

Volume 4, Issue 4, 2018

ISSN 2522-1043

Central Asian Journal of
Social Sciences
and **Humanities**



Al-Farabi Kazakh National University

Central Asian Journal of Social Sciences and Humanities is a peer-reviewed academic journal covering all branches of social and humanitarian areas: historical; philological; philosophical, social, psychological, educational and legal sciences.

The editors aim to maintain the publication of results of research faculty, doctoral and postgraduate students of Al-Farabi Kazakh National University, as well as scholars from various domestic and foreign universities and research institutes.

One of the most important priorities of the journal is to publish articles aimed at the study of problems with innovative techniques and information technology.

Central Asian Journal of Social Sciences and Humanities

SCIENCE EDITOR

Mukhtarova Karlygash Saparovna
Doctor of Economics, Professor, Department of International Relations and World Economy, Al-Farabi Kazakh National University (Almaty, Kazakhstan)

DEPUTY SCIENTIFIC EDITOR

Erimpasheva Aida Tilektesovna
Ph.D., Associate Professor of the Department of International Relations and World Economy KazNU. Al-Farabi (Almaty, Kazakhstan)

MEMBERS OF THE EDITORIAL BOARD:

Nurysheva Gulzhikhan

Doctor of Philosophy Sciences, Professor,
Head of Philosophy Department, Al-Farabi Kazakh National University (Almaty, Kazakhstan)

Chukubaev Ermek Samarovich

Ph.D., Head of the Department of International Relations and World Economy, Al-Farabi Kazakh National University (Almaty, Kazakhstan)

Tynybekov Serikkali Tynybekovich

Doctor of Law, Professor, Head of the Department of Civil Law and Civil Procedure, Labor Law, Al-Farabi Kazakh National University (Almaty, Kazakhstan)

Natalya Yem

Candidate of Historical Sciences, Associate Professor Head of the Department of Far East Studies, al-Farabi Kazakh National University (Almaty, Kazakhstan)

Sultangaliyeva Gulmira Salimzhanovna

Doctor of Historical Sciences, Professor, Head of the Department of World History, Historiography and Source Studies, Al-Farabi Kazakh National University (Almaty, Kazakhstan)

EXECUTIVE SECRETARY

Tovma Nataliya Aleksandrovna
Mob: 8-778-888-5051, e-mail: Tovma.Natali@kaznu.kz

Gerd Hofmeister

Professor University of Erfurt (Germany)

Christian Brauweiler

Professor Business Administration, Management Accounting & Internal Auditing (Germany)

Toluev Yury Ivanovich

Dr. Ph.D., Fraunhofer Institute IFF (Germany, Magdeburg)

Onyusheva Irina

Dr. PhD, Stamford International University (Thailand)

Rajasehara Mouli Potluri

Dr. PhD, University Professor (Delhi, India)

Gregory Glissen

Dr. PhD, Professor of the European Center for Security Studies named. J. Marshall (Russia)

Mikhail Molchanov

Dr. PhD, professor at St. Thomas University (Canada)

Pierre Chabal

Dr. of Political Sciences, PhD, Professor at the University of Le Havre (France)

TECHNICAL SECRETARY

Kishibayeva Botagoz Sakenovna
Mob: 8-747-698-4198, e-mail: botik_com@mail.ru

Proprietor of the Edition: Al-Farabi Kazakh National University

Editor-in-chief: K.I. Baizakova

Certificate № 15155-Ж Registered on March 12th, 2015 in the Ministry of Cultural and Information of the Republic of Kazakhstan.



Computer page makeup and cover designer: A. Kaliyeva

IB № 12635

Signed to publishing 28.12.2018. Format 60x84 1/8. Offset paper.
Digital printing. Volume printer's sheet. Edition: 300. Order No 1001.
Publishing house «Kazakh University»

www.read.kz Telephone: +7 (727) 3773330, fax: +7 (727) 3773344

Al-Farabi Kazakh National University
KazNU, 71 Al-Farabi, 050040, Almaty

Printed in the printing office of the Publishing house «Kazakh University».

IRSTI 06.71.01

¹Brauweiler Hans-Christian, ²Mukhtarova K., ³Yerimpasheva A.

¹Doctor of economic sciences, professor, The «Accounting, Controlling and Audit» chair, University of Applied Sciences, Zwickau, Germany, e-mail: christian.brauweiler@fh-zwickau.de

²Doctor of economic sciences, professor, The “International relations and the world economy” chair, al-Farabi Kazakh National university, Almaty, Kazakhstan, e-mail: kmukhtarova@rambler.ru

³Candidate of economic sciences, associate professor of the “International relations and the world economy” chair, al-Farabi Kazakh National university, Almaty, Kazakhstan, e-mail: aida.zakirova@kaznu.kz

Development of the service economy in Kazakhstan

The modern world is an integrated universal network of various world markets. The rapid development of the service sector is a distinctive trend of the global economy. All the evidence suggests that a specific economic model, the economy of services is formed. The purpose of the study is critically analyse theories in relation to servitization processes that take place in the world and the republic of Kazakhstan. Studying of world trends and tendencies would help to enhance the Kazakhstani economy. It is used time-series analysis of the gross domestic product's (GDP) structure and noted that developed and developing countries differ in terms of the GDP structure. Despite of the high level of the service sector's proportion in the structure of the Kazakhstan's GDP, the share of investments in the sector is declining. The implemented study has recognized problems the Kazakhstani economy faces. Directions to improve the current situation are suggested.

Key words: servitization, service economy, service sector, productivity of service, innovation in services, “service know-how”.

¹Браувайлер Х.-К., ²Мұхтарова Қ.С., ³Еримпашева А.

¹Экономика ғылымдарының докторы, профессор, «Бухгалтерлік есеп, бақылау және аудит» кафедрасы, Қолданбалы ғылымдарының университеті, Цвиккау қ., Германия, e-mail: christian.brauweiler@fh-zwickau.de

²Экономика ғылымдарының докторы, профессор, «Халықаралық қатынастар және әлем экономика» кафедрасы, Өл-Фараби атындағы ҚазҰУ, Алматы қ., Қазақстан, e-mail: kmukhtarova@rambler.ru

³Экономика ғылымдарының кандидаты, «Халықаралық қатынастар және әлем экономика» кафедрасының доценті, Өл-Фараби атындағы ҚазҰУ, Алматы қ., Қазақстан, e-mail: aida.zakirova@kaznu.kz

Қазақстандағы қызмет көрсету экономикасы

Заманауи әлем – түрлі әлемдік нарықтардың интеграцияланған әмбебеп желісі болып табылады. Қызмет көрсету саласының қарқынды дамуы әлемдік экономиканың ерекше үрдісі болып табылады. Осының бәрі сервистік экономика немесе қызметтер экономикасы деп аталатын жаңа экономикалық модельдің қалыптасқанын көрсетеді. Жүргізілген зерттеудің мақсаты Қазақстан Республикасында және әлемде болып жатқан сервитизация процестеріне қатысты теорияларды сыни талдау болып табылады. Әлемдік трендтер мен тенденцияларды зерделеу қазақстандық экономиканың дамуын қажетті арнаға бағыттауға көмектеседі. Зерттеуде жалпы ішкі өнімнің (ЖІӨ) құрылымының уақытша талдау әдісі қолданылды және дамыған және дамушы елдер ЖІӨ құрылымы бойынша ерекшеленеді деген қорытынды жасалды. Қазақстандық ЖІӨ құрылымындағы қызмет көрсету саласының үлесі айтарлықтай жоғары деңгейде болуына қарамастан; сектордағы инвестициялар үлесі қысқаруда. Жүргізілген зерттеу қазақстандық экономикада кездесетін проблемаларды анықтады және олардың нәтижелері бойынша ағымдағы жағдайды жақсарту үшін бағыттар ұсынылды.

Түйін сөздер: сервитизациялау, сервистік экономика, қызмет көрсету саласы, сервистің өнімділігі, сервистік инновациялар, «сервистік ноу-хау».

¹Браувайлер Х.-К., ²Мухтарова К.С., ³Еримпашева А.

¹Доктор экономических наук, профессор, Кафедра «Учет, контроль и аудит»,
Университет прикладных наук, г. Цвиккау, Германия, e-mail: christian.brauweiler@fh-zwickau.de
²Доктор экономических наук, профессор, Кафедра «Международные отношения и мировая экономика»,
Казахский национальный университет им. аль-Фараби, г. Алматы, Казахстан, e-mail: kmukhtarova@rambler.ru
³к.э.н, доцент кафедры «Международные отношения и мировая экономика»,
Казахский национальный университет им. аль-Фараби, г. Алматы, Казахстан, e-mail: aida.zakirova@kaznu.kz

Развитие сервисной экономики в Республике Казахстан

Современный мир представляет собой интегрированную универсальную сеть различных мировых рынков. Бурное развитие сферы услуг является отличительной тенденцией мировой экономики. Все это безусловно говорит о формировании новой экономической модели, так называемой сервисной экономике или экономике услуг. Целью проведенного исследования является критический анализ теорий процессов сервитизации, которые происходят в мире и Республике Казахстан. Изучение трендов структурных изменений экономик мира способствует правильному выбору направления казахстанской экономики в соответствии с мировыми тенденциями. В исследовании использовался метод анализа временных рядов структуры валового внутреннего продукта (ВВП) и сделан вывод, что развитые и развивающиеся страны различаются по структуре валового внутреннего продукта. Несмотря на то, что доля сферы услуг в структуре казахстанского ВВП находится на достаточно высоком уровне, доля инвестиций в сектор сокращается. Проведенное исследование выявило проблемы, с которыми сталкивается казахстанская экономика, и по их результатам предложены направления для улучшения текущей ситуации.

Ключевые слова: сервитизация, сервисная экономика, сфера услуг, производительность сервисных услуг, структурные изменения, инновации услуг.

Introduction

The modern world is an integrated, unified network of various world markets, where goods, money and information easily are moving on needs and comparative attractiveness. All this creates a surprisingly wide range of decision making for global consumers. Most of the developed countries of the world are actively developing new technical and technological economic structures, the basis of which are intellectual products, high technology and a developed industry of various services. The service sector in such countries is developing dynamically and initiates not only high employment of the population, but new types of business activity. It is generally agreed, that the service economy is focused on consumer needs, involves consumers in the process of providing the service and over-employment in the service sectors and servitization

are the main features of the service economy. In the 21st century, the development and implementation of service innovation technologies have become key factors of market competition, a powerful means of increasing business efficiency and improvement of the goods' quality.

Services contribute to the social orientation of the economy, improving living standards. In advanced countries, the share of services in GDP exceeds the level of 60-70%. In the services sector majority of knowledge workers and highly qualified personnel are concentrated. This applies primarily to science, education, health, telecommunications, computer, engineering services, the finance industry, and public relations.

The structure of the GDP of the world's countries in the context of industry, agriculture and the service sector is presented in Figure 1.

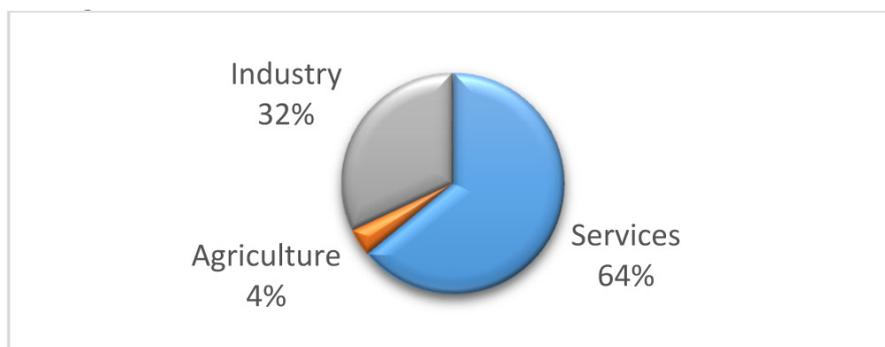


Figure 1. GDP structure of countries in 2008 (CIA, 2008)

In Kazakhstan, the production of services is steadily growing and amounts to more than 60% of GDP (Table 1). The production of services is influenced by the economic mechanism of social development, scale of social production, the complexity of its sectoral structure, the process of deepening specialization and co-operation in industry, the quantity and quality of products manufactured and consumed in society.

The widespread provision of services becomes the main factor determining the effective functioning of production and circulation. This is a new direction in the country's economy, indicating a beginning, more progressive stage of its development.

Materials and Methods. In this article there are methods of statistical, logical, and comparative analysis, as well as methods of economic processing and grouping of data used. The purpose is critically analyse theories in relation to servitization processes. The latest statistics provided by the World Bank and Kazakhstani statistics committee is used. This article includes comprehensive information and theories of various authors and sources.

The study of the dynamics of GDP and its structure among countries allowed to analyze the structural changes that take place in the world's economies and to find out reasons of these changes.

An important point in the analysis of the servitization processes of the Kazakhstani economy was the identification of the most important reasons hindering this process.

The results of the analysis allow revealing the reasons for minor structural changes of the Kazakhstani economy in the period from 2010 to

2017 in terms of GDP. In the process of economic analysis the method of deduction is used.

Literature review. Massive growth of service industries in the last decades and interest in service innovation show the importance of renewed interest in research and policy (Brauweiler, 2002; Miles, 2011). The rapid development of the service sector is a characteristic trend in the development of the modern economy (Brauweiler, 2008). All this should certainly lead to forming a specific economic model, namely, the economy of services. Plotnikov and Volkova (2014) state that "essential distinguishing feature is the prevalence of the service sector as a component in value added structure." However, it is important to note that developed and developing countries have different conditions to form a service economy. The different share of the services sector in the countries' GDP evidences it. Taking into account the forthcoming structural changes, an appropriate state policy and business strategy are necessary to develop (Brauweiler, Kalinina, and Zadorozhneva, 2015). At the same time, it is necessary to take into account the specifics of the service sector in the industry, and in the country in general. However, services do not only account for a substantial part of GDP, but they are also becoming the basis for a competitive advantage for many firms (Grönroos, 1988). Further, he states that a competitive advantage can be developed by managing these services well. Implementing a service strategy requires a new "service know-how". Until the 1990s, it was rare to find researchers and policymakers taking service innovation seriously.

