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«Washington Consensus» – Financial Model of Market Reforms in Kazakhstan

Abstract. Main setups and principles of the relief program for developing countries (countries of Southeast Europe, Latin America and CIS) called «Washington consensus» are given. The process of transition engineering in the countries in transition is described. Realization of several plights of Washington consensus in Kazakhstan and countries of Southeast Europe in view of national peculiarities, conditions and specifics of its economy are considered. Constructive criticism of Washington consensus and concrete suggestions on further improvement of economic policy of Kazakhstan are given in the article.
Key words: relief program, liberalization, privatization, monetary restriction, selective social protection, effective owner. feature of any culture.

Introduction

The problem of the interaction of the financial and the real sectors of the economy during the previous to market relations period of plan economy was solved with the help of accumulating (up and running mechanism of sales tax, income tax and others) and distributing financial resources through the state budget according to the center's priorities. With the liquidation of direct planning, its mechanisms should have been substituted by decentralized market institutions of financing in the form of private financial establishments. Unfortunately, such replacement didn't take place.

Reformers of the country, acting within the framework of program of market transformations, which was worked out for Kazakhstan in entrails of international monetary organizations, believed that the main task of the first stage of transformations was the launch of market mechanism with the help of price liberalization and founding institutes of private ownership. Creation of other market institutes had been recognized as an automatic consequence of privatization and liberalization processes. Such reform strategy was effective only at the launch of turnover mechanism.

Methods

Disharmony is evident between the legal segment of the economic system and the actual forms and manners of economic activity. This is indicated by the current state of economy and the business results of economic agents. The origin of the so disharmonized normative and factual economic system is manifold but can be formulated, in its broadest, as a slow and not an overall enough implementation of legal solutions and advocacies for radical change. Through the analysis of the causes of hesitation, delay and even inefficiency in carrying out a thorough reconstruction of the economic system, attention is paid to the inherited, as well as newly-constituted, system of motivation that guides the economic behaviour of individuals and various interest groups in state-owned enterprises awaiting the necessary and fast-approaching privatization.

Main body

Transition engineering in the countries in transition

The essence of the transition process is rather controversial, as well as the perception of transition. The dilemma is whether the process is seen as meeting the

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requirements of so-called Washington consensus and a fundamental change of society and spontaneous (i.e. unconstrained) acceptance of modern society norms, based on external receipts. In other words, it would be ideal that the transition follows a comprehensive transformation of society and the relationship that a state has towards its surroundings.

Like any other ideal, this one is also aspired to, but it can never be accomplished completely. Imperfect as it is, the real state of affairs should be as close as possible to the ideal. In this context, the combination of constructivism and spontaneity is fully emphasized. The first component implies the task and responsibility of transition policy makers, while the second is a result of altered formal rules and the willingness of the majority of population to change the perception of life in the community of countries and sharing the same values [1]. This is so-called social genotype, including the willingness of people to change.

The change of institutions and consciousness should simultaneously follow the transition. Is this feasible, and if it is, in what timeframe? The answers to this important question are in the inventiveness of elected representatives in creation the own path in the development of states or to improve ready-made recipes that rely on ideas of Washington consensus.

Having in mind the experience of some countries in the existing processes, the population shows the lack of desire to change, even if the government is ready to meet the goal of a comprehensive society change. Deficit or absence of one of the two factors, which influence the fundamental reconstruction of society, gives only partial solutions. Then, as a rule, the form, not the substance of the transition process, is fulfilled.

After many years of the former socialist countries' transition, one can derive conclusions regarding the content and effects of the process. Volume of the changes varies from country to country. The results of the procedures, which have been undertaken so far, also vary. These differences in the transition engineering and the effects of the changes suggest that the fundamental reconstruction of the economy and society implies deep political and economic transformation. Insight into the current results of transition in many countries shows that significant reform activities have been undertaken, but there is still no fundamental reconstruction of the economy and society.

Clear definition of objectives, means and actors in the process of economic and social change is an important prerequisite for successful transition. In addition, the implementation of changes must be adjusted to market economies and democratic society. To achieve the objectives, it was necessary to change the institutional framework, and in certain segments, the construction of new institutions and constitution of new code of conduct [2].

The differences in the performance of transition process in some countries is not easy to explain due to the simultaneous effects that economic and non-economic, external and internal factors have on the course and content of the process.

The main sources of normative economic theory applying to the developing countries and countries with the economy in transition were the international economic organizations, and the International Monetary Fund and World Bank at first. And, if World Bank mainly influenced the recipients of its loans not by official conditions, but by pressing persuasion, then the allowance of credit accompanied by macroeconomic, and for extended credits – by structural conditions [3].

The point of view according to the reforming of the economies of developing countries (of Latin America, at first) had formed in 1980s, which was later applied also to countries in transition. Such point of view, following John Williamson's example, was called Washington Consensus (WC), IMF, World Bank, and USA Ministry of Finance, which also took active part in development programs of help to Latin American countries. These are situated in the Capital of the United States of America [4].

If, relatively they multiply and with different amounts of features described in literature of the three main parts of WC, there are no questions: it's a microeconomic liberalization, macroeconomic stabilization and privatization, then the issue about its sources hadn't been taken seriously. The well-known Polish economist and statesman Grzegorz Kolodko had expressed the essence of the Washington Consensus in following: «Liberalize everything, that you can, privatize quickly, as it's possible, follow the strict fiscal and monetary policy.» (Transition. 1998. Vol. 9. N3. June).

Moreover, recommendations of WC contained: liberalization of direct foreign investments, security of property rights, currency rates unification and market mechanism of their adjustment, decrease of state costs and their direction into education, healthcare and infrastructure, tax reforms (tax base extension, reduction of marginal rates and degree of tax progression), selective social policy, and growth of labor market flexibility (decrease of its state regulation) [5].

As for the ratio of components, we should note that in Latin America countries, the most important factor was macro stabilization, liberalization and privatization [6]. For countries of Central and

Eastern Europe, the opposite was true. The main objective was the institutional reconstruction of the economy, covering state and private organizations and formal and informal regulations of the economic activity. Mechanical duplication of the WC accents in principally different conditions had become later the main arguments of the reformers and their western advisors.

To achieve the goal of transition, one must take into account all the parameters relevant to the process. After reviewing the existing conditions, the change of the institutional framework and, in certain segments, new institution building, are initiated. The process should imply initial broad understanding of institutions as a set of formal and informal rules that determine the social relations through which regularities in the interactions of individuals and social groups are exhibited.

The creators of this process are given a most complex assignment to designate its course and content. Building market infrastructure takes time and cannot be but in specific segments established by decree. In addition, building up an integrated market implies creation of a favourable social and economic setting. The accomplishment of necessary changes in the economic, legal, and institutional environment must be a consciously channeled process. This process, similarly to the entire process of transition, is a combination of both spontaneous and planned steering that, depending on the phase of transition, is dominated by one course or the other

On the basis of the experience from the years of transition in some countries, it has become evident that the institutions, from local governments to highest state bodies, have not yet undergone essential internal reform. In such conditions, the institutions very often do not represent the interests of economic agents and customers. It is only a radical change in the mechanisms of authority and governance that can reduce or eliminate the once generated robust, inert, and corruption-inclined system of administration and bureaucracy. The insufficient dispersion of authorization has for decades contributed to the accumulation of power in the hands of a small number of influential centers. In addition, there are external influences also of a small number of financial organizations like the IMF and World Bank, which channel the key internal reforms. Among the countries in transition, such as Poland and Slovenia, there are examples of rejection of external dictations.

In its broadest context of new-institutionalism, attention is drawn to the analysis of free order and constructivism. Free order implies respecting the rules, regardless of the intentions of individuals or interest groups, which are formed as a result of historical processes of shaping social relations. Formed over a long period of time, such rules become laws, which are verified in everyday interactions of individuals, social groups and institutions [7]. These general rules are based on tradition, customs, religion, culture. Since the informal rules are exhibited independently of the needs and demands of a social process, their effect on the process has parameter character. As objectively given and immune to the influence of individuals or groups' will, informal rules are not subject to «violent» changes. Spontaneously established rules should not be changed by economic or any other interventionism. It can even be argued that interventionism is harmful because it represents a violation of the natural order. At the same time, states must ensure the respect of the rules, necessary for the operation of the spontaneous order, and their evolutionary development.

Constructivism refers to the design of standards created in the inner circles of experts and/or politicians. If one would achieve spontaneous construction of the desired state, the process would require a long period of time. Time, however, is a very limited factor. Therefore, creation and (violent) implementation of solutions that should generate new or modify the existing institutions to accelerate the process of achieving the goals, seems quite rational.

Transition and Washington consensus

According the intention of the Washington consensus, the creators of transition advocate the concept of a rapid, efficient, and thorough reconstruction of the economy and the society. As proof of their determination, the legal framework has been nearly completed with laws and supporting rules and regulations that are meant to induce positive effects on the functioning of the economy.

One of the important tasks is privatization. Transformation in the ownership structure is a required but not necessarily sufficient condition for efficient transition. In addition to defining the ownership right, it is necessary that other institutional changes be carried out simultaneously. Privatization of the state-owned capital has been undertaken as a process that ultimately leads to the final transition end – that of a developed. According the Washington Consensus, a radical shift in the building the market-oriented economy should provide by: 1) massive and rapid privatization, 2) inflow of (foreign) capital for investment; 3) restructuring of the economy and financial market; 4) joining world integrating courses and 5) creation of an environment favorable for business activities in line of liberalization; 6) establishing a sound ownership regime, 7)fiscal discipline, 8) a redirection of public expenditure priorities toward fields offering both high economic returns and the potential to improve income distribution, such as primary health care, primary education, and infrastructure; 9) tax reform (to lower marginal rates and broaden the tax base); 10) Interest rate liberalization and competitive exchange rate [8].

Those preconditions will be provided for the actualization of the features of modern (western) societies: democracy, competence, competitiveness, innovation, inventiveness and new spirit of entrepreneurship. There is no doubt with respect to supporting these objectives. However, the practice of the 25 years efforts of the creators of transition in a number of states suggests a series of difficulties in their fulfillment. The only question is how the recipes of the IMF contributed to such state of the economy. Many critics of Washington consensus underlying cause of bad performances see precisely imposed priorities imposed by the IMF and World Bank [9].

In the implementation of the above-related decisions, however, numerous problems have arisen [10]. The current state of the affairs in this field in many countries suggests a serious gap between the desired and the actual state of the economy, thus leading to the argument that there is no radical seizure under way but a process that is basically adjustment and change, while at the same time not an energetic enough detachment from the remnants of the past. The reasons for this most commonly lie in the not as yet completed institutional framework according the intention of Washington consensus.

The sources of WC are not just dissimilar, but they are in different levels of abstraction. Firstly, there are fundamental neoclassic theorem of wealthfare, which connects optimal economic condition with free competition and private property as the basis of WC recommendations. Included to the WC recommendations, overall privatization is theoretically based on the Coase theorem, according to which the means of production with strict specification will come to hands of the most effective owner by their selves. This can be named as the ideology or the symbol of confidence of the WC.

Secondly, in the recommendations of the specialists from the international financial organizations, there is always some influence of what is currently popular in the sphere of high theory. Thus, in 1970-1980s the prominent place in the IMF and WB ideology took ideas of conservative regeneration, including monetarism, economy of supply, Chicago school of «Economy and Law» and the new classical macroeconomics based on the concept of rational expectations and critically assessed probability of systematic state macroeconomic policy. In that period the big attention was paid to «cases of insolvency of the state» (government failures), harmful for the behavioral economics, aimed to getting monopoly rent in the form of state exemptions. That is why in the period of WC formation, the focus on markets development, perfectionism liquidation, state subsidies and state property were in trend. Therefore, there is no need to conclude that the theoretical fashion was dictated by pure ideology and was not supported by empirical researches. The long period of main role of the state in theories and plans of development and encouraging import substitution came before accession of the WC. Failure of the most of these plans led to the change of the accent in the WB and IMF policy to support market oriented reforms. But, as practice shows, sometimes these researches give opposite results. Which of them to choose depends mainly on the intellectual trends and preferences.

In 1980s (World Development report 1987 – most representative document) the following point of view was preferred: export orientation (as a counterweight to the import substitution) and liberalization of foreign trade (as a counterweight to the protectionism) lead to best results in economic development [11]. WC excluded traditional Keynesian recipes of economic growth stimulation at the expense of budget deficit. The openness of the economy (trade, investment, technological and informational) was counted principally important for its progress, though some problems, connected, for example, the excessive freedom of capitals movement from country to country, were not deeply comprehended.

Finally, the third point is according to recommendations of international financial organizations, there had always been very significant pragmatic component. They are mostly active balance of payments, budget with no deficit achievement, which can be interpreted by common sense and more specifically is the concern of the creditor for the money return. Thus short-term macroeconomics of the IMF is resting on three «whales» – balance of the Central bank, country's balance of payments and state budget, and respectively the main parameters to monitor are the currency reserves growth, internal credit and budget deficit. Therefore, the main concern of IMF is the money of the country's government that would further be spent on debts returns to international (it's not adventitiously that they are oriented for debts policy to satisfy IMF decisions).

Constructive criticism of Washington consensus

There is interest for us in criticism of extended WC application, which is connected principally with the experience of South-Eastern Asia countries, Europe, especially Russia. Critics note, that if South-Eastern Asia countries and China explosively had grown by not following to the recommendations of WC, in particular, had saved active role of the state in foreign trade and restrictions in financial system (herewith the crisis of 1997-1998). In a number of them was explained, according to critics, as insufficient regulation of banking sector), then Russia had suffered from excessive confidence to its recipes. According to their point of view already from 1994 the distinct imbalance between macroeconomic conditions and system-structure parts of the reforms, conducted in the spirit of WC [12]. Shortly recommendations of IMF on the basis of Washington Consensus principles include the most important positions as follows:

1. Suppression of high inflation and its retention in permissible limits

2. State budget deficit reduction at the expense of strict economy of budget resources and limitation of budget expenses.

3. Conducting of the wide range of institutional reforms, forwarded to formation, strengthening and development of market institutions (entrepreneurship system, banking sector, stock market, all infrastructure of internal savings mobilization).

4. Denationalization of the economy by constriction of state regulation sphere and privatization of national entities.

5. Liberalization of external economic sphere, aimed to growth of economy's openness and foreign capital attraction.

Herewith stabilization measures are addressed, as it must be from the above, to liquidation of inflation potential in the form of excessive amount of money (against existing bulk commodities) of the population and enterprises.

That is why withdrawal of the state control of prices and arising immediately after this a sharp break in prices and wages growth rates (because of the actual wages freeze) according to a plan should quite rapidly stop further prices growth, facing the barrier of effective demand. Inflation should slow down, although it stays quite high.

Also liquidation or sharp reduction of state budget deficit and increase of the interest rate over the inflation level contributes to decrease in inflation and market balance, that leads to additional decrease in current demand. Simultaneously, the increase of deposit rates stimulates savings. As a result of these measures the possibility to provide more rational ratio of prices on particular commodities, outrunning real demand. All these should conclude in overcoming of commodities' deficit and achieving equilibrium on the consumer market, when there is a possibility to buy anything easily.

This logic scheme is realized with the help of theoretical model, with the procedure of financial programming in its basis and presupposing the conducting the policy of macroeconomic equilibrium. This policy is based on bilateral accounts, used in external trade and in commercial banks. Wherein the money supply is defined by international reserves, credits to business, as a rule at the expense of commercial banks, and credits to state sector (or government) usually, though not always at the expense National Bank resources.

Money demand is defined from the equation of quantitative money theory:

$$MV=PY, \text{ where}$$

M – the amount of money in circulation,
Y – the volume of production,
P – the prices level (prices index),
V – the velocity of money circulation.

From the equation of exchange it must be stated that the balance between money demand and supply is provided at the expense of free adjustment of three parameters: the velocity of money circulation, the prices level (prices index), and the volume of production. Under these conditions, in the case of increase of international agreements and (or) increase of government resources borrowed from the National bank, the velocity of money circulation should decrease and (or) the prices level (prices index) should raise, and (or) the volume of production should increase respectively. But the concept of finance programming assumes, that V (predictable) is constant, and Y – is exogenous magnitude. Then changes of M should lead to respective changes of P.

M – depends on the volume of given credits, and also on international reserves. At the given magnitude of net capital inflow (including also the magnitude of net factor incomes, money transfers of workers, net receipts from the servicing of external debt and other) reserves change in correspondence with changes of Asset or Passives of the trade balance (including, except commodities, non-factor services). Then, in the case of decrease of credits giving pace to government (and, respectively, to private sector) financial programming predicts reduce of inflation and (or) improvement of the trade balance conditions.

Conclusion

This economic policy of financial stabilization in the Republic of Kazakhstan had been conducted from the beginning of 1994 within the framework of signed International Monetary Fund agreement about Stand By loan immediately after quitting from the ruble zone and introduction of national currency – tenge. The main economist of the World Bank Joseph Stiglitz was at the head of the movement for reviewing WC. His point of view reflected not only in his many speeches and articles, but (in a more diminished way) in the official documents of the World Bank [13].

It is needed to say, that such criticism has also originated from the institutional camp. But the facts of it were heard from the second person of the World Bank and former chairman of the USA President Economic consultants' council who gave it special weight age. Major WC criticism from Stiglitz state that the WC distributes the shock method for institutional sphere, where it is easier to destroy existing organizational and social capital, than to build new one. Thus, Stiglitz thinks that the institutional vacuum should be avoided at any cost.

Particularly, there is hostility about voucher privatization that took place in Russia and Czech Republic, to which Stiglitz prefers the early restructuring leasing. His position is supported by purely institutional argument: in transition economy without institutional structures of the market economy, the long chains of many principals and agents do not work. That is why on the early stages of transformation the individual and leasing enterprises are more preferable to joint-stock companies, especially two-stages, where funds own the stocks of enterprises, and the population owns stocks of these funds [13]. Besides, critics blame WC for incorrect order of conversions: the restructuring of enterprises, public administration and legislation should come before liberalization and privatization.

Furthermore, the role of the state had been truncated, as its functions as an architect of institutional structure and manager of national economy's globalization processes hadn't been taken into account.

Herewith most of WC critics do not deny the necessity of fiscal discipline, liberalization, reduction of inflation lower defined level. But they add to this effective state power, forceful control system of enterprises from owners (corporate governance), stable banking system, some protectionism in external trade and production of public goods. It is also important to take into account political and geographical factors.

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Abstract. It is discussed about modern usage of adopted Persian words and their vocabularies, Persian words usage fields, phonetic, grammatical and lexis-semantic assimilation of the typological-morphological structures of entering to different Hindi languages in comparative typological aspects in this scientific article. The lexis vocabulary is rich, the prevalence area is wide and it has researched the entering process of vocabulary into the great languages of Persian elements from the speaker’s numbers. The research work has worked on the base of Hindi vocabulary materials.
Key words: adopted words, language communications, Persian languages, Hindi language.

Introduction

In modern linguistic and linguo-cultural science the role of the language cultures and to influence culture in the formation of language, it is increasing the actuality of the problems and is considering in spread volume. Having thousand years history of Persian and Indian cultural communications and stayed «sign» undoubtedly in these languages. The actuality of this scientific article is to determine the adopted elements of Hindi vocabulary; it has come out after discussing the peculiarities of the language. To research Hindi language vocabulary is to know about the communication problems of other nations and cultures. It has reformed the language communication theory in the base of the actuality of historical problems.

Persian language is spread in large areas and communicates with many languages around, and is continuing to communicate yet. It is a reason of modern and old Indian language, its communication with other languages and their history and to research in scientific ways is not depend on to Indian history, it has scientific importance of the history of neighbors’ languages. The problems of communication history of Persian languages with other languages of the world, the Hindi communicates with other languages requires to consider them in detail. Vocabulary is the most inclined field of inflexion; there are more lexis interchanges than other elements. If we pay attention to every language vocabulary, not every element changes in definite time. There are permanents and changeable in it. However, it concerns to relative names, body names and common names connecting with everyday life and others in some of permanent theme groups. And the verb is more permanent than noun, even it’s the category, which doesn’t change from one language into other.

The formation of adopted words is legal process, the result of people’s cultural, economical and political connections to each other. It is one of the factors of development to enter the adopted words from other languages.

Methods

The communication of India and Persian languages was considered in the works of A.Vajpeyi, A.Kuczkievicz-Fras, H.C.Tolman. It is used to describe, typological, historico-cognitive, compare, conlude, decline, component parsing of the methods in this research work. To consider the adopted words has done semantic modeling, cognitive review methods.

Main body

Discussion

The greatest influence of Persian on Hindi is that there has come into existence a Muhammadan phase of the language which is called Urdu. This Urdu, as we have already seen has become independent of Hindi in so far as words and forms of expression of thoughts are concerned.

A large number of such hybrids words are now used in Hindi, the first part of which is of Persian or Arabic origin and second of Sanskrit. These are **असरकारक**, **जिलाधोश**, **आईनानुसार** etc.

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Let us see what changes have been brought about in Hindi grammar by Persian. Hindi borrowed innumerable words – nouns – and made their plural according to Hindi grammar. We have taken such words as **आदमी**, **दरख़** and **मेवा** and having put «**ओं**» after them added a suffix or case-ending according to our requirement.

Several of the Persian adjectives have come into Hindi, which though of common gender in Persian, have been supplied with their feminine forms. The words **ताज़ा**, **जदा** and **सादा** are of common gender in Persian. In Hindi they are made to appear as masculine and **ताज़ी**, **जदी** and **सादी** are their feminine forms. We generally speak of **ताज़ी ख़बर**, **जदी वज़ा** and **सादी बात।**

The plurals of the pronouns «**यह**» and «**वह**» are «**ये**» and «**वे**». Old poets of Urdu also used these plurals, but no modern Urdu writer uses the plural forms and singular forms are used for both numbers. [1, 13]

Hindi has borrowed a large number of particles – adverbs, prepositions and interjections from or though Persian. The following are used in Hindi in there original meaning:

(Adverbs) **जल्द**, **बिलकुल**,**ज़रूर**, **फ़ौरन**, **बग़ैर**, **शायद**, **ख़ैर**, **मसलन**, **क़रीब क़रीब**, **अलबत्ता**, **याने।**

(Prepositions) **क़रीब**, **बदले**, **लायक़**, **ख़ातिर**, **तरफ़**, **बाद**, **बिला**, **वस्ते।**

(Conjunctions) **सिवा**, **सिवाय**, **मगर**, **लेकिन**, **या**, **अगर**, **कि**, **ताकि**, **बावजूद**, **अगर्चे**, **चूँकि।**

(Interjection) **शाबाश।**

In Hindi were borrowed from Persian numeral: یک - **एक** [yek] - *one*; دو - **दो** [do] - *two;* چهار - **चार** [car] - *four;* پنچ - **पाँच** [panc] – *five;* شش - **छः** [ceh] – *six;* نو - **नौ** [nou] - *nine;* ده - **दास** [das] – *ten;* بیست - **बीस** [bis] – *twenty;* هزار- **हज़ार** [hazar] – *thousand.*

Hindi has taken idioms and proverbs also from Persian. Urdu has full of them, but in Hindi also, there have come into use such idioms as are not possible to be done away with. When we say «**फुल खिलता है**» it is a mere statement of fact. But when we replace the Hindi word «**फुल**» with the Persian word «**गुल**» the meaning is at once changed.

Persian has influenced Hindi spelling also. We used to write **अवै** [avei], **चलै** [chalei], **जवै** [javei], **बैठै** [betei] etc. but now, **अवे** [ave], **चले** [chale], **जवे** [jave], **बैठे** [bete] etc., are written [2, 47].

There no dearth of Hindi verbs, but we have replaced several of our Hindi verbs with those Persian. Verbs such as **मनना** [manna], **सुकरना** [sukarna] and **सोचना** [socna] have been replaced by **कबूल करना** [kabul karma], **इनकार करना** [inkar karma] and **फिक्र करना** [fikr karma].

Persian verbs have created new verbs in Hindi, sometimes with new meaning. From the Persian word **गुज़िश्तन** [guzishtan], we have got our **गुज़रना** [guzarna] «to pass on».

The lexical-semantic groups of Persian language in Hindi

The people's cultural sign has shown through the language. Although the language is soft, its nature is difficult, because the world picture describes different in human language. The national language vocabulary recourses are always developing and enlarging. The language lexis are enlarging and increasing with new words in the language, culture communication.

In Hindi borrowed many Persian words, in ornaments Hindi has **गुल्बन्द**, **बाज़बन्द**, **ज़ंजीर** etc. In dry fruits and sweets, Hindi has the words **किसमिस**,**पिस्ता**, **बादाम**, **अंजीर**, **सुनक्का** etc. and in fresh fruits we use the words **अनार**, **सेब**, **बिही**, **वेदाना** etc. In sweets **हल्वा**, **जलेबी**, **बालशाही** etc., all are Persian words. **दस्तरख़ान**, **चपाती**, **पुलाव**, **शोरबा**, **कबाब**, **अचार**, **गुलाब**, **तबक़**, **रकाबी**, **चमचा**, **तंदूर**, **शीशा** etc., have all come into Hindi from Persian [3, 58].

From Persian language were borrowed the names of goods of Asian bazaar as textile, nuts and jewels. **ज़रबफ़्त** [zar-baft] gold cloth, **तंज़ेब** [tan-zeb] muslin, **ताफ़्ता** [täfta] tafta, **गज़ी** [gaz-ï] gajhi – these names borrowed with coming of trade caravans from Central Asia to India. **अंगूर** [angür] grapes, **अनार** [anar] pomegranate, **अंजीर** [anjïr] fig, **आलूचा** [älü-ca] plum, **किशमिश** [kishmish] raisins, **चुक़ंदर** [cuqandar] beet, **तरबूज़** [tarbüz] watermelons, **ख़ुरमा** [xurmä] persimmon came from Iran. **कहरुबा** [kah-rubä] amber, **गौहर** [gauhar]

brilliant, **अलमास** [almäs] almas such gems interested Indian people and came from Persian in Hindi.

The Hindi language from Persian words considers the human life in different ways. They are: the necessary domestic demands, foods, relatives, the name of clothes, army terminology and etc.

