].

One of the founders of the symbolic theory of myth is the German philosopher E. Cassirer. He considers myth as an independent symbolic form of culture, as a language and art. According to its mythical symbolism, the surrounding documentary, sensual objects turn into certain symbols, signs, and documentary objects can be symbols of other objects and phenomena, without depriving them on source studies; thus mythology turns into a riddle with its own solution [1, P.66]. The place of joining of all kinds of mythological theories is the creative property of myth. Scientist, founder of the German psychological school V. Wundt has determined the value of such special properties of mythical knowledge. It shows the vitality of mythical knowledge, its continuous process, through the change of its form.

Swedish scientist C.G. Jung has founded the analytical psychology such a continuous influence of mythical consciousness on the human world. Jung wrote: "Archetypal images have always accompanied man; they are the source of mythology, religion, art. In essence, archetypes represent unconscious content, which changes, becoming conscious and perceived; it undergoes changes with the influence of individual consciousness, on the arises surface" [2, P.120].

The reconstruction of the mythical archetype cannot be carried out without the help of speech, language; so to the action of restoring the myth should be added an attempt to restore the language, the root word. Both these words and myth-connecting with each other, developing each other, complementing each other insufficient place, almost correct mistakes of each other. The recognition of myth as a world historical phenomenon-mythical initial intuition (in Kantt's terminology "synthesis of the original whole") is accompanied by the definition of the problems, means the phenomenological terms for the first time. Since the components of the mythical consciousness constitute a single cognitive system, which is quite closely related to each other, integration, transition, mixes, etc. so any part of it should be considered only within this system [3, P.149].

In this regard, we note, that in such case there are no grounds for refusal in satisfaction of the claim, searching A. Sydykhanov's imagination and decisions. But the main purpose of visiting this terms of historical development, scientific logic, and visual consideration of distorted and unambiguously explained theories. For example, in the Indian and European mythological school, the formation of a false mythical idea is laid, logically justified by the fact, that there is a divine basis for such superfluous kinship [3, P.27].

The sign occupies a very important place in the history of art and also develops culture over time. There is a very big turning point between the man of the middle ages and the worldview of the modern viewer and the perception of the world. Without knowledge it is difficult to understand the painting of the last century. The structure of the symbol is adjusted as a multi-layer, and with the perception of the viewer's inner intuition. When considering any symbolic sign, it is important to look deeper. The assessment of its simple surface state contradicts its premises. There is a great kinship between the character and the myth.

Each person is one big world. He has sadness with joyful moments, personal experience. In accordance with this, "a person engaged in creativity, always remains a mystery and a way to solve his riddle" wrote K.G. Jung [4, P.102]. And the artist knows that he can understand both the cultural phenomenon of the people and life. In the work of A. Sydykhanov we discover the writing style, changes dramatically after the December events in Almaty, in 1986. He created a number of beautiful images, depicting the Kazakh ancestral symbols, mottos, legends and fairy tales, unique impressions and thoughts, illusions.

Tanba is a collection of complex and complex historical data. In order to determine the ancient Turkic rites, the meaning of the sign, it is necessary to pay attention to the signs of the southern and North-Western sides of the Minusinsk lowland. In order to do this, it is advisable to focus on the previous anthropological content of written artifacts in the Minusinsk depression. In the first Millennium in the Yenisei steppes appeared Tagar culture. It was closely connected with the world of Saks culture; it is an inviolable part of the Saxon culture.

A feature of the figure of the ancient Turkic period is the designation of people with a flag. According to Professor Z. Samashev, "flag" refers to the Turkic period. This indicates the real signs of statehood. One of the distinctive features of the ancient Turks, as well as modern Turkic peoples is that they have certain subject-visual names. For example, the names of the celestial bodies: the Sun, Moon, Star, etc., the names of the breeders-horn, hooves, bream, home ware, ornaments, bow, bullet, axe, comb, mirror,

earrings, etc. can be noted. Semantic symbol space has the great importance and complex meaning [5, P.203].

In the early middle ages, from the point of view of cultural anthropology (a.d. VII-VIII centuries) the studying of the monuments of ancient Turkic civilization, dating back to the era of the Orkhon-Yenisei writing, in particular, will allow to understand the essence of the mental world of the ancient Turks and important values, given in the texts of the great landmarks, such as the Kultegin, Bilge Kagan, Tonykok, related to Orkhon-Yenisei written language, to identify the image of the Turkic world. However, despite the fact that the metaphor of the image of the world is studied, it is a very complex concept, because it has a scientific, philosophical, ideological, social and empirical value.

Philosophy of thinking, i.e. archaic consciousness plays a key role in the formation of the image of the world, on the other hand, the image of the world depends on such mental processes as feeling, perception, representation, imagination, analysis; in general, every time it enters the sphere of mental capabilities of a person [3, P.149]. Thus, the image of the world is a representative image of the human world, which arises in the human mind as a result of coding objects of the surrounding existence. This concept is fixed, first of all, in the language as a system of the original symbol, as well as on the symbols of the "system of transformation", the other include myths, folklore, art, music and other types.

Works of artists have their own names. They had their own names, depending on their species or on the name of the place. For example, names such as bocaga, koshkar, tarak, tumar, bakan, naiza, sun, moon, shanyrak, tauteke, arkar are the names of ancient Turkic signs, depending on the manifestations of the Kazakhs. All these facts are due to the variety of symbols in the works of artists.

We see that in the works of artists of 1990, due to the extent to which this will entail an associative thought, its value is exacerbated. One of the works of A. Sydykhanov was oriented to zoomorphic signs, called "ogyz tanbasi" (1995). In this work the artist has demonstrated all the features of the prima "Oysyl Kara". The zoomorphic theme has not lost its meaning and significance for the Turks. But along with this theme, in the eyes of the artist, the image of man played a very important role.

The artist represents persons who have passed from a historical point of view. The national idea demonstrates the process of clothing. All cases and academic performance left behind by large individuals are used in the source of education. Art and education Gemini, is an indicator of the fate of the nation.

In General, in the beliefs of the ancient Turks a lot of beliefs of sedentary and nomadic religions were taken from previous eras. Intermediate tasks in the "communication" of people with divine powers belonged to the special group-Shamans in society. Shamans, rays, healers, publicists expressed "God's desire". The basis of the ancient religion of the Turks was placed in heaven (mystery) and earth-water (Jer - Sub). This double force, considered powerful, was blue. Kagan ruled the heavens and called "blue currents and born in heaven" [6, P.121].

Painter A. Sydykhanov formed from the representations of the Turkic peoples to national beliefs took place in the works of artists of the next generation. During the restoration of the Kazakh mythology artists showed the cult as worship. Thanks to such works, the next generation and the present generation will be able to determine a bridge between the past and modern time.

Abdrashit Sydykhanov became famous in the beginning of 1980s. For example, the symbolism of "Ak Bulak" (1985), "Red Perl" (1986-1987) showed the image of space and steppe. The favorite video of the artists was created in the 1960s. Among the medieval monuments, stone sculptures were found the camel images. We understand the philosophical ideas of the artist about the love of motherland, the happiness of motherhood in "Ak Bulak". Through the blue, purple and white colors we feel space, cleanliness, and wisdom. In addition to the Turkish legends, the painter is also making his world stories. He does not copy legends, but his personal understanding of them. Although mythical themes refer to the works of "Korkyt Ata", "Uran Karasai", "Moon Wolf", tribal notions work on the themes "Adai symbol", "Symbol of a sculpture", "Three hundred". Due to its eastern philosophy, the White Series is dedicated to the content of the famous words Zen, Osho, Zhuang Jia. That's why we see three ways in the painting after the artist's 1990s. The first one is the composition of myths; the second are the symbols, the third one was written on the basis of the Oriental philosophical views.

Researchers of Saksky art believe that it was closely related to the art of the Achaemenid Iran and Bactria, on the one hand, and the arts of China, Zhou and Han era - with the other. In science, there are a variety of assumptions regarding the place and time of formation of the Saksky art "animal style".

Excavations in recent years in exile Baba - jan and the sanctuary of Surkh -Dum have given new samples luristansk bronze: bronze pin with a figure of a crouching panther grindstone with a handle in the form of a ram's head , stylized eagle heads , figures of predators, deer in the "flying gallop", horses and camels. However, as the researchers believe, Saka art cannot be reduced to luristansk - two independent artistic styles.

The art of "animal style|" was formed under the influence of the Southern traditions with which Saks met while hiking in the Near East and Iran. It was then come here to the Saks images of a lion, the lion - griffin, "the tree of life". These images were entered in the number of native animals, which included deer, sheep, camel, snow leopard, tiger, and eagle. All of the images were not only ornaments; Saks invested in them certain content. Jeweler's art reached a high level of perfection at Saks. Master artists were familiar with casting, stamping gold and could make the amazing grace; composite construction made of gold, silver, turquoise, that graced the man and his clothing, harness horse, household items. This mane, decorated with animal faces, rings, pendants, earrings with garnet and turquoise inlaid with gold belt buckles, badges, patches on clothes. Saki jewelry art most fully represented in the Issyk barrow, on the materials of which managed to get the idea of the noble Saks clothing, jewelry they wore, weapons, with which they went into battle.

It has been noted that the Saki master grind and cut out of soft rocks magnificent altars, decorating them with rich carved ornament. Of colored stone - carnelian, chalcedony, agate, turquoise beads Saki jewelers produced. Saki, like other nations, worshiped the forces of nature - the sun, wind, storm, thunder, which seemed to them in the way of the gods. And the gods, in their view, embodied in the fantastic beasts, birds and animals, such as the winged horses. The popularity of these images in mythology and folklore gave rise to a kind of "animal style" in the art of the Eurasian steppes.

The horse in the mythology of the Saks contacted with the sun and fire, presiding deity Mithras, who created the world, checking out, according to the "Avesta", by four horses. By the horses had to do the gods Surya, Yama, Agni, Indra. Winged horses on the headdress of the king of Issyk barrow – it's a sun chariot. The image of the winged horse as an image of the sun is in the mythology of other nations. The Greeks are punished by winged horses chariot across the sky the sun god Apollo. Images of predatory eagles were also symbols of the sun god. In the view of the Indo-Iranian peoples of the sun appears as a chariot with one wheel that race across the sky four horses or four eagles. Saks had his notion of how the world (cosmos). The order in space represents the concept of art, which is associated with the sun, the movement of the sun chariot. The order in space, harmony, in which the organizers were gods Mitra, Varuna, Indra, the model of the world was represented as a combination of the three worlds - the underworld - bottom, middle - earth, and the top - of the sky. The world has had four sides - right, left, front and back.

Tengrian picture of the world widely presented as in fine art and plastic art of Kazakhstan, as in other types of visual arts (e.g. contemporary art). Reconstruction of mechanism of translation of culturally-important information occurs in art of Kazakhstani artists not in clearly citation view, but by symbolical replay. Visual arts of Kazakhstan today, being synthesis of two cultures – global and national, are interesting for the world by their national compound. Symbols of traditional culture, which usually on the level of conscious are retranslated by modern artists, express their attitude towards archetypical basis of being.

The artist's works of the 1980s are full of metaphors. The symbolism can also be called an important stage in the transition to painting. It symbolizes life, symbolizes metaphor, and strives to give a special impression to each piece.

"Myth is a society, in which a particular geographical space, a particular political, social, cultural and economic environment, has a specific historical background, about the universe and the universe in which it lives, its origin and how it came to exist, the concept of internal and external forces that influence human beings" [1, P.10]. Although myths are now regarded by many people as false, it is true that the real people are truthful about the world and self-knowledge, and their views and thoughts, which at that time are regarded as true. And myths, myths and symbols in the works of A. Sydykhan will be new.

A. Sydykhanov's paintings can be seen in the use of mythical myths. After all, totemic myths - the origin of the population are linked to animals or plants and give them special qualities, in the works such

as “The Moon Wolves” (1994), “Uran Karasai” (2000), “Blue Wolves” (1994) are based on legends about ancient Turkic peoples’ origin of the wolf. They also used symbols very often.

Russian scientists associate marks, symbols with livestock breeding. The tribes have distinguished the difference between cattle and animals to avoid conflicts with each other. However, according to elderly people, before the beginning of Islam, many tribes met and celebrated a great feast near the stones. Leaders of all the tribes, famous dances, and older men gathered and consulted, solving the problems of each tribe. Each tribe has a symbol, the image of the mark on the stone. The symbol Rue was used instead of the symbol of the same tribe, and the flags of the Kazakh tribes were named after the tribe has been changed. For example: staple, axle, shingles, wicker, comb, opaque, whiskey and so on. Special symbols consist of the mark of the tribe, whole nation, with the sacred beliefs and dreams of the peoples of the country [6, P.12].

We see that Sydykhanov’s works are focused on the symbols. “Symbols of Adai”, “Three Faces”, “Cholpon’s Symbol”, “Buran’s Symbol and “Flower Symbol”. It seems that he wants to speak with an audience in the language of ancestors, to ask us to pay attention to our ancient history, culture, and beliefs. According to the artist, the first place belongs to the intuitive professional experience. This intuition is closely linked to the spiritual beginnings that are in line with the inner law of the forms and colors of colors [7, P.9]. The artist seeks to convey the impression that the ancestors point to the spiritual realm of their works.

The significance of the symbolic painting of the artist Kamilla Li is as follows: “Effectiveness and indisputable success of innovation, discovered by A. Sydykhanov, first of all, the tradition of world recognition of symbols for national consciousness, as well as the idea of articulation have been rejected by the old ideological programs. It is in the process of realization [7, P.2].

Abdirashit Sydykhanov illustrates the diversity of the Kazakhs’ culture and traditions of using of the ancient symbols. Through symbols, the world is pictured as full of plastics. Today many scholars are examining the characters. For example, M. Tynyshbayev believes that the tabular system of symbols is the main tool for explaining nomads’ traditions, symbols, and self-consciousness [8, P.63].

The paints were few enough to fully capture the images and feelings of the artist. That is why he introduces shapes and invoices, which are ready to be painted out of paint. Creates a very interesting invoice using barley, wheat, vegetable seeds, green caps of kefir bottles, butterfly shaped butterflies, egg shells, golden, silver foil and so on. He transformed the work into expensive jewelry by adhering to the glasses a piece of colored paper and fabric. The art critic Barmakulova B.A. is well known among the specialists, that Sydykhanov took such brave experiments from dadaists, combining such painting and composition, which appears to have derivatives similar to Kurt Schwitter’s painting.

Kurt Schweitzer (1887-1948) used his collages to write newspapers and letters, stickers, labels, and fabric, wire-iron, buttons. His first work is the word “marsz”, which is made up of newspaper clippings, followed by his works and the newspaper of Daudism and Constructivism in 1923-1932 “The picture is with a bright center”, “Dadaism. Still life. Germany”, “The Proposal” (1942), we noticed that Kurt Schweitzer was creating compositions from everyday households, combining the appearance, size, color, and harmony with each other. Kurt Schwitter used in his creations seem harmonious and textured. Some of the works of the German painter seems to be ridiculous, because he uses large scrap fragments. Well, A. Sydykhanov’s works is the emphasis on lunch, and in some places, foreign objects are used only for decorating.

You can also feel the influence of the artist, Rufino Tamayo, in the artist’s pictorial image. She works at the State Archeology Museum in Mexico. At this point, She was introduced to the pre-Columbian culture. The obtained knowledge influences the image. Rufino Tamayo’s work is a synthesis of European modernism with Mexican art from Columbus. The main themes of the works are the relationship between Adam and the Universe, which shows the great contrast and difference in comparison with the human being of a splendid sky. From 1899 to 1991, it was possible to name the portraits of “Self-portrait”, “Belaya belgnaznaya”, “Story of a woman”, “Evolution of humanity”, “Natalymort sukuk”, “Musicians” and others. The image of dogs in the “Zvery” is somewhat similar to the appearance of A.Sydykhanov’s painting “Dogs eating their pants”. The language of Tamayo’s delicate

sentiments to the spectators can be compared to the style of the present-day A.Sydykhanov, and therefore, the artist may have been familiar with the works of this Mexican painter before coming to the symbolic painting. The style of Rufino Tamayo, actually that Sydykhanov had an impact [9, P.47].

In the works of Abdirashit Aronovich, there are myths of the ancient Turks, Kazakhs, and mythology of the world. For example, in a few of his works is a blue lens - an Old Turkic taut. When depicting the wolf, the symbols of the Turks use blue, which is equivalent to Tengri's sky. He also builds the moon and the sun, which is sacred to the Lord. And myths of the Kazakh land can be called the works of the legend of Korkyt Ata. Korkyt-Ata is one of Aiteke-speaking people, and now he is looking for a horse named Jeruyik and showed the moment, when he plays kobyz. Since the artist believes in the existence of an irresistible force, the works include "Saiga's antelopes", "Water Celts", etc. meant invisible world creations. There are two types of works: "Arystan Bab" (2006), "The lion among the sheep" (2002). The lion in Kazakh folklore is the animal kingdom. Even in his works, he is haughty and strong. In the work "Arystan Bab" the lion is similar to the Egyptian sphinx.

Depending on myths of the world, "Yin and Yan" (1993), "Biblical Cow" (2001), "Kundalina" (2006) and "Zen's Nine Leg" (1993-1995). The painter depicts the legends of eastern countries in terms of their attitude and perception. During the heterogeneity of myths, A. Sydykhanov promotes philosophy of understanding the world. B. Barmankulova noticed: "Sydykov is more interested in the East's teachings, not on the logic of judgments, but on the feelings, intuition, and legitimacy of the creative act. With the symbolic content of life, its passion began with gravity. As a result, the jungle scenes of the world are slightly shimmering and the metamorphose of the metaphor, metamorphisms are floating in the delicate space. There was a collection of different colored circles and compositions. Some circles have a picture of a man and an ax. They are the inner force of man, the heroes of the man who overcomes the ox. Others are portrayed as wooden trees (Zen's nine bush 1993-1995) [10, P.5].

A. Sydykhanov's compositions and colors look like a picture of a young child. The famous Japanese writer Basy cites: "Haikan can be only five years old". And Henry Matisse of Europe wanted to write like a child. Zigmund Freud mentioned his childhood in his work about Leonardo da Vinci. He wrote: "All the educated people have a childhood" [11]. For the artists, it is important to keep the sensitivity of the children, their attitudes and aspirations.

In the works of the artist, from the very beginning people's spiritual initiatives have taken place; in recent years their works are impressing their wonderful emotional and subtle delicacy. It creates a number of beautiful images, making them look like Kazakh foxes, slogans, legends and fairy tales, impressions and thoughts, as well as their own. A. Sydykhanov aims at depicting the eternal spirit of ancestors, deeply rooted in their souls, than in everyday life. Symbol lines are opened like flowers and give us a sense of beauty and sensuality. He thinks about the content and meaning of changing life. For this reason, in his portrays he expressed the essence of his work. For example, there is an empty ship floating in the delicate space, and the tangle circles that shake the diverse specimens of the world, which are bound to the Oriental philosophy. At the same time, our sense of humor is a symbol of national culture: wide field, horses, yurts, tablecloths.

A. Sydykhanov's paintings are often used in blue, violet colors. His images and colors make the world feel attractive. We see the effects of space on human beings. For example, in contrast to the "Steppe Idyll" (2001), "Moon Land Sign" (1993), "The Moon" phenomenon (2006) and many other things, they seem to be gravitating between earth and sky. Perhaps, this impression meant the spirit of the artist. He is meditating before engaging in creative work. He puts on the favorite music sad and silence. When inspiration arrives, immediately pulls the brush in his hand and tries to portray his feelings within a short time on canvas. For example, in the work of "Kundalina" (2002), was described the opening of the Chakras in the Indian yoga. The inspiration, given to God, called Kundalina. That's why A. Sydykhanov builds a video that resembles a man, returning to his work.

The magic power of the painter's works makes possible to enter the space and the texture of the painting art. It is based on intuition, without special preparation, but in harmony with compositional harmony and color. Not only are the characters worried about the images as well as the title. Art painting transforms its label with its rich texture and saturation. Special cosmic approaches come from the color

plastic.

According to the inventor R. Kopbosynova, Sydykhanov's "Symbolic Painting" exhibition, which was launched in the early 1990's, can be attributed to the fact of the beginning of all directions of Kazakhstan's art [12].

Finally, the artist's works in the 1980s are full of metaphors. The symbolism can also be called an important stage in the transition to painting. We have determined that life is symbolic, metaphorical, and strives to make a special impression on every piece.

In the beginning of the article we almost wrote about the desire of Abdrashit Sydykhanov to symbolize all the things, which begins in the 1980s. For example, the symbolism of "Ak Bulak" (1985), "Red Milk" (1986-1987). The image of a camel in the product «Red Milking Milk» is a sign of space and steppe. The favorite video of the artists who had been creative in the 1960s. Among the medieval monuments, stone sculptures were found in camel images.

In the conclusion we would like to note, that the philosophical ideas of the artist about the love of motherland, the happiness of motherhood discovered in "Ak Bulak". Through the blue, purple and white colors we feel the space, cleanliness, and wisdom. In addition to the Turkish legends, the painter has also made the world stories. He doesn't copy the legends, but his understanding of them. Although mythical themes refer to the works of "Korkyt Ata", "Uran Karasai", "Moon Wolf", tribal notions work on the themes "Adai symbol", "Symbol of sculpture", "Three hundred". Due to its eastern philosophy, the White Series is dedicated to the content of the famous words Zen, Osho, Zhuang Jia. That's why we see three ways in the painting after the artist's 1990s. The first one are the works of the myths, and the second are the symbols, and the third is the work, written on the basis of the Oriental philosophical views.

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ҚАЗАҚ КЕСКІНДЕМЕ ӨНЕРІНДЕГІ МИФОЛОГИЯЛЫҚ АРНАЛАР (Ә. СЫДЫХАНОВ ШЫҒАРМАШЫЛЫҒЫ НЕГІЗІНДЕ)

Аннотация. Егемендік алғаннан кейін қазақ сүретшілері өздерінің шығармашылық бағыттарын қазақ ұлтының бірегейлігін көрсететін тақырыптарға арнайы бастады, ұлттық дүниетанымның қайнар бастаулары жалпы түркі мәдениетінде мифологиялық танымен тікелей байланысты. Бұл мақалада бейнелеу өнеріне мифологияның әсері мен мифологияның алғышартарының негіздеріне шолу жасалады. Қазақ бейнелеу өнеріндегі мифтік таным ерекшеліктері А.Сыдыханов шығармашылығы негізінде қарастырылып, суретші туындылары талдауға алынады. Адам баласын түпсанадан біріктіріп тұрған мифтік архетиптік символдар адамдардың психо-соматикалық, рухани-танымдық іс-әрекеттерін басқарады. Бірақ, автор мифтік танымның жалпыадамзаттық табиғатын мойындай отыра, мифтің арғықазақтық, дейтүркілік негізін сақтап қалуға, ондағы ұлттық танымдық құндылықтарды барынша жарқыратуға көңіл бөледі. Себебі, әлемдік мифологиялық жүйелердің қаймағы бұзылмай сақталып қалған жалғыз көз - қазақтың ұлттық тілі мен мәдениеті. Біздің тіліміздегі кез келген сөз - символ. Себебі, оның ар жағында мифтік мазмұн жатыр. Расында да ұлттық мәдениеттің кілтін кез-келген халық өкілі аша алмайды, ол үшін сол тілде сөйлеп, сол тілде ойлап, сол халықтың топырағында аунап, суын ішіп, ауасымен демалу керек. Себебі, мәдени кодты ашудың кілті сол атрибуттармен тікелей байланысты.

Түйін сөздер: мифология, символ, таңба, кескіндеме, образ, метафора, бейнелеу өнері, миф, мифтік сана, мифтік образ.

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МИФОЛОГИЧЕСКИЕ ИСТОКИ В ИСКУССТВЕ КАЗАХСКОЙ ЖИВОПИСИ (НА ОСНОВЕ ТВОРЧЕСТВА А. СЫДЫХАНОВА)

Аннотация. Обретение суверенитета открыло для казахских художников возможности возрождения утраченных традиционных культурных ценностей, в числе которых истоки и особенности национальной мифологической картины мира. Казахская мифология развивается в общетюркском контексте, в статье представлен краткий обзор изучения вопросов влияния мифологии на творчество мастеров изобразительного искусства. Одним из ярких представителей, посвятивших большую часть своего творческого пути изучению истоков казахско-тюркской мифологии является А. Сыдыханов. Художник изучает художественно-образный язык искусства древних кочевников, активно включает его в форму современного живописного полотна. Архетипы сознания прослеживаются в общем строе художественного выражения во многих произведениях автора, построенных на опыте изучения искусства наших далеких предков сакско-тюркского периода.

Ключевые слова: символ, живопись, образ, метафора, изобразительное искусство, мифологический образ.

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THE VETO RIGHT AS A MODERN POLITICAL AND LEGAL INSTITUTION: CONCEPT AND FEATURES

Abstract. Constitutional theory in some states considers the head of state as a mandatory participant in the legislative process. Constitutions of individual countries (Great Britain, India, etc.) include the head of state in the parliament as its organic part. The legal expression of this concept is the fact that the law comes into force only when it is authorized by the head of state. Refusal of the sanction - veto - pulls a number of serious legal consequences.

The participation of the head of state in the legislative process is one of the main elements of the system of restraint and balances. In a number of countries, it is a mandatory participant in the legislative process. Moreover, in some constitutions (Great Britain, India, etc.) it is included in the parliament as its organic part. Heads of state of many countries have the right of legislative initiative. After the adoption of the law by the parliament, they sign it, after which it becomes a state law or impose a veto on it, that is, they return the bill to parliament for revision.

The veto as a modern political and legal institution is one of the leading rights and an element of the constitutional and legal status of the President and is characterized by a number of specific features and procedural aspects, which together determine its legal nature.

Keywords: Veto, power, President, jurisdiction, Parliament, court, Supreme court, promulgate.

Introduction

The term "veto" comes from the Latin word "veto", which means "forbid". In the primary meaning, it concerns the powers of one of the members of an elected body, which decides to terminate (suspend) the actions of such a body. (Mishin, 1999)

In modern explanatory dictionaries, the term "veto" is used in such basic meanings:

1) in the state law of the bourgeois type - a final or conditional ban, which imposes a supreme state power on the decision of a lower body; (Sukharev, 2003)

2) in international law - the right of a member of any body that consists of representatives of different states to protect the adoption of a decision with which he does not agree; (Slovar, 2012)

3) the prohibition or suspension by the supreme body of state power or the head of state of the enactment of a legislative order (to the parliament or one of its chambers). (Efremova, 2005)

4) the right granting the authority to a person or group of persons to block the adoption of a decision unilaterally. (Deryuzhinskiy, 1907)

Today, the term "veto" is rarely fixed in the constitutions of states, and its content is revealed through complex constitutional formulations. According to some researchers, this is due to the fact that in the constitutional regulation of the legislative process it is important to define the boundaries and the method of participation in the legislative process of the head of state, and not just give a name to these powers. Therefore, the creators of the constitution give preference to the creation of structures defining the right of veto of the head of state in its substantive part, and thus avoid ambiguous interpretations about the content of this right.

Thus, the term "veto" is usually not contained in constitutions and has the character of a scientific category (it is used, for example, in the Basic Laws of Mongolia, Portugal, Ukraine). In legal literature, the term "veto" is defined as the refusal of the head of state to authorize or sign and promulgate a law adopted by the parliament, but such that the law has not entered into force and inform the parliament of this with an explanation of the relevant reasons. (Okunkov, 2002)

Etymologically, the term “veto” is interpreted ambiguously, but all interpretations can be reduced to one semantic meaning - the prohibition of the enactment of acts of law-making adopted by the legislature, the subject of the supreme power (usually the President), with appropriate powers.

Main part

It is impossible to underestimate the importance of the President’s veto in the system of guarantees of the legal protection of the Constitution. Only the president has the right to react in time to possible violations of the constitution by the parliament through the adopted law at the stage when he did not gain strength. The head of state at the same time signals the parliament itself that the law cannot be promulgated as amended and requires clarification and refinement.

At the same time, the opposite effect should be taken into account. So, A.N. Yarmysh and A.N. Kolomiets believe that any form of the veto institution is not democratic, because the activities of an elected body are made dependent on the head of state, for whom certain political forces always stand. (Yarmysh, 2001)

In general, it can be stated that the right of veto in the system of legal protection of the Constitution, exercised by the President, refers to the means of constitutional control, along with the right to annul acts of the executive branch, as well as the right to appeal to the Constitutional Court. Therefore, it can be interpreted as one of the mechanisms of the head of state to prevent the enactment of potentially unconstitutional laws at the stage of their adoption.

Thus, the veto is an effective mechanism of the president as an arbiter between the authorities, his influence on the legislature, and an instrument for the protection and observance of the Constitution.

At the same time, it should be noted that not only the President is meant as an authorized subject, although at the present stage in most countries of the world it is he who is empowered with such powers. In particular, according to O. Batalov, the quantitative and competent subjectivity of the veto is different in different democratic regimes. In bicameral parliamentary systems of power, the upper house of parliament acts as such a subject. (Batalov) The power to use the veto in some countries is owned by citizens of the state (the people). Also common is the use of the veto by the executive with respect to legislative decisions.

In bicameral parliaments, each house, sometimes, has the authority to apply a specific veto power over the actions of the other. At the same time, depending on the scope of powers, the upper chamber may be:

- weak - can postpone the decision of the lower house, but not in a position to prevent it, because its veto can be overcome by the lower house (United Kingdom, Poland);
- strong - the law cannot be passed without her consent (Italy, USA, Switzerland - 1999).

I. Kant developed a provision on the sovereignty of the people. But out of the fear that extremely radical practical conclusions could be drawn from this provision, he considered it necessary for the people’s right to discuss the question of the origin of the authority to impose a "veto". The law on the supreme power comes from the supreme legislator, it is sacred. "All power comes from God" is I. Kant's answer to the people. The current legislature should obey without question, whatever its origin would be. (Kant, 1965)

Thus, the number of subjects' veto differs in different democratic regimes. The most common is the practice of regulating a single veto of a subject - the president in the legislative process. In addition, the upper house of parliament can act as a veto. In these systems, a coalition in parliament must either include a president, or must have a qualified majority to override his veto.

S. Parechina sees in the President’s veto right one of the ways of his participation in the legislative process. This right, in her opinion, is to provide a legitimate opportunity to reject laws adopted by parliament. The existence of such a right is justified by the need to ensure the cooperation of the legislative and executive authorities, which is realized by giving the head of state the right not to sign and, therefore, not to publish the law, but to send it to the legislature for a new consideration. (Parechina, 2003)

As the analysis shows, the constitutionalists do not have a unanimous opinion about the presence of the “real” veto power of the head of state. This right “balances the state bodies, ensures the coordination of their activities - the most important condition for guaranteeing the political freedom of a person ... contributes to a significant improvement in the quality of legislative work”. (Khabriyeva, 1995) Many

constitutionalists pointed to the need for vesting with such a right, in particular A.Esmen called the veto "the only means of influence of the executive power on the legislative". (Esmen, 1898)

The use of the veto regarding the laws adopted by the parliament is one of the forms of the parliament's political responsibility to the head of state. The expression of the President's disagreement with the law adopted by Parliament, which makes amendments to it before its entry into force, allows it to be improved.

In almost all democratic countries, the heads of state are empowered to sign and promulgate laws adopted by parliament (promulgation), as a result of which they come into force. In addition to promulgation, the head of state may impose a veto on a law approved by the parliament, return it with its comments and proposals to the parliament for reconsideration and adoption.

Moreover, the President, through the promulgation toolkit, has the ability to actively influence the content and focus of the legislative process in order to exercise its constitutional status and powers, first of all, as the legitimate spokesman for the will of the whole people to prevent the adoption of legislative acts that contradict or harm national interests.

Thus, the institute of the veto is designed to promote the balance of parliamentary decisions, to ensure their compliance with the state constitution and national (rather than party-specific and lobbyist) interests, which is guaranteed by the head of state.

The head of state is entitled to veto under various forms of government, but most often it is used under presidential and mixed forms of republican government, where the president is elected in general elections, and often there are contradictions between him and the parliament.

In states with a presidential form of government, the president's veto power is sufficiently strong powers that enable the president to actively defend the interests of the executive branch in legislative activity; in parliamentary republics, these are usually rather weak powers, which are predetermined by the peculiarities of overcoming the veto power in this type of organization of the system of power. For states with a presidential form of government, a complicated procedure for overcoming the head of state's veto is characteristic; in parliamentary republics, this procedure is usually quite simple.

In a parliamentary republic, where the president is elected by parliament and does not have significant real power, the right of veto is rarely used, as a rule, on the initiative of the government. A strong veto strengthens parliament's responsibility to the head of state, while at the same time it greatly strengthens the position of the head of state in the legislative process. This kind of reinforcement in the conditions of divided government (oppositional opposition between the president and the parliamentary majority) may lead to the president's blocking of parliament. In this aspect, a more democratic political and legal institution is a weak veto, which is most common in the countries of the modern world.

The frequent use of the veto leads to an increase in the practice of joint voting in parliament of ideologically polarized forces, which leads to the formation of a stable coalition, whose authority is sufficient to overcome the veto. In turn, the steadfast overcoming of the veto demonstrates the president's "weakness" and the lack of opportunities for him to influence the political process.

Thus, the use of the veto by presidents of republics with a mixed form of government depends on constitutionally defined powers of the head of state and on the party configuration of parliament. In addition, the use of the right of veto by the presidents of mixed republics depends on the place allotted to the president among government bodies; The president, as a rule, is guided by his status as head of state and the guarantor of compliance with the Constitution.

Consequently, it can be stated that the current practice of vesting heads of states with a veto comes down to the fact that it directly depends on the form of government. Thus, in presidential republics, the head of state has strong powers in legislative activity. In such states, there is a complex system of overcoming the presidential veto in contrast to parliamentary ones, where this procedure is usually quite simple. The use of the veto in republics with a mixed form of government depends on the constitutionally defined powers of the President and on the party configuration of the parliament.

It should be noted that there are certain regularities in the functioning of the presidential veto right in republics with different forms of government, while international constitutional practice knows cases of deviation from the traditional normative regulation of the right of veto in states with a certain form of government.

For example, in international political practice there were cases when, after overcoming a veto by parliament, the head of state ignored his will and did not sign the law, as a result, his fate remained legally uncertain, since the law could not be made public without the signature of the head of state. In such cases, a critical situation was created when the president violated the constitutional requirements to sign and publish legislative acts, and the parliament had no means to fully implement its legislative function.

A striking example of this kind of situation is the opposition of the President and the Verkhovna Rada of Ukraine in 1997, when for the third time the Law of Ukraine "On Local State Administrations" was re-examined by the Verkhovna Rada of Ukraine. On 15 August 1997, the Verkhovna Rada of Ukraine even adopted an appeal to the President of Ukraine, but the law was never approved and signed by the President of Ukraine.

As practice shows, the electoral cycle and the high support of the president in parliament influence the frequency of the use of the veto. Thus, the president, who has a majority in parliament, imposes an insignificant number of vetoes, whereas, as a politically "weak" president, he has a fairly high level of prohibition of draft laws (Table 1.1).

Veto, speaking as a tool to protect the policy from changing the status quo, at the same time, does not allow the president to radically change the state policy. The presidential veto requires that any legislative decision necessarily include to one degree or another the advantages of the president, which guarantees a wider political course. In this aspect, there are two possible scenarios:

- the president is politically weak, the level of public approval is low, there is no party support in parliament - the parliament can pass laws on controversial issues;

- a strong position of the president, a high level of support among the population and in parliament - a small number of passing laws on controversial issues.

In addition, it should be borne in mind that unemployment, mid-term elections, bills of social significance increase the number of vetoes, while international conflicts, the popularity of the president, party support in parliament reduce his number.

Table 1.1 - The number of vettings depending on the relationship of the President-Parliament

President	Majority party in Congress	Deferred veto	Pocket veto	Total	Amount of veto overcome
The president and the majority in parliament belong to the same political force.					
J. Kennedy	Democratic	12	9	21	-
L.V. Johnson	Democratic	16	14	30	-
J. Carter	Democratic	13	18	31	-
The president and the majority in parliament belong to different political forces.					
D.Eisenhower	Democratic	73	108	250	12
J. Ford	Democratic	48	18	66	12
R. Reagan	Democratic	39	39	78	9

On the whole, as legislative practice shows, an increase in the number of laws in respect of which the veto has been applied is often observed during a period of significant aggravation of relations between the branches of government, which negatively characterizes the relationship between them and the effectiveness of the legislative process. Activation of this process, in our opinion, can lead to an imbalance between the branches of government and, ultimately, to a political crisis in the country.

At the same time, it is necessary to pay attention to the duality of this institution. So, in turn, in the context of aggravated political confrontation between the branches of power, turning the veto right into an instrument of political struggle will pose a serious threat to the development of democracy in the country.

In other words, duality manifests itself in the important role in the process of preventing over-centralization of power and constitutional violations, and at the same time in the possibility of turning the veto into a tool of abuse.

Therefore, the “veto right” of the head of state is an effective mechanism for ensuring the democratic nature of the system of power and preventing its usurpation by one of the branches. At the same time, the implementation of the veto as a legal institution is influenced by political processes in the country, primarily the political configuration of parliament, the power or opposition status of the pro-presidential

forces in it, such as the political culture of society and the level of politicization of the public administration system.

The rejection by the head of state of laws adopted by parliament is provided for by the constitutions of many states, both with presidential and parliamentary forms of government. The existence of such a right is conditioned by the need to ensure the cooperation of the legislative and executive authorities and is realized by giving the head of state the opportunity not to sign the law, but to send it to the legislature for new consideration.

Thus, as the analysis shows, in the science of constitutional law the institution of the veto of the head of state is represented from five positions.

Positioning the institute of the head of state

• element of the system of restraints and balances of the legislative and executive authorities

• form of participation of the President in the lawmaking process, a means of forming state policy

• means of implementation by the President of constitutional control over parliament

• a means for the President to perform the constitutional function regarding the enforcement of the Constitution, the rights and freedoms of a person and citizen

In general, the institution of a presidential veto on the political market is a powerful means of preserving the existing status quo. It allows the parliament to work for consolidation, consolidation, and prevents the formation of oligarchic groups through the ability of the president to block the interests of certain circles in parliament.

The dual nature of the veto system is also reflected in the simultaneous existence of a counterweight to the veto in several countries. We are talking about the institute countersigning acts of the president. This procedure limits the sole decision making and powers of the head of state, primarily in the legislative process. Countering the acts of the president means signing by the head of government and / or a member of the government the act of the head of state, without which it is invalid. The mechanism of application of this institution also differs by country depending on the form of government. In countries with a parliamentary form of government, the institution applies to all or almost all acts of the president or monarch. In presidential republics, the president issues acts without contraception. In mixed republics, where the head of state, as a rule, is vested under the constitution with broad and real powers of authority, the institute of countersignation of acts of the president functions limited.

For example, art. 106 of the Constitution of Ukraine contains a list of acts of the President of Ukraine, which must be sealed with the signatures of the Prime Minister of Ukraine and the Minister responsible for the act and its implementation. The remaining acts of the President are not subject to countersignation by the head and members of the government.

The situation in Kazakhstan on this issue has no legal consolidation and is controversial. In particular, R.T. Okusheva believes that an institution close to the institution of countersignature operates in the country. (Okusheva, 2000) The justification is the norms of Part 2 of Art. 45 of the Basic Law, providing for a second signature on the acts of the president while simultaneously imposing on the signatory official responsibility for the legality of these acts. (Constitution, 1995)

However, with regard to the second signature of the chairmen of the chambers, the concept of contrasignation is not applicable, as R.T. Okusheva believes, arguing that there are no measures of responsibility for the illegality of the signed act.

“In this case, we are not dealing with counter-signature,” the author argues, “firstly, various branches of government are involved in this: the parliament is the president. Secondly, the traditionally understood countersignature implies the obligatory presence of signatures of counterparting persons at the final signing of the act by the head of state; signatures of the chairmen of the chambers in the Kazakhstan version are not put after the signature of the president ... ”. (Okusheva, 2000)

However, this logic can lead to the conclusion that it is impossible to refer to the counter signature and the preliminary signature of the Prime Minister on the laws submitted to parliament on the initiative of the government. (Constitutional law, 1995) R.T. Okusheva considers this “the institution of contraignation for the legislative process.”

In general, the main function of the president’s veto barrier is to contain radical transformations of the political process, stabilize it, streamline legislative procedures and the mechanism of state regulation.

The analysis of the existing definitions, legislative regulations and application practices makes it possible to single out the issue regarding the object of the veto right as one of the problems. The existing opinions on the object of the veto power as a whole can be divided into two positions - the law, which has not entered into force, and the bill. So some believe that the object of the right of veto are the laws. (Bachilo, 2017) Others hold the second point of view, considering the bills (Batalov) to be the object of the President's veto.

So, in particular, the judge Kairbekov A.Z. believes that "the President of the Republic of Kazakhstan, imposing a veto (in form - this is an act of applying the law) to a law adopted by the Parliament of the Republic of Kazakhstan, thereby does not give it legal force". (Kairbekov, 2017)

In our opinion, it is reasonable to recognize the position of attributing to the object of a veto only a law. So according to Part 2 of Art. 44 of the Constitution of the Republic of Kazakhstan, the President "returns the law or some of its articles for re-discussion and voting", and in accordance with paragraph 2 of the Decree of the President of the Republic of Kazakhstan of July 2, 1996 No. 3051 "Regulations on the procedure for submission for signature and consideration by the President of the Republic of Kazakhstan of laws of the Republic of Kazakhstan their registration, promulgation and storage "it is that" the law received for signature is sent "..." to prepare a report containing proposals for signing the law or returning it with objections to the Mazhilis Par lament ".

The authors, who hold the second position, mistakenly identify the law, which has not entered into force, and the bill. The last stage of lawmaking envisages the gaining of legal force by law. In this aspect, the following should be noted that, until promulgation, the bill does not become law until it is properly signed and promulgated. In addition, this process may never happen if the President's veto is not repeated again.

The definition of the scope of authority in the veto is also controversial. In general, the content of the veto right acts as a passive action in the form of not signing the law received from parliament, and as an active action in the form of a return to revision.