Let us consider World Bank information (2019) presented in Table 1.

Table 1. Changes in GDP structure among countries, percentage

Countries	Gross Domestic Product, \$ billions		Agriculture (% of GDP)		Industry (% of GDP)		Manufacturing, (% of GDP)		Services, value added (% of GDP)		
	2010	2017	2010	2017	2010	2017	2010	2017	2010	2017	D
World	65,956.7	80,683.8	4	4	27	25	16	16	63.3	65.1	1,8
Kazakhstan	148	159.4	5	4	41	32	11	11	51.7	57.4	5,7
Russian Federation	1,524.9	1,577.5	3	4	30	30	13	12	53.1	56.2	3,1
China	6,100.6	12,237.7	10	8	46	40	32	29	44.1	51.6	7,5
Germany	3,417.1	3,677.4	1	1	27	28	20	21	62.2	61.9	-0,3
France	2,642.6	2,582.5	2	2	18	17	10	10	70.7	70.2	-0,5
United States	14,964.4	19,390.6	1	1	20	19	12	12	76.0	77.0	1
Source: (World Bank, 2019)											

Jochen Wirtz, Sven Tuzovic, and Michael Ehret (2015) prove that “business services explain a large share of the growth of the global service economy. The fast growth of business services coincides with shifts from domestic production toward global outsourcing of services”.

Sang-Chul Yoon (2018) claims that productivity in the production of service sector is increasing due to digitally empowered expanding variety of intermediate innovative services. Moreover, innovation in services in turn is the driving force of economic growth. From this point of view, the findings of Jochen Wirtz and Michael Ehret should be taken into account in developing countries. They state, that business services are the major driver of the service economy. In this case, organizations focus on core competencies and outsource non-core activities. This in turn drives the specialization and enhanced productivity of economies (Wirtz, Ehret, 2009).

In general, in the world the service sector proportions in the structure of GDP for 2017 is 65.1%, while in 2010 this indicator was equal to 63.3%. The same changes are typical for such countries as Kazakhstan, Russia, China, and the USA. At the same time, significant structural changes take place in China. Thus, the growth of the services share in GDP for 7 years is 7.5 percent. The Kazakhstani figure is 5.7 percent.

Some in-depth analysis of the economy of the Russian Federation, on the one hand on its own by Kurchenkov, Brauweiler, Ponomareva, (2018) and by Kurchenkov, Fetisova, Orlova, Gladkaya, on the other hand in comparison to Germany, by Brauweiler, Ponomareva, Shevandrin (2018) has been undertaken and shows similar results to the findings depicted here.

Table 1 proves that in the present world, services are the main economic sector in advanced countries. High service share is peculiar to developed countries such as the USA, Germany and France as 77.0, 70.2, and 61.9 respectively in 2017. The United States are rightly considered as a country with a strong service economy. Another source states that in the USA more than 75% of the workforce is involved in the service sector.

65.1% of the world's GDP is the contribution of the service sector (World Bank, 2019). In this case, the end user consumes 60% of services (Service marketing, 2018). At the same time, because of the comparative advantage the United States use outsourcing from countries such as India and China.

Table 2 is presenting changes in GDP structure among low income, lower middle income, upper middle income, and high-income countries.

Table 2. Changes in GDP structure among countries, percentage

Countries by category	Gross Domestic Product, \$ billions		Agriculture (% of GDP)		Industry (% of GDP)		Manufacturing (% of GDP)		Services, value added (% of GDP)	
	2010	2017	2010	2017	2010	2017	2010	2017	2010	2017
World	65,956.7	80,683.8	4	4	27	25	16	16	63.3	65.1
Low income	384.8	549.7	28	26	22	30	8	9	39.7	39.2
Lower middle income	4,491.5	6,504.2	17	15	31	28	16	16	46.8	49.6
Upper middle income	15,362.4	22,168.4	7	6	38	33	21	21	50.0	55.6
High income	45,719.3	51,475.4	1	1	24	23	14	14	68.9	69.6

Source: (World Bank, 2019)

There can be no doubt that service economy has emerged as a new economic model. Services presented in Tables include value added in wholesale and retail trade (including hotels and restaurants), transport, and government, financial, professional, and personal services such as education, health

care, and real estate services. Value added is the net output of a sector after adding up all outputs and subtracting intermediate inputs (World Bank, 2019). Its essential distinguishing feature is the prevalence of the service sector as a component in value added structure.

Plotnikov and Volkova (2014, p. 19) claim that "...changes do not only affect economic relations, but also the society at large, influencing income structure and distribution, rates of economic growth in various areas, how much in demand certain skills and jobs are, structural adjustments to be made to the educational system, etc".

Christian Grönroos (1988), Javier Reynoso (2009), Jochen Wirtz, Sven Tuzovic, Michael Ehret, (2009, 2015), Sang-Chul Yoon, (2018) are founders of the service economy theory; they conducted comprehensive analysis on the service economy's specifics in various countries. All these analysis concerned to consider the developed countries. The specifics of service economy for the developing countries as Russia Plotnikov and Volkova (2014) sufficiently have looked out.

Plotnikov and Volkova argue that the growing service sphere becomes one of the main trends in modern world. Both the developed and the developing countries are moving on the way of servitization. Despite differences, the general trend is the same for all countries of the world.

Results and Discussion. Because of globalization processes, many economies have become service-oriented (Mukerjee, 2017). The size of the service sector is growing in almost all countries of the world. As national economies develop, the relative share of employment in agriculture, industry (including production and mining) and services changes dramatically.

Even in emerging economies, the volume of services is growing rapidly and often amounts to not less than half of the gross domestic product (GDP). In Kyrgyz Republic the variable amounts to 50.4% in 2017, Ukraine – 50.3%.

Developed countries demonstrate exceptional growth of the service economy. For example, in Italy the percentage of service in the country's GDP was 66.3%, in United Kingdom – 70.1%, Switzerland – 71.2, Luxembourg – 78.9% (World Bank, 2019).

Currently in Kazakhstan, the service economy is experiencing rapid growth. Consumers use a range

of services every day: communication via mobile phones, using a credit card, using a transport card in a bus and subway, withdrawing money from an ATM. These types of services have become so ordinary that sometimes we do not notice them, except only in case of malfunction. Other types of services may be more memorable, for example, booking a cruise vacation, receiving financial advice or medical examinations.

After graduating from high school, almost all young people in Kazakhstan rush to educational institutions; and it could be one of the significant purchases. Companies and non-profit organizations use a wide range of services for B2B, which differ depending on the nature of the industry, but usually include purchases in a much larger scale than those produced in B2C. Firms are outsourcing more functions to external service providers in order to focus on their core business.

In Kazakhstan, the growth of the service sector is determined by the level of investment. Thus, within the framework of the "Program for the Development of the Service Sector in the Republic of Kazakhstan until 2020", the investment needs were determined in the amount of \$ 330 billion from 2013 to 2020. Of these, 265 billion dollars should go to the transport and logistics infrastructure, real estate and trade (Курсив, 2017).

Thus, it is necessary to state that in Kazakhstan there is an awareness of the importance of developing the services sector. Moreover, services play an increasing role in the modern production sectors. In general, there is a shift of economic activity from production to services.

However, the analysis of macroeconomic indicators shows that the government is unable completely to refocus the economy to the service development path. Thus, the indicator of the ratio of investment to GDP shows a significant difference between the needs and attracted investments in the services sector (Table 2). The dynamics for 2014-2016 claims about the decline of this indicator in almost all areas of services.

Table 3. The ratio of investment in the service sector to GDP

№	Service sector	2014	2015	2016
	Information and communication	11%	10%	6%
	Financial and insurance activities	5%	4%	4%
	Transportation and warehousing	38%	33%	30%
	Wholesale and retail trade; car and motorcycle repair	2%	2%	2%

	Tourism	23%	21%	16%
	Real estate	20%	22%	23%
	Professional Services	3%	3%	2%
	Education	20%	18%	17%
	Health and social services	16%	11%	7%
Source: Kapital (2017)				

The share of investments in the service sector for three years from 2014 to 2016 has decreased from 43 to 39%. Meanwhile, the service sector is the most capacious sector in terms of generating jobs. In the first half of 2017, almost 5.5 million people worked in the service segment of the economy, that is 64.2% of the total employed population of Kazakhstan (Kapital, 2017).

In the State Program for the Industrial Innovative Development of the Republic of Kazakhstan for 2015–2019 the priority of the development of the services sector is clearly defined. Today, the share of the manufacturing industry is no longer an indicator of economic diversification and economic growth, since the global trend is the faster growth of the services sector.

As was said, an appropriate state policy and business strategy are necessary to develop (Grönroos, 1988), if we want to develop service economy. A service strategy's realization requires

a “service know-how”. There can be no doubt that structural changes in economy will lead to changes in organizational structures, marketing, management, and so on.

This is evidenced by the success of Alibaba, the Chinese e-commerce giant, which in 2014 published information on the sale of shares on the New York Stock Exchange. The company and shareholders sold 320 million shares (about 13% of the share capital) at \$ 68 per share. The entire business was valued at \$168 billion. Alibaba's debut on the New York Stock Exchange, as expected, turned out to be super-successful: on the first day, shares rose by 38% (to \$ 93.9), and market capitalization reached \$ 231 billion (РБК, 2014).

Table 4 shows the top 10 most expensive Internet companies. The capitalization of AliBaba is \$168 billion, and this is the third place after such well-known companies like Google and Facebook.

Table 4. Top 10 most expensive internet companies

Company	Capitalization, \$ billions	Branch	Country	Exchange
Google	399	search	USA	NASDAQ
Facebook	200	social networks	USA	NASDAQ
AliBaba	168	e-commerce	China	NYSE
Amazon	150	e-commerce	USA	NASDAQ
Tencent	147	social networks, plays	China	SEHK
Baidu	80	search	China	NASDAQ
Ebay	65	e-commerce	USA	NASDAQ
Priceline	63	e-commerce	USA	NASDAQ
Yahoo	42	Yahoo products	USA	NASDAQ
JD.com	40	e-commerce	China	NYSE
Source: RBK (2014)				

Undoubtedly, the development of the economy and the improvement of the welfare of the population of Kazakhstan in the current economic conditions is possible because of innovative transformations in the services sector. Successful innovations in service organizations is the key to the development of the service economy as a whole. The competitive advantages of these companies are those characteristics and properties of services, which create for the firm a certain superiority over direct competitors. Economic development of the country is impossible without competitive advantages of its firms and companies. Competitive advantages are part of the corporate style of any company, as well as provide it with protection against the attacks of competitors.

Conclusion

The modern world is an integrated, unified network of various world markets due to globalization processes. Largely growth of business services coincides with shifts from domestic production toward global outsourcing of services. The service sector is developing dynamically and initiates high employment of the population and new types of business activity. Over-employment and servitization are the main

features of the service economy. It is generally agreed that service economy has emerged as a new economic model (Plotnikov and Volkova, 2014).

Service innovation technologies have become key factors of market competition. Productivity of service sector is elevating due digitally empowered variety of innovative services. According to Sang-Chul Yoon (2018) and (Wirtz, Ehret, 2009) innovation in services is the driving force of economic growth; as well, business services are the major driver of the service economy.

It is probably true to say that the rapid development of the service sector is a characteristic trend in the development of the world's economy. Developed and developing countries have different conditions to form a service economy. The different share of the services sector in the countries' GDP evidences it.

In spite of the service sector's proportion in the structure of the Kazakhstan's GDP for 2017 was 57.4 %, the share of investments in the service sector is declining and Kazakhstani macroeconomic indicators show that the government is unable to refocus the service economy direction. Innovation of services is the key to develop the service economy of Kazakhstan.

References

- Brauweiler, H. (2002). *Innovationen im peripheren Raum* (1st ed.). Wiesbaden: Gabler.
- Brauweiler, H. (2008). *Unternehmensführung heute* (1st ed.). München: De Gruyter Oldenbourg.
- Brauweiler, H., A. E. Kalinina, A., & Zadorozhneva, J. (2017). A Complex Matrix of Characteristics of Socio-Economic Policy of a Region. In II International Scientific and Practical Internet Conference "Recent research in the modern world." (pp. 116 – 118). Pereyaslav-Khmelnytsky: Ministry of Education and Science of Ukraine and State-HEI "Pereyaslav-Khmelnytsky State Pedagogical University named after Gregory Pans."
- Brauweiler, H., Ponomareva, L., & Shevandrin, A. (2019). Comparative analysis of the innovative activity of peripheral regions of Russia and Germany. In *Competitive, Sustainable and Secure Development of the Regional Economy: Response to Global Challenges* (pp. 53–56). Amsterdam–Paris: Atlantic Press.
- Central Intelligence Agency (2008) | The World Factbook. Retrieved from <https://www.cia.gov/library/publications/the-worldfactbook/field/20012.html>
- Grönroos, Ch. (1988) "New Competition in the Service Economy: The Five Rules of Service", *International Journal of Operations & Production Management*, Vol. 8 Issue: 3, pp.9-19.
- Kapital (2017). *Kazakhstan shodit s relsov razvitiya servisnoy ekonomiki*. Retrieved from <https://kapital.kz/finance/62311/kazakhstan-shodit-s-relsov-razvitiya-servisnoj-ekonomiki.html>
- Kurchenkov, V., Brauweiler, H., & Ponomareva, L. (2018). Formation of the estimation system of the innovative activity in the regions of South Russia. In *Competitive, Sustainable and Secure Development of the Regional Economy: Response to Global Challenges* (pp. 22–25). Amsterdam–Paris: Atlantic Press.
- Kurchenkov, V., Fetisova, O., Orlova, A., & Gladkaya, E. (2017). The importance of the regions economic activity evaluation in Russia 2012-2016. *Revista Galega De Economia*, 26(3), 33-44.
- Kursiv (2017). *Investoryi teryayut interes k servisnoy ekonomike*. Retrieved from <https://kursiv.kz/news/kompanii-i-rynki/2017-08/investoryi-teryayut-interes-k-servisnoy-ekonomike>
- Miles, I. (2011). Service Innovation in the Twenty First Century. *Foresight-Russia*, 5(2), 4-15.
- Mukerjee, G. (2017). *Economics of globalization: A Handbook* (1st ed.). London: bookboon.com.
- Plotnikov, V., & Volkova, A. (2014). Service Economy and the Specifics of its Development in Russia. *Procedia Economics and Finance*, 16, 18-23.