The necessary domestic demands: **आईना** [äïnä] – mirror, **आतशदान** [ätish-dän] grate, **उस्तुरा** [usturä] razor, **कलीद** [kilïd] key, **चमचा** [camca] spoon, **चश्मा** [cashma] eyeglasses;

Gems: **कहरुबा** [kah-rubä] amber, **गौहर** [gauhar] brilliant, **ज़ंगार** [zangär] cuprum, **अलमास** [almäs] almas, **ज़मुर्रद** [zammurud] emerald, **फ़ीरोज़ा** [fïrozä] turquoise, **मरमर** [marmar] marble, **मिरजान** [marjän] coral, **सीम** [sim] silver;

The name of foods: **अंगूर** [angür] grapes, **अनार** [anar] pomegranate, **अंजीर** [anjïr] figs, **किशमिश** [kishmish] sultana, **चुक़ंदर** [cuqandar] beet, **तरबूज़** [tarbüz] watermelon, **ख़ुरमा** [xurmä] persimmon, **नाशपाती** [näshpätï] pear, **पिस्ता** [pista] sunflower seeds, **शफ़तालू** [shaftälü] apricot, **सेब** [seb] apple, **प्याज़** [piyäz] onion, **गोश्त** [gosht] meat, **चाय** [cäy] tea, **ख़ाया** [xäya] egg.

Natural phenomena: **आसमान** [äsmän] sky, **अब्र** [abr] cloud, **कोह** [koh] mountain, **दरिया** [daryä] river, lake, **बर्फ़** [barf] snow, ice, **बहार** [bahär] spring, **माह** [mäh] month, **रेगिस्तान** [reg-istän] desert.

Animals: **गाव** [gäv] cow, **गुर्ग** [gurg] wolf, **तूती** [tütï] parrot, **कबूतर** [kabütar] dove, **ख़रगोश** [xar-gosh] rabbit, **फ़ीलमुर्ग़** [fïl-murg] turkey, **बतख़** [bataq] duck, **शुतुर** [shütür] camel, **संजाब** [sanjab] squirrel.

Musical instruments: Persian is not only a language of the rich literature, it is the language of beautiful music **क़रनाई** [qarnä-ï] karnai, **अलग़ोज़ा** [alǧozä] clarinet, **आतश-कदा** [ätish-kada] clarion, **नफ़ीरी** [nafïrï] accordion, **शहनाई** [shahnäï] accordion.

The name of clothers: **ज़रबफ़्त** [zar-baft] gold cloth, **तंज़ेब** [tan-zeb] muslin, **ताफ़्ता** [täfta] tafta, **गज़ी** [gaz-ï] gajhi, **रेशम** [reshm] silk – these names borrowed with coming of trade caravans from Central Asia to India.

Literary terms: **अफ़साना** [afsänä] story, **दास्तान** [dastän] fable.

Name of the disease: **गरमी** [garm-ï], **आतशक** [ätishak] pox, **चेचाक** [cecak] variola, **सूज़ाक** [suzak] camp fever.

Military-administrative terms: **आईन** [äïn] law, **आईनदान** [äïn-dän] – lawmaker, **ऐवान** [aivan, ivan] administrative chamber, **लशकर** [lashkar] warrior, **सिपाह** warrior.

Hypothesis

The income words of Persian borrowed elements in Hindi had income and used. Persian elements are used as direct speech in Hindi words. It takes an important place from other foreign language vocabularies and they used actively. Changing the Persian language into Hindi is the result of long and difficult time process. If we look at the numbers of adopted words in Hindi, there are 4800 units of adopted words from Persian language.

Conclusion

In conclusion, Hindi language becomes rich sources of other languages vocabularies, to collect the vocabulary they took words from other languages. During the research was defined Persian language among them.

In order to improve the purpose of the scientific work, we should pay attention to the conclusions of language communication in science. On the basis of results of useful and new methods, we can say that is appeared new direction and new scientific work. The task of the scientific work found own decision, and the object of research work is modern Hindi language vocabulary. The peculiarities of income and assimilation levels of the adopted words of Hindi will define.

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History of Islam and Its Influence in Indian Society

Abstract. The article gives a brief overview of history of the advent of Islam in India, the period of Islamization and Islam's influence on the history and culture of India. The preached idea of universal human equality before Allah by Muslims was very attractive and that is why many of the lower castes of India eagerly accepted Islam. As a result of all these factors – political, economic, social, legal, ideological and cultural – a large area of India in the II millennium AD entrenched Sunni Islam, which became the official ideology of the ruling class.

Key words: Islam, India, Hinduism, Hindu-Muslim synthesis.

Introduction

Islam is the second-largest religion in India. Islam first came to India with Arab traders as early as 7th century AD to coastal Malabar. Islam arrived in 11th century to coastal Gujarat. Islam arrived in north India in 12th century with Turkic invasions and has since become a part of India's religious and cultural heritage. Over the Centuries, there has been significant integration of Hindu and Muslim cultures across India and the Muslims have played a prominent role in India's economic rise and cultural influence.

Islam has a rich past in the Indian peninsula. People of this region acquainted with Islam through the first Arab merchants during the reign of the first four caliphs. In the VIII century, Islam spread in the Western parts of India, particularly in the Indus Valley, located near the Islamic lands. Today Islam – is the second most common religion in India. It followed by 13.4% of the population or approximately 160 million people (2008). By the number of Muslims India is in the third place in a world after Indonesia and Pakistan. India, with a population of approximately 1.3 billion is the second populous country after China in the world, where the largest Muslim minority lives.

Methods

Some of the major Issues Involved in teaching is about Islam are discussed on the basis of the author's experience of teaching in three different contexts: in work with the doctors who works at a sciences area. A rationale is then presented for the content and method of two educational programmes which have been developed to work out the author's approach in detail: a book entitled Cross and Crescent: Responding to the Challenge of Islam, which uses some of the material from the book.

The researchers are also discussed in terms of its crucial role in fostering what some Muslims might consider polemical and stereotypical positions in writing about Islam. Islamic post colonialism applies the anti-colonial resistant methodology of post colonialism from a Muslim perspective, exploring the continuance of colonial discourse in part of the contemporary writing about Islam and its influence on the society.

Main body

A large number of Muslims in India live in the state of Jammu and Kashmir on the border with Pakistan in the area of Delhi and other central areas of territory, which in ancient times were part of the Delhi Sultanate, in the state of West Bengal, Kerala and some other states of India. The new religion took widespread in the first half of the second millennium after the arrival of Muslim invaders to India. During this period, into Islam in a particularly active way has been passed the most disadvantaged segments of the Hindu population, who hoped thereby to overcome a system of rigid caste restrictions and limiting social mobility of the individual. Islam was massively adopted by indigent peasant population of the Ganges delta (modern Bangla-

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desh). Petty-bourgeois elite and merchants were also prone to convert to Islam in order to facilitate access to the courts of local Muslim emirs, constituting a new elite of the region.

The process of Islamization of India took long centuries. During it many million Indians were turned into Islam, in the beginning in a north-west of the country, in a contact zone where its influence was felt especially strongly (Sind, Balochistan, Punjab), and then in other areas, especially in Bengal. Into Islam had treated traders and city handicraftsmen which were dealing with Muslims – weavers, shoemakers, tailors, etc. Quite often into Islam passed large groups of population, the whole villages, communities, and even castes. This kind of treatment, especially in the political domination of Muslim rulers, usually not met active opposition of Hinduism, which didn't interfere with such affairs, including the belief in this or that god was the personal affair of believer: converted to Islam people became like members of another caste, Muslim, which followed to include in the overall hierarchy of caste system. And although in fact Muslims were not members of the «Muslim caste» this actual discrepancy to the accepted representations didn't confuse inhabitants of the Indian villages, communities within whom now often lived side by side not only Hindus of different castes, but also Muslims. Islamization of India «from above» caused another significant phenomenon: the practice of conversion to Islam of individual families and clans of high-ranking Indian officials, dignitaries, landowners, rulers making a socio-political support of sultans and emperors. Conversion to Islam allowed these higher classes of the Indian population to use all advantages of a privileged position. However, privileges which conversion to Islam gave, India were severely weakened by passivity of Hinduism, still representing basis Indian way of life and culture of Indians. Islam didn't manage to overcome centuries-old thickness of traditions in India though in other countries of ancient culture (Egypt, Mesopotamia, Iran) it succeeded. In India, despite the religious fervor of certain Muslim emperors such as Aurangzeb, Islam conquered the exceptional position – it had to be content with coexistence with Hinduism. This coexistence has played its role. Sharp corners of Islam and its fanaticism and intolerance several smoothed; hostility towards Hindus until the mid XX century, almost not felt. Hinduism, as a system of absolute tolerance, bordering on religious indifference, also did not oppose the Muslims. But, having penetrated inside Indian Islam with Hindus adopted Islam (though which became Muslim by faith, but remained largely Hindu Culture), it played a significant role in bringing Islam to the Indian tradition of India. In its turn, in some things Islam influenced Hinduism and the Indian lifestyle. For example, the custom of purdah (parda) are widely spread in India after the arrival of Islam [1, 46].

Hindus have found a completely different concept of God, truth, attitude to violence and social device in Islam. During the Islamic conquests many followers of Hinduism were converted to Islam. Mixed marriages and the inflow of Muslims from Arabic countries have played an important role in the establishment of Islam in India. Muslim rulers were characterized by contempt and disdain for the very idea of Hinduism – they thought that Hindu religious practice as idolatry and often acted as iconoclasts. The most famous examples of such rulers are Mahmud of Ghazni and Mughal Emperor Aurangzeb. Muslims also established a special caste system in India that divided the Muslims – as descendants of the Arabs «Ashrafs», those who converted to Islam «adzhlafs» and untouchables «arzals.» But there were Muslim rulers who lived in peace with Hindus and respected their religion. Emperor Akbar and Ibrahim Adil Shah II of Bidzhapure Sultanate are the most striking examples of such leaders. Akbar's court was home for both the Muslim and Hindu saints and intellectuals. Akbar even tried to create a new religion Din-Illah to pull together Hinduism and Islam. As it known, the followers of Islam are divided into two large groups – Sunnis and Shiites. In India, as in most other countries with Muslim populations predominantly Sunni [2, 62]. The difference between Sunnis and Shiites – mainly in a treatment of significance of the Prophet Muhammad's successors. Sunnis favor of direct realization of the divine through the literal adherence to the Koran and Sharia, and Shiites – for attached to the divine through the Imams or Allah's deputies on the earth. Hinduism, which absorbed and reflected the many features of national culture and psychology of Indians with their way of life, the nature of thinking, value orientations, including the ultimate goal – the liberation (moksha), always distinguished moderation, tolerance, focus on introspection. Contrary to it, Islam characterized by intolerance, a cult of belief and blind obedience to authority. Nevertheless, the history judged so that Islam – first as the official religion of the Delhi Sultanate and later the Mughal Empire – came into close contact with Hinduism. The internal strength and integrity of Islam combined with military and political domination of the conquerors and economic policies aimed at supporting the Muslims played an important role in strengthening Islam in the country of Hinduism. This was facilitated by the tolerance of Hinduism and its amorphousness, and even a distinct tendency to introspection with emphatic negligence in relation to the socio-political sphere. However, there was still an important contributing factor for spreading of Islam. For many Indians the solution to this problem was connected with the attitude to the problem of caste. The idea of universal human equality before Allah preached by Muslims was very attractive and for this reason many of the lowest, most disenfranchised castes of India eagerly accepted Islam. As a result of all these factors – political, economic, social, legal and ideological and cultural – a large territory of India in the II millennium AD entrenched Sunni Islam, which became the official ideology of the ruling class. Islam had a huge impact on culture and life of India. The Indian music, architecture, literature, social structure – all this took more modern forms largely under the influence of Islamic culture. Sustainable reminder of Islam are lined up across India mosques, which are an example of imposing grandeur and elegance. The largest mosque of India – Jama Masjid («Cathedral Mosque») – is located in Delhi. Every Friday districts adjacent to a mosque, blossom from motley variety of believers attending the obligatory prayer. As for the temple and especially palace architecture, the brilliant construction of old Delhi and many other centers of Indian Islam speak for themselves: just think of the Taj Mahal, this pearl of Indian and world architecture created in the XVII century by Mughal Emperor Shah Jahan in memory of his wife, mother of Aurangzeb [3, 15-26]. You could even say that late medieval culture of India wasn't entirely Hindu, it was a fruitful synthesis of culture, in which mutually connected and enriched features and traits of the Hindu and Islamic cultures. Objective researchers note first of all that the Indians professing Islam, are not evenly distributed across the country and not concentrated in any one part of the territory. Different in size and share groups of Muslims are located in different patches ethno linguistic and religious environments, which inevitably imposes on each of these groups unique imprint. Almost half of the Muslim population accounts for three states – Uttar Pradesh (22.3%), Bihar and West Bengal (by 12.4%), but there are Muslims in the minority, however, their share is slightly higher than the national average India, respectively 15.5, 13.5 and 20.5 %. In those states also, the Muslim population is unevenly distributed. For example, in the district Rampur 45.8 % of Muslims, and in the district Jhansi less than 5% (Uttar Pradesh). A similar situation is observed in West Bengal: in the district Murshidabad 56.3 % of Muslims, and only 7% in Ranchi. The similar situation exists in Assam and Kerala, where 5.8 and 6.8 % of total Muslim population of India [4, 34]. There are areas with Muslims majority in India. That Lakshadweep and Minikoyskie Islands (94.4 %) and Jammu and Kashmir (65.8 %), and in the districts of Kashmir valley, their share ranges from 89 to 96%, whereas in Jammu, it is reduced to 7.9%. However, in these two regions lives only 5 % of Indian Muslims. We can talk about that, except of the Kashmir valley, there is no more or less large by area and population areas in India, where Muslims would constitute a compact majority. It should be added that the communication between the various Muslim groups at the mass level is limited due to the geographical mobility low. Geographical dissociation and the influence of different environment do not allow to talk about Muslim community in this aspect. «On language, culture, way of life, as well as socio-economic indicators the Indian Muslims are so various, as well as more numerous Hindus. About ethnic distinctions among Muslims J. Nehru wrote [5, 14]: «Bengali Muslim is much closer to the Bengali Hindu than to the Muslim from Pandzhab; and the same takes place in other provinces. If Hindus and Muslims of Bengal meet anywhere in India or in other countries, they immediately come together and immediately found a common language. Punjabis, whether it will be Muslims, Hindu or Sikhs, behave the same way». Since writing of these lines in life of the Indian Muslims there were significant changes, but the similarities noted by Nehru and distinctions remain. On the eve of celebration of the fiftieth anniversary from the date of achievement of Independence by India, the writer and publicist Shashi Tharoor wrote: «Tamil Hindu feels that he has much more in common with the Christian – Tamil and Tamil – Muslim than jati of Haryana, although they formally belong to the same faith .» Each group of Indian Muslims evolved under various historical circumstances and exists in its different from other ethnolinguistic environment. There is a pattern: the further process of consolidation of this ethnic community came, and the higher its ethnic consciousness, the less confessional distinctions are shown in it. The Dean of the Faculty of Islamic Studies of Ottoman university (Hyderabad, Andhra Pradesh) Anwar Moazzam considers that «big degree of communal harmony in the south of India is defined by historical circumstances: Muslims here are engaged generally in trade that demands a gain of an arrangement of all society whereas in the north Muslims were governors». Such point of view, obviously, gives the simplified picture which isn't considering, for example, as in the south there were Muslim governors, like Tipu Sultan (1747-1799). At the same time and in the north the majority of Muslims not at all descendants of governors and their court, and mainly converted to Islam from the lowest castes and untouchable, i.e. indigenous people of India. Closer to the truth seems the point of view of other Muslim researcher: «In the south Muslims have that advantage that they speak the same language, wear the same clothes and eat the same foods as the representatives of other beliefs. In the north have always been distinctions between Muslims and Hindus, and it generates ill will.»

In the observation raised the issue of language and noted that Muslims in the south use local, i.e. Dravidian languages. At the same time, Muslim politicians and some researchers argue that the language of Indian Muslims is Urdu and that is one of the main problems of all community is the protection of Urdu language and promotion its development. But in the south the problem of Urdu doesn't sound. And in the north the attitude towards it tends to change. With all the emotional attachment of local Muslims the young generation prefers the Hindi to Urdu, which is gradually becoming means of international communication , and conversation on protection of Urdu are even more often considered in their environment as a sign of «psychology of inhabitants of a ghetto» [6].

In a Muslim community except of horizontal observed vertical division also. First of all Muslims are divided into two unequal groups: lower (about 10%) is – a Ashraf («noble»), which is referred Sayed, sheikhs, the Mughals and the Pathans considered distant descendants of the Prophet Muhammad and his family, as well as descendants of the Arabs, especially Quraish, and large – adzhlafy («low»), mainly converted of the lower castes. Landed aristocracy, the former rulers, the clergy, officials, part of traders and entrepreneurs, liberal professions generally consider themselves to Ashraf. Adzhlaf – are peasants, artisans, and laborers. Such division is fundamentally social, although covered veil of religious tradition. In each national district social division has its own features. For example, the Kerala mopla in the opinion of other Muslims appear as a single community. But among mopla there is a rigid division into endogamous groups, essentially caste whose members become on the birth. Mopla – thangala calling themselves Syed and their origin from the Prophet's daughter Fatima, belong to Ashraf. In the ritual status they are equal to the highest Hindu caste in Kerala – Brahmin-nambudiri. They are followed by the Arabs, also carried to Ashraf and occurring from mixed marriages of local women to the Arab merchants and sailors. Most mopla are Malabars occupying the middle position in the hierarchy. As Adzhlafs among mopla are considered pasulars (fishermen) and Ossans (barbers). Status differences are observed not only in marriage relations and daily communication, but also in religious practice, as these groups have their own mosques, organizations, cemeteries. They keep and language distinctions, especially in the forms of treatment to each other. In the state of Tamil Nadu neighboring to Kerala community of muslim-traders caste also has its signs; marakayars, rauthors and labbas on the status are considered approximately equal, but marriages between them are not consist, kylar -traders refer to the lower castes, as they trade hides and skins of animals, and this on concepts such as Hindus and Muslims alike, refers to unclean occupations. In Northern India Muslim groups on social grounds are like a replica of the Hindu caste hierarchy. Zarina Bkhatti gives a village example with the majority of Muslim population, located near Lucknow (Uttar Pradesh). Here the muslim – adzhlafs divided into occupational castes arranged in a strict hierarchy based on «pure» and «corrupting» labor. Above are the dzhulaha (weavers), miras (musicians) and darzi (tailors), because they directly serve Ashrafs. Nata (skinners) and dhobi (laundresses) close the hierarchy [7]. Caste division among Muslims is perceived as due by Muslims and Hindus, and they both give similar assessment of the status of castes in both communities. However, Muslims do not usually referred to caste jati and biradari (brotherhood) or biyahdari (endogamous group), but there are phenomena that does not change. Surrounding Hindu society inevitably makes an impact on Muslims. «The Islamic postulate of equality of community members is observed only during prayers in mosques or pilgrimage to Mecca and Medina, – wrote Professor Rashiduddin Khan. In other cases, the class differences between the prince and the beggar, the landowner and the farm laborer, the elite and the masses burst within Muslims, as well as any other community». But such «equality» often illusory because different caste groups of Muslims have their mosques and other religious sites. An egalitarian Islam in India has its untouchables – ha lalkhory, lalbegi, bediya and others who are prohibited to enter the general mosque. Obviously, the tenets of belief and social status have no direct correlation. Further, among the Indian Muslims, there are significant, sometimes very deep doctrinal differences dividing them into rumors, religious and legal schools (mazhhabs), Sufi brotherhoods, sects and reformist currents. The relations between their representatives are strained, even conflict. The vast majority of Muslims in northern and eastern states belong to the orthodox Sunni Hanafi school. But among them disagreement of theological character, for example, between the ulema (theologians) Deoband and Barelvi schools that «divided all religious minded Muslims into two hostile camps». At the end of the XIX century added to them Lucknow school founded by the famous religious reformer Syed Ahmad Khan (1817-1898). Ulema Deoband school and their organization «Dzhamaatul – Ulama -e-Hind» (Organization of the Ulema of India) were and are at the most consistent fundamentalist positions in matters of faith, whereas figures Barelvi schools and Lucknow are usually referred to reformers. However, in policy the first act practically from secular positions, whereas the second actively support intercommunal discord. The main watershed in the Muslim community extends between Sunnis and Shiites. In North India, the alienation between them tends to increase. In the work of Indian Muslims relating to the 30s of the XIX century, said: «In Upper India relations between Sunnis and Shiites in general differ if not friendliness, then at least mutual tolerance.

Processions of Shiites during Muharram usually unobjectionable by Sunnis, who sometimes take part in them». Over the past decade, from the time the confrontation between Sunnis and Shiites it became more rigid. In the first decades of independence funeral processions of Shiites in the month of Muharram led to violent clashes with the Sunnis, accompanied by loss of human life and damage to property. The historian Moin Shakir bitterly wrote: «The Muslim community is not as cohesive and united, what we want to present its leaders. This is a divided community. During intercommunity clashes (between Sunnis and Shiites) plunder and burn houses. Bushwhack religious buildings. Falling knife blows from the mullahs in the mosques ... There is nothing in common between the members of the sects Khoja, Bohra and Memon. To be sure, the Muslim community is composed of different under communities who divide questions of theology, sectarian rituals, customs, etc.» Still in the early 70s the government of Uttar Pradesh imposed a ban on Shia procession, which persists to this day. In the mid-80s in Varanasi (Uttar Pradesh) government with great difficulty settled the conflict between Sunnis and Shiites on accessories of communal cemetery. Despite the formal belonging to the same community, representatives of two sects tend to isolate themselves from each other. In Varanasi «Sunnis and Shiites are prone to housing segregation. Shiites are concentrated in areas Sirkol and Dalmandi predominantly Hindu population.» Recently tension between representatives of these rumors in Kashmir was fueled.

Disagreements between the two sects are projected and on policy. Rivalry cases noted on elections between Shiite and Sunni candidates. «Distinctions between Sunnis and Shiites, – the American researcher Berger notes, – can play a very important role, especially in the districts located around Lucknow. For example, in the district of Rae Bareli Shiites are inclined to support the National Congress, and Sunnis tend to favor the party «Jana Sangh» though this party acts from positions of Hindu revivalism. Shiites make minority of community. By some estimates, their specific weight does not exceed 7 %.

In addition, they are divided into a number of sects – ishnashari, Agakhanov (Ismaili), Bohra, Khoja , etc., and they have an acute sense of confrontation on the principle of «we» – «they». In the review of Sh.A.Hussan's book «Marriage customs among the Muslims of India» Tahir Mahmood claimed: «Permanent links in the book on «Shiite religion» and «Shiism» testify to strong confidence of the author that his belief is separate religion, quite different from belief of other followers of Islam. The book, – the reviewer complains, – preaches sectarianism when it is extremely necessary to defend unity and integrity of Muslims». Sunnis, by the way, pay the Shiites in the same coin. During the conflict around the Babur's mosque some Sunni leaders urged to abandon the defense of the mosque, because, in their opinion, it is Shiite.

However, the Shiites are not united. As already noted, they are divided into sects, and those in turn into smaller units. For example, the number of Bohra sect members to 1.2 million people divided into subsects – Daudi Suleiman and Aliya, differing internal organization and customs [7].

The sociologist S.Mishra only in one Gujarat identified 130 Muslim communities realizing separateness from each other. One of such communities are dafary in colonial times classified to category of «criminal tribes». It is considered that they are – the descendants of the Huns who invaded India from the north-west, and then removed on the territory of modern Gujarat and accepted Islam of Sunni sense. And now dafary principally engaged in theft, robbery and trafficking in stolen property. Some of them are employed in the region of the village guard.

Conclusion

In the area of Pushkar (Rajasthan) live podcast Dutt Brahmins, also called Hussaini Brahmins. According to legend, their ancestors in ancient times emigrated to Iraq, where they took part in the war against Yezidis side of Imam Hussein, considering him an avatar of Vishnu. In the VIII c. since returned to India they actively involved in the Shia festival of Muharram. In Gujarat there is the sect Garas (200 thousand people), consisting of the descendants of Rajputs, who embraced Islam in the XV century. They retained Hindu customs of their ancestors and use Hindu names. Among these marriages under Sharia law, but they sing hymns in honor of the god Krishna. One of the leaders of the sect, Daulat – sinhdzhi Rana, said : «We are a synthesis of Islam and Hinduism . We believe that these are perfectly combined faith ... But Hindu fundamentalists believe us Muslims, and Muslims do not recognize us for their». In a difficult inter-communal situation in the country young generation from number the garasiya inclines to orthodox Islam. Such tendency is observed and among other groups of the Indian Muslims.

As was mentioned above, in India about 160 million Muslims, who make up 14% of the total population of this country. In other words, the number of Muslims in India exceeds the population of the majority of the Islamic states, which means that Indian Muslims can play an effective and influential role in this country and throughout the Islamic world.

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Examination on the Level of Integration in the Host Society: Korean Diaspora in Vietnam

Abstract. Like any immigrants in any host countries, Korean diasporas face with similar issues in their efforts to acculturate and integrate into the host communities. Through different accounts of the Korean diasporas in Vietnam, China, Japan, countries of the former Soviet Union and North America, this comparative study seeks to confirm such hypotheses as whether large or small, in whichever host country they reside, or how long they have been there, Korean diasporas consistently demonstrate the same socio-demographic characteristics. These are associated with Korean immigrants' high levels of urbanization, business and industrial engagement while preserving their Korean language, customs and traditions in their process of integration into the host cultures, which enables them to live in harmony with, and enjoy respect from, the Vietnamese society as well as other host communities.

Kew words: Koreans, Vietnam, migration, diaspora, integration

Introduction

Over five million Koreans are scattering in more than 140 countries around the world, with the groups in China, the United States, Japan and countries of the former USSR being the largest in numbers: 2 million, 1.8 million, 800,000 and 450,000 respectively. Apart from these four most popular recipient countries, Koreans have also formed sizeable communities in Canada, Australia, New Zealand, Latin America, Western Europe, Southeast Asia, the Middle East, and Africa. The host countries boast a variety of economic development levels, political systems, cultures, religions and languages, which indicates that there are several motivations and pursuits underlying the Korean emigration to different destinations, including Southeast Asia.