It should be noted that according to Part 2 of Art. 44 of the Constitution of the Republic of Kazakhstan, the obligation to sign the law by the President remains unconditional, and the refusal to implement it can be regarded as a violation of the Constitution. The legislator also provided for the reverse possibility of control - the law that is not returned within one month is considered signed.

It should be noted that in practice, when exercising the veto, the President, as a rule, performs an active-passive action - the non-signing of the law and its return for revision. Thus, the President of the Republic of Kazakhstan returned 7 laws in the first convocation, 9 laws in the second convocation, 1 law in the third convocation, and 2 laws in the fourth convocation.

Returning for revision may include two types of actions: proposals / comments on the content of the law, its individual parts, articles, their non-acceptance, comments / amendments to the form and structure of the law. In all cases, the entire law is returned for revision, regardless of the scope and subject matter of the amendments.

The third issue that deserves attention, and which does not have a unanimity of views, is to determine the legal form of the veto.

Thus, A.Z. Georgitsa notes that from the position of legal engineering, the act of applying a veto is that the head of state draws up a message setting out his objections to the draft law. (Georgitsa, 1999) This statement is not true, because according to the law, the President of the Republic of Kazakhstan issues acts in the form of decrees and orders (Constitutional law, 1995) (clause 4 of article 53 of the Constitution - laws, clause 2 of article 61 - decrees having the force of law), and appeals only to the people of the country (usually annually). In addition, the Constitution and other regulations do not specify the form of the veto. Essentially, in order to carry out active-passive actions of non-signing and returning the law, there is no need to issue any documentary act, except for the President's sheet indicating the reason.

In this regard, we fully agree with D. V. Mazur, who believes that documenting the presidential veto in a republic with a mixed form of government is not an act of lawmaking, because it does not establish, change or abolish the rule of law, but is an essential part of lawmaking process. (Mazur, 2006) The scientist proposes the exercise of the right of veto in the form of a presidential decree due to the fact that the legal nature of the institution of a veto on laws that are adopted by parliament has a legislative nature, and documenting the veto should be regarded as an optional stage of the legislative process. (Mazur, 2006)

However, this proposal, in our opinion, is unfounded. We can agree that the presidential veto is legislative in nature, being one of the final stages of this process.

The similar position is held by the judge of the Constitutional Court of Ukraine M. D. Savenko, who considers the sheet of the President of Ukraine as the most suitable form for this, which is an official document containing the will of the head of state regarding the refusal to sign the law, and has legal consequences in the form of cancellation of voting results for law in the Verkhovna Rada of Ukraine, obliges the parliament to re-consider the law. By its legal nature, this document is an act that has legal value. (Savenko, 2003)

At the same time, in the constitutional-legal field of Ukraine there is a sufficient variety of opinions on this matter. When adopting a decision, the Constitutional Court of Ukraine on the case on the constitutional representation of 73 deputies regarding the Law "On Amendments to Article 98 of the Constitution of Ukraine" adopted by the Verkhovna Rada of Ukraine on the registration of the President's veto:

- the veto of the President of Ukraine is an act, the adoption of which requires further consolidation in the act-document;
- The President's veto is not an act of the President of Ukraine, and therefore cannot be the subject of an assessment of the Constitution of the Court of Ukraine;
- the veto is the right (possibility) of the President of Ukraine to return the law of parliament for reconsideration by adopting a specific act or by competent notification (in writing) of the return of the law for reconsideration with relevant proposals;
- Act of the President of Ukraine on the imposition of a veto on a law has signs of such a legal act as the use of law;
- The proposals of the President of Ukraine, firstly, in terms of content are the legal form of the exercise of the right of veto, secondly, the form of the will of the head of state, and thirdly - a legal act that entails the corresponding legal consequences. (Barabash, 2009)

Some authors believe that the veto of the President of Ukraine should be formalized by decree of the head of the Ukrainian state, since it is an act of state power and has significant legal consequences. (Pogorelova, 2015)

Since the right to form solve the main problems of social and economic and political life of society. Kazakhstan law is designed to provide people with protection and their interests, to modernize the society, to create a high level of good state. In modern terms, a large role belongs to the state ideology, which reflects the interests, world outlook and ideals of the state and society, plays the most important defining role in developing countries. [27, p.52]

In our opinion, to eliminate this legal gap, it is necessary at the legislative level to determine in what legal form the President should apply the veto, securing the organizational and legal form for the President to return the laws using the veto. For example, in Art. 20 of the Law "On the President of the Republic of Kazakhstan" to make additions of this nature: the law is returned in the exercise of the right of veto or in the form of an explanatory note with proposals and comments to the structure, content or form of the law or in the form of an accompanying sheet, if no proposals are made to amend the law .

The regulation of the President's veto, and even more its publication in official publications, will increase the level of democratization and openness of public authority, become familiar with the content of vetoing, and provide an opportunity to protest the veto document before the Constitutional / Supreme Court.

Conclusion

Thus, summarizing the results of the analysis regarding the definition of the content of the veto right as a political, legal and constitutional institution, its constituent characteristics and characteristics can be distinguished:

1) an element of the system of restraints and balances of the legislative and executive authorities, a political tool;

2) the form of participation of the President in the lawmaking process and the formation of state policy;

3) a means for the President to implement constitutional control over parliament and the quality of legislative acts;

4) a means of performing the law enforcement and human rights functions of the President (ensuring compliance with the Constitution, human and civil rights and freedoms).

5) the exclusive constitutional right of the President;

6) a set of active-passive actions in relation to an unsigned law on the procedure for its return to parliament;

7) urgent nature - strict regulation of the terms during which the President can use the veto (15 days in accordance with part 2 of article 94 of the Constitution of Ukraine, a month in accordance with article 44 of the Constitution of Kazakhstan);

8) distinctive legal consequences - cancellation of voting results and return of the law for revision to parliament;

9) an element of a political market that makes a political system more democratic and transparent;

10) a tool for compromise between the president and parliament.

Summing up the peculiarities of the use of the veto right in political and legal practice and doctrine, its main purpose as a system of restraints and balances can be determined to ensure the democratic nature of the process and results of the legislative process in the country, optimization and legalization of the process of formation of the national legal system.

Based on the results of the analysis, the author's definition of the category is proposed: the veto is a constitutional right belonging to the head of state, at a certain time from the day of receipt of the regulatory act adopted by the country's legislative body, to refuse to sign it (postpone signing) and send it for reconsideration with suggestions and comments regarding the form or content.In general, the veto institution forms a constitutional government, in which all power is limited by the law from dictatorship, is exercised by giving the head of state the right not to sign the law, but to send it to the legislature for a new consideration, which ensures cooperation between the legislative and executive authorities.

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ВЕТО ҚҰҚЫҒЫ ҚАЗІРГІ САЯСИ ЖӘНЕ ҚҰҚЫҚТЫҚ ИНСТИТУТ РЕТІНДЕ: ТҮСІНІГІ ЖӘНЕ ЕРЕКШЕЛІКТЕРІ

Аннотация. Кейбір мемлекеттердегі конституциялық теория мемлекет басшысын заңнамалық процеске қатысушы ретінде қарастырады. Кейбір елдердің (Ұлыбритания, Үндістан және т.б.) конституциялары мемлекет басшысын парламенттегі өзінің органикалық бөлігі ретінде қамтиды. Бұл тұжырымдаманың заңды көрінісі заңның мемлекет басшысының рұқсаты болған жағдайда ғана күшіне енеді. Санкциядан бас тарту - вето - бірқатар елеулі құқықтық салдарларға әкеп соғады.

Мемлекет басшысының заң шығару процесіне қатысуы бөгет пен теңгерім жүйесінің негізгі элементтерінің бірі болып табылады. Бірқатар елдерде бұл заңнамалық процестің міндетті қатысушысы болып табылады. Сонымен қатар, кейбір конституцияларда (Ұлыбритания, Үндістан және т.б.) парламентке оның органикалық бөлігі ретінде қосылады. Көптеген елдердің мемлекет басшылары заңнамалық бастама алуға құқылы. Парламент заң қабылданғаннан кейін, оған қол қояды, содан кейін ол мемлекеттік заңға айналады немесе оған вето қойды, яғни заң жобасын қайта қарау үшін парламентке қайтарады.

Заманауи саяси және құқықтық институт ретінде вето - бұл Президенттің конституциялық және құқықтық мәртебесінің негізгі құқықтары мен элементтерінің бірі және оның құқықтық сипатын анықтайтын бірқатар ерекшеліктер мен процедуралық аспектілермен сипатталады.

Түйін сөздер: вето, билік, Президент, юрисдикция, Парламент, сот, Жоғарғы сот, жариялылық.

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ПРАВО ВЕТО КАК СОВРЕМЕННЫЙ ПОЛИТИКО-ПРАВОВОЙ ИНСТИТУТ: ПОНЯТИЕ И ОСОБЕННОСТИ

Аннотация. Конституционная теория в некоторых государствах рассматривает главу государства как обязательного участника законодательного процесса. Конституции отдельных стран (Великобритания,

Индия и др.) включают главу государства в состав парламента как его органическую часть. Юридическим выражением этой концепции является тот факт, что закон вступает в силу только тогда, когда он санкционируется главой государства. Отказ от санкции – вето – тянет за собой ряд серьезных правовых последствий.

Участие главы государства в законодательном процессе является одним из основных элементов системы сдерживании и противовесов. В ряде стран он является обязательным участником законодательного процесса. Более того в некоторых конституциях (Великобритания, Индия и др.) он включен в состав парламента как его органическая часть. Главы государств многих стран имеют право законодательной инициативы. После принятия закона парламентом они подписывают его, после чего он становится законом государства или накладывают на него вето, то есть возвращают законопроект в парламент для доработки.

Право вето как современный политико-правовой институт является одним из ведущих прав и элементом конституционно-правового статуса Президента и характеризуется рядом специфических признаков и процедурных моментов, что в совокупности определяют его юридическую сущность.

Ключевые слова: вето, власть, президент, юрисдикция, парламент, суд, Верховный суд, обнародование.

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ANALYSIS OF SOURCES OF FUNDING BANKS OF THE SECOND LEVEL: WORLD EXPERIENCE AND KAZAKHSTAN PRACTICE

Abstract. Funding for second-tier banks is of paramount importance, since it ensures the functioning of the bank. One of the peculiarities of banks is that it operates at 80-90% at the expense of borrowed funds. Thus, bank funding represents the aggregate of attracted resources necessary for the bank to support its core business. Sources of funding are deposit resources. Customer deposits in current and current accounts, loans in the domestic and international markets, interbank loans, money market transactions, issuance of bank securities, etc.

The article analyzes the funding of second-tier banks of the Republic of Kazakhstan, its structure and dynamics.

Keywords: bank funding, funding sources, analysis of banks, attracted resources of banks.

Introduction. cond-tier banks regularly review and evaluate the funding system. At the same time, the structure of sources, their urgency and cost are considered. By urgency, funding sources can be up to 1 year (short term), from 1 year to 5 years (medium term) and over 5 years (long term). Short-term sources of funding include current and settlement accounts of customers, as well as demand deposits. In turn, to the medium and long-term - loans and securities issued. Balancing the sources of funding and assets by urgency ensures the full functioning of the bank.

The value of funding is also important. Depending on this, sources can be divided into cheap (funds on settlement and current accounts, demand deposits) and expensive (issued bonds).

For the stability of the bank, it is necessary to diversify the resource base. The dependence of the bank on any particular source of funding may cause increased business risks. In particular, a large share of deposits of individuals carries with it an increase in liquidity risk. Banks, funded primarily in the interbank market, become dependent on market volatility and vulnerable during periods of economic instability.

The specificity of second-tier banks manifests itself, as has already been said, in the structure of their resource base, in which attracted rather than own funds prevail. In this regard, the financial performance of the bank depends on the efficiency of the formation of attracted resources.

The bank's attracted resources are traditionally subdivided into two main forms: deposits (deposits of legal entities and individuals and raised funds through issuing bank certificates) and non-depositing (attracted funds by placing their own debt securities, lending on the interbank market and the National Bank of Kazakhstan). The balance between these components in the structure of the resource base will depend on the specifics and specialization of the bank itself [1].

But since Kazakhstani banks are more prone to traditional banking, rather than investment activity, the share of the deposit form of attracting resources, as a rule, prevails [2].

Foreign banks mainly receive basic funding directly from institutional investors in global financial markets. These funds are mainly used to finance the activities of banks in the capital markets, the acquisition of high-quality liquid assets, as well as to finance various banking services. Sources of funding obtained from the placement of debt financial instruments allow banks to quickly attract large amounts of both short-term and long-term. However, the cost and availability of such funding depend on the conditions in the global financial markets, which makes it less stable compared to retail and corporate deposits. For example, during the financial crisis, a strong dependence on short-term such funding by some foreign banks contributed to solvency problems [3].

Most of the funding in foreign banks, especially with longer maturities, comes directly from institutional investors who provide financing to banks through the acquisition of marketable securities in the primary market. These instruments can subsequently be sold on the secondary market among various types of investors. For example, the Big Six Canadian banks use a wide range of instruments of this type of funding in both Canadian and foreign markets. These financing instruments, which are usually considered as liabilities on banks' balance sheets, can be classified as secured or unsecured loans, the repayment periods of which can vary from short-term to long-term [4].

In general, the choice of the source of funding depends on the scale of the bank's activities, but for Russian banks the ruble money market is a significant source of liquidity for the financial sector, including the banking sector [5].

After the global financial crisis, major changes occurred in the banking funding of the eurozone countries. Over the past few decades, banks have relaxed their growth restrictions on deposits and attracted funds from institutional investors in global financial markets. They began to actively use a new source of funding, such as securitization [6]. Financial globalization has allowed banks to attract funding far beyond national borders, which has expanded traditional international financing in international interbank markets [7].

Research Methodology. The analysis is based primarily on data from the National Bank of the Republic of Kazakhstan. This article analyzes the trends in the development of sources of funding in Kazakhstan banks using polynomial trends that indicate the forecast dynamics for the coming period.

A polynomial trend line is a curved line used when data changes. Polynomial trends are used to describe the values of time series, alternately increasing and decreasing. The polynomial is great for analyzing a large data set of an unstable value, which is most applicable to financial data. The polynomial equation has the following form:

$$y = \sum_{j=0}^{k} b_j \, x^j$$

b_j – polynomial parameters; x_i – independent variable; y – dependent variable.

The degree of a polynomial is determined by the number of extremes (maxima and minima) of the curve. For a one-dimensional trend line with order 2, there is usually only one Hill or trough.

A trend line is most reliable if its value of approximation reliability R2 is closer to 1 [8].

Results. Let us analyze the dynamics of sources of funding for second-tier banks of Kazakhstan (Figure 1).

As can be seen from Figure 1, the main share of funding sources is customer deposits. And until 2017, there was an upward trend. So, in 2016, the share of deposits in the structure of funding sources increased by 3.68%, in 2017 - by 3.82%. In 2018, the share of deposits decreased by 2.87%.

Issued securities occupy a relatively insignificant share. At the same time, until 2017, their share was reduced. So, in 2016, the share of securities in the structure of sources of funding for banks decreased by 26.92%, in 2017 - by 23.81%. In 2018, their share increased by 19.05%.

The share of retained earnings in the structure of funding sources is significantly small. In 2016, it decreased by 71.43%. In 2017, banks suffered a loss, which together amounted to -65.9 billion KZT. In 2018, retained earnings of banks increased to 3%.

It should be noted that the significant prevalence of deposits in funding sources makes banks highly dependent on customer deposits, mainly corporate.

The National Bank explains that the problem of high concentration of the resource base is closely related to the problem of dependence on the public sector. State and quasi-state enterprises are the main major lenders, most of whose claims are in the form of deposits. Currently, the level of concentration of large funding sources in banking sector liabilities remains high. About half of the commitments made by banks account for the 25 largest lenders. It should be noted that 71% of the funds of large lenders are attracted in the form of deposits, more than half of which are denominated in foreign currency (Figure 2).

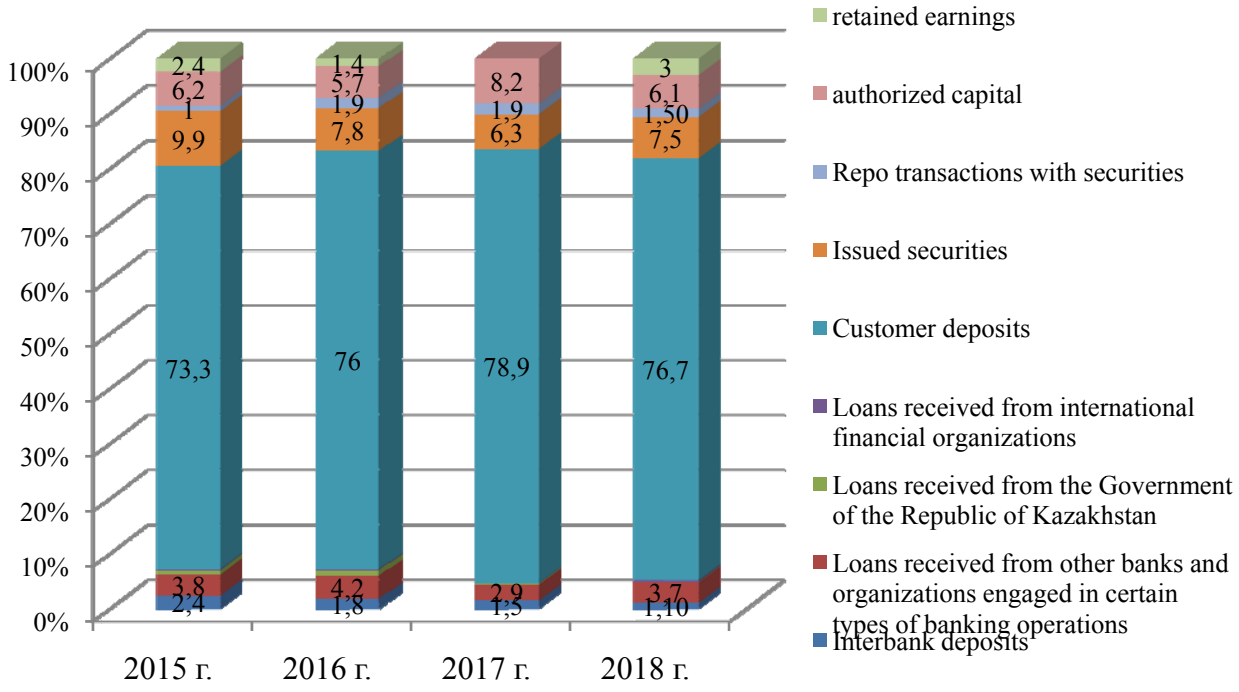

Figure 1- Structure of the sources of funding for second-tier banks,%
Source: [9]

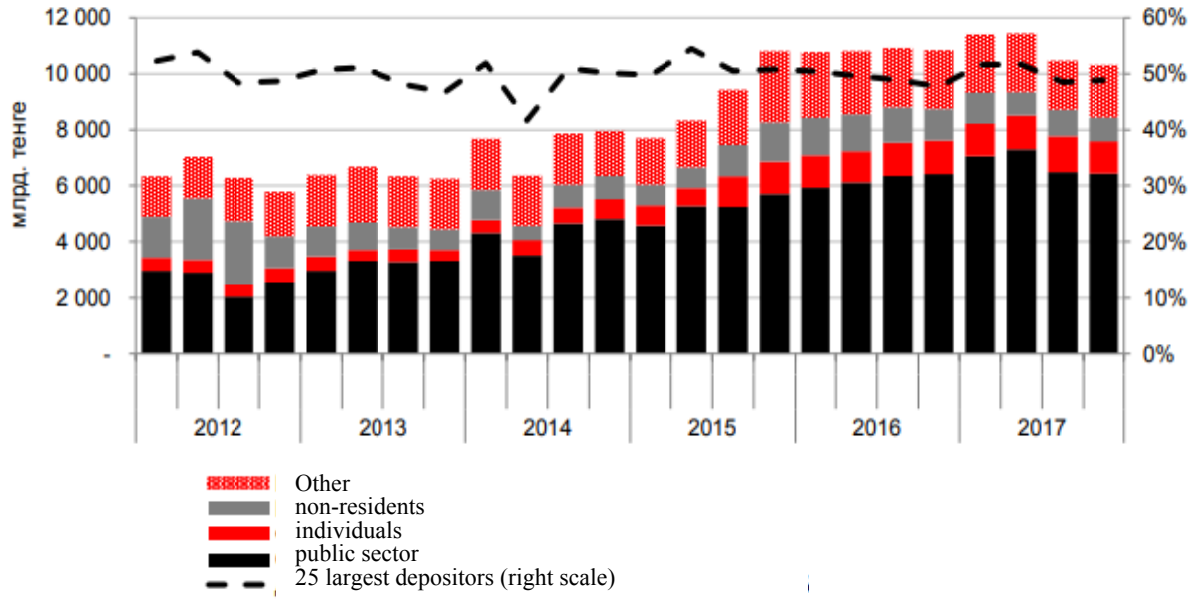

Figure 2 - The largest depositors of banks in Kazakhstan
Source: [10]

Thus, the observed dependence of banks on large depositors is a factor in the vulnerability and instability of funding, and can also lead to liquidity problems in the event of withdrawals by several customers of their deposits.

In 2018, there is a gradual rebalancing of the main source of funding for deposits of individuals, whose share rose to 50.4% of the total deposit portfolio. Thus, in May 2018, a decrease in the deposit base

of banks by 235.4 billion KZT was observed, occurring against the background of a decrease in corporate deposits (-225.5 billion KZT).

In the context of individual Kazakh banks, the situation with net-stable funding is as follows (Figure 3).

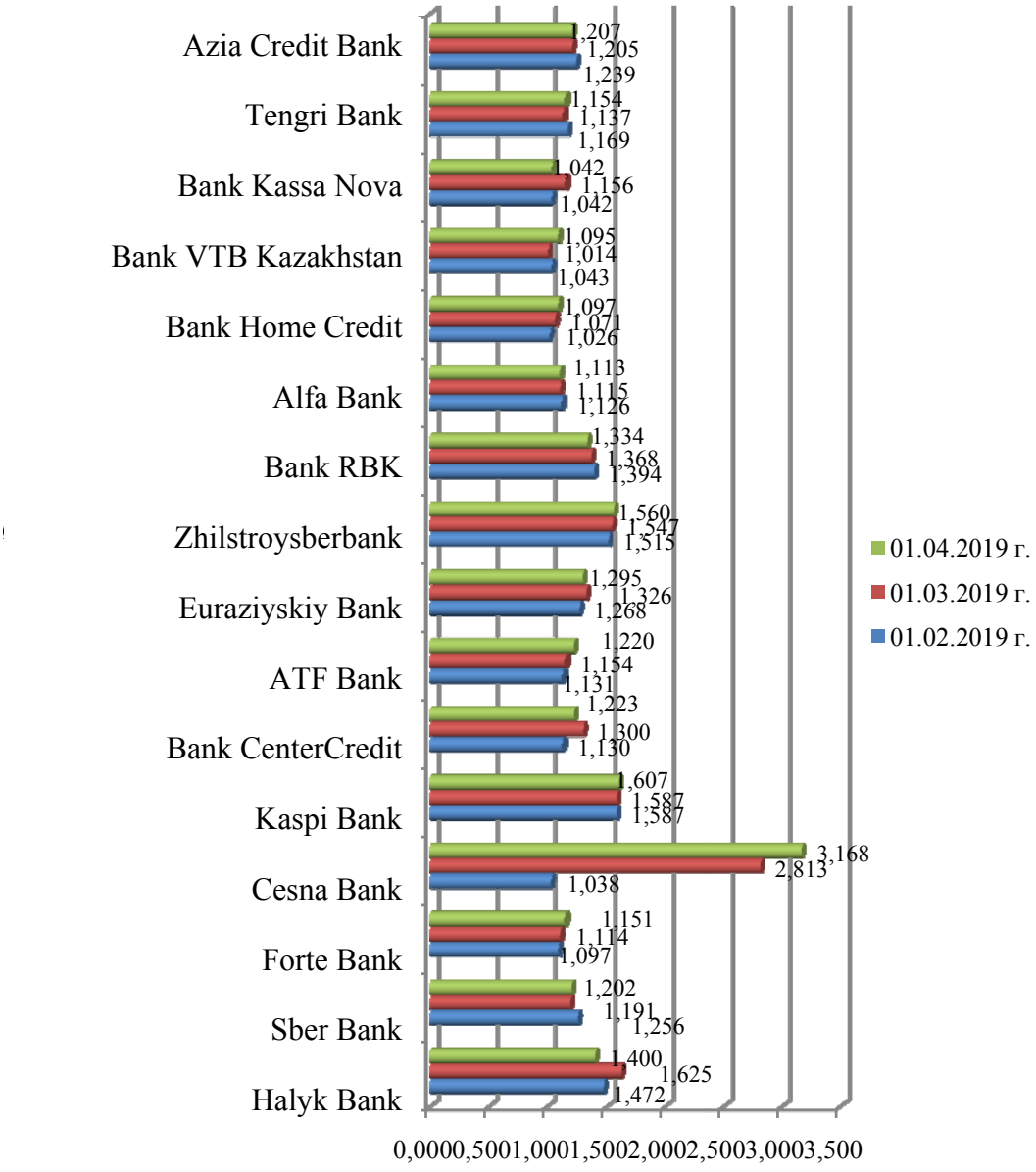

Figure 3 - Net coefficient of stable funding of Kazakhstan banks
Source: [9]

The highest ratios of net-stable funding in February 2019 are typical for JSC Kaspi bank, JSC Zhilstroysberbank and JSC Halyk Bank of Kazakhstan. However, in March and April 2019, the ratio of JSC Tsesna Bank sharply increases.

Consider the dynamics of the main source of funding of Kazakhstan banks - customer deposits (Figure 4).

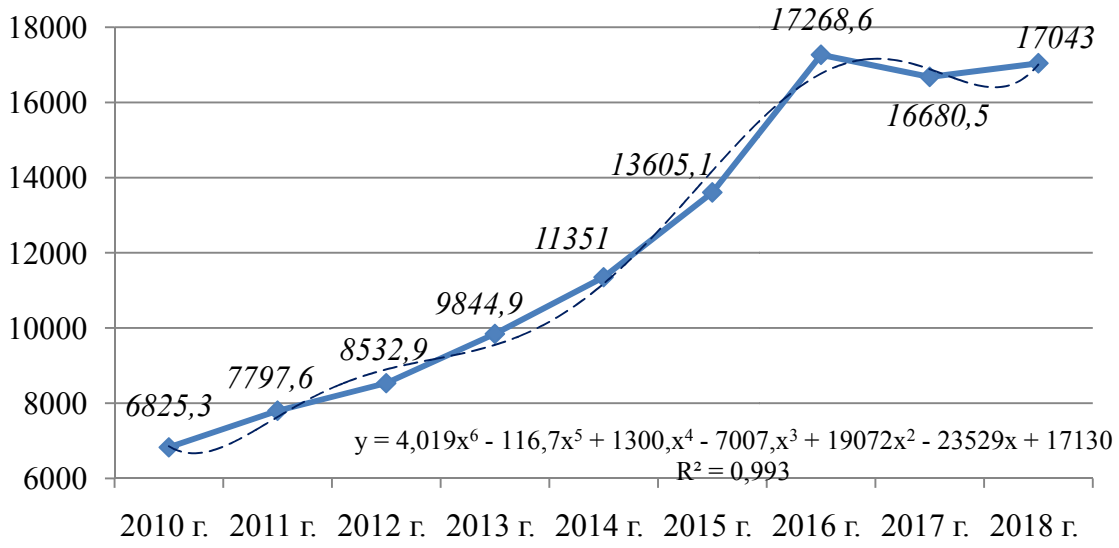

Figure 4 - Dynamics of deposits in STB, billion KZT
Source: [9]

The stable dynamics of the sharp growth of deposits in banks was characteristic up to 2016. From this period, the volume of deposits remained almost at the same level, giving way to issued bonds and retained earnings of banks [11].

From the significant trends of 2018, we can distinguish the growth of household deposits from Kaspi Bank (+12.5 billion KZT), and their decrease in relative terms from Qazaq Banki (-26%), AsiaCredit Bank (-19%) and the Bank of Astana (- 17%). At the same time, the maximum growth of corporate deposits at the end of May 2018 is noted in absolute terms by DB Sberbank (+46.7 billion KZT), which in April was the leader in their outflow (-91.0 billion KZT).

Analyzing the structure of bank customers' deposits, it is possible to note the prevalence of term deposits (Figure 5).

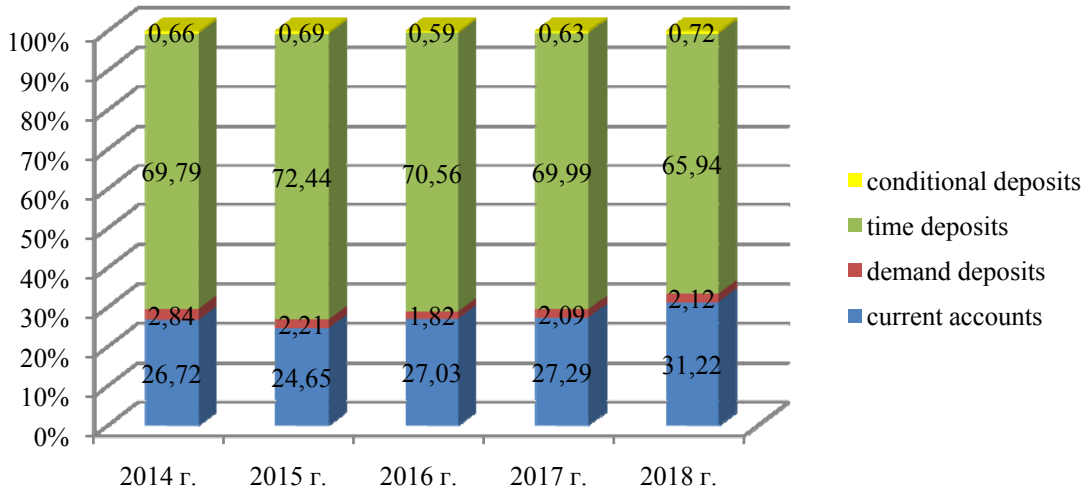

Figure 5 - The structure of deposits in banks,%
Source: [9]

Starting from 2016, the share of term deposits tends to decrease. So, in 2016, their share decreased by 2.66%, in 2017 - by 0.81%, in 2018 - by 6.14% in favor of funds on current accounts. The share of demand deposits is also increasing.

The dynamics of current accounts tend to increase (Figure 6).

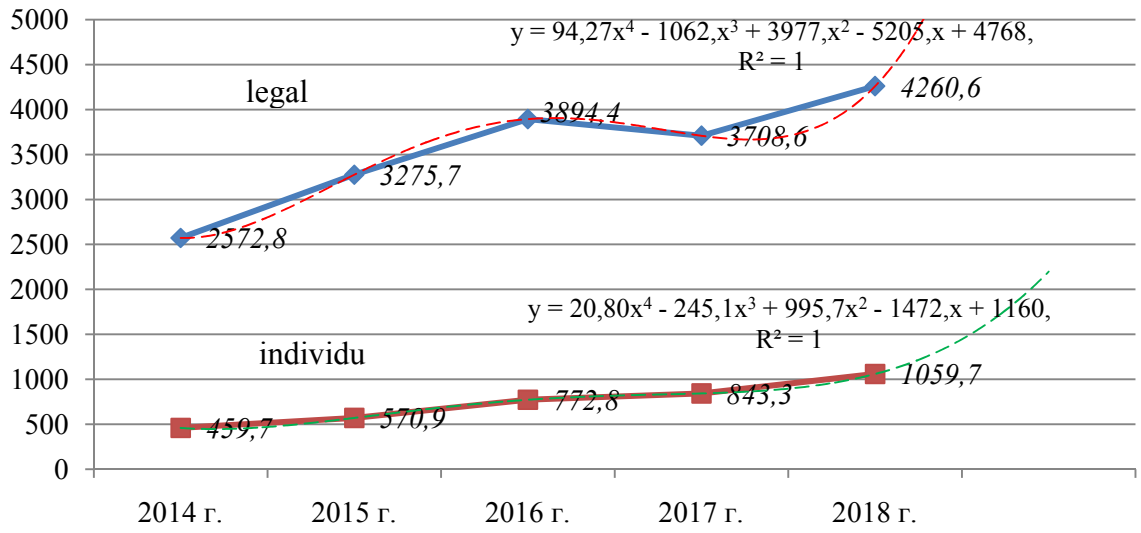

Figure 6 - Dynamics of current customer accounts in banks, billion KZT
Source: [9]

Despite the fact that the current accounts of companies in 2017 decreased by 5.01%, in 2018 their volume increased by 14.88%. The bulk of current accounts are legal entities, which are more than 4 times higher than individuals.

In the structure of term deposits, starting from 2015, there is an excess of deposits of individuals. At the same time, corporate deposits tend to decrease (Figure 7).

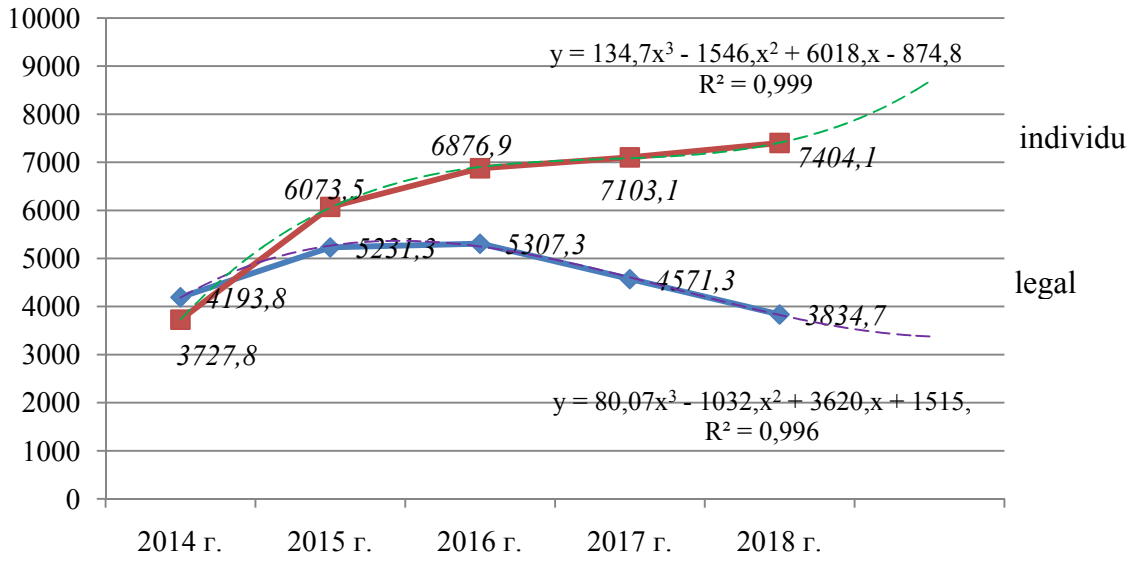

Figure 7 - Dynamics of term deposits in banks, billion KZT
Source: [9]

The share of deposits in foreign currency in the total portfolio in May 2018 decreased from 45.0% to 44.4%. The decrease in dollarization was mainly affected by a decrease in the population's foreign currency deposits by 3%. In 2018, the weighted average rate of remuneration of banks on attracted deposits in the national currency of legal entities was 7.3%, on household deposits - 9.9%.

Deposits in foreign currency and a tendency to decrease both in corporate deposits and in deposits of individuals. The main peak of deposits in foreign currency accounted for 2015, when in the deposit

portfolio of individuals the share of deposits in foreign currency was 34.9%, in the deposit portfolio of corporate clients - 34.3%. Since this period, there has been a gradual decline in this source of funding.

At the same time, the cost of funding of Kazakhstan banks in KZT is constantly decreasing (Figure 8).

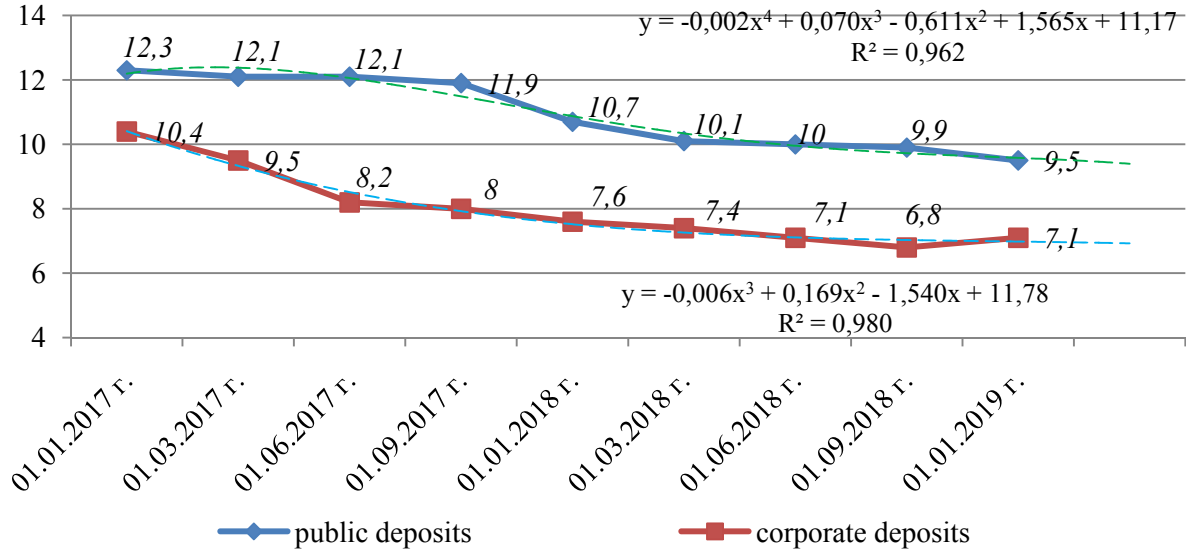

Figure 8 - Dynamics of the cost of deposit funding of banks in KZT,%
Source: [9]

As can be seen, the cost of deposit funding in KZT decreases every year, which is positive for banks. However, this causes the outflow of funds from this source in favor of the stock market. This trend should be used by banks to raise funds through the issuance of bonds.

Regarding the cost of deposit funding by urgency, we can note the following trend (Figure 9).

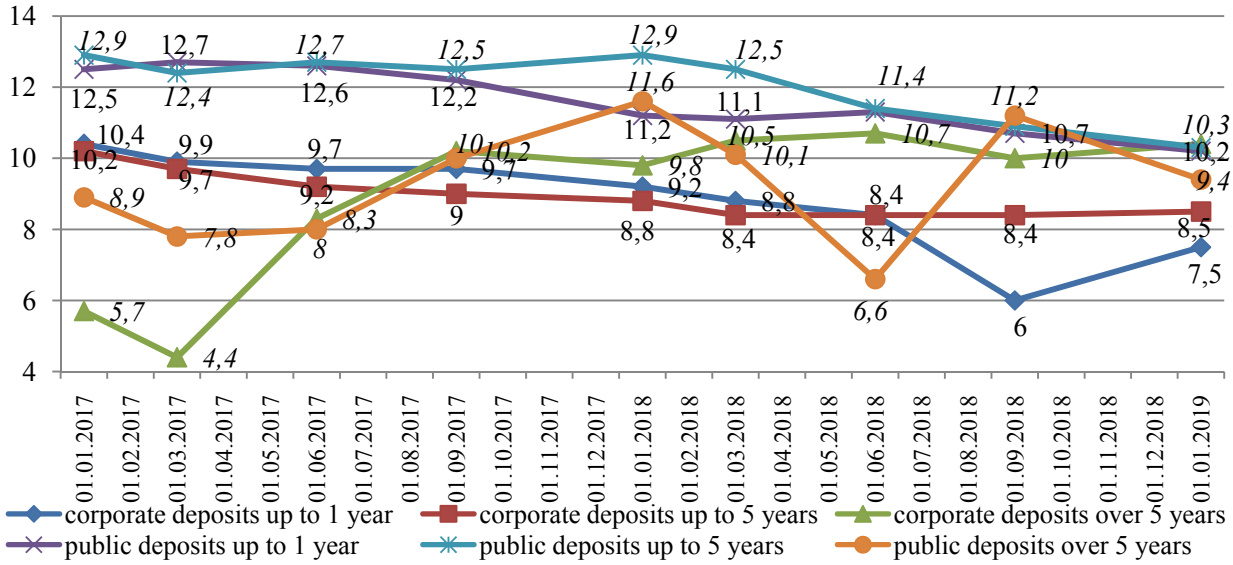

Figure 9 - Cost of deposit funding by urgency in KZT,%
Source: [9]

The dynamics of the cost of deposit funding clearly demonstrates the policy of banks and their need for monetary resources. When a need arises for medium or long-term sources of funding, banks increase their value, respectively. At the same time, the general dynamics of the cost of deposit funding tends to decrease.

Findings. The rising cost of funding has affected virtually all financial institutions in developed and developing countries in a crisis. In subsequent periods, the cost of deposit funding in Kazakhstan banks began to decline, approaching foreign standards.

Large banking systems can afford wholesale funding by entering global financial markets. For Kazakhstan banks, predominantly domestic deposit funding at a relatively high cost is typical. During periods of need for long-term funding, banks had to raise the cost of raising funds even higher than for short-term deposits. For example, this was observed in January and September 2018.

Thus, the analysis of funding of Kazakhstan banks has shown that today banks are pursuing an active deposit policy that allows them to respond more flexibly to the needs of banks for funding. At the same time, banks are dependent on deposit funding, and more recently of individuals. Increasing public interest in the stock market should reorient banks to increase wholesale funding in both the domestic and global financial markets.

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ЕКІНШІ ДЕҢГЕЙДЕГІ БАНКТЕРДЕ ҚОРЛАНДЫРУ КӨЗДЕРІН ТАЛДАУ: ӘЛЕМДІК ЖӘНЕ ҚАЗАҚСТАНДЫҚ ТӘЖІРИБЕ

Аннотация. Банктердегі қорландыру банкке өз негізгі қызметін қамтамасыз ету үшін қажетті тартылған ресурстардың жиынтығы болып табылады. Қорландыру көздері депозиттік ресурстар, клиенттердің есеп айырысу және ағымдағы шоттардағы қаражаттары, ішкі және халықаралық нарықтардағы қарыздар, банкаралық несиелер, ақша нарықтарындағы операциялар, банктің бағалы қағаздарын шығару және т. б. болып табылады.