RBK (2014) | IPO kitayskoy Alibaba ustanovilo mirovoy record. Retrieved from <https://www.rbc.ru/business/22/09/2014/54242473cbb20fbbec119179>

Reynoso, J. (2009) “The New Service Economy: Challenges and Policy Implications for Europe”, *Journal of Service Management*, Vol. 20 Issue: 3, pp.375-377.

Sang-Chul Yoon, (2018) “Servitization with skill premium in the digital economy”, *Journal of Korea Trade*, Vol. 22 Issue: 1, pp.17-35.

Service marketing (2018). Retrieved from <http://www1.udel.edu/alex/chapt24.html>

The World Bank. (2019) | World Development Indicators. Retrieved from <http://wdi.worldbank.org/table/4.2#>

Wirtz, J., Ehret, M. (2009) “Creative reconstruction – how business services drive economic evolution”, *European Business Review*, Vol. 21 Issue: 4, pp.380-394.

Wirtz, J., Tuzovic, S., Ehret, M. (2015) “Global business services: Increasing specialization and integration of the world economy as drivers of economic growth”, *Journal of Service Management*, Vol. 26 Issue: 4, pp.565-587.

¹Petr Hajek, ²Tovma N.A., ³Akimbaeva K.T., ⁴Kyzdarbekova A.S., ⁵Kupenova J.K.

¹PhD, prorector Central Bohemia University, Prague, Czech Republic, e-mail: petrhajek@mail.ru

²PhD, head department «Accounting and auditing», al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: nataliya-tovma@mail.ru

³Senior lecture department «Accounting and auditing», al-Farabi Kazakh National University, Kazakhstan, Almaty, e-mail: karlainbox@mail.ru,

⁴Senior lecture department «Accounting and auditing», al-Farabi Kazakh National University, Kazakhstan, Almaty, e-mail: aseta_ks@mail.ru,

⁵Senior lecture department «Accounting and auditing», al-Farabi Kazakh National University, Kazakhstan, Almaty

Implementation of Digital Transformations in the Economy of the Republic of Kazakhstan

The introduction of technologies of digitalization of the economy, allowing the state, business and society to interact effectively, is becoming an increasingly large-scale and dynamic process. The purpose of the study is to analyze the current state of implementation of digital transformation in the economy of the Republic of Kazakhstan. During the years of independence, we have managed to become one of the 50 most competitive countries in the world. Digitalization is necessary to improve the competitiveness of enterprises and the country as a whole, as well as to improve the quality of life of the population. The digitalization program is a great journey, not a project with some ending, it will live for many years and constantly improve. At present, global economic growth will depend on the quality of market institutions, productivity and capital growth through continued investment and the use of intellectual capacity, combined with modern information and digital technologies, and healthy and growing competition. The results of the study – analyzed the totality of all factors affecting the development of the digital economy, identified the main trends and shows the current state of the digital economy of the Republic of Kazakhstan. To promote the growth of the digital economy, measures of economic policy should be aimed at encouraging investment in productive capital and the stimulation of innovation through increased support of research and development, the introduction of tax incentives and subsidies, increasing productivity growth by improving the quality of education. The research methodology is focused on the use of a complex research method, methods of statistical, comparative, logical-structural and factor analysis are also used. Now there is a task to enter the number 30, which requires new innovative development and accelerated technological renewal from Kazakhstan. Scientific results will contribute to the development of the digital economy, focused on improving efficiency and competitiveness. This will improve the business and innovation climate in the Republic of Kazakhstan.

Key words: digitalization, digital ecosystem, digital technologies, digital literacy, e-government.

¹Питер Хике, ²Товма Н.А., ³Акимбаева Қ.Т., ⁴Қыздарбекова А.С., ⁵Купенова Ж.К.

¹PhD докторы, Чехия Орталық университетінің проректоры, Прага қ., Чехия

²PhD, доценті «Есеп және аудит» кафедрасы, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан, e-mail: nataliya-tovma@mail.ru

³Аға оқушы «Есеп және аудит» кафедрасы, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан, e-mail: karla74@inbox.ru

⁴оқушы «Есеп және аудит» кафедрасы, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан, e-mail: aseta_ks@mail.ru

⁵оқушы «Есеп және аудит» кафедрасы, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан

Қазақстан Республикасының экономикасында цифрлық өзгерістерді іске асыру

Мемлекетке, бизнеске және қоғамға тиімді өзара іс-қимыл жасауға мүмкіндік беретін экономиканы цифрландыру технологияларын енгізу неғұрлым ауқымды және серпінді процеске айналуға. Зерттеудің

мақсаты-Қазақстан Республикасының экономикасында сандық қайта құруды жүзеге асырудың қазіргі жай-күйін талдау. Тәуелсіздік жылдары біз әлемнің бәсекеге қабілетті 50 елінің қатарына кіре алдық. Цифрландыру кәсіпорындар мен жалпы елдің бәсекеге қабілеттілігін арттыру, сондай-ақ халықтың өмір сүру сапасын жақсарту үшін қажет. Цифрландыру бағдарламасы-бұл қандай да бір аяқталуы бар жоба емес, үлкен саяхат, ол көп жылдар бойы өмір сүреді және үнемі жақсарайды. Қазіргі уақытта жаһандық экономикалық өсу нарықтық институттардың сапасына, үздіксіз инвестициялар есебінен еңбек өнімділігі мен капиталдың өсуіне және қазіргі заманғы ақпараттық-цифрлық технологиялармен үйлесімде зияткерлік әлеуетті пайдалануға, сондай-ақ салауатты өсіп келе жатқан бәсекелестік күреске байланысты болады. Зерттеу нәтижелері-цифрлық экономиканың дамуына әсер ететін барлық факторлардың жиынтығы талданды, дамудың негізгі үрдістері анықталды және Қазақстан Республикасының цифрлық экономикасының қазіргі жай-күйі көрсетілді. Сандық экономиканың өсуін арттыру үшін экономикалық саясат шаралары зерттеулер мен әзірлемелерді қолдауды арттыру, салықтық ынталандыру мен субсидияларды енгізу, білім беру сапасын жақсарту жолымен өнімділікті арттыру есебінен өнімді капиталға инвестицияларды ынталандыруға және инновацияларды ынталандыруға бағытталуы тиіс. Зерттеу әдіснамасы зерттеудің кешенді әдісін қолдануға бағытталған, сонымен қатар статистикалық, салыстырмалы, логикалық-құрылымдық және факторлық талдау әдістері қолданылды. Қазір Қазақстаннан жаңа инновациялық даму мен жедел технологиялық жаңартуды талап ететін 30-ға кіру міндеті тұр. Ғылыми нәтижелер сандық экономиканың дамуына ықпал ететін, тиімділік пен бәсекеге қабілеттілікті арттыруға бағдарланатын болады. Бұл Қазақстан Республикасындағы кәсіпкерлік және инновациялық ахуалды жақсартуға әкеледі.

Түйінді сөздер: цифрландыру, сандық экосүйе, сандық технологиялар, Сандық сауаттылық, электрондық үкімет.

¹Петр Хайк, ²Товма Н.А., ³Акимбаева К.Т., ⁴Кыздарбекова А.С., ⁵Купенова Ж.К.

¹PhD, проректор Центрального Университета Богемии, г. Прага, Чехия, e-mail: petrhajek@mail.ru

²PhD, зам. зав. кафедрой «Учет и аудит» КазНУ им. аль-Фараби, г. Алматы, Казахстан, e-mail: nataliya-tovma@mail.ru,

³Зам. зав. кафедрой «Учет и аудит», КазНУ им. аль-Фараби, г. Алматы, Казахстан, e-mail: karlainbox@mail.ru

⁴Преподаватель кафедры «Учет и аудит», КазНУ им. аль-Фараби, г. Алматы, Казахстан, e-mail: aseta_ks@mail.ru

⁵Преподаватель кафедры «Учет и аудит», КазНУ им. аль-Фараби, г. Алматы, Казахстан

Реализация цифровых преобразований в экономике Республики Казахстан

Внедрение технологий цифровизации экономики, позволяющих государству, бизнесу и обществу эффективно взаимодействовать, становится все более масштабным и динамичным процессом. Цель исследования – анализ современного состояния реализации цифровых преобразований в экономике Республики Казахстан. За годы независимости нам удалось войти в число 50 конкурентоспособных стран мира. Цифровизация необходима для повышения конкурентоспособности предприятий и страны в целом, а также улучшения качества жизни населения. Программа цифровизации – это большое путешествие, а не проект с каким-то окончанием, она будет жить много лет и постоянно улучшаться. В настоящее время глобальный экономический рост будет зависеть от качества рыночных институтов, роста производительности труда и капитала за счет непрерывных инвестиций и использования интеллектуального потенциала в сочетании с современными информационно-цифровыми технологиями, а также от здоровой нарастающей конкурентной борьбы. Результаты исследования – проанализирована совокупность всех факторов, влияющих на развитие цифровой экономики, выявлены основные тенденции развития и показано современное состояние цифровой экономики Республики Казахстан. Для того чтобы повысить рост цифровой экономики, меры экономической политики должны быть направлены на поощрение инвестиций в продуктивный капитал и стимулирование инноваций за счет увеличения поддержки исследований и разработок, внедрения налоговых стимулов и субсидий, повышение роста производительности путем улучшения качества образования. Методология исследования ориентирована на применение комплексного метода исследования, также использованы методы статистического, сравнительного, логико-структурного и факторного анализа. Сейчас стоит задача по вхождению в число 30, которая требует от Казахстана нового инновационного развития и ускоренного технологического обновления. Научные результаты будут способствовать развитию цифровой экономики, ориентированы на повышение эффективности и конкурентоспособности. Это приведет к улучшению предпринимательского и инновационного климата в Республике Казахстан.

Ключевые слова: цифровизация, цифровая экосистема, цифровые технологии, цифровая грамотность, электронное правительство.

Introduction

Digital technologies play an increasingly important role in the development of the economies of the modern world. Today, more than 40% of the world's population has access to the Internet, and seven out of 10 households have a mobile phone. Digital technologies have given a number of advantages. This is the simplification of public and business access to public services, accelerating the exchange of information, the emergence of new business opportunities, the creation of new digital products and others.

Currently, the attention of the Government of the Republic of Kazakhstan and society to digitalization as a global trend, including the expectations of the socio-economic effect of their implementation, are significant. And this level, first of all, is set by the scale and specifics adopted by the President of Kazakhstan N. Ah. Nazarbayev Plan of the nation "100 concrete steps."

In particular, one of the "100 steps" is the creation of the state Corporation" Government for citizens " – a single provider of public services on the model of Canada Service in Canada and Centrelink in Australia.

As part of the current reforms, Kazakhstan is focused on countries that have achieved significant success in creating a digital state. As you know, it is Austria, USA, Denmark, Australia, Canada, Singapore. According to the level of digitalization of the economy in 2016, Kazakhstan took the 50th place in the ranking of 85 countries and was in the group with the emerging digital economy.

In the message of the President of the Republic of Kazakhstan to the people of Kazakhstan "the Third modernization of Kazakhstan: global competitiveness" dated January 31, 2017, it is noted that it is necessary to develop in the country such promising industries as 3D printing, online trading, mobile banking, digital services, including health and education, and others. These industries have already changed the structure of the economy of developed countries and gave a new quality to traditional industries.

In this regard, the Head of state set the task of developing new industries that are created with the use of digital technologies. To be in the trend of modern technologies, the Head of state adopted the state program "Digital Kazakhstan" in a timely manner. Its main goal was to improve the quality of life of the population through the progressive development of the digital ecosystem and the competitiveness of the economy of Kazakhstan. In the "Digital Kazakhstan" we expect the progressive

development of a digital ecosystem for sustained economic growth (Dnishev F. M, 2015).

The implementation of the state program" Digital Kazakhstan " will be carried out in four key areas. The creation of the" Digital silk road " implies the development of a reliable, accessible, high-speed and secure digital infrastructure. The formation of a" Creative society " will give impetus to the development of competencies and skills for the digital economy, will work to improve the digital literacy of the population and prepare industry ICT specialists. Digital transformation in the sectors of the economy will ensure the widespread introduction of digital technologies to improve the competitiveness of various sectors of the economy. The formation of a" Proactive digital government " guarantees the possibility of improving the system of e-and mobile government, as well as the optimization of the provision of public services (Dobrynin A.P, 2016).