Southeast Asia has a strategic position not only in Asia but also in the world. Over the centuries, Southeast Asia has attracted the attention of many countries, which has grown even more in recent decades thanks to their rapid economic development and political processes that exert powerful impact on Asia and the world at large. Now ASEAN – the Association of Southeast Asian Nations with ten countries of Myanmar, Cambodia, Laos, Viet Nam, Thailand, Malaysia, Singapore, Indonesia, Brunei and the Philippines – have become an important bloc in the world's political and economic arena. In ASEAN and other political spheres in the world, Vietnam plays a critical role.

Like any immigrants in any host countries, Korean diasporas face with similar issues in their efforts to acculturate and integrate into the host communities. Through different accounts of the Korean diasporas in Vietnam, China, Japan, countries of the former Soviet Union and North America, this comparative study seeks to confirm such hypotheses as whether large or small, in whichever host country they reside, or how long they have been there, Korean diasporas consistently demonstrate the same socio-demographic characteristics. These are associated with Korean immigrants' high levels of urbanization, business and industrial engagement while preserving their Korean language, customs and traditions in their process of integration into the host cultures, which enables them to live in harmony with, and enjoy respect from, the Vietnamese society as well as other host communities.

Until today in the academic literature has not been studies in the Korean diaspora in Vietnam. In addition to exploring the problems of an economic, political development of the country, the researchers studied the problems of the small peoples of Vietnam. Thus in contemporary literature on the Vietnam problem issues was marked by ethnic minorities. A current study is the changing nature of Chinese and Vietnamese nation-building in the era of globalization and specifically, transnationalism from the point of view of diasporas living the

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nation-state [1]. Nature of ethnic diversity is studied as option ethnic pluralism in Vietnam [2]. Thus, the authors studied the effects of commercialization and modernization of agriculture in the rural communities of ethnic minorities in the Central Highlands of Vietnam [3]. The geographic dispersal of minority ethnic groups in the Central Highlands of Vietnam, along with other mountainous countries of Southeast Asia, China and Thailand, examined the difficulties of minorities in connection with this [4]. The relationship between ethnicity and topography is studied [5].

Korean diaspora in Vietnam are considered foreigners, has the status of a minority, but such problems, as it turns out, are not considered by researchers towards them. I believe that this is a topic that may be relevant for the significant improvement of the economic relations with the Republic of Korea and the Korean capital infusion to the Vietnamese market.

In contemporary literature the research interest have traditionally been the largest Korean diaspora in America [6], China [7], CIS countries [8; 9], Japan [10]. However, the Korean diaspora in Vietnam, which is small, little detailed information on the socio-demographic characteristics and social life of Koreans. In the literature, encyclopedias tend to consider only major Korean diaspora, not referring to small. Another option I found, that the Korean diaspora in Vietnam can only be mentioned. For example, in the book Overseas Koreans (2000) by Lee Kwang-kyu, describing the history of the Korean diaspora in South Asia, the author reports the number of Koreans from 1995, which refers to the number of Koreans in Vietnam among all the other countries, which amounted to 1227 people according to the 1995 year [11]. Thus, there is a need to draw the attention of the researchers on the study of the Korean diaspora in Vietnam, whose presence in Vietnam is relevant and notable.

Methods

The author used quantitative analysis methods, such as -methods of statistical analysis, analysis of demographic data; content analysis of previous years studies, as well as online resources data.

Main body

Vietnam and Southeast Asian Nations as Attractive or Plausible Destinations for Korean Immigrants

In 2010, the Vietnamese economy continued to recover from the global economic downturn. Vietnam's successful economy since the Doi Moi (Renovation) reforms in 1986 has mainly been built on high levels of foreign direct investment (FDI) and exports. Vietnam is generally seen as one of the most promising economies in Asia. It is an attractive outsourcing destination for apparel manufactures and electronic producers [12].

As of May 2012, the first five months' export turnovers reached 42.9 billion USD, a rise of 24.1% from the same period the previous year, of which the domestic economic sector gained 16.8 billion USD, up 8.4% and the FDI sector (including crude oil) reached 26.1 billion USD, up 36.9%. Among markets for exportation in the first 5 months, the United States was the largest one with 7.4 billion USD export turnover, rising by 19.8% from the same period in 2011; next came the EU with 7.3 billion USD export turnover, up 21.6%; ASEAN with 6.2 billion USD export turnover, up 19.5%; Japan with 5.3 billion USD export turnover, up 41.6%; China with 5 billion USD export turnover, up 33.3%; Republic of Korea with 2 billion USD export turnover, up 9%. Vietnam has made considerable praise-worthy progress in poverty reduction, although rapid economic growth has also been accompanied by worrisome worsening income distribution, as the poor become a little richer and the rich are much richer [13].

According to the 2009 Population and Housing Census, as of 1 April 2009, the total population of Vietnam was 85,846,997 people; including 42,413,143 males (accounting for 49.4%) and 43,433,854 females (accounting for 50.6%). A total of 25,436,896 people (29.6%) live in urban areas and 60,410,101 people (70.4%) live in rural areas. Between 1999 and 2009, the average annual growth rate of the urban population was 3.4% per year, while that of the rural population was only 0.4% per year. The rapid growth of the urban population is mainly attributed to migration and urbanization [14]. The 2009 Census also collected full information about the brotherhood 54 ethnic groups residing in the territory of Vietnam. The Kinh ethnic group equals 73.594 million people (accounting for 85.7%) while 12.253 million people (14.3%) belong to other ethnic groups. The population growth rate of ethnic minorities is higher than the country's average population growth rate (1.6% versus 1.2%).

Implementation of foreign policy of independence, self-reliance, peace, cooperation and development and foreign policy of openness and diversification and multilateralism in international relations, Vietnam has established diplomatic relations with 178 countries. This allowed the Vietnamese to open doors to citizens of those States. Vietnam is an attractive destination for many foreigners. In the eleven months 2008, about 3.9 million foreigners have visited Vietnam, showing an increase of 1.1% compared with the same period last year, according to the General Statistics Office of Vietnam. Among countries and territories with high numbers of tourists coming to Vietnam are China (590,900, up 14.7 %), Thailand (169,000, up 14%), Singapore (136,900, up 14.3%) and Malaysia (154,100, up 13.5%), Republic of Korea. Vietnam's strong industrial growth, expanding foreign investment and booming private sector are generating the need for a variety of workplace skills, including technology and management knowledge. This requirement leads to attract many foreign experts arriving in Vietnam.

Koreans in Vietnam appear as a result of the provision of military assistance during the Vietnam War. Around 320.000 South Koreans took part in the Vietnam War (1964-1973) and they were the largest foreign contingent of troops, after the United States Army. In the midst of hostilities the number who were in Vietnam, Koreans reached 48 872 people. Reduction of the Korean contingent in Vietnam began in 1971, and ended with the complete withdrawal in 1973. Many of the soldiers and civilian personnel did not return back to Korea, and tried to immigrate to other countries. After the war, it was a little Korean migration or tourism in Vietnam until South Korea's economic growth and the reduction of the North led to an influx of South Korean investors and North Korean defectors, as well as South Korean men seeking Vietnamese wives. However, today the deployment of the Korean diaspora in Vietnam is significant.

An important role in the life of the Korean diaspora in Vietnam is the Government of the Republic of Korea. The Republic of Korea has established diplomatic relations with that country in 1992 year. In 1993 established in Ho Chi Minh City Consulate General of the Republic of Korea. Republic of Korea sees Vietnam as a stable economic partner. Between the two countries is mutually beneficial cooperation in all sectors of society. Diplomatic missions of the two countries have constantly. Economic plans are implemented, all with big ambitions to improve the welfare of both countries. Opening of new economic institutions in Viet Nam showed long term cooperation and open mutually beneficial policies between the two countries. The Government of the Republic of Korea encouraged the migration of citizens of their country in Vietnam as the prerequisite for lasting understanding and partnership.

Koreans in Vietnam have the status of foreign nationals. The number of Koreans temporary residence in Hanoi and surrounding areas was around 5000 people. In Ho Chi Minh City and around 80.000 Koreans live. Koreans arriving in Vietnam are mostly men, they of executives or employees of South Korean companies and their branches, their families, and students.

From 2011, they constituted the second largest Korean diaspora community in Southeast Asia after the Korean community in the Philippines, and the tenth largest in the world. Statistics from South Korea's Ministry of Foreign Affairs and Trade show that their population has grown by nearly fifty times in little more than a decade. Their population more than trebled from 1,788 in 1997 to 6,226 in 2003, then jumped to more than thirteen times that size – 84,566 – by just six years later.

Thus, in the study of the history of the migration of Koreans gives some data about Koreans in Vietnam from the perspective of contemporary information about the cooperation of Vietnam and the Republic of Korea. Since the establishment of inter-State relations between the two Governments were signed dozens of treaties and agreements in the fields of trade, investment, customs duties and so on, set up joint committees and the Commission on development cooperation. The author draws on some characteristics of modern Vietnamese Koreans [15]. Since the opening of the Korean Consulate General in Ho Chi Minh City was opened in November 1993, in the Vietnamese capital has been formed, the Korean community, which to date had reached nearly 88,120 people. About half of Korean investments have been made in Ho Chi Minh City and suburbs, where 70% of the total is about industrial products of Vietnam. Encouraging the migration of the younger generation Koreans in Viet Nam, the Korean Government as a whole sees in the Korean diaspora support long-term cooperation between the two countries. This allows you to create favourable conditions of Koreans in Vietnam, as well as the chances of getting more promising opportunities for young Koreans to develop their potential.

Vietnam's attractiveness as the host society as the recipient country in the eyes of future generations of Korean migrants is clear. How this fact characterizes the Korean diaspora in other countries. Feature of the history of each of them has its consequences. For many, the migration has not been voluntary. The power of historical events, political events had led Koreans to other countries, the history of which is time consuming and difficult. A brief look at the historical aspects of Koreans in China, the United States, Kazakhstan and Japan.

Korean society in China reaches the history with XVII century. Finally it was formed as a result of displacement of Koreans along the northern border of China, which began in the late XIX century. The period of Japanese colonial rule in Korea is a separate step in the migration of the Korean diaspora studied in China. During the period 1910-1920 approximately 330 thousand migrants have left Korea and fled to Manchuria. The main cause of migration were economic motives. In addition, China has also the largest centre of the Korean political immigration [16]. According to the Overseas Koreans Foundation in China in 1999 was 2 million Korean Chinese. They constitute approximately one third of the Korean population outside of the Korean peninsula and constitute the largest group of Overseas Koreans in size. National Census 2000 shows that the population of Han, the major ethnic group in China, is 91.59% of the total population, while China officially acknowledged 55 nationalities that make up only 8.41%.

Korean emigration to the United States of America has developed in the context of the U.S. military, economic and cultural participation in Korea. Early Korean emigration (1903-1944) was initiated by the Hawaii sugar planter's recruited Korean laborers' to work in their fields of plantations. United States military presence in Korea after World War II paved the way for the emigration of a large number of Korean women and children in the United States of America. From 1945 to 1965 around 6000 Korean students came to the United States to seek higher education in colleges and universities. After the United States opened its doors to all immigrants in the year 1965, they began to emigrate in search of better economic and educational opportunities. According to the United States Census Bureau on April 1, 2000, the United States of America live 1 076 872 Koreans [17].

Korean migration in Russia began in the year 1863, shortly after Russia has acquired land to the East of the Ussuri River under the Treaty of Beijing in 1860. In 1917, Russia had about 100 thousands of Koreans, and in Primorsky Krai, they accounted for almost a third of the entire population. Koreans are the first in the USSR were Stalin's deportation on the basis of nationality. In 1937, a decree of the Government of Koreans deported to Kazakh SSR and Uzbek SSR, under the pretext of «from the regime, on the eve of the Japanese invasion. April 1, 1993, Decree of the Supreme Soviet of the Russian Federation was deemed illegal acts adopted since 1937, the Soviet Koreans and Koreans were rehabilitated as victims of political repression. On the territory of the former Soviet Union approximately 500000 Koreans. According to the last census in countries of the post-Soviet area Koreans lived in Uzbekistan (176000), in Russia (153156), Kazakhstan (100000), Kyrgyzstan (19000), Ukraine (13000), Tajikistan (6000), in Turkmenistan (3000).

There currently are 700000 of Koreans in Japan, three quarters of who were born in and raised in Japan. Most of them are legally classified as «resident aliens». Koreans make up 85 per cent of the resident population outside Japan. Japan invaded Korea in 1904, joining it in the year 1910. The Koreans were deprived of land, so Japanese emigrant could handle it. The Koreans were forced under threat of famine to go to Japan in 1930; there were 419009 Koreans in Japan. Between 1939 and 1945, Koreans were forcibly relocated to Japan, and there were 2400000 in Japan at the end of the Second World War. From 1939 to December 1947, a total of 637093 Korean men were brought in as laborers in Japan [18]. As a result of the Korean population in Japan has grown rapidly, reaching 2.3 million in August, 1945. However, this number had dropped to 598.507 in 1947, when many Koreans returned to their homeland liberated. The remaining Koreans and their descendants formed the basis of Democratic community. According to the statistics at Immigration Bureau of Japan, there were 565.989 Koreans in Japan in 2010.

In view of the different history of Koreans in the country of destination, the history of the migration of Koreans in Vietnam was voluntary. Initiative of the migration was widely supported by the Government of the Republic of Korea. The total number of tourists from Korea to Vietnam increased 230% from 53.000 arrivals in 2000 to 5 million tourists in 2010. Vietnam in the eyes of the migrants remained an attractive country, where new migrants built the first business and public works, and later stayed permanently, lowered at the roots. Interest of Koreans in Vietnam is growing every year. The total number of tourists from Korea in Vietnam increased by 230% from 2000 up to 53000 arrivals at 5 million tourists in 2010. Vietnam in the eyes of the migrants remains attractive where new migrants are first business and public works, and later remained for a long time, omit the roots. However, much to the Korean diaspora in Vietnam, China, the United States, Japan and Kazakhstan is similar, the distinctive, characteristic both for the Korean diaspora, unlike ethnic groups, surrounded by inhabited by Koreans in host countries. In the next sections, I suggest that we discuss.

Koreans' Preferred Places of Residence and Economic Engagement

First, believed to be Korean communities have high rates of urbanization. In 1999-2009 Vietnam's population increased by 9.523 million, the average annual increase of 952 thousand people. There are three provinces with population size greater than 3 million people, which are City with 7.163 million, 6.452 million people in Hanoi, and Thanh Hoa is 3.401 million. In the province had a population of under 500,000 people is Bac Kan, Dien Bien, Lai Chau, Kon Tum and Dac Nong. Specifically, residents of urban areas is 25,436,896, accounting for 29.6% of the total national population. The Urban population (% of total) in Vietnam was last reported at 28.80 in 2010, according to a World Bank report released in 2011. As of December 11, 2010, Viet Nam has 626 cities. For Vietnam in recent years is that strong trends are becoming manifest: accelerated concentration of people in Hanoi and Ho Chi Minh City, as well as the building of a network of large cities that are driving the local dynamics, which is expected to promote a better distribution of wealth in the country in the long run. Urban Area Population largest city according to 2010, Ho Chi Minh City (Saigon) (5728900), Hanoi (2503000), Haiphong (1792400), Danang (446000), Bien Hoa (365500). Ho Chi Minh City is a region with a significant amount of the residence of Koreans. The majority of the population are ethnic Vietnamese (Kinh) at about 93.52%. Although the city takes up just 0.6% of the country's land area, it contains 8.34% of the population of Vietnam. Ho Chi Minh is home to the largest Chinese and Korean communities in Vietnam.

It is obvious that large cities have fascinated humanity for Koreans as their residence. For example, on the site to get in touch with Koreans in Vietnam have suggested three areas – Ho Chi Minh, Saigon, and Hanoi. Why Koreans are in the cities of Viet Nam? First, consider that Roughly half of the over 125 million people living outside their countries of origin reside in developing countries. Although Koreans originally there is a possibility of temporary labour migration may tourist interest, the possibility of temporary work, which later grew into a desire to stay. As with migration to the cities, people move in search of a better life for themselves and their families. Income disparities among and within regions is one motivating factor, as are the labour and migration policies of sending and receiving countries. Migration from more educated young people to realize their potential in a new country can be a feature of development. Cities are major industrial centers, where are concentrated the main industry and production. In addition, with the development of bilateral cooperation between the Republic of Korea and Vietnam, the city became a center of attraction for the Korean and Vietnam.

Economic cooperation of the Republic of Korea, Vietnam has opened new opportunities for investment growth in Vietnam, as well as improving the socio-economic empowerment of Koreans in Vietnam. Generally, five months' import turnovers reached 43.5 billion USD, rose 6.6% from last year 'same period, of which the domestic economic sector reached 21.3 billion USD, decreased by 7.7%; the FDI sector reached 22.2 billion USD, rose 25.3%. About markets for importation, China was still the largest one with 10.3 billion USD import turnover, rose 12.9% from the same period in 2011; next came to ASEAN with 8.6 billion USD, up 0.9%; Republic of Korea with 5.7 billion USD, up 14.3%; Japan with 4.4 billion USD, up 14.3%; EU with 3.2 billion USD, up 11.6%; the United States with 1.8 billion USD, up 4.2% [19]. Korean investment in industry constituted a significant contribution to the economy of Vietnam. Vietnam operates 135 industrial and export processing zones, which, in General, more than 27 thousand GA. Most such zones are in the Delta of the Red River, in the industrial city of Ho Chi Minh City, as well as on the central coast.

Korean delegation visited Vietnam economic direction, allowing the Koreans find prestigious jobs and increased their credibility in the eyes of the Vietnamese. Activity of the South Korean capital in Vietnam South Korean investment in the 2011 year is 14.6 billion United States; show the data only for the end of 2011-early 2012 year. According to the Government website etnews.com I managed to trace the activity of the Government of South Korea's economic cooperation with Vietnam over the past six months.

The Federation of Korean Industries (FKI) announced on October 26 that at a meeting held at Grand Plaza Hotel in Hanoi, Vietnam, Korean business delegations and Vietnamese government officials and companies discussed economic cooperation to enhance economic exchanges between the two countries while participating in many events. KOTRA and the Korea Chamber of Commerce and Industry also held an awards ceremony to recognize Korean companies in Vietnam including Changshin Vina, Doosan Heavy Industries, POSCO, Tangcom, Hansol Vina, Auntex and Nanotech for their excellent corporate social responsibility. Small and medium-sized Korean companies had meetings on 460 export deals with 169 buyers from the ASEAN Region including Vietnam and Singapore in the AT&D (Advanced Technology & Design) Road Show which was held in Hanoi of Vietnam to introduce products with advanced technology and design. These products include robots, electronic blackboards, LED modules, electronic flexible endoscopes and smartphone payment systems. The volume of the business deals reached a total of US$700 million. The Korea Information Technology Research Institute (President Yoo Joon-sang) successfully wrapped up its export promotion activities in Indonesia and Vietnam. The projects were underway between September 18 and September 24. The 20 promoters from 10 companies, including Smart Electronics, CM Electronics and Chungpa EMT, had extensive business meetings with buyers of Indonesian and Vietnamese enterprises [20].

An intelligent building system including a highly advanced hotel room management will be exported to Vietnam. The system was applied to Lotte Hotel in Korea. CCS Chungbuk Cable TV System (CEO Yun In-mo) announced on January 18 2012 that it sets up a joint company with Vietnam Multimedia Corporation (VTC) to manufacture and supply broadcasting set-top boxes. VTC, the largest state-run broadcaster of Vietnam, is scheduled to invest 58% of the equity and CCS bears the rest. Many Korean businessmen arrived in Viet Nam not from Korea, from Indonesia, India and Pakistan in search of political stability in the country-recipient and the best business opportunities. Only for 4 months in 2003, Ho Chi Minh City has about 100 new Korean companies. The Korean businesses in Vietnam include major Korean groups 147 representative offices-companies, about 200 investment and 250 traders. There are also manufacturing plants with the Korean investment capital, technological equipment and management, but with local staff. In Korean companies employs more than 75 thousand Vietnamese.

Vietnam remains a strategic choice for South Korea. Many foreign companies are having second thoughts about Vietnam's prospects; the South Koreans are plunging in. The chaebol says it could commit as much as $3 billion in Vietnam by the end of the decade, 12% of the country's current GDP. Currently more than 2.000 Korean businesses in Vietnam, with hundreds of thousands of Vietnam workers.

Thus, concentrations of Korean businesses in major cities and industrial centers of Vietnam involves resettlement Koreans Vietnamese here. Currently about 70,000 Koreans are living in Vietnam (100.000 sometime); with over 2/3 residing in Ho Chi Minh. All the Korean investment is also bringing lots of Koreans, to manage the factories, oversee the real estate and find more deals. Already there are 30,000 Koreans living in Vietnam, the second-biggest group after the Taiwanese, according to Chang Keun Lee, the chairman of the Korean Chamber of Commerce & Industry in Vietnam. Ho Chi Minh is home to more than half of the Koreans who staff the 1,000 Korean companies operating in Vietnam, and 150 Korean restaurants and more than a dozen supermarkets there cater to the expats.

Most Korean factories producing textiles, shoes and leather goods. In addition, ethnic concentration is according to social networking in small business. The Korean parts forming ethnic network services. Restaurants, supermarkets, barbershops, beauty salons, massage, billiards, karaoke is a typical Korean family business. Behind the vibrant Pham Van Hai market is the Korean street with restaurants, hair and beauty salons, with signs in both Vietnamese and Korean. Life's quiet here, not as busy as other «Korean» streets in Tan Binh, Phu My Hung (HCMC), etc. Here's an example from an interview of Koreans in Vietnam: «This is the first street where most Koreans stayed when first set foot here. Initially, there were about 50 families, and it increased to hundreds. Then hotels emerged. Koreans started to open restaurants, supermarkets, beauty salons, traditional herbal medicines, etc. to serve the locals. Early in the morning, they call one another to go do exercise, go to the markets, and late in the afternoon they gather to discuss business, very lively. Now only a few families remain.» Another example, Unlike K300 or Phu My Hung, mostly occupied by Korean business people, the «Korean Street» next to Super Bowl is inhabited by all kinds of people. Along the street, nothing is impossible to be found to meet Koreans' needs in Vietnam. In addition, Koreans in Vietnam are involved not only in the areas of private family business. Koreans are good employees in the areas of public service, financial organizations, schools, airlines, in management. Important is the policy of the Vietnamese Government towards Koreans. Koreans managed to take good positions to ensure their financial status and earned a good reputation in the workplace.

What was the situation for Koreans in China, United States, CIS countries? Compare the placement of Koreans in those countries. Consider the spatial distribution of Koreans in China. Koreans are scattered mainly around three provinces in the northeastern part of China. According to the Korean Government in 1999 China had 1963300 of Korean Chinese. And the population was distributed as follows: Beijing – 80 000, Hebei – 6 250, Shandong – 40 740, Shanghai – 1 949, Tianjin – 14 000, Nei Mongol – 22 641, Heilong – 450 600, Jilin – 361 000, Yanbian – 822 400, Liaoning – 235 300, other areas – 57 311 [21]. Thus, the majority of Korean Chinese living within two areas: «concentrated» in Purpose and scope «scattered», which included three North-Eastern area of Heilong, Jilin and Liaoning. After seeing economic opportunities thriving market economy in the 1990 ‘s, the Korean population quickly began to move in a rapidly developing industrial cities, such as Qingdao, Tianjin, Beijing, Shanghai, Guangzhou and Shenzhen, where they formed the ethnic clusters already outside their ethnic autonomy.

Initially, the main activity of Korean migrants in China was agriculture. Since the start of market reforms in 1978, nearly 30 million rural ethnic minorities of China moved in industrializing cities of coastal China. This wave of extraordinary migration from this period has covered more than 60% of the two million Koreans in China [22]. After seeing economic opportunities thriving market economy in the 1990's, the Korean population quickly began to move in a rapidly developing industrial cities, such as Qingdao, Tianjin, Beijing, Shanghai, Guangzhou and Shenzhen, where they formed the ethnic clusters already outside their ethnic autonomy. The proportion of agricultural workers among Koreans declined to 52%, while the proportion of production workers had increased to 20% and that of professional and technical workers up to 12%, more than double the rate of other ethnic groups [23]. The Koreans were more highly represented in business and service than other ethnic groups.

In 1992, between China and South Korea has been normalized diplomatic relations that has played a decisive role in the social and economic opportunities of Chinese Korean [24]. In the Chinese economic area are South Korean companies' generated new jobs, usually of cheap labor for Chinese Koreans [25]. The advantage over other ethnic groups allowed the Koreans in China to hold the position of translators and mediators between Chinese and Korean business. During the 1990's, as an increasing number of South Korean companies in the major cities of China business opportunities for ethnic Korean Chinese were expanded, particularly in the services sector catering South Korean firms [26]. Geographical proximity to China and South Korea and growing personal and economic ties between ethnic Korean Chinese and South Korea is likely to accelerate this trend, capitalization and Enterprise.

According to the United States Census, 2000, the Koreans have a high degree of geographical concentration. Two of the most populous states, California, and the Koreans, New York contain 43% of all Koreans, a total of three quarters of the population of Korea were concentrated in 10 States, United States. Three-fourths of the Korean population is concentrated in 10 States, the two most populous cities, California and New York, contain 43% of all Koreans [23]. One of the notable characteristics of the Korean diaspora in General and the Korean diaspora in the United States in particular, is the high level of urbanization. Koreans prefer to settle in the most densely populated areas, with high economic and social opportunities. Koreans have a strong tendency to live in cities, especially for very large, 96% (compared with 80% of the total population) live in urban areas. Even among the urban distribution, it was noted that prefer to settle in metropolitan areas (57%) [27]. Speed of the suburbanization for Koreans is one of the highest among major ethnic groups. According to a survey conducted in the year 1973 25% of Korean households in Los Angeles were engaged in small business. The growth of self-employment, the Korean community in Los Angeles has reached 40 % in the year 1977, and then more 50% in 1986. Census 1980 showed that Korean immigrants have the highest rate of self-employment among 17 recent immigrant groups included in the Census [28].