Мақалада Қазақстан Республикасы екінші деңгейдегі банктерін қорландыруға, оның құрылымы мен серпініне талдау жүргізілді.

Түйін сөздер: банктер, қорландыру көздері, банктерді талдау, банктердің тартылған ресурстары.

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АНАЛИЗ ИСТОЧНИКОВ ФОНДИРОВАНИЯ БАНКОВ ВТОРОГО УРОВНЯ: МИРОВОЙ ОПЫТ И КАЗАХСТАНСКАЯ ПРАКТИКА

Аннотация. Фондирование для банков второго уровня имеет первостепенное значение, поскольку обеспечивает функционирование деятельности банка. Одной из особенностей банков выступает то, что он на 80-90% функционирует за счет привлеченных средств. Таким образом, фондирование банков представляет собой совокупность привлеченных ресурсов, необходимых банку для обеспечения своей основной деятельности. Источниками фондирования выступают депозитные ресурсы. Средства клиентов на расчетных и текущих счетах, займы на внутреннем и международном рынках, межбанковские кредиты, операции на денежных рынках, выпуск ценных бумаг банка и др.

В статье проведен анализ фондирования банков второго уровня Республики Казахстан, его структуры и динамики.

Ключевые слова: фондирование банков, источники фондирования, анализ банков, привлеченные ресурсы банков.

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ANALYSIS AND FORECAST OF THE MAIN FINANCIAL INDICATORS OF THE BANK'S ACTIVITY

Abstract. Virtually every bank has established a cost accounting system and has carefully studied the relevant principles. In Kazakhstan, however, some banks have paid very little attention to this issue, although in almost all other areas of cost accounting in the commercial sector they are taken into account and in fact become necessary in modern business conditions.

The need for a cost system in a bank is indeed greater than in any other business, due to the narrow margin of profit from the gross amount processed in the banking sector, as well as the number and variety of services provided by banks to its customers and the public without remuneration. In the cost accounting system, it is very important to assess the financial indicators of the bank, as well as their forecasting, since the analysis of the financial activities of the bank is the basis for making important decisions in the bank.

The article analyzes and predicts key performance indicators using the example of Kaspi bank.

Keywords: analysis of financial indicators, return on assets, return on equity, forecasting financial indicators.

Introduction. Financial indicators are information that allows you to make relevant important business decisions in the bank. Analysis of financial indicators in banks is crucial for the efficiency of bank operations [1]. The data required for adequate financial analysis are contained in the main financial statements. In recent years, the need to calculate performance indicators using information from balance sheets, income statements and cash flow statements has increased [2]. Analysis and forecasting are important for bank management accounting [3].

The analysis of financial indicators of banks was carried out by many from various aspects. Thus, P. Srinivasan and Y. P. Saminathan determined that operational efficiency, asset management and size of banks have a positive impact on their financial performance [4]. A. Makkar and S. Singh evaluated the relationship between ROA and bank size, as well as the operational efficiency of the bank [5]. It was once again proved that asset management, bank size and operational efficiency have a positive relationship with the activities of the bank [6].

The analysis of financial indicators of the bank is important for taking into account the costs of the bank as a whole [7]. In this case, the primary role is given to the financial results of the bank, as well as the structure of liabilities and sources of funding [8].

Important in the bank account has a forecast. The application of economic analysis methods allows not only to assess the current state of the bank, but also to plan certain financial aspects of the bank's activities [9].

In this regard, the article will focus on the analysis of financial performance indicators and their forecasting on the example of Kaspi bank JSC.

Method of research. Methods of economic modeling, comparative analysis, horizontal analysis, the method of relative indicators, the method of tabular and graphical display of data for visualization of the analytical process and financial analysis are used for the analysis.

To estimate the forecasts used an exponential equation of the type:

$$y_t = a_0 e^{a_1 t}$$

a_0 – the initial level of the time series in the period t-0; e^{at} – average growth rate of series levels for the period t [10].

The exponential trend reflects the general direction of the forecast for the relevant financial indicators of the bank.

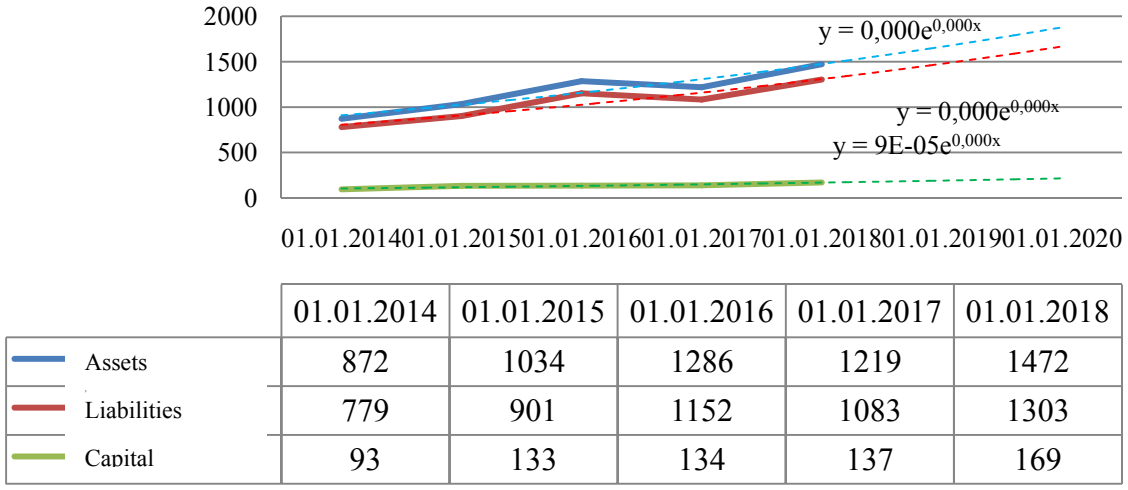
Results. Key financial indicators of Kaspi bank JSC for the last 3 years are presented below.

Table 1 – Key financial indicators of Kaspi bank JSC

Indicators	On 01.01.2016		On 01.01.2017		On 01.01.2018	
	Billion tenge	Billion tenge %	Billion tenge	Billion tenge %	Billion tenge	Billion tenge %
Money resources	284	115,4	157	-44,7	305	93,7
Gross loans	848	-3,1	799	-5,8	981	22,9
Net loans	783	0,4	715	-8,7	891	24,7
Assets	1286	24,4	1219	-5,2	1472	20,8
Liabilities	1152	27,9	1083	-6	1303	20,3
Deposits	818	14,6	815	-0,4	1001	22,9
Equity	134	0,8	137	1,6	169	24
Interest income	129	3,4	129	-0,1	157,9	22,4
Interest expense	-67,8	10	-86,2	27,1	-98,2	14
Net interest income	61,3	-3	42,8	-30,1	59,7	39,5
Net commission income	91,7	18,4	94,3	3,2	114,2	21,1
Operating expenses	-46,6	19,8	-48	3,8	-57,6	20,1
Net profit	15,4	-62,3	5,4	-64,9	69,2	176,5
Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC [11]						

Assets of Kaspi bank JSC similarly as liabilities have a stable growth trend. The highest growth of assets was observed at the beginning of 2014 49.6%. Despite the negative growth in 2017 (-5.2%), assets increased by 20.8% during the year and amounted to 1472 billion tenge at the beginning of 2018.

Accordingly, we insert the exponential trend equations for assets, Equity and liabilities of the Bank (figure 1).



	01.01.2014	01.01.2015	01.01.2016	01.01.2017	01.01.2018
Assets	872	1034	1286	1219	1472
Liabilities	779	901	1152	1083	1303
Capital	93	133	134	137	169

Figure 1 - Dynamics and forecast of assets, liabilities and Equity of Kaspi bank JSC

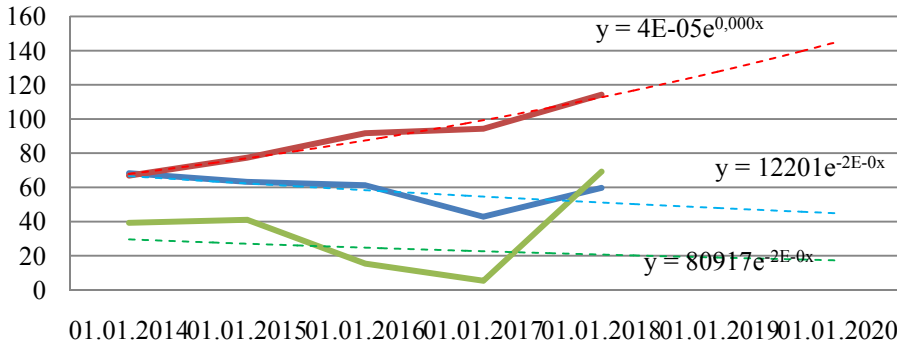
Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC

The growth of assets was mainly due to the growth of the loan portfolio, which increased by 25% and whose share in the total assets of the bank amounted to 61%. The share of securities in the structure of assets is relatively small: on 01.01.2017, the volume of securities increased by 77%, however, on the beginning of 2018, it decreased by 27.2% due to a reduction in investments intended for sale.

Kaspi bank JSC liabilities for the last three years of 2016-2018 increased by 42.2%. This increase was due to the growth of REPO liabilities and deposits of banks, as well as the growth of the deposit base of customers, mainly legal entities.

The exponential trend lines show the projected growth of the bank's assets, liabilities and Equity.

The growth of the Bank's Equity was provoked by an increase in retained earnings by 5% on 01.01.2017 and by 27% on the beginning of 2018. it Can also be noted that a significant increase in net profit arose due to a reduction in provisions by 64%. At the same time, the Bank's operating profit increased by 30%, which was affected by the growth of net interest income by 39% in early 2018.



	01.01.2014	01.01.2015	01.01.2016	01.01.2017	01.01.2018
Net interest income	68,3	63,2	61,3	42,8	59,7
Net commission income	66,9	77,4	91,7	94,3	114,2
Profit	39,3	41	15,4	5,4	69,2

Figure 2 - Dynamics and forecast of net income and profit of Kaspi bank JSC

Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC

Despite the fact that the net interest income before 2016 had a steady downward trend (especially at the beginning of 2017), when it fell by 30.1% as a result of the growth of interest on deposits by 27.1%, resulting in the bank's net profit fell by 64.5%, Kaspi bank JSC was able to recover quickly. In the first four months of 2018, the profit of Kaspi bank JSC amounted to 32.3 billion tenge, which is 2.8 times higher than the previous year. As a result, the bank ranked third in terms of net profit in Kazakhstan's banking sector as of early may 2018.

According to the exponential trend, net interest income and net profit are expected to decline in the coming periods. At the same time, net fee and commission income are projected to increase.

We will analyze the main financial ratios for Kaspi bank JSC(table 2).

The indicators of return on assets and Equity shows a positive trend, except for the beginning of 2017, when, as already mentioned above, as a result of the increase in interest on deposits, the bank's net profit fell sharply.

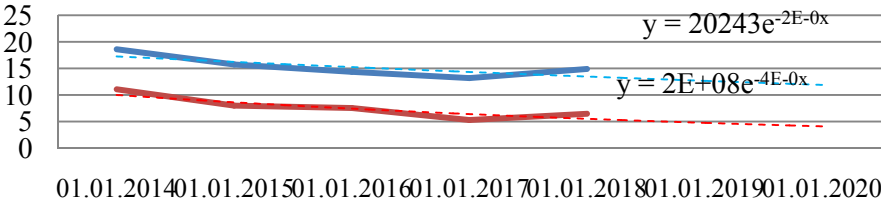
As a result, ROA fell from 1.33% to 0.43% and ROE from 11.54% to 4%. However, Kaspi bank JSC quickly restored its capabilities by the beginning of 2018: ROA rose 11.95 times to 5.14%, and ROE – 11.32% to 45.27%. At the same time, a sharp increase in the indicator indicates an increase in risks in the placement of assets. ROA in the banking system of Kazakhstan at the beginning of 2016 amounted to 1.15%, ROE - 9.36%. At the beginning of 2017, ROA and ROE were 1.64% and 15.18% respectively. At the beginning of 2018, ROA and ROE were 0.37% and 3.01% respectively. Based on these data, it can be noted that the ROA as of 01.01.2017 was below the average level in the banking sector of Kazakhstan, however, at the beginning of 2018 significantly exceeded it. The situation is similar with the return on Equity. This is conditioned to the fact that in 2017 the bank pursued a fairly conservative investment

policy, but in 2018 it directed investments in high-yield assets. The net interest margin and spread indicators also show effective interest rate management (figure 3).

Table 2 - Key financial ratios of Kaspi bank JSC

Indicators	On 01.01.2016	On 01.01.2017	On 01.01.2018
ROA, %	1,22	0,47	5,14
ROE, %	10,53	4,36	45,27
Net interest margin	14,35	13,18	14,9
Net interest spread	7,53	5,29	6,47
Loans/assets, %	60,87	58,65	60,55
Reserves/ loans,%	7,66	10,46	9,19
Reserves/Equity%	48,35	61,17	53,27
Share of overdue loans,%	21,19	15,16	14,6
Share of non-performing loans,%	8,94	9,30	8,30
Deposits/liabilities,%	71,02	75,25	76,85
Deposits/ loans,%	104	114	112
Current ratio 0.3	6,57	4,01	4,72
Absolute liquidity 1	9,35	10,68	7,46
Quick ratio 0.9	7,27	8,48	5,63
Equity/assets,%	10,45	11,20	11,50
K1 0,06	0,10	0,11	0,11
K2 0.085	0,19	0,14	0,17
Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC			

The last two years, 2017-2018 the profitability indicators of Kaspi bank JSC have an upward trend. However, exponential trends predict a decline in the next two years. In general, the bank has a fairly high interest margin for the entire analyzed period, which shows a high level of net interest income. In addition, at the beginning of 2018, the bank's net interest margin increased by 1.78%, spread – by 1.16%, real cash flows – by 30%, which reflects the bank's ability to generate real cash income.



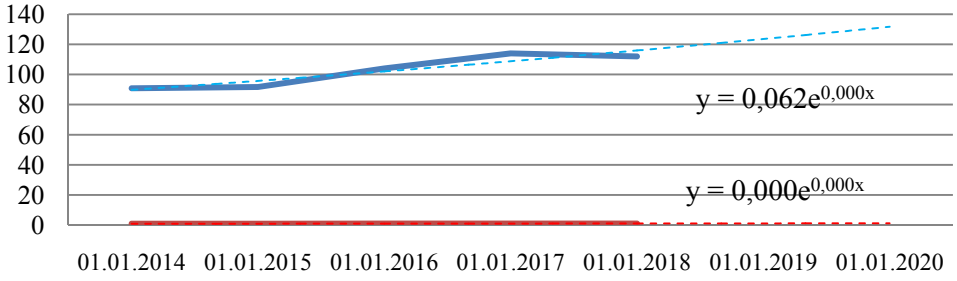
	01.01.2014	01.01.2015	01.01.2016	01.01.2017	01.01.2018
Net interest margin	18,59	15,74	14,35	13,18	14,9
Net interest spread	11,06	7,99	7,53	5,29	6,47

Figure 3 - the Dynamics of indicators of profitability of Kaspi bank JSC

Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC

The main asset of Kaspi bank JSC is loans, which account for more than half of all the funds placed, although their share is reduced, while the bank activates activities in the stock market, using the borrowed funds for the purchase of securities. The deposits/ loans indicator clearly demonstrates that for 1 tenge of loans issued, 0.91 tenge of deposit resources were used in 2014, and at the beginning of 2017 – 1.14 tenge, on 01.01.2018 – 1.12 tenge of deposits attracted by the bank, which indicates an increase in the importance of customer deposits in the bank's activities. On the other hand, 0.14 in 2017 and 0.12 in 2018 reflect the degree of increase in the cost of deposit resources, and short-term, as the term deposits/ loans

ratio shows very low involvement of term deposits in lending to customers. At the same time, the importance and involvement of the bank's bonds as a source of funding is increasing (figure 4)



	01.01.2014	01.01.2015	01.01.2016	01.01.2017	01.01.2018
Deposits / loans,%	90,8	91,6	104	114	112
Term deposits / loans,%	0,84	0,87	0,99	1,05	1,03

Figure 4 - the Dynamics of involvement of borrowed funds in lending to the clients of Kaspi bank JSC

Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC

The involvement of attracted funds allows us to talk about the sustainability of funding. Deposits, especially term deposits, are the most sustainable source of attracted resources.

The closer the involvement is to 1, the more stable the bank's funding is when loans are financed by deposits rather than interbank lending. The second real source of funding is the bonds issued by the Bank, as they are also a term, medium and long-term, source of funding.

In this regard, it can be noted that the bank has to rely mainly on demand deposits, which can not act as funding for medium-and long-term loans.

Term deposits holds a very low share in the funding structure (by the beginning of 2017 and 2018, slightly more than 1%), much less bonds. Therefore, figure 4 shows rather high stability of funding in Kaspi bank JSC in nominal terms.

Liquidity indicators generally show steady growth. Taking into account the fact that Kaspi bank JSC is consistently ranked 3rd in terms of liquidity after Halyk bank of Kazakhstan and Forte bank, we can talk about the great opportunities of the bank to meet its Liabilities to the bank's customers in a timely manner and without losses.

The importance of accounting has a system of funding on the one hand as a method of cost management, and on the other hand as a tool for quantitative economic impact assessment of the activities of the treasury department of the bank to increase profitability of the operations by managing the imbalance of the structure of funding of assets.

Funding is a set of attracted resources of the bank directed to the implementation of activities (active operations).

When assessing the funding system of the banks we analyze, we will take into account its structure, urgency and cost. Diversification of resources is important in the structure.

Since the bank's dependence on one source is an increased risk factor: the subordination of deposits, especially of individuals, can carry the risks of liquidity loss, funding mainly in the interbank market leads to the bank's vulnerability during periods of economic instability.

The difference between the involved resources and the placed resources indicates either the unused capacity (positive) or the need for funding (negative).

So, in order to assess the funding system in Kaspi bank JSC, we will analyze the structure of funding sources and form consolidated forms of reporting on funding for the last three years of 2016-2018.

In the structure of funding, deposits are the main source, despite the fact that at the beginning of 2016 and 2017 there was a decrease in the share of customer deposits in the total funding sources of Kaspi bank JSC(figure 5).

Figure 5 shows how the role of deposits as sources of funding for activities is increasing. In particular, if at the beginning of 2016 the share of deposits accounted for 65.6%, at the beginning of 2017 already 67.6%, on 01.01.2018 – 68.9%. The funding structure shows a strong dependence of the bank on deposits of customers, and individuals.

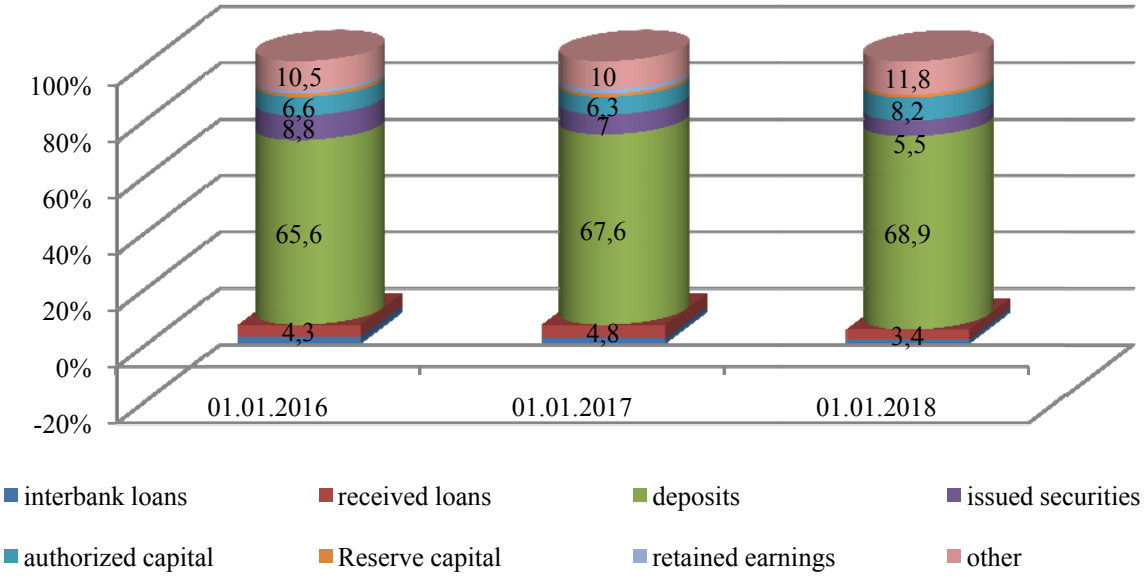


Figure 5 - Sources of funding of Kaspi bank JSC, %

Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC

To do this, we analyze the interest and funding ratio of Kaspi bank JSC(table 3).

This situation increases the risk of liquidity loss, especially if demand deposits or short-term deposits prevail.

At the beginning of 2016, the funding structure is dominated by short-term attracted sources up to a year and, as already mentioned, customer deposits. Short-term liabilities account for 58.43% of the total amount of attracted resources. At the same time, financial assets of similar urgency are much more, which leads to an excess of short-term assets.

The big drawback is that the average and long-term liabilities significantly exceed the average and long-term assets. That is, the Bank does not fully place all the attracted funds, which leads to the emergence of unused opportunities. Moreover, the rates of attraction and placement of funds on securities are negative. Thus, the Bank raises resources under of 9.62% and 9.96%, and places under of 5.79% and 5.95%, generating negative returns.

However, this difference is covered by consumer loans issued at 16.54%. In general, on 01.01.2016, financial assets exceed financial liabilities by 117.73 billion tenge, which allows the Bank to retain liquidity as a protection against possible short-term shocks that may affect the outflow of deposits.

At the beginning of 2017, the funding system showed qualitative changes, in particular, with regard to the rates of attraction and placement of funds. So, attracting funds from banks and customers at 8.55% and 7.04%, Kaspi bank JSC issues loans at 16.29%, issuing bonds at 9.65%, the bank has securities at 10.42%. As a result, the difference between assets and liabilities for which interest is accrued was positive and amounted to 17.4 billion tenge. The structure of the term of attracted funds is also significantly equalized, although the bank continues to place the main volume in short-term assets in order to maintain liquidity. Let's compare the situation with the beginning of 2018 (table 4).

Table 3 – Structure and interest of funding
of Kaspi bank JSC at the beginning of 2016 and 2017, billion tenge

Financial asset	On 01.01.2016 г.					On 01.01.2017 г.				
	Effective rate%	Circulation term			Total	Effective rate%	Circulation term			Total
		Before 1 year	1-5 years	Over 5 years			Before 1 year	1-5 years	Over 5 лет	
Money resources and money equivalents	0,05	67,66	-	-	67,66	0,77	88,47	-	-	-
Loans to customers	16,54	563,4	193,19	26,39	782,99	16,29	512	160,48	42,58	715,05
Investments, available-for-sale	5,79	34,41	0,15	-	34,55	0,15	0,0002	0,733	-	0,733
Investments held to maturity	5,95	3,45	18,03	16,81	38,28	10,42	216,45	-	-	216,45
Total financial assets for which interest is accrued	-	668,91	211,37	43,2	923,47	-	816,91	161,21	42,58	1020,7
Financial assets for which interest is not accrued	-	318,53	2,35	1,75	322,64	-	154,73	2,77	0,98	158,48
Total	-	987,44	213,72	44,95	1246,11	-	971,64	163,98	43,56	1179,18
Financial liability										
Bank accounts	10,15	6,78	40,8	-	47,58	8,55	0,28	39,99	-	40,27
Customer accounts	6,31	549,93	203,05	28,14	781,4	7,04	434,84	294,73	28,18	757,75
Issue bonds	9,62	63,19	11,56	95,44	170,2	9,65	4,32	11,57	95,45	111,33
Subordinated bonds	9,96	0,42	14,84	72,21	89,46	11,3	4,8	24,45	64,72	93,98
Total financial liabilities for which interest is accrued	-	620,31	270,52	198,07	1088,64	-	444,2	370,75	188,35	1003,33
Financial liabilities on which no interest is charged	-	38,95	0,53	-	39,74	-	62,34	0,76	-	63,11
Difference between financial assets and liabilities	-	328,18	-57,33	-153,12	117,73	-	465,1	-207,53	-144,79	112,78
Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC										

Table 4 – Structure and interest of funding
of Kaspi bank JSC at the beginning of 2018, billion tenge

Financial assets	Effective rate%	Circulation term			Total
		Before 1 year	1-5 years	Over 5 years	
Money resources and money equivalents	1,21	107,33	-	-	107,33
Loans to customers	17,66	673,88	183,97	33,47	891,32
Bank accounts	1,26	1,42	-	-	1,42
Investments, available for sale	13,81	136,34	58,67	17,46	212,48
Total financial assets for which interest is accrued	-	918,96	242,64	50,94	1212,54
Financial assets for which interest is not accrued	-	222,33	0,67	1,14	224,14
Total	-	1141,29	243,31	52,08	1436,68
Financial liability					
Bank accounts	8,33	63,2	-	-	63,2
Customer accounts	8,15	834,04	71,81	24,01	929,86
Issue bonds	9,65	11,88	-	99,45	111,33
Subordinated bonds	10,22	3,92	11,93	77,8	93,65
Total financial liabilities for which interest is accrued	-	913,06	83,73	201,26	1198,05
Financial liabilities on which no interest is charged	-	91,48	-	-	91,48
Total	-	1004,54	83,73	201,26	1289,53
Difference between financial assets and liabilities	-	136,75	159,58	-149,18	147,15
Note: compiled by the author on the basis of the financial statements of Kaspi bank JSC					

Table 4 shows that every year Kaspi bank JSC improves the funding system. In particular, when rates of resources attraction is under 8.33% and 8.15%, the lending rates (loans to customers) amount to

17,66%. When issuing bonds at 9.65% and 10.22%, securities in the portfolio bring 13.81%. The strengthening of positions in funding equalized the situation for medium-term assets and liabilities. As a result, the difference between financial assets and liabilities amounted to 147.15 billion tenge.

Discussion. Thus, the results of the accounting show that the indicators of profitability, liquidity and Equity adequacy of the bank, as well as the forecast trends of assets, liabilities, equity, and profits have an upward trend, which characterizes Kaspi bank JSC as a dynamically developing. The only problem of the bank may be the deterioration of the macroeconomic situation in Kazakhstan, which may lead to a reduction in income of population, which is the main customer base of the bank.

Exponential trends clearly show the general trend of the bank's financial indicators. The downward exponential forecast should attract the bank's attention and strengthen the work in the relevant areas. At the same time, upward exponential trends do not mean that the bank has not focus on these indicators. There should take into account the angle of the trend and monitor for confidence. As a result of the analysis of financial indicators, the bank can make more correct and timely decisions.

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Нархоз университеті, Алматы, Қазақстан Республикасы

БАНК ҚЫЗМЕТІНІҢ НЕГІЗГІ ҚАРЖЫЛЫҚ КӨРСЕТКІШТЕРІН ТАЛДАУ ЖӘНЕ БОЛЖАУ

Аннотация. Әрбір банкте шығындар есебінің жүйесі бар және тиісті қағидалары ескеріледі. Аалайда, Қазақстанда, кейбір банктер бұл мәселеге өте аз көңіл бөлінеді, бірақ коммерциялық салалардың барлық басқа бағыттарында олар есепке алынады және іс жүзінде бизнесті жүргізудің заманауи жағдайында қажетті болып табылады.

Банк секторында өңделетін жалпы сома мен пайданың арасындағы айырмашылықтың аздығынан, сондай-ақ банктердің өз клиенттеріне және халыққа тегін көрсететін қызметтерінің саны мен әртүрлілігінің салдарынан кез келген өзге бизнеске қарағанда, банктегі шығындар жүйесінің қажеттілігі шын мәнінде артық. Банктің қаржылық қызметін талдау банктегі маңызды шешімдерді қабылдаудың негізі болып табылатындықтан, шығындар есебінің жүйесінде банктің қаржылық көрсеткіштерін бағалау, сондай-ақ оларды болжау зор маңызға ие.

Мақалада «Kaspi bank» АҚ қызметінің негізгі көрсеткіштеріне талдау жүргізіліп, болжам жасалған.

Түйін сөздер: қаржылық көрсеткіштерді талдау, активтердің рентабелділігі (табыстылығы), меншікті капиталдың рентабелділігі (табыстылығы), қаржылық көрсеткіштерді болжау.

УДК 336.717.6

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АНАЛИЗ И ПРОГНОЗИРОВАНИЕ ОСНОВНЫХ ФИНАНСОВЫХ ПОКАЗАТЕЛЕЙ ДЕЯТЕЛЬНОСТИ БАНКА

Аннотация. Практически в каждом банке установлена система учета затрат и тщательно изучены соответствующие принципы. В Казахстане, однако, некоторыми банками уделяется очень мало внимания этому вопросу, хотя практически во всех других направлениях учета затрат в коммерческой отрасли учитывается и фактически становится необходимой в современных условиях ведения бизнеса.

Необходимость системы затрат в банке действительно больше, чем в любом другом бизнесе, из-за узкой границы прибыли от валовой суммы, обрабатываемой в банковской сфере, а также количества и разнообразия услуг, оказываемых банками своим клиентам и населению без вознаграждения. В системе

учета затрат большое значение имеет оценка финансовых показателей банка, а также их прогнозирование, поскольку анализ финансовой деятельности банка является основой принятия важных решений в банке.

В статье проведен анализ и прогнозирование основных показателей деятельности на примере АО «Kaspi bank».

Ключевые слова: анализ финансовых показателей, рентабельность активов, рентабельность капитала, прогнозирование финансовых показателей.

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FOREIGN EXPERIENCE OF DEVELOPMENT OF THE PUBLIC-PRIVATE PARTNERSHIP AND THE POSSIBILITIES OF ITS APPLICATION IN KAZAKHSTAN

Abstract. The current trends in the development of the economy demonstrate the intensification of relations between the state and private business, and, as a result the influence of the private sector on the world economy is expanding. The constructive interaction between business and government institutions is becoming an essential condition for the development of modern market structures and relations. In this regard, the study of the formation and development of partnership institutions and the systematization of foreign experience is of high importance while developing the projects using the tools of public-private partnerships (PPP).

The purpose of the article is to study the main trends of PPP development in foreign countries and the formation of ideas on the possibilities of its use in Kazakhstan. The study in terms of the use of PPP tools in the implementation of socially and economically significant projects in developed and developing countries revealed the characteristics of the development of PPP in these groups of countries. The results of a detailed analysis of two large PPP projects in Bangkok and Manila revealed the key points of their successful implementation, which in the first case consisted in sharing the risks between a large number of private sector entities and the state, in the second, in attracting private operators to create artificial competition monopolies under state control. It was concluded that the considered practices of PPP tools using are fully applicable in Kazakhstan if some institutional issues that highlighted in the article are solved.

Key words: public-private partnership, international experience, projects, investments.

Introduction. The public-private partnership (PPP) is a relatively new practice on improving the social and economic situation in society. If earlier it was considered that a State was responsible for provision of social benefits as profit from this benefits use, as rule, was of public, but not economic character, the last quarter of XXI revealed a way to attract the private capital for the same goals. As business has more experience in competitive medium existence, its managing methods are distinguished by more efficiency and profitability than the state management methods. Especially this relates to post-Soviet countries as in the times of the USSR the state not ruled according to market laws could not improve the management methods to the extent that could be achieved by market agents. The result is that the government share in economics in these countries is higher, but the efficiency of the projects functioning under the government management is lower. All this generates interest in attracting business to manage the socially important projects, and PPP is one of the most popular forms of this attraction.

Methods. The research methodology is based on attracting the integrated approach and dialectical principles that could reveal the essential features of the investigated processes, the forms of its appearance, highlight the inherent contradictions, and determine the tendencies of its development. The research also uses the methods of logical, comparative, and statistical analysis.

Results and discussion. According to the definition given by the National Chamber of Entrepreneurs of RK "Atameken", the public-private partnership (PPP) is a form of joint work of public and private sector [1]. As a rule, the PPP is typical for sectors traditionally considered as the zones of the governmental responsibility for balanced distribution of risks, expenses, and profits. The PPP goal in this

case is increase of accessibility level and quality of public benefits and services through strengthening of cooperation between the public and private sector.

The PPP tasks are:

- Involvement of the private sector into the public resources management;
- Decrease of budget load;
- Attraction of investments;
- Improvement of interaction model between the government and business [2].

The PPP is used almost all over the world – in developed and developing countries. A lot of countries of the world and integration unions have functioning international institutes of PPP development, among them are:

- European Public-Private Expertise Centre;
- The National Council for Public-Private Partnerships;

In addition, there are more widely specialized institutes that promote the PPP practice:

- International Bank for Reconstruction and Development (IBRD);
- European Bank for Reconstruction and Development (EBRD);
- Islamic Development Bank (IDB);
- International Development Association (IDA).

In the world, the PPP practices are widespread in socially important fields: poverty reduction, development of technologies, energy, transport, healthcare, education, waste disposal [3].

One of the first countries adopted the PPP practice was Great Britain that, in 1992, established the Private finance initiative that provided the concession agreements for regional development, construction of schools, hospitals, roads [4].

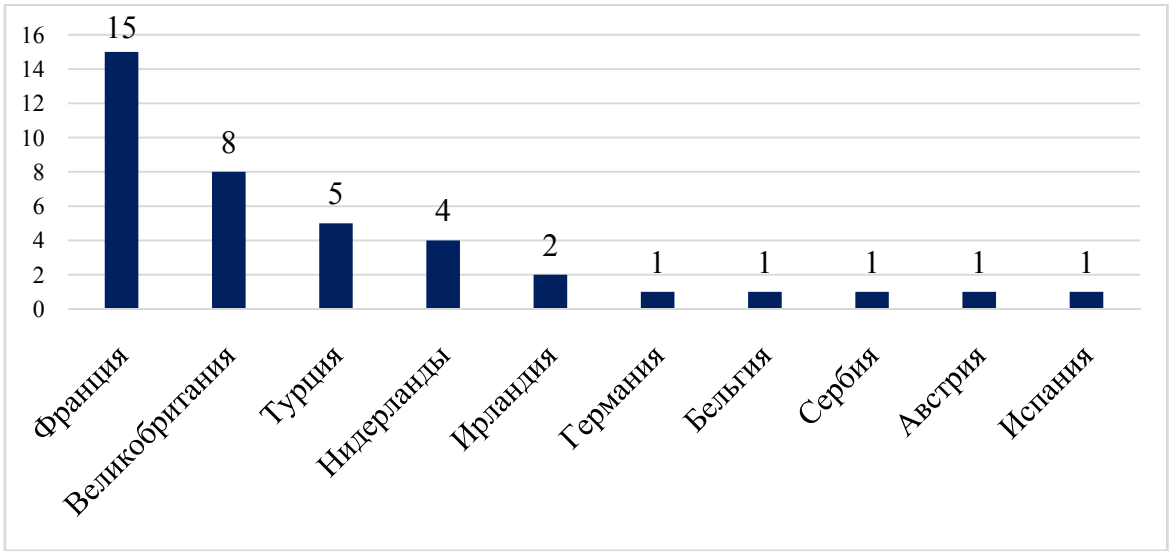
Nevertheless, the application of the initiative was limited until 1997 due to distrust to business in socially important fields of activity. However, the program showed its best ability and limits were removed. Later, in 2012 the second program named PF2 was adopted; it was a logical continuation of the first one. The common scheme for both initiatives is that the private sector designs, constructs, finances and exploits the assets according to specifications given by the government – most often it constructs large public facilities and then exploits them during a definite period.

Under PF2 several projects related to the development of public infrastructure were implemented: construction of schools in Reading, Hertfordshire, Luton, Midland, Yorkshire; construction of a hospital in Midland. Until 2012, about 80 contracts were concluded every year that allowed saving up to 17% of budget funds [5].

However, in 2019 it was announced that PF2 would not be used any more new contracts that will be concluded using other schemes. These schemes were divided into several types according to the UN methodology:

- Build-Own-Operate – a business-partner constructs and uses volumes or render services without transfer of property to the State.
- Build-Operate-Transfer – a business-partner constructs a facility for goals agreed with the government and then uses it during a definite period of time, and then transfers to the State.
- Buy-Build-Operate – the government sales the available facility to a business-partner that renews and enlarges it, and then operates effectively.
- Design-Build-Operate – a business-partner designs, creates and uses governmental facilities with ownership right in the public sector.
- Build-Develop-Operate – a business-partner on leases or purchases a facility owned by the government, renews or modernizes it, and then operates by agreement [6].

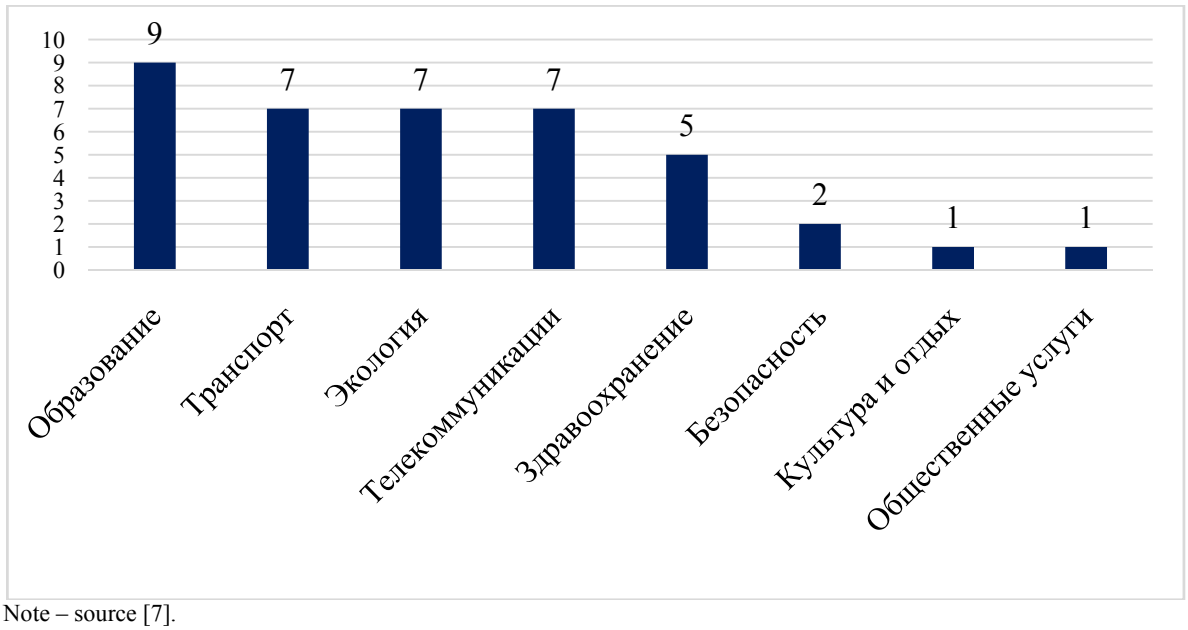
In addition to the Great Britain, the positive experience of the PPP use has Turkey, France, and Netherlands. In 2018, France outperformed the Great Britain by the number of PPP projects (Figure 1).



Note – source [7].

Figure 1 – Number of PPP projects by countries in 2018

In sectorial structure of projects the domineering are educational, ecological, transport projects (Figure 2). The interest is also noted to development of telecommunications and health care.



Note – source [7].

Figure 2 – number of projects by sectors in 2018 (units)

The indicative is investigation of several PPP cases in the world.

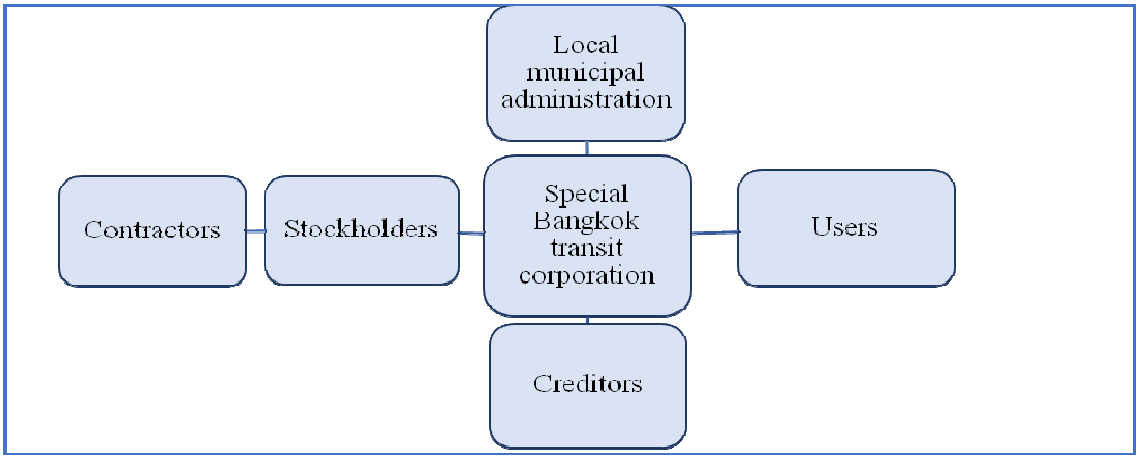
Case #1 – Creation of SkyTrain system in Bangkok. Bangkok, the capital of Thailand, has gained significant number of problems related to overload of streets with public and private transport. This overload generated the problems with urban logistics and urban air contamination. Several conducted researches resulted in the recommendation to construct a rail transit system for the city. Such system would allow for simultaneous decrease of private transport amount and develop the suburbs [8].

Basing on this recommendation, the government decided to elaborate 30-years PPP plan under the model “Build-Operate-Transfer” to create this system. It was assumed to fund the project from the

governmental budget and by loaned funds at the ration 1:2. The project was credited by the international and local banks. There were three main principles of the project funding:

1. The main part of loaned funds is given by local banks to protect the project against political interference and decrease the currency risks.
2. Establishment of consortium sharing the risks to ensure timely and qualitative implementation of the project.
3. Adaptation of the financial glows stipulating the subsidiary loans to consider high risks of the project at the early stage.

The cooperation structure is shown in Figure 3.



Note – source [8].