The first priority is the accelerated technological modernization of the economy, which in turn requires the cultivation of a new industry with the use of digital technologies. There is also an urgent need to develop in the country such promising industries as 3D printing, online trading, mobile banking, digital services, including health and education, and others. These industries have already changed the structure of the economies of developed countries and gave a new quality to traditional industries. In addition, our legislation should be adapted to the new realities. It is also important to ensure the development of communications and universal access to fiber-optic infrastructure.

A significant advantage will be the development of financial technologies based on the activities of the Astana International financial center. Global studies confirm the correctness of our country's initiative. According to Gartner, a consulting company specializing in information technology markets, the world is actively entering the era of digital globalization (Gartner, 2016). In January 2018, the company's report revealed that global spending on information technology (IT) in 2017 increased by 3.8% and exceeded \$3.5 trillion (Gartner, 2016).

Materials and methods. The research methodology is focused on the use of a complex research method, methods of statistical, comparative, logical-structural and factor analysis are also used. In the international information space, there are three approaches to the definition of " digital economy":

- 1) digital economy as an organization of doing business on the Internet;
- 2) digital economy as a system of relations based on the use of digital technologies;

3) digital economy as an organization of specific production (L. I. Malyavkina, 2016-10).

In addition, there are 2 approaches to the concept of “digital economy”. The first approach – the classical, digital economy-is an economy based on digital technologies and at the same time it is more correct to single out only the area of electronic goods and services (Haltiwanger J, 2000). According to the classical approach, the digital economy should be understood as an economy that is based on digital technologies and characterizes the sphere of electronic goods and services. Classic examples-telemedicine, distance learning, sale of media content. The second approach is advanced: “digital economy” is the production of goods using digital technologies (Knickrehm M., Berthon B, Daugherty P. 2016).

Literature review. Currently, the term “digital economy” is used all over the world. This topic has been the subject of numerous discussions in public authorities, the media and society as a whole. The date of appearance of the term “digital economy” is considered to be 1994. In this period came the famous book by the canadian economist and business consultant don Tapscott called “Digital Economy” (Dobrynin, A. P., Black, K. Y., Kapanowski V. P., Inaagaw S., 2016).

Interest in the digital economy is due to the fact that research by scientists and international organizations, in particular the world development Report 2016: digital dividends of the world Bank, shows that the use of digital technologies for the sale of goods and services, the provision of public services, education of citizens will allow the whole society to receive the so-called “digital dividends”, which means both the growth of national welfare, material profits and transparency of public administration.

Tapscott argues that the essence of the digital economy is “not only in networking technologies, but in the interaction of people through networking technologies”, which “combine intelligence, knowledge and creativity to make a breakthrough in the creation of social capital” (Tapscott d, 2018-230 p). However, the author does not define the digital economy directly and applies the concept of “the age of network intelligence” and focuses on the fact that the digital economy explains the relationship between the new economy, new types of business and new technologies and how one component leads to the emergence of another.

L. Lean writes that the digital economy is the convergence of computer and communication technologies on the Internet and the emerging flow

of information and technologies that stimulate the development of e-Commerce and large-scale changes in the organizational structure (Lane N, 2009-317). The author focuses on e-Commerce and the impact of the digital economy on issues such as privacy, innovation, standards and the digital divide.

L. Margherio does not give a clear definition of the digital economy, but considers four factors of the digital economy: the growth of the Internet, e-Commerce between enterprises, digital delivery of goods and services, retail sale of physical goods (Margherio, 2018). The author for the first time clearly identified the components of the digital economy. The focus is on the components of the digital economy rather than the concept itself.

King lamb argues that the digital economy includes goods or services, the development, production, sale or provision of which is critically dependent on digital technology (Kling R, Lamb R, 2015-324 p).

T. Messenburg points out that the concept of “digital economy” consists of three components: e-business infrastructure, e-business, e-Commerce (Mesenbourg L., 2001). The author focused on how to measure the phenomenon of e-business and e-Commerce.

Results and Discussion. The digital economy entails the emergence of new forms of cooperation that promote the inclusion of organizations in the world economy, intensify competition in the market, promote innovation and increase capital productivity, including by reducing barriers to mutual trade.

The growth of global it costs in 2017 was observed in all directions, but the largest increase was registered by experts in the category of corporate SOFTWARE, where costs increased by 8.9%, reaching \$355 billion (table 1).

Another notable segment was the devices where progress was recorded for the first time in the last two years. In 2017, for the purchase of computers, smartphones and other devices spent \$667 billion, which is 5.7% more compared to 2016. As it was put to Gartner, the impact of the new iPhone 8 and the iphones on the global it market last year was minimal. Traditionally, the most extensive it category in terms of costs were communication services, which in 2017 accounted for about \$1.39 trillion. The second most important direction was it services (\$933 billion), and the most modest expenses were registered in the segment of equipment for data centers (\$178 billion).

Table 1. The largest segments of the it market

	2017 Spending	2017 Growth (%)	2018 Spending	2018 Growth (%)	2019 Spending	2019 Growth (%)
Data Center Syster	178	4,4	179	0,6	179	-0,2
Enterprise Software	355	8,9	389	9,5	421	8,4
Devices	667	5,7	704	5,6	710	0,9
IT Services	933	4,3	985	5,5	1,030	4,6
Communications Services	1,393	1,3	1,427	2,4	1,443	1,1
Oveall IT	3,527	3,8	3,683	4,5	3,784	2,7

In General, information technology is changing the economy of doing business across national borders. In particular, they reduce the costs of international transactions and transactions. In addition, they help to create entire markets and user communities on a global scale, which guarantees the business a huge base of potential customers and effective ways to access them.

In most countries, regardless of the model of innovative development, the state is mainly the initiator and catalyst of innovation. Kazakhstan is no exception to this trend, however, for development in the right direction, it is always desirable to analyze the current state of the ICT sector and identify problems that adversely affect its development.

In particular, Kazakhstan in the world Bank's Doing Business ranking in 2020 should be in the list of the first 35 countries. The index of «e-government» (according to the UN methodology) in 2020 should be among the first 25 countries. Availability of information and communication infrastructure in the households of the Republic of Kazakhstan should reach 100%, and the number of Internet users in 2020 – 75% (Nottebohm, 2018).

As you know, this programme is conducted in two stages – 2013-2017, and from 2018 to 2020. As part of the first stage, the government of the Republic of Kazakhstan approved the action Plan for the implementation of the state program “Information Kazakhstan – 2020” for 2013-2017. As a result of the implementation of the program for 2013-2015, Kazakhstan in the ranking of Doing Business of the world Bank in 2017 was in the list of the first 38 countries (2013 – 50 place, 2014 – 53 place, 2015 – 41 place). The index of “e-government” (according to the UN methodology) in 2017 allowed to enter the number of the first 30 countries (2012 – 38th place, 2014

– 28th place). The proportion of households with access to the Internet, fixed telephone and mobile phones has increased. The volume of Kazakhstan's blogosphere has increased, as well as the share of health organizations connected to the unified health network – from 25% in 2014 to 91.5% in 2015.

At present, digitalization is a strategic development priority in many countries. According to the forecasts of the world's leading experts, by 2020 a quarter of the world economy will be digital, and the introduction of technologies of digitalization of the economy, allowing the state, business and society to interact effectively, is becoming an increasingly large-scale and dynamic process. More than 15 countries implement national digitalization programs: Denmark, Norway, great Britain, Canada, Germany, Saudi Arabia, India, Russia, China, South Korea, Malaysia, Singapore, Australia, New Zealand and Kazakhstan (Nazarbaev N).

Kazakhstan in the evolution of digital development, Kazakhstan does not start from scratch, in the 90s started the state program on forced industrial and innovative development, initiated the program of international education “Bolashak”, in 2005 began the formation of e-government. Also, a number of elements of the innovation ecosystem have been created in Kazakhstan, a special economic zone PIT “Alatau”, “Nazarbayev University” is functioning, Astana Hub international Technopark is launched.

Despite some differences in basic initiatives and approaches, the EAEU countries are actually at the starting position and understand the practical feasibility of synchronizing digital processes. The eau has the capacity, resources and competencies to compete with other States and integration associations for its place in the digital world. Digitalization is significantly ahead of the existing system of

production requirements for the composition of professions engaged in the labor market.

According to preliminary estimates, the direct effect of the digitalization of the economy of Kazakhstan by 2025 will create an added value of 1.7 – 2.2 trillion. Tg, thus providing a return on investment of 4.8-6.4 times by 2025 to the total investment, taking into account private investment. The most significant effects in terms of GDP will fall on 12 key projects:

- creation of an international Technopark of it startups (Astana Hub);
- introduction Of industry 4.0 technologies, including implementation of “Intellectual field” projects, creation of model factories;
- implementation of “Paper Free” principle»;
- creation of an intelligent transport system;
- development of e-Commerce;
- creation of a digital platform for SMEs (single window);
- development of an information system for labeling goods to reduce shadow turnover;
- implementation of a set of measures for the development of non-cash payments;
- development of open platforms (Open API), Big Data and artificial intelligence;
- development of telecommunications infrastructure, including broadband Internet access;
- improvement of customs and tax administration and transition to electronic Declaration;
- implementation of Smart City components.

In addition to achieving economic benefits and increasing competitiveness, digitalization will have a positive impact on social spheres. The impact of the qualitative development of education, health and investment environment will be visible in the long term and will reduce the socio-economic gap with developed countries. Undoubtedly, “Digital Kazakhstan”, as the Head of state noted, is a very important program for the country. The success of its implementation depends primarily on the degree of involvement in the processes of digitalization and government agencies, and the market, and the population. Through the systematic development of the ICT sector, creating a favorable environment for attracting digital innovation technologies, providing support measures for talented young people, we will achieve the results outlined in the state program.

Certain areas of digitalization that require special attention from the authorized bodies and enterprises:

- it is important to build cooperation between the state and private enterprises and organizations. Creation of conditions for wide introduction of digital technologies in business.

In addition, the training of highly qualified personnel is important.

- it is very important to improve people’s skills. The principle of education for life becomes a need, a norm.

The financial sector, as the most sensitive to advanced technologies, is already making extensive use of digital solutions. He must continue to be at the forefront of this process. The international financial center “Astana” faces the task of promoting new financial technologies and instruments. The legislation should encourage entrepreneurial initiative, stimulate research and the introduction of new technologies. It is necessary to look at digitalization from the standpoint of pragmatism, to create startups, to achieve a jump in profits.

Building a national innovation economy based on the technological progress of basic industries is the path of a number of world leaders. Basic digital literacy of the population of Kazakhstan today is 77%. The task of 80% digitalization of public services by 2021 set in the program “Digital Kazakhstan” will serve as an impulse for the entire domestic IT sector. These decisions will concern Urbantech’s e-government and cybersecurity. One of the priorities of the program is the widespread introduction of digital service in all spheres of society. A striking example of such work is Singapore, where digital services for every citizen are fully integrated through the “smart home”, “smart city”, “smart country”.

Boston Consulting Group is a strategic partner of Kazakhstan in the implementation of the digitization program. Kazakhstan is entering a new era – digital. The growth of the Internet economy in developing countries is 15-25% per year, which can not be shown by any other sector of the economy. 90% of all global data was created in just the last two years. And 99% of the world’s data is already digitized. 35 billion devices around the world generate and share data every day. This is five times more than the world’s population and is only one percent of the devices that can be connected. However, the reverse side of the process is the fight against cybercrime. Last year, governments and corporations spent nearly half a trillion dollars fighting cyberattacks.

In recent years, we have witnessed the introduction of many technological innovations. They’re in all industries. More surprisingly, a lot of innovation is yet to come, we are just at the beginning. In our opinion, the timely introduction of technologies will increase productivity in various industries and give them a “second life”, create jobs. Electronic Commerce is gaining momentum

and erasing the borders of States. All this leads to economic growth. Countries where digital technologies are better developed are getting richer. Digital technologies are becoming a new “oil”. And we see that many States are joining this race and putting it on the agenda. Now Kazakhstan is on the 50th place in the world for digital development. Over the past 5-6 years, the position has not changed much, but we are confident that in the next decade Kazakhstan will be able to enter the top 30.

Each country has its own unique path. And focuses on one of the technologies that change our lives. For example, Germany is developing the industrial Internet of things, the US – artificial intelligence, Sweden – blockchain, China – 3D printing, and Saudi Arabia-big data. Kazakhstan is one of the 15 countries in the world, which launches a comprehensive program that includes all four components of success – the digital transformation of traditional sectors of the economy, the development of human capital, the digitalization of public services and the development of digital infrastructure.

But there are four reasons for failure in this area. This includes limited private sector participation, focusing primarily on the ICT sector, focusing only on quick results and “today’s” technologies.

A technological breakthrough needs to be organized quickly to enter the number 30 in 10 years, not 25. It’s time to start this transformation. Countries need to develop capabilities related to strategic foresight, citing the example of Singapore. Kazakhstan has the right approach to digitalization as a strategy for economic development and improving the lives of the population. Two factors are important here-the creation of infrastructure that connects all state agencies with each other, and a single platform for providing services to the population.

In the digital economy, there is incredible innovation and development of human capital, the search for ways to improve the quality and productivity, the transition from simple digital technology to complex innovations based on combinations of artificial intelligence technologies, industrial Internet (big data Analytics – Big Data), robotics and process automation (from design, production modeling to registration of the purchase of goods and the moment of delivery to the consumer in the fields of production, catering, retail, Finance, education, health, etc.).

The main driving force of innovation in the new era of information technology is the digitalization of the economy, people, business based on artificial intelligence, 3D printers, additive technologies and

the Internet of things. And this, above all, new ways of communication with customers and achieving their maximum satisfaction with the digital enterprise, automation of production processes using the Internet of things (computer network of physical objects, which is equipped with built-in technologies for interaction with each other and with the external environment; the addition of intellectual and communication functions in production, household and other devices), which communicate with each other and make certain decisions without direct human intervention.