From countries of the former USSR for Koreans in Kazakhstan, for example, there was a steady trend of infiltration into the large cities (regional centers). For example, in Gur′eve to 1979. There were 86.6% of the Korean population, Dzhambul – 71.0%, Kostanai – 68.0%, in Karaganda – 94.1%, in Kzyl-Orda – 66.0%. The number of Koreans in Almaty for the period 1959-1979 more than 4.6 times between 1979-1989 – 1.3 times» [29]. According to recent studies in 2008, Kim G. in Kazakhstan, from 1178 enterprises and institutions of the public sector and private enterprise Koreans mostly owned by private companies were – 940 or 78.8% of all leading positions. High rates of Kazakhstani Koreans, ethnic entrepreneurship were demonstrated on the basis of the data of the Department of statistics of Almaty oblast. Kim G. examined the distribution of Korean leaders by their productive activities. As an example, one of the districts was chosen – Bostandykskii, where 246 different State enterprises are headed by Koreans and private companies in sectors such as trade (79), the production of goods (16), architecture and construction (26), education (9), catering (5) advertising (7) sale of computers and software (11), public health (5), public organizations and funds (5), services (23) and recreation (8) real estate (10) research activities (11), legal services and security (8), tourism, transport, equipment installation and (23), etc.[30].

Most Korean residents in Japan were reported in major cities. Stability stays most diaspora was fixed in cities such as Osaka-30%, and the Tokyo-10% [Ryang, S. Koreans in Japan: Critical Voices from the Margin. Sonia Ryang (ed.), London: Routledge, 2000]. Studies have identified major trends characterizing human settlement of Koreans in Japan for 1997-2005, according to the Overseas Koreans Foundation. Thus, the proportion of the number of Koreans in Japan in 1997-2005 was concentrated in cities such as Osaka (32.89%), Kobe (11.70%), Nagoya (10.17%), Yokohama (7.17%), Fukuoka (4.76%), Hiroshima (3.90%), Niigata (1.81%), Sendai (2.12%), Sapporo (0.93%). Socio-economic situation and the standard of living of Koreans in Japan have generally improved in the 1980-1990's. Social discrimination, exclusion of Koreans from key areas of the economy, reliance on individual social networks have become causes of formation of Koreans by Japan's own economic niches, which were occupied by the Japanese. So slowly in the Korean diaspora Japan an economic differentiation. Among them are the most affluent sectors of the Korean diaspora as owners of «pachinko». These street slot machines around markets that emerged in Japan since 1940, has become a real «ethnic businesses», a symbolic industry. In the 1980-90s there has been increased demand for services. This is one of the reasons for improving the economic status of Koreans in Japan. Another place Korean business – Korean restaurants. Yakinikuya (Korean style BBQ restaurant) industry, which was developed mainly Koreans in Japan, has also made significant progress. Finally, the construction boom in the economy during the bubble has stimulated activity of many Korean businessmen who were involved in the construction [31]. As for the Korean business with retailers dry food, and «sindal» – Korean business of creating design and manufacture of women's shoes. Often the enterprise this business were in the city of Osaka, where the focus of Koreans.

Thus, the ethnic business has enabled the Korean diaspora adapt to resources provided by their terms and conditions, which vary between societies and over time [32]. Undoubtedly, the literature confirms the location of Koreans in host countries in the cities. Causes of migration to the cities are improving the financial well-being, access to a good education, a desire to live in developed urban cities, the desire to satisfy their professional ambitions. A special role in all countries has been the Government's policy toward the Korean peninsula. Koreans have proven themselves as excellent professionals, educated, disciplined, with a savvy and strong sense of responsibility. This allowed many of them to occupy leadership positions even in the public service. In addition, the recognition of the host society may be realized as in education of the Korean autonomous region in China, the American dream on an equal footing with all in the United States, promotion of Korean public organizations in governmental body holding public office by the Koreans in CIS countries, as well as the formation of special ethnic areas of business with a high degree of success of Koreans in Japan.

As a whole, occupying a high position in the educational and professional life, the Koreans have a good social standing, financially secured, have special features in the construction of ethnic entrepreneurship. In addition, one of the important roles played by South Korea. Social well-being of Koreans in host countries is a defining characteristic in the eyes of the host society. South Korea increased economic presence in the presence of Koreans. This, in turn, significantly affected the socio-economic situation of Koreans.

Conclusion

For any country, attractive for migrants, the potential increase in presence of other ethnic and other cultural groups updates their inclusion in the functional system of the host society. Interactive process between the migrants and the host society title ethnicity obliges to adapt their institutions to include identities and socio-cultural practices of migrants.

During the period of transition from one identity to the other migrants structure demanded by the special conditions requiring assistance in language adaptation, support in finding work and housing, etc. Of the host society requires Institutions to adapt constantly to the presence other than the most common social and cultural practices of migrants.

Governments of receiving countries should develop specific programs for the development of education, health, employment, social security, housing, in order to create an effective framework for the subsequent integration of diaspora in the receiving society.

Diaspora entrepreneurs are uniquely positioned to recognize opportunities in their countries of origin, to exploit such opportunities as «first movers,» and to contribute to job creation and economic growth. Recent research suggests that diaspora entrepreneurship can contribute to development by creating businesses and jobs, stimulating innovation, creating social capital across borders, and channeling political and financial capital toward their countries of origin.

However, not all forms of entrepreneurship contribute equally to economic development. «Necessity entrepreneurs» – who create their own small businesses because they cannot find other work – have a minimal effect on economic development. At best, they support themselves and help to reduce overt unemployment. «Opportunity entrepreneurs,» on the other hand, are much more likely to have a positive impact on economic development as they recognize and take advantage of market openings.

Finally, we offer a number of recommendations concerning the policy of the Government of Viet Nam, as well as countries in the Asian region have adopted Koreans on their land:

1. liberalization of the law on acquisition of real estate by diaspora communities;

2. promote access to capital, especially for small businesses through credits;

3. adopt a policy, make it easy for business owners or investors to come and diaspora between their country of origin and their country of settlement.

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Ethnopolitical Themes in Marginal Media of Central Asia

Abstract. The community of political history and media culture of Central Asia in the twentieth century – a topic poorly developed by researchers. The reasons are the closeness of some aspects of the topic in the Soviet period. Meanwhile, in the pages of regional and metropolitan media are a reflection of issues of national and cultural identity. The author analyzes the methods of political journalism, ways of presenting the theme of national identity in the international media. Periodical Press is a passive source of information on the work of state bodies and diplomatic missions, allowing inform readers about political change. The paper presents new evidence on the publishing activity leaders of «Alash», based on the translation of an article in the media with the Arabic script, and comparative analysis of the periodical press on the «Kazakh» theme.

Key words: Central Asia, diplomacy, media, Kazakhs, Kyrgyz, Chinese Foreign Ministry, «Alash», power, identity and nation.

Introduction

The newspaper published in Kazakhstan and Central Asia during the 1916 uprising in Kazakhstan and Central Asia, in an era of political upheaval in Russia (1917 – 1918) and the Kazakh autonomy (1920 – 1936), reflected the ethnic aspects. The work of state bodies of the young republic with a multicultural audience was based on the conviction and disseminating information about the Kazakh state. On the other hand, Chinese newspapers (Beijing) print information about Kazakhs workers in Xinjiang. Printed Kazakh media outlets in the city of Omsk, Petropavlovsk, Tashkent, in historiography as a source described is not yet in full. The reasons for this are both objective reasons (remoteness of the region), and subjective aspects (civil and World War II, the repression of journalists, civil servants). The negative role played by the change of the alphabet; consequence of avoidance learned texts on Arabic script. Independence, Kazakhstan has opened the possibility to apply to archival material and re-read the article, identifying their historical significance. Materials for writing the article was rare archival documents, primary sources, published in the periodical press in 1916-1926, journalism «Alash».

Methods

Methods of scientific analysis and synthesis used in the work, refers to the traditional field of dialectics and logic, the comparative method, for comparative, based on the principles of historicism and objectivity.

Main body

The study period of the Kazakh media autonomy, based on the archives, leads to the belief that the analytical publications were initiated by the government. Then, both within Central Asia caused understanding of the national question, in the sense of national identity. The one national issue, which was later, mowed down an absolute majority of the Communists, then – sympathetic, then completely «alien elements». As a result, driven into the prison, the national staffs are powerless to oppose the «logic» of totalitarianism something intelligible.

Periodicals Kazakh autonomy tended to three centers: Orenburg, Omsk and Tashkent. These cities were printing trained personnel. Opinion readership Western Siberia and Kazakhstan was formed through the newspapers, on the balance of the Bolsheviks. The newspaper «Kedey sozi» was the organ of the Muslim Organizing Bureau of the Russian Communist Party (Bolsheviks) and Omsk gubrevkom. (Archive Center for Scientific and Technical Information on the Documentation and Archives case, Almaty) March 14, 1921 «Kedey Sozi» moved to Petropavlovsk and outputs as «Bostandyq Tuy».

In 1924, for the third anniversary of the news-

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paper editors received and published the congratulations of People's Commissars (Saken Seyfullin, Utekin), the newspaper «Ak Zhol» (I.Toktybaev, Tashkent), etc. [1].

Kazakh population was concentrated in marginal urban. In the midst of a national-territorial demarcation, in April 1924 the State Planning Committee of the Kazakh SSR historic meeting took place. Chaired by the Deputy Chairman of the State Planning Commission Smagul Sadvakasov. Listen to the question, «Consideration of the draft of the regional and district division of the Kazakh SSR». (Central State Archive of the Republic of Kazakhstan (hereinafter – the Central State Archive of the Republic of Kazakhstan). Foundation 1175. KirEKOSO. Inventory 1. Case 11. L.57)

In the report on regionalization provides statistical data on ethnic groups in the regions.

Table 1 – The digital characteristics of the Eastern Region (Central State Archive of the Republic of Kazakhstan. Foundation 1175. KirEKOSO. Inventory 1. Case 11. L.57)

Area in square miles	Population	Kazakhs	Russian and others	Urban population	Density
992.761,5	2.300.364	49,7%	50,3%	9,6%	2.3 pers. 1 square mile

West-Kazakhstan region, centered in the city of Orenburg

Area in square miles	Population	Kazakhs	Russian and others	Urban population	Density
680.276,4	2.480.771	49,2%	50,8%	6,5%	2.3 pers. 1 square mile

South Kazakhstan region with its center in Tashkent

Area in square miles	Population	Kazakhs	Russian and others	Urban population	Density
680.276,4	2.384.824	55,7%	44,3%	17,3%	2.4 pers. 1 square mile

It makes sense to pay attention to the figures of the Kazakh and Russian population, as part of the regions. The newspapers, magazines actively operated in marginal are as. «Educated» professionals in the Kazakh Republic officially admitted to the Soviet-party bodies only in 1924, as for the conduct of proceedings in the Kazakh language took people in the know.

Formed part of the Kazakh intelligentsia, graduates of Ufa, Kazan, St. Petersburg, Moscow (Magzhan Zhumabayev, Sabyr Aitkhozhin, Bekmuhamet Serkebayev and others) have been involved in newspapers. From the analysis of the context M.Zhumabayev publications on social issues in 1921, it follows that, in his face, advanced national intelligentsia confidently navigate in the political situation. The author warns the reader of the danger of separatism and calling for national unity. Knowing the history of the Kazakh people and seeing the place in the world history of the Kazakhs, Zhumabaev lists cultural brands (Abai, «Aiқap», «Oyan, Kazakh!»), Compares his position with those previously published in the journal «Ауқар» and the poem of M. Dulatov «Оуаң, Kazakh!» One of the articles Magzhan ends in the spirit of the time address to the nation: «We, the Kazakhs, could not carry out their own revolution. Now choose, Kazakh, or – a monarchy or – Tips, or – freedom, or – slavery. One of the two» [2]. In Magzhan's journalism, there is a civil rod and the depth of argument, and iron logic.

The horizon of the author deserves respect from the audience, makes the report; the successful expansion of the reception theme in general is typical for journalism M.Zhumabayev. For example, in an article on the release of Kazakh women Magzhan deliberately leads the historical facts about the «work» to mobilize the Kazakhs in 1916 [3].

The marginal area on the border between Kazakhstan and Russia has not happened to be the focus of government agencies. It was important to explain to residents the benefits of autonomy and influence the decision of the Centre on the line of demarcation. This mission was successfully accomplished media.

Another example. In Tashkent, the mid-1920s published several newspapers, including the Bolshevik «Turkestan is true.» /Later it changed its name and came out as «Pravda Vostoka»/. Circulation reached 7000 copies [4]. This edition was published in one 1920 under the pseudonym «Kara Kirghiz». In the same newspaper published a series of materials in Xinjiang, up to bring the statistics on the ratio of ethnic groups (Kazakhs, Kyrgyz, Uighur, Dungan, Chinese, Kalmyks). These data were obtained at the time of the Soviet consul in Yining and Urumqi. The researchers believe that a similar interest in the ethnic map of the Chinese province dictated by ideas of world revolution [5].

On the eve of national-territorial delimitation in 1924 newspapers were instructed how to raise awareness of opinion on this issue. In printed media questionnaires filled out opinion leaders (Mendeshev, Eskaraev, Asfendiyarov, Khojanov, Tohtybaev, et al.). Survey items included the ethno-cultural specifics of the region and other (future capital of the national autonomies, distribution infrastructure, territorial boundaries, and so on.).

The history of settlement nations within Central Asia and Kazakhstan is full of massive ethnic migration. Connoisseur's ethnogeny attracted to the process of demarcation of theoretical justification, as experts. Their competent opinion published in the periodical press.

The number 228 of «Turkestan Pravda» dated October 13, 1924, published an article explaining the Law of the Kyrgyz people to self-determination. Author notes on «Background (from the history of the Kara-Kirghiz)» described competently, historical and ethnographic picture of the region. Written under the pseudonym «Kara Kirghiz» refers to the origin of the Kyrgyz people [6]. Here the author reports on the migration of Kyrgyz, who in the late sixteenth century, under the pressure of Russian Jungars and moved to the south side of the Tien Shan, merged with the local Kyrgyz and extended their pastures to Andijan and Kashgar. Circuit Description ethnogeny Kyrgyz, key dates and ethnonyms are given to them correctly.

In this article the date of formation of the Kazakh khanate, namely 1465. The author notes, «Kara Kirghiz» demonstrates professional competence, mentioning the auxiliary historical disciplines, ethnology. «For us it is important – he writes, – help show this relationship existed with the Kyrgyz Cossacks. There was not a tribal struggle, and the struggle of. «Then he moves on to the authoritative researchers ethnogenesis of the peoples of Central Asia, it refers to the opinion of Shokan Valikhanov.

Text analysis of this brief memo revealed several curious moments. The author knew the historiography of the issue. He refers to the opinion Shokan Ualikhanov. Link to shock note Kara-Kirghiz gives its specialization, a deep interest in the region's history and ethnogenesis of the peoples of Central Asia. In addition, «Kara Kirghiz» gives accurate historical information about the dating of the formation of the Kazakh nation and the details of ethnogenesis and formation of statehood. It is necessary to find out who is hiding under the pseudonym «Kara Kirghiz» and corrected the mistake so professionally Turkestan newspaper «Turkestan is true.» His competent opinion in a timely manner and was the truth. /Kara-Kirghiz Autonomous Region May 25, 1925 was renamed the Kirgiz Autonomous Region /.

From other sources we know also that the Kyrgyz turcologist linguist, founder of the Kyrgyz linguistics graduate of Ufa madrasah «Galiya» Ishangali Arabaev took part in the first scientific congress of teachers of the Kazakh autonomy in June 1924 in Orenburg. At the forum A.Bukeyhanov, M.Dulatov raised issues of national and cultural identity. In Uzbekistan, in those years, he worked another graduate of madrassas «Ғaliya» historian Bulat Saliev. Authors of textbooks – Osmanaly Sadykov, scientist, poet and statesman Kasim Tynystanov participated in the process of self-determination.

Editorial Tashkent newspaper «Turkestan truth», «Ak Zhol» and «Turkestan» were located in the same building. When contentious points regarding the specifics of intercultural relations, journalists received the necessary advice from colleagues. The fact of the intellectual debate on issues of self-determination is respected. Most of these patriots Central Asia, unfortunately, have become victims of repression of the 1930s. The reliability of historical data in newspapers and disengagement period of autonomy has played an important role in the historical process of self-determination. Revised ethical media are necessary to educate the readers, giving the opportunity to speak to interested parties. Importantly, given that «Kara Kirghiz» details the history of the region, for example, quoted now in the 550 year anniversary of the

Kazakh state. Interest in the topic of statehood within the region, is inexhaustible.

A similar outreach led the Chinese state authorities. During the uprising in 1916 a large number of Kazakhs and kyrgyzs fled from Kazakhstan to neighboring Xinjiang. In this north-western provinces of China were brought under control by local officials. Official Beijing reported the fact of immigration in the newspapers as long as the latter did not leave Xinjiang Kazakh. On the expulsion of immigrants and the role of Chinese media in resolving the diplomatic conflict we wrote earlier [7].

A series of essays on the results of visits Kashgariya, Dzhungaria, Pamir, published in «Turkestan truth» under pseudonyms or initials, can be attributed to espionage Orientalists. As it turns out, Professor E. Polivanov in 1920 visited Xinjiang officially – on behalf of the Comintern; study the situation in the region for knowing local languages, no big deal. He was sent to Japan in the Far East, using as an expert linguist and a man well versed in ethno-psychology [8].

Conclusion

Marginal areas are geopolitical features – the media are permeated with motivational materials, which is typical for Central Asia. Thus, the example of the history of the several states / Russia, Kazakhstan, Uzbekistan, Kyrgyzstan, China / we can confidently konsttatirovat close relationship between the state of domestic and foreign policy and the media. Declassified archival materials, the Chinese media 1916 – 1919, the Kazakh newspaper 1920-1926 «Kedey sozi» and «Bostandyk Tuy», Russian «Turkestan truth» 1922-1926 allow us to estimate the skill level of journalists and politicians in the analysis of complex ethnic and sociopolitical processes. If we generalize the political publication «Zhas Azamat», «Kedey sozi» and «Bostandyқ Tuy», «Ak Zhol», «Өrtең» and other periodicals that appeared on the stage of autonomy, it will emerge a powerful intellectual paradigm.

The study of its contents to be a new generation of political scientists in the context of the social history of the East of the twentieth century. The generalization of the intellectual heritage of Central Asia will be a methodological support in the promotion of the national project «Mangilik eat.» This is the impression of the era and the legitimate frustration of the national intelligentsia, especially in marginal areas of the region.

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Innovation Potential of Kazakhstan's Regions: Evaluation and Ways For Development

Abstract. The paper aims to evaluate innovation potential of regions in the Republic of Kazakhstan and propose ways for its development.
Despite the fact that regional innovation systems in Kazakhstan have been formally established for more than 10 years, there are a lot of unsolved problems and lack of understanding in this field. This defines the urgency of identifying real innovation potential of regions in our country with following attempts to find solutions.
Key words: innovation, innovation potential, regions, Kazakhstan, development

Introduction

Recognition of the role of innovations in the modern world has generated a large number of theoretical and applied researches. The nature of innovations and innovation processes and their role in competitiveadvantages formation are the subject under consideration in (Porter, 1998a, 1998b; Dosi, 1988; Feldman and Audretsch, 1999; Zhits, 2000). K.M. Misko (1991), G.Schienstock (1996),L. Botazzi and G. Peri (2003), B. Asheim and M. Gertler (2004) studied innovation processes at national and regional levels. Innovation potential of the regions is one of the most important factors for regional competitiveness. G.I. Zhits (2000) defines innovation potential as a system of resource provisionfor the system to function at the level which corresponds to the world's level or higher. Repchenko and Fokin (2007) states that the expert evaluation of innovative potential of the region should be carried out within four sections: technical scientific potential, educational potential, investment potential, and potential of the consumer's sector. According to Martin (2003) many internal and external factors, starting with business partners, customers, competitors, over the disposable human capital, regional knowledge infrastructure, and ending with institutions, regulations and legislation create so called Regional Innovation System (RIS).

Multidimensionality of the innovation concept and great variation in innovation processes, in terms of their objectives, organization, cost and use of research results stipulate for the absence of the innovational potential integrated indicator (Korobeinikov et.al, 2000). On the other hand, modern literature on economics suggests various methods and models for the evaluation of innovativedevelopment of the region (IDR) as well as in the system of strategic management (Tafti, S. F., Jahani, M., Emami,S. A., 2012, Kortelainen, S., Lättilä, L., 2013). According to S.V. Kazantsev (2012), while doing research of a specific item with a specific target, one should not over-expand the set of indicators, taken into consideration, and should not increase the precision of their quantitative representation to the fullest extent. Therefore we used two approaches in identifying factors and correlation between them in this research.

Based on multivariate correlation-regression analysis, calculation and trying different models we have been able to identify and justify the equation satisfying the criteria according to the gross regional product of the system of indicators for innovative activity regions of Kazakhstan.

Methods

Using the method of successive inclusion, we found that the most acceptable is the 5-factor model, which has the form (see formula 1)

$Y = 185384 + 13179X1 + 18,52X2 + 2,67X3 + 917,3X4 + 159,76X5$, (1)

Y – gross regional product, millions tenge;

X1 – the number of innovatively active enterprises and organizations, units;

X2 – the volume of innovative production that has been improved, millions tenge;

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X3 – a total volume of innovative production, millions tenge;

X4 – investments in main capital per capita, thousands of tenge/people:

X5 – number of employed, thousands of people. As a result, a high level of correlation coefficient approaching a unit (R=0,83) indicates a close connection between the identified factors and gross regional product. The resulting model was the basis for assessing the level of innovative potential areas of the Republic of Kazakhstan and the subsequent ranking on this criterion.

Then, sharing the view of Professor O. V. Kuur (2009) who states that innovation potential can be calculated starting from the GRP; we offer our formula (see formula 2):

$$Y= \frac{X1+X2}{GRP} \times 100\%$$

Y – innovation potential;

X1 – expenses on technological research = A+B;

A – expenses on product innovations;

B – expenses on process innovations;

X2 – expenses on research and development.

The choice of the mixed methods has been preconditioned by several factors. Data sources triangulation allows overcoming limitations and lessening the biases of the research methods and ensuring results convergence. Besides, it provides a comprehensive analysis of the research problem contributing to the investigation objectivity.

In the next part of the research, after identifying potential ratings of regions, we studied more than 50 secondary sources of information, including laws, concepts, programs, events and reviews of major international organizations. That allowed us to identify key problems and propose ways for development of regional innovation potential.

JEL Classifications: O38, H79, R58

Main body

In the result of first part of research we found out there are substantial differences in the level of innovation potential of the regions in the Republic of Kazakhstan, meanwhile most regions' innovative features and potential can be assessed as average. It should be noted here that there are 14 regions and 2 major cities in Kazakhstan. By using the formula (1), it is estimated that the innovation potential ranges from 70.03 points in Almaty city to 2.63 points in Kyzylorda region. Thus, there is a large enough gap between the maximum and minimum values for this indicator. Results of estimation by formula (2) also showed that the innovative potential of oblasts ranges from 5.97 in the East Kazakhstan region to 0.06 in North Kazakhstan and Kyzylorda regions, which supported previous calculations.

After analysis of previously used methods, it can be concluded that the ranking of the level of innovation potential of regions takes place in the following order:

– High level of innovative potential: East Kazakhstan (3 matches), Almaty city (2 matches), Pavlodar (2 matches) and Zhambyl regions (2 matches);

– Low level of innovative potential: Almaty (2 matches), Mangistau (2 matches), West Kazakhstan (2 matches), Kyzylorda oblast (2 matches).

Key factors which hinder innovative development of regions were identified as follows:

– Limited domestic demand for innovation.

– The lack of a systematic approach in support of innovation infrastructure operation.

– The lack of specialists in innovation management.

– Low level of innovative culture of the business community.

– Low commercialization of research results as a consequence of poor relation between university and industry.

Table 1 – Measures for improving the effectiveness of public policy in the innovative development of regions

Related area of measures	Ways to implement measures to improve efficiency
Legislative basis	1. Strengthening the protection of intellectual property rights 2. Adoption and implementation of simple and clear regulatory acts for public-private partnerships in innovation 3. Suppression of unfair competition 4. Reduction of the burden on the business sector for government bureaucracy
Cooperation and coordination of elements of the innovation system	1. The mobilization of the business sector 2. Transfer of knowledge and technology commercialization 3. Coordination of activities of the state in the sphere of innovation 4. Strengthening regional government in innovation 5. Monitoring and evaluation

Support for high-tech industries	1. Measures to improve the survival rate of new high-tech companies 2. Promotion of exports of high technology products 3. Promote innovative activity in state-controlled companies
Commercialization of the results of research and development	1. Implementation of the system analysis and evaluation of the effectiveness of the investigations 2. Encourage international scientific and technological cooperation 3. Development of innovative activity of small and medium-sized companies
Stimulating innovative activity	1. Development of motivation research staff 2. Support of R & D investment by the business sector through the provision of tax incentives 3. Improving access to «seed» and venture capital for new companies
Building human capacity and human resources in the innovation sector	1. Increase the number of young researchers and raising the level of existing knowledge of researchers 2. Increasing the mobility of and renewal of research staff 3. Modernization and expansion of innovative infrastructure in the new priority areas of research 4. Enhancing innovative activity based clusters

Thus, the whole complex of state-level initiatives should contribute to the revival of high-tech industries, and strengthen their position both on the domestic and foreign markets. The result should be an increase in overall economic activity of industrial enterprises, improving the investment climate and socio-economic situation in the country. The above measures of state regulation would contribute to a gradual transition to a more efficient form of interaction between the state, business and science, where most costly part of R & D funded by big business and the state is responsible for funding of basic research.