Figure 3 – A scheme of PPP cooperation in Bangkok

In the center of the scheme is the corporation established especially for this project. The government concludes with it a concession contract allowing creating the rail transit system. After that the corporation attracts the funds – it conclude contracts with creditors and stockholders. The stockholders in this case were the companies on the infrastructure development. After that, through the stockholders, the corporation attracts contractors to implement the project. When the construction is finished, the corporation operates the transit system and interacts with users on the right of service rendering gaining income during 30 years.

The Corporation was to develop, finance, construct and operate the transit system ensuring proper quality of service, and the municipal administration granted the right to operate the public good and provided the corresponding engineering infrastructure during the construction.

As a result the project can be considered as successful in view of goals achievement: the urban transport traffic decreased, in-city logistics became easier, and the project needed only 9 years to transfer from the initial stage to the commercial operation.

This case can be considered as an example in view of risks distribution at implementing large socially important project: the distribution of risks among a lot of private investors allowed implementing the large project the financing of which at the governmental level was too risky.

Case #2 - Water supply and water disposal in Manila. The urban population of Manila suffered from insufficient water supply and water disposal due to urban infrastructure worn-out, and illegal cuts-in to the water supply system. In addition, only 8% of urban citizens had access to central drain system [9].

The base of the governmental strategy to solve this issue was privatization of the urban water supply and disposal system using PPP mechanisms. It was decided to divide the urban infrastructure into two separate zones of concessions. Such division allowed comparing the effectiveness of the work of two companies with which the concession contracts were concluded to introduce competition in the field of traditional natural monopolies. Such approach had some disadvantages: complication of infrastructure managing processes, necessity to coordinate activities between two companies.

Under the contract conditions, two private operators selected on the competitive base were responsible for water supply and water disposal at the corresponding zones. They had a right to gain income from its activity, but were to incur expenses of the operation, invest into the systems development and pay a special governmental tax. They were also to meet the requirements of the system parameters on pressure and purity of water, time of constant access and population coverage. The service costs were set by a special body consisted of the private companies-operators and government officials.

To avoid speculations and overstatement of real values to meet the standards of the concession agreement there were constant unplanned inspections by a governmental body with participation of the opponent-operator officials interested in transfer of responsible zones if the competitor fails its work.

As a result, from 1999 to 2011 round-the-clock access to pure water was available for 99% of the controlled zones population comparing to initial value of 26% [9].

The experience of this case allows stating that the attraction of private operators for creation of artificial competition in the field of natural monopoly under governmental control can improve significantly the effectiveness of the engineering infrastructure operation even at poorly developed countries.

Kazakhstan is also interested in adopting the public-private partnership practices. In 2015, Kazakhstan adopted the Law "On public-private partnership". It establishes the tasks and principles of PPP in the Republic of Kazakhstan, fields of its application, responsibilities of parties, and ways of PPP implementation, methods and rights of the government for PPP regulation. The separate article of the law regulates the PPP issues in the field of innovations, e-procurement system, and PPE [10].

There is the operating Kazakhstan Centre for public-private partnership. It functions as the analytical and expert Centre to develop PPP in RK. The Centre conducts researches, expertise and estimations of investment projects implementation under the PPP model [11].

In Kazakhstan there are two PPP models: contractual and institutional. Under the contractual model the PPP conditions are regulated by a specific contract having several types, among them are:

– Under the leasing contract the governmental property is leased with further purchase (for example, the projects of "Kazagro" National Holding).

– The life cycle contract is concluded for development, implementation and financing of projects with its accompaniment during the life cycle of goods (for example, the projects of "KTJ" National Company).

– The concession contract implies the transfer of rights on operation of governmental infrastructure facilities, enterprises and other to the private sector on mutually beneficial terms.

– The R&D Contracts are concluded for implementation of scientific, scientific-research, and scientific-technical projects.

– The service contracts are concluded for service and modernization of equipment at facilities of public and industrial infrastructure belonged to the government (for example, service contract for municipal hospitals).

– The contracts for trust administration of governmental property allow transferring the management of some governmental property facilities to the private sector under specified conditions.

– Leasing of governmental property under the PPP is similar to leasing contracts terms, but without right of repurchase.

Under the institutional PPP, a joint enterprise with participation of the government and private sector is created. This kind of joint enterprise provides an alternative to capitalization of quasi-public sector with further withdraw of government partner from the project.

The information mentioned above shows that Kazakhstan regulation stipulates different forms of the public-private partnership.

As of 2017 the number of PPP projects, during the whole period of this practice in Kazakhstan, is 239. Table 1 shows its amount per cities.

Table 1 – Number of PPP projects per cities of RK until 2017 (unit)

City	Number of projects
Shymkent	74
Almaty	50
Aktayu	45
Pavlodar	23
Kostanay	18
Petropavlovsk	18
Nur-Sultan	13
Aktobe	13
Karaganda	12
Ust-Kamenogorsk	8
Taldykorgan	7
Taraz	6
Kyzylorda	6
Kokshetayu	5
Uralsk	4
Atyrayu	2

Note – compiled basing on source [1].

The Ministry of the National Economics of RK, in its turn, provides the following data for 2019:

- Concluded agreements: 514 to the amount of 1762 billion tenge;
- Placed in operation: 361 facilities to the amount of 605,6 billion tenge;
- At the construction stage: 181 facilities to the amount of 878,1 billion tenge [12].

It is impossible to analyze in details the Kazakhstan experience in the field of PPP as the government does not gather statistics systematically for this issue.

Conclusion. The conducted research allowed concluding the following:

1. The PPP practices are used worldwide – in developed and developing countries. The developed countries, as a rule, conclude the agreements with local business, and the developing countries usually use the services of the international organizations.

2. The PPP practices showed its most effectiveness when the market rules of projects implementation are applied to public life in situations that could not operate under other terms releasing by this these fields from the problems inherent to the governmental management.

3. Kazakhstan already has the prepared base for the PPP application, and there are even several hundred implemented projects, i.e. it is possible to state on availability of the PPP in Kazakhstan. However, there is a range of problems that should be solved to enhance the PPP effectiveness:

1) As in Kazakhstan the largest share in the economics belongs to the government, the centralized, common strategy of the PPP development and application is needed. This will allow using the positive sides of the governmental management – namely the access to resource at governmental level, ability to coordinate the projects in different regions to achieve the synergetic effect.

2) This generates another necessity – development of institutes. Despite the availability of the legislative base the development of informal institutes is also necessary – culture of entrepreneurship and business, creation of market society of business-representatives having experience on using the advanced business models. Otherwise the business management methods will not differ from the governmental on its effectiveness.

3) The partial decentralization of the PPP agreements conclusion process will facilitate significantly the processes of the PPP agreements conclusion: this will allow the governing bodies to conclude the PPP contracts, for instance, to a definite amount without necessity of its approval on governmental level. Leave the centralized control under this process to avoid the growth of shadow economy.

4) Provision of governmental guarantees to private sector if the PPP projects implementation is successful.

5) Use of market rules of functioning in the fields of natural monopolies by example of Manila – this will allow generating the controlled competition benefited by consumers.

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МЕМЛЕКЕТТІК-ЖЕКЕ ӘРІПТЕСТІКТІ ДАМЫТУДЫҢ ШЕТ ЕЛДІК ТӘЖІРИБЕСІ ЖӘНЕ ОНЫ ҚАЗАҚСТАНДА ПАЙДАЛАНУ МҮМКІНДІКТЕРІ

Аннотация. Экономика дамуының заманауи үрдістері көрсеткендей, қазіргі уақытта мемлекет пен жеке бизнес қатынастарының белсенденуі байқалады, нәтижесінде жеке сектордың әлемдік экономикаға ықпалы арта түсуде. Бизнес пен мемлекеттік институттардың конструктивтік өзара әрекет етуі заманауи нарықтық құрылымдар мен қатынастарды дамытудың міндетті шартына айналуда. Осы орайда әріптестік институттарының құрылуы мен дамуын зерттеу және шет елдік тәжірибені жүйелеу мемлекеттік-жеке әріптестік (МЖӘ) құралдарын қолданатын жобаларды әзірлеуде маңызы жоғары.

Мақаланың мақсаты – шет елдердегі МЖӘ дамуының негізгі үрдістерін зерттеу және оларды Қазақстанда қолдану мүмкіндіктері бойынша ұйғарымдар қалыптастыру болып табылады. Мақалада дамыған және дамушы елдердегі әлеуметтік-экономикалық маңызы бар жобаларды іске асыруда МЖӘ құралдарын қолдануын зерттелген, оның нәтижесінде осы елдер топтарындағы МЖӘ дамуының ерекшеліктері бөліп көрсетілген. Манила және Бангкоктағы екі ірі МЖӘ жобаларына жүргізілген жете талдау олардың сәтті жүзеге асуының маңызды сәттерін анықтауға септігін тигізді. Олар бірінші жобада жеке сектордың көптеген субъектілері мен мемлекет арасында тәекелдерді бөлістіру тәсілінде болса, екінші жағдайда мемлекет бақылауымен табиғи монополиялар сферасында жалған бәсекелестік орнату мақсатында жеке операторларды тартуда жатыр. МЖӘ құралдарын қолданудың қарастырылған тәжірибесін Қазақстанда да қолдануға болатындығы туралы қорытынды жасалған, алайда ол үшін мақалада көрсетілген бірқатар институционалдық мәселелерді шешу қажеттігі көрсетілген.

Түйін сөздер: мемлекеттік-жеке әріптестік, шет ел тәжірибесі, жобалар, инвестициялар.

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ЗАРУБЕЖНЫЙ ОПЫТ РАЗВИТИЯ ГОСУДАРСТВЕННО-ЧАСТНОГО ПАРТНЕРСТВА И ВОЗМОЖНОСТИ ЕГО ПРИМЕНЕНИЯ В КАЗАХСТАНЕ

Аннотация. Как демонстрируют современные тенденции развития экономики, в настоящее время происходит активизация отношений государства и частного бизнеса, в результате чего расширяется влияние частного сектора на мировую экономику. Конструктивное взаимодействие бизнеса и государственных институтов становится неотъемлемым условием развития современных рыночных структур и отношений. В этой связи исследование становления и развития институтов партнерства и систематизация зарубежного опыта имеет высокую значимость при разработке проектов с использованием инструментов государственно-частного партнерства (ГЧП).

Цель статьи - исследование основных тенденций развития ГЧП в зарубежных странах и формирование представлений о возможностях его использования в Казахстане. Проведенное в статье исследование в части применения инструментов ГЧП в реализации социально-экономически значимых проектах в развитых и развивающихся странах позволило выявить особенности развития ГЧП в этих группах стран. Результаты детального анализа двух крупных проектов ГЧП Бангкока и Манилы позволили выявить ключевые моменты их успешной реализации, которые заключались в первом случае в распределении рисков между большим количеством субъектов частного сектора и государством, во втором – в привлечении частных операторов для создания искусственной конкуренции в сфере естественной монополии под контролем государства. Сделан вывод, что рассмотренные практики использования инструментов ГЧП вполне применимы в Казахстане с условием решения некоторых институциональных вопросов, которые были выделены в статье.

Ключевые слова: государственно-частное партнерство, зарубежный опыт, проекты, инвестиции.

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PERSONNEL – IMPORTANT ASPECT COMPETITIVENESS OF THE ENTERPRISE

Abstract. In this article personnel as a component of competitiveness of the companies, namely people - as a resource of the enterprise, importance of formation and development of personnel are considered. Besides, the main selection criteria of personnel come to light. Highlights in a control system of "a human factor" in the modern enterprise where the management skill people becomes the main condition which provides his competitiveness and stability are reflected.

Keywords: Personnel, competitiveness, labor market, employees, human resource management, human factor, enterprise.

Introduction. The great Chinese thinker and philosopher, author of many catch phrases, Confucius, said: “Control the people with dignity, and people will be respectful. Treat people kindly, and people will work with diligence. Raise the virtuous and teach the unlearn ed, and people will trust you ”[1, p.87].

This phrase accurately reflects the essence of the main points of the personnel management process. In the enterprise management system, personnel management takes the main place. Investments in new equipment and innovative technologies will not lead to the desired result if the “human factor” is not taken into account. The scale of the personality of each employee, his business and professional qualities are the main source of enterprise development. Therefore, personnel management is an important aspect of the leader who directs this source in the right direction.

People are a very expensive enterprise resource. Because it is they who create new products and services, accumulate and control financial resources, monitor product quality. People are constantly improving and developing. Their capabilities and initiative are endless, while other resources are limited. It is people who take enterprises to a new level of development. When an employee works with joy, when he is happy and satisfied, he brings tremendous benefits, both to himself and to the company. Virtually most of a person’s life is spent at work. In such a situation, personnel management acquires special significance, because it directly affects the development of a person’s personal qualities, ensures the realization of his potential. The effectiveness of the enterprise as a whole depends on how well the entire personnel management process is built. Today, the labor market is constantly improving, scientific and technical progress is developing rapidly, competitive struggle is increasing, and the factor of a highly qualified and satisfied employee is very important here.

In the United States, as an example, those companies are put that not only achieve a high technocratic level of production development, but also give priority to the wishes and needs of people. In Japan, working with staff takes into account the diverse interests of workers, the main quality is human diligence, the material, social and spiritual needs of people are satisfied. An enterprise is a complex multifunctional system consisting of organizational, technical, economic, informational and social spheres. This whole complex mechanism starts and forces a person to work, active, creative, with his strengths and weaknesses, having his own desires and needs. The development of the enterprise directly depends on the

personal and business qualities of the employees. Therefore, the process of personnel management is a universal task of the head, who must direct this force to where the goals of the company are directed. The role of a person in an enterprise has changed over time. At the beginning of the last century, a person was considered only as labor, his material and spiritual needs were not taken into account. Then came the concept of "labor resources", which meant by this concept that part of the population that can work. Beginning in the second half of the last century, the concept of the "human factor" began to be used. This concept fully reflects the importance of the role of man in the production process. It was then that company leaders and scientists came to the conclusion that the necessary conditions should be created for the workers, which will help them reveal their professional and creative abilities. The strict rules of interaction between the employee and the employer have been replaced by an atmosphere of cooperation. The term "labor potential" has appeared.

Recently began to use the concept of "personnel" instead of "personnel", "human resources", "human factor", "personnel management". At the present stage, the external environment becomes more competitive. Not only consumers and their needs become important, but also the movements of competitors in the market. Employees are set such a wage and working conditions so that you can stay ahead of competitors. Given all this, we can say that the staff today is an important factor in the competitiveness of enterprises. It should also be emphasized that, despite the fact that from the point of view of the company's administration, the main goal is profit, the starting point in modern theory and practice of personnel management is the awareness of the need to meet not only the material but also the social needs of employees [2]. If you look at companies that are successful in the market, you can see that there are correctly formulated goals in the personnel management system, which can be solved with the help of competently set tasks, this allows you to quickly increase productivity and profitability of production.

Pledge of competitiveness of any enterprise and effective development in the future - it is human resources. If the labor potential of an enterprise has a high level, both professionally and personally, then such an enterprise occupies a leading position in the market. Hence, the process of high-quality selection of personnel has become complex, responsible and significant. It is not enough to simply close all existing vacancies. It is necessary to form such a team that can quickly accomplish all the goals of the company. “The quality of staff directly affects the quality of products or services. High quality can be achieved only when the efficiency of operations within the company is at the level of full labor productivity. Ultimately, the quality of the work of these candidates will demonstrate the quality and efficiency of the company's personnel selection process ”[3]. The staff selection process today has become very complex and is associated with the need to conduct an analysis of the professional qualities of the candidate. Effective selection will avoid material costs in the future. This is especially true of executives, the mistakes made in the selection of which can be costly for the company. High-quality selection significantly reduces staff turnover; no additional funds are required for new hiring and development of employees. It can be said that the quality of personnel selection is today a key element of the entire enterprise policy, high economic development of the enterprise, guarantee of stability, positive image of the company and its competitiveness in the market.

The main criteria for the selection of applicants:

-Education. With equal indicators, employers prefer more education to a lower and the highest degree of the lowest. However, these characteristics should be linked to success at work, and the criterion of education should certainly be compared with the requirements of the work [4, p.11].

- Experience. Undoubtedly, experience is an important point. It is desirable for the employer that the person has already worked in this specialty or in related fields so that he has relevant skills and knowledge. Work experience is measured in various ways: total working time at a given company, working time at a company in a particular position or as part of a specific department, etc.

- Physical (medical) characteristics. There are many types of work that require certain physical qualities from the performer, usually reduced to endurance and strength, that are easily testable. To this end, the enterprise should identify the physical and medical characteristics of successful workers at the moment and use these data as criteria, but only if all or most of the workers correspond to this data.
- Personal characteristics and personality types. One of the most important personal characteristics of an

employee is his social status (position). Some employers prefer to accept married workers, believing that this leads to less turnover and a better quality of work. Other companies are more eager to invite single or divorced workers who, in their opinion, are more mobile, more willing to accept a change of place and type of work, work on weekends and overtime. The second important personal characteristic of the applicant is his age.

An impressive part of their lives, people spend at work, which manifests the diversity of the personality of each person. In a modern enterprise, the art of managing people becomes the main condition that ensures its competitiveness and stability. Hence the importance of this moment. The leader is faced with the task of creating a working environment that will maximize the conditions for fruitful work. An important factor that strongly influences the labor productivity in a company is employee satisfaction with their work. This factor is equally important if the company took care of the satisfaction of its customers, on whom it directly depends. Will customers come to buy products again and will they want to pay money for services to this company again? The answer to this question will be exactly equal to the level of customer satisfaction. If the employee is satisfied with the work, then he feels a desire to work for the benefit of his company. “People need money, but they want to enjoy their work and be proud of it,” said Akio Morita, a Japanese entrepreneur, one of the founders of Sony Corporation, who formed management approaches from scratch, creating a new entrepreneurial culture [5, p. 49].

Job satisfaction is an emotional state of a person that arises when assessing how well the work he performs makes it possible to fulfill his basic needs. Satisfaction from work is an emotional attitude, a feeling of affection or dislike towards something [6]. This indicator can be low, medium and high. It is of great importance for controlling the behavior of people. Job satisfaction is the “indicator” of a company's social policy. This is the expectation that the material, social and spiritual-moral results of the work will be fulfilled. Decrease in the satisfaction indicator reflects badly on labor efficiency and leads to high staff turnover, deterioration of labor discipline, absenteeism and absenteeism. In general, the problem of staff turnover is relevant for modern enterprises. To work effectively, the company needs a stable staff. To solve this problem, it is necessary to manage staff efficiently, systematically, to conduct research that will help you to find out how satisfied employees are with their work. The analysis of staff satisfaction provides an opportunity to find out information about "bottlenecks" and in what areas need to improve the system of employee motivation, as well as find opportunities for the development of the enterprise. Evaluation of this criterion gives a complete definition of how to attract and retain employees valuable for the company.

According to the professor T.S. Satkalieva “world's companies had unforeseen situations. These reputational attacks on the company have done great damage to many of them. However, the company's performance and reputation are the primary responsibility of the company's managers and reputation managers to the public, even for extraordinary situations. Therefore, it should be added that only a small part of the reputational risks are unforeseen, and most are foreseeable” [7].

Improving working conditions is the most acute problem of modern enterprises. Working conditions, speaking not only as a need, but also as a motive inducing to work with a certain return, can simultaneously be a factor and consequence of a certain labor productivity, and, consequently, an efficiency of its work. Therefore, it is necessary to find resources for the transformation of the working conditions of the company's employees. This will give good results. Creating a good motivational remuneration system will allow the company to achieve satisfaction among the staff and raise the image both within the company and in the market.

Conclusion. Thus, the staff - this is the main, most important element of the production process, the effectiveness of the enterprise its competitiveness. From a highly qualified employee depends on the quality of the products or services and, accordingly, the profit of the enterprise. Therefore, in modern conditions it becomes relevant. Investing both material and social resources in employees will return a huge positive return in the form of the company's profits and a highly competitive image of the company.

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ҚЫЗМЕТКЕРЛЕР - КӘСІПОРЫНДАРДЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІНІҢ МАҢЫЗДЫ АСПЕКТІ

Аннотация. Бұл мақала қызметкерлерді компаниялардың бәсекеге қабілеттілігінің компоненті ретінде қарастырады, атап айтқанда, адамдар - кәсіпорынның ресурсы ретінде, кадрларды қалыптастырудың және дамытудың маңыздылығы. Сонымен қатар, кадрларды іріктеудің негізгі критерийлері анықталды. Ол «адам факторын» басқару жүйесіндегі негізгі ұстанымдарды қазіргі заманғы кәсіпкерлікте айқындайды, онда адамдармен басқару өнері оның бәсекеге қабілеттілігі мен тұрақтылығын қамтамасыз ететін басты шартқа айналады.

Түйін сөздер: Кадрлар, бәсекеге қабілеттілік, еңбек нарығы, қызметкерлер, персоналды басқару, адами фактор, кәсіпорын.

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ПЕРСОНАЛ – ВАЖНЫЙ АСПЕКТ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЯ

Аннотация. В данной статье рассматривается персонал как составляющая конкурентоспособности компаний, а именно люди как ресурс предприятия, важность формирования и развития персонала. Кроме того, выявляются основные критерии отбора персонала. Отражаются основные моменты в системе управления «человеческим фактором» в современном предприятии, где искусство управления людьми становится главным условием, которое обеспечивает его конкурентоспособность и стабильность.

Ключевые слова: персонал, конкурентоспособность, рынок труда, сотрудники, управление персоналом, человеческий фактор, предприятие.

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CURRENT STATE AND DEVELOPMENT OF ECOLOGICAL MARKETING

Abstract. At present, the environmental problem is one of the most important international problems. Current environmental issues come first in many countries. Therefore, the science of environmental marketing began to take root. Because consumer demand has also increased and the volume of purchases of goods produced in the most profitable way for consumption has increased. In accordance with modern requirements, starting with reducing the impact of traditional marketing on the market, new methods of environmental marketing have been proposed. Therefore, it is important that any company gets the maximum profit, studies the requirements of consumers, produces clean and safe products, introduces and implements environmental marketing in the activities of the enterprise in order not to pollute the environment.

The current use and development of environmental marketing are analyzed in this article. In addition, the opinion of world scientists for environmental marketing, features of the use of environmental marketing and the implementation of environmental marketing rules by companies in companies are analyzed.

Keywords: marketing, ecology, ecological marketing, enterprise, economy, technology, strategy, product.

The relevance of ecological problems in recent decades is beyond doubt not only among scientists, but also among businessmen, politicians and the population as a whole. Ecological problems of different levels are regularly covered in the media, the Internet, a lot of websites and forums are intended for them. This indicates that in the middle of the twentieth century the world community moved to a qualitatively new level of problem formulation and should be involved in solving ecological problems of all social groups. Therefore, it justifies the objective need for research, development and implementation of marketing concepts in the field of ecological safety of the population, primarily in the production of food products.

The American marketing Association (AMA) defines ecological marketing as follows:

Ecological marketing is the organization of various activities, such as product correction, modification of production processes, packaging, labeling, advertising strategies [1].

Ecological marketing as a set of targeted measures to meet environmental needs in the system "producer — consumer" on the basis of a comprehensive study, taking into account factors of internal (opportunities) and external environment of the manufacturer [2]. In other words, environmental marketing is a specific tool, an element of the organizational and economic mechanism in the system of interaction "producer — consumer", regulating profit in compliance with environmental and social responsibility of business [3].

According to The business dictionary, the definition of ecological marketing is an advertising exercise aimed at taking advantage of the formation of consumer behavior in relation to the brand. These amendments gradually affect the company's experience and policies, which affect the characteristics of the environment and affect its standard of care for the community. On the other hand, it can be recognized as the movement of ecologically friendly or efficient goods [4].

In fact, a certain level of economic selfishness is formed on the basis of the classical marketing theory. Companies pay attention to the growth of profits, consumers make decisions based on their profits.

High interest in ecological issues appeared in 1970-80s. Basically, it is "Greenpeace", "friends of the Earth" and others. b. on the part of groups such as the:

1) governments have become more involved in issues such as ecological protection, new legislation;

2) the public pays special attention to the need to protect nature and the environment, as well as began to organize various actions for the conservation of natural resources.

"Green" or ecological marketing is the process of meeting the needs and requirements of society by promoting goods and services that have minimal negative impact on the environment at all stages of the life cycle and are accomplished through minimal use of natural resources [5].

As a continuation of the social and ethical marketing that emerged in the early 1980, 1990 appears ecological or "green" marketing. In accordance with the concept of social and ethical marketing " the task of the organization should be to establish the needs, needs and interests of the target markets and ensure the desired satisfaction of the most effective and more productive (than competitors) ways, while maintaining the welfare of the consumer and society as a whole. This concept was caused by the currently observed traditional marketing conflict, ecological degradation, lack of natural resources, population growth, inflation and the negative state of social services" [6].

In the early 1990s, the problems of business greening were posed in connection with the following factors:

- public concern about the state of the environment;
- state decisions in the field of ecology and nature management;
- in connection with the emergence and growth of the influence of various consumer associations, non-governmental ecological organizations, public ecological assessment groups.

The growth of citizens ' demands for ecological consumption and behavior gave a new impetus to the development of "green" marketing. The impact of the company on the ecological and social life of society is expressed by the following criteria:

- impact on the economy;
- technology;
- leadership style.

"Green" or ecological marketing-is to increase the popularity of the brand and increase sales through the use of ecological technologies of production and production of ecologically friendly products, as well as increase customer loyalty.

"The ability to effectively solve ecological problems affects not only the trust of the company's consumers, but also their loyalty.

In his famous work, John Grant developed the "Manifesto of ecological marketing" model of transition to the" real " ecological business. The author distributes the following levels of greening:

1. General Ecological (first level): a set of new standards. This level will be implemented through communication.

2. Ecological (second level): allocation of responsibilities. Cooperation is carried out through.

3. The most ecological (the third, the highest level): support of innovations. Means changes in culture" [7].

Globalization of global geopolitical and economic processes actualizes the development of ecological marketing in Russia. The aggravation of the ecological situation in the world is associated with the depletion of natural resources, ecological pollution, irrational use of natural resources. Humanity is on the threshold of a global ecological disaster, so it is not surprising that at the present stage of development of society there are processes of greening of life, in particular production processes, public policy, legislation and mentality.

Ecomarketing is a holistic concept that allows the company to carry out the process of setting strategic goals in a new way and minimize the likelihood of ecological risks, it is a new way of thinking, new approaches and principles of quality management of production processes, product sales [8].

According to the estimates of Organic Trade Association, the world market of "organic products" today is about $30 billion, increasing annually by 16-20%, i.e. four times faster than the total food market. In the US, organic departments have 72% of all supermarkets [9].

Thus, it is necessary to refer to the modern eco-marketing directions:

- formation of financial structures to support ecological activities;
- ecological impact assessment (audit)));
- ecological insurance of the company's activities;
- change of reporting forms of manufacturers ' activities;
- new advertising objects;
- formation of new principles of trade (for example, the sale of ecologically friendly products).

According to experts, "in order to protect the natural environment has become one of the main objectives of marketing management in the enterprise, it is necessary to enrich the concept of marketing management in new ways" [10].

It should be borne in mind that in the context of comparing the organizational, administrative, legal and economic mechanisms of Kazakhstan and the United States in the implementation of environmental legislation, practical organizational support of public participation in the formation and implementation of environmental law in the United States is carried out. U.S. ecological policy is based on the broad involvement of citizens and the public in measures related to the development of environmental law. Citizens have the constitutional right to access to environmentally relevant information, to participate in administrative decision-making, to freedom of speech and to defend their interests in court [11].

In order to ecologize production, reduce ecological risks and meet the needs of the population in quality and ecologically friendly products:

- introduction of mechanisms of economic stimulation of quality and ecological safety of production, processes, products, goods, works and services;
- development of the market of ecological products, works and services;
- development of ecological entrepreneurship;
- improvement of the investment climate in order to attract and effectively use investments, innovative technologies and equipment:
- Action in accordance with the rule " 3R "(reducing-reducing the amount of waste, recycling-reuse of materials, Recycling-recycling);
- Implementation of closed-loop industrial production, implemented by ISO 9004-87 ("quality loops");
- Application of international standards series ISO 9000, 9001 and ISO 14000.

The methods of legislative regulation of the quality of products is eco-labeling. It is designed to establish positive rates relative to the effects of this separate product to the OS. The presence of an ecological label means the verification of a product or group of products on the basis of the concept of the Ecological life cycle of the product.

Ecolabel complex data of an ecological nature in the form of text about the product, process or activity, some graphics, colored characters (symbols) and their combinations. It is placed directly in the product, packaging (container), label, label (tag), label or accompanying documentation, depending on the specific conditions.

Ecolabel provides customers with information about the ecological characteristics of products and not only about them. Some signs have been adopted at the international and national levels, but there are also signs of specific firms.

Some signs indicating ecological safety for humans and the environment as a whole or for their individual properties:

Figure 1-some signs indicating ecological safety

Company name	Logo	Country	Sphere of activity
Blue angel		Germany	The Blue Angel is the ecolabel of the federal government of Germany since 1978. The Blue Angel sets high standards for environmentally friendly product design and has proven itself over the past 40 years as a reliable guide for a more sustainable consumption [12].
White Swan		the Scandinavian States	The Nordic Swan Ecolabel works to reduce the environmental impact from production and consumption of goods – and to make it easy for consumers and professional buyers to choose the environmentally best goods and services [13].
Ecological choice		Canada	The Canadian EcoLogo Program, also referred to as "Environmental Choice," helps consumers identify environmentally preferable products and services. EcoLogo is based on the International Standards Organization ISO 14024 standard for ecolabelling and is managed by TerraChoice [14].
Green Seal		USA	Green Seal® is the nation's premier ecolabel, symbolizing transparency, integrity and proven environmental leadership. Operating as a nonprofit since its founding in 1989, Green Seal has certified thousands of products and services in over 450 categories, and is specified by countless schools, government agencies, businesses and institutions [15].

In accordance with the requirements of the European Union, a single eco-label sign means ecologically friendly products, as a sign of "blue angel", and in the package two colors: green and blue or black on a white background. It does not apply to food and medicines, marked goods referred to them as dangerous goods, but used under the conditions of restrictions or within acceptable limits. Work on the assignment of the European ecological mark, including testing for compliance with the established criteria, is carried out at the national level.

The main requirements for compliance with which the goods-applicants for eco-labels are checked [16]:

- focus the content of environmental pollutants in objects of certification;
- level of environmental pollution;
- the level of environmental safety for human health;
- reuse of components;
- rational use of natural resources in the production process;
- use of renewable resources;
- use of renewable energy sources;

the levels of discharges and emissions;

- environmental performance of transportation;
- environmental indicators of waste disposal;
- using the best available technology.

The packaging of the goods must also meet strict ecological criteria. At the same time, multifunctional packaging is an important element of respect for the environment. The function of packaging protection is to reduce the loss of resources, and the information function can serve as a means of obtaining production information and a stimulator of transmission. The most important packaging criteria that do not harm the environment are:

1) the possibility of multiple use (secondary use in the return system, use in the future for other purposes);

2) refusal of the package functioning only for external representation of production;

3) non-use of conjugated materials that make recycling difficult.

It is important to use market-based methods that contribute to the most effective solution of ecological problems. This is for natural resources (land, subsoil, water, forest and other flora, fauna) and for ecological pollution (emissions, discharges, etc.) ecological taxation, credit mechanism in the field of ecological management, extra-budgetary ecological funds and the system of banks, ecological insurance.

In this regard, in the future it is possible to establish the most advanced tools and forms of development of ecological marketing:

1. General provisions cosponsoring representing some form of cooperation between the firm and economic organizations. Eco-sponsorship is the age component of the sponsor, but it is ahead of sponsorship in the cultural sphere in terms of growth rates, and its share in the structure of sponsorship costs is estimated at about 7%.

Sponsor support or special promotion:

- promotion of selection of shares for participation in the competition;
- development of support package;
- carrying out the campaign in compliance with the sponsor's interests;
- implementation of advertising and PR campaign;
- ensuring the implementation of the campaign and guarantee the interests of the sponsor.

The introduction of the concept of" sponsor " provides for technological approaches, rules and regulations to address individual problems as a reasonable supporting technology. An interesting example of ecoporanga in Germany has demonstrated a firm "McDonald's", supporting the project through which the children who come to Breakfast only in the branches of the company, learned healthy eating.

2. Eco-time is a new concept of communication with consumers, which awakens ecological behavior through the emotional staging of an attractive lifestyle.

3. Eco-leasing is a temporary paid granting of the right to use certain investment objects. A firm or leasing organization can provide consumers with lease agreements that are best provided either for reuse or are cost-effective and ecologically recyclable.

Consider the experience of foreign brands-companies that use eco-marketing in their activities [17]:

First of all, we note a few facts that are currently using ecological marketing:

- Coca-Cola with the PlantBottle campaign aimed at empowering women entrepreneurs, promoting healthy lifestyles and promoting water conservation worldwide by 2020.
- PepsiCo, all business transactions are highlighted in his campaign to reduce the consumption of water and energy. (In 2012, he received the Stockholm water industry award.)
- Tom Maine, with his #GREENSCHOOLFUND campaign, teaches students to contribute to a clean environment.
- Hershey has an ecologically friendly experience aimed at reducing greenhouse gas emissions by 50% by 2025.
- Seventh generation campaigns #ComeClean #Generatogood, encouraging manufacturers to greening all production processes.

The IKEA website has a section containing articles and documents to confirm the ecological friendliness of the company. Natural ingredients, ecological packaging, flat packagings, used battery collection points and other "green" chips tell customers - we support nature.

This brand uses a variety of tactics and sources for waste management and energy renewal. Ninety percent of its buildings have solar panels that use wind farms to produce energy, and it has planted millions of trees, sending only 15 percent of the waste to waste bins. Ikea has developed a strategy known as People & Planet Positive. He creates products through friendship to an ECO practice that abandons us due to the need to choose between stylish design and stability. The brand has many awards for green power. It has been recognized by Impact for its respect for human rights and economic rights, as well as its contribution to the environment through regenerative efforts. Ikea does not stop when reaching, it currently works with 100 percent renewable energy sources and spends the whole situation on its green initiatives.

Apple also cares about the ecological side of its products. Every retail store around the world accepts Apple products for proper removal, there is a program to make it easier for customers of older devices. Each production of the company conforms to the international standards: Energy Star and EPEAT.

Another well-known company for the production of equipment in the world-Samsung, as well as concerned about the situation associated with the pollution of our planet. Each device is built in accordance with strict global ecological principles: the products are manufactured in a highly ecological, fully recyclable packaging, and checked for the presence of hazardous raw materials components. After the service life of the device can be handed over for free disposal [18].

It should also be noted that today the international community pays great attention to the expansion of the market of ecologically marked products. The first eco-label was created 30 years ago ("blue angel", Germany). A year after the appearance of the blue angel, many countries used the successful experience of Germany, offering their ecological labeling programs. Now such programs exist in the world more than 30 [19].

The effectiveness of the implementation of environmental measures and environmental management systems in the company is expressed in the direct benefits that are associated with the ability to expand the market for products, avoid unnecessary costs, reduce costs, save fixed assets, get the necessary investments, and indirect, including improving the motivation of employees, relations with the local population, the reputation of the company [20].

Ecological problems are manifested in modern society as socio-environmental. Therefore, such problems as food, demographic, economic backwardness, poverty and the trend towards impoverishment of the so-called "third world" countries will be aggravated not only because of natural changes, but also because of the humanitarian and economic crisis in these countries, where the index of economic and social development does not meet the world standards applied in Western Europe and the United States [21].

One of the newest tools of modern marketing is the trend - digitalization. A new direction in the field of digital technologies is the study of user experience. This method will become more important and today is the basis of marketing in almost any industry. This aspect has always been important for business, but this year and especially next year, more and more entrepreneurs will target customers to create unique marketing strategies and transformations in their digital advertising campaigns [22]. Implementation of digitalization in ecological marketing gives more efficiency for the company.

Marketing approaches to ecological regulation will ultimately allow enterprises to upgrade their ecological management capabilities. Advanced technologies are emerging in this area, which is not possible with the command and control method based on the verification of compliance of each type of production equipment with state and local standards. Marketing methods, as well as will contribute to the development of a new ecological and economic course of concentration of regional production, will allow for the division of labor and cooperation within and between individual enterprises to achieve a favorable level of pollution of a particular region, as well as the distribution of labor and cooperation in the production of basic products.

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ЭКОЛОГИЯЛЫҚ МАРКЕТИНГТІҢ ҚАЗІРГІ ЖАҒДАЙЫ ЖӘНЕ ДАМУЫ

Аннотация. Қазіргі уақытта экологиялық проблема ең өткір тақырыптардың бірі болады. Қоршаған ортаны сақтап қалу мәселелері мемлекеттерде алдыңғы орынға қойылған, сол себепті экологиялық маркетинг ғылымы да қолданысқа енгізіле бастады. Себебі тұтынушылар сұранысы да жоғарылап, тұтынуға мейлінше пайдалы жолмен өндірілетін, жеткізілетін тауарларды сатып алу көлемі арта бастады. Заман талабына сәйкес, дәстүрлі маркетинг әсері төмендей бастап, нарыққа жаңа экологиялық маркетинг әдістері ұсынылды. Экологиялық маркетинг бизнестің коммерциялық мақсаттан экологиялық, әлеуметтік мақсатқа қарай қозғалуын талап етеді. Демек, отандық кәсіпорындарда экологиялық маркетингті енгізу мен дамыту қажеттілігі туындайды. Сондықтан кез-келген фирманың максималды пайда алып, тұтынушылардың талап-тілектерін зерттеп, таза да қауіпсіз өнім өндіріп, қоршаған ортаны ластамауы үшін экологиялық маркетингті кәсіпорын қызметіне енгізу, жүзеге асыру маңызды болып отыр.

Бұл мақалада экологиялық маркетингтің қазіргі таңда қолданылуы мен дамуы талданған. Сонымен қатар, экологиялық маркетингке әлемдік ғалымдардың берген түсініктері, экологиялық маркетингті

қолданудың ерекшеліктері мен компаниялардың өндірісте экологиялық маркетинг ережелерін жүзеге асыруы талданады.

Түйін сөздер: маркетинг, экология, экологиялық маркетинг, кәсіпорын, экономика, технология, стратегия, тауар.

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СОВРЕМЕННОЕ СОСТОЯНИЕ И РАЗВИТИЕ ЭКОЛОГИЧЕСКОГО МАРКЕТИНГА

Аннотация. В настоящее время экологическая проблема является одной из самых актуальных тем. Вопросы сохранения окружающей среды на первом месте, поэтому стала внедряться наука - экологический маркетинг. В связи с увеличением потребительского спроса повысился объем закупок материалов, необходимых для наиболее выгодного производства потребительских товаров. В соответствии с современными требованиями снижается влияние традиционного маркетинга, на рынок предлагаются новые методы экологического маркетинга. Экологический маркетинг требует перейти от коммерческих целей к экологическим, социальным целям. Следовательно, возникает необходимость внедрения и развития экологического маркетинга на отечественных предприятиях. Поэтому важно, чтобы любая фирма, не загрязняя окружающую среду, изучала требования потребителей, производила чистую и безопасную продукцию, получала максимальную прибыль, внедряла и реализовала экологический маркетинг в свою деятельность.

В данной статье проанализировано применение и развитие экологического маркетинга в настоящее время. Кроме того, анализируются понятие «экологического маркетинга», особенности применения экологического маркетинга и реализации компаниями правил экологического маркетинга на производстве, данные разными учеными об экологическом маркетинге.

Ключевые слова: маркетинг, экология, экологический маркетинг, предприятие, экономика, технология, стратегия, товар.

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COMPETITIVENESS OF THE AGRICULTURAL SECTOR OF KAZAKHSTAN'S ECONOMY IN THE CONTEXT OF THE EURASIAN INTEGRATION

Abstract. The country's integration into various economic groupings is aimed at increasing the competitiveness of the national economy and its branches. However, it often happens that the country before entering into such a union does not sufficiently consider the conditions of its economy and the level of economic development of the partner countries. This can lead to the fact that its competitiveness will not increase, but will rather decrease. Agriculture is a branch of economy that ensures food security of the state. It is important to properly assess the basic indicators of the competitiveness of Kazakhstan's agriculture and its partners within the framework of the Eurasian Economic Union (EAEU). However, in the economic literature there is no a methodology for determining the competitiveness of agricultural production. The article proposes to use for this purpose relative indicators, rather than absolute ones: productivity of crops, livestock and poultry, profitability and others. The authors analyze these indicators and have identified strengths and weaknesses of the agricultural sector in the partner countries in the EAEU.

The research paper is to reveal the essence of the competitiveness in the agricultural sector of Kazakhstan within the economic union in the framework of regional integration processes using the example of the Eurasian Economic Union. The purpose of the research is also to consider issues relating to the impact of various countries with different level of economic development within the economic union regarding competitiveness. Additionally to assess the model and analysis of the competitiveness of member-countries in agribusiness within the common market of the EAEU states.

Research methods include a set of scholarly works on the subject of intergation and economic competitiveness in the field of the agricultural sector for assessing the degree of Kazakhstan's involvement in trade and economic relations within the common market of the EAEU. The study uses a comparative analysis of countries taking into account their factors of production, the degree of competitiveness, economic level of development, production of consumer goods, the specificity of import and export of agricultural products. The SWOT analysis is used as well to distinguish the strengths and weaknesses of Kazakstan in agribusiness among the other memeber-states of the economic union.

Conclusions and findings for the improvement of Kazakhstan's agricultural market will be presented in two different ways. The competitiveness of Kazakhstan's economy is poorly developed because of inefficient scale of production, high cost of production and purchasing prices are set at a lower level than average production costs. The research has found out that the comparative advantages of Kazakhstan's agro-industrial complex are still little. Thus, the impact of integration in the EAEU on the country's agribusiness may be held in two different scenarios: optimistic and pessimistic. The main recommendation related to increasing the competitiveness of the agrarian sector of Kazakhstan, is the need to increase the volume of state support to the industry from 4 to 10%.

Keywords: competativeness, economic development, customs union, integration, industry, agriculture, member-country, Eurasian Economic Union (EAEU).