Today, you can use the huge resources of the Internet for free (download various software, applications, books, information materials, video files, photos, music, games, etc.), the services of Google and Facebook are actually free for consumers (the revenue they receive thanks to online advertising, not from people using their services), which falls out of the GDP calculation. The services to be provided on call Uber drivers and the delivery of housing to rent Airbnb partially accounted for in GDP, purchases of goods and banking services via the Internet reduces the GDP growth because it reduces investment in the banking and retail buildings. Thus, it can be concluded that the GDP deflator overestimates structural shifts in the digital economy and understates the growth of real GDP volume. Thus, the volume of digital capital in the global economy is increasing due to the excess of the level of return on capital over the overall level of global economic growth due to cost savings through labor, fuel, raw materials and materials (Stefanova N.A., Sedova A.P., 2017)/

Traditional business models and established values in the financial sector are changing under the influence of innovative application of innovative IT and financial products and financial and technological start – UPS. The development of cloud technologies, high – speed Internet, user data analysis system, artificial intelligence, digital virtual assistants and voice identification, the formation of fundamentally new tools and methods to attract funding for innovative projects outside the geographical and territorial boundaries is another important factor in entering the digital economy.

Big data technologies and the use of neural learning networks in the practice of risk identification significantly accelerate and increase the reliability of risk assessment in lending to retail borrowers and small companies (no need to open an account and visit the Bank’s office), remote identification of individuals will significantly devalue the cost of maintaining a branch network of banks.

Today, the e-Commerce market, the activity of using Bank cards and electronic payments is growing, households and companies mainly make online payment transactions through Internet banking, using a card, messenger and payment application, almost all financial transactions are carried out virtually, bypassing cash transactions, money exists in the form of electronic numbers in computers, which can significantly reduce the costs of States, including printing cash and supporting their circulation.

The use of online services, cloud digital technologies, the Internet of things, artificial intelligence and big data, the introduction of innovative products based on nano-, bio-information and cognitive Sciences and technologies provide new opportunities for the growth of innovative activity and fundamentally change the business model and the nature of the economic functioning of the global economy.

Already today, around the world, robots have successfully replaced workers in production and management processes, most of the services and customer service systems are automated (ATMs and terminals for payment of various services, food sales, Parking, online booking services and registration of hotels and air tickets, self-service ticket offices, etc.). At the same time, the economic activity of the population and the number of working hours are growing: such platforms as YouDo.com, Freelancer.com, Thumbtack.com, Uber, Airbnb, website Care.com, TaskRabbit (search for helpers in everyday Affairs-cleaning, delivery, minor repairs, child care, elderly, home, etc.) provide an opportunity for additional income for students, pensioners, women on maternity leave and others.

Thus, the traditional production plants, hydrocarbon energy and financial systems are being replaced by the systems of virtual interactive relationships between the consumer and the Bank, mobile software applications for managing production and management processes, online settlement and retail accounts, savings, pensions and investments, new innovative technologies for the use of new and renewable energy sources.

The development and application of artificial intelligence technologies contributes to the automation of production and management processes. Mobile applications, cloud services of machine intelligence, engaged in the analysis of large data sets are able to automatically identify objects, images, speech, human faces, recognize voice commands, translate from one language to another directly during the conversation, build patterns of

data behavior and reproduce the principles of data thinking, justifying answers to questions and giving tips for formulating new and most importantly, constantly improve yourself, learn, expand your competencies and automatically adapt to work with new data and tasks, not blindly follow the clear instructions of the programmer (Nottebohn O, 2018).

To date, the share of renewable energy in Germany's electricity consumption is 32.5%, Austria receives 75% of energy from renewable sources, Denmark already receives 42% of energy consumption from wind turbines, Norway produces almost all electricity at its hydroelectric power plants. The US and EU have set a goal to achieve by 2020 an increase in the share of alternative energy to 25%, 40% by 2040.

Today, developed countries have already made fundamental decisions to stimulate the development of the electric vehicle market and increase investment in environmentally friendly transport infrastructure, while the key task is to establish the production of cheap new lithium-ion batteries and the development of a network of electric filling stations. In particular, it should be noted that the development of the world market of electric vehicles is constrained by low gasoline prices and the lack of large-scale investments of automakers. Although the prerequisites for a mass transition to electric cars exist mainly in developed countries, automakers have already begun to mass produce environmentally friendly electric cars, developing models on hydrogen fuel. For example, Norway, the leader in the share of electric vehicles provided with cheap electricity generated by hydroelectric power plants, can actually switch to electric transport. Norway, the world leader in the share of electric vehicles in sales, announced a plan to ban the sale of cars without an electric motor from 2025, and Germany – from 2030.

According to the "Kazakhstan Association of IT companies" for 2016, 2,560 companies operating in the field of information technology are registered in the country. These companies perform different types of activities, and of these 770 companies engaged in software development (Digital dividends, 2016). Among these companies there are it companies that provide a high share of local content (up to 100%) in their it projects. World experience shows that the creation of conditions for the development of it companies and the formation of a full cycle of support for startups are provided by technoparks.

Today, information and telecommunications infrastructure is becoming an essential element of economic development. Without modern accessible telecommunications infrastructure, it is impossible

to consolidate Kazakhstan in the global economic and information space. ICT accessibility is the Foundation for building a digital economy. The main component of the developed ICT infrastructure is broadband Internet access.

One of the indicators characterizing the level of development of countries in this area is the index of development of information and communication

technologies (ICT Development Index-IDI). IDI is a combined indicator of the world's achievements in terms of information and communication technologies (ICT). Development index IDI is a composite index that combines 11 indicators into one benchmark measure. This index allows to estimate the rate and level of ICT development of countries for a certain period of time.

Table 2. World ID ranking by country

Country	Place in the ranking as of 2016	IDI index in 2016	Place in the ranking as of 2017	IDI in 2017
Belarus	31	7,26	32	7,55
Russian Federation	43	6,95	45	7,07
Kazakhstan	52	5,57	52	6,79
Armenia	71	5,60	75	5,76
Kyrgyzstan	113	3,99	109	4,37
Note-according to the literature 15				

In 2017, the leader in the region was Belarus, which occupies 32 place in the global ranking. The Russian Federation, Kazakhstan and Armenia occupy the corresponding positions – 45, 52, 75. The IDI for these countries is in the range of 7,07 – 5,76 units. Compared with 2016, the company observed deterioration in Belarus, Russia, Armenia. Kazakhstan remained in the same position. But Kyrgyzstan has improved its position in comparison with 2016. The reasons for the decline in the world ranking in 2017 were the fact that the international telecommunication Union does not take into account the geographical features of the countries, population density and the nature of its distribution, while these factors significantly complicate the development of ICT in Belarus, Russia and Armenia. Summary table 3 shows the total population, the number of Internet users, and the growth rate of Internet users by five countries (Stefanova N.A., 2017)

In General, information technology is changing the economy of doing business across national borders. Digital technologies offer a number of advantages:

- simplification of public and business access to public services,
- accelerating the exchange of information, the emergence of new business opportunities,
- creation of new digital products and others.

Other advantages of the digital economy development in the world Bank in its review of 2016 “Digital dividends” include: growth of labor productivity; increase of competitiveness of companies; reduction of production costs; creation of new jobs; overcoming poverty and social inequality (Digital dividends, 2016).

In the future, the level of digitalization will be the main determining factor in the effective development of the company and its competitive advantage in the world market. Leading players in the global market are intensely introducing digital tools in all sectors of the economy.

In these circumstances, in our opinion, we should pay special attention to the further improvement of the quality of economic institutions and, above all, online education and distance learning, retraining of employees and training of qualified engineering and technical specialists capable of developing new ideas and technologies, adequately assess and professionally implement large-scale and long-term technological projects. More efficient allocation of enterprise resources and increased business spending on R & d, human resource development as intellectual property, software and management skills are key factors (Rouse M, 2018).

Conclusion

Thus, in the digital economy there is a decrease in the role of capital in the economy and an increase in the role of knowledge as a factor of production. Digital technologies and robotics allow to realize this or that function, traditionally realized by the person, human mental and physical work in this area becomes unnecessary. Thanks to the use of scientific and technical achievements in the field of genetics and biotechnology in the practical activities of people and their synergy with the use of innovative digital technologies, intelligent robots are gradually taking over not only almost all kinds of physical labor, but also intellectual human activity.

Today, artificial neural networks mimic the model of the neurons of the human brain. Deep Mind Google is developing an artificial hippocampus-part of the brain system responsible for the formation of emotions and memory consolidation. Soon, machine super-intelligence and other machine learning algorithms will acquire a mobile communication format, will become smarter than a person in real time, which are able to better process a huge amount of data, recognizing images by neural networks, in the long term, significantly change the technological picture of the world.

Most of these technological breakthroughs have occurred and are taking place in developed countries, primarily in the United States, where a global center

for innovative entrepreneurship, human and digital capital has been formed, employing over 50% of the world's most highly cited scientists.

The share of grants for R & d focused on the formation of fixed capital of American companies is high. The creation of innovative products and services, technology upgrades and modernization of industries in the United States is also driven by a competitive environment. At the same time, the most profitable U.S. companies no longer belong to the traditional industrial manufacturers, they belong to the innovative technology IT-companies and sectors that own intellectual property and make research and development, brands, software, and algorithms (in pharmaceuticals, media, Finance, information technology, business services).

The global digital system of financial regulation becomes a centralized-hierarchical structure (Bank for international settlements, European Central Bank) based on linear, functional, regional and project structures, and moves to unified systems of information disclosure, security, clearing and settlement for all OTC financial transactions, quantitative restrictions (currency zones, for example, Euro, agreed parameters of monetary, interest and fiscal policy, inflation ceilings, public debt limits, capital adequacy requirements), limitation of Bank leverage and derivatives markets and structured financial products).

References

- Dnishev FM, Nurlanova N.K. (2015). Factors of innovation development and priorities of Kazakhstan in the context of new global economic and technological developments. // *Journal of Russia: trends and development prospects*. M, S. 62-68.
- Dobrynin A.P., Chernykh K.Yu., Kupriyanovskiy V.P., Sinyayagov S.A. (2016). Digital economy — various ways to efficiently apply technology (BIM, PLM, CAD, IOT, Smart city, Big Data, and others). // *International Journal of open information Technology*. — №2. — p. 149-169.
- Gartner (2016) Gartner Says Worldwide IT Spending is Forecast to Decline 0.5 percent in 2016 Gartner. 7 April. [Electronic resource]. Access mode: <http://www.gartner.com/newsroom/id/3277517>.
- Haltiwanger J., Jarmin R.S. Measuring the Digital Economy. *Understanding the Digital Economy* / E. Brynjolfsson, B. Kahin (eds). — Cambridge: MIT Press, 2000—33 p.
- Knickrehm M., Berthon B., Daugherty P. (2016) *Digital Disruption: The Growth Multiplier*. Dublin: Accenture. [Электронный ресурс]. Режим доступа: https://www.accenture.com/_acnmedia/PDF-4/Accenture-Strategy-Digital-Disruption-Growth-Multiplier.pdf. Дата обращения: 01.06.2018).
- Leane L. *Digital economics*. (2017) — New York -453 p.
- Malyavkina L.I. (2016) Digital economy from the main approaches to the definition // *Journal №6 Education and science without borders: Fundamental and applied research*. -№4. — С.10-15.
- Margherio L. (2018) *The Emerging Digital Economy*. Washington, DC: Department of Commerce. [Electronic resource]. Access mode: http://www.esa.doc.gov/sites/default/files/emergingdig_0.pdf. The date of circulation .
- Mesenbourg T.L. (2018) *Measuring the Digital Economy*, US Bureau of the Census, Suitland. [Electronic resource]. Access mode: <https://www.census.gov/content/dam/Census/library/workingpapers/2001/econ/umdigital.pdf>.
- Nottebohm O. et al. *Online and Upcoming: The Internet's Impact on Aspiring Countries*. Palo Alto: McKinsey & Company. [Электронный ресурс]. Режим доступа: <http://www.mckinsey.com/industries/high-tech/our-insights/impact-of-the-internet-on-aspiring-countries>. Дата обращения: 01.06.2018.
- Nursultan Nazarbayev from (2015). *Plan of the nation – 100 concrete steps to implement the five institutional reforms of the Head of State*

-
- Stefanova NA, Sedova AP Model of Digital Economy // Карельский научный журнал. – 2017. – No. 1 (18). – S. 91-93.
- Tapscott D. (2018) The Digital Economy: Promise and Peril of the Age of Networked Intelligence. – New York, – 230 p.
- Digital dividends (2018). Access mode: <https://expertonline.kz/a15513/>. Appeal Date: June 1,
- Rouse M. (2016) Digital Economy. Newton: Techtarget. [Electronic resource]. Access mode: <http://searchcio.techtarget.com/definition/digital-economy>. Date of circulation: 06/01/2018.

¹Myrzakhmetova A.M., ²Celetti David

¹Candidate of Economic Sciences, Associate Professor,
Department of International Relations and World Economy, Al-Farabi Kazakh National University,
Kazakhstan, Almaty, e-mail: myrzakhmetova@mail.ru

²PhD Research Professor University of Padua, Italy, e-mail: myrzakhmetova@mail.ru

Analysis of Transport Industry of Kazakhstan in Modern Conditions

In the circumstances of the modern world countries that are located far from the main world markets and don't have access to the sea, as well as countries that are not open for cooperation in the field of world transport relations, are destined to economic stagnation. In the conditions of globalization of world economy, transit and development of the transport complex become main conditions of active participation of the countries in world trade and their intergradation into the world transport system. Development of the sector of transport, logistics and transit are also sources of state budget replenishment with additional income by payments for transitional and transport traffic. It is especially difficult to participate in the world economy for the countries that are located far away from the main trade markets. The factor of remoteness and underdevelopment of transport connection, high prices for neighbor countries' transport communication and necessity to cross the state borders cause significant transport expenses, which retards the development of landlocked countries, including Kazakhstan. In the article the author provides analyses of the state of development, transit potential and problems of various sectors of transport complex. The author detects specific features and modern trends of international transport traffic, makes conclusions and gives recommendations on development of this sector.