Conclusion

Levels of research and innovation in a region have long-term and cumulative effects on regional prosperity. EURAB report (2005) emphasizes that the challenge which policy makers are facing is how tounlock the potential for research and innovation which exists in each region through mobilizing the actions of individuals and organizations. This is best undertaken at aregional level for it is within regions that policies to stimulate research and innovationcombine to influence levels of activity 'on the ground'.

Having examined the measures taken by the Government of the Republic of Kazakhstan and foreign countries previously, list of measures were designed to improve the effectiveness of public policy in the innovative development of regions (see Table 1)

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Social Development of Organization: Problems and Prospects of Management

Abstract. In article the concept is considered and factors of social development are defined. The principles of state regulation are allocated and stages of social development are defined, the technique of a rating assessment of social development is offered. The structure of the collective agreement is recommended. The bill on social development of organizations is considered. Models of social management are improved. Standards of social development of organizations are offered.

Key words: social development of organizations, social standards.

Introduction

Social processes in organizations play huge role due to 30–40% of the increasing production efficiency fall to their share. In fact the importance of social development testifies in many foreign countries as there appeared the positions of vice-presidents for social development. According to data of the World Economic Forum, 132 leading companies of the world consider that social development is the most important component of success of a company [1, page 6]. The research of Harvard University proved that organizations considering social interests have employment growth indicators more than those which don't develop social activity [2]. The questions about the increase of social stability of the economic sphere find reflection in social strategy of the increasing number of large corporations, state legislative and regulations, different program documents of public organizations: General declaration of human rights (UN, 1948) the International Covenant on Economic, Social and Cultural Rights (the UN, 1966), the European social charter (1961), New strategy for the social unity prepared by the Council of Europe in 2004, the Copenhagen declaration on social development and in the action program of the world summit in interests of social development (Copenhagen, 1995), the reconsidered strategy of social unity (The European committee on questions of social unity, Strasbourg, 2004) and the Declaration on a sustainable development approved in Johannesburg (Republic of South Africa) at the world summit. According to experts' estimates, from a quarter to more than a half of the enterprises are unprofitable or closed to such a state. Economic trouble of enterprises is supplemented with their social «illness». At the same time, it should be noted that economic, social and legal are not still studied fully and demand carrying out further scientific researches. In particular, there are such unexplored questions as planning and rating indicators of development. There is no accurate framework of definition of structure of a social package and collective agreements. In this regard, development of methodology of social management became an objective necessity and imposes new requirements to formation and representation of information streams.

Methods

We believe that the technique of a rating assessment of social management has to cover all social directions of the organization and comprise a certain algorithm. The rating of social development has to pay off on the basis of a technique which estimates quality standard on the basis of groups of the indicators having specific weight in total value of a rating. We consider necessary, to add a technique of a rating assessment with the following indicators: standard providing, the direction of the analysis on the basis of social indexes, an assessment of business reputation, the analysis concerning the workers, a culture level assessment, the analysis concerning business partners, the analysis concerning the state and societies

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Main body

Social development is a set of the economic, social, political, spiritual processes which are developed in society. It reflects the irreversible, directed, natural change of the social phenomena or processes as a result of which they pass into a new qualitative state (their structure or structure changes). S.E. Maykova and D. V. Okuneva understand the social processes connected with improvement of quality of life as social development [3, page 4]. All changes in the social environment promote economic growth [4, page 18]. A. Ya. Kibanova claims that social aspects, are based on laws [5, page 311]. V. V. Lukjyanets notes that social development is a main objective of activity of the state [6, page 20]. So, social development by the company is understood as the process during which there is its high-quality change.

Successful activity of any organization depends on productivity of labor potential [7, p. 67].

Many factors have impact on social development. We consider that factors of social development can also be classified by types on external (the social legislation, social security, social laws, demand) and internal (the management, stabilization, working capacity, working capacity defining the general physical and social and psychological working conditions) (figure 1).

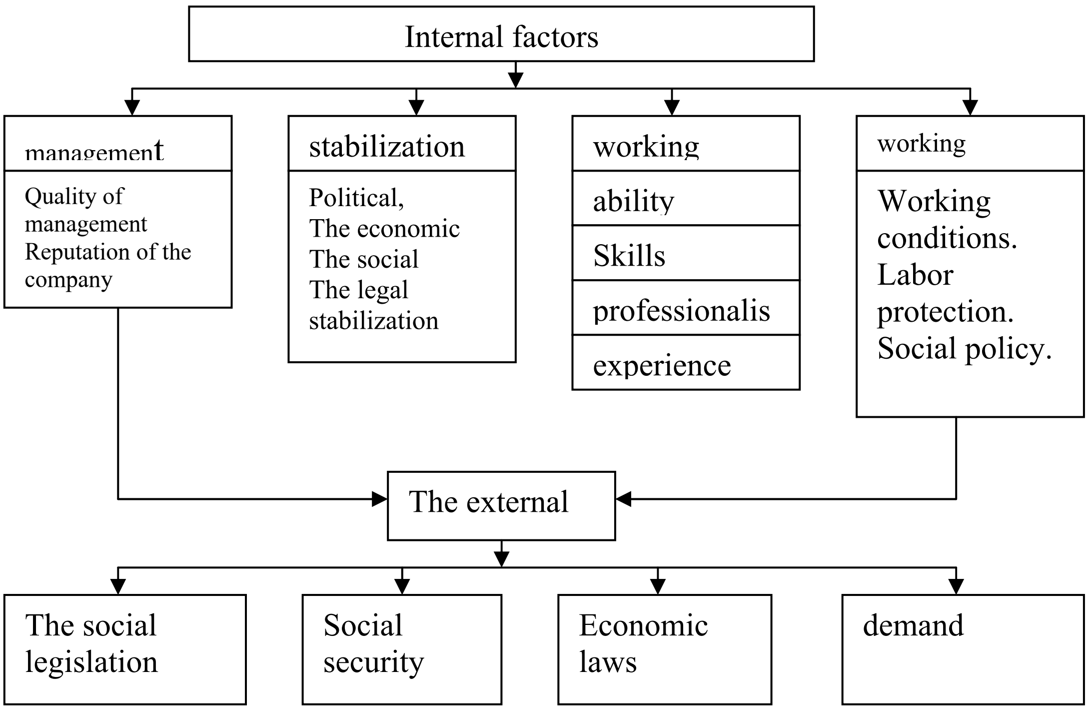

Figure 1 – the Factors influencing on social management of a company
The note was made according to literature 1-20

This classification of factors systematizes a conceptual framework of the theory of social company management. Many scientists investigated world experience of management. One scientist claims, it has to consist administrative decisions, others consider that there have to be social guarantees and services. In our opinion, management of social processes includes the following stages (figure 2).

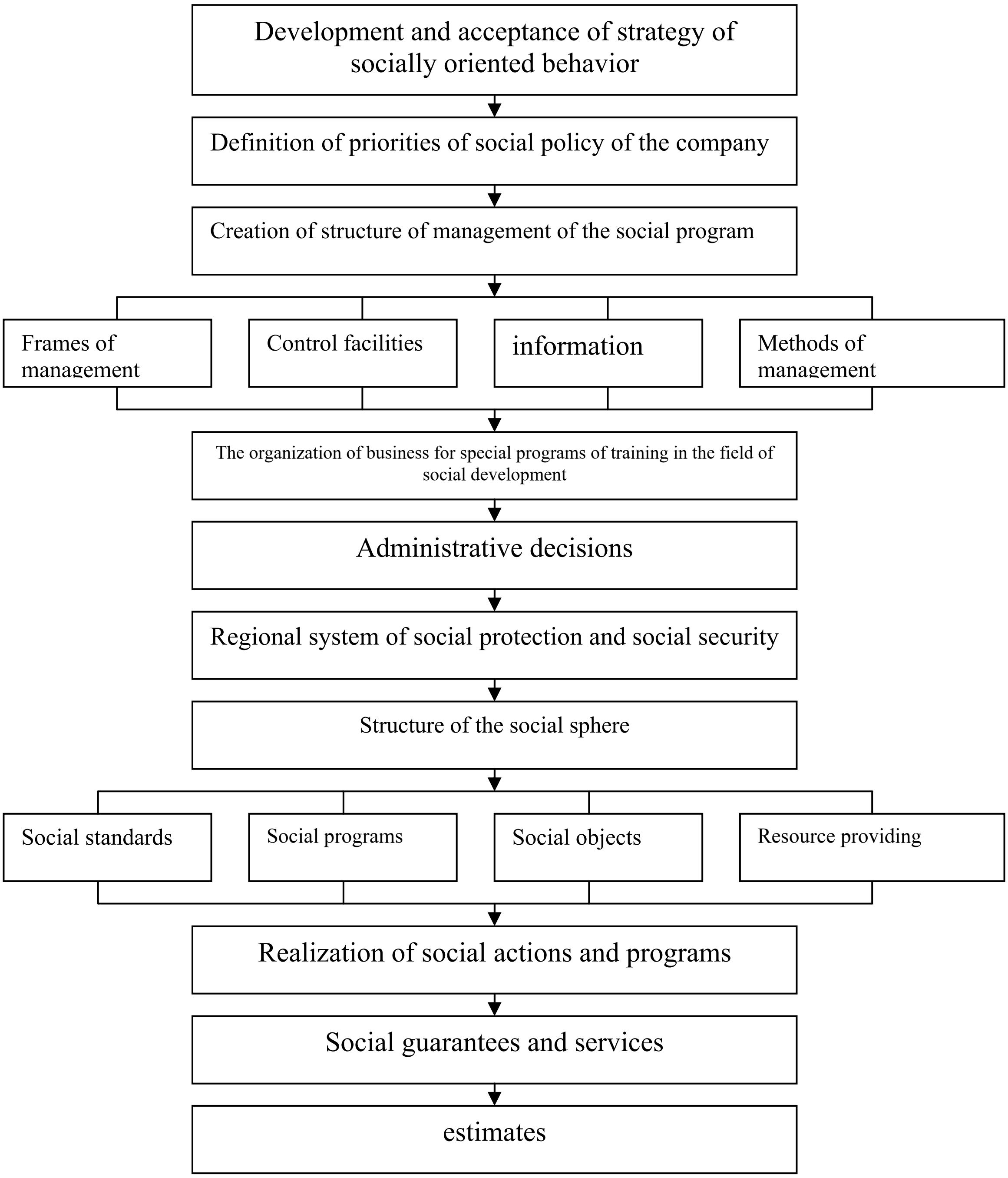

Figure 2 – Scheme of management of social processes

The note was made according to literature 1-20

The offered approach differs from existing strategy of socially oriented behavior is developed.

The leading role in social development of the company, undoubtedly, belongs to the state. According to K.S. Mukhtarov the efficiency of economy is possible only if there is progressive system of social actions [8, page 5]. Experts of the World bank showed that the effective state is an important condition of social development [9]. Professor R. Gabdulin claims that state regulation of economy is a system of the measures which are carried out by competent establishments and public organizations [10, page 24].

For the first time the question of the general principles of public administration was brought up by Henri Faillol [11, page 95]. Other scientists hold other opinion [12, page 9]. Professors N. K Mamyrov and Zh. Ikhdanov allocate the following principles of public administration: allocation of priority questions; effective proportionality and balance [13, page 25]. According to A. B Mirzhabayeva the basic principles consist in consistency and integrity of legislative, standard and legal and methodical base [14, page 14]. The principles of state regulation of social management of the companies as N. A. Krichevsky and S.F. Goncharov note, have to become a responsibility of the state before the population, inadmissibility of decrease in level of the social rights [15, page 58 – 59]. We consider that for the Republic of Kazakhstan the following can become the principles of state regulation of social management: responsibility of the state for economic, social and ecological development of the country, social protection, responsibility of the state for observance of the rights of workers and employers, observance of the rights of consumers of production by the company, development of the social rights, safety of work, protection against social and environmental risks, control over formation by conscientious business ethics, development of the favorable competitive environment, observance of norms of the Kazakhstan and international law.

In the West ratings of business reputation and social development are very popular. As A. K. Arystanov notes ratings are necessary for information [16]. «Samruk-Kazyna» introduces a rating of social stability for the companies which are its part [17]. N. A Krichevsky and S.F. Goncharov allocate three groups of indicators of a rating of social development. The first group — indicators of social responsibility before workers [18, page 136]. The second group – before surrounding community [18, page 136]. The third group – responsibility indicators [18, page 136]. But the techniques of a rating assessment offered by N. A Krichevsky and S.F. Goncharov don't assume the analysis of social company management. We believe that the technique of a rating assessment of social management has to cover all social directions of the organization and comprise a certain algorithm. The rating of social development has to pay off on the basis of a technique which estimates quality standard on the basis of groups of the indicators having specific weight in total value of a rating. We consider necessary, to add a technique of a rating assessment with the following indicators: standard providing, the direction of the analysis on the basis of social indexes, an assessment of business reputation, the analysis concerning the workers, a culture level assessment, the analysis concerning business partners, the analysis concerning the state and societies (figure 3).

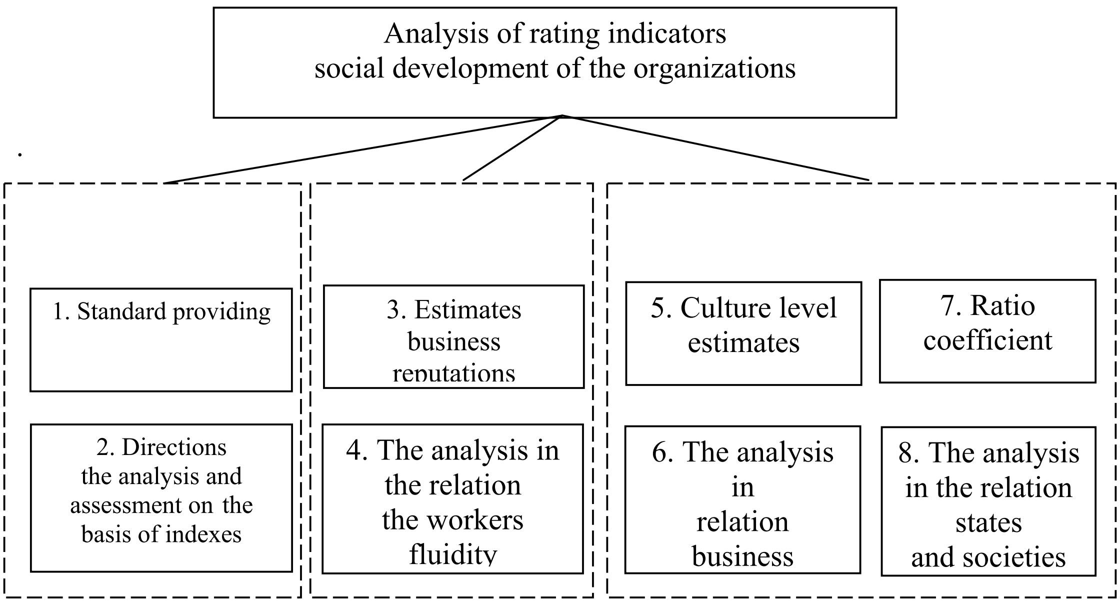

Figure 3 – Rating of social development
The note – author's treatment of a rating of social management

The received results show that application of the technique offered by us allows to reveal problems of the company. As a result, the companies receive the tool representing opportunity to carry out an assessment. The analysis of policy of the company for shareholders and investors assumes an assessment of observance of their rights by the company, risks of violation of these rights (table 1).

Table 1 – Scale of a Rating of Social Company Management

rating	interpretation	Number of points
AAA	The companies with high level of social development	From 450 to 500
AA		From 420 to 450
A		From 400 and to 420
BBB	The companies with high level of social development	From 300 to 400
B		From 350 to 380
B		From 300 and to 350
CCC	The companies with the low level of social development	From 250 and to 300
CC		
C		From 200 and to 250
D	The companies with the unsatisfactory level of social development	From 150 and to 200
SD		From 100 and to 150 From 50 and to 100
The note was is made by the author		

Thus it is possible to allocate the companies with various level of social development. The companies with the high level of social development pursue the active and balanced policy. The companies with the average level of social development are the partially companies. The companies with the low level of social development allow a violation of the law in the activity.

Now it is revealed that in the Republic of Kazakhstan there are 149 normative legal acts in the field of social company management, from: the code – 3, Laws – 28, Resolutions-50, decrees – 3, the order – 38, conventions – 25, agreements – 2.

Collective agreements are the important tool of an equilibration of interests of the worker and employer, and also the only reality, today, the institute which is capable to compensate to some extent the liberal legislation on work existing in the Kazakhstan economy. The contract at the level of the republic, branches (the tariff agreement), the region prepares and legalized with the assistance of the state, and these procedures are regulated by the Law «About Social Partnership».

One authors claim that the collective agreement is a result of negotiations [20, page 140]. T. A. Kashina claims that the collective agreement – the act signed by employees of the organization with the employer [21, page 298]. I. N. Mysleeva claims that the collective agreement is a legal act which governs the relations between workers [22, page 706]. V. N. Kiselyov and V. G. Smolkov incline to opinion that the collective agreement – the act governing the social and labor relations [23, page 198]. Also other scientists hold the same opinion [24]. Krichevsky N. A. and. S.F. potters are claimed that in the collective agreement, to be entered: general provisions, mechanism of regulation of compensation and etc [18, page 12].

In our opinion we have to enter the collective agreement made within the concept of the enterprise: the mechanism of regulation of a salary, the sizes of grants, compensations, working hours and time of rest duration of holidays, employment, retraining, partial or full payment of food of workers, improvement of conditions and labor protection of workers, a guarantee and a privilege to workers, ecological safety and health protection of workers on production, observance of interests of workers.

As marks out B. A. Toksobayev the state is urged to support and provide different privileges to the enterprises [25]. In world society the social environment already ceased to be perceived as charity. M. A. Bayandin is suggested to enter a number of changes both into the law RK «About Social and Enterprise Corporations», and into practice of management of these structures [26, page 25].

As B. I Bayetov notes. «Realization of the strategic directions and providing the country and regions requires improvement of a control system of the country with simultaneous strengthening of institutional bases» [27, page 34].

Adoption of the new Law «About Social Development of the Organizations» is expedient. Therefore we suggest to adopt the Law on social development of the organizations, which project us (figure 4).

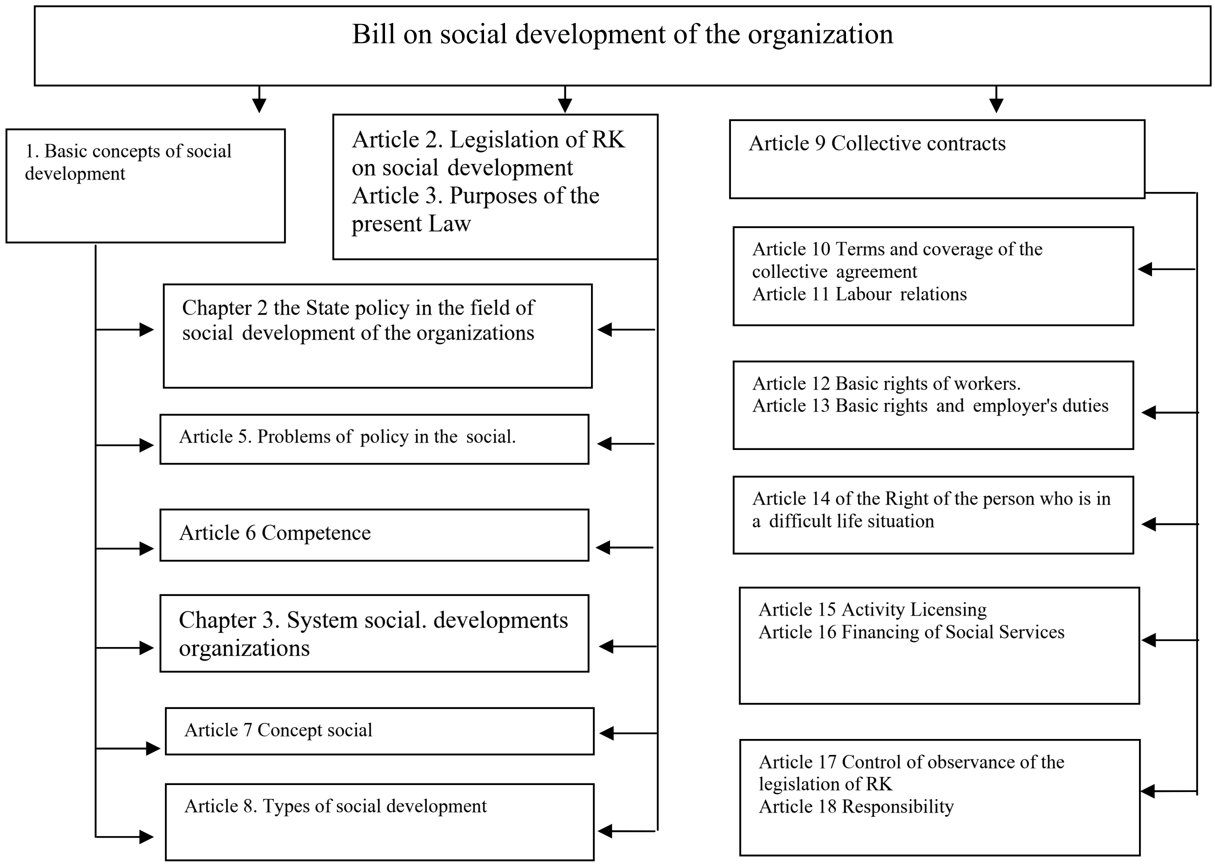

Figure 4 – Law on social development

The note was developed by the author

We consider it is necessary to create within this direction the uniform codified act «The code of social management of the Republic of Kazakhstan» which will systematize, and to order all set of the relations arising between citizens and the government.

The differentiated approach to social protection as different categories of citizens need not only the different volume of privileges and guarantees, but also their different set has to become the basic principle of creation of this document. This code has to approve the control mechanism over observance of norms of social protection (table 2).

Table 2 – Possible structure of the code of social management of RK

Contents of sections	Notes
General provisions.	Definition of the basic concepts
Human rights.	The list of the rights and freedoms (civil, political, economic, social, cultural etc.), provided by the constitution, ratified by the international acts and others to laws
The rights occupied in a social production, busy	General laws for all occupied irrespectively social and demographic status
Right of the hired workers.	The isolated guarantees for all occupied, economies without rather social and demographic status
Rights of women and their social protection.	Special guarantees and the rights of women, both for occupied, and for unoccupied (including disabled), irrespectively economy sectors
Rights of youth for its social protection.	The rights and guarantees for the persons which didn't reach majority and also for the young specialists who don't have experience.
The rights of pensioners on age and their social protection.	Protection of the pensioners who reached a retirement age (busy and unoccupied).
Protection of disabled people and their social protection.	The rights and guarantees for the persons which lost working capacity and methods of its realization
The rights and features socially – demographic groups.	The list of the rights and methods of realization of the rights and guarantees for others socially — demographic groups (on groups).
The note – is developed by the author	

Formation of model of social management – pledge of a sustainable development of the company. As marks out K.S. Mukhtarov that the model is an analog of any object, process [28, page 56]. Today models of social management aren't developed. We decided to meet this lack. Therefore we offer hotel of the center of functioning of social management (figure 5).

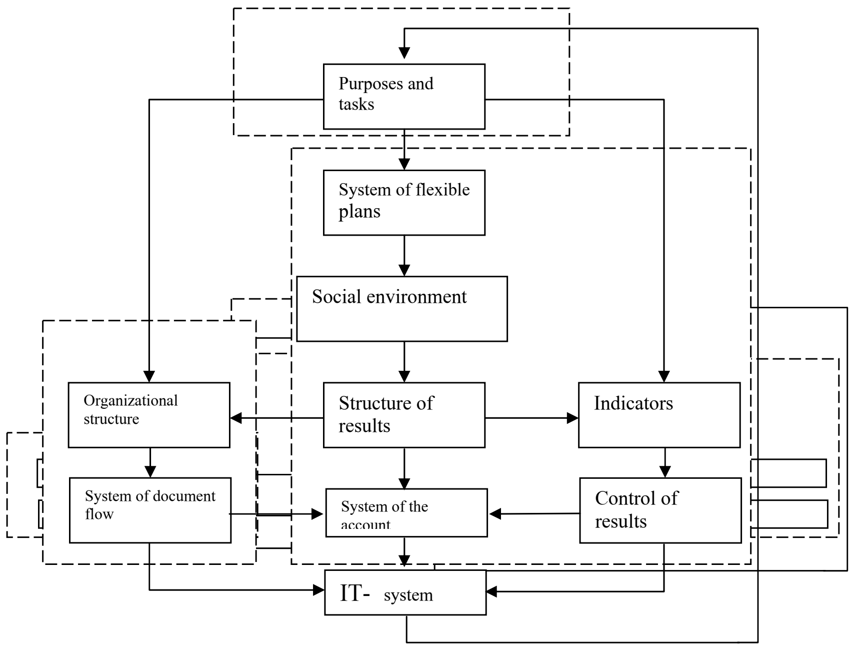

Figure 5 – Model of the center of functioning of social management
The note – is developed by the author

Model of the center of functioning of social management is able to a deffinition of components of social company management that allows to compare them to analyze, do forecasts; to formation of strategy of social management.

Thus, the presented model focuses the company according to goals on effective work both in short and long term period. Application of this model will allow to increase quality of the carried out monitoring of the market, productivity of planning of its development and efficiency of the regulating measures.

As R. E. Asizbayev «Notes of social standards and social norms are intended for an assessment of quality of life» [30, page 11].

Today there is no official international standard on the matter. Generally the companies use the standard (SA 8000). It should be noted that in the Republic of Kazakhstan there is no standard of social management. Therefore we made attempt to develop such standard for improvement of welfare of the population. This standard contains sections (figure 6).