Introduction

World integration is accompanied by economic regionalization: in some regions of the world states create their own integration associations. At the same time, the effectiveness of various regional integration groups varies greatly: "from the quasi-state level of EU regulation that has reached certain aspects, to numerous "pseudo-integration" structures that do not even provide a minimum removal of barriers to trade and movement of production factors" (Libman A., 2009). Therefore, understanding of the driving forces and factors of the success or failure of integration initiatives, their impact on the competitiveness of national economies within the framework of integration associations is now becoming particularly relevant.

President Nazarbaev noted in his speech at the Moscow State University named after Lomonosov on April 28, 2014: "It is obvious that in the 21st century regional integration is becoming an important factor in counteracting various global risks. Now, in the conditions of globalization, this is a fundamental issue of the economic and civilizational development of states, increasing their global competitiveness (Nazarbayev N., 2014).

Since January 1, 2015 the Eurasian Economic Union (EAEU) has started to function. The international community is ambivalent about the creation of such a regional integration association. There are opinions about the prospects of such an alliance, but there are also opposing statements as well. However, "The Eurasian Economic Union has a potential to become a rather strong competitor to other centers of global economic gravity... The participation of states in integration should serve as an incentive for the industrialization of national economies, providing people with jobs, creating favorable conditions for business development (Nazarbayev N., 2014).

The agrarian sector of Kazakhstan's economy is the most vulnerable to external factors. Integration into a regional union can have a double impact on the production of agricultural products and food. Moreover, there are unsolved problems in this sector. In particular, this concerns the competitiveness of agricultural products both in price, quality and marketing. Therefore, the study of the opportunities of agriculture and related industries with opening borders for goods, capital and labor becomes particularly relevant.

Methods

The most complete theoretical provisions on driving forces of the competition were formulated by classical political economists in the middle of the 17th century. One of the first researchers of competition and sustainability issues was Adam Smith. The concept of competition by Smith A. found its continuation within the neoclassical direction.

The technological concept of Marshall's competition is very relevant for the development of the country's competitive development model. A major contribution to the study of competition and sustainability problems belongs to Schumpeter J. Innovation of competition is noted by another Austrian economist F. von Hayek.

Also, like theories of competition, the concepts of competitiveness are diverse and presented in various scientific directions and schools. The basic principles of the theory of competitiveness are reflected in the American, Scandinavian and British scientific schools.

Thus, the bright representatives of the American school was M. Porter who was based on the analysis of the development of industrial and regional clusters, has elaborated a mechanism for increasing the competitiveness of economic entities.

Another American scientist M. Enright developed the theory of regional clusters, thereby concretizing the scientific developments of M. Porter.

In the theory of economic integration, a number of directions are distinguished, differing by various assessments of the integration mechanism: neoliberalism, corporatism, structuralism, neo-Keynesianism and dirigist directions.

A reasonable theory of the impact of integration on national economies was created by American scientist of Canadian descent Jacob Viner. He identified two main types of effects arising from economic integration: the effect of creating a trade and effect of a reorientation of trade. James Meade, a British economist awarded by 1977 Nobel Prize in Economics, critically examined the works of Jacob Viner, complemented the theory of economic integration effects.

Russian scientists (Shimko P., Gurov I., Khasbulatov R., etc.) considered the impact of integration in general on the national economy.

Among Kazakhstani scientists, Baymuratov U., Koshanov A., Nurlanova N., Nurmuhanova G., Sabden O., Satubaldin S., Khussainov B. are engaged in problems of competitiveness. A number of authors (Sabden O., Koshanov A., Khusainov B.) emphasize their attention on the study of problems of competitiveness of the national economy. Others (Nurlanova N., Brimbetova N., Dauranov I. and others) examine the problems of regional competitiveness. Akhmetzhanova S., Temirbekova A., Nurmagambetov K. are engaged in competitiveness of the agroindustrial complex branches and other authors.

However, the impact of regional integration on the sustainability of the EAEU country's in fact is not well investigated in the economic literature.

The legislative and normative acts of the Republic of Kazakhstan served as a theoretical and methodological basis for the study. The research widely used the works of academic economists in the field of integration, competitiveness and agriculture. The information base was provided by the Agency of the Republic of Kazakhstan on Statistics, the Federal Service of State Statistics of the Russian Federation, the National Statistical Committee of the Republic of Belarus, the Ministries of Agriculture of the Republic of Kazakhstan, the Republic of Belarus and the Russian Federation, and the official site of the EAEU.

Research background

Competitiveness and integration are interrelated processes. When the country is integrated into this or another regional group, the goal is to obtain a positive effect, which should raise the competitiveness of the national economy, its industries and enterprises. However, this goal can be realized only under certain conditions.

Before determining the impact of integration on the competitiveness of the national economy and its structural elements, it is necessary to determine the criteria for competitiveness.

In economic literature, the problem of competitiveness has been consecrated for more than a year. There are serious works of scientists, both in Kazakhstan and abroad. In this section, we do not set the goal of providing a comprehensive description of all the scientific theories on competitiveness, but try to consider this category and process from the position of the impact of integration. First of all, we will find out which criteria and indicators of competitiveness should be taken into account when analyzing consequences of integration. We proceed from the methodological premise that national competitiveness is determined by the competitiveness of industries which depends on the competitiveness of enterprises and specific goods.

David Ricardo is one of the authors of the idea, justifying the benefits of the international division of labor and the specialization of countries in the production of individual goods. In his book "Principles of Political Economy and Taxation" (1817) he argued that the country does not necessarily have an absolute advantage, enough to have a comparative advantage (Ricardo D., 2007). And, as is known, the international division of labor is the basis of integration.

The representative of neo-liberalism, Austrian economist F. von Hayek, notes the innovative nature of competition. In the work "Individualism and the economic order", published in 1948, F. von Hayek under competition understands the "opening procedure". According to F. von Hayek, through competition the most effective ways of realizing economic interests are revealed (Goryainova L., 2007).

Porter M. identifies competitive strategies such as cost leadership, leadership in differentiation, and leadership in focusing. The strategy of leadership in costs is guided by the mass production of standard products, that is, achieving a competitive advantage in costs through economies of scale. The strategy of differentiation is based on the manufacture of unusual, unique in any respect products, methods of delivery, service, etc. focus strategy on cost or differentiation aims to provide leadership on these issues not on the whole market, and on a specific target market (Porter M., 2011).

Based on the theory of Porter M., it can be argued that if integration involves economies of scale, the partner-country is given an opportunity to expand the production of the "unique" product, improve the infrastructure, reduce production costs, hence, one can speak of the impact of integration on competitiveness.

Another American scientist M. Enright developed the theory of regional clusters, thereby concretizing scientific developments of M. Porter. Enright concludes that competitive advantages are created not at supranational or national level, but at regional level (Enright M., 1993).

Russian scientists are the main components of the competitiveness of goods determine the quality of the product, its market price and the promotion system. In addition, the degree of competitiveness of the enterprise is characterized by such indicators as profitability of production, labor productivity, indicators of movement of fixed and circulating funds, etc. (Eremeeva N., Kalachev S., 2006; Mazilkina E., Panichkina T., 2007; Fatkhutdinov R., 2004; Minko E., Krichevsky L., 2004).

Thus, the impact of integration on the competitiveness of the national economy can be expressed in realizing comparative advantages, economic interests, reducing production costs through economies of scale, and improving the economic performance of enterprises and industries primarily at the regional level.

However, economic integration affects the competitiveness of national economies in two ways: towards dynamism and strengthening, and towards the escalation of contradictions and the decline in competitiveness. Everything depends on the correctly chosen economic policy, the correct assessment of the economic and political situation in the country, the presence or absence of economic resources. For example, the access of Kyrgyzstan to the World Trade Organization did not strengthen its position, but, on the contrary, led to a prolonged deep crisis in the economy. The absence of real prerequisites for effective practical implementation of economic integration, the immaturity of socio-economic relations, the primitiveness and structural undifferentiation of national economies, the underdevelopment of market and financial infrastructures can doom the country that joined the union to vegetation or complete failure. However, in general, the integration process is a powerful tool for accelerating the development of regional economies and increasing competitiveness in the world market of member countries of integration groups.

Questions related to the economic consequences of the entry of countries into trade and economic unions, in our view, have been studied quite narrowly in the economic literature. However, the assessment of these consequences is the first step for countries that have intentions to join an association in order to prevent the situation that has developed in Kyrgyzstan and a number of other countries.

A reasonable theory of the impact of integration on national economies was created by the American scientist of Canadian descent Jacob Viner (Viner J., 2006). He identified two main types of effects arising from economic integration: the effect of creating a trade and the effect of reorientation of trade [ibid p. 698]. The effect of creating a trade is to expand trade within an integration association. At the same time, there is a scale effect: "two countries or more together can form a sufficiently large market, which allows to reduce the unit cost of production" [ibid p. 700]. The effect of trade reorientation is the economic benefits when a partner country increases the export of its goods to another partner-country, although before the union was established, these goods were imported from third countries with lower costs. Thus, the reorientation effect promotes production growth in the partner exporting country. However, Jacob Viner notes that "as soon as the industry reaches a scale at which optimum sizes and the optimum degree of specialization of production at its individual enterprises can be ensured, the further growth of this industry leads to diminishing returns" [ibid p. 702].

Jacob Viner believes that the increase in production within the customs union is limited: "if the customs union does not provide a significant increase in the mobility of production factors among member-countries, it does not increase the scale of the national economy in terms of production conditions, even if there is such an increase from the point of view of the size of the protected market "[ibid p. 703]. Thus, Jacob Viner believes that the necessary condition for the growth of the national economy within the framework of the integration association "mobility factor of production" is characteristic for a common market (Viner J., 2006).

James Meade, a British economist awarded by 1977 Nobel Prize in Economics, critically examined the works of Jacob Viner, complemented the theory of the effects of economic integration. He poses the question: Will the efficiency of the use of given global resources increase or decrease in this world of full employment of resources as a result of the elimination of pre-existing barriers to trade? (Meade J. 1955).

James Meade outlines the following effects of economic integration: the effect of trade reorientation and the trade-shaping effect.

Based on the analysis of the steel market in several European countries, J. Mead came to a conclusion that as a result of integration, a reorientation of production from low-cost to high-cost can occur, which is "uneconomical and wasteful. As a result, world output is declining and in some places the general living

standard is falling" [ibid p. 708]. In addition, James Meade notes that "the customs union leads to the distraction of international trade from all other countries in favor of one of the partners, which now, from the point of view of customs barriers, occupies a privileged position in the market of the importing country, it represents an uneconomic innovation" [ibid p. 709]. However, James Meade does not deny that the customs union can lead to the formation of new directions for international trade, since one of the partners can now export to the market of another partner and bring down the prices set by the industry operating there; and this innovation leads to the transfer of resources to a more efficient and system of production. Everything depends on the size of the customs duties established for third countries: "The creation of a customs union is more likely to raise, rather than reduce, economic welfare, the higher the initial duties on each other's products from which the partner countries have released each other [ibid p. 709].

As for the trade-generating effect, James Meade considers it necessary to balance the economic benefits of some elements of trade education with economic losses from other elements of the diversion of trade. That is, as a result of the removal of duties between countries within the association, there may be an expansion of trade in other sectors of the economy, which will lead to lower costs and economic gains. James Meade did his analysis on the basis of the research method: multiplying the value of each element of abstract trade by increasing the cost per unit of this type of trade and multiplying the value of each element of the newly created trade by reducing the cost per unit of this created trade [ibid p. 711]. James Meade believes that expanding trade compensates for losses from diverting existing trade from low-cost to high-cost.

As to the shortcomings of economic integration, James Meade also considers that "the creation of a customs union for the countries forming this union means a reduction in income received from duties [ibid p. 715]. There may be certain losses that can be countered by the gain from the expansion of trade. Then the lost customs incomes should be compensated by the increase of other forms of taxation: the new tax will cause here the same damage as the old customs duty. In this case, trade-generating effects from the reduction of customs duties should be more significant than the adverse effects of reducing trade from the best alternative methods of generating income.

Thus, James Meade's approach to economic integration is also ambiguous: customs unions "can act as an instrument leading to more economical use of resources, but may not act as such. All this depends on the specific circumstances of a particular situation. "[ibid p. 715]. At the same time, he points to a certain predisposition in favor of the customs union. James Meade cites the following positive effects of economic integration within the customs union:

- the initial expansion of trade, and as a result of which there will be almost always some significant profits;
- a net increase in economic welfare, if the economies of partner-countries are in fact very competitive or similar, but potentially very complementary or different from each other;
- the creation of a customs union is the more likely to increase economic prosperity, the higher the initial import duties in partner-countries;
- the customs union between the two countries is more likely to raise economic prosperity if both of them in relation to each other will act as the main supplier of the goods that it exports, and if they act in relation to each other as the main market for goods that they import;
- the creation of a customs union with a greater probability of raising economic welfare, the higher share of world production, consumption and trade;
- the formation of an economic union with the greater probability of raising economic welfare, the lower level of import duties in the rest of the world and the greater number of independent customs zones to which the rest of the world is divided;
- the customs union is less likely to have adverse indirect effects on the economic well-being in a world in which trade barriers take the form of fixed quantitative restrictions rather than import taxes. In view of the fact that in such a situation there are no cuts in import or export trade, except for cases of free trade, quotas become ineffective;
- the formation of a customs union is more likely to raise economic prosperity, the greater scope for economies with large-scale production in those industries within the union that can now expand, undermining similar sectors in other parts of the union;

- partial multilateral reduction by the partner-countries of their duties on trade with each other is more likely to be useful and will not cause harm than the complete removal of these duties later [ibid p. 716-717].

The effect on the scale of production as a result of integration is noted by American scientists McConnell and Stanley L. Brue. Analyzing the process of integration within the EAEU, they note that "integration creates mass markets, so necessary to achieve economies of the Common Market countries economies of scale. More efficient production, typical for large-scale markets, enables European industries to achieve lower costs that historically have been unachievable in narrow, isolated markets." At the same time, they note that the impact of integration on third countries seems less certain due to the increase in duties (Campbell R., McConnell, Stanley L. Brue, 1992).

Developing the theory of Jacob Viner and James Meadea, the Russian scientist Shimko P. proposes consideration of the country's access to the integration union also from the standpoint of static and dynamic analysis. Within the framework of the static analysis, he identifies two variants of the consequences of country's access to integration trade and economic grouping:

- flow-forming effect (the effect of creating a trade): switching the demand of the country and, accordingly, consumption from the domestic producer with higher costs to a foreign producer with lower costs;
- flow deflection effect (the effect of trade deviation): switching the demand of the country and, accordingly, consumption from the producer outside the union having lower costs, to the producer having higher costs, but being a member of the union.

In the first case, the removal of trade barriers provides opportunities for the development of a greater specialization in accordance with the theory of comparative advantages. The country can deliver products from partners at lower prices, and the released funds should be directed to the development of industries with the availability of comparative advantages. In the second case, imported products from a country that is not part of the union are becoming more expensive due to the growth of customs duties, and the products of the partner country are becoming cheaper due to the reduction or total absence of customs duties. An industrial and consumer effect is formed.

Among the dynamic effects of trade and economic unions Shimko P. highlights:

- the effect of increasing the scale of production;
- improvement of the production infrastructure of the participating countries;
- strengthening the positions of each member-country in comparison with that of a separate outsider country;
- increased competition, which creates a certain climate that promotes the spread of advanced technology;
- increase in investment volumes (Shimko P., 2010).

Shimko P. believes that, in a general market, "the free movement of production factors within a certain grouping of countries should contribute to a more rational use of aggregate resources, the development of the division of labor and the specialization of production. At the same time, the differences in economic policy pursued by the states that are part of the common market impede the full realization of this" (Shimko, P., 2010).

Thus, Shimko P. justifies the greater positive impact on the competitiveness of national economies in comparison with the customs union of the next higher stage of the integration process, which is the common market.

However, Shimko P. also outlines the negative consequences of integration:

- under certain circumstances, there may be an outflow of resources from the country to a stronger member of the union, which will turn the country into a backward region;
- when establishing close integration ties between individual firms of the participating countries, there may be a wider distribution of oligopolistic collusion, which entails a rise in prices for the corresponding products;
- when forming too large companies, a negative scale effect may arise (Shimko P., 2010).

Gurova I., considering consequences of integration, distinguishes two groups of effects:

1) the effect of competition and economies of scale;
2) the effect of trade and allocation (placement) (Gurova I. 2008).

Gurova I. believes that the resulting integration a larger market "allows the companies of the member-countries to get a positive return on the scale of their activities, as well as to establish closer cooperation, including competitive relations, undermining the positions of monopolies and leading to increased efficiency" [ibid p. 95]. In accordance with the researches of Gurova I., the members of the integration bloc can receive both internal and external economy from the scale of production. External savings for the company is obtained as a result of the removal of tariffs and other trade barriers in connection with "facilitating access to cheaper capital, labor and advanced technologies" [ibid p. 96]. Thus, Gurov I., like previous authors, notes the movement of capital, labor and technology, which is characteristic of the common market as a saving factor.

The Kazakh agricultural market, as well as any other products, is relatively small due to the small population: about 17,9 million people as of January 1, 2014. Kazakhstan ranks 63-rd in the list of countries by population. The average density is slightly more than 6.35 people per km² (184-th in the list of countries for population density) (Population of Kazakhstan - retrieved from https://en.wikipedia.org/wiki). In Russia there are 143.7 million people. (Population of Russia - retrieved from https://ru.wikipedia.org/wiki), Belarus - about 9.5 million people (Belarus - retrieved from https://en.wikipedia.org/wiki). In other words, Kazakhstan and Belarus can be referred to small countries, for which the narrowness of the internal market of goods and production factors are characteristic. Large, profitable enterprises that arise in such countries turn out to be monopolized, which leads to higher prices, lower production volumes and higher costs. Therefore, we can agree with the statement of Gurova I. that for small economies, economies of scale in production as a result of integration are particularly significant, since "regional integration, combining markets, allows to reduce monopolistic power, as firms of different countries find themselves in a situation of more intense competition" [ibid p. 96]. The positive consequences of "intense competition" are determined by the reduction in prices and sales growth, as well as the opportunity to use economies of scale in a more efficient way: "In a market with limited size, there is a contradictory choice between economies of scale and competition. The expansion of the market allows us to overcome this contradiction and simultaneously increase both economies of scale and competition [ibid p. 96].

Gurov I. determines the need for producers to reduce internal inefficiencies, which is expressed in a gap between actual and minimum effective average costs per unit of production as another positive consequence of regional integration. As a result of imperfect labor organization, ineffective coordination of production activities, lack of incentives, the firm's employees operate at higher costs. Competition compels firms to reduce costs to efficient.

The effect of trade and allocation, determined by Gurova I. are associated with a change in the commodity and geographical structure of trade as a result of integration: "when trade barriers are eliminated, imports from partner-countries become cheaper, which facilitates the substitution of locally produced goods and imported goods from these products third countries" [ibid p. 98]. Manufacturers with the lowest costs among the participating countries increase exports. However, the reorientation of trade can lead to losses in production volumes and a reduction in exports for more efficient countries outside the integration bloc. That is, for the world as a whole, regional integration is less profitable. In addition, the effect of expanding trade and its reorientation can lead to a change in the real incomes of consumers and producers, as well as state revenues, since the location of production activities in the member-countries, the expansion of some industries and reduction of others can change. Changes can be unbalanced, and some countries will be in a better position than others [ibid p. 99].

In addition to the positive consequences of integration, Nikolaeva I. points out and negative ones: "Participating countries, in part, lose their independence in foreign trade policy in part, but they gain significant common benefits, pursuing a unified economic policy" (Nikolaeva I., 2010). Nikolaeva I. include the following consequences as advantages of integration:

- the entry into the country of "direct foreign investments, which allow to increase the production volume by means of new equipment and advanced technologies";
- integration contributes to "increasing the economic development of less developed member-countries through the use of capital, technology, market experience of the more developed participants in the grouping";
- strengthened "the positions of the member-states within the framework of large supranational associations, for example, the WTO";

- cooperation in political, military, social and other non-economic areas is expanding;
- more access to financial, labor, material resources, new technologies is provided (Nikolaeva I., 2010).

Akopova E., Voronkova O. and Gavrilko N. distinguish "demonstration effect" and "domino effect" as a result of integration. "The demonstration effect" they explain by the fact that in countries that have created integration associations, "usually there are positive changes (accelerating economic growth, reducing inflation, increasing employment, etc.), which have a certain psychological impact on other countries." The "domino effect" is due to the fact that countries that have not entered the integration group experience some difficulties connected with the reorientation of the economic ties of the integrated countries to each other, which leads to a reduction in the trade of third countries (Akopova E., Voronkova O., Gavrilko N., 2001). The authors also note that economic integration has a number of favorable conditions for the interacting parties: wider access to different kinds of resources, a more capacious market, protection against competition from third countries, solving acute social problems [ibid p. 382].

Results of research

Thus, as our study has shown, no author refers to the consequences of integration unambiguously: integration has both positive and negative effects. The well-known Russian scientist Kolesov V. wrote about this: "International economic integration is a difficult, uneven, contradictory and lengthy process, because it proceeds within and on the basis of various cultural and historical types of society; each country has its own historically developed identity, its individual problems and interests "(Kolesov V., Osmova M., 2001).

Based on the study, we made the following conclusions:

1. Economic integration affects the competitiveness of national economies;
2. Influence can be either negative or positive;
3. The positive effects of integration include:

- expansion of trade within the integration association, which leads to an increase in demand for goods and services;
- the formation of large enterprises, which brings into effect economies of scale, allowing to ensure a reduction in production costs, and, accordingly, prices;
- reorientation of trade from third countries promotes production growth in the partner exporting countries;
- the mobility of factors of production in the conditions of the general market leads to the growth of national economies within the grouping;
- the resources are transferred to a more efficient and economical production system as a result of increased competition;
- the country can deliver products from partners at lower prices, and the released funds should be directed to the development of industries with the presence of comparative advantages;
- the volume of investments from partner countries is increasing;
- integration contributes to a more rational use of aggregate resources, development of the division of labor and specialization;
- competitive relations undermine the positions of monopolies and lead to increased efficiency;
- integration cooperation gives economic entities more access to financial, labor, material resources and the latest technologies.

4. Negative effects of integration include:

- excessive growth of production in the partner country can activate the law of diminishing returns;
- there can be a reorientation from low-cost production to high-cost (Chinese goods for Kazakhstan are cheaper than Russian ones.) However, the growth of customs duties in relation to Chinese goods and their absence in relation to Russian goods may lead to a reorientation of trade and the acquisition of more expensive goods from Russia) ;
- an integration partner can take a privileged position and dictate its terms;
- economic integration leads to a reduction in government revenues derived from duties;
- there may be an outflow of resources from the country to a stronger member of the union that will turn the country into a backward region;
- close integration ties between individual firms of partner countries can lead to an oligopolistic collusion, which will entail an increase in prices for the corresponding products;

- more competitive imported goods can supplant the domestic, "if the state does not take measures to support and protect domestic producers" (Nikolaeva I., 2010).

Thus, when a country joins an integration grouping, it is necessary to take into account all possible consequences in order to prevent a decline in competitiveness of the national economy.

The formation of the Eurasian Economic Union places new demands on the functioning and further development of the most important branch of national economies that ensures the food security of partner countries. Regional economic integration within the common market, which is the EAEU, should contribute to the creation of a single market of consumer goods, taking into account both absolute and comparative advantages of each country in the field of agriculture and related industries, while not reducing the competitiveness of the agrosphere, and creating incentives for its growth.

At present, there is no single methodology for determining the competitiveness of agricultural production. In our opinion, for these purposes, it is correct to use not absolute indicators of production volumes in crops and livestock production in a particular country, but relative, because the countries differ greatly both in territory, in area of farmland, and in population. Such indicators include crop yields, livestock and poultry productivity, profitability of production, and others.

Analysis of data on yields of the main crops in the countries of the Eurasian Economic Union allowed the following conclusions (table 1).

Table 1 - Productivity of selected crops in 2013-2015 in the EAEU countries*
centner from 1 hectare

Country	Crops and legumes	Sugar beet	Potatoes	Vegetables
2014				
Kazakhstan	11.7	240.6	184.3	243.0
Russia	24.1	370.0	150.0	218.0
Belarus	36.7	463	204	242
Armenia	32.3	-	232.2	350.5
Kyrgyzstan	22.5	238,7	165,2	190.2
2015				
Kazakhstan	12.7	232.5	185.5	245.8
Russia	23.7	388.0	159.0	225.0
Belarus	36.5	330	194	244
Armenia	31.7	-	230.4	361
Kyrgyzstan	29.7	363.0	165.1	192.3
2016				
Kazakhstan	13.5	285.5	190	250
Russia	26.0	470	153	227
Belarus	31.5	446	205	276
Armenia	30.7	-	215	301.8
Kyrgyzstan	30.7	623.2	166	194.4

*Note - compiled by the author on the basis of sources [Committee on Statistics of the Republic of Kazakhstan - retrieved from http://stat.gov.kz; Federal Service of State Statistics of the Russian Federation - retrieved from http://www.gks.ru; National Statistical Committee of the Republic of Belarus - retrieved from http://www.belstat.gov.by/; National Statistical Service of the Republic of Armenia - retrieved from http://armstat.am/en/; National Statistical Committee of the Kyrgyz Republic - retrieved from http://stat.kg/ru/]

The data in the table show the following

- grain and bean crops: the highest yield is observed in Belarus, the lowest in Kazakhstan;
- sugar beet: the highest yield is observed in Belarus, the lowest in Kazakhstan;
- potato: the highest yield is observed in Armenia, the lowest in Russia;
- vegetables: the highest yield is observed in Armenia, the lowest in Kyrgyzstan.

Thus, the highest competitiveness in the yield of ccrops and legumes and sugar beets in Belarus, potatoes and vegetables is in Armenia. The lowest competitiveness in the yield of crops and legumes and sugar beet in Kazakhstan, potatoes in Russia, and vegetables in Kyrgyzstan.

One of the positive effects of integration is the effect of competition. Theoretically, integration should lead to growth in the competitiveness of economy. Is this so in practice?

In 2016, as compared to 2014, the yield of grain and leguminous crops increased by 13.4%, sugar beet by 18.7%, potatoes by 3%, vegetables by 2.9% (table 2). The yield of sugar beet fell by 3.37%. The data show that the integration in to EAEU did not have a significant impact on crops yield in Kazakhstan. The same can be said about other countries.

Table 2 - Productivity of crops in 2014-2016. in the RK*
centner from 1 hectare

Crops production	2014	2015	2016
Crops and legumes	11.7	12.7	13.5
Sugar beet	240.6	232.5	285.5
Potatoes	184.3	185.5	190
Vegetables	243.0	245.8	250
* Note - compiled from the Committee on Statistics of the Republic of Kazakhstan [Committee on Statistics of the Republic of Kazakhstan - retrieved from http://stat.gov.kz]			

In Russia, the yield of crops and legumes in 2016 compared to 2014 increased by 7.9%, sugar beet - by 27%, potatoes - by 2%, vegetables - by 4%. There is an effect of competition from integration in the EAEU.

In Belarus, the yield of crops and legumes in 2016 compared to 2014 decreased by 14.2%, sugar beet - by 3.7%, potatoes grew by only 0.5%, vegetables - by 14%. The effect of competition from integration in the EAEU is observed only for vegetables.

In Armenia, the yield of crops and legumes in 2016 compared to 2014 decreased by 5%, potatoes decreased by 7.4%, vegetables increased by 13.9%. The effect of competition from integration in the EAEU is observed only for vegetables.

In Kyrgyzstan, the yield of cereals and legumes in 2016 increased by 36.4% compared to 2014, sugar beet increased by 161%, potatoes by 0.5%, vegetables by 2.2%. There is an effect of competition from integration in the EAEU.

Competitiveness of animal husbandry reflects such indicators as average milk yield per 1 cow, average yield of eggs per chicken, average wool cutting from one sheep.

The data in Table 3 show that the largest average milk yield per 1 milch cow is observed in Russia, then in Belarus. Kazakhstan, Armenia and Kyrgyzstan lag more than twice. In 2016, compared to 2014, the average milk yield per 1 milch cow increased in Kazakhstan by 2%, Russia by 22%, Belarus by 6.8%, Armenia by 4.3%, and by Kyrgyzstan by 1.5%. An obvious effect of competition is observed in Russia and Belarus.

Table 3 – The verage milk yield per 1 milch cow*
in kilograms

Country	2014	2015	2016
Kazakhstan	2275	2321	2324
Russia	4841	5140	5908
Belarus	4508	4723	4815
Armenia	2102	2144	2192
Kyrgyzstan	2009	1998	1978
*Note - compiled by the author on the basis of sources [Committee on Statistics of the Republic of Kazakhstan - retrieved from http://stat.gov.kz; Federal Service of State Statistics of the Russian Federation - retrieved from http://www.gks.ru; National Statistical Committee of the Republic of Belarus - retrieved from http://www.belstat.gov.by/; National Statistical Service of the Republic of Armenia - retrieved from http://armstat.am/en/; National Statistical Committee of the Kyrgyz Republic - retrieved from http://stat.kg/ru/]			

According to available data, the average egg yield per chicken is observed in Russia, 1.3 times more than in Kazakhstan, 2.7 times more than in Kyrgyzstan (2015) (table 4). Unfortunately, the National Statistical Committee of the Republic of Belarus does not provide such information. The effect of competition from the integration in the EAEU is only in Kazakhstan

Table 4 - Average eggs yield per chicken*
pieces

Country	2014	2015	2016
Kazakhstan	225	234	233
Russia	308	310	308
Belarus	no data	no data	no data
Armenia	257	241	254
Kyrgyzstan	120	113	113

*Note - compiled by the author on the basis of sources [Committee on Statistics of the Republic of Kazakhstan - retrieved from http://stat.gov.kz; Federal Service of State Statistics of the Russian Federation - retrieved from http://www.gks.ru; National Statistical Committee of the Republic of Belarus - retrieved from http://www.belstat.gov.by/; National Statistical Service of the Republic of Armenia - retrieved from http://armstat.am/en/; National Statistical Committee of the Kyrgyz Republic - retrieved from http://stat.kg/ru/]

In terms of average wool shearings from a sheep, the situation is approximately the same in all the countries (Table 5). The effect of competition from integration in the EAEU is observed only in Russia.

Table 5 - Average wool shearings from a sheep*
in kilograms

Country	2014	2015	2016
Kazakhstan	2.5	2.5	2.4
Russia	2.4	2.3	2.8
Belarus	no data	no data	no data
Armenia	2.2	2.2	2.2
Kyrgyzstan	2.4	2.4	2.4

* Note - compiled by the author on the basis of sources [Committee on Statistics of the Republic of Kazakhstan - retrieved from http://stat.gov.kz; Federal Service of State Statistics of the Russian Federation - retrieved from http://www.gks.ru; National Statistical Committee of the Republic of Belarus - retrieved from http://www.belstat.gov.by/; National Statistical Service of the Republic of Armenia - retrieved from http://armstat.am/en/; National Statistical Committee of the Kyrgyz Republic - retrieved from http://stat.kg/ru/]

Conclusions and findings

The agricultural market in Kazakhstan is not well nprotected from external intervention. Due to low efficiency and insufficient scale of production, the cost of production is very high. Purchasing prices are set at a lower level than the average production costs. Competitiveness of the industry is very low.

The analysis showed that the comparative advantages of Kazakhstan's agro-industrial complex are rather limited. Therefore, the impact of integration in the EAEU on the country's agrosphere can occur in two scenarios: optimistic and pessimistic. The main recommendation of the Eurasian Commission, which should play a positive role in increasing the competitiveness of the agrarian sector of the Republic of Kazakhstan, is the need to increase the volume of state support to the industry from 4 to 10%. It is thanks to generous support in the EU countries that production considerably exceeds the demand for food products.

An optimistic scenario can be expressed in the positive effects that are described in the first section of the project.

1. The effect of creating a trade. As a result of integration into the EAEU, there will be an increase in sales of agricultural products, fueled by the free movement of labor and capital. Expansion of trade compensates for losses from diversion of existing trade from low-cost to high-cost. At the same time, there will be a shift in demand in Kazakhstan and, accordingly, consumption from a domestic producer with higher costs to a Russian or Belarusian producer with lesser costs.

2. Effect of scale. As a result of the mobility of production factors (labor and capital), the conditions of production will improve, which will allow increasing production volumes and, as a result, reduce the cost of production. More efficient production, typical for large-scale markets, will enable the agribusiness sector to achieve lower costs,

3. The effect of trade reorientation. As a result of integration, the export of Kazakh agricultural products to member-countries in the EAEU, which will contribute to production growth in the RK. In addition, low prices for some agricultural products imported from the member-countries will facilitate the

transfer of resources to a more efficient and economical production system. There will be opportunities for developing a greater specialization in accordance with the theory of comparative advantages. The country can deliver products from partners at lower prices, and the released funds should be directed to the development of industries with the availability of comparative advantages. The production infrastructure will improve.

4. Demonstration effect. As part of the EAEU, Kazakhstan's position in the international arena will strengthen as a member-country compared to the position of an individual outsider country, especially when it joins the WTO.

As a result of accelerating economic growth, reducing inflation, increasing employment in Kazakhstan, the EAEU will have a certain psychological pressure on other countries.

5. As a result of the growth of competition, a certain climate will be created that promotes the spread of advanced technology. Free movement of production factors within the EAEU will contribute to a more rational use of aggregate resources, the development of the division of labor and the specialization of production. Competitive relations will undermine the positions of the monopolies, while Kazakhstani enterprises will find themselves in a more intense competition. Competition will force firms to reduce costs to efficient.

6. As a result of capital mobility, investments in the agro-industrial complex of the Republic of Kazakhstan will increase. The flow of direct investments from member-countries to Kazakhstan will allow to increase production volume due to new equipment and advanced technologies.

7. Factor of economy. Kazakhstan will have an access to cheaper capital, labor and advanced technologies.

8. The market for agricultural products will increase, as the total population of the EAEU countries is more than 170 million people.

A pessimistic scenario may have negative effects.

1. As a result of integration into the EAEU, a reorientation of Kazakhstan's foreign trade from low-cost to high-cost can occur. There can be a diversion of Kazakhstan's foreign trade from all other countries in favor of one of the partners, Russia or Belarus, which now, from the point of view of customs has barriers, takes a privileged position in the RK market, which seems uneconomic (the diverting the effect of trade deviation). As a result, prices will rise. The reorientation of trade can lead to losses in the production volume in the RK and a reduction in exports for more efficient countries outside the integration bloc.

2. The state's revenues will be reduced as a result of duty-free movement not only of goods, but also labor and capital.

3. In case of non-compliance with the agreements on equal participation in the EAEU, weak control over the movement of goods and factors of production, there may be an outflow of resources from Kazakhstan to a stronger member of the union, which will turn the country into a backward region. The location of production activities in the memeber-countries may change, the expansion of some industries and decline in others. Changes may be unbalanced, both Russia and Belarus may find themselves in a better position than Kazakhstan.

4. In establishing close integration ties between individual firms in the participating countries, there may be a wider distribution of oligopolistic collusion, which entails an increase in the prices of the corresponding products.

5. When forming a too big company, a negative scale effect may occur.

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ЕУРАЗИЯНЫҢ ИНТЕГРАЦИЯСЫНЫҢ ҚАЗАҚСТАН ЭКОНОМИКАСЫНЫҢ АУЫЛ ШАРУАШЫЛЫҒЫ СЕКТОРЫНЫҢ БӘСЕКЕЛЕСТІГІ

Аннотация. Елді әртүрлі экономикалық топтарға кіруі ұлттық экономиканың және оның салаларының бәсекеге қабілеттілігін арттыруға бағытталған. Алайда, мұндай одаққа кіруге дейін ел ел экономикасы мен серіктес елдердің экономикалық даму деңгейін жеткілікті түрде ескермейді. Бұл оның бәсекеге қабілеттілігінің өсуіне емес, төмендеуіне әкеледі. Ауыл шаруашылығы - мемлекеттің азық-түлік қауіпсіздігін қамтамасыз ететін экономиканың саласы. Еуразиялық экономикалық одақ (ЕАЭО) аясында қазақстандық ауыл шаруашылығы мен оның серіктестерінің бәсекеге қабілеттілігінің негізгі көрсеткіштерін дұрыс бағалау маңызды. Алайда экономикалық әдебиетте ауыл шаруашылығы өндірісінің бәсекеге қабілеттілігін анықтау әдістемесі жоқ. Мақалада осы мақсат үшін абсолютті индикаторларға қарағанда салыстырмалы көрсеткіштерді пайдалану ұсынылады: мал мен құс басының өнімділігі, рентабельділігі және басқалар. Авторлар бұл көрсеткіштерді талдайды және ЕАЭО-да серіктес елдерде аграрлық сектордың күшті және әлсіз жақтарын анықтайды.

Зерттеудің мақсаты Еуразиялық экономикалық одақ мысалында өңірлік интеграциялық үдерістер шеңберінде экономикалық одақ аясында Қазақстанның аграрлық секторының бәсекеге қабілеттілігін анықтау. Сонымен қатар зерттеудің мақсаты - экономикалық одақ шеңберінде әртүрлі даму деңгейіндегі елдердің бәсекеге қабілеттілікке әсері туралы мәселелерді қарастыру. Қосымша ЕАЭО елдерінің ортақ нарығында агроөнеркәсіптік кешенге қатысушы елдердің моделін бағалау және бәсекеге қабілеттілігін талдау мәселе қойылады..

Зерттеу әдістеріне ЕАЭО ортақ нарығындағы сауда-экономикалық қатынастарға Қазақстанның қатысу деңгейін бағалау үшін аграрлық сектордағы интеграция және экономикалық бәсекеге қабілеттілік тақырыбы бойынша бірқатар ғылыми құжаттар кіреді. Зерттеу елдердің өндіріс факторларына, бәсекеге қабілеттілік дәрежесіне, дамудың экономикалық деңгейіне, тұтыну тауарлары өндірісіне, ауыл шаруашылығы өнімдерінің импорт және экспортының ерекшеліктерінің негізінде салыстырмалы талдауды қолданады. Сондай-ақ экономикалық одақтың басқа мүше елдерінің арасында агроөнеркәсіп саласындағы Қазақстанның күшті және әлсіз жақтарын анықтау үшін SWOT-талдау қолданылады.

Қазақстанның аграрлық нарығын жетілдіру бойынша тұжырымдар екі түрлі жолмен ұсынылады. Қазақстан экономикасының бәсекеге қабілеттілігі өндіріс көлемінің тиімсіз болуы себебінен нашар дамыған, өндірістік шығындар жоғары және сатып алу бағалары өндірістік шығындардың орташа деңгейінен төмен деңгейде белгіленеді. Зерттеу Қазақстанның агроөнеркәсіптік кешенінің салыстырмалы артықшылықтары бұрынғысынша шамалы екенін көрсетті. Осылайша, ЕАЭО-ға интеграцияның еліміздің агробизнесіне әсер етуі екі түрлі сценарий бойынша жүзеге асырылуы мүмкін: оптимистік және пессимистік. Қазақстанның аграрлық секторының бәсекеге қабілеттілігін арттыруға байланысты негізгі ұсыныс өсаланы мемлекеттік қолдау көлемін 4-тен 10% -ға дейін арттыру қажеттілігі болып табылады.

Түйін сөздер: бәсекеге қабілеттілік, экономикалық даму, кеден одағы, интеграция, өнеркәсіп, ауыл шаруашылығы, мүше ел, Еуразиялық экономикалық одақ (ЕАЭО)

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КОНКУРЕНТОСПОСОБНОСТЬ СЕЛЬСКОХОЗЯЙСТВЕННОГО СЕКТОРА ЭКОНОМИКИ КАЗАХСТАНА В КОНТЕКСТЕ ЕВРАЗИЙСКОЙ ИНТЕГРАЦИИ

Аннотация. Интеграция страны в различные экономические группировки направлена на повышение конкурентоспособности национальной экономики и ее отраслей. Однако часто бывает, что страна до вступления в такой союз недостаточно учитывает условия своей экономики и уровень экономического

развития стран-партнеров. Это может привести к тому, что ее конкурентоспособность не повысится, а скорее снизится. Сельское хозяйство является отраслью экономики, которая обеспечивает продовольственную безопасность государства. Важно правильно оценить основные показатели конкурентоспособности казахстанского сельского хозяйства и его партнеров в рамках Евразийского экономического союза (ЕАЭС). Однако в экономической литературе отсутствует методика определения конкурентоспособности сельскохозяйственного производства. В статье предлагается использовать для этой цели относительные, а не абсолютные показатели: урожайность сельскохозяйственных культур, поголовья скота и птицы, рентабельность и другие. Авторы анализируют эти показатели и выявили сильные и слабые стороны аграрного сектора в странах-партнерах в ЕАЭС.

Целью исследования является раскрытие сущности конкурентоспособности аграрного сектора Казахстана в экономическом союзе в условиях региональных интеграционных процессов на примере Евразийского экономического союза. Целью исследования также является рассмотрение вопросов, касающихся влияния различных стран с различным уровнем экономического развития в рамках экономического союза на конкурентоспособность. Дополнительно ставится задача оценить модель и проанализировать конкурентоспособность стран-участниц агробизнеса на общем рынке стран ЕАЭС.

Методы исследования включают в себя ряд научных работ на тему интеграции и экономической конкурентоспособности в области сельскохозяйственного сектора для оценки степени участия Казахстана в торгово-экономических отношениях на общем рынке ЕАЭС. В исследовании используется сравнительный анализ стран с учетом их факторов производства, степени конкурентоспособности, экономического уровня развития, производства товаров народного потребления, специфики импорта и экспорта сельскохозяйственной продукции. SWOT-анализ также используется для выявления сильных и слабых сторон Казахстана в агробизнесе среди других стран-членов экономического союза.

Выводы и рекомендации по улучшению аграрного рынка Казахстана будут представлены двумя различными путями. Конкурентоспособность казахстанской экономики развита слабо из-за неэффективных масштабов производства, высоких издержек производства и закупочных цен, установленных на более низком уровне, чем средние издержки производства. Исследование показало, что сравнительные преимущества казахстанского агропромышленного комплекса все еще незначительны. Таким образом, влияние интеграции в ЕАЭС на агробизнес страны может быть проведено в двух разных сценариях: оптимистическом и пессимистическом. Основной рекомендацией, связанной с повышением конкурентоспособности аграрного сектора Казахстана, является необходимость увеличения объема государственной поддержки отрасли с 4 до 10%.