Key words: transit potential, transport complex, international transport corridors.

¹Мырзахметова А.М., ²Челетти Давид

¹экономика ғылымдарының кандидаты, доцент, халықаралық қатынастар және әлемдік экономика кафедрасы,
Халықаралық қатынастар факультеті, Әл-Фараби атындағы Қазақ ұлттық университеті,
Қазақстан, Алматы қ., e-mail: myrzakhmetova@mail.ru

²PhD Докторі, профессор Падуа Университеті, Италия, e-mail: david.celetti@email.su

Қазақстанның транспорттық саласын заманауи жағдайларда талдау

Заманауи шындық мынада, теңізге тікелей шығуға мүмкіндігі жоқ, негізгі әлемдік нарықтардан шалғай орналасқан елдер мен халықаралық транспорттық байланыстардың даму саласында ынтымақтасуға дайын емес елдер жиі экономикалық тоқырауға душар болады. Әлемдік экономиканың жаһандану жағдайында транзит және транспорттық кешеннің дамуы, елдердің әлемдік транспорттық жүйеге интеграциялануы мен халықаралық саудаға қатысуының маңызы шарттарының біріне айналуға. Транспорттық сала, логистика мен транзиттің дамуы мемлекеттік бюджетті транзиттік және транспорттық тасымалдары төлемдерінің есебінен қосымша кіріспен толықтырудың көзі болып табылады. Әсіресе халықаралық саудаға негізгі өткізу нарықтарынан алыс орналасқан елдерге қатысу қиындық туғызады. Алшақтық факторының болуы, транспорттық жеткізулердің дамымауы, транспорттық коммуникациялармен көрші елдерде жүрудің жоғары тарифі, бірқатар мемлекеттік шекаралардан өту қажеттігі айтарлықтай транспорттық шығындарға әкеледі, ол өз кезегінде континентішілік мемлекеттердің, оның ішінде Қазақстанның дамуын тежейді. Мақалада автор транспорттық кешеннің түрлі салаларының мәселелерін және даму жағдай мен транзиттік әлеуеттен зерттейді. Автор халықаралық транспорттық тасымалдың заманауи үрдістері мен ерекшеліктерін анықтайды, саланың дамуы бойынша ұсыныстар мен тұжырымдар береді.

Түйін сөздер: транзиттік әлеует, транспорттық кешен, халықаралық транспорттық дәліздер.

¹Мырзахметова А.М., ²Челетти Давид

¹кандидат экономических наук, доцент, кафедра международных отношений и мировой экономики, факультет международных отношений, Казахский национальный университет им. аль-Фараби, г. Алматы, Казахстан, e-mail: myrzakhmetova@mail.ru
²Доктор PhD, профессор, Падуанской Университет, Италия, e-mail: david.celetti@email.su

Анализ транспортной отрасли Казахстана в современных условиях

Современные реалии таковы, что страны, которые находятся вдали от основных мировых рынков, не имея прямого выхода к морю, и страны, не готовые сотрудничать в области развития международных транспортных связей, часто обречены на экономический застой. В условиях глобализации мировой экономики транзит и развитие транспортного комплекса становятся важнейшими условиями активного участия стран в международной торговле и интеграции в мировую транспортную систему. Развитие транспортной отрасли, логистики и транзита являются также источниками пополнения государственного бюджета дополнительными доходами за счёт платежей за транзитные и транспортные перевозки. Особенно сложно участвовать в мировой торговле странам, которые находятся вдали от основных рынков сбыта. Фактор удалённости и неразвитость транспортного сообщения, высокие тарифы за проезд по транспортным коммуникациям соседних стран, пересечение ряда государственных границ вызывают значительные транспортные издержки, что сдерживает развитие внутриконтинентальных стран, к которым относится и Казахстан. В статье автор анализирует состояние развития, транзитный потенциал и проблемы различных отраслей транспортного комплекса. Автор выявляет особенности и современные тренды международных транспортных перевозок, даёт выводы и рекомендации по развитию отрасли.

Ключевые слова: транзитный потенциал, транспортный комплекс, международные транспортные коридоры.

Introduction

A demand for transit services is growing under the world economic globalization caused by significant growth in the world trade and high share of transportation costs in the goods value. Many countries which are located far from sea and ocean ports have faced with an issue concerning their transit potential and its maximum implementation. Transit potential implementation is one of the priority directions of Kazakh economic policy. State programs aim at formation of effective ways to use country's transit potential (Strategic development plan of the Republic of Kazakhstan to 2020, 2010), (State program for crash industrial-innovative development in the Republic of Kazakhstan for 2010-2014, 2010), (State program on development and integration of transport system infrastructure of the Republic of Kazakhstan to 2020, 2014), Transport strategy of the Republic of Kazakhstan to 2020, 2005).

Currently, the Kazakhstani transit potential is not used in full, the majority of cargo transportation is performed in the Republic, and the volume of transit transportation is insufficient. Effective implementation of the Kazakh transit potential in the international transportation system is facilitated by international transport corridors passing through the country in different directions. Kazakhstan is a part of the European Transcontinental Transport Bridge between Europe and Asia.

Restoration of the Great Silk Road will strengthen a new Eurasian Transcontinental Bridge opening new prospective for development of economic, scientific-technical, cultural and spiritual cooperation between countries and nations of the Eurasia (Kaliyeva A., Nurlanova N.K., Myrzakhmetova A.M., 2017)

One Belt-One Road concept connects more than 60 countries of the Central Asia, Europe and Africa, contributing to the development of trade relations between them and China via improving current and new trade ways, as transport and economic corridors.

Six corridors are supposed to be created and developed within project "One Belt-One Road":

- China – Central Asia – Western Asia;
- Eurasian land bridge;
- China – Mongolia – Russia;
- Bangladesh – China – India – Myanmar;
- Sino – Pakistani Peninsula.

Materials and methods. Present article uses general scientific methods of scientific knowledge, as well as systematization, analysis, synthesis, generalization, induction, deduction, and others. Primarily economic-mathematical, statistical, comparative and system methods were used.

Comparative, statistical and economic-mathematical methods allowed comparing development level of various fields of Kazakhstani transport sector, identifying and justifying the features, problems, current state of the railway, auto, water, air and pipeline industries of the

entire transport system of the country. The system method, in combination with the rest theoretical and methodological approaches, made it possible to draw conclusions and recommendations as a result of this topic investigation.

Discussion and Results. Issues of international transit through Eurasia and development of transcontinental transport system are expressed in works of Russian scientists as M.Titarenko (M.Titarenko, 2015) N.Kotlyar (N.Kotlyar, 2011), D.Popov (D.Popov, 2012), who believe that the construction of Eurasian Transcontinental Bridge, New Silk Road will strengthen transit positions of the whole Eurasian Union, increase the degree of economic sustainability of China, and bring all the Eurasian countries closer together.

Present confirmation of the Russian scientists is converged by domestic authors' researches of Sh.Abdykarimova (Sh.Abdykarimova, 2011), K.Syroezhkin (K.Syroezhkin, 2007), V.Yermakov (V.Yermakov 2007), A.M.Myrzakhmetova, A.B.Khassenova, N.K.Nurlanova (Kaliyeva A., Nurlanova N.K., Myrzakhmetova A.M., 2017).

Foreign authors Johannes F. Linn (Linn J., 2011), Frederick Starr S. and Svante Cornell S. (Starr, S.F., Cornell S.E., 2015) also reviewed the transport system potential of the Eurasian region.

Transit through Kazakhstan has several advantages:

- Reduction of speed and distance from producer to consumer from the countries of Asia to the countries of Europe. In contrast to the sea route in this direction, where the cargo is in transit 35-40 days, the delivery time by land is reduced by 2-3 times.

- Stable political situation and favorable investment climate in the country.

- EEU Development allowed to create a single customs border between China and EU countries, facilitates customs clearance procedures.

Currently, the trade turnover between the EU and China is more than 500 billion US dollars and growing. Kazakhstan can benefit greatly from the transit of goods and increase the share of cargo flows between them from 1% to 8% by 2020. Modernization of transport infrastructure is needed.

China with dynamically developing economics and its main trade partner-EU create preconditions for development of Kazakh transit opportunities. This is facilitated by the unified transport strategy implemented in China (Big Leap), and the program for accelerated development of western provinces of China – Go West. These programs include implementation of major transport infrastructure

projects including construction of railway lines to Khorgos free trade area. Construction of 5 strategic highways in the direction East-West among which Lianyungan – Khorgos, Shanghai – Hefei – Xi'an – Khorgos.

China is interested in transporting goods from Japan, Korea and South-East Asia to Europe, where the one third of the route falls on our territory and it will allow gaining more income from such transit (N.Butyrina, 2013). The impulse to increase transit through Kazakhstan has given construction and launch of prospective projects: Western Europe-Western China, which connects Asia and Europe; railway line Uzen-Bereket-Gorgan, which allows to shorten the route of transit trains in the direction "North-South" for 600 km and opens for Kazakhstan direct overland access to the Persian Gulf.

The main issue of Kazakhstani transport field is a significant deterioration of transport infrastructure objects and vehicles fleet (from 50 to 100%), slow introduction of modern transport technologies, poor state of roads, undeveloped and ineffective transport logistics which contributes to higher transportation costs and prices of goods.

Transit flows in the South-East Asia-EU directions are estimated at 350-400 billion US dollars, and up to 20% of these flows can pass through Kazakhstan. New Silk Road project in the future is considered as a competitor to the sea route from the countries of Southeast Asia and China through the Suez Canal to Europe.

Transport infrastructure of the Republic of Kazakhstan contains railway and highway network, river navigation routes, transport infrastructure facilities, as well as oil and gas pipelines and water mains. 9 railway, 6 automobile and 4 air corridors of international importance pass through Kazakhstan.

For 2017, the share of the transport industry in the country's GDP is more than 8%. At the end of 2017, the economy of Kazakhstan grew by 4%, while the transport industry became one of the drivers with a growth rate of 4.8%. Over the years of independence, about 40 thousand km of roads have been brought to a satisfactory condition, 10 airports have been reconstructed, the capacity of Aktau sea port has been increased, and whose share in the total cargo turnover on the Caspian Sea is now 31%.

As of 1 January 2017, the general transport network of Kazakhstan constituted 15.5 thous.km of railways; 96.4 thous.km of roads; 4.2 thous.km of inland waterways; 253.1 km of trolleybus, tram and underground routes; 61 thous.km. of airways; 23.3 thous.km of trunk pipelines. The total length of public communication lines, excluding the length of trunk

pipelines, was 116.9 thous.km, taking into account the length of trunk pipelines – 140.1 thous.km.

In 2017, the volume of cargo transportation by all modes of transport amounted to 3,916.21 million tons, which is 5% more than in 2016 (Fig. 1). Cargo turnover in 2017 amounted to 555.4 billion ton-kilometers, which is 7.1% more than in 2016 (Fig.

1). For the period 2012-2017, there was an increase of 21% in the total volume of cargo transportation in the country and an increase in freight turnover by 16.2%, and in the period from 2014 to 2016 – its decrease by 6.5% (Data of the Statistics Committee of the Ministry of National Economy of Kazakhstan, 2018).

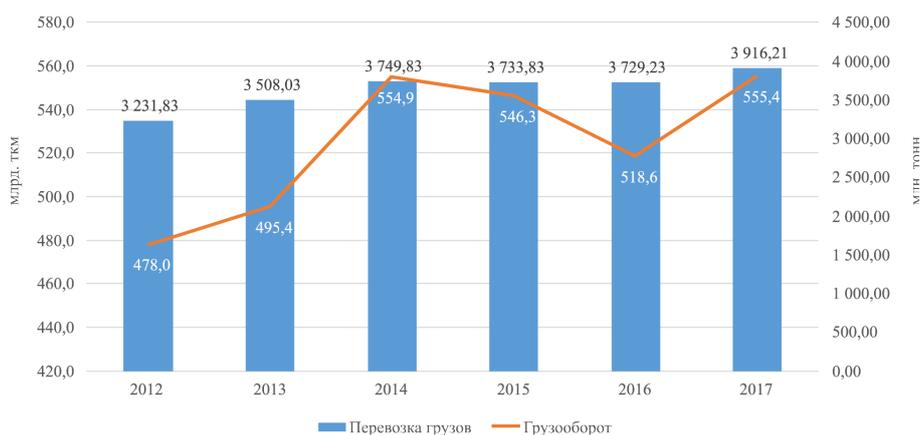


Figure 1. Transportation of goods and cargo turnover in the Republic of Kazakhstan, 2012-2017*

*Compiled by the author on the basis of data from the Statistics Committee of Ministry of National Economy of the Republic of Kazakhstan

According to data for 2017, the share of road transport in the total volume of transported cargo was 84.3%, rail – 9.7%, pipeline – 5.9%, other types of transport (air, inland water, sea) – 0.1% (Fig. 2). In the freight turnover, the share of railway transport was 47.2%, road – 29.1%, pipeline – 23.4%, other types of transport (air, inland waterway, sea) – 0.3%.