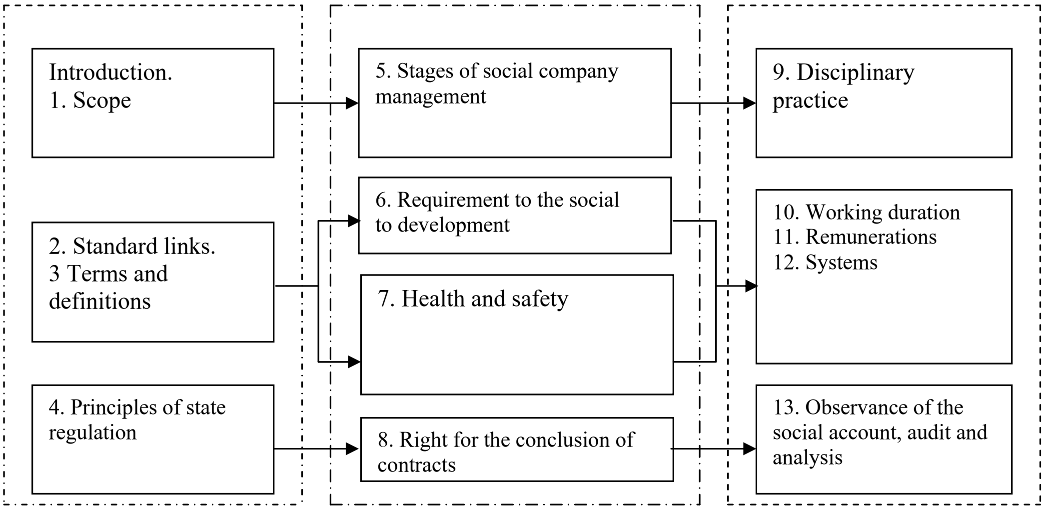

Figure 6 – Standard of social development
The note was developed by the author

This standard will promote successful functioning and development of the companies.

Conclusion

The most essential results received during research are as follows:

1. The typology of the factors of influencing on social development of the companies is developed. The factors which were noted influencing on social development are internal factors (management, stabilization, working capacity) and external factors (social legislation, social security, economic laws and demand).

2. An important component of social development are stages which can be characterized as follows.

3. The leading role in social development of the company, undoubtedly, belongs to the state. We consider that for the Republic of Kazakhstan it is possible to refer to the principles of state regulation: responsibility of the state for economic, social and ecological development of the country, social protection of the disabled population, responsibility of the state for observance of the rights of workers and employers, safety of work, protection against social and environmental risks, control over conscientious business ethics of the company, the favorable competitive environment, observance of norms of the Kazakhstan and international law.

4. The concept of social development of the organizations which formulates strategic alternatives is offered.

5. The unified rating assessment including social development is offered.

6. The new motivation to work based on modernization of a social package and collective agreements is offered.

7. The uniform codified act «The code of social

management of the Republic of Kazakhstan» is created. The main the principle of creation of this document – the differentiated approach to social protection as different categories of citizens need not only the different volume of privileges and guarantees, but also their different set. In research we offer to adopt the Law on Social development which would promote development and prosperity of all companies.

8. It is offered to use model of social company management which promotes the best understanding of an essence of social development in modern conditions, the definition of components of social management that will allow to compare, analyze, do forecasts form strategy.

9. In modern conditions of managing in social management absence of some necessary legislative documents in the field of management, namely a national social charter and the standard of social development is observed. We made attempt to fill these problems in science and practice of management therefore in our research we offer the standard of social management for the Republic of Kazakhstan.

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The Concept «Curse of Natural Resources» and Prospect of Economic Development of the Republic of Kazakhstan

Abstract. The theoretical and practical analysis of the concept «the resource curse» was carried out, the characteristic of this concept was given with reference to the Kazakhstan economy. On the basis of this analysis of statistics the conclusions was made about presence of signs of «the resource curse» and the ways of its overcoming were given.
Key words*:* resource curse, economy, national currency, non-renewable resource, welfare.

Introduction

Considering the modern concepts of «the resource curse», it would be logical to refer to work of well-known economist D. Stieglitz «How to avoid resource curse» [1]. This work is devoted to the analysis of problems of economy with extracting branches, which have the chance to get or avoid «the resource curse». Certainly, the priority of any economy is to avoid resource curse. The theoretical analysis of tendencies of beginning of «resource curse» can help and problems connected with it. According to the opinions of different authors, «the resource curse» is defined as a poor development of the national economy, which have large supplies of natural resources [2;3;4;5]. The analysis of development of the African countries possessing such resources indicates the dependence of national economy from realization of available resources. The results of the analysis were not in favour of development of economy of these countries and were revealed certain factors of braking of economy with resource potential which are necessary for considering and in strategy of economic development of RK.

The aim of research is to define the extent of influence of «the resource curse» on the economy of Kazakhstan.

The results of research: on the basis of the analysis of problems in economy of Kazakhstan the dangers connected with a raw orientation and dependence on the world markets of natural resources were defined.

Conclusions: on the basis of the analysis of current state of economic indicators of development of Kazakhstan the circles of the problems connected with «the resource curse» were revealed and defined prospects of economic development of RK.

Factors of braking of economy of the countries with high resource potential are caused by the economic and political reasons. They show us the depth of the tragedy of the countries which have the redundancy of the resources and globality of the problems connected with natural resources.

The first factor is the independence of extracting branch of national economy. The presence of the natural resource, its exploitation and development don't depend on state of the economy, it isn't influenced by opinion of citizens of the country, but it depends on the actions of government. There is a paradox inherent in many such countries: sold natural resources don't only bring the benefit to the country, but also cause civil excitements because of non-uniform distribution of the income of natural resources. Very often the government wants to have the fast income of the use of natural resources that conducts to pressure of officials upon the laws and taking measures which conduct to personal enrichment of officials. Besides, more natural resources are a non-renewable resource and don't give a profit at once. After long negotiations with economically developed countries about exploitation of fields are carried out contracts, are held works on production and realization. A lot of years are passing during which the country should live and continue to support economy. Very often, for this time the international loans on the security of natural resources which can lead to debt crisis in the future.

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The second factor is that the part, buying natural resources, is considerably more informed on a resource and strategy of its realization, than the selling part. It conducts to misbalance of interests of two parts, and the selling part can incur losses from the signed contracts. The lack of information and lack of experience in such activity causes dependence of the country on the international corporations. The positive factor is competition which exists among corporations in the given branch. This problem can cause a temptation of corruption's development at the conclusion of contracts.

The third factor is the misbalance in the state: receipts from export of natural resources raise a rate of national currency that conducts to decrease the competition of other goods, which are delivered for export. The prices for them begin to grow and become unprofitable for sale that raises the level of import. Other branches begin to become weaker and lose competitiveness. Sometimes the proceeds from export of natural resources are spent on the buying of the goods for the country.

The fourth factor of negative influence of natural resources is rapid development of extracting branches and the branches which are not connected with export, and delay of growth of other branches of economy. In such situation the industry and agricultural stop to develop, that conducts to the import of the goods which are necessary for the country. Such development has one more problem: the extracting branch can settle the resource and not development of other branches will negatively affect to the future of all national economy.

The fifth factor is dependence of income's inflow on the sale of resources: there can be years when the income grows at the expense of price's rising or increasing of production, and in other years the income can go down. The increase in production demands big investments and existence of resources induces the countries to enter the international markets of loans under future income of resources' sale. It can lead to debt crises when the country must pay their debts and if at this moment the price for resources went down, there is no profitability. Besides, there is a labor outflow in extracting branches that creates employment problems in other branches.

Methods

If we want to understand the question, how the abundance of the resource is reflected in economy of Kazakhstan, it is necessary to consider existence of these factors in Kazakhstan and ways of their overcoming. The statistical analysis which has been carried out by Agency on research of profitability and investments shows that «problems of the resource curse and «the Dutch illness» gain the increasing importance for economy of Kazakhstan» [6]. For basis of such conclusion we use data of GDP on the types of economic activity and interpretation on the industry.

Table 1. GDP on the kinds of activity for January – July, 2012 [7]

GDP	100%
Agriculture	2,4
Industry	33,3%
Building	5,5
Trade	14,1
Transport	6,9
Food services	0,8
Information and communication	2,0
Operations with real estate	8,8
Scientific activity	4,8
Activity in the field of administrative service	1,9
State management	2,1
Education	3,8
Health services	2,3
Art	0,7
And others	1,1

Main body

According to the first Table we can see that in the structure of GDP the greatest specific gravity occupies industrial production – 33,3 %, agricultural – only 2,4 %. At the first sight, it is a progressive structure, but we will look at structure of industrial production now.

Table 2 – Industrial production [7]

	January-July 2012	Specific gravity in total amount
Industry	101,3%	100%
Mining industry	100,7	63,1
Manufacturing industry	102,1	30,1
Electrical and gas supply	105,4	5,9
Water supply	95,8	0,9

From the second Table we can see that the mining industry is higher then manufacturing industry in two times that shows the raw orientation of industrial production. It is possible to tell that extracting branches will develop by bigger rates, than processing, and it can lead to delay in development of the last, to cause constant dependence of extracting branches from the world prices for natural resources when also profitability will change with sudden change of these prices. It is possible to tell this by investments into fixed capital.

Table 3 – The Investment into the fixed capital for January-July 2012.

In total	100%
Agricultural, forestry and fishery	2,6
Industry	54
Including:	
mining industry and development of open-cast mine	**32,6**
Manufacturing industry	**10,7**
Electrical supply	6,7
Water supply	4,0
Building	1,2
wholesale and retail trade	1,9
transport and warehousing	17,5
services in accommodation and food	0,6
information and communication	2,4
financial and insurance activity	0,7
operations with real estate	8,9
professional, scientific activity	1,7
activity in the field of administrative and support service	0,6
State management and defense	1
education	3,6
Health and social services	1,3
Art, entertainment and rest	1,8
And other services	0,2

According to the third Table it is possible to notice that investments into fixed capital of mining branches exceeds the investments of processing branches almost in 3 times. All these data say us about considerable development of extracting industries with backlog of processing branches and other branches of economy. Hopes on the development of innovations and a science also didn't come true. If we consider the fulfillment of the 1st stage of the program of Innovative and industrial development, we can see the bad results, which are obvious.

Thus, the review of GDP by types of economic activity, structure of investments into fixed capital and distributions of the income of main types of the industry allows drawing the next conclusion: that the economy of Kazakhstan continues to develop on the raw sign. It can become the reason of the misbalance of economy on not extracting branches which do not get sufficient development and have weak economic potential. Many economists notice the danger of such development when resource abundance can lead to weakening of the economy which does not have their own industry and agricultural. All signs of underdevelopment of own productions are observed in the structure of sales when the main goods of consumption are delivered from abroad and the economy feels a shock because of the prices' increasing.

If we consider above-stated factors of «the resource curse» with reference to Kazakhstan, it is possible to see their obvious existence. Extracting branches, including oil sector, are independent of other spheres of economy and public institutes. These institutes aren't so developed that to influence on this «giant» of extracting branch therefore the oil sector acts as isolated and independent. Its resources are non-renewable and always depend on the world prices for oil. Realization of raw materials of extracting branches increases the influx of foreign currency that leads to the prices' increasing for other goods which can't compete to the goods from abroad and remain unclaimed. But influx of the foreign goods continues to grow, as well as their consumption. It conducts to disappearing of not export branches of economy. Though the Strategy of innovative and industrial development of RK was accepted, last years showed that in economy of Kazakhstan are obviously seen the signs of «the resource curse». The innovative sphere directed on development of the knowledge-intensive productions, practically isn't created, its share in GDP is very low and can't influence on the development of own production. Of course, we can see the obvious development of oil sector and the related productions, connected to them and also increasing the labor to this branch. Further development of these branches affects on all economy not in the best way.

The majority of the large enterprises of the mining, metallurgical, oil and gas industry became the main ones. Besides, development of mineral raw material resources defines the development of all base branches of the economy of our country, promotes the creation of new workplaces, development of infrastructure and is a necessary condition for creation of a necessary strategic stock and potential, protection of the geopolitical interests of our country. However with the intensive growth of production, the stocks of subsoil decrease very fast, with all negative consequences, which usually appear from this situation. According to the Ministry of oil and gas of the Republic of Kazakhstan, the majority of fields of hydrocarbonic raw materials developed on the dry land, reached the stage of maximum level of annual production. First of all the further growth of production on the dry land is connected with development of fields of Tengiz and Karachaganak. These tendencies speak about not prospects of extracting branches already in a couple of tens years when not extracting branches are in an undeveloped condition. The great attention to extracting sector deprives of attention of other sectors of economy and leads to their degradation.

The economists, who develop the subject of «the resource curse», offered two instruments of prevention of this problem. These instruments are concerned to the creation of stabilization's funds and development of public institutes.

In Kazakhstan the National Fund was created, which had following purposes: to decrease the dependence of the republican budget from the state of the market of the world prices and formation of accumulation of the state for future generations. The formation of revenues of Fund is carried out with the help of the expense of the direct taxes from oil sale, also other operations connected with oil sector that should increase receipts to National Fund. Expenses of National Fund make transfers on development programs which are accepted by decisions of the Government of RK. Though were created all conditions for Fund's activity, nevertheless there is no «transparency» in functioning of this Fund, and actually the public has no reliable information about volumes of oil sale, the list of the companies which taxes come to Fund, there is no also information about Fund's expenses and the activity in Fund's investments.

Thus, Fund's creation doesn't solve a problem of resource dependence. The second tool is development of public institutes, democracies. The political forces, which want to use economy in their purposes, do harm to social development of the country, and also to its political image.

There are two ways of spending of the raw material resources which are available in the country. The first is export in the raw; the second is deep processing of raw materials in the territory of the state. Such practice is used in developed countries:

The USA and Norway. In Norway is actively conducted development of the knowledge-intensive production complexes, capable to replace the future reduction of oil extraction. Such researches allow creating perspective productions instead of the extracting. Such experience is very important for Kazakhstan, because oil extraction on marketing forecasts of the World Bank will decrease considerably by 2020. Therefore it is important to reconsider the priorities of economy's development from resource-selling to the resource-saving already now. Reorientations of the general state programs and development of public institutes, democracies and expansion of «transparency» of National Fund are necessary for this purpose,

According to V. Polterovich, the active policy of stimulation of the growth is necessary, providing the redistribution of the superfluous export income [8]. For this purpose it is necessary to have the developed system of institutes of the industrial policy providing decision-making in the course of interaction of the state, business and society. Rather big set of effective investment projects should be prepared, which could be initiated at «surplus» of money. The extreme importance has loan of more effective technologies, investments into modernization of branches.

Conclusion

The main tools for avoidance of «the resource curse» are the developed economic, political and civil institutes and real development programs of hi-tech production complexes on which development there should be spent money from realization of resources. Such funds as National should be supervised not only by the state institutes, but also by civil, because it is the accumulation of future generations. And these accumulations should be put to hi-tech productions which will bring the income in the future, instead of saving as currency or securities. Such programs can provide economic growth now and in the future.

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Trends and Characteristics of Marriage in Kazakh and Japan Cultures

Abstract. Relationship between the Republic of Kazakhstan and Japan started in recent days. Nowadays relation of both nations keeps good condition and people in the Republic of Kazakhstan have good feeling about Japanese.

However, between Kazakhstan and Japan, there is little information about traditional culture in each nation. That condition is not good for mutual understanding.

In this study, I operated series of interview about trends and ceremonies which related marriage, and I observed several ceremonies which were operated in Kazakhstan.

Through that study, I could describe general information about trends and ceremonies related marriage in Kazakhstan and Japan and characteristic for example, people's idea about registration for their marriage, and style of ceremonies which people operate. However, there are various people, situations, and traditions in Kazakhstan and also in Japan. In order to understand real picture of each culture and encourage mutual understanding, further and extended studies about traditional ceremonies in each nations should be conducted.

Key words: Marriage, Ceremony, Comparative Cultural Studies, Kazakh Culture, Japanese Culture

Introduction

Relationship between the Republic of Kazakhstan (Hereafter Kazakh) and Japan started in 1992. Until now, both nation have kept good mutual relation [1]

Moreover, Kazakh people have good cognition about Japanese. About feeling for Japanese people, I heard Kazakh people spoke such like «we are brothers who separated distant ages», «Japanese are fourth Zhuz group». It is possible that Japanese assistance to Kazakh, and similarity of physical appearance between both people influenced people's cognition.

As just described, both nations keep good relation. However, in the field of knowledge about culture and lifestyle, both peoples don't have enough information about each other. There are not much people exchange between Kazakh and Japan. Moreover, there are few educational institutions for Japanese language in Kazakh, and few educational resources for Kazakh language in Japan. Furthermore, when Japanese press reported about Kazakhstan, they mainly report about economical topics. In academic field, little study has been done to traditional culture of Kazakh people.

In Kazakh, of course it was still in fresh in people's memory that Japanese Prime Minister Abe visits Kazakhstan, but there is few presence of Japan. People speak liking about Japanese product, for example electric goods and cars. However, people don't have knowledge about Japanese culture.

In this article, I will describe and compare trend of marriage and related ceremonies of Kazakh and Japan. Through this series of studies to analyze social action and network in both nations, I aim to make information which is beneficial for mutual understanding between Kazakh and Japan.

Methods

In this study, I operated series of interview about trends and ceremonies which related marriage, and I observed several ceremonies which were operated in Kazakh.

Main Body

Trends on Japanese marriage

In the past Japan, people used to get married thorough arranged introduction by facilitator. Nowadays people get married for love. There are few obstacle and prejudice to marriage based on birth, and people can get married unless their relations are less than three degree of kinship.

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About registration for marriage, people are regarded as married couple with legal registration.

Ceremonies related Marriage in Japan.

In marriage ceremonies, there are mainly two ceremonies. One is ceremony related engagement, and other is that related wedding.

People operates betrothal gift. In that ceremonies, two families exchange engagement presents, and they celebrate engagement and their connection[2]. In the most traditional style of betrothal gift, matchmakers act as fixer and exchange visits to two families and bring gifts. Those gifts stand for longevity, happiness, prosperity and so on. They think that odd-number goods and betrothal money are formal as gifts. Nowadays, however, it is popular that two family and matchmaker meet together and exchange gifts or that without matchmaker.

Furthermore, it is common that people presents anniversary gift. Mainly, men presents engagement rings or accessories, and women presents suits, watches and so on. Additionally, people also operate non-traditional ceremonies of engagement like party with inviting friends.

Ceremonies related wedding consist of wedding and reception banquet

In wedding ceremony, couple pledges their marriage. There is various style of wedding ceremony, for example: Christian-style which is operated in church, Shinto-style which is operated in shrine, Buddhism-style which operated in temple [2]. Those styles have religious atmosphere, but it doesn't explain that couple who operate those style are religious people. Nowadays there are various hotels or ceremonial hall which has facilities for religious style and plans for religious wedding style. Additionally, there are also civil wedding. In that style, there are no restrictions and people can choose place and style freely.

After wedding ceremony, people operate reception banquet. In that reception, relatives, friends, and acquaintances of married couple attend. Married couple makes their marriage public and guests celebrate them.

Trends on Kazakh marriage

In this chapter, I will describe about trend and ceremonies about marriage in the Republic of Kazakhstan especially those of Kazakh.

In the past Kazakh, cases that family arranged marriage for their children.

Furthermore, family also decided future marriage partner of their child when he was only infant[3]. At the present day, many people operates marry for love.

There are few cases that people resign marriage based on their ethnic group such as Zhuz group and so on. However, Kazakh people generally think that people who have same Jety-ata roots cannot get married each other. Marriage process in Kazakh consists of three parts, regal registration for marriage, regional registration for marriage, and marriage ceremonies.

Picture 1. Shinto-style ceremony

In regal registration, people operate that registration in government office. Alternatively, officer visits site for marriage ceremony and operates registration. Obviously, this registration is administrative procedure and couple who finished registration are regarded as married couple by government.

In regional registration, couple and their friends visit mosque. They promise their marriage in front of Imam. That registration is different from legal registration. Therefore, if couple operated only that registration, they weren't treated as married couple officially. However, Kazakh people think regional registration is important, and couple can be regarded as married couple by operating that registration. Actually, in my interview about marriage of Kazakh people, many answerers spoke that they became aware of their marriage after operating regional registration. They also thought that if people got married without regional registration, they should go mosque and operate that registration in the future.

Ceremonies related Marriage in Kazakh

There are various ceremonies in marriage in Kazakh. In this chapter, I will describe about ceremonies, which are operated based on agreement of couples and couple's family.

There are various marriage rituals, for example, Syrgha salu, Qudalyq, Qyz uzatu, Uylenu Toy, and Yesyk tor korsetu. I will describe them piece by piece.

Syrgha salu is a ceremony which is operated for engagement. In that ceremony, people give earrings to future bride as traditional gift for engagement [3]. However, at present day, people use not only earring but also ring.

In Qudalyq ceremony, both families consolidate their connection and groom's family present gifts. When they try to enforce connection, each of them eats meal named Kuyryk-bauyr. It is composed by boiled liver and fat of sheep, and stands for close relation and abundance. People believe that groom's and bride's family can be one family by eating Kuyryk-bauyr. After eating them, groom's family presents gifts to bride's family. Sometimes, bride's family also presents gifts to groom family.

Qyz uzatu is the ceremony which is operated to show bride to mainly her relatives. Her family, friends, and acquitances attend that ceremony and celebrate her marriage. After that ceremony bride moves to groom's house and get white hood for new wife from groom's mother.

Uylenu Toy is the ceremony which is operated to show bride to mainly groom's family. When bride appears before guests, she operates traditional act for unveiling, named Betashar．When she operates Betashar, she unveils her hood with traditional musical instruments and guests pay money for that act.

After operating Uylenu Toy, people conduct ceremony named Yesyk tor korsetu. In this ceremony, bride's family visits house of married couple. They celebrate couple and show marriage furniture.

As described above, there are various ceremonies for marriage in Kazakh culture. Moreover, in each ceremony, people operate big party. In this party, people served meals more than guests can eat, and each guest make speech for cerebrating. Additionally, people use big restaurant for party.

Conclusion

Along the way, I described trends and ceremony related marriage in Kazakh and Japan. Through comparison in that information, I can describe characteristic about traditional act of each nation.

Firstly, there is some similarity in style of marriage registration, but it can be presumed that people's idea about that registration is different. In Kazakh, there are two type of marriage registration. Between those two registrations, Kazakh people consider that regional registration is more important than legal registration. In contrast to those trends, some Japanese marriage style in Japan has also regional registration, but people don't attach importance to regional registration. It is possible that Japanese idea about regional element influences those trends. Through a whole year, there are various events related region, for example, that related Christianity, Buddhism, Shintoism, and so on. About those events, Japanese people basically enjoy them as seasonal tradition rather than worship them as regional events. Moreover, mass communication media also treated them as seasonal tradition or business chance. It is possible that those situation influenced idea about regional registration.

Furthermore, Kazakh people operate more ceremonies than that of Japan generally. As described above, there are various ceremonies related marriage in Kazakh and many relatives, friends, and acquaintance get involved in those ceremonies. Kazakh people have strong connection in their relatives. It is possible that that connection influences that situation in marriage ceremonies in Kazakh and causes further enhancement in their family functioning.

In this study, I described general information about trends and ceremonies related marriage in Kazakh and Japan and characteristic. However, there are various people, situations, and traditions in Kazakh, and also in Japan. In order to understand real picture of each culture and encourage mutual understanding, further and extended studies about traditional ceremonies in each nations should be conducted.

Acknowledgement

In this study, I observed ceremonies related marriage which operated in Kazakh. Moreover, after observing ceremonies, I operated interviews about contents and meanings of those ceremonies; it was great pleasure that I could observe such valuable events and I will appreciate Prof. Samal Kadikova and Prof. Laira Nurseitova who gave me opportunities to observe those events and informed me information about traditional ceremonies in Kazakh.

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State Support of Small and Medium Business: EU Experience and Policy in the Republic of Kazakhstan

Abstract. Development of small and medium-sized enterprises (SMEs) as a key factor of country's economic development is considered. The role of SMEs, indicators of their development in EU countries are shown, main directions of EU support to SMEs, their role and place in Strategy «Europe 2020» and main types of State Aid for SMEs in European countries are considered.

Development of small and medium business (SMB) in Kazakhstan, its role in the economy and in state development strategies is analyzed, instruments and directions of development are given.

Key words: Small and medium-sized enterprises (SMEs) support to SMEs, strategies of development, State Aid for SMEs, development programs, small amd medium business (SMB) taxation, small amd medium business (SMB) crediting.

Introduction

Small and medium-sized enterprises (SMEs) are recognized as drivers of economic development. The analysis of the level of development of SMEs and entrepreneurship shows that this sector is the most vital and efficient part of the economy. It have an important role in implementing structural reforms, particularly in the function of job creation and growth of the overall economy. Potential investments in establishment of new companies are primarily motivated by business conditions, business climate and business environment that exist in the reality of countries. Stimulant character of the tax system with the lowest tax rate is desirable. Adopting of appropriate strategies and innovating of legislation indicates the awareness of the importance of small and medium enterprises.

Methods

The global economic crisis has shown that SMEs are the most sensitive to changes in business environment. However, crisis had a negative impact on the competitiveness of SMEs and contributed the downfall of their liquidity, innovation and investment. To find the exit strategy, some SMEs have to establish the cooperation with multinational companies and clusters. More consistent institutional support contributes to improving international visibility and competitiveness of their products or services.

Through the analysis of the insufficient level of knowledge and skills, the gap between financial needs and existing financial instruments, regional disparities in development, insufficient use of new technology and innovation, attention is paid to significant source of state support, directed to economy strengthening and its competitiveness increasing.

Main body

EU support to SMEs

According to the participation of small and medium enterprises in total employment and added value, the data indicate a significant level of activity and efficiency of small and medium enterprises in European Union (EU). Namely, the participation in the value added is 57.9% (EU average percent). Lower level of activity of small and medium enterprises in the some european countries is attributed to the following problems: insufficient level of knowledge and skills, the gap between financial needs and existing financial instruments, regional disparities in development, insufficient use of new technology

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and innovation, inadequate representation of the interests of SMEs.

European Commission program aimed at supporting economic competitiveness and innovation (CIP) should provide companies with a somewhat easier access to funding, better business conditions, better access to information, and greater international competitiveness. This program has established also a standardized model of business services and consequently has improved the quality of products and increasing capacity of SMEs.