Ключевые слова: конкурентоспособность, экономическое развитие, таможенный союз, интеграция, промышленность, сельское хозяйство, страна-член, Евразийский экономический союз (ЕАЭС)

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EVALUATION AND TRENDS OF REGIONAL DIFFERENCES IN KAZAKHSTAN

Abstract. In the conditions of regionalization of the economy and globalization of world markets for goods and services, regions act as independent subjects of competition. In market conditions, regions compete for investment resources (public, private and foreign), attract taxpayers, as well as for all sources of resources and markets. At the same time, regions are independent subjects in national and international markets. This study analyzes key indicators of social and economic development of the regions of Kazakhstan, systematized methodological approaches to measuring the regional competitiveness by calculating traditional and integrated indicators. We identified the negative effects of the advancing commodity sector development are as follows: increased socio-economic differentiation of regions; is the depletion of raw materials. The outstripping development of the commodity sector leads to the emergence of problem non-raw regions, characterized by a relatively low level of real money income of the population, low budget provision due to own sources of income.

Key words: region, competitiveness, social and economic situation, gross regional product, regional development.

Introduction. In all countries of the world - due to differences in geographical location, natural and climatic conditions, demographic situation, development history and other factors - the regions have different levels of socio-economic development. This gives rise to many serious social and economic problems. Therefore, each state strives to improve the standard of living in backward regions, that is, to pursue a regional policy aimed at leveling the conditions and increasing the level of their development.

The works of Kazakh scientists such as U.Baymuratov[1], K Kazhimurat [2], O Sabden [3], K Sagadiev [4], N.Nurlanova [5] and others are of the greatest interest for the study of theoretical approaches and mechanisms of regional economy management. Their research has touched upon numerous aspects, beginning with factors, conditions and criteria of competitiveness, and ending with mechanisms for increasing the competitiveness of regions and the country as a whole.

Despite fundamental methodological and practical studies of domestic and foreign scientists, the main principles and factors of the development of the regional economy, many problems related to the integration of statistical assessment of the level of competitiveness of the regions of the Republic of Kazakhstan. The development of effective mechanisms for improving the structural policy of the region, the search and development of new competitive opportunities of the region, including by improving the quality of human capital in a domestic environment economy remain poorly understood.

Modern Kazakhstan is characterized by a high degree of openness of the regions economy, the tendency towards interconnectedness and interdependence of the regions of the country that are parts of the global economic system is becoming more and more evident. In addition, economic growth in Kazakhstan is mainly related to the outstripping development of the commodity sector. If in the raw regions there is stabilization and even some growth, for developed regions with qualified personnel and high population density in the past, a decline in production is characteristic, which makes it difficult for them to transition to market relations. As a result, the socio-economic differentiation of Kazakhstan regions is increasing, which is becoming increasingly difficult to overcome.

These circumstances necessitate the development and implementation of new approaches to the effective use of regional factors and the study of Kazakhstan's interregional ties in order to determine the specific development strategy for each regions of the country and to ensure the effective development of a single economic space.

Methodical approaches to the quantitative assessment of the socio-economic development of the regional economy. The heterogeneity of the country territory according to various characteristics or the large size of the territory from the point of view of certain study purposes or practical activity necessitate the division of this territory into parts - regions. At present, the territory of Kazakhstan includes 16 regions of the country (14 regions, Almaty and Astana). In the Concept of the regional policy of Kazakhstan for 2014-2020 the regions were grouped according to the so-called problem principle [6].

Such grouping of Kazakhstan regions is actual today. The main indicators of social and economic development of groups regions are given in Table 1.

Table 1 - The main indicators of socio-economic development of Kazakhstan regions in 2017

	Share of the region,%				
	In the total population,%	In GRP,%	In the volume of industrial production,%	In gross agricultural output,%	In development of investments in fixed assets,%
The Republic of Kazakhstan	100	100	100	100	100
Group 1	13	25	4	1	20
Group 2	6	19	35	2	29
Group 3	21	20	26	18	14
Group 4	32	17	15	35	18
Group 5	7	7	9	18	5
Group 6	21	12	11	26	14

Source - calculated by the author based on data of Agency on statistics [7].

The first group of regions includes the cities of Astana and Almaty - these are regions with a high level of per capita incomes of the population, diversified industry, developed financial sector and high scientific and technical potential. At present, development programs for intensive development of manufacturing industry, infrastructure, scientific, cultural and other centers, formation of tourism and recreation infrastructure have been worked out and implemented for the cities of Astana and Almaty. The second group is formed by the Atyrau and Mangistau regions, rich in hydrocarbon mineral resources. The average per capita incomes of the village in these areas are the highest.

The third group includes East Kazakhstan, Karaganda and Pavlodar regions, rich in natural mineral and raw materials. Here mining and processing industries using local raw materials, as well as machine building, light and food industries have developed. Regional development programs for the second and third groups of regions provide for the diversification of industrial production mainly in processing industries, the development of entrepreneurship in agriculture, the development of transport and communications infrastructure. At the same time, special attention is required for measures to protect the environment, especially on the shelf of the Caspian Sea.

The fourth group includes Aktube, Zhambyl, Kostanay and South Kazakhstan regions, rich in natural resources and significant agricultural land. In the regions of this group per capita incomes of the population below the average republican level; approximately the same economic base and equal directional structure.

Here, the regional policy should be aimed at implementing measures for the further use of the potential of large enterprises, the development of industries serving agriculture.

The fifth group includes the West Kazakhstan and North Kazakhstan regions, where the machine building industry is mainly developed, and there are significant areas of agricultural land. In addition, the West Kazakhstan region has developed oil and gas production.

Here an important strategic line should be the modernization and renewal of machine-building enterprises, primarily the defense industry.

The sixth group unites Akmola, Almaty and Kyzylorda, with developed agricultural production, except for oil production at Kumkol in Kyzylorda region. The average per capita income of the population is lower than the average republican level, although the Kyzylorda region is allocated (due to the development of the Kumkol oil field). Here the main attention of the regional policy should be given to the development of small and medium-sized enterprises processing agricultural products, as well as procurement, marketing, etc. Due to low living standards in these regions, it is necessary to develop and implement projects to create and develop industrial production.

The growth of Kazakhstan's competitiveness is impossible without sustainable development of the regions. That is the key in the Strategy of Territorial Development of the Republic of Kazakhstan up to 2020 approved by the Decree of the Head of State [8].

Let us consider the problem of socio-economic differentiation of the regions of the Republic of Kazakhstan based on the results of the competitiveness rating of the regions of Kazakhstan prepared by the Agency for Investigating the Return on Investment (AIRI) in early 2017. The ranking of the regions of the Republic of Kazakhstan was compiled using an index method similar to the method used in the global competitiveness rating, published by the International Institute for Management Development (IMD). In this rating, competitiveness is measured based on such indices as the index of economic activity, government effectiveness, business efficiency and infrastructure. These indices are calculated as a weighted average of several indicators. For example, the index of economic activity includes the following parameters: international trade, external investment [9].

In order to determine the components of the indices reflecting the level of development and competitiveness of the region, first of all, a number of indicators have been identified that will be taken into account when identifying the competitiveness of the region. An important condition for constructing an index that would most fully reflect how competitive a particular region is the choice of adequate indicators that should fully reflect the criterion of competitiveness and basic competitive advantages, reflect the progressiveness of the industry structure, and be statistically accessible and contain a minimum subjective interpretation. The choice of indicators is also determined by the availability of statistical data on these indicators.

Thus, the main indicators of the rating of the republic region are:

- Index of economic development;
- Index of the standard of the population living;
- Index of scientific and innovative development;
- Index of infrastructure development of the region.

To compile and calculate the indices, country rating strategies were applied taking into account the specificity of the regions' competitiveness. The methodology of country ratings is a way of aggregating a number of particular indicators (criteria) into a more general indicator characterizing the relative positions of the country (region) in this indicator. A distinctive feature of the ratings is the scaling of indicators, the essence of which is to bring the indicators measured in different units (in percent, monetary, etc. units) to immeasurable values in the range from 0 to 1 (where 0 will correspond to the worst result among regions, and 1 - respectively, the best). The scaling will be done by converting from formulas (1) or (2):

$$I^i_j = X^j_i - X_{mini} / X_{maxi} - X_{mini} \quad (1)$$

$$I^i_j = 1 - X^j_i - X_{mini} / X_{maxi} - X_{mini} \quad (2)$$

where: Xji is the i-th index of the j-th region; Xmini is the minimum value of the i-th index among all j-th regions; Ximax is the maximum value of the i-th index among all j-th regions.

The transformation according to formula (1) is realized if large values correspond to the best result and according to formula (2), if the lower values correspond to the best value. To obtain the value of the integral coefficient, it is the first necessary to find the arithmetic average of the simple partial coefficients (formula 3):

$$L_{average} = \sum_{j-1}^{n} I_j^i \quad (3)$$

Further, the obtained values must be transformed according to the formula (4):

$$I_{average} = I^i_{average\ j} - I^i_{average\ min} / I^i_{average\ max} - I^i_{average\ min} \quad (4)$$

This transformation (formula 4) is necessary to bring the value of the coefficients of the region $I_{average}$ [0;1]. Thus, in the ranking there will always be regions with the best ($L_{average}$ = 1) and worst ($L_{average}$ = 0) indicators, and the remaining regions will be located relative to these extreme ones.

Analysis of the economic environment of regional development. Carried out calculations made it possible to group the regions according to the level of competitiveness in general, and also for this or that indicator in particular.

Knowing that the index can take values from 0 to 1, we can distinguish three groups of regions with equal intervals:

- 1 group - high level of competitiveness: 0.66 <I <1.0;
- 2 group - average level of competitiveness: 0.33 <I <0.65;
- 3rd group - low level of competitiveness: 0.00 <I <0.32;

16 regions participate in the rating: 14 regions and the cities of Astana and Almaty (Fig. 1).

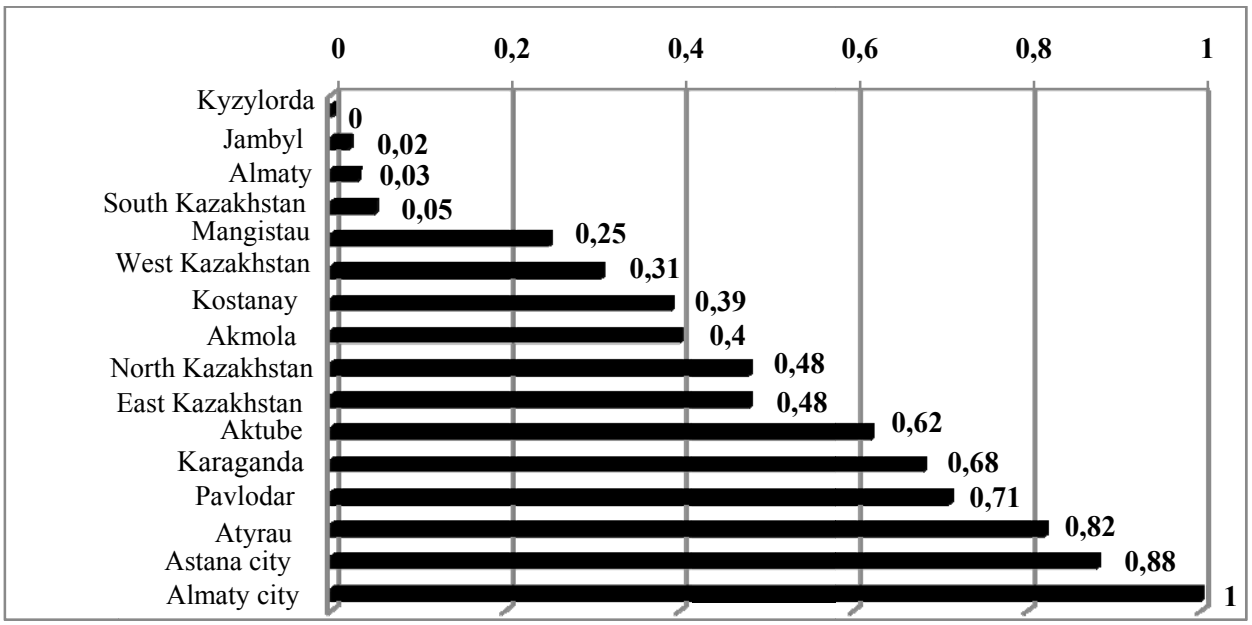

Figure 1 - Competitiveness index by regions of the Republic of Kazakhstan, 2017.

Note: prepared by the authors

The most competitive regions are still Almaty city, Astana city and Atyrau region. The least competitive regions are Almaty, Zhambyl and Kyzylorda regions. However, in 2017, compared with 2016, the ranking among outsiders has changed: the rating of Almaty region rose to 2 positions, and Zhambyl and Kyzylorda regions dropped to 1 position.

In determining the competitiveness index of the region, indicators such as per capita GRP, investment in fixed assets, poverty level, industrial production, unemployment, etc. are taken into account. The following table gives some key indicators that are included in the region's competitiveness index. Table 2 shows that the cities of Almaty and Astana, Atyrau region are relatively high in the rating, however this same regions is at one of the last places in terms of the standard of the population living. The average level of competitiveness prevails in Karaganda, Pavlodar and East Kazakhstan regions (Table 2).

Table 2 - Components of the competitiveness index of the regions of the Republic of Kazakhstan in 2017

	GRP per capita	Investments in fixed capital	Depth of poverty	The number of subjects of small enterprise	The volume of industrial production
Unit of measure	thousand tenge	million tenge	%	unit	tenge, KZT
Republic of Kazakhstan	1 665, 3	4 026 480	0,9	837 083	15 929 052
Akmola	1 105,3	111 025	1,3	32 598	236 417
Aktube	1 889,8	328 751	0,5	35 570	1 253 915
Almaty	658,9	299 409	0,3	113 368	444 202
Atyrau	6 413,6	836 980	0,5	31 012	4 319 754
West Kazakhstan	2 168,2	127 050	0,9	27 583	1 480 716
Jambyl	603,3	97 016	0,6	39 727	185 715
Karaganda	1 769,4	213 065	0,6	55 855	1 325 357
Kostanay	1 289,6	127 123	0,9	42 298	563 976
Kyzylorda	1 464,1	142 172	0,8	21 574	1 063 126
Mangistau	3 273,5	296 063	1,1	27 593	2 064 855
South Kazakhstan	580,9	215 308	1,8	135 262	377 180
Pavlodar	1 163,1	178 999	1,5	75 196	822 907
North Kazakhstan	1 665, 3	4 026 480	0,9	837 083	15 929 052
East Kazakhstan	1 105,3	111 025	1,3	32 598	236 417
Astana city	2 90461	447 257	0,4	49 001	177 360
Almaty city	3 418,8	350 328	0,2	94 420	532 750

Note: prepared by the authors

In addition, these regions have more developed electricity infrastructure. Regions of the southern zone have a relatively low level of socio-economic development due to the smaller number of large industrial enterprises and weak resource availability.

The regions with an average level of competitiveness are five of the sixteen surveyed regions: Aktube, East Kazakhstan, North Kazakhstan, Akmola and Kostanay regions.

The list of regions with a low level of competitiveness increased from four to six: West Kazakhstan and Mangystau regions left the ranks of regions with an average level of competitiveness, joining South Kazakhstan, Almaty, Zhambyl and Kyzylorda regions.

According to experts (JSC "Center for Marketing and Analytical Studies"), to increase competitiveness, Kazakhstan should pay more attention to the development of regions, using available resources to create regional clusters. However, there is a huge gap between Kazakhstan's regions in many social and economic indicators. Most of the regions have a low level of competitiveness, and none of them received a high rating of productivity level [10].

Based on the results of my research, aimed at ranking the regions of Kazakhstan on a set of statistical indicators. Obtained results made it possible to identify the weak points of each of the regions, as well as their initial advantages relative to the average republican level [11]. For analysis, publicly available data were taken from the official website of the Statistics Agency of the Republic of Kazakhstan.

All 19 official indicators we shared into three groups (categories): the economic and social sphere, as well as the standard of living of the population. For maximum objectivity all of them are considered either relative to the population of the region, or in percent. Most of the indicators reflect the situation for 2017. Ranking by a set of statistical indicators allows you to determine the problem of the relevant region for one or another parameter relative to other administrative-territorial units. In the event that the region occupies a place in the parameter from the 1st to the 6th, this indicator is defined as a good one - "does not require intervention" from the local executive authorities. If the region takes place from the 7th to the 10th, then its position on this criterion is characterized as a borderline - "requires point measures" on the part of the executive bodies.

If the region takes place from the 11th to the 16th, the situation is characterized by the indicator as critical and, accordingly, "requires prompt, comprehensive intervention". According to the results of my research, the relevant administrative-territorial units were conditionally divided into three groups:

- lead regions – Astana city, Atyrau region, Almaty city, as well as Aktube, Mangistau, Pavlodar regions (1-6 places respectively);

- regions with average indicators - West Kazakhstan, Karaganda, Almaty, Kyzylorda (7-10 places respectively);

- outside regions - East Kazakhstan, Kostanay, North Kazakhstan, Akmola, South Kazakhstan and Zhambyl (11-16 places respectively) (Table 3).

Table 3 - The results of ranking the regions of the Republic of Kazakhstan for the complex statistical indicators for 2017

№	The regions of Kazakhstan	Total score categories			Final place
		The economic sphere	Social services	The standard of living	
1	Akmola	12	14	13	14
2	Aktube	2	9	2	4
3	Almaty	11	3	14	9
4	Atyrau	1	4	4	2
5	West Kazakhstan	8	10	7	7
6	Jambyl	16	7	15	16
7	Karaganda	10	12	6	8
8	Kostanay	9	15	9	12
9	Kyzylorda	14	6	12	10
10	Mangistau	4	2	5	5
11	South Kazakhstan	15	5	16	15
12	Pavlodar	6	11	7	6
13	North Kazakhstan	13	13	11	13
14	East Kazakhstan	7	16	10	11
15	Astana city	5	1	1	1
16	Almaty city	3	7	2	3

Note: prepared by the authors

The results of the ranking reflect the basic level of development of the regions, due to its geographical location, the quality of the raw materials base, or a special status. The result of the region on the sum of seats also reflects the level of its attractiveness for the republican elites. The city of Astana in the level of production of innovative, as well as industrial products per inhabitant is the 14th place in both indicators. The high place (the fourth) for GRP (Gross Regional product) is provided at the expense of the non-production sector. The critical level of crime and the high cost of the food basket are characteristic not only of Astana, but also of Almaty. The reasons for both cities are general: in the first case - increased attractiveness for migrants, as well as a comparatively low proportion of unregistered crimes, in the second - the excess of demand over supply due to the high level of income of the population.

A number of common problems have been identified in Atyrau and Mangistau regions. Most of them are due to the raw nature of their economy. In the areas under consideration, low indices for the production of industrial products per capita, a high level of prices (a living wage), as well as a low quality of pedagogical personnel were recorded. According to such indicators as meat production and price level, Mangistau region occupies the last places. The least number of problem sectors was recorded in Aktube and West Kazakhstan regions. Areas of outsiders ranking, mostly having low rates in all three areas and for most of the statistical indicators under consideration, is the South Kazakhstan region, ranking fifth in terms of the set of indicators in the social sphere, due to the country's lowest death rate from oncological diseases, as well as the second place in terms of natural population growth and the level of crime; and Zhambyl region, as well as North Kazakhstan, which has good aggregate indicators in the social sphere (7th place). At the same time, the region occupies the 16th and 15th places in the economic sphere and the standard of living of the population respectively.

Deep regional differences exist in the average per capita output of industrial products, agriculture, services rendered by enterprises and organizations of the service sector, and other analyzed economic indicators. The unevenness of economic development has led to a significant gap in social indicators assessing the potential of regional systems in Kazakhstan. "Coefficient of variation" shows how wide the spread of macroeconomic indicators in the regions. At the same time, he does not take into account the fact that the minimum and maximum values can be quite different from the others and can be a kind of "emissions". However, in combination, both coefficients give a fairly complete picture of regional differentiations. For clarity, we will give data on the breakdown of the most important indicators (Table 4).

Table 4 - "Coefficient of variation" by the values of macroeconomic indicators in the regions of Kazakhstan

	2007		2012		2017	
	Region	Absolute values of the indicators	Region	Absolute values of the indicators	Region	Absolute values of the indicators
1. GRP per capita, thousand tenge						
The maximum value	Atyrau	289,7	Atyrau	1797,2	Almaty city	4896,3
The minimum value	Jambyl	43,8	North Kazakhstan	143,1	North Kazakhstan	667,9
The difference		6,6 times		12,6 times		7,3 times
2. The average monthly nominal wage						
The maximum value	Atyrau	41,6	Atyrau	65,2	Atyrau	165,9
The minimum value	Jambyl	12,3	Jambyl	22,5	Jambyl	61,8
The difference		3,4 times		2,9 times		2,7 times
3. Nominal income, thousand tenge per month						
The maximum value	Atyrau	38,2	Almaty city	51,7	Atyrau	106,1
The minimum value	Jambyl	11,3	North Kazakhstan	14,3	North Kazakhstan	28,1
The difference		3,4 times		3,6 times		3,8 times

Note: prepared by the authors

Table 5- Indicators that determine the level of the HDI of the Republic of Kazakhstan in 2017

Region	ALE, year	Literacy rate, %	Coverage training m from 6 to 24 years, %	GDP per capita, dollar USA, PPP	Index ALE	The index of education	Index of income	HDI, 2016	HDI, 2016
Akmola	70,6	99,610	71,6	16869,860	0,760	0,903	0,856	0,840	0,763
Aktube	72,4	99,790	71,8	23741,030	0,790	0,904	0,913	0,869	0,792
Almaty	71,8	99,352	66,6	11366,290	0,780	0,884	0,790	0,818	0,764
Atyrau	72,5	99,696	73,8	79447,020	0,792	0,911	1,115	0,939	0,785
West Kazakhstan	71,7	99,699	80,4	30077,380	0,778	0,933	0,952	0,888	0,787
Jambyl	71,9	99,640	70,1	10229,890	0,782	0,898	0,772	0,817	0,764
Karaganda	70,9	99,720	72,0	25132,330	0,765	0,905	0,922	0,864	0,778
Kostanay	70,7	99,742	66,2	17472,290	0,762	0,886	0,862	0,837	0,764
Kyzylorda	71,9	99,764	68,0	17052,470	0,782	0,892	0,858	0,844	0,763
Mangistau	73,2	99,710	73,1	37956,050	0,803	0,908	0,991	0,901	0,798
South Kazakhstan	72,6	99,714	73,7	9889,400	0,793	0,910	0,767	0,823	0,769
Pavlodar	71,5	99,696	69,3	25647,020	0,775	0,896	0,926	0,866	0,784
North Kazakhstan	70,5	99,537	63,3	16468,750	0,758	0,875	0,852	0,828	0,762
East Kazakhstan	70,9	99,660	68,9	18549,870	0,765	0,894	0,872	0,844	0,777
Astana city	74,8	99,890	91,8	61742,190	0,830	0,972	1,072	0,958	0,842
Almaty city	75,3	99,852	96,4	59840,970	0,838	0,987	1,067	0,964	0,830

Note: prepared by the authors

In order to simplify the procedure for identifying the balance of regional development, we propose, as an alternative or additional key performance indicator, to apply the universal integrated indicator - the Human Development Index (HDI), widely used in international practice, also called the Human Development Index (HDI), reflecting the quality of life of the population. The main goal of the concept of human development is not the growth of the country's GDP, but the expansion of the possibilities for the development of the individual and the freedom of his choice. The basis of the concept of human development is the following postulate: the value of human life is not that man is capable of producing goods, but that he is the goal of this development.

In this study, using the example of 2016, we calculate the index for all regions of Kazakhstan and compare the dynamics of this index with 2006 - the last year of its official publication by region (Table 5).

In Kazakhstan, only the HDI country indicator is officially calculated, which averages the regional differences in terms of the quality of life and does not give a complete picture for the development of an adequate territorial policy for each region separately. Based on the calculation results, we group the territories according to the quality of life for the convenience of analysis (Table 6); ALE - here is the average life expectancy measured in years, PPP - is the purchasing power parity, measured in US dollars.

Table 6 - Ranking of regions by HDI for 2006 and 2016

Region	HDI, 2006	Region	HDI, 2016
Astana city	0,842	Almaty city	0,964
Almaty city	0,830	Astana city	0,958
Mangistau	0,798	Atyrau	0,939
Aktube	0,792	Mangistau	0,901
West Kazakhstan	0,787	West Kazakhstan	0,888
Atyrau	0,785	Aktube	0,869
Pavlodar	0,784	Pavlodar	0,866
Karaganda	0,778	Karaganda	0,864
East Kazakhstan	0,777	East Kazakhstan	0,844
South Kazakhstan	0,769	Kyzylorda	0,844
Almaty	0,764	Akmola	0,840
Kostanay	0,764	Kostanay	0,837
Jambyl	0,764	North Kazakhstan	0,828
Akmola	0,763	South Kazakhstan	0,823
Kyzylorda	0,763	Almaty	0,818
North Kazakhstan	0,762	Jambyl	0,817

Note: prepared by the authors

According to the results of Tables 5 and 6, the HDI in 2016 increased in comparison with 2006 in all regions of Kazakhstan, which indicates the growth of citizens' well-being, the growth of economies in the regions and, as a result, the improvement of the quality of life of the people of Kazakhstan. Leading in the ratings of 2006 and 2016 years Astana and Almaty, Atyrau, Mangystau, Aktube regions, West Kazakhstan region they are closely followed by Pavlodar, Karaganda regions and East Kazakhstan region. The remaining areas have less high indicators, while their place in the rating of 2016 changed compared to 2006.

Kazakhstan in 2006 was part of the group of countries with an average HDI of 0.782. Recall that all countries in the world, according to the classification used by UNDP, are ranked according to the level of the HDI into four groups:

1) with a very high HDI index ≥ 0.9;
2) with a high HDI index ≥ 0.8;
3) with an average of $0.5 \leq HDI < 0.8$;
4) with a low HDI index < 0.5.

Along with the UNDP classification, some scientists proposed an alternative classification of

countries, which found practical application:

"1) countries with the highest level of human development (HDI 0.900 and above) - 25 countries;

2) advanced groups of countries with an average level of human development (HDI from 0.820 to 0.899) - 25 countries;

3) the second group of countries with an average level of human development (HDI from 0.735 to 0.819) - 50 countries;

4) the lowest group of countries with an average level of human development (HDI from 0.570 to 0.734) - 29 countries;

5) countries with a low level of human development (HDI from 0.450 to 0.569) - 26 countries;

6) countries with a critically low level of human development (HDI below 0.450) - 22 countries "[12].

According to UNDP classification in 2016, four regions of Kazakhstan were included in groups with a very high level of HDI. This city of Almaty (0.964), the city of Astana (0.958), Atyrau region (0.939) and Mangystau region (0.901). All the remaining fourteen regions had indexes above 0.8 and were included in the group with a high HDI. The lowest indicator for the level of the human development index in 2015 is the Zhambyl region (HDI = 0.817), which is 1.1799 (≈18%) less than the region with the highest Almaty city index (HDI = 0.964).

Conclusions of the study. Research on public management of regional development highlights various priority areas of regional policy, the choice of which most often corresponds to one or another scenario of development.

However, most regional scientists agree that given process of structural diversification of the economy, regional policies should be prioritized as a priority area of regional policy.

Despite the frequent use of the term "structural policy", it is still not established its established definition. In the most general form, structural policy is seen as the impact of government bodies on all types of economic structure [13]. And in this case, within the framework of the structural policy, industrial, innovative, investment and other types of policies will be singled out, and the goals and objectives of these types of policies will be based on the goals and objectives of economic restructuring.

Thus, balanced sustainable development in a crisis of the economy is impossible without interrelated regulation, by improving existing economic and legal mechanisms, the natural resource and industrial sector, which requires a comprehensive consideration of social, economic and environmental factors, optimization of consumption resources. The need to implement this approach is relevant for the regions of Kazakhstan, since the republic, having a significant part of the world's resources, still has an imbalance both between the needs of the region in resources and the availability of available sources of replenishment of resources, and between the existing material base and plans for its development; between the requirements of intensification of economic growth and the principles of sustainable economic development; between the real state of human capital and the needs of the modernized economy in labor resource.

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ҚАЗАҚСТАНДАҒЫ ӨҢІРЛІК АЙЫРМАШЫЛЫҚТАР ҮРДІСТЕРІ ЖӘНЕ БАҒАЛАУ

Аннотация. Нарық жағдайында өңірлер инвестициялық ресурстар үшін (мемлекеттік, жеке және шетелдік), салық-төлеуші кәсіпорындарды тарту, сонымен бірге, барлық ресурстар көздері мен өткізу нарықтары үшін өзара сайысқа түседі. Сонымен бірге, өңірлер ұлттық және халықаралық нарықтарда өз алдына жеке субъект болып табылады. Аталмыш зерттеуде Қазақстан өңірлерінің әлеуметтік-экономикалық дамуының басты көрсеткіштері талданады, өңірлік бәсекеге қабілеттіліктің өлшемдерін анықтауда дәстүрлі және интегралды көрсеткіштерді есептей отырып, әдіснамалық бағыттар жүйеленеді.

Түйін сөздер: өңір, бәсекеге қабілеттілік, әлеуметтік-экономикалық жағдай, өңірлік ішкі өнім, өңірлік даму.

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ОЦЕНКА И ТЕНДЕНЦИИ РЕГИОНАЛЬНЫХ РАЗЛИЧИЙ В КАЗАХСТАНЕ

Аннотация. В рыночных условиях регионы состязаются между собой за инвестиционные ресурсы (государственные, частные и иностранные), привлечение предприятий-налогоплательщиков, а также за все источники ресурсов и рынки сбыта. При этом регионы являются самостоятельными субъектами на национальных и международных рынках. В данном исследовании анализируются ключевые показатели социально-экономического развития регионов Казахстана, систематизируются методологические подходы к измерению региональной конкурентоспособности путем расчета традиционных и интегральных показателей.

Ключевые слова: регион, конкурентоспособность, социально-экономическое положение, валовый региональный продукт, региональное развитие.

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CONCEPTUAL ESSENCE OF RISKS IN THE FINANCIAL MARKET

Abstract. The article examines a set of classification features - classifying, segmenting, labeling and implementing risks - will allow you to create specialized (up to specific, exclusive) sequences of political priorities, strategic positions, methodical schemes, methods with respect to specific groups, types and forms of risks. methods and tools of risk management. The basis for building such sequences (of layered schemes) of risk management, according to its credit areas, can quite effectively be the adaptation and development of classification approaches and the implementation on their basis of a sufficiently detailed, diversified and specified classification of risks that conceptualize, carry and which initiate credit organizations, and, first of all, their most prominent representatives - commercial banks

Keywords: risk management, probability, overregulation, diversification, financial market segments, risk-odds, shock-diversification approach.

All phenomena, environments, events, processes in the world around us of all scales (from the minimum to the maximum available for study) are fraught with risks. Risks accompanied, surrounded and surround human activity, his life, his existence in time and space, in the environment and in his organism, in family relations and in politics, in social movements and in technological processes constantly and everywhere. Risks can occur from outside, from the environment, and can be formed inside an object or process. Risks are inherent in both chaotic systems, naturally, and ordered, non-equilibrium and equilibrium systems.

Universal, unlimited in time and in space, the spread of risks predetermined increased attention to them in almost all the sciences, fields of activity, and numerous specialists. And this, in turn, served as the basis and cause of multiple approaches to interpretations of the very concept of “risk”. The variations are very significant - from attempts to formulate a general, comprehensive definition, to a greater or lesser extent, suitable for identifying any types and manifestations of risks, to specialized formulations of risks aimed at specific, rather narrow spheres of their formation and implementation. Depending on the science, the direction of human activity, the environment, even the life values of an individual, the concept of a risk category and, accordingly, its definitions vary considerably.

Analyzing the many and varied interpretations of the concept of “risk” formulated by various schools, one can single out the following basic variants. Quite often, the risk is defined as a specific danger, as the threat of the occurrence of any adverse, undesirable events, the negative consequences of their own or someone else's actions. For example, risk as the danger of unforeseen changes, as the danger of losses upon the occurrence of certain events, as the possible danger of losses [1].

Another interpretation of risk, which can be attributed to the main, basic, is uncertainty, i.e. the difficulty of foresight, prediction of the execution of the observed or controlled process, both in the scenario and in the result. These are such definitions of risk as the uncertainty of the future, as the uncertainty associated with some event, as the uncertainty associated with events that are difficult or impossible to foresee, as the degree of uncertainty of the result [2].

Quite often, risk is associated with uncertainty, natural or artificial (secrecy, regulation, lack of professionalism) lack of information about the initial conditions, process, environment, potential result.

The content of risk is also reduced to impracticability, non-compliance with the planned scenario of the process or its expected result. The definition of risk of this type can be attributed to its interpretation as a deviation of valid data from the assessment of the current state and future development. [3].

Many risk management schools treat risk as an opportunity, the likelihood of something negative, dangerous, threatening. Here, the interpretations of risks vary widely from general to fairly specialized, specific. These include the likelihood of a bank losing some of its funds, loss of income or additional expenses as a result of planned financial operations, the likelihood of an accidental negative change due to the uncertainty of the future situation, the probability of deviation of real events from previously expected or average values, and the potential the occurrence of an undesirable event, the likelihood that an event will occur that adversely affect profits or bank capital, and the possible danger of losses and the likelihood of losses compared with the predicted option, and the likelihood of any expected negative event [4].

The number of the most ancient approaches to the concept of risk includes variability, i.e. the presence of a number of parallel scenarios for the possible development of the process and the implementation of the project, often, at first glance, outwardly insignificant, but at the same time really determining the specific implementation variant of the scenario initial factors. A number of specific definitions are also noted, which in principle logically characterize the risk category. For example - the cost expression of the probability of an event leading to losses, or the transition region between order and chaos, lack of reliability and stability; an event or group of related random events detrimental to an object that has this risk; action based on a happy, favorable outcome, including the downside of free enterprise, payment for the possibility of future income, for the economic freedom of the entrepreneur.

All of the above leads to the conclusion that, depending on the school, science, environment, business sector, activities and even the position of an individual, the interpretation of the concept of “risk” and, accordingly, the definitions of this category can vary considerably. Analyzing the positions of risk-management schools reflected in modern economic literature, risk can be described as the presence of a certain danger, like the probability of a non-occurrence of an expected event or the occurrence of something negative, undesirable, such as uncertainty, lack of necessary information about the conditions and progress of the project, as the variability of the controlled process, and often as a certain behavior in specific unstable situations, as a characteristic of a policy, sometimes even as a character trait person, his lifestyle, etc. Representatives of various sciences — military, technical, natural, social, environmental, informational, mathematical, and especially economic — have made their contributions to understanding the essence of risk and developing the fundamentals of risk management. From an economic point of view, the essence of risk is often mixed with its consequences, and risk is referred to as loss of profits, indirect (collateral) financial damage, unplanned costs, and other, in fact, financial risk outcomes. [5].

Obviously, such diverse approaches can be partially balanced by the complex interpretation of the concept of risk, regarding it as a structured category, including as components the most general schemes of formation, realization and manifestation of risks. From these positions, the following definition seems quite logical. Risk is the possibility of deviation of the actual flow of the controlled (observed) process from the expected scenario and, as a result, from the expected result (goal), generated by the uncertainty of the manifestations of the aggressive factors of external and internal environments.

Such a complexly structured, multicomponent expression of the essence of the category of risk for operational use in scientific articles, discussions, speeches, analytical reviews requires certain specification and concentration. The components of the basic interpretation of the risk category have a certain hierarchy by their significance and functionality. The most logical and sought approach to the essence of risk from the position of uncertainty. In this case, the risk is interpreted as a more or less pronounced uncertainty that the controlled (observable) process will follow the intended scenario and lead to the expected results.

From these definitions (both general and concentrated), generally corresponding to the positions of various risk management schools, a number of conclusions can be made regarding the nature, content, and structure of the concept of risk, which are not widely used yet. At the same time, many approaches, methods and tools of risk management acquire a special, exclusive, but more adequate character, and the sphere of risk management is adequately expanded and diversified.

It is also important that it enables the formation of layered, integrated risk management schemes both in the areas and in the instruments.

So, uncertainty can be formed by a number of spheres concentrating both factors and consequences of risks, which include:

- aggressive environmental factors (respectively, the environment is considered as more or less mobile, interconnected, uncertain);
- features of the controlled or observed process (it is assumed that the processes can be more or less stable, standard, more or less complex, multivariate, more or less information provided);
- specifics of the object of management (the scope of their activities, organizational structures, policies, corporate culture and other characteristics may vary significantly in terms of stability, adequacy, aggressiveness);
- the distinctive characteristics of the subjects of management.

A very important provision arising from the above definitions of risk is the separation of areas of risk concentration. Risks can be projected either on the process itself or on its result and, accordingly, two sides of the risk can be identified and identified. The first is the so-called factor risk side associated with deviations of the controlled or observed process from the intended scenario of its development. The second is treated as an effective risk side and leads to a discrepancy between the planned and actual results of the process, the output and expected parameters and the state of the control object.

The separation of a single risk formation process into factor and effective aspects is, at first glance, a rather rare, exclusive phenomenon and has basically not practical, but theoretical value. Such a conclusion can be based on a commitment to a clear, detailed observance of all planned events and stages of the managed process scenario, which is difficult, problematic, and sometimes dangerous in a naturally volatile market economy.

In addition, the basis for such views can serve as confidence in the obligatory, unchanging interrelationship, in fact, the inseparability of the factor and effect sides of risk, which is expressed as the conviction that any slightest deviation in the sequence and parameters of the events that make up the controlled process scenarios will change its results. At the same time, such statements and beliefs are the result, rather, of theoretical constructions, than the result of the analysis of practical situations.

Detailed execution of the planned scenario is the rarest phenomenon in technical, social and economic processes. But the operational intervention of management, correcting deviations or compensating influence of environmental factors, often, one can say in most cases, breaks the relationship between the factor and effective risk parties, more precisely, converts. In reality, the productive side of risk is almost always formed on the basis of its factor side. But the factor side of risk does not in all cases lead to the formation of a productive side. Based on this position, two conclusions can be drawn regarding risk management.

1. Methods and techniques for controlling the factor and effective risk parties vary considerably in methodologies, financing, and organization, although separate combinations are not excluded.

2. The methods and principles of managing the factor and effective risk parties are in a certain hierarchy in terms of their importance, value, quality.

Risk, as a rule, is given by general characteristics of uncertainty, uncertainty, impracticability, variability, emphasizing their negative consequences, or reducing risk to danger, damage, loss and loss, as interpreted by explanatory dictionaries. [6].

This context largely determines the problems of the theory and methodology of risk, primarily in the area of its terminology. Despite the characteristic of the term "risk" in its overall negative context, it must be borne in mind that deviations from the planned course of events can lead to both negative and positive results. It is clear that this provision initially identifies in the general concept of risk the actual risk or a specific risk with the negative consequences of its manifestation and the chance of carrying a potentially positive, favorable result. There are several schemes that generate risks or odds. [7].

With a low level of likelihood of execution of a controlled or observable process, the target installation, or rather the expectation, is naturally negative. Examples of opportunities for realizing chances are lotteries, gambling, long-term weather forecasts, practical implementation of basic scientific research, archaeological and paleontological searches, high-risk segments of the stock market, venture capital investments, treasure hunting, the use of formalized mathematical models in non-standard media with low quality information and etc.

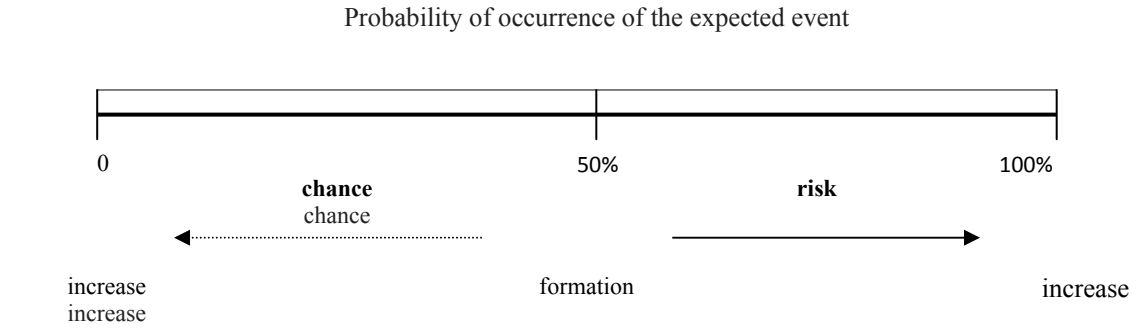

Figure 1 - Formation of risk or chance based on the probability level of an event [7, c. 26-36]

The high level of probability of the onset of the expected event forms a positive target management set-up for the accomplishment of the task in the framework of the planned scenario and result. Thus, the division of the general concept of risk into the concept of risk itself and the concept of chance predetermines the need to form separate targets, methodological approaches, techniques and tools for risk management and chance management.

At the moment, a certain group of terms defining risk management has been proposed, in which there are: risks, chances, risks-chances and shocks (figure 2).

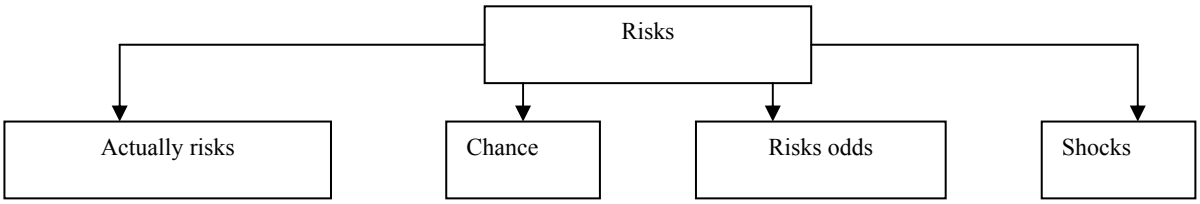

Figure 2 - Formation of risk or chance based on the probability level of an event [7, c. 26-36]

In some sources it is mentioned that the consequences of risks can be both negative and positive (chances). Classification and systematization as an integral, necessary component of any science rarely implement a unified approach to the objects under study. Scientific and methodological developments should cover as much as possible the whole spectrum, all variations of classifications, however, the methods and regulations intended for practical application should naturally include a limited range of types and modifications of risks in the configuration, hierarchy and relationships characteristic of a particular object, subject, landscape , region, project, etc.