Analysis of dynamics of the freight transportation market in Kazakhstan for 2012-2017 shows a significant reduction in the volume of freight transportation by sea – by 47.4%; inland water – a

decrease of 7.9% was observed from 2012 to 2016, and in 2017 there was a jump of 41%; by air – a decrease of 17.9% from 2012 to 2016, and in 2017 an increase of 24.7%.

Analysis for 2012-2017 shows a significant increase in freight traffic by road and rail – by 21.4% and 28.5%, respectively. Pipeline shipping in 2017 showed an increase of 9.2% compared with 2012. Moreover, from 2014 to 2016, there was a drop in freight transport due to adverse external factors, and in 2017 there was an increase of 13.1%.

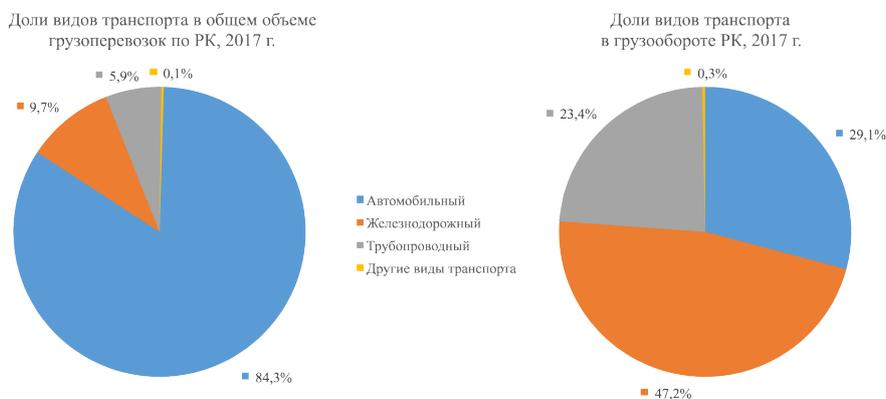


Figure 2. Structure of freight and cargo turnover of the Republic of Kazakhstan, by types of transport, 2017*

*Compiled by the author on the basis of data from the Statistics Committee of Ministry of National Economy of the Republic of Kazakhstan

In terms of cargo turnover, the most significant decline in the period from 2012 to 2017 was observed in inland water transport (-73.6%), in sea transport (-41.3%) and in air (-10.4%). For air transport in 2017, an increase of 24.1% was observed compared to 2016. In terms of freight turnover of other types of transport, from 2012 to 2017 there was an increase: automobile – by 22.4%, railway – by 11.1%, pipeline – by 21.4%. In the pipeline industry from 2014 to 2016, there was a decline in turnover, and in 2017 there was a 13.4% jump from the previous year.

For 2017, in general, the republican transport dealt with 3,916.2 million tons of cargo, which is 5.2% higher than in 2016; freight turnover during this period amounted to 555.4 billion ton-kilometers – increased by 7.1% by 2016. Passengers were carried by 1.7% more than in 2016; passenger traffic increased by 3.3% by 2016. In the passenger turnover, the share of the railway was 6.58%, air transport – 5.27%, motor transport – 88.1%.

Rail transport of the Republic of Kazakhstan is the basis of the country's transport complex. In 2017, the railway transported 378.8 million tons of cargo; freight turnover amounted to 262.1 billion ton-kilometers. Compared to 2016, the volume of freight transportation increased by 11.8%, freight turnover grew by 9.7%. The main types of cargo for railways by volume are coal (27.1%), construction materials (10.3%), iron ore (5.8%), oil cargo (5.5%). Railway revenues from the carriage of goods, baggage, cargo luggage amounted to 642,999.5 million tenge in 2016; – 686225.8 million tenge in 2017, that is, revenue growth in 2017 amounted to 6.72%. Revenues from passenger transportation amounted to KZT 86689.6 million in 2016; – 80454.3 million tenge in 2017, a decrease of 7.19% occurred.

Kazakhstan railway is a part of five international transport corridors between Asia and Europe: (G.N.Namazbayeva, N.I.Bissebayev, 2003).

1) The Northern Corridor of the Trans-Asian Railway, which connects Europe with the Korean Peninsula and Japan through the Russian Federation and the Republic of Kazakhstan. The length is 1910 km, includes Dostyk, Aktogay, Astana and Petropavlovsk cities.

2) The Southern Corridor of the Trans-Asian Railway, which connects South-Eastern Europe with China and Asia through Turkey, Iran, Central Asia and the Republic of Kazakhstan. The length is 1831 km, includes Dostyk, Aktogai, Almaty, Shu and Saryagash cities.

3) Central Asian corridor of the Trans-Asian Railway. The length is 2147 km; it plays an important role in transit traffic through Saryagash and Kandyagash.

4) Transport Corridor Europe – Caucasus – Asia TRACECA connects Eastern Europe with Central Asia through the Black Sea, the Caucasus and the Caspian Sea. The length is 3836 km; it includes Dostyk, Almaty and Aktau cities.

5) The North-South Corridor connects Northern Europe with the Middle East through the Russian Federation and the Republic of Kazakhstan. The length is 838 km, includes Aktau, Uralsk and Atyrau cities.

By 2020, the carrying capacity of Aktogay-Dostyk section and border crossing Dostyk-Alashankou will be increased to 20 million tons. The formation of new routes was facilitated by the construction of the railway lines Zhetygen – Korgas and Uzen – the border with Turkmenistan.

The total length of roads in Kazakhstan is about 128 thousand km. In 2017, the length of public roads was 96,421 kilometers compared to 85,867 km in 2000 and 86,488 km in 1990, that is, over 10 years it has decreased by 0.8%, and over the past 15 years it has increased by 12.2%.

In 2017, 3,300.8 million tons of goods were transported by motor transport; the freight turnover in 2017 was 161.9 billion ton-kilometers, which by 2016 showed an increase in freight traffic by 3.8% and a decline in freight turnover by 0.9%. Passenger transportation by the automotive industry in 2017 showed an increase of 1.7% by 2016; passenger turnover showed an increase of 2% from the previous year. Revenues from the carriage of goods, baggage, and cargo luggage by road in 2017 showed an increase in 2016 by 11.6%. Revenues from passenger transportation showed an increase in 2017 by 10.69%.

Over the past 10 years, out of 96.4 thousand km of public roads, more than 52 thousand km of roads have been reconstructed. The most important project Western Europe – Western China (with a total length of 8,445 km, including 2,787 km – on the territory of Kazakhstan) is the shortest route from China to Europe. After completion, the transcontinental corridor will provide cargo transportation in three main areas: China – Kazakhstan (25%), China – (35%), China – Kazakhstan – Russia – Western Europe (40%). By 2020, the volume of freight will increase by 2.5 times, that is, from 13 million tons to 33 million tons per year.

Air transport in Kazakhstan is focused more on passenger transportation. Total number of airways of the Republic of Kazakhstan is 88, the length is 80,718.00 kilometers. Total number of air corridors at the border with neighboring states is -71.

Air freight in 2017 amounted to 0.0225 million tons, freight turnover amounted to 0.053 billion tons-km. Compared to 2016, the volume of freight traffic increased by 24.7%, freight turnover increased by 24.1%. Passenger traffic by air showed an increase of 22.4% over the previous year. Passenger turnover in 2017 increased by 29.9% compared to the previous year. Revenues from freight, baggage, cargo shipping by air in 2017 showed an increase of 20.7% compared with 2016. Revenues from passenger transportation in 2017 showed an increase in 2016 by 26.6%. Passengers were transported in 2017 by 22.41% more than in 2016.

There are 23 airports in the republic, 17 of which have permission to serve international flights. Most regional airports do not work, or have a low load.

The length of the waterways of Kazakhstan, open for navigation, is 6 thousand kilometers. Water routes pass through the rivers Irtysh, Syrdarya, Ural and Kigach, Ili and Ishim, as well as Bukhtarma, Ust-Kamenogorsk, Shulba and Kapchagai reservoirs, lakes Balkhash and Zaisan. Total length of the waterways being used is 4,108.5 km. (Statistical compilation, 2015).

In 2017, inland water transport carried 1.7 million tons of cargo, cargo turnover amounted to 0.0158 billion tons-km. Compared with 2016, there was a decrease in cargo turnover by 21.3% and an increase in freight traffic by 37.5%. In 2017, 2.1 million tons of cargo was transported by sea in 2017; freight turnover amounted to 1.584 billion tons-km. Compared with 2016, there was a reduction in freight volume by 19.1% and turnover by 12%. Passenger traffic is very small. Water transport is not a priority; it occupies a small share in the transport structure.

The pipeline industry is developing dynamically, which is associated with a huge spurt of the gas industry in Kazakhstan. This type of transport is important for the oil and gas industry. For explored reserves of natural gas (1 trillion m³), Kazakhstan ranks 25th in the world (0.5% of total world reserves), and recoverable gas reserves are at the level of 3.9 trillion. m³, including dissolved – 2.6 trillion.m³, and free – 1.3 trillion. m³.

KazTransGas JSC controls the network of main gas pipelines (MGP) 19 thousand km with an annual capacity of up to 160 billion cubic meters; the network of gas distribution pipelines of 46 thousand km. operates 56 compressor stations.

Republic of Kazakhstan transits natural gas from Turkmenistan and Uzbekistan to China and the Russian Federation. Gas transit through Kazakhstan goes through MGP:

– Central Asia – Center, in the direction of Uzbekistan Kazakhstan–Russia: Turkmen and Uzbek gas is transported;

– Bukhara gas-bearing region – Tashkent – Bishkek – Almaty, in the direction of Uzbekistan Kazakhstan: Uzbek gas is transported;

– Orenburg – Novopskov and Union, in the direction of Russia: Russian gas;

– Bukhara – Ural, in the direction of Russia: Turkmen gas;

New gas pipelines launched: Kazakhstan-China; Zhanaozen-Aktau; Beineu – Bozoi – Shymkent.

In 2017, the volume of gas transportation via MGP increased by 12.7 billion cubic meters compared to the previous year and amounted to 101 billion cubic meters of gas. Transportation of gas for export increased by 34% to 17.7 billion cubic meters, domestic transportation increased by 1 billion cubic meters of gas and amounted to 17.4 billion cubic meters. International transit – 65.8 billion cubic meters of gas, which is 7.5 billion cubic meters more than in 2016. For 2017, the transit currency earnings of KazTransGas JSC amounted to more than 1 billion dollars.

Natural gas production increased from 327 million cubic meters in 2016 to 344 million cubic meters in 2017. Gas condensate produced 20.7 thousand tons. Consolidated income of KazTransGas JSC in 2017 amounted to 662.4 billion tenge, which is 77.5 billion tenge more than in 2016. Net profit of KazTransGas JSC for 2017 amounted to 74.8 billion tenge, which is higher than planned by 23 billion tenge. For 2017, a group of companies of KazTransGas JSC paid taxes and other obligatory payments to the budget – KZT 60.3 billion (Annual reports of KazTransGas JSC).

The gas transmission system of the country is in excellent condition and is able to skip up to 85 billion m³/year of gas, with the prospect of increasing the volume of pumping to 120 billion m³/year and continues to grow. Over the past 10 years, the length of trunk gas pipelines has almost doubled from 10 thousand to 19 thousand km. All MGPs were collected in a single transportation system, which is significantly updated. In a short time, 4 powerful, high-tech compressor stations were launched on Kazakhstan-China and Beineu-Bozoi-Shymkent gas pipelines. With the commissioning of Bozoi and Karaozek compressor stations, the design capacity of the Beineu-Bozoi-Shymkent gas pipeline reached 10 billion m³/year, which ensured the stability of gas supplies to the south of Kazakhstan and for export to the PRC. The most powerful AGDS-300 in Kazakhstan was launched in Aktobe for the first time. Gas distribution station is able to provide gas to half of the region.

Since 2017, Kazakh gas has been exported to the PRC in the amount of up to 5 billion m³, and in 2018 it is planned to increase to 10 billion m³. The volume of transit of Central Asian gas increased in the direction of Russia, Europe and China. The transit of gas through Uzbekistan began.

The gas industry of the Republic of Kazakhstan, being the youngest energy industry, has significant potential for development, which will make it possible in the future to make Kazakhstan one of the leading producers, exporters and transit countries of natural gas.

Conclusion

In general, the following trends exist in the transport field of Kazakhstan in the recent years:

1. Share of transport field in Kazakhstan's GDP has been growing every year.
2. The largest shares in the volume of transported cargo belong to car, railway and pipeline fields;
3. There has been a sufficient increase in the freight traffic by road and rail over last 6 years.
4. Country is implementing major international railway and car projects which will be a powerful impetus for implementation of transport and transit potential of the country.
5. Air transport of Kazakhstan is focused mostly on passenger transportation.
6. Inland water transport has shown a decrease in freight traffic and cargo turnover.
7. Since 2016, freight traffic and cargo turnover via pipelines has grown.

8. Development of water transport has the most significance compared to other transport modes.

The analysis of transit-transport potential of the Republic of Kazakhstan showed that due to the vast territory, lack of access to the sea, uneven location of settlements and natural resources, the country's economy is cargo-intensive, highly dependent on the transport system and the importance of integration into international transportation systems is growing. Transit – transport potential is one of the main strategic resources of the country, and the main condition for its development is the condition of its transport infrastructure, which is currently lagging behind in the use of modern transport technologies, and the technical and economic characteristics of a larger number of vehicles in operation are below international parameters. There is a high percentage of deterioration of transport infrastructure facilities, and vehicle fleet.

For the effective implementation of the transit potential, it is necessary to develop all types of transport systematically and improve the transport infrastructure. Transport involves not only transportation, but also regions development as a whole, solution of social problems such as employment of the population, reduction of inflationary pressure on prices, improvement of the quality and standard of living. The path to implementation of the transit potential lies through the modernization of the transport and logistics system of the country.