Since the SME sector is the biggest contributor to economic development, reducing unemployment and balancing regional development, governments need to provide it with support through various financing programs and continually encourage innovations. It is a prerequisite for creation of competitive and export-oriented SMEs.

All EU member states have responded to the call for more investment in innovation. For this purpose, they submitted even 455 programs. EU investment in innovation for the period 2007-2013 amount more than 85 billion euros. By adoption of the national strateges of development of competitive and innovative small and medium enterprises, governments have shown willingness to dealt with problems of innovativeness and international competitiveness of SMEs according to standards and with the assistance of the EU. The Strategies are in line with the *European Charter for Small Enterprises* and *The Small Enterprises for Europe Act* [1]. It is a strategic document for creates development policy for small and medium enterprises and entrepreneurship who consistently and comprehensively defines the basic priorities and ways of their realization. As was made in late 2008, full implementation of this Strategy is followed starting from 2009. Its aim is not only to present the current situation, but also to predict the most important measures to satisfy the needs of entrepreneurs and to allow such a development of SMEs to become a key lever of international competitiveness and economic development. In addition, the successful implementation of this Strategy should contribute to establishing a number of new companies, growing faster micro-enterprises in SMEs, higher rate of survival in their first years of operations and their faster growth and development through mutual cooperation and networking in clusters (OECD, 2009).

To improve the competitiveness and innovativeness of SMEs, as well as the recovery of economy from the global economic crisis consequences, the goverments should achieve two main goals:

1) Creating a standardized model of services and improvement of infrastructure to business support in order to increase the number of new small and medium-sized enterprises, as well as support their survival and competitiveness.

2) Increasing of innovation and competitiveness through capacity building of government institutions and specialized organizations to support innovation in business. This activity is aligned with the Strategy „Europe 2020«, which refers to promoting the improvement of conditions for innovation in small enterprises that are one of the key generators of employment and economic growth [2]. Promotion of innovativeness and competitiveness of SMEs provides that for achieving the goals as folow:

– Improving the capacity of government institutions to develop and coordinate policies affecting the competitiveness and innovation of enterprises,

– Improving the capacity of organizations to support innovation in business,

– Increasing the availability of business information on web portals,

– Overcoming the current obstacles faced by small and medium enterprises that seek to realize their innovative potential by developing new or improved programs and instruments,

– Increasing awareness of enterprise of the importance of innovation for productivity and profitability growth.

For the international competitiveness of SMEs, special significance have their technical competence. In fact, thanks to all the faster and wider implementation of new high technologies, SMEs could become leaders in technical innovation. To achieve this goal, the governments must:

- the reform both legislation end education to encourage the young enterpreneuers to impruve the propulsion software in SMEs,
- support the electronic market research and the wider involvement of SMEs in the global e-business,
- reduce taxation those SMEs that apply and export of high technology, which implements the concept of e-government and promote enhancement of privacy protection.

The global economic crisis has shown that SMEs are the most sensitive to changes in business environment. However, crisis had a negative impact on the competitiveness of SMEs and contributed the downfall of their liquidity, innovation and investment. To find the exit strategy, some SMEs have to establish the cooperation with multinational companies and clusters. More consistent institutional support contributes to improving international visibility and competitiveness of their products or services.

The Role of SMEs in Strategy «Europe 2020»

Innovations are very important determinant of enterprise competitiveness and unemployment reduction. In order to maintain their competitiveness in target markets, companies need to be innovative.

Innovations require competitiveness. This means that the liberalization and competition in SMEs sector is beneficial for innovations. Innovations do not only involve new technologies or new products, but also new and smarter ways of conducting business, new management methods, new business systems or new services. Innovation does not only generate more jobs and profits, but also a «smart» development. Such development may include eco-innovations that improve the environment or social innovations, which provide similar opportunities to all. Innovations are not only based on higher production or higher sales but they also bring real improvements in quality of live. The keys of the innovation process are social and cultural environment. EU has adopted the Lisbon Agenda in response to the challenges of globalization, which established a set of ambitious objectives based on the idea that EU needs to promote innovation and research efforts in order to remain competitive. Focusing on innovations has led to the «birth» of a new generation of transnational cooperation programs, which primarily finance innovation processes.

Regardless of the current EU support, small and medium enterprises are understand the importance of innovation for business promotion and therefore are concerned with investing in it. EU average percent of gross domestic product allocated for scientific research and innovation is under 3 percent. The EU budget for the period 2014-2020 envisages 80 billion euros or 46 percent more for the costs of financing research and innovation. The new strategy named «Europe 2020» forecasts allocation of 3 percent of gross national product for research and development. The striving to improve conditions for private sector investments in research and development and developing new indicators for assessing innovativeness is especially stressed. It is emphasized in the aforementioned strategy that EU intends to increase the share of small and medium-sized companies in the global information and communication technology markets.

Strategy «Europe 2020» improves conditions for innovation in enterprises, by introducing a common patent institution for EU and by establishing a special court for patents, modernizing copyright and trademark system and increases the possibility of intellectual property protection for small and medium enterprises. According to the aforementioned strategy in post world crisis times and the growing internationalization, SMEs must show a willingness to cooperate with other companies, unions, academics, NGOs and consumer associations in order to be able to respond to global challenges. Government has to be engaged in improving the business environment for SMEs by reducing management costs, promoting industrial clusters, and improving access to finance.

According the needs of small and medium enterprises, in the European Union was adopted document named *«Think Small First»: A Small Business Act for Europe* [3]. The results in the improvement of business conditions and creating an environment for the development of efficient and innovative small and medium enterprises might be desirably seen through the prism of fulfillment ten key principles of the Act in a particular country:

1. Create an environment in which entrepreneurs and family businesses can thrive and entrepreneurship is rewarded;
2. Ensure that honest entrepreneurs who have faced bankruptcy quickly get a second chance;
3. Design rules according to the «Think Small First» principle;
4. Make public administrations responsive to SMEs' needs;
5. Adapt public policy tools to SME needs: facilitate SMEs' participation in public procurement and better use State Aid possibilities for SMEs;
6. Facilitate SMEs' access to finance and develop a legal and business environment supportive to timely payments in commercial transactions;
7. Help SMEs to benefit more from the opportunities offered by the Single Market
8. Promote the upgrading of skills in SMEs and all forms of innovation;
9. Enable SMEs to turn environmental challenges into opportunities;
10. Encourage and support SMEs to benefit from the growth of markets.

The results of the Report on the implementation of the European Charter, which includes evaluation of achieved results (1 to 5), indicate their overall improvement.

Successful moves in the reform of the tax system contribute to increasing of the attractiveness of starting a business. The attendance of practice of many developed countries which have lower tax rates for SMEs could be the target for underdeveloped economies in the future. These measures are often motivated by both efficiency and equity objectives. The efficiency objectives are based on the notion of failure, for example, due to higher compilance costs with regulations associated with diseconomies of scale and reduced access to financing, necessitating government policy. The equity objectives are in part motivated by lower profits earned by SMEs. Reducing of tax rates on corporate income could be a positive signal and encouragement for the domestic and foreign investors, or business starters. Efforts made in this field have resulted in increasing the transparency of the tax system and compliance with international standards.

State Aid for SMEs

At the level of the EU, the state aid granting is adequately regulated by a several regulations and rules. Due to the great importance of the issues, rules and regulations are constantly improving. In the European developing countries, which are not yet members of the EU, the requirements for developing a functional system of state aid control have emerged during the last decade (Stojanović et al, 2013). A long-time development of the system of state aid control of the EU has led to the establishment of appropriate patterns and rules in the allocation of each specific category of state aid. The main objective of the established rules is the greater expediency of the use of state aid granted, with the least possible distortion of competition in the market. The EU responds to this aim, which is often promoted by the phrase «less and better targeted state aid» [4].

The three main categories of state aid are horizontal, regional and sectoral state aid. Each of the main categories of state aid covers a wide range of objectives to which state aid is aimed. Given that state aid is aimed to a predetermined or known user in certain sectors and activities, this form of state aid is considered the least justified and carries the greatest risk of distortion of competition (Stojanović et al, 2013) [5]. Each type of state aid can be granted on one of three ways: as a state aid scheme, as an individual state aid and on an *ad hoc* basis.

Horizontal state aid is intended for all firms in an economy, not for selected and predetermined sectors and regions. It is considered as category of state aid that has the least destructive impact on the conditions of competition. State aid that is allocated horizontally to all sectors is less selective than other forms of state aid. Hence, the prevailing opinion is that the positive effects of horizontal state aid and its contribution to solving the market failure is much higher than its negative impact on competition. It is often argued that the horizontal state aid effectively correct the market failure and contributes to the growth of social welfare (Kesner-Škreb, 2011, p. 1) [6]. These are the reasons why the authorities responsible for the state aid control are trying to impose rules that would redirect state aid from sectoral to horizontal. Any increase in the percentage share of horizontal state aid in the overall structure of aid is seen as a positive trend.

Horizontal state aid is aimed to: research and development (R&D); environmental protection; small and medium business enterprises (SMEs); rescue and restructuring of business entities in difficulty; employment; training; culture; provision of venture capital. The aim of regulation of horizontal state aid is a balance between the clearly specified objectives of great importance and danger that the state, in desire for its realization, distorts competition in the market. To achieve this goals, EU have specific regulation named General Block Exemption for several objectives. «General Block Exemption Regulation on state aids will simplify procedures and reduce costs. It will increase the aid intensity for SMEs and make it easier for SMEs to benefit from aid for training, research and development, environmental protection and other types of aid.» (http://europa.eu/rapid/press-release_IP-08-1003 en.htm) [7].

Horizontal state aid is aimed to the objectives for which the clear benefits of state intervention are usually evident (Wishlade, Michie, 2009, p. 24) [8]. Nevertheless, the control of this type of state aid details the amount of state aid which can be approved, to which projects, under what conditions and what kind of development policies in particular should be supported in order to maximize the positive effects (Flam, 2008, p. 1) [9].

The fact that the horizontal state aid is not aimed to predetermined sectors or regions and its availability to a greater number of business entities make it less selective compared to the other two categories of state aid. Because of that, this category of aid has fewer possibilities for distortion of competition. Horizontal state aid is focused on the goals that are the backbone of sustainable economic development of the country (research, development and innovation, small and medium enterprises), or this type of aid is in the function of support and promotion often marginalized development goals (environment, education, employment of disadvantaged or disabled persons).

Sectoral state aid is intended to predetermined or known business entities in certain industries or sectors. Sectoral state aid carries a greater potential risk of distortion of competition in relation to the horizontal aid, due to the highly selective nature. Also, this form of state aid is not aimed at correcting market failures. Very often, this type of aid only postpones the necessary radical changes and structural adjustments in certain sectors and industries. Therefore, the temporary nature of sectoral state aid is necessary for its positive effects. However, there is encouraging that this form of state aid is often transformed, under the pressure of users, from temporary into permanent. A particular danger is the allocation and concentrating sectoral state aid to a small number of companies. This method of its allocation easily leads to the risk of moral hazard and to a situation where companies expect help from the state whenever are in difficulties. This kind of aid can create an unnatural competitive advantage and put low-productivity sectors in a privileged position at the expense of other sectors of the economy. All above mentioned, in addition to a pronouncedly destructive effect on competition, may have a negative impact on the efficiency of the overall economy. There are some opinions that sectoral state aid, by favouring one, usually less efficient enterprises, reduces social welfare.

Kazakhstani Strategies, policy and instruments

Development of small and medium business (SMB) is the key goal of Strategy -2050. Necessity of creation of most favorable conditions for medium and small business development in Kazakhstan is a logical process caused by market relations development, directed to providing employment of population and forming of domestic commodities producers on a consumer goods market. Concern about constant development of entrepreneurs' work conditions has always been in focus of the Head of the State Nursultan Nazarbayev. In his Address to the nation on January 17, 2014 «Kazakhstan's way – 2050: common aim, common interests, common future» President of the country defined development of medium and small business as one of priority directions of Kazakhstan joining 30 most developed countries of the world. «Small and medium business development is the main tool for the industrial and social modernization of Kazakhstan in the 21st century. In this respect my position, as it is known, is well-defined, and I have expressed it many times. The greater the share of small-to-medium-sized businesses in our economy is, the more developed and sustainable Kazakhstan will be» [10].

Small and medium business in modern conditions becomes driving force of a new economy. In the world practice the level of small and medium business development is an indicator, which characterizes the success of the country, region or city. Any state, if it aims to dynamic and harmonious development, must be competitive on the market, first of all must take care of entrepreneur initiative, especially in the economy. It is well-known that small and medium business development – it's an evidence of exertion of population's economic initiative. The subjects of small and medium business entrepreneurship are characterized by flexibility of activities conversion, freedom of economic maneuver, most fast turnover of current assets, short investment period. Small business in majority of cases is oriented on specific consumer, it can quickly fill niches in the sphere of production of common consumption goods, goods and services realization. That is why they can easily compete with monopolists. There are more than 800 thousand subjects of small and medium business in Kazakhstan, where 2.4 million of Kazakhstan people work. Production volume of this sector has raised for four years in 1.6 times and is more than 8.3 billion tenge [11].

State program of forced industrial – innovative development of the country for 2010 – 2014 years and Program «Road map of business 2020» are aimed to sustainable and balanced development of entrepreneurship activity in regions, above all in non-primary sectors of economy.

Program «Road map of business 2020» has been realized in four directions:

1. Support of new business initiatives;
2. Entrepreneurship sector recovery;
3. decrease of currency risks of entrepreneurs;
4. Strengthening of entrepreneurs potential.

Development of small and medium business in the Republic of Kazakhstan takes place mostly in intermediary sphere and brunches requiring significant capital investments – trade, public catering, small automobile repair, farming, tourism, domestic services, beauty salons, pharmacies, etc. Share of SMB subjects in trade is more than 40 %, and in construction and industry – approximately 3% in each; while in USA and Great Britain they are 52%, in Japan – 53%, in Poland – 47%, in Turkey – 59% [12].

Small and medium business in our country most of all needs support of new business initiatives.

So far the sphere of innovative activity is weakly domesticated, there is no high technological business, without which Kazakhstan can come par with world developed countries robustly. It is very actual for Kazakhstan the development of small and medium business in the sphere of agricultural raw materials conversion, as agricultural raw materials in its specifics needs fast conversion (perishable, non-transportable).

Agricultural raw materials currently are being conversed mostly by big companies, which are situated in isolation from raw zones. That is why it is advisable to increase amount of small enterprises converting agricultural raw materials in agricultural sector, rendering real assistance from the state, financial, first of all.

The Head of the State in his Address to the nation had voiced concrete ways of small and medium business problems solving. President noted: «The future lies in the creation of a network of new processing enterprises in the agricultural sector, mainly in the form of small and medium-sized businesses. In this area we should provide loans to business. Farmers should have direct access to long-term financing and markets without intermediaries. Also important is the creation of an effective system of guarantees and insurance of loans to rural producers».

As for industry, creating lots of small enterprises is necessary, first of all, in the sphere of production consumer goods.

Significant influence on development of small and medium business is rendered by financial stimulus of SMB support. They are: tax stimulus and SMB credit system.

Our country, according to world rating agencies' data, is considering as one of those with favorable for SMB climate. The example for this is functioning of special tax regime for SMB. Kazakhstan is one of the first countries in CIS had implemented such practice of taxation and, thereby, created particular regime for SMB subjects, which gave possibility to develop at the expense of minimum tax load.

With the purpose of further simplification of SMB taxation procedures some changes and additions had been introduced to the Tax Code of the Republic of Kazakhstan from 1 of January 2014.

According to introduced changes the marginal income of individual entrepreneurs, applying special tax regime on the Patent basis, can't be more than 300-time minimum wage size, determined by the Law about Republic Budget and functioning from the 1 of January of appropriate year.

There are following sums of marginal income for tax period for persons applying special tax regime on the base of simplified declaration in times to minimal wage size:

– for individual entrepreneurs: 1400-time minimum wage size , determined by the Law about Republic Budget and functioning from the 1 of January of appropriate year;

– for legal entities: 2800-time minimum wage size, determined by the Law about Republic Budget and functioning from the 1 of January of appropriate year;

The minimum wage size for 2015 is determined as 21364 tenge.

For entrepreneurs, applying special tax regime on the base of simplified declaration the tax period from the 1 of January 2014 is a half of the year. That is why simplified declaration will be given once a half of the year instead of once a quarter. Changes, exempting individual entrepreneurs, applying special tax regime for subjects of small business, from giving the calculation of current payments on land tax, whereas earlier only individual entrepreneurs, applying special tax regime on the Patent basis, were exempted. According new Tax Code individual entrepreneurs, applying special tax regime for small business subjects, calculate land tax by land sections, used in their activity. Individual entrepreneurs, applying special tax regime for small business subjects (not only those on the Patent basis, but also on a simplified declaration basis) are exempted from current payments on property tax [13].

The evidence of unprecedented business support is a RK President's Decree Свидетельством of 27.02.14 г. «About cardinal measures on improvement conditions of entrepreneurial activity in the Republic of Kazakhstan» According to this Decree there are new possibilities for entrepreneurship development:

– from the April 2014 till 1 of January 2015 there was a moratorium on revisions of small and medium business subjects;

– President had charged the Government to take concrete measures for further improvement of business conducting conditions for Kazakhstan people;

– the practice of planned revisions will be cancelled, and there will be developed another system, objective, appropriate to world standards;

– the revision will be applied only to these entrepreneurs, who actually has high possibility of legislation offence.

As a result of introduces moratorium on revisions of SMB subjects the situation with revisions had cardinally changed. If in 2013 2/3 of revisions touched on exactly small entrepreneurship subjects, then in 2014 – oppositely 1/3.

The amount of active SMB subjects had changed positively in 2014. Only during 1 quarter of moratorium (April-June 2014) the amount of registered SMB subjects has raised on 15 606 units.

The increase of amount of active SMB subjects was for 99644 units bigger on 1.10.2014 г. in comparison with the amount on 1.10.2013, or on 13,2%. Thus, only for a half year of moratorium on revisions the rate of active subjects of SMB increase overreached the rate of last 9 years almost 2-times (7,5%).

The amount of employed in SMB was of 146664 people on 1.07.2014 in comparison with the amount on 1.07.2013, or on 5,7%, wherein for the first quarter of 2014 (before the moratorium) there wasn't the increase of employed people in comparison with appropriate period of the previous year at all, there was the decrease on 0.1% oppositely.

Significant increase of production by SMB subjects was provided: thus the production volume of SMB subjects had increased for 37,8 % during the first half of 2014 in comparison with the appropriate period of 2013.

Productivity of labor in SMB for the first half of 2014 for one employed was 2,1 million tenge, whereas for the appropriate period of 2013 – 1,6 million tenge (increase for 31,3) [14].

The rise of all main indicators of SMB activity for the period of moratorium conducting was caused not only by fact growth of subjects and employed amount, production volume and productivity, but by legalization of SMB subjects, deducing from «shadow» this part of entrepreneurs, who hided the activity before. The evidence to this is a primary growth of active SMB subjects amount before registered SMB subjects amount. And this is not just increase of active SMB subjects, but legalization of workers in SMB, increase of officially employed in SMB (and well then legalization of wages of workers), legalization of production volumes of SMB, especially of those who worked for cash (in the sphere of foodstuffs, trade, services, etc.).

Stimulation and support of SMB is especially actual, as it influences such spheres as:

– social sphere, the influence is in providing employment, creating new jobs, increasing percentage of economically active population, improving live conditions at the expense of entrepreneurial incomes, smoothing out development disproportions in wealth fare of different social groups of population;

– financial sphere, which is related to financial self-sufficiency of entrepreneurs and their family members, salary of workers;

– budget sphere, assuming tax and payments incomes to budget system, providing own income base of local budgets;

– economic-stimulating sphere, which is related to increase of owners amount, competitive selection of effective owners, who's further development depends on small business and creating competitive environment for other forms of business;

– innovative-investments sphere, which is very actual nowadays and related to development and implementation technological, technical and organizational innovations, indirect stimulation of production efficiency of big companies by new markets familiarization.

Development and normal functioning of SMB are also closely connected to crediting – main source of current assets replenishment. Subjects, working in trade, have biggest specific gravity of crediting by second level banks in Kazakhstan – they have 41 % of all subjects of SMB. They had got 38% of all credits from second level banks, when the productions sector had got only 9%.

Accomplishing assignment of the Head of the State on realization of Kazakhstan development strategy on joining 30 world most developed countries, the government had developed key directions of the «Road map» of high-priority measures of social-economic policy for 2014.

One of the sources of stimulating sustainable economic development will be assignment of 1 trillion tenge from the National fund for 2014-2015 under the initiative of President Nazarbayev. 100 billion tenge, out of this 1 trillion – will be directed for SMB crediting in 2014. Such support from the state will certainly contribute to providing SMB projects by financial resources on available and long term basis. Out of 100 billion tenge – 50 % will be directed on refinancing of earlier given credits, 50 % – on new projects financing. Out from the new projects pool – 25 % will provide financing of food processing industry. Also before the 1st of July 2014 the financing of local projects in housing and utilities, road construction, repair and reconstruction of social objects will be increased at the expense of redistribution of sources of local executive bodies and over fulfillment of income part of local budgets [15].

Resources, gave out from National fund for SMB support, are the significant source of state support, directed to economy strengthening and its competitiveness increase.

From our point of view giving out 25 billion tenge for crediting projects on SMB development in food processing industry will give new stimulus to republic's agricultural sector development. It will increase agricultural demand, and as a result, agricultural sector will develop more intensively and will become more competitive.

Conclusion

Role of small and medium business is indispensable in solving strong economic and social tasks. Small and medium business facilitates to «healthy» competitive environment, market equilibrium, new jobs, middle class creating, different needs of population, and, finally, economic growth. During history of Kazakhstan independence important steps in attractive business-climate creating were done, and, as a result, there is a good international assessment and significant growth of small and medium business. And for small and medium business would become an «engine» of the economy, and for its development not only in intermediary sphere and branches without significant investments, the state should further support small and medium business in complex, including its interests and using all available experience.

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Teaching «International Logistics» in Kazakhstan

Abstract. The main idea of this article is about teaching of «International Logistics» subject in Kazakhstan. Kazakhstan is the largest country with no outlet to the sea. Therefore, it is necessary to implement the transport, logistics, and transit potential in our country. Realization of transit potential is one of the priorities of the economic policy of Kazakhstan. Government programs are aimed at developing effective ways of using the country's transit potential: Strategic Development Plan of the Republic of Kazakhstan until 2020, the State program for the development and integration of the infrastructure of the transport system of the Republic of Kazakhstan until 2020, Transport Strategy of Kazakhstan until 2020, and others. Logistics is a part of the economic science, the subject of which is to organize the rational process of promoting products and services from producers to consumers, the functioning of the circulation of products, goods, services, inventory management, creation of goods movement infrastructure. Therefore, sociable people, with systemic analytical thinking, fluent in foreign languages, with leadership qualities and a talent for organization, disciplined and motivated, should choose the profession of logistician. It is not easy to obtain high level education of logistician in Kazakhstan now, because there is a lack of the faculties and universities that train such professionals. Geography is a major discipline on admission to the bachelor's degree on a specialty «Logistics», as these professionals are economists in the broadest sense, logisticians are in the narrow sense of specialty.

Education specialty «Logistics» is available in the following universities of Kazakhstan: Al-Farabi Kazakh National University, K.Satpaev KazNTU, M. Tynyshbaev KazATC, Almaty Management University, Karaganda Economic University, Kazakhstan – German University, and others. You can receive education in «Logistics» at both undergraduate and master's level in some high schools of Kazakhstan. But it is no possibility to get an education in the specialty «International Logistics» in Kazakhstan. In my view, it would be appropriate to open the specialization of «International Logistics» at the «World Economy» and the specialty «Logistics» in the above universities of Kazakhstan. Kazakhstan and other Central Asian countries are experiencing a significant backlog, both in quantity and in the training of specialists in logistics in comparison with the developed countries. It is necessary both government support and financial sponsorship of major national and private companies for the development of the specialty «Logistics» and «International Logistics»; it is advisable to increase the number of grants to students with subsequent employment, creation of favorable conditions for students and teachers of this specialty. All of this will be a powerful stimulus for the development of transport and logistics and transit potential of our country and its integration into the global transportation system.

Key words: logistics, international logistics, education, specialty, development, students, discipline

Introduction

Logistics is a system of organizing the transportation of cargoes (goods, raw materials) from producer to consumer. Its main purpose is to coordinate all stages of cargo transportation. Meanwhile, the development of the transport network, resulting in enhancement of trade relations between the states of the world, as well as the progressive globalization, bring to the forefront such direction in logistics as an international one. Logistics becomes international one when the supply chain crosses national borders.

International Logistics is a special area of theoretical and practical knowledge, professional techniques, business skills related to the organization and technology of management of all assortment types of flows, the transformation processes serving the international exchange of tangible and intangible assets and capital assets, economic resources, including financial, human, intellectual ones, as well as information and service. The main feature of the international logistics is that the producer and consumer are situated in various states. In this regard, international delivery includes overcoming national borders.

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Transit is a significant source of income and plays an important role in the economic development of the country in a number of countries in the world, such as Austria, the Netherlands, Singapore and others. Kazakhstan has a favorable geographical position at the crossroads of two continents – Europe and Asia, it is a valuable strategic resource that can enable the country to fully realize its transit potential, ensure the efficient integration into the world economic system, and thereby raise the country's economy to a new level.

Methods

Monitoring forms and methods of obtaining higher education, the ability to innovate in the massive experience means, their relative flexibility and repeatability in the learning process of different universities, prospects of formation the personality of innovative type in the university, focused on modern ideas, values and principles.

Main body

Perspective directions of the transit potential of Kazakhstan are through Russia to the EU; to China, Japan, and South-East Asia; through the countries of Central Asia and the Caucasus to Iran and Turkey. There are transport corridors in each of these areas, both on land and on the waterways. Also new transportation routes are being developed. It is necessary to prepare professional personnel, specialists in logistics and international logistics to develop and implement transport and logistics and transit potential of the country. Specialty «Logistics» originated in the United States and Western Europe in response to the increased number of trade, money and information flows – everything that is connected with the production and sale of products and is in motion. This explains the growing popularity of the profession of logistician. We can confidently call the scope of logistics services the most quickly and effectively developing, relevant and useful one. In recent years, the logistics flows have strongly increased, this is due to the growth of trade both within the country and abroad.