In our opinion, consideration of the classification signs of risks with the citing as illustrative examples of certain types and types of risks does not require the application of hierarchical principles and rigid structural constructions. This is predetermined, first of all, by the wide diversification of adaptation needs, when specific cases and projects require for the effective management of their risk components the use of a wide variety of methodological, evaluation, identification, analytical schemes - and each time in often unique unique sequence, hierarchy, recruitment, structuring . It seems more logical to consistently present them in a free order.

Risks arise as a result of any events that can be grouped as follows [8, p. 39]:

1. activity of a person or group of persons (organization);
2. natural phenomena occurring independently of the will of man;
3. social phenomena or social processes that do not depend on the will of individuals.

Phased classified constructions imply the allocation of several classification levels, stages or types of risks. Thus, the classification sign of risks - the sphere of formation (education, occurrence) can be specified in the following areas:

- basic areas, areas of concentration of risk conditions, in which natural, man-made, technological, social, market and other types of risks identified by this sub-classification characteristic can be identified.

Despite very general approaches, on the one hand, and partial multivariate incarnations of risks, on the other, in this classification, it is still possible to isolate and fix those core parameters that can serve as a basis for developing basic directions in managing these types of risks. So, for the risks of the natural sphere of formation, the parameters of low selectivity and limited concentration are specific and capital (construction) and insurance management methods (neutralization and compensation) are in demand;

- the main areas and factors that predetermine the formation of risks (within the framework of the basic areas considered above). According to this classification approach (on the basis of) we can distinguish among natural risks such as cosmic risks (meteoritic attacks, radiation, etc.), atmospheric risks (hurricanes, tornadoes, rainstorms, etc.), water elements (storms, tsunamis, etc., soil (earthquake), landscape (avalanche, landslides), fauna, flora. Technological risks are specified as risks of aggressive technologies (noise, vibration, temperature, occupied areas, impact on communications, etc.) and risks of inadequate technologies (too simplified or too complex). Social risks include religious risks, risks of sociocultural factors, risks of the local social environment, risks of social inequalities, risks of passionarity (social activity). Market risks highlight the risks of buyers (demand), the risks of the goods, the risks of the seller (supply), the risks of market organization and infrastructures, the risks of market information;

- the areas of detection, identification, assessment (information, information channels, indications) can be considered, if not as forming the risks themselves, then in many respects predetermining the risk parameters of a group of factors. Of the information risks, the most significant are risks of insufficient information, risks of poor-quality information, risks of excessive information, risks of inadequate (volumes, content, time) information;

- kinds of activity, branches are quite logical and are in demand for separate consideration as areas of risk formation (formation), since intensive, active risk management in a market economy, often specialized in similar fashion, focuses primarily on these groups of risk factors.

There are many classification options here, however, with regard to the credit areas of risk management, the most important may be their diversification based on the specificity of cash flows and financial concentrations formed and implemented in them. From these positions, risks of extractive industries, agriculture, manufacturing, trade, transport, communications, services, finance, households, energy, utilities, etc. can be recorded.

In addition, another necessary diversification approach classifies budget risks, risks of public organizations, business risks and risks of the population by areas of occurrence. From a modern point of view, a diversification approach is also significant, highlighting the risks of commercial and non-profit organizations;

- risks are also considered as the basis and conditions for the formation of other risks. This is predetermined by the presence in the environment, among its most important parameters such characteristics as interrelation in the form of the presence and type of relationship between environmental factors. At the same time, by classifying according to this criterion, the risk is subject to standardization solely from the standpoint of individual risks or groups similar in risk parameters.

For example, for one of the leading risks in credit areas, liquidity risk, credit risk, deposit risk in all its modifications, general and market risks can be included in the formative classification.

The next no less important classification feature of risks - the spheres of their realization, manifestation, concentration has several directions of concretization, but first of all it should be fixed that significant moment that the spheres of risk formation and scope can practically coincide, belong to one or related groups, or remote indirect relationships.

At the same time, such interrelations, their character are practically not correlated with the strength and intensity of the manifestation of risks. The classification approach (attribute) - areas of risk manifestation - identifies the following groups and types of risks in risk management methodologies [9]:

- risks of changes (problems) of natural conditions in specifying: risks of space threat (violation of the ozone layer, the fall of "space debris"); atmospheric risks ("warming", air emissions, smog, smoke, etc.);

- risks of water resources (depletion, pollution, etc.);

- risks of soil, land resources (depletion, waterlogging, salinization, failures, destruction of underground utilities, etc.): landscape risks (landslides, quarries, landfills, etc.);

- risks of fauna and flora (destruction of certain species of animals and plants, including commercial ones; the spread of active species, including alien, harmful and dangerous);

- risks of technological problems (technologies that are inconsistent with production goals;
- overly complex and “demanding” technologies; technologies that are not resourced; technologies that are dangerous in implementation; prohibited technologies, etc.);
- risks of social problems (changes) are manifested in the forms of excessive population growth, population reduction, growth in the value of disabled groups (pensioners, disabled people), growth in the value of parasitic groups ("professional" unemployed, refugees, etc.), the spread of criminal and semi-criminal social groups ;
- the risks of inadequate markets and market losses are specified as a product shortage in general, and on certain grounds: lack of trade organizations, their inadequate placement, work schedule, suppressed price competition, etc.

Another important direction of risk classification according to the spheres of manifestation are regions and administrative entities. The regional aspect is primarily characterized by concentrating positions, since the natural conditions, the technological stresses, and the technological problems of the local industry, social upheavals, and the adequacy of the market and information infrastructure are naturally included in the parameters of the region.

The factors of resource provision, the nature of the environment, historical evolution, phases of ethnogenesis and others can also be of great importance for the risks of regions. In addition, it is important to distinguish between the analysis of regions of the manifestations of risks of a general nature; risks typical for a number of regions, and risks exclusive, sometimes very narrowly concentrated. This provision speaks of the possibility and relevance of labeling regions on the basis of the types of risks they manifest and the breadth of this manifestation. So, to the risks of a wide regional manifestation, when only certain exceptional regions do not experience their impact, can be attributed, of course, in various modifications, to the risks of resource support, crime, technology; risks of a social nature are widespread and cover a number of regions, information infrastructures and, finally, there may be very narrowly concentrated, even “pinpoint”, regional spheres of manifestation of landscape risks, technological risks, some natural and sociocultural risks [10].

Inclusion in the regional aspect of administrative parameters (risks within administrative entities) leads to the correction of the risk limits and changes their hierarchy, making the realization of political risks, legal infrastructure (legal) risks, judicial production markets, to a lesser extent social, environmental and technological risks. Regional, specific, administrative, peculiar technological, resource, social aspects are completed in such areas of risk manifestation as institutions (enterprises, institutions, corporations, organizational structures). These may be the risks of legislative bodies and the government, the risks of public organizations, the risks of industrial enterprises and the risks of public organizations. In different ways and in different sets, there may be risks of enterprises of different industries, including risks of credit institutions, risks of enterprises of various forms of organization and ownership.

For management, it is important to classify risks according to the principle of the spheres of manifestation in specification by stages of controlled and observed processes. Accordingly, the risks of the preparatory stages (entry into the risk zone), the risks of the initial stages of analysis and evaluation, the risks of structuring, the risks of documentation, the risks of starting the process, the risks of the process, the risks of process completion, the risks of results can be called. It has already been noted that this classification criterion is closely related to risk structuring, highlighting the factorial and effective sides of risk and the corresponding “echeloned defense” schemes - sequentially interrelated methods and techniques, formed according to stages of controlled or observed processes [11].

In some ways they are similar to the previous ones, but in relation to risk management techniques, there are peculiar risk classifications based on manifestation in time periods. With a certain degree of conditionality in these classifications can be fixed:

- potential and potential risks (with a low probability of their occurrence);
- incoming risks (the manifestation of which is clearly predicted in a certain future);
- formed risks (partially manifested in the initial stages), operational risks (currently in force);
- fading risks (which ceases);
- completed risks (their action is completed, but they are important for compensation schemes and for the operational work of archival and analytical management).

From the point of view of risk classification based on manifestation spheres from the standpoint of banking management, one of the defining approaches is to isolate risks by type of activity, industry, or business. These activities are presented as areas of risk formation and significant as areas of risk concentration. These risks are the most important in determining the creditworthiness of borrowers, the activity of lenders, the formation of qualitative characteristics of banking products.

A very important, significant classification attribute that forms groups and risk ratings is the gradation of risks according to their size and level. The concretization of this classification feature is carried out in several directions, of which the most significant may be the following [12]:

- values (cost, quantitative and other) risks, results for both risk carriers and associated manifestations. The magnitudes of risks can be expressed, as discussed above, in the sums of various monetary instruments, in periods of disruption and delays in processes, restoration, etc., in quantitative (pieces), volume and other indicators of losses, losses. Includes this estimate and the amount of lost revenue, unfulfilled targets;

- changes under the influence of risks of individual parameters of risk carriers and associated objects and subjects of risk management. For credit institutions, for example, this can be expressed in deviations from supervisory, standard or internal (banking policy) standards and standards of such parameters as capital, assets, liabilities, reserves, trust funds, payment amounts, number of clients, branch network, personnel and other. Production volumes, sales, range and other parameters are more important for industrial enterprises. Budgets and budget organizations, households, public organizations have their basic parameters;

- volumes of “financing” risks, i.e. costs of their detection, identification, evaluation, ranking, development and implementation of strategic concepts, methodological schemes, methods and tools of risk management.

Classification of risks according to their size, volume can be expressed both in direct and in comparative, relative indicators. Thus, a catastrophic (shock), large, medium, small, insignificant risk in the credit areas of risk management can be determined by comparing the types and magnitudes of losses at risk occurrence with the costs of risk financing or with parameters (including their dynamics) of risk carriers. It is also possible to compare the cost of financing risks and the parameters of their carriers.

The ability to perceive managerial influences grades risks according to the degree of controllability and is specified in a number of areas as controllability [13]:

- conditions and factors that form risks;
- observable and controlled processes, their characteristics;
- structure and parameters of risk carriers;
- individual elements of risk and risk management.

Almost all of the assessment systems described above, from basic (absolutely, easy, difficult, uncontrollable risks) to more or less functional percentage values and indices, can be used to mark risks.

Among the classification signs of risks, it is possible to distinguish modified risks, defined as a logical continuation of the main classification signs. In a similar way, such classification features as the spheres of manifestation and the magnitude of risks and the symptom - the consequences of risk for its carrier are interrelated. This feature allows you to classify and rank risks, ensuring their selectivity, efficiency and cost-effectiveness.

Realizing the classification sign of the consequences of risk, we can identify and label the following types of risks:

- risks of resources as problems of quantity, range, structure in providing management objects with financial, labor, raw materials, technical, technological and other resources;

- risks of income as their quantitative deficiencies or poor quality;

- for credit institutions, financial risks are additionally highlighted in the form of problems with assets, capital, liquidity obligations, or with attraction, placement, reservation of funds:

- risks of social spheres and internal - as problems in personnel management and in relations with clients (primarily private) and external - as aggressive manifestations of sociocultural factors;

- risks of national values as harm caused by a carrier of risk to national interests, which in “returnable” schemes, through legislative restrictions and repression of authorities, leads to serious internal problems in terms of resources, income and finance;

- Image risks - like a decline in reputation, attractiveness, and confidence in risk takers - are associated with professional incompetence, social inadequacy of the directorate, violation of partnerships, and other problems.

Another classification involves the consideration of risk on the basis of the period of the life cycle of risk. These may be options that are generally similar to the classification of risks by manifestation areas in time periods, but having specificity, from a management point of view, in assessing their significance, danger, and priority [14].

In this classification, risks are labeled as:

- prospective risks;
- generated risks;
- current risks:
- ending risks;
- the accomplished risks.

Among modern developments, unique classification approaches to types of risk are formed, at which the factor-risk relationships are fixed, dividing risks into parametric groups with explicit, close, stable relationships of risks and non-parametric risks, where these relationships are unstable, random, indirect. It seems to us that the spheres of interrelations should be considered more broadly, and, in the development of factor-risk positions, include risk-consequences in this classification and quite logical interrelations, while retaining the general markings of these groups (parametric and non-parametric risks).

At the same time, some concretization is possible, whereby parametric risks should include risks with an absolute, tightly controlled, close relationship in the triad factor - risk - consequence. If there is an indirect, incidental, episodic relationship, the risks are defined as non-parametric [15].

Given the fact that the nature of the relationship factor - risk - effects depend on many, often specific conditions and parameters, it is promising in principle marketable risk classification of an integrated approach that unites the character of the relationships and conditions, it prejudge.

In this scheme, risks can be classified as parametric by the nature of risks, by the environments that form them, by controllability, by quality, adequacy of management, by the stage of the risk life cycle (closer to the result, more definitely). Non-parametric risks may be additionally labeled for the same conditions.

A fairly popular and largely traditional approach to risk classification is the breadth of their manifestation. On this basis, risks are classified as single, group, linear, cascading, broad, global, and possibly as individual or structural, and also as objects: corporate, sectoral, regional, country (national), interstate, continental, latitudinal, etc.

From the standpoint of state, functionality, and sometimes even up to the viability of objects, the classification of risks on the basis of the mechanism and the degree of possible coverage, compensation of losses at the occurrence of risks is very significant. This classification feature of risks turned out to be so significant that it required the development of several directions for its specification. In particular, on the basis of covering losses (collateral) risks can be formed into the following groups and types [16]:

- by areas of concentration of sources of security (loss coverage) risks: internal sources (reserves, penalties for perpetrators, corporate responsibility, etc.), internal environment - partners, contractors (pledges, mortgages, fines, penalties, etc.), external sources in contractual schemes (guarantees, guarantees, insurance, etc.), external sources (securitization, derivatives, budget subsidies and transfers, contributions of specialized public organizations, etc.);

- according to the coverage mechanism, there are risks that cannot be covered, risks of accidental coverage of losses (compensation), risks whose compensation for losses is difficult to form (securitization), risks of standard collateral (collateral, guarantees, sureties), risks of compulsory security (mandatory insurance);

- according to temporary adequacy of coverage, risks can be labeled as risks of prior coverage (mortgages), risks of timely coverage (factoring, guarantees, sureties), risks of deferred coverage in a controlled time frame (collateral, insurance, etc.), risks of long-term deferred coverage (returns loans, random seizures);

- according to the degree of coverage, the risks are defined as uncovered (not secured), partially covered, fully covered without taking into account the time value of money, over-covered risks (credit risks with a low loan, margin).

In risk management, the consideration of such a classification feature of risks as the nature of the interrelated manifestation with other risks is also quite important [17].

By this criterion, risks are classified as:

- individual (separate, independent, independent);
- risks of casual contact;
- risks of standard contacts;
- risks of partial configurations;
- risks of broad configurations;
- risks of complete sets.

Operational risk management determines the necessary and required risk classification based on the risk readiness of risk carriers to its manifestation. This sign allows you to rank the risks from the standpoint of the requirements of more or less intensive actions of risk management and, in addition, this sign is among the most important determines the amount of losses and the amount of risk financing. According to this classification feature, risks form several groups, such as:

- open (detected, identified, analyzed, covered) risks;
- hidden (undetected) risks for which the management is not ready (hidden risks of related insider lending, for example).

In addition, according to the readiness of risk carriers to their manifestation, these risks can be classified according to the degree of readiness (in percentage terms or marked - absolute unavailability, partial readiness, sufficient readiness, full readiness), as well as by the nature of readiness, which determines the possible initial reaction to the manifestation of risks . From this position, it is possible to characterize the risks as:

- unexpected (for them risk carriers are absolutely not ready);
- known (identified), but unpredictable (closed), are formed randomly, but the carriers are aware of their capabilities;
- known and predictable, but without adapted methods for their management;
- identified, open and managed, but there are no funds to finance risk (unsecured);
- identified, open managed and covered risks, but not completely, but only partially.

In risk management, one of the discussion areas is the area of scientific (methodological) approaches, which predetermine the specifics of methods and tools used in management (tracking, analyzing, evaluating, choosing and implementing solutions, etc.). Scientific and methodological principles of risk management can also be considered as classification signs, marking risks, as quantitative risks or qualitative management risks, individual, special, universal, systemic risks, as well as formalized (economic-mathematical methods) and non-formalized (expert risks).

For the credit areas of risk management, due to their economic specialization, it turned out to be quite popular to carry out a joint specification of a number of classification signs of risks. In particular, a number of risks may be identified that are generated and manifested in economic areas. According to this classification feature can be distinguished:

- financial risks;
- credit risks;
- cash risks.

Risks identified by these three major economic areas may also have a more detailed specification - by type, form and quality characteristics of the operation and products, by the given economic spheres. However, according to the topic of this study, this methodical approach should be implemented in relation to the classification of specialized risks in credit areas, primarily banking risks [18].

The complex of classification criteria considered in this section of the study - classifying, segmenting, labeling and implementing risks - will allow you to create specialized (up to specific, exclusive) sequences of political priorities, strategic positions, and methodical schemes with respect to specific groups, types and forms of risks. methods, techniques and tools of risk management. The basis for building such sequences (of layered schemes) of risk management, according to its credit areas, can quite effectively be

the adaptation and development of classification approaches and the implementation on their basis of a sufficiently detailed, diversified and specified classification of risks that conceptualize, carry and which initiate (shape) credit organizations, and, first of all, their most prominent representatives - commercial banks.

In the development of the above provisions, it can be noted that in Russian the use of the term “risk”, introduced, as is traditionally believed, from France with card games in particular, and various “gambling projects” in general, has long been associated with the determination to carry out any actions in the face of uncertainty of its results "at random". However, the appearance of the term in this case was not the moment of the formation of the concept itself. A set of already established folk expressions such as: “Pan or disappeared”, “Either chest in crosses or head in bushes” and so on, was supplemented in addition with a similar alternative to champagne or a tabernacle, as well as more specific potential positive things: Or in a negative way: “Do not blame yourself from prison and from scrip.”

In all cases, the term “risk” was associated with the unpredictability of success or failure in certain actions, with the danger of situations or even natural objects (from Spanish “risko” means a steep rock). Over time, the use of the term “risk” was included in the comparative characteristics of professions and activities, especially such as a sailor, fireman, rescuer, pilot, military, exchange player, banker, etc.

Regarding the latter two, the traditional opposition of cautious, unhurried, balanced work of a banker and aggressive, often intuitive, activity of a stock player is quite clearly traced. It is noted that bankers often work until old age, and the “professional age” of a gambler spends several years with illnesses and nervous exhaustion in the end, with an often small and unstable state as a result [19].

Thus, the activities of monetary institutions in the financial market are associated with risks that depend on external and internal factors and are classified depending on the mechanism and degree of possible coverage, compensation of losses, degree of controllability, type of activity, political and economic situation in the country and other signs.

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КОНЦЕПТУАЛЬНАЯ СУЩНОСТЬ РИСКОВ НА ФИНАНСОВОМ РЫНКЕ

Аннотация. В статье исследованы комплекс классификационных признаков - классифицирующий, сегментирующий, маркирующий и реализующий риски - позволит сформировать по отношению к конкретным группам, видам и формам рисков специализированные (вплоть до специфических, эксклюзивных) последовательности политических приоритетов, стратегических позиций, мето¬дических схем, методов, приемов и инструментов риск-менеджмента. Основой построения таких последовательностей (эшелонированных схем) риск-менеджмента, соответственно его кредитных сфер, может вполне эффективно послужить адаптация и выработка классификационных подходов и осуществления на их основе достаточно детализированной, диверсифицированной и конкретизированной классификации рисков, которые концептируют, несут и которые инициируют (формируют) кредитные организации, и, в первую очередь, их наиболее яркие представители - коммерческие банки.

Ключевые слова: риск менеджмент, вероятность, зарегулированность, диверсификация, сегменты финансового рынка, риски-шансы, шокидиверсификационный подход.

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ҚАРЖЫ НАРЫҒЫНДАҒЫ ТӘУЕКЕЛДЕРДІҢ КОНЦЕПТУАЛДЫ МӘНІ

Аннотация. Мақалада жіктеудің, сегменттеудің, таңбалаудың және тәуекелдерді іске асырудың бірқатар ерекшеліктері қарастырылған - белгілі бір топтарға, тәуекел түрлері мен нысандарына қатысты саяси басымдықтардың, стратегиялық позициялардың, әдістемелік схемалардың, әдістердің мамандандырылған (айрықша, ерекше) тізбелерін қалыптастыруға мүмкіндік береді. Тәуекелдерді басқару әдістері мен құралдары қарастырылған. Кредиттік салалар бойынша тәуекелдерді басқарудың осындай жүйелілігін (топтық схемаларын) құрудың негізі классификациялау әдістерін бейімдеу және дамыту болып табылады және олардың негізінде тұжырымдамалық, іске асырылатын және бастамашылық (тәуекел) кредиттік ұйымдар, ең алдымен олардың ең көрнекті өкілдері - коммерциялық банктер.

Түйін сөздер: тәуекел менеджмент, ықтималдылық, реттеушілік, диверсификация, қаржы нарығының сегменттері, тәуекелдер-мүмкіндіктер, диверсификациялық тәсіл.

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PROSPECTS OF INNOVATIVE DEVELOPMENT OF RURAL ANIMAL BREEDING COMPLEX OF RK

Abstract. The livestock sector plays a central role in the development of food systems. It is distinguished by its special dynamism and complex nature, responding for approximately one third of the global GDP of agriculture in Kazakhstan. It influences aspects such as the demand for animal feed, market concentration in the chains of agricultural trade, intensification of production at the level of agricultural enterprises, income of farmers, land use, as well as nutrition and human and animal health. In order to increase the efficiency of state support for enterprises in the industry, the Ministry of Agriculture presented Road maps for the development of priority areas of agriculture and the improvement of state support for the agro industrial complex of the Republic of Kazakhstan. About which, the authors write in more detail in this article, analyzing the dynamics of the increase/decrease in the results to date.

Keywords: agriculture, innovations, cattle breeding, agriculture, technologies.

INTRODUCTION

The livestock sector plays a central role in the development of food systems. It is distinguished by its special dynamism and complex nature, responsible for approximately one third of the global GDP of agriculture. It influences aspects such as the demand for animal feed, market concentration in the chains of agricultural trade, intensification of production at the level of agricultural enterprises, income of farmers, land use, as well as nutrition and human and animal health. In recent decades, livestock often determines the pace of changes in agriculture, as there are enormous prospects for the sale of livestock products, and the introduction of new technologies is required.

Today, virtually everything that speaks about Digital Kazakhstan is what really confirms the relevance of the adopted state program. The words “digitalization”, “automation”, “modernization”, and “transformation” are becoming more and more popular today in Kazakhstani media. In a special way, this issue concerns agriculture as one of the main drivers of the economy of Kazakhstan. Thanks to digitalization in agriculture, conditions are created for increasing production volumes and increasing the country's export potential.

MAIN PART

One of the most important problems of the development of human civilization is the need to provide the growing population of the globe (today 6.7 billion people) with affordable, natural and high-quality food. But how to achieve further intensification of agriculture as a whole and at the same time minimize the harmful effects of man on the environment? This is impossible without the use of highly efficient resource-saving technologies. New technologies not only minimize the harm to the environment, but are also very beneficial from an economic point of view, as they allow efficient use of available resources.

The forum presented the basic principles, technologies and equipment for the control and management of livestock production on the basis of the ideas of "precise agriculture".

In the conditions of the modern market, the speed and maximum automation of all processes of the enterprise have become the main competitive advantage, allowing to reduce costs and ensure maximum efficiency of operations.

Automation and modernization of the grain elevator allows to solve the following tasks:

- Ensuring reliable operation, increased productivity and increased safety of operation of the grain elevator / mill;

Monitoring, analysis and visualization in real time of the state of the technological process of the grain elevator;

Management of grain movement routes at the production facility;

Improving the efficiency of working personnel, minimizing the influence of the "human factor".

Thus, the popularity of search queries reflects the reality. Kazakhstanis are not yet sufficiently informed about the existing technologies for the automation of the agro-industrial sector and the stages of a gradual transition to the digitization of agricultural enterprises.

The main and constant problem of animal husbandry is fodder base. Ecological animal husbandry is focused primarily on a high-quality and efficient feeding system that ensures high quality meat and dairy products. By improving breeds with breeding, it is possible to effectively improve the quality of meat and reduce its cost. This idea is not new in itself, but you can use cutting-edge methods to implement it. This problem was solved by the embryo freezing method. The invention relates to the field of cellular engineering, namely, to methods for the cultivation of animal cells - eggs and embryos of pigs - outside the body, in vitro. Egg cells are extracted from the ovaries (after slaughter) and cultured until a certain stage of the cell cycle - metaphase II. At the same time, boar spermatozoa are prepared and, using a special technique, they are fused with eggs in vitro. ADN, established in 1981, works closely with the French Agricultural Research Institute INRA. Volumes of poultry production are growing around the world. First of all, this is dictated by an increase in demand - the population grows, and the need for food increases. The basis of modern production is the use of modern technology of growing poultry using high-quality resource-saving equipment.

Livestock production is characterized by a wide range of different agricultural systems: extensive (for example, grazing animals for ruminants or feeding for pastures for poultry and pigs), intensive (when thousands of animals are feeding concentrated feed in confined spaces) and numerous intermediate systems between the first two.

In livestock production, it is necessary to increase the efficiency of resource use in order to solve the following tasks: maintaining production systems within key global limit parameters; preservation of ecosystem services upon which agricultural production relies; reduction of soil degradation, biodiversity loss and deficits associated with water use and its quality. Acting as a contributing factor to deforestation, as well as determining the demand for feed, transport and processing infrastructure, the livestock sector directly and indirectly accounts for 14.5% of GHG emissions. At the same time, some livestock systems are among the most vulnerable to climate change (especially in arid zones) and to the spread of new diseases related to environmental factors. These problems are large-scale, but the livestock sector also has great potential for improvement if it is possible to provide opportunities for a wider fruitful exchange of best practice experiences within a particular system and region.

The gross output of products (services) of agriculture, forestry and fisheries in January 2019 in the republic as a whole amounted to 128.8 billion tenge, which is 3.5% higher than January 2018.

Growth in agricultural, forestry and fisheries production in January 2019 due to an increase in the volume of slaughter of livestock and poultry in live weight by 4.5%, milk yield of raw cow milk by 3.3%, increase in the number of chicken eggs produced by 4.5%.

Table 1 - Gross output of products (services) of agriculture, forestry and fisheries in January 2019

million tenge

	Agriculture, forestry and fisheries	in:		
		agriculture	in:	
			crop production	animal breeding
The Republic of Kazakhstan	128 761,1	126 976,5	4 527,4	122 411,8
Akmola	10 601,6	10 325,0	119,3	10 205,4
Aktobe	8 402,0	8 341,9	203,4	8 138,6
Almaty	21 667,1	21 462,6	1 067,2	20 390,1
Atyrau	2 526,5	2 403,9	80,8	2 323,0
West Kazakhstan	3 422,9	3 415,0	9,1	3 404,8
Zhambylskaya	7 446,5	7 339,0	61,2	7 273,6
Karaganda	8 268,6	8 219,8	214,4	8 003,3
Kostanay	8 554,0	8 506,9	1,0	8 505,9
Kyzylorda	3 476,8	3 386,4	8,3	3 377,3
Mangystau	788,2	729,2	32,1	694,8
Turkestan	21 288,2	21 161,3	2 113,0	19 045,7
Pavlodar	7 450,8	7 397,3	229,7	7 167,6
North Kazakhstan	9 579,8	9 429,1	3,2	9 425,9
East Kazakhstan	13 362,2	13 161,0	35,0	13 124,4
Astana	196,7	23,9	14,4	9,5
Almaty city	390,1	341,8	204,0	137,8
Shymkent	1 339,2	1 332,3	131,4	1 184,1

The growth of agricultural production in January 2019 compared with January 2018 was observed in 14 regions of the country.

In Akmola region, the growth of agricultural production is due to an increase in the production of meat of all kinds - by 28.9%, cow's milk - by 3.6% and chicken eggs - by 2.5%. In the West Kazakhstan region, the growth in agricultural output was affected by an increase in the production of meat of all kinds - by 8.6%, chicken eggs - by 3.2% and cow's milk - by 1.9%.

In the Pavlodar region, the growth of agricultural production is due to an increase in the production of meat of all kinds - by 2.6%, cow's milk - by 3.5% and chicken eggs - by 23.6%.

The focus of investment interest in agriculture is increasingly shifting toward livestock, the growth rate of investment in the cultivation of seasonal crops is slowing. For 8 months of this year, 162.4 billion tenge was invested in the development of enterprises and other participants in the agricultural market, or by 7.2% more than in the same period last year.

To improve the effectiveness of state support for industry enterprises, last week the Ministry of Agriculture presented Road maps for the development of priority areas of agriculture and the improvement of government support for the agro-industrial complex.

Road maps were developed in the following main areas of development: seed farming, agrochemistry, production of plant protection products, intensive technical re-equipment of the agro-industrial complex, fodder production (fodder balance), involvement of arable land in turnover, distant sheep breeding, development of a network of distribution centers.

The introduction of digitalization technology can have the following economic effect:

- Reducing the trade margin on food products in the wholesale and retail sector while maintaining product quality.

- The increase in the volume of food consumption in Kazakhstan in physical terms more than doubled with the current level of income of the population.

- A significant increase in labor productivity in the agribusiness sector, a reduction in the cost of production and an increase in the margins of agribusiness.

According to Kazakhstani experts, the positive effect from the introduction of new technologies and, in general, the digitalization of agriculture is tentatively estimated at 40 billion tenge until 2020.

Livestock plays an important economic role in many food systems: it is a source of income, well-being and employment of the population, has a buffer effect in price shocks, increases the value of feed, is a source of organic fertilizers and harness.

Food markets face three challenges:

i) imperfect conditions of competition due to lack of information, barriers to entry into the market and infrastructure constraints;

ii) external influences that are a source of additional costs not covered by manufacturers;

(iii) Market imbalances arising from unsatisfactory government policies, including subsidies and taxes that encourage unsustainable practices.

In particular, agricultural markets are subject to unpredictable forces, such as the weather, and are characterized by a long time interval between investment in production and sales readiness, which forces manufacturers, with no support from social protection systems, to resort to risk avoidance tactics.

International trade opens up opportunities, but also creates new challenges, including increased potential for the spread of disease. It is also accompanied by the growing influence of multinational private actors on investment decisions in agricultural systems. With unequal access to market information and technology, concentrated corporate control over agriculture has also intensified, which undermines competition.

In this general context, different livestock systems are subject to different economic risks and have different capabilities. Determining factors include: degree of integration into international markets and urban distribution systems; degree of dependence on external resources (such as feed); the degree of market concentration both at the stages preceding the livestock production, and in the processes of subsequent processing of livestock products and their sale.

Improving resource efficiency. There is considerable potential for improving the efficiency of resource use through the dissemination and implementation of best practices and technologies in this context and through the use of various approaches (including such as "sustainable intensification", the principle of "maintain and increase", "environmental intensification" and " agroecology "), combined by growing attention to ecosystem services. This will allow in parallel to increase productivity, ensure the conservation and more efficient use of limited resources and reduce GHG emissions.

Resource efficiency can be improved through a variety of technical means, including improved livestock management, rational breed selection, effective health protection and feed utilization, maintaining a closed nutrient cycle, reducing food waste and waste.

• Increased resistance to adverse external influences. Responding to changing risks and shocks — environmental, economic, financial, or related to human and animal health — requires increasing the resilience of livestock systems to adverse external influences. Diversification of production and the integration of farming and animal husbandry at all levels (farm, grassland, community, region) contribute to strengthening resilience to external influences and increasing the efficiency of resource use.

• Improving social justice/responsibility indicators. The failure to protect social justice and cultural integrity creates some of the most widespread and politically sensitive barriers to sustainability. The norms, practices and priorities of social justice / responsibility, land tenure rights and existing traditions all vary between countries and communities and change over time. It is necessary to improve working conditions at all levels of the value chain in food production.

The state should ensure that SAD strategies and plans include an integrated FSM approach promoted by the Committee on World Food Security (CFS) and are in line with the SDGs. States need to more fully incorporate into their SAD strategies the contribution that livestock systems make to achieving FSN. Policies, strategies and programs should take into account the interconnections between different agricultural systems and their dynamic nature. They should, in particular, fully promote the integration of farming and animal husbandry on a scale and through mechanisms that are adapted to the diversity of existing systems. Ensure greater consistency between strategies and programs for sustainable agriculture, food systems, health care, social protection, education and nutrition, and between related agencies, agencies and ministries. Provide financial and technical support to improve animal health and welfare in agricultural development, including capacity building programs.

CONCLUSION

All farm systems should have access to appropriate technologies for sustainable agriculture, taking into account specific circumstances and contexts. In all cases, technological choices must be supported by

a thorough assessment of risk and consequences. The use of information and communication technologies (ICT) in agriculture is becoming increasingly important, especially for introducing innovations that can strengthen positions and open up new opportunities for farmers (including small ones) and for the value chains that support them. The rapidly declining prices of ICTs can make them a more attractive tool for low-income farmers, thereby expanding the spread of such technologies.

Thus, it is necessary to develop innovative approaches with the participation of farmer organizations at various levels and at different scales in order to promote the use of manure as an organic fertilizer and promote the use of agricultural by-products or crop residues and waste as feed, including through technical innovation.

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ҚР АШЫҚ ХАЛЫҚАРАЛЫҚ ЖЕРЛЕРІНІҢ АУЫЛ ШАРУАШЫЛЫҚ КЕШЕНІНІҢ ИННОВАЦИЯЛЫҚ ДАМУ КЕЛЕШЕГІ

Аннотация. Мал шаруашылығы секторы азық-түлік жүйесін дамытуда орталық рөл атқарады. Қазақстандағы ауыл шаруашылығының жаһандық ЖІӨ-нің шамамен үштен біріне жауап беретін оның ерекше динамизмі мен күрделі табиғаты ерекшеленеді. Бұл жануарларға арналған сұраныстың, ауылшаруашылық сауда тізбегіндегі нарықтық шоғырланудың, ауыл шаруашылығы кәсіпорындарының деңгейінде өндірісті күшейтудің, фермерлердің табыстарының, жерді пайдаланудың, сондай-ақ тамақтанудың, адам мен жануарлардың денсаулығының сияқты аспектілеріне әсер етеді. Өнеркәсіп кәсіпорындарын мемлекеттік қолдаудың тиімділігін арттыру мақсатында Ауыл шаруашылық министрлігі ауыл шаруашылығының басым бағыттарын дамыту және Қазақстан Республикасының агроөнеркәсіптік кешенін мемлекеттік қолдауды жетілдіру үшін Жол карталарын ұсынды. Бұл мақалада авторлар осы мақалада егжей-тегжейлі жазылып, бүгінгі күнге дейінгі нәтижелердің өсуі / азаю динамикасын талдайды.

Түйін сөздер: ауыл шаруашылығы, инновациялар, мал шаруашылығы, ауыл шаруашылығы, технологиялар.

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ПЕРСПЕКТИВЫ ИННОВАЦИОННОГО РАЗВИТИЯ СЕЛЬСКОГО ЖИВОТНОВОДЧЕСКОГО КОМПЛЕКСА РК

Аннотация. Сектор животноводства играет центральную роль в развитии продовольственных систем. Он отличается особой динамичностью и комплексным характером, отвечая примерно за одну треть глобального ВВП сельского хозяйства РК. Он оказывает влияние на такие аспекты, как спрос на животные корма, рыночная концентрация в цепях сельскохозяйственного товарооборота, интенсификация производства на уровне сельскохозяйственных предприятий, доход фермеров, землепользование, а также питание и здоровье человека и животных. Для повышения эффективности государственной поддержки предприятий отрасли в Минсельхозе были презентованы Дорожные карты развития приоритетных направлений сельского хозяйства и совершенствование господдержки АПК РК. О которых, авторы пишут более подробно в данной статье, проанализировав в динамике увеличение/уменьшения по результатам на сегодняшний день.

Ключевые слова: сельское хозяйство, инновации, животноводство, агропромышленный комплекс, технологии.

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FEATURES OF PREPARING STUDENTS FOR PROFESSIONAL CERTIFICATION

Abstract. According to the authors, the quality of management in teacher training (long-term and short-term) should undergo a fundamental change. To attract strong candidates to the teaching profession, it is necessary to use marketing and recruiting techniques used in business to find qualified applicants, remove obstacles to entering the teaching profession for applicants with other non-pedagogical experience, and apply effective mechanisms for selecting candidates for teaching the teaching profession. The process of preparing students, today leads society to professional certification, however, the features of this approach have their advantages and disadvantages, as described in detail in this article. The needs of society show that educational programs for training teachers in pedagogical universities should be oriented towards the demand in the school system.

Keywords: certification, profession, students, educational technologies, knowledge, training.

INTRODUCTION

In a rapidly changing open world, the main professional quality of a teacher is the ability to learn. The teacher needs to be able to quickly and flexibly respond to new challenges in the context of systemic changes in the field of education, quickly find vectors for the development of their professional activities in accordance with the requirements of the Professional Standard "Teacher".

The knowledge economy implies new models of education and training. This, in turn, implies the repeated return of people in one form or another to the educational process. This kind of concept is known as “lifelong learning” (Life Long Learning) or continuing education.

MAIN PART

Continuing education has become, perhaps, the greatest impetus for the modern school since its design in the mass factory transmitting knowledge and skills. Indeed, the most important task of the school today is not the formation of a sustainable set of knowledge and skills that will remain with a person until the end of his life, but above all the education of the ability to produce and receive new knowledge throughout life. From this it follows that the teachers themselves must obviously possess the appropriate skill. Finally, due to the rapid renewal of the pedagogical work itself, the content of education, socio-cultural contexts, the ability to acquire new knowledge and competencies becomes necessary for teachers.

This model has long been the basis in many countries of the Organization for Economic Cooperation and Development (OECD), and still is. It is assumed that teacher professionalism grows in a discrete way - from one deficit to another, from one refresher course to another. In developed countries, this has led to the notion of continuous professional development of teachers (Continuous Professional Development - CPD) instead of the previously used “In-service Training and“ on the job training ”. It is really wider than these two representations. This is a fundamentally different approach, because the subject of the training (training, training) is the teacher or trainer, and the subject of professional development is the “developing” one. The role of the advanced training system is thus changing dramatically. Her main task is to create conditions for self-development.

The idea of “Mentoring” - on-the-job consultancy by more experienced colleagues or experts is finding ever wider use in this area. This idea is close to the traditional term “mentoring,” but it implies a more structured joint work to develop professionalism.

The focus is on the "fine-tuning" of trained specialists in the workplace, taking into account the specification of their work activities. This provides for subsequent access to the resources of continuous professional development. Traditionally, most of the training and work on the professional development of teachers took place in universities, special agencies (professional development institutes). Today, it is increasingly practiced in schools, where students observe, assist and teach. This kind of training has both formal and non-formal aspects. Thus, in a number of states in the United States, entire networks of professional development schools have been formed. There is also practiced the association of schools in associations in problem areas. Within these associations, inter-school courses for teachers are organized. Teachers working in public schools must pass special exams, the results of which give them a license for the right to teach, for teachers in private schools this is not necessary. The teacher is obliged to work for some time under the supervision of experienced colleagues and only after that he gets the right to work independently. The teacher can also obtain a national license, valid throughout the United States. The issuance of such documents is the organization of the National Board of Professional Teaching Standards (National Board for Professional Teaching Standards). Holders of such licenses, as a rule, receive higher salaries and benefits. In addition, the license does not work forever: exams have to be retaken regularly, in many states teachers are required to constantly upgrade their skills in order to renew the license. A variety of forms of training future teachers: along with bachelor and post-bachelor training, a whole spectrum of various "bridges to the profession" appears.

The more teachers come from other sectors of the economy, having undergone the necessary training, the more diverse the experience will be available to schoolchildren, the brighter will be the palette of pedagogical techniques and the more will be connected with life around it.

The UK government creates the conditions for improving the system of training and retraining of teachers. It provides loans to provide schools with access to materials posted on the National Education Portal. The idea of the Curriculum Online project ("National Educational Standard - Online") is that teachers get access to various materials on school subjects through the Internet, and this entails the need to train teachers to use ICT tools, and, therefore, to ensure their portable computers for free internet access. Other BBC Digital Curriculum government projects are a new educational resource for self-educators and the Continuing Professional Retraining project, Continuing Professional Development. The CPD project is designed for teachers of any subject, contains all the materials necessary for professional retraining in their subject, taking into account the use of ICT in the learning process.

British scientists argue that the creation of National Educational Networks, like the NGfL, achieves the goals set by the state in the field of informatization of education, if teachers actively use their resources. The system of vocational training of the future teacher in the universities of Kazakhstan will become truly effective if its content and technologies are consistent with the trends that determine the development of the practice of a secondary school and are far ahead of it.

In the competitive selection of applicants in the country, it is proposed to introduce examinations to determine whether they have psychological readiness, pedagogical skills, and motivation to receive the teaching profession. At the same time, it is necessary to determine the mechanisms of interaction between the two structures and their financing.

The activities in which students are involved may vary from the functions of support staff to assistant teachers and teachers. The student's connection with the school helps him to find his place in school life, to get used to the atmosphere in which he will have to work, provides an opportunity to observe children, understand the psychology of their behavior and combine theoretical knowledge with practical skills acquired in school.

Primary one-year postgraduate training (internship) will be one of the forms of vocational training for persons who have mastered educational programs of higher pedagogical education in a number of specialties, and will serve as the basis for their employment in relevant educational institutions. The main task of the internship is to improve the theoretical knowledge and practical skills of graduates of pedagogical universities, increasing their degree of readiness for independent professional activity in their chosen specialty.

In connection with the need to address the burning issue of multilingual education in the country, it is required to significantly expand the training of multilingual education teachers, taking into account:

• "Launching" of working teachers of language subjects to tutors for the preparation of teachers and students for the IELTS, TOEFL exams;

• Mandatory independent assessment of language competencies of graduates of pedagogical universities - KazTest to determine the level of the Kazakh language, IELTS, Placement test to determine the level of knowledge of the English language, etc .;

• Attraction of foreign specialists - native speakers. Advanced Training Systems (SEC) of Intellectual Schools teachers. SEC provides courses within schools, in the country, abroad. The modular training of teachers is conducted in accordance with the needs of the Intellectual Schools (multilingual, integrated programs, criteria-based assessment system, critical thinking, etc.).

Mission of the MTC - Broadcasting the accumulated experience of Nazarbayev Intellectual Schools to Secondary Schools of the Republic of Kazakhstan;

The purpose of the MTC is to improve the qualifications of teachers of Intellectual schools and general education schools of Kazakhstan in accordance with modern approaches of science education.

The objectives of the MTC are:

• coordination of the organization and conduct of short-term refresher courses using various forms of training: mixed ("blended learnin), full-time (face to face), online;

• assessment of the organization and quality of courses

• collection, analysis and synthesis of information on courses for the subsequent adjustment of the organization and conduct of courses;

• securing subsidiaries;

Directions of work of the CMP. The center functions as an integral system with the following directions:

• organizational - preparation of regulatory and regulatory documents, provision and creation of conditions for organizing and conducting courses;

• Coordination - ensuring the organization of activities of all branches of the CMP, including the work of their employees, teachers, coaches, who train and advise teaching staff;

• information and analytical - collection, analysis, compilation and storage of data, as well as the preparation of reports, forecast materials to ensure the quality of services;

• expert - ensuring the effectiveness of the content of educational programs, the training of qualified trainers, lecturers.

Sample subjects of educational programs for teacher training (modules and blocks)

• New pedagogical technologies in education;

• Critical thinking;

• Criteria-based assessment of student achievement;

• Management in secondary education and training on the basis of competences in the conditions of transition to 12-year education.

• The use of ICT (ICT), "e-learning" in teaching;

• Modern technologies of working with gifted children;

• Psychological and pedagogical features of teaching in specific age groups of schoolchildren.

It is planned to reformat the existing system of advanced training of RIPKSO-IPK with the creation of the joint-stock company National Center for Advanced Training of Teachers and the introduction of the management vertical. As a result of the seminars, teachers of secondary schools:

• will increase knowledge in the field of criterial assessment (in 2012 - on critical thinking)

• acquire ICT skills (e-mail, communication on forums, blogs) that they will need to improve the efficiency of the educational process

• improve pedagogical skills and the quality of teaching in schools.

CONCLUSION

The main component of the quality of higher education is the quality of the educational program of SMS, which is a set of normative documents defining the goals, content and methods of implementing the process of training and education. The program was developed on the basis of the state educational standard of higher vocational education of the Republic of Kazakhstan in its specialty, taking into account the exemplary curriculum and exemplary programs of academic disciplines approved by the MES RK.

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ОСОБЕННОСТИ ПОДГОТОВКИ ОБУЧАЮЩИХСЯ К ПРОФЕССИОНАЛЬНОЙ СЕРТИФИКАЦИИ

Аннотация. По мнению авторов, качество менеджмента при профессиональной подготовке учителя (долгосрочного и краткосрочного) должно претерпеть кардинальное изменение. Для привлечения сильных кандидатов к учительской профессии необходимо использовать маркетинговые и рекрутинговые приемы, применяемые в бизнесе для поиска квалифицированных соискателей, устранить препятствия к вступлению в учительскую профессию соискателей с другим, непедагогическим опытом работы, применять эффективные механизмы отбора кандидатов для обучения педагогической профессии. Процесс подготовки обучающихся, на сегодняшний день подводит общество к профессиональной сертификации, однако, особенности такого подхода имеют свои преимущества и недостатки, о чем подробно описано в данной статье. Потребности общества показывают, что образовательные программы профессиональной подготовки учителей в педагогических вузах должны ориентироваться на спрос в системе школьного обучения.

Ключевые слова: сертификация, профессия, обучающиеся, образовательные технологии, знания, подготовка

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БІЛІМ АЛУШЫЛАРДЫ КӘСІБИ СЕРТИФИКАТТАУҒА ДАЙЫНДАУ ЕРЕКШЕЛІКТЕРІ

Аннотация. Авторлардың пікірінше, мұғалімдерді оқытуда (ұзақ мерзімді және қысқа мерзімді) басқару сапасы іргелі өзгерістерге ұшырауы керек. Мұғалім мамандығына мықты кандидаттарды тарту үшін кәсіпкерлікте қолданылатын маркетингтік және рекрутингтік әдістерді білікті үміткерлерді табу, басқа да педагогикалық емес үміткерлерге педагогикалық мамандықтарға кіру үшін кедергілерді жою және педагогикалық мамандықты оқыту үшін кандидаттарды іріктеудің тиімді механизмдерін қолдану қажет. Студенттерді дайындау үдерісі бүгінгі күні қоғамды кәсіби сертификаттауға әкеледі, бірақ осы мақалада егжей-тегжейлі сипатталғандай, осы тәсілдің ерекшеліктері өз артықшылықтары мен кемшіліктері бар. Қоғамның мұқтаждықтары педагогикалық жоғары оқу орындарындағы мұғалімдерді оқытудың білім беру бағдарламалары мектеп жүйесіндегі сұранысқа бағытталуы тиіс екенін көрсетеді.

Түйін сөздер: сертификаттау, мамандық, студенттер, білім беру технологиялары, білім, оқыту.

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ANALYSIS OF THE DEVELOPMENT OF THE WORLD MARKET OF DAIRY PRODUCTS

Abstract. According to researchers, one of the most significant products in the consumer basket is milk and dairy products. The dairy industry is of no small importance in ensuring the food security of the population. The features of the functioning of milk processing enterprises at the present stage are closely connected with the change of strategic guidelines in their activities. The main strategic direction of development of the dairy industry in general and the processing industry in particular is to increase the efficiency of operations.

For the developed market of milk and dairy products in Kazakhstan, the experience of its organization and regulation in economically developed foreign countries. It should be noted that dairy cattle in foreign countries is a specialized industry with well-developed meat cattle breeding.

Keywords: world experience, production, milk, dairy products, processing, efficiency.

INTRODUCTION

Milk production in foreign countries is carried out in mainly on specialized dairy farms. General trend recent years for all economically developed countries is their consolidation and reduction of the number. Especially dramatic reduction in the number of farms occurred in Belgium, Denmark, France, Italy, Spain and Sweden, where in 1995 there were 44-55% less than in 1985 the number of farms was less sharp than in Europe, but the increase in size herds were more significant. On average, the herd has grown from 40 to 62 heads. Currently, dairy farms with a population of 100 animals give 50% of milk produced in the United States. In Canada, over the past 20 years, the number dairy farms decreased by more than 3 times, and the average livestock in per farm reached 49 heads [23]. What is presented in the table one, below?

Table 1 - Forecast balance of milk and dairy products

Years	Developing countries		Industrial countries		Transition countries economy	
	Overall	Production	Overall	Production	Overall	Production
1979-1981	129,5	112,3	207,5	224,9	126,5	127,3
1997-1999	239,1	219,3	225,8	245,8	94,5	96,6
2015	375,8	346,2	240,4	268,5	96,9	100,4
2030	523,1	484,0	250,5	286,3	98,6	103,8

The dynamics of milk production is characterized by long-term growth trend. According to the forecast of production and consumption of dairy products by 2030, an increase of more than 2 times will occur in developing countries.

MAIN PART

The enlargement of dairy farms is accompanied by an increase in productivity. Cows, which is achieved by proper feeding and genetic improvement of livestock. Only in the period from 1997 to 1999,

the yield per cow per year increased in the United States from 7653 to 8043 kg, in Canada from 6464 to 6830, Great Britain - from 6674 to 6565 kg. In recent years, he has compiled France 5627 kg, Finland - 6435, Australia - 4906, New Zealand - 3462 kg [24]. According to the International Dairy Federation (IDF), in 2013 in the world produced 473.2 million tons of cow milk. Largest milk producers are European Union countries (144 million tons), the USA (91 million tons), India (58 million tons), China (35 million tons), Russia (31 million tons) (table 2). These countries provide 2/3 of the total world milk production.

Table 2 - Production of milk in the world

Countries	Milk production, thousand tons			
	2011.	2012.	2013.	2013 y. in % to 2011.
Countries EU	142920	143750	143850	100,7
USA	88978	90824	91444	102,8
India	53500	55500	57500	107,5
China	30700	32600	34500	112,4
Russia	31646	31917	31400	99,2
Brazil	30715	31490	32380	105,3
New Zealand	18965	20567	19678	103,8
Argentina	11470	11679	11796	104,4
Ukraine	10804	11080	11160	103,3
Mexico	11046	11274	11270	101,8

In world milk production, by 2013, there was a trend towards an increase in production from 0.7 in the EU countries to 12.4% in China, while in Russia in the period from 2011 to 2013 milk production decreased by 0.8%. An increase in milk production is also observed in Iran, Indonesia, Argentina and Brazil, which is ensured by an increase in milk yield.

Herds and an increase in the number of cows. In the United States, an increase in the number of livestock has occurred in the past 5 years by 2.4%, or 2.3 million heads. The largest reduction in cattle livestock is observed in Ukraine - 27.9%, or 1.2 million heads. The total volume of milk consumption increases every year by an average of 15 million tons [25]. Currently, about 7 billion people inhabit the planet, and the number of cattle is 1.3 billion heads, that is, on average, there is about one cow for every five people.

Table 3 - the ratio of population and livestock cattle in selected countries

Country	Value	Country	Value	Country	Value
New Zealand	1:2,3	France	3,3:1	Hungary	14,3:1
Ireland	1:1,5	USA	3,3:1	Korea	14,7:1
Australia	1:1,2	Mexico	3,4:1	Indonesia	15,2:1
Argentina	1:1,2	India	3,7:1	Philippines	16,2:1
Sudan	1:1,2	Germany	6,4:1	Greece	18,8:1
Brazil	1:1,1	Russia	7:1	Algeria	21,5:1
Bolivia	1:1	Spain	7,6:1	Japan	29:1

From table 3 it follows that there are countries where the livestock of cows exceeds the number of inhabitants. For example, in New Zealand there are twice as many cows as humans. The largest amount of milk per person produced in New Zealand is 3814 kg. In this country, dairy products mainly go to export is about 13 million tons shipped to other countries. In addition to New Zealand, the most successfully solve the problem of the production of milk-cold countries like Ireland-1390 kg, Australia-526, Belarus-490, France-419 kg, etc. [37, 21]. In order to fully provide the inhabitants of the planet with milk (at the rate of 360 kg of dairy products per person per year, according to the norms of the World Health Organization of the United Nations), it is necessary to produce 2.5 billion tons of milk annually, which is three times more than what is currently produced.

Milk production in the Member States of the Customs Union in 2013. distributed as follows: Russia-31 million tons, Kazakhstan-4.9, Belarus-6.7 million tons, but an analysis of production showed that in per

capita terms, the Republic of Belarus holds the leading position — 704.1 liters of milk per 1 person (in Russia-219.3 liters, in Kazakhstan-299.4 liters).

The Belarusian dairy market is export-oriented: export revenues from the supply of dairy products to the foreign market in 2010 amounted to $ 1.5 billion. USA. Today Belarus is a major participant in the global food market [26].

According to the Food and Agriculture Organization of the United Nations (FAO), the TOP-20 includes Belarus in 10 export positions, and in the main 5 - in the top five of the world's leading food exporters. The export structure of dairy products is as follows: milk and cream, condensed and dry - 37.65% of total exports, cheese and cottage cheese - 23.73, milk and cream not condensed - 15.22, butter - 14.3, other products - 9.09%.

Russia is the strategic external market for Belarusian dairy products. For example, about 92% of all dairy products were exported to Russia, Venezuela, Iran, African countries and the European Union. However, over the past 10 years, exports of dairy products to the CIS countries have increased by 30.5 times, while to non-CIS countries (namely, to Western Europe) decreased almost 10 times. This circumstance is a significant threat to the Belarusian dairy market. Difficulties in expanding the geography of supplies are due to lower quality of raw materials compared to EU countries and lower levels of fat and protein [26].

The rapid economic growth of China’s economy and the high level of demand for dairy products determine the great potential of dairy producers operating in the country. The Chinese government is encouraging the creation of large dairy farms. This influence the grow of self-sufficiency in dairy products, the level of which in 2014 was 86%. Abroad, the Chinese government encourages the expansion of its dairy companies by acquiring foreign and building partnerships.

Chinese industrialists are betting on the diversification of products, the expansion of product lines. The growing demand and the evolution of consumption have predetermined the demand for premium eco-friendly products.

The government creates incentives to invest in dairy farming, the industry is growing from family farms to professionally managed large dairy farms. Importers with whom China signs contracts and is in partnership are meeting the growing demand for dairy products.

In all regions of the world, the requirements for the management of dairy farming are increasing, taking into account the need to protect ecosystems. An increasing number of farmers are switching to farming without the use of fertilizers and pesticides (organic farming) or using them in small quantities (integrated farming). This is due to the growing popularity of whole milk consumption among the population.

According to experts, world consumption of dairy products, including milk, cheese and butter, will increase by 36% by 2024 and reach 710 million tons. The growth in demand for milk in the next decade will be due to population growth and its welfare in countries Asia, Africa and Latin America, which will lead to a shortage of dairy products on world market and, consequently, to the inevitable increase in prices for this type of product. In the camps of Europe and North America, on the contrary, there is a decrease in demand for dairy products, more precisely, for traditional goods.

In the European and North American markets, manufacturers in order to attract the attention of consumers are forced to offer more and more advanced dairy products, with improved nutritional properties, including additional nutritional components [26].

However, growing demand in less developed markets stimulates dairy producers to increase their own production. At the same time, a situation of toughening the struggle for high-quality raw materials (raw milk) with countries - exporters of raw materials.

States with a high demand for dairy products to achieve a level of product self-sufficiency invest in the development of production, improve the assortment policy and enter into contracts for the supply of quality raw materials.

Unfortunately, in Kazakhstan, the level of technical equipment and the scale of production of compound feed products allows us to serve the needs of small farms. The division into feed mills and feed houses depends not on the production volumes, but on the quality characteristics of the finished product. In addition, feed mills are placed in separate production areas.

In medium-sized farms, as a rule, outdated equipment is installed on the territory, which is often not even allocated as a specialized feed processing facility. The production conditions are low-tech; therefore, a significant part of the products in this segment is defined as “feed mixtures”.

Thus, the fodder production system in the Akmola region has a number of significant problems that hinder the growth of the efficiency of the dairy business in general. These include:

1. Small-scale production, the consequence of which is the underdevelopment of industrial feed production and their high cost.

2. The gap in agrarian science and feed production, insufficient funding for research, poor adaptation to the real needs of animal husbandry, the need for staff development.

3. Decrease in the quality of hay feed due to the violation of harvesting technology. The composition and quality of purchased feeds do not actually correspond to the required recipe for each gender and age group and does not provide the planned milk yield.

4. Industrial production of mixed feed and feed preparation system are practically absent at the enterprises.

5. The existing technical and technological support of small workshops does not contribute to the provision of high-quality production processes in feed preparation, which leads to high specific production costs.

6. Reconstruction of feed houses should be accompanied by significant changes in production capacity, which is often not technically acceptable. Thus, in the preparation of rations, rationing is carried out for 25 nutrients, and on a dairy farm, it is necessary to have at the same time mixed feed prepared according to eight different recipes. Having such an assortment when imported from the outside is almost impossible.

In dairy cattle breeding, there are opportunities to reduce production costs through the introduction of innovative resource-saving technologies in feed production. It is advisable to invest in the improvement of technological processes that will allow producers to reduce unit production costs, improve the quality of milk, and thereby ensure the growth of profitability. The most important direction for improving the quality of feed for dairy cattle is the construction of new ones, as well as the reconstruction and modernization of existing feed mills and workshops.

In order to produce competitive products, processors must purchase raw materials at a cheaper price. However, the cost of raw milk from manufacturers, given the high cost of feed is much higher.

As a result, there is a vicious circle: raw milk producers cannot sell their products at a reasonable price, and milk processors cannot buy raw milk at a price that suits them. At the same time, many enterprises that were focused on the production of butter, cheese, and powdered milk due to the high cost of production and the lack of a sales market are forced to reduce their production, or even to stop production of these types of dairy products altogether, repurposing production to quickly pay back and more cost-effective types.

At the same time, since butter and cheeses are in great demand among the population and should be present in the daily diet, consumers buy imported cheaper products, which adversely affect not only the work of the dairy industry, but also the whole economy of the country. Therefore, only in 2012, the import of dairy products amounted to about 400 million US dollars. These financial resources could be directed to the development of domestic milk processing enterprises.

To solve this problem, a mechanism for guaranteeing the purchase price is envisaged, which involves subsidizing the difference between the price at which agricultural producers can profitably sell the produced dairy raw materials, and the price at which processors can profitably buy it. The main condition for subsidizing costs is that the purchased milk should be directed to the products of deep milk processing, for which there is a high share of imports - butter, dried milk and cheese.

CONCLUSION

Provision of state support to processing enterprises will allow increasing the production of competitive dairy products by 15%, which in turn will reduce the dependence on imports of products for the deep processing of milk.

Mechanisms of subsidizing the costs of milk processing enterprises for the purchase of raw materials for the production of powdered milk, butter and cheese. To increase the supply of domestic raw materials, a mechanism for guaranteeing the purchase price is foreseen, which involves subsidizing the difference between the price at which agricultural producers can profitably sell the produced dairy raw materials, and

the price at which processors can profitably buy it. The implementation of this measure from the republican budget provides 44,400,000 thousand tenge until 2020.

In addition, the increase in the production of affordable milk powder will solve the problem of a shortage of raw milk for processing companies in the winter period.

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ДӘСТҮРЛІ ӨНІМДЕРДІҢ ӘЛЕМ НАРЫҒЫН ДАМУЫН ТАЛДАУ

Аннотация. Зерттеушілердің айтуынша, тұтыну қоржынындағы маңызды өнімдердің бірі - сүт және сүт өнімдері. Халықтың азық-түлік қауіпсіздігін қамтамасыз етуде сүт өнеркәсібі маңызды емес. Қазіргі кезеңдегі сүтті қайта өңдеу кәсіпорындарының жұмыс істеу ерекшеліктері олардың қызметіндегі стратегиялық бағыттардың өзгеруімен тығыз байланысты. Жалпы сүт өнеркәсібінің және өңдеу өнеркәсібінің дамуының негізгі стратегиялық бағыты - операциялардың тиімділігін арттыру.

Қазақстандағы сүт және сүт өнімдерінің дамыған нарығы үшін, оны ұйымдастыру тәжірибесі және экономикалық дамыған шет елдерде реттеу. Айта кету керек, шет елдерде сүт малы жақсы дамыған еті бар мамандандырылған өндіріс мал шаруашылығы.

Ключевые слова: әлемдік тәжірибе, өндіріс, сүт, сүт өнімдері, өңдеу, тиімділік.

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АНАЛИЗ РАЗВИТИЯ МИРОВОГО РЫНКА МОЛОЧНОЙ ПРОДУКЦИИ

Аннотация. По мнению исследователей одним из значимых продуктов в потребительской корзине является молоко и молочная продукция. Молочная отрасль имеет немаловажное значение в обеспечении продовольственной безопасности населения. Особенности функционирования молокоперерабатывающих предприятий на современном этапе тесно связаны с изменением стратегических ориентиров в их деятельности. Основным стратегическим направлением развития молочной промышленности в целом и отрасли переработки в частности является повышение эффективности деятельности.

Для формирующегося в Казахстане развитого рынка молока и молочной продукции большой интерес представляет опыт его организации и регулирования в экономически развитых зарубежных странах . Следует отметить, что молочное скотоводство в зарубежных странах является специализированной отраслью при хорошо развитом мясном скотоводстве.

Ключевые слова: мировой опыт, производство, молоко, молочная продукция, переработка, эффектив-ность.

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MODERN CONDITION OF INFORMATION PROCESSING AND MANAGEMENT SYSTEM IN KAZAKHSTAN

Abstract. Any information processing system can be described in a predetermined language, and it will be most effective for solving problems that are focused on mechanisms built based on this language.

Procedural languages use control devices and arithmetic devices that strictly execute the program presented in this language as operating mechanisms.

Informational resources in modern society play no less, and often a greater role than the material ones. Knowing whom, when and where to sell a product can be valued no less than the actual product. In this regard, a large role is given to information processing methods. There are more and more advanced computers, new, convenient programs, and modern ways of storing, transmitting and protecting information.

Keywords: processing system, information resources, software telecommunications, computer.

INTRODUCTION

The unity of the laws of information processing in the systems of various types of nature (physical, economic, biological, etc.) is the fundamental basis of the theory of information processes, which determines its general validity and specificity. The object of the study of this theory is information - the concept is largely abstracted, existing "by itself" without regard to the specific field of knowledge in which it is used.

From the standpoint of the market, information has long become a commodity, and this circumstance requires intensive development of the practice, industry and the theory of the computerization of society. Computer as an information medium not only made it possible to make a qualitative leap in the organization of industry, science and the market, but he identified new self-valuable areas of production: computers, telecommunications, software products.

As we see in Figure 1, over 68% of the population of Kazakhstan has the skills to use a personal computer, smartphone, tablet, laptop; standard programs; services and services through the Internet. The largest number of users in Almaty.

The tendencies of the computerization of society are associated with the emergence of new professions connected with computer technology and various categories of computer users. If in the 60s and 70s computer specialists dominated this area (software engineers and programmers) creating new computing facilities and new application packages, today the computer user's category is actively expanding - representatives of the most diverse areas of knowledge that are not specialists. On computers in the narrow sense, but who can use them to solve their specific tasks.

The computer user must know the general principles of the organization of information processes in the computer environment, be able to choose the necessary information systems and technical means and quickly master them in relation to their subject area.

Ia services and services through the Internet for 2018.

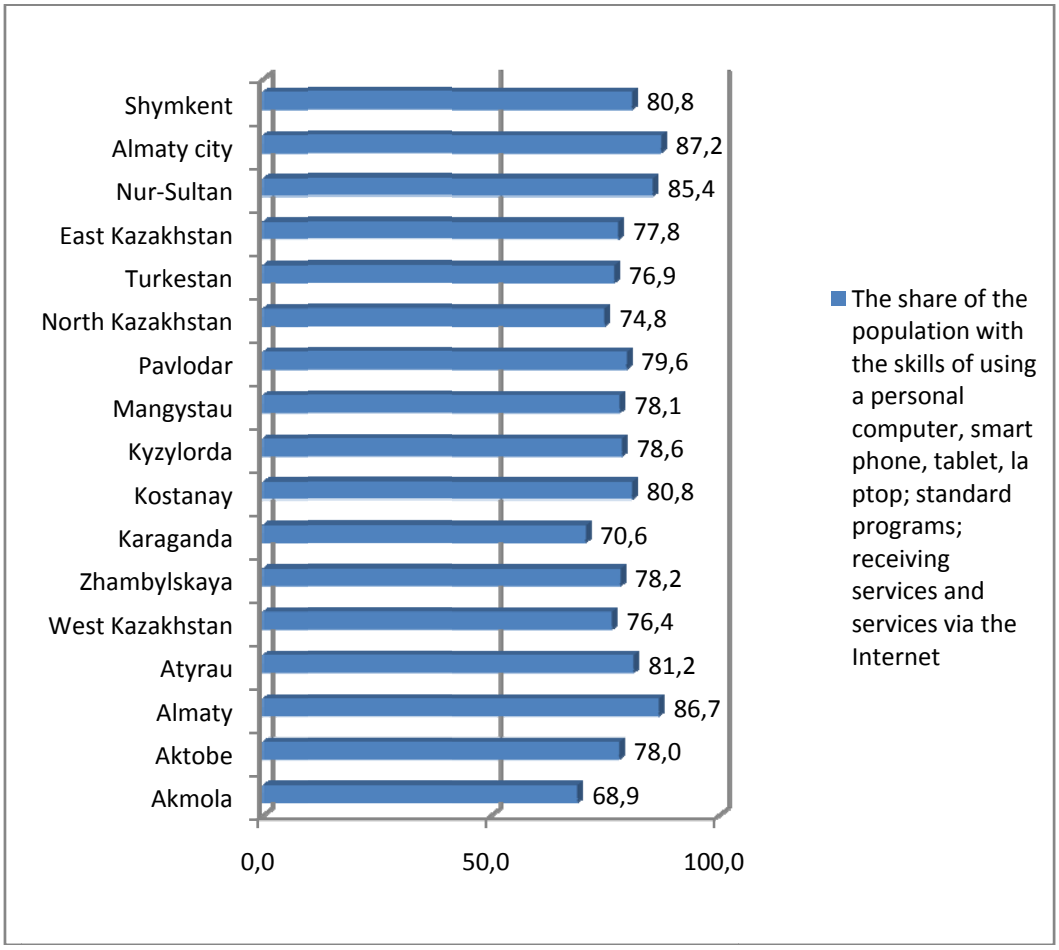

Figure 1 - The share of the population in the Republic of Kazakhstan with the skills to use a personal computer, smartphone, tablet, laptop; standard programs; receiving services and services via the Internet for 2018.

MAIN PART

The use of a parallel-sequential information processing system allows, if necessary, an increase in system performance not to acquire a new, faster computer instead of an old one, but to purchase additional modules for installation into the existing system architecture. This property characterizes the modularity of the system structure.

Secondary losses of operational time can also occur with perfect control, instantly detecting any failures, if the failure causes destruction or damage to the already processed product. Such consequences are caused in information processing systems by loss of information reliability caused by an error detected but not localized by means of control, distortion of the program of calculations with possible distortion of a numeric array, and in production systems an irreparable defect in the product at one of the successive stages of its manufacture. To reduce the amount of depreciated work, the task is performed in stages. This allows you to restore the state of all units and devices of the systems at certain intermediate points in the operation process. In this case, the refusal devalues only the results of the current stage of the assignment.

In a system with a flexible structure, the organization of interaction between channels is of great importance, in which some channels could assume some or all of the others. Depending on the degree of interchangeability, one can distinguish systems with brigade, group and individual tasks. The system with the brigade task ensures complete interchangeability of channels. Any channel at any time can assume the execution of a part of a task intended for another channel. There is no interchangeability in the system with individual tasks. Systems with group tasks occupy an intermediate position. In them, interchangeability is ensured only within a certain group of channels. The groups themselves work

autonomously. In information processing systems, a brigade way of performing a task takes place if a single storage device is installed at the system input that is accessible to all channels. If there are several input drives available to one or a group of channels, the tasks can only be individual or group.

In material systems, data warehouses are depicted where objects are waiting to be processed, for example, in a queue. In data warehouse information processing systems, they are the mechanism that allows data to be stored for subsequent processes.

The problems of creating intelligent automated information processing and control systems are interdisciplinary, located at the intersection of management theory and artificial intelligence (AI) and are generated by active and numerous studies in the following main areas:

1) Development of systems based on knowledge;
2) The development of natural language interfaces and machine translation;
3) Speech generation and recognition;
4) Pattern recognition;
5) Processing of audio-visual information;
6) Training and self-study;
7) Games and machine creativity;
8) Multimedia textbooks;
9) Software systems AI;
10) Intelligent robotic systems;
12) New computer architectures.

The solution of specific problems of creating intellectual ASOIU is extremely complicated by the fact that they are described by quantitative and qualitative signs with the latter predominating and under conditions of incomplete information about the object of research and / or management and the external environment.

The development of a system of mathematical models is common for each specific task of creating intellectual ASOIUs. Therefore, below we consider the essence of the proposed method on the example of solving the problem of identification for dynamic intelligent ASOIU [5]. Identification problems in a broad sense are solved.

The task of identifying a system, or simply identifying, is to construct the mathematical model of this system that is optimal in the sense of given quality criteria, taking into account the randomness of observations, based on measurements of input and output variables, that is, the construction of a formalized mathematical representation of the system. Identification tasks can be distinguished in a narrow and broad sense. In the narrow sense, the task of identification consists in estimating the parameters and the state of the system from the results of observations of the input and output variables. At the same time, the structure of the system is known and the class of models to which this system belongs is specified. Identification in a broad sense solves such problems as choosing the structure of the system and specifying the class of models, evaluating the degree of stationarity and linearity of the system, choosing informative variables, etc.

In modern conditions [6], the theory of identification develops because of taking into account the human factor in normative (prescriptive) models of identification and recognition of the crucial role of informal actions of a decision maker (DM) in the identification process. In order for the decision maker to successfully solve applied problems in an environment of severe restrictions on the time to search for an acceptable solution, he needs informational support at all stages of identification. In [6], it is proposed to discuss problems of identification in the framework of a two-stage model of solving an applied problem of control theory: at the first stage, an adequate formulation (model) of an applied problem is developed, and at the second stage, an applied problem is solved with a known adequate formulation. The overwhelming majority of known methods of identification of systems that form the basis of the classical theory of identification can provide informational support to decision makers at the second stage of solving an applied problem. At the first stage of solving an applied problem, a different situation is observed.

1. Information processing
2. Formal languages
3. Heuristics
4. Methods of system analysis

5. Memory
Training
7. Optimization
8. Dynamic feedback
9. Dynamics
10. Coordination

Basic scientific theory of the development of intellectual ASOIU

Methods and tools developed based on the classical theory of identification are only auxiliary for the decision maker, an adequate formulation of the solved applied problem is constructed (developed), as a rule, only based on the intuition and life experience of the decision maker and is an informal iterative process. In [5] it is proposed to formalize the intuition and life experience of decision makers by creating complex identification systems based on the use of integrated models. Integrated models and identification systems consisting of consistent component models allow displaying the integral, system properties of real objects and significantly improve the quality of decision-making procedures. An important component of an integrated system is formalized models that take into account additional a priori information, accumulated experience and knowledge of decision makers. Integrated models and identification systems provide a solution to actual problems [5]: the creation of effective procedures for recording heterogeneous additional a priori information; ensuring the sustainability of the solution; improving the accuracy of identification algorithms with a small amount of input data; formalization and accounting of accumulated experience and knowledge; creation of a system of consistency of initial, additional a priori data, accumulated experience and knowledge; optimization of solutions to applied problems. The practical implementation of the proposed way of solving the problems of creating intellectual ASOIU in the conditions of modern Russia is significantly complicated by known economic problems. The department of automated control systems TUSUR has accumulated experience in successfully solving such problems. This experience is described in the article [7] and is based on the following basic principles of organizing the joint work of experienced researchers (professors and associate professors), graduate students and students:

1) Conducting educational research and research work of complex, joint teams;
2) The use of a small staff of researchers (students);
3) Analytical review of the problem;
4) Consistent implementation of development stages;
5) High level;
6) Objective monitoring of the progress of work;
7) Perspective of the task;
8) Material support.

CONCLUSION

Modern information processing systems (SOI) perform the conversion of large data arrays. The terms information and information are synonymous with wetly data. As the experience of the development and operation of the PIO has shown the methods of data storage and processing have a decisive influence on the performance of the system as a whole, its practical efficiency.

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ҚАЗАҚСТАНДА АҚПАРАТТЫ ЖӘНЕ БАСҚАРУ ЖҮЙЕСІНІҢ ҚАЗІРГІ ЖАҒДАЙЫ

Аннотация. Кез келген ақпаратты өңдеу жүйесі алдын ала анықталған тілде сипатталуы мүмкін және ол осы тіл негізінде құрылған тетіктерге бағытталған проблемаларды шешу үшін ең тиімді болады.

Процедуралық тілдер қолданыстағы тетіктер ретінде осы тілде ұсынылған бағдарламаны қатаң орындаған басқару құрылғылары мен арифметикалық құрылғыларды қолданады.

Қазіргі заманғы қоғамдағы ақпараттық ресурстар кем емес, көбінесе материалдық қарағанда үлкен рөл атқарады. Өнімді кімге, қашан және қайда сатуға болатынын білу нақты өнімнен кем емес болуы мүмкін. Осыған байланысты ақпаратты өңдеу әдістеріне үлкен мән беріледі. Көптеген алдыңғы қатарлы компьютерлер, жаңа, ыңғайлы бағдарламалар, ақпаратты сақтаудың, таратудың және қорғаудың қазіргі заманғы тәсілдері бар.

Түйін сөздер: өңдеу жүйелері, ақпараттық ресурстар, бағдарламалық қамтамасыздандырудың телекоммуникациялық өнімдері, компьютер.

УДК 004.43

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СОВРЕМЕННОЕ СОСТОЯНИЕ СИСТЕМЫ ОБРАБОТКИ ИНФОРМАЦИИ И УПРАВЛЕНИЯ В КАЗАХСТАНЕ

Аннотация. Любую систему обработки информации можно описать заранее определённым языком, и она будет наиболее эффективна для решения задач, которые ориентированы на механизмы, построенные на базисе этого языка.

Языки процедурного типа в качестве операционных механизмов используют устройства управления и арифметические устройства, жёстко исполняющие представленную на этом языке программу.

Информационные ресурсы в современном обществе играют не меньшую, а нередко и большую роль, чем ресурсы материальные. Знания, кому, когда и где продать товар, может цениться не меньше, чем собственно товар. В связи с этим большая роль отводиться и способам обработки информации. Появляются всё более и более совершенные компьютеры, новые, удобные программы, современные способы хранения, передачи и защиты информации.

Ключевые слова: система обработки, информационные ресурсы, программные продукты телекоммуникации, компьютер.

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ПАМЯТИ ИЗВЕСТНОГО УЧЕНОГО-ЭКОНОМИСТА КЕНЖЕГУЗИНА МАРАТА БАЛГУЖЕВИЧА

30 мая 2019 года исполняется 80 лет со дня рождения известного казахстанского ученого-экономиста, доктора экономических наук, профессора, академика Международной академии Евразии и Международной академии информатизации, лауреата премии им. Чокана Валиханова Кенжегузина Марата Балгужевича. Юбилей исследователя отмечается без него уже 13 лет: его земной путь завершился в 2006 г.

Юбилей Марата Балгужевича отмечается международной научно-практической конференцией, собирающей широкий круг учёных. Такая практика позволяет ещё раз акцентировать внимание на наиболее проблемных аспектах научных изысканий, подвести определённые итоги в разрешении научных вопросов, возможно, даже переосмыслить отдельные научные задачи и выводы в свете новых достижений и определиться с новыми направлениями исследований. Нынешняя конференция уже вторая, посвящённая М.Б. Кенжегузину, первая была проведена в 2014 г.

Творческая деятельность Марата Балгужевича отличается широким научным кругозором, глубиной теоретических разработок, высокой научной и практической ценностью. Его труды были направлены на осуществление экономических реформ в стране, на эффективную интеграцию экономики Казахстана в мировую экономическую систему, что способствовало формированию нового экономического мышления.

Начало становления Марата Балгужевича как учёного во многом сходно с путём многих представителей казахской интеллигенции совет- ского периода. Выходец из села Благовещенка Джамбулского района Северо-Казахстанской области, в 1957 году окончил школу с золотой медалью. Самостоятельно поступив в Московский институт народного хозяйства имени Г. В. Плеханова, в 1962 году он с отличием окончил его и продолжил учебу в аспирантуре на кафедре «Экономическая кибернетика».

О Марате Балгужевиче можно вспоминать в различных его проявлениях – как ученого, руководителя, просто человека. Как руководитель Института экономики М.Б. Кенжегузин сформировал коллектив высококвалифицированных специалистов, создал издательский центр и

собственную научную библиотеку Института, впервые среди НИИ НАН обеспечил доступ в интернет.

Будучи опытным руководителем, вдумчивым и весьма ответственным человеком, М.Б. Кенжегузин актуализировал тематику НИР и усовершенствовал структуру Института, повысил качество научных исследований и востребованность их результатов. Упорный каждодневный труд и необыкновенная требовательность позволили ему за короткое время поднять работу коллектива на новую высоту, отвечающую требованиям времени. Усилились координация и сотрудничество Института не только с научными и учебными центрами республики, но и с Аппаратом Президента РК, Аппаратом Правительства, министерствами, ведомствами и регионами. Год от года стало увеличиваться количество подготовленных и переданных для практического использования научных разработок, предложений и рекомендаций. Во многом этому способствовал и личный пример Марата Балгужевича, который сам неоднократно представлял в Правительство РК, лично Президенту РК, Парламенту РК, Аппарату Президента РК свои персональные докладные записки и предложения по животрепещущим проблемам национальной экономики.

М.Б. Кенжегузин обладал мощным интеллектуальным и творческим потенциалом, который неустанно пополнял и расширял. Это позволяло ему быть в курсе мировых тенденций в развитии экономической науки и определять приоритетные направления исследований Института, публиковать труды, пользующиеся большой популярностью и востребованностью у научной общественности. М.Б. Кенжегузиным было опубликовано около 400 научных трудов, в которых он являлся автором, соавтором и руководителем авторского коллектива.

Успехи М.Б. Кенжегузина на посту директора Института экономики свидетельствуют о его выдающихся организаторских и управленческих способностях, о том, что как руководитель Марат Балгужевич имел весьма значимые успехи. Он настойчиво и последовательно поднимал самые насущные вопросы функционирования и развития Института экономики, в том числе и через бюджетное финансирование его научных программ, и добивался их решения. По его инициативе и при непосредственном участии был открыт филиал Института экономики в городе Астане, ставший в настоящее время научным центром по исследованию экономических проблем, с которым сотрудничают многие ведущие ученые нашей столицы.

Возглавляемый Кенжегузиным научный коллектив всегда отличался новаторским подходом, проводил много научных конференций и симпозиумов, в том числе и с участием известных международных ученых. Сам Марат Балгужевич являлся академиком Международной экономической академии Евразии, лауреатом премии им. Чокана Валиханова. За заслуги в развитии отечественной науки он был удостоен ордена «Құрмет», многих академических наград и премий.

Марат Балгужевич всегда был настроен на максимально высокий уровень исследований своих учеников и настаивал на том, чтобы они позитивно и конструктивно воспринимали критику, высказываемую на обсуждениях диссертаций. Такой конструктивный подход, поднимающий качество научных исследований, шел на пользу и соискателям, и диссертациям, выходящим из докторского совета Института экономики, который заслужил очень высокую репутацию в научных кругах Казахстана и ближнего зарубежья.

Впрочем, не менее высокой оставалась при Кенжегузине и репутация собственно Института экономики, закрепившего за собой в период его директорства нишу ведущего исследовательского центра экономического профиля. Марат Балгужевич добился наделения Института функцией координирования всех научных исследований экономического профиля, выполняемых под эгидой Министерства образования и науки. Институт также заметно расширил и укрепил связи с самыми разными структурами, заинтересованными в сотрудничестве с учеными-экономистами, – органами государственного управления, получавшими десятки научно-аналитических докладов в год; бизнесом; отечественными исследовательскими институтами и вузами; ведущими зарубежными научными центрами и даже посольствами ряда стран в Казахстане.

М.Б. Кенжегузин вошел в когорту известных ученых-экономистов и организаторов науки не только нашей республики, но и СНГ и дальнего зарубежья. По приглашениям международных организаций он представлял республику в Англии, Франции, КНР, Италии, странах Центральной и Восточной Европы, Польше, Малайзии, в Японии (по приглашению Правительства этой страны в

рамках программы «Opinion Leader») и др. После себя Марат Балгужевич оставил большую научную школу: им подготовлены 22 доктора и 45 кандидатов экономических наук.

Следует отметить, что научные разработки М.Б. Кенжегузина по реализации экономической политики государства на разных этапах экономического развития страны имели большое значение для социально-экономического развития республики. К примеру, М.Б. Кенжегузин один из первых среди ученых-экономистов поднял вопрос о введении национальной валюты в стране, а после ее ввода – незамедлительно разработал меры по ее укреплению и поддержке.

Большое внимание уделялось им проблеме формирования интегрированной, модернизированной системы национальных производительных сил, способных обеспечить экономический рост страны и ее независимость. Этой проблеме посвящен ряд научных работ, среди которых: «Формирование и развитие национальных производительных сил (концептуальные положения)», «Факторы формирования и развития национальных производительных сил», «Проблемы и особенности формирования национальных производительных сил Казахстана в условиях экономической интеграции стран Центральной Азии» и др. В них научно обоснованы основные факторы развития национальных производительных сил, определены главные направления и стратегия развития.

Существенен вклад М.Б. Кенжегузина в разработку методологических основ формирования и реализации региональной политики. Под его руководством и личном участии была разработана Концепция региональной политики Республики Казахстан, утвержденная Правительством. По этой проблематике им опубликован ряд научных работ, среди которых: «Региональные особенности реформирования экономики Республики Казахстан», «Региональная политика может и должна сочетаться с принципами международной интеграции», «Концепция региональной политики Республики Казахстан» (проект), «Концептуальные основы реализации региональной политики Республики Казахстан» и другие. Этим же проблемам была посвящена организованная Институтом экономики НАН РК под руководством М.Б.Кенжегузина совместно с отделом территориального развития Аппарата Правительства РК и Аппаратом Акима Павлодарской области республиканская научно-практическая конференция «Региональная политика РК: формирование, механизм реализации» в г.Павлодаре в ноябре 1995 г.

Следует отметить большую работу Марата Балгужевича в программе «Культурное наследие», где он был руководителем секции экономической науки. При его жизни вышли в свет 9 из 10-ти запланированных томов книги «Экономика.Әлемдік классика» – первого издания классики мировой экономической мысли на казахском языке, где он был главным редактором и руководителем. Кроме того, он был членом редколлегий целого ряда научных журналов.

За долголетнюю и плодотворную деятельность М.Б.Кенжегузин неоднократно награждался Почетными грамотами Коллегии Министерства науки-Академии наук РК. За достигнутые успехи в области науки награжден Знаком «За заслуги в развитии науки Республики Казахстан» (2002 г.), Дипломом и Орденом отличия Кембриджского Международного биографического центра за заслуги в развитии теории и практики экономических реформ (2004 г.), Орденом «Құрмет» (2005 г.), Лауреат премии им. Ч. Валиханова (2007 г.), юбилейной медалью «10 лет Парламенту Республики Казахстан» (январь 2006 г.),

Сочетая большую и ответственную научную работу с общественной и педагогической, неся с честью эти большие нагрузки, М.Б.Кенжегузин оставался очень простым и скромным человеком, хорошим товарищем. Полный замыслов и планов, он рано ушел из жизни.

Светлая память о Кенжегузине Марате Балгужевиче навсегда сохранится в сердцах его друзей, соратников, коллег и учеников.

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