In order to send goods from one country to another, you need to «calculate» the best form of transport (depending on the characteristics and parameters of the cargo), take into account the rules, laws and traditions of different countries, to make the most advantageous path to follow, from an economic point of view. As a result there is an entire supply chain that can be well made only by real professionals – logisticians [1]. Experts who monitor all streams or «supply chain» (supply chain) – from the analysis of inventory and order goods to the transport and delivery to the end user, are called supply chain managers and are the most highly paid and in demand logisticians.

«International Logistics» specialty in foreign universities has been developed taking into account the current situation on the labor market and creates great career prospects.

Examples of employment are:

• in consulting firms;

• at industrial enterprises and trading companies;

• in the foreign trade organizations;

• in the marketing departments of stock exchanges, banks, investment and financial companies;

• in the authorities (in the departments in charge of business development in the department of trade and so on).

Graduates acquire skills in logistics and international transport by sea, air, road and rail; they are in demand in different countries. [2]

The professional logistician:

• knows the basics of logistics, warehousing, production, transportation and marketing, and sees a connection between these processes,

• is able to rationally organize the movement of goods and services from producers to consumers at minimal cost,

• is able to carry out research in the field of transport services market,

• is able to perform logistical administration, manage supply and transportation, cargo handling and warehousing,

• is able to place orders, manage inventory and product flows, foreign trade operations [3].

Everyday logistician works with different people, material resources and values (raw materials, products, production resources, transport), information, documents. In the ranking, compiled by the World Bank based on an index of logistics (Logistics Performance Index – LPI), on the level of development of logistics Germany ranked first out of 155 countries in the world. Logistics is the third branch of the German economy with turnover of 200 billion Euros. The average salary in the field of logistics in Germany, as reported by the Federal Statistical Office of Germany, is 2716 Euros per month. It is not surprisingly, the logistics is quite a popular specialty, but forwarding companies complain about the shortage of highly qualified personnel.

Good logistics education can also be obtained at universities of USA, Canada, UK, France, Korea, Japan and other developed countries.

The mechanism of the efficient management of the logistics of supply chain at the international level is realized, first of all, in the rational organization of the logistics processes of transformation.

The main objectives of the international logistics are:

• to provide a variety of cargo transportation of goods from one state to another;

• to optimize the time and cost of delivery of goods from producer to consumer.

Logistics companies need to solve a lot of problems, such as the choice of the forwarding company, organization of customs clearance and storage of goods in the warehouse, optimal route planning and each stage of delivery, as well as the optimization of its timing, so that to achieve these objectives. All these problems are related to minimizing the delivery time, and reduce costs for the carriage of goods from one country to another. The main elements of international logistics are companies providing transportation, as well as warehouses and order picking systems. Modern international logistics is a concept of cargo management between states. There is the Internet in arsenal, which significantly improves the efficiency of cargo flows.

All of the modern international logistics companies in our country rapidly develop its services in an effort to reduce the time and costs at all stages of the path of cargo to the client. Today, the main trend of international logistics is the so-called «e-logistics» which includes the possibility of online transactions via the web. [3]

Development of the international dimension, formulation of logistical problems and the efficiency of their solution depend on the trends in the world market. Manufacturers shorten product life cycles and the growth of consumer demand, as well as more and more orientate towards their needs, there is a so-called individualization of the product. Therefore, the leading trend is the creation of the logistics supply chains, which can help reduce the financial and time costs of shipping goods from producer to consumer.

There is growing use of international logistics by companies, and logistics approach, focusing on the choice of optimal logistics costs added to the traditional (pre-logistical) approach, based on a lower cost with increasing competition in today's international business. Indeed, seeking to minimize the cost of any part of the supply chain you can obtain the opposite result due to a significant increase in the cost of another site (for example, an increase in delivery time can give a reduction in the cost of foreign trade transportation, but cause a reduction in the time of capital turnover). The company has to offer a product of either high quality or special consumer properties or extensive after-sales service, meeting the needs of the buyer, in pre-logistical option for competitive advantage.

In the case of using logistics in international business company will gain a competitive advantage by offering a product that meets the needs of the customer, with optimal levels of quality, optimal application properties and optimal level of after-sales service. Financial barriers in international logistics consist of financial barriers in the internal – national markets of countries and at the international level. There are certain rates of inflation, impacting on prices of goods and services, local wages, national characteristics of both suppliers and consumers of goods and services, legislative obstacles, seasonality of business activity in national markets. You can highlight features of foreign economic policy, in particular customs clearance at border crossings, exchange rate fluctuations at the international level. There will be the general difficulties in forecasting the volume of orders, the methods of processing and determining the timing of the delivery, financial risk assessment and inventory levels (both in transit and stored in warehouses), as well as the specific features of the involved in international logistics system, banks, insurance companies, carriers and others at the international and national levels. All these obstacles are directly or indirectly forming financial barriers which international logistics overcome.

Over the past 25 years there have been changes in the transport legislation of a number of countries (especially the US and the EU), which have a beneficial effect on the development of transport services in logistics. So, there was a wide range of legislative, administrative and legal acts aimed at reducing the public sector in transport, removal of transport barriers, coordination of the various modes of transport, improvement transport service, reduction of prices and tariffs. These measures have contributed to the development of free competition and ultimately served as an important impetus to the development of integrated logistics, creation of international transport and logistics systems. A consequence of changes in market regulation has become the practice of concluding contracts for the transport and forwarding services; vesting haul carriers the right to take independent steps on tariffs and services; provision of services of intermodal transportation on a single tariff (through freight rate) and a single transport document (bill of lading intermodal transport). Intermodal transport is currently the fastest growing industry in the field of international logistics, combining the advantages of two or more modes of transport. The operator of intermodal logistics service to the sender service, ensuring delivery without significant interruption, despite the large number of subsidiary operations, connected with the process of transportation. [4]

Problems of international logistics are:

– work with a much higher volume of orders than in the supply on the domestic market (it helps to reduce logistics costs, an example – discounts on transport tariffs for the value of the party);

– a variety of international markets that makes the variability of delivery of goods and the need to communicate with a large number of intermediaries;

– the scale of activities is associated with certain difficulties for businesses that do not have the necessary experience in the international markets;

– the emergence of new logistics intermediaries in the delivery of goods (freight brokers, customs brokers);

– the impossibility of direct communication with customers of the company's products because of the distance between them and the multitude of intermediaries;

– trading terms, the basis of delivery, payment terms – all unusual for the company for the first time entering the international trade;

– international transport documents and documentary procedures are more sophisticated and varied than domestic counterparts;

– they often has to overcome the borders of many countries and, therefore, to use different information systems in the organization of information exchange between the participants of the logistics supply chain.

The company should have a good understanding of the complexity and diversity of operations, with which they have to face to solve the above problems successfully.

Today Kazakhstan, due to its geographical position, has got certain features and benefits of logistics. Five international transit routes and several major pipelines pass through the territory.

Additional opportunity for the development of logistics services market in Kazakhstan is the creation of the Customs Union (CU), in which intra-Community borders are officially open, and the land border with China is now more accessible to Europe. [5]

Currently, the state of the transport and logistics industry in the country cannot be called brilliant. In 2010 Kazakhstan took 62th place in the index of efficiency of logistics systems of the World Bank LPI. Forecast 2020 is 40th place. LPI is the index of the World Bank, considering the ease of the supply of goods and the condition of trade logistics at the national and trade level. The indicator measures the efficiency of deliveries in international trade.

Lack in Kazakhstan of transport and logistics infrastructure, well-functioning system of forwarding service, based on internationally accepted practice of terminal technology of the movement of cargo, makes it difficult to trade. And also it reduces the efficiency of the use of the rolling stock of transport, in general, has a negative impact on the development of the whole economic complex, not allowing the full use of its potential.

The Cominfo Logistics Solutions (Russia) company and the KIA Center estimates contemporary potential of the market of logistics services in Kazakhstan about 10-11 billion dollars USA. Building a modern transport and logistics infrastructure will enable integration of Kazakhstan into the international global transport and logistics system «Western China – Western Europe». This can be achieved by using a multi-modal container service, ensuring the formation and transport of transit traffic. [6]

Improvement of the national logistics system is one of the priorities of Kazakhstan development, as Logistics now affects the competitiveness of the state as a whole. And further, of course, its role will increase. It is known that Kazakhstan is a country with a rather sophisticated logistics system. Long distances often do not allow entrepreneurs to develop their business in different regions of the country due to high logistical costs. This problem should be solved by logistics companies, reducing costs and increasing the speed of delivery. Developed logistics in all areas is the future of our country. According to experts, the legislation of transport and logistics system has undergone great changes. International relations require constant changes; however, the improvement of the law should be systematic. The effort intended to make Kazakhstan the most convenient for transit of goods to different countries do not give the desired results. While the experts are prepared for the logistics industry in the 47 universities of the country, the education system lags behind the realities of life, and such discipline as «International Logistics» until 2015 – 2016 school year was not in the curriculum. The discipline «International Logistics» is new one to the universities of our country.

The aim of the course «International Logistics» is the study by future specialists of the foundations, rules, principles, methods and tools of international logistics in the scope and aspects of the theory and practice of development of this direction in the management and organizational and economic activity in our country and abroad. Mastering of discipline «International Logistics» gives students an understanding the logistics management in international business, features of the formation of international logistics systems, transport, information support of international business and development trends in the context of globalization.

Objectives of the discipline are determined by:

– introduction to the historical and socio-economic aspects of the formation, development and dissemination of international logistics and its structural components;

– introduction to the methods of state regulation of foreign trade, international rules and the basic agreements of commercial transportation and noncommercial goods;

– development of methodology of analysis and design of foreign trade operations, logistical organization of foreign trade, the choice of means of transport, transport routes;

– gaining theoretical knowledge and practical skills in the area of formation of logistics infrastructure and communications in the field of foreign trade;

– development of characteristic specifics of foreign trade, legal, customs, insurance, commercial and service providing international transport;

– obtaining professional knowledge and business skills of modern logistics technologies of foreign trade transportation by different modes of transport in the light of the evolution of the economy;

– development of practical skills and comprehensive providing logistic foreign trade operations in the field of logistics on the basis of logistic principles and rules;

– getting the experience in the use of basic tools, techniques, and methods of organization providing logistics services to participants of foreign economic activity;

– obtaining professional knowledge, gaining experience and business skills of modern information technology and applied computer systems, software that can be applied in the implementation of foreign trade operations;

– formation of systems thinking in professional sphere of international logistics of supply chain management;

– development of features and the modern trends of globalization of the world economy in the aspects of international integration and division of labor as an example of transnational corporations and financial-industrial groups as objects of international logistics;

– creation of knowledge about the importance of international trade and its impact on logistics;

– creation of knowledge about the functions, methods of logistics management of international business;

– gaining knowledge and skills to identify the characteristics of the establishment of global logistics systems, international business, evaluating ways to enter the international market; analysis of the various structures of international organizations.

The forms and methods of obtaining higher education should be directed to the formation the personality of innovative type in the university, focused on modern ideas, values and principles. Our education, according to the researchers, «must be relevant to innovative model of development of Kazakhstan's economy and meet the demands of global competition in the markets of innovation, labor and education. This is a strategic choice of Kazakhstan, in response to the challenges of modern society, determining such requirements. In this regard, university professors actively redirect activities of students from memorization information to the acquisition of experience of independent work of its competent getting and use, the development of the initiative of the individuality. [7]

Conclusion

Quality training of logisticians of the international level is an important element in ensuring the effective management of logistics of supply chain at the international level. Achieving a high professional level of international logistics graduates will be connected with introduction innovative educational technologies in the educational process. The main mechanism in the formation of the competent approach and person of innovative type, according to most researchers in this field should be the methods of active and interactive learning. The methodology is to develop students' ability to analyze certain cases, to take decisions, to achieve goals.

All existing interactive methods are based on the principles of cooperation, activity of learners, reliance on group experience, obligatory feedback. The technique dramatically changes the role of the teacher in the educational process. The teacher in this approach does not act as the main source of new information, he performs guide organizing function, the helper function. [8]

Interactive learning, his supporters believe, «forms the ability to think outside the box, in their own way to see the problem situation, leaving it;

to justify their position, their values; develops such features as the ability to listen to another point of view, the ability to cooperate, to enter into a partnership dialogue, displaying tolerance and goodwill towards their opponents».

Interactive forms of training, according researchers, are: problem lectures (the teacher at the beginning and during the presentation of educational material created problem situations and involves students in their analysis), lecture-provocation (lecture with scheduled errors), binary lecture (the work of two teachers, reading a lecture on the same topic and interacting among themselves and with the audience), lecture-visualization (transfer of a teacher information to students accompanied by a display of various patterns, structural logic, supporting lecture notes, diagrams, and so on), the lecture « press conference «(within 2-3 minutes the teacher asks students in writing to ask him the question on announced topic of the lecture. Then the teacher for 3-5 minutes systematizes these issues on their content and begins to lecture, including answers to questions in its contents), a lecture-dialogue (the content is fed through a series of questions that students must answer directly during the lectures).

Innovative directions of pedagogical activity are due to various factors: the ongoing social and economic reforms, «embedding» of national education in the European and global educational processes, finally, the search for new technologies in the educational process.

In the department, where «International logistics» discipline is taught, it is necessary to implement monitoring and training programs, distance learning, role-playing and simulation games, binary lecture, lecture-provocation, presentations and other communications technologies.

Unconditional positive aspects of application of these technologies are engaging in active learning discipline maximum number of trainees; determines the level of assimilation of the material studied; instills and strengthens communication skills with high information technology, skills which are so essential to modern logistics specialists of high qualification. [9]

It should be borne in mind that the ability to innovate in the massive experience means their relative flexibility and repeatability in the learning process of different universities.

However, the use of these technologies has a number of disadvantages: it reduces the verbal activity of students, which has a negative impact on the quality of training; the use of individual elements of innovation in isolation from other (for example test system) does not fully provide a complete picture of learning.

The use of computer technology in the preparation and carrying out the lessons (electronic textbooks, electronic tutorials) significantly improves the work of the teacher, thus making the process of learning the students educational material fun, accessible, visible.

The main problem of the use of computer technology is lack of material and technical basis in many institutions of higher education, the low level of training of the teaching staff to use in teaching computer technology, unwillingness to rebuild the traditional methods of teaching at the university, and so on.

It is necessary to use interactive teaching methods, combining them with reading the classic lecture material and holding seminars in teaching the course «International Logistics».

Without belittling the need to modernize education and implementation in the educational process of teaching «International Logistics» innovation that can significantly improve the quality of both the learning process and its outcome – a professional graduate, should insist on retaining the traditional basic methods of acquiring knowledge. This classic lectures and seminars, with their traditions of the problem of presentation and discussion character can learn to think, analyze, compare, draw conclusions, to argue and to prove his point. Only with the help of this technique it will be a purposeful process of organization of the students on the mastery of knowledge, skills and competence, the acquisition experience and development of abilities, acquisition experience in the application of knowledge in everyday life and the formation of students' motivation for education throughout life.

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International Security and Protection of the Rights of the Child in the African Continent

Abstract. This analysis focuses on typical issues concerning the international legal aspects of ensuring and protecting the rights of the child in armed conflicts. The world community has entered the third Millennium, but unfortunately, it didn't get rid of the main blemish, which was fighting. International security and the special protection of children's rights is a set of comprehensive measures which are aimed to prevent children from participation in hostilities, where they often get injured and die, and from the use of them as spies, porters, servants, to transmit messages, and to set mines and mine clearance, to eliminate rape and other sexual abuse. Such children are robbed of their childhood and exposed to terrible dangers and to psychological and physical suffering.

Key words: African continent, the special protection of children's rights, armed conflict, child soldiers.

Introduction

It's no secret that war has always been the most dangerous social phenomenon throughout the history of mankind. Because of the wars a large number of people in the past were killed, primarily civilians, the majority of which still remain unprotected women and children.

In general, in can be seen that the end of the twentieth century was marked by the fact that the talks about children's rights and the adoption of the humanistic conventions of the international childhood were almost deprived of the status of inviolability. Children are increasingly involved in military conflict, who become victims and who become the accomplices of atrocious crimes committed during armed conflicts.

In this case, it is necessary to establish the fact that armed conflicts are becoming increasingly complex, technical improvement of means of warfare is continuing at full speed. Destructive power of weapons, speed and range objects are increasing. The way to universal peace is long and difficult, because if 100-200 years ago only soldiers were involved in the wars, and civilians did not suffer, but later, especially after the Second World War, civilian casualties began to exceed the loss of the military. It is particularly sad to note the death of children during the wars, when children are also victims of armed conflicts and collisions.

Methods

During the research of this topic, the author analyzes the current situation in the sphere of protection of the rights of the child accumulated between armed conflict, analyzes the legal aspects of international involvement in the African continent, it is proposed to complement and receive the special acts in the sphere of ensuring the rights and safety of children during armed conflict.

Main body

In the postwar period the practice of receiving children for military service gradually ceased. In accordance with Additional Protocol II to the Geneva conventions of 12 August 1949, adopted in 1977, participation in armed conflict of persons under the age of fifteen years was prohibited. In 1995 the United Nations urged not to accept on military service of minors under the age of eighteen years. But nevertheless it should be noted that, unfortunately, few people pay attention to how many people and especially children die during local armed conflicts and child soldiers remain an integral part of armed conflicts in modern times, especially in Africa, Asia, and Latin America. Children and adolescents most often were used as soldiers by insurgency as the government troops of African, Asian and Latin American States in this regard were somewhat limited by applicable law. Because children and teen-

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agers are fearless due to age features and soldiers opened for controlling. It is easy to find them, the existence of problems with them is minimum and often the war for them is not that terrible content that is for adults, who already know the joy and hardships of life, people [1].

Despite the improvements in many conflict zones, brutal exploitation of children is ongoing on the continent by the command of the armed forces and armed political groups seeking to achieve their own material and political ends. The steps taken by African governments and the international community on the issue of child soldiers are ineffective and insufficient. Today most children and teenagers are forced to fight with a weapon in the hands in numerous armed conflicts plaguing the African continent. Tropical Africa remains the most unstable region of the world and there the phenomenon of «child soldiers» was the most common.

According to the representative of Child Fund of the United Nations in the Central African Republic the armed groups consist of 6 to 10 thousand children. If to take on trust the statement of the warlords, all of them will come back to home. However, child soldiers are used not only in the Central African Republic. In almost all countries of Tropical Africa, where for years and even decades, the last armed conflicts on ethnic grounds, in opposition rebel groups used children as soldiers or workers. According to researchers, nearly one in ten children in Central and Western Africa involved in the fighting on the side of any rebel armies or gangs. Child soldiers fight in Liberia and Sierra Leone, the Congo and Uganda, Burundi and the Central African Republic, Somalia and Kenya. In the Democratic Republic of Congo about 30 thousand fighters of the rebel troops are children and adolescents. Underage soldiers comprise the bulk of the fighters of the rebel group in Uganda and Liberia. The possibility of the use of child soldiers in African countries is associated with specific attitudes to childhood and especially in adolescence. The child soldiers grow up disproportionately sooner than the children in Europe, the USA or Russia, but also the life expectancy are much less — in some African countries it is less than forty years. Until recently, African cultures did not have adolescence as such. After the rite of passage the child becomes an adult with all the consequences, including with the adoption in number of soldiers. Another thing is that many rebel groups fighting in African countries attract soldiers of children, who are not mature enough until the age of use as warriors even by local standards. There are even ten years and eight soldiers in Uganda and Sierra Leone. The commanders of rebel militias, forcibly gaining children in the villages to military units and service believe that the main thing is that soldiers are able to lift a Kalashnikov [2].

The African Charter on the rights and welfare of the child is one of the most important document among the regional international legal acts in the field of protection of children's rights in times of armed conflict, which entered into force in November 1999, which, thus, also is the first Treaty at the regional level on the rights of the child. Its provisions include a ban on the imposition of the death penalty for crimes committed by children, as well as the customs and cultural practices that are hazardous to health and lives of children or discriminatory ones (by sex and other characteristics). The Charter is the first Treaty at the regional level, establishing a minimum age for all recruitment and participation in armed conflict to 18 years, which exceeds the requirements of the optional Protocol to the Convention on the rights of the child on the involvement of children in armed conflict [3].

This Charter complements the African Charter on human and peoples ' rights and the UN Convention on the rights of the child, taking into account social and cultural specificities of Africa and provides protection against violation of the rights of the child. Its compliance monitors the African Committee of experts on the rights and welfare of the child. As for 1 June 2004 the Charter was ratified by 33 of the 53 member States of the African Union, another 10 have signed it. The terrifying reality is that children easily are able to become obedient killing machines, recruited as cheap cannon fodder. Child soldiers are often sent on the most dangerous assignments or forced to participate in crimes, often against their relatives and fellow tribesmen. They are forced to carry ammunition, find and cook food and perform other non-combat tasks. In addition, each day the child soldiers are dying, suffering from beatings and other forms of torture and ill-treatment, forced labour. Girls are raped and subjected to sexual enslavement. The restoration of physical health and emotional balance to children is a huge effort; for many of them it takes years to achieve full rehabilitation and integration into society and return to a normal life. All this predetermined the necessity of the adoption of this Charter.

African Charter on the rights and welfare of the child prohibits the recruitment and use of children under the age of 18 years in both international and internal armed conflicts. The Charter is an important complement to universal rules of international law prohibiting the use of child soldiers, clearly indicating that the involvement of children in conflict is unacceptable and cannot be ignored by the world community. All African States that have not already done so, including the DRC, Burundi and Liberia must ratify the Charter and to bring its legislation into full conformity with its provisions, to end the recruitment and use of children as soldiers. Moreover, as recognized in the Rome Statute of the International criminal court and customary international law (which was confirmed in the decision of the Special court for Sierra Leone, 31 may 2004), the recruitment and use in armed conflict of children under the age of 15 is a war crime. Therefore, African States within the meaning of the Charter must ensure that all such facts are being investigated, and the culprits have been well-deserved and inescapable punishment.

Thus, this Charter sets the minimum age of 18 years for all types of conscription or participation in hostilities.

In general, it is necessary to add that according to official information of the international organization «the international Amnesty», for example, in the Democratic Republic of the Congo (DRC) children make up 40% of some involved in the conflict groups, and up to 40 percent of these children are girls [2].

It's been over seven years since the government commenced the national program for the liberation of child soldiers and their return to civilian life. However, at least 11,000 children are still with armed groups or remain missing. That number includes most girls, captured by armed groups and since then unaccounted for. The programme is aimed at the disarmament, demobilization and reintegration (WFD) into civilian life of combatants, whose number is estimated at 150,000, including 30,000 children, the execution of which is delayed due to lack of political and military will, serious problems of organizational and technical character and the ongoing dangerous situation in the East of the country [2].

In some areas girls make up less than two per cent of children released from armed groups and participating in the WFD program, because they either quit or are wrongly considered «dependants» of adult fighters. The commanders and fighters often do not feel obliged to release girls, whom they treated as their sexual property. The preservation of this discrimination is supported by some of the government officials of the DRC, closing their eyes to the fact that these girls are considered «dependents» instead of girls who can participate in the WFD program for children [2].

Girls caught in armed forces and groups are often traumatised by years of abuse and sometimes have children. However, very little is being done currently to ensure that they receive necessary support and assistance required to them by law. Overall, the majority of children released and returned to their families and communities — men and women – are forced to return to civilian life, receiving only a small support or not getting it at all. In particular, it relates to opportunities in obtaining adequate education and profession. Some children were only six years old when they were first recruited [4].

In 2012, UNICEF expressed concern about the use of child soldiers by the warring factions leading the fighting in Mali. According to the UN, the most actively minors are attracted to participate in the fighting representatives of Tuareg rebel groups. Hundreds of boys aged from 12 to 18 years are fighting in their ranks. Negative reaction to the UN is accompanied by active use of child soldiers by government forces of neighboring Chad. Once in 2005, the Chadian army began to call children who were are used not only as cooks and attendants, but also for guard and patrol service, available for service in infantry and intelligence units of the Chadian army after intensified armed confrontation between Chadian army and rebel groups associated with neighboring Sudan. Although the Chadian government in 2013 promised to cooperate with UNICEF in the field of fight for children's rights, but in reality only a very small part of young Chadians was discharged from military service after the protests of the world community. During the forum on national reconciliation held in the capital of the Central African Republic Bangui in May 5, 2015, it was decided to demobilize child soldiers from armed forces fighting rebel groups and the release contained in the groups of children and adolescents, used as cooks, servants and sexual servants[1].

«The recruitment and use of children under the age of 15 in armed conflict is a flagrant violation of human rights and constitutes a war crime. This year, on the Day of the African child the African governments should sign, ratify and then to actively implement international standards prohibiting the recruitment and use of child soldiers, in particular the optional Protocol to the Convention on the rights of the child on the involvement of children in armed conflict and the African Charter on the rights and welfare of the child,» said Amnesty international [5].

Conclusion

Therefore, the eradication of the practice itself, as well as the elimination of the consequences of the use of child soldiers is an important element of lasting peace, based on respect for human rights of all citizens. In countries, where the programs of disarmament, demobilization and rehabilitation of former combatants are in force, the main attention should be given to child soldiers. Also need to think about the problems of economic development and peace efforts in addition to legal and political ban on the recruitment and use of child soldier, in order to make demobilization and rehabilitation of former child soldiers be sustainable. If the problem of the use of child soldiers in Africa is not being resolved properly, it would be difficult to get rid of the heavy heritage. Not less serious consequences can occur in the life of the children who witnessed the crimes or were their participants.

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- In the tables, figures, formulas should not be a discrepancy in symbols, signs. Figures should be clear, clean. There should be references to figures and tables in the text. All figures and tables should have titles.
- Abbreviations of words, names and titles are not allowed, except for accepted abbreviations of units of physical, chemical, technical and mathematical units.
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