References

- Abdikarimova Sh.T. (2011) Velikiy Shelkoyi put – strategicheskaya doroga mezhcontinentalnogo znacheniya [The Great Silk Road is a strategic road of intercontinental importance] // Vestnik KazNTU. – S. 69.
- Butyrina N. (2013) Integratsia Kazakhstana v mirovuyu transportnyu sistemnu [Integration of Kazakhstan into the world transport system] // Vестnik KazATK. -№6 (85).
- Dannyye Komiteta Statistiki MNE RK [Data of the Statistics Committee of the MNE of the RK]// <http://stat.gov.kz>
- Ermakov V. (2007) Kazakhstan v sovremennom mire [Kazakhstan in the modern world]. – Almaty: ID «Zhibek Zholy». – S. 208.
- Gosudarstvennaya programma po forsirovannomu industrial'no-innovacionnomu razvitiyu Respubliki Kazahstan na 2010–2014 gody (2010). [The State Program on Forced Industrial and Innovative Development of the Republic of Kazakhstan for 2010-2014] URL: <http://www.government.kz/ru/programmny>
- Gosudarstvennaya programma razvitiya i integracii infrastruktury transportnoj sistemy Respubliki Kazahstan do 2020 goda (2014). [State program for the development and integration of the infrastructure of the transport system of the Republic of Kazakhstan until 2020] URL: www.akorda.kz
- Godovyye onchety AO «KazTransGaz» (2018). [Annual reports] // URL: <http://kaztransgas.kz/index.php/ru/investoram/otchety/godovye-otchety>
- Kaliyeva A., Nurlanova N.K., Myrzakhmetova A.M. (2017) Central Asia as a transcontinental transport bridge based on the transport and logistic system of the countries// International Journal of Economic Research. – 14 (7). – P 365-382. URL:<http://www.serialsjournal.com>
- Kaliyeva A., Nurlanova N.K., Myrzakhmetova A.M. (2017). Assessment of the potential for the development of Kazakhstan's transport and logistics system in the context of the Eurasian Transcontinental Bridge formation. Khassenova // Espacios (Journal, Venezuela).– 38(14) P.36, Business, Management and Accounting, Publisher: Sociacion de Profesionales y Tecnicos del CONICIT.-2017, 30 June. URL: www.revistaespacios.com

Kotlyar N.V. (2011). Rossijskie regiony v mirovoj transportnoj sisteme. [Russian regions in the world transport system] // Vestnik CHelyabinskogo gosudarstvennogo universiteta. №14 (229). – S. 17-24.

Linn J. (2011). Central Asian Regional Integration and cooperation: Reality or Mirage //The economics of the Post-Soviet and Eurasian integration. – P. 96-117.

Namazbaeva G.N., Bisembaev N.I. (2003). Sovershenstvovanie organizacii perevoznogo processa na zheleznodorozhnom transporte: strategiya i taktika. [Improvement of the organization of the transportation process in railway transport: strategy and tactics] – Almaty/.

Programma po razvitiyu transportnoj infrastruktury v Respublike Kazahstan na 2010-2014 gody (2010). [Program for the development of transport infrastructure in the Republic of Kazakhstan for 2010-2014] URL: www.mid.gov.kz/images/stories/contents/gp_150520141656.pdf

Popov D. (2012)/ Kazahstan – vorota Kitaya v Central’nyu Aziju. [Kazakhstan – China’s gateway to Central Asia] // Geopolitika. – S 34-36.

Strategicheskij plan razvitiya Respubliki Kazahstan do 2020 goda (2010). [Strategic Development Plan of the Republic of Kazakhstan until 2020] URL: <http://adilet.zan.kz/rus/docs/U100000922>

Syroezhkin K. (2007). Problemy sovremennogo Kitaya i bezopasnost’ v Central’noj Azii. [Problems of modern China and security in Central Asia] // Central’naya Azija i Kavkaz.. – №3 (51). – S.123.

Starr, S. F., Cornell S.E. The EU and Central Asia: Developing Transport and Trade // Analytical Articles. – 2015. – P. 15-35.

Statisticheskij sbornik «Transport v Respublike Kazahstan. 2010-2014». (2015), [Statistical compilation “Transport in the Republic of Kazakhstan. 2010-2014 “.]. Astana, 86 s.

Titarenko M. (2015)/ O perspektivah razvitiya «SHyolkovogo puti». [On the prospects for the development of the Silk Road] // Vestnik AmGU. – №2 (70). – S 65-70.

Transportnaya strategiya Respubliki Kazahstan do 2020 goda (2005). [Transport strategy of the Republic of Kazakhstan until 2020]. URL: <http://adilet.zan.kz/rus/docs/P050000075>

¹Elemesov R.E., ^{2*}Bekmuratkyzy S.

¹Doctor of Economic Sciences, professor, Faculty of International Relations,
al-Farabi Kazakh national University, Almaty, Kazakhstan

²Student of master's degree, Faculty of International Relations,
Al-Farabi Kazakh National University, Almaty, Kazakhstan

*e-mail: saltanat.bekmuratkyzy@gmail.com

Agriculture of Kazakhstan: State and Capacity in the International Market

The national agriculture of Kazakhstan is considered as a priority sector of the economy in the structure of the global market. The regularities of the directions of development of agriculture in the country associated with export are revealed. The following methods were used: analysis of statistical information, modeling of socio-economic processes, systemic and situational approaches associated with the adaptation of the industry to global phenomena and processes. A comparative analysis of agriculture in Kazakhstan as one of the priority sectors of the economy is given. The positive trends and results achieved in agriculture of the country, which brought the export of individual products, for example, grain, to leading positions, as well as the growth of agricultural land, increasing the yield of targeted use on the example of individual crops were evaluated. Agriculture is an exclusive sector of the economy, which was, is and will be the main type of human activity, regardless of the rapid development of urbanization, industries or innovative technologies. Therefore, the author considered the importance and role of agriculture in the development of the economy of Kazakhstan. And also, the article analyzes the development of the agro-industrial complex of the country. The development of agriculture in Kazakhstan is a priority in the strategy of economic development, which testifies to the strengthening of food security policy and the desire to occupy a prominent place in the international food market.

Key words: agricultural products, agriculture, export, industry, methods, agro-industrial complex, sector of the economy.

¹Елемесов Р.Е., ²Бекмұратқызы С.

¹э.ғ.д., профессор, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан

²магистрант, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы қ., Қазақстан
e-mail: saltanat.bekmuratkyzy@gmail.com

Қазақстанның ауыл шаруашылығы: қазіргі жағдайы және халықаралық нарықтағы әлеуеті

Қазақстанның ұлттық ауыл шаруашылығы әлемдік нарық құрылымында экономиканың басым секторы болып саналады. Мақалада елдегі ауыл шаруашылығын дамыту бағыттарының заңдылықтары анықталды. Зерттеу барысында келесі әдістер пайдаланылды: статистикалық ақпаратты талдау, әлеуметтік-экономикалық процестерді модельдеу, саланы жаһандық құбылыстар мен процестерге бейімдеуге байланысты жүйелік және ситуациялық тәсілдер. Экономиканың басым секторларының бірі ретінде Қазақстандағы ауыл шаруашылығының салыстырмалы талдауы келтірілген. Елдің агроөнеркәсіптік кешенінде жеке өнімнің экспорты, мысалы, астықты жетекші орындарға экспорттау, сондай-ақ жеке ауыл шаруашылығы дақылдарының мысалында мақсатты пайдаланудың кірістілігін арттыру үшін ауыл шаруашылығына жарамды жерлердің өсуіне баға берілген. Ауыл шаруашылығы урбанизацияның, салалардың немесе инновациялық технологиялардың қарқынды дамуына қарамастан, адам қызметінің негізгі түрі болып табылатын және жалғасатын экономиканың айрықша секторы болып табылады. Сондықтан, автор Қазақстан экономикасын дамытуда ауыл шаруашылығының маңыздылығы мен рөлін қарастырды. Сонымен қатар, мақалада елдің агроөнеркәсіптік кешенінің дамуы талданды. Қазақстандағы ауыл шаруашылығын дамыту экономикалық даму стратегиясында басымдық болып табылады, бұл азық-түлік қауіпсіздігі саясатын нығайту және халықаралық азық-түлік нарығында көрнекті орынды иелену ниетін айғақтайды.

Түйін сөздер: ауыл шаруашылығы өнімдері, ауыл шаруашылығы, экспорт, өнеркәсіп, әдістер, агроөнеркәсіптік кешен, экономикалық сектор.

¹Елемесов Р.Е., ^{2*}Бекмуратқызы С.

¹д.э.н., профессор, Казахский национальный университет им. аль-Фараби, г. Алматы, Казахстан

²магистрант, Казахский национальный университет им. аль-Фараби, г. Алматы, Казахстан

*e-mail: saltanat.bekmuratkyzy@gmail.com

Сельское хозяйство Казахстана: состояние и потенциал на международном рынке

Рассматривается национальное сельское хозяйство Казахстана как приоритетная отрасль экономики в структуре глобального рынка. Выявлены закономерности направлений развития сельского хозяйства страны, связанного с экспортом. Используются следующие методы: анализ статистической информации, моделирование социально-экономических процессов, системный и ситуационные подходы, связанные с адаптацией отрасли к глобальным явлениям и процессам. Дан сравнительный анализ сельского хозяйства Казахстана как одной из приоритетных отраслей экономики. Оценены положительные тенденции и результаты, достигнутые в сельском хозяйстве страны, которые вывели экспорт отдельной продукции, например, зерновых, на лидирующие позиции, а также рост земель сельскохозяйственного назначения, повышения урожайности целевого использования на примере отдельных культур. Сельское хозяйство – это исключительная отрасль экономики, которая была, есть и будет главным видом деятельности человека, вне зависимости от стремительного развития урбанизации, отраслей промышленности или инновационных технологий. Поэтому, автор рассмотрел значимость и роль сельского хозяйства в развитии экономики Казахстана. А также, в статье проводится анализ развития агропромышленного комплекса страны. Развитие сельского хозяйства в Казахстане – это приоритет в стратегии экономического развития, что свидетельствует об укреплении политики продовольственной безопасности, и стремлении занять заметное место в международном рынке продовольствия.

Ключевые слова: продукция сельского хозяйства, сельское хозяйство, экспорт, отрасль, методы, агропромышленный комплекс, сектор экономики.

Introduction

Agriculture of Kazakhstan as an industry has a high potential. Our country has a large territory, which is potentially suitable for agricultural needs. The diverse climatic conditions in the regions of the country make it possible to grow almost all the cultures of the temperate thermal belt and develop animal husbandry.

In a message to the people of Kazakhstan on October 5, 2018, President N.A. Nazarbayev noted: “The main task is to increase labor productivity and export of processed agricultural products by 2022 year. We must use the best experience in managing the industry by introducing flexible, convenient standards and attracting “gray heads” – authoritative foreign experts in the field of agriculture»(Nazarbayev, 2018).

This sector is one of the key sectors of the country’s economy and not only the level of the country’s food security, but also the social stability of the state depends entirely on the degree of its development. This industry produces vital products for society, and a large economic potential is concentrated here.

The development of agriculture promotes the development of other industries that supply the means of production and consume agricultural products as raw materials, as well as provide transportation, trade and other services.

Materials and methods.

Analysis of statistical information is the basis of scientifically based conclusions about the state and prospects of development of the national agriculture of Kazakhstan, the position of the industry relative to global competitors. The system and substance-based approaches complement the analysis of the state of the industry and are associated with adaptation to global phenomena and processes that influence the supply and demand on the world market in different directions.

Results and discussions. Despite the insignificant share in the country’s GDP, the agriculture of Kazakhstan remains the sphere of vital activity for the majority of the population. Today, 43% of the population lives in rural areas, and the standard of living not only of those who work here, but also of those who are to some extent related to this sphere depends on the degree of development of agricultural production. The well-being of the majority of people is closely related to the level of development of agricultural production.

Kazakhstan’s agriculture has enormous potential and growth reserves. However, over the past 5 years, the share of agriculture in Kazakhstan’s GDP remained between 4.2 and 4.8 (*Stat.kz: <http://stat.gov.kz>, 2018*). Despite this, agriculture is an important

sector of the economy of Kazakhstan. Agricultural land is 214.8 million ha., including arable land – 24.8 million ha., perennial plantings – 0.2 million ha., hayfields – 4.9 million ha., deposits – 5.0 million ha., pastures – 179.9 million ha (Mominbayev J. 2011: 163). And also, according to the FAO data for 2014, Kazakhstan ranks second in terms of arable land per person (1,45ha.) (FAO,2015).

In the north, climatic conditions are conducive to the cultivation of spring wheat, oats, barley and other grain crops, and also allow the development of vegetable growing, melon growing and the cultivation of a number of industrial crops – sunflower, flaxen, etc. In the south of the republic, in the foothill zone and in the river valleys, where there is a lot of heat, under artificial irrigation, high yields of cotton, sugar beet, yellow tobacco, rice give rise to orchards and vineyards. The natural conditions of Kazakhstan, their diversity cause significant potential opportunities for the development of animal husbandry. In the Republic, sheep, horse, camel and cattle breeding are traditionally practiced.

Desert and semi-desert areas in central and southeastern parts of Kazakhstan are widely used as seasonal pastures for livestock. In the eastern and southeastern republic. Agriculture has great potential and small reserves.

As the agrarian potential of Kazakhstan develops, much attention is paid to improving the quality of the technical equipment of the agro-industrial complex. Factors responsible for the demand for modern equipment and mechanization of agriculture are changes in production technology, progressive specialization and concentration of production in developing agriculture, and the quantitative and qualitative state of equipment for agricultural equipment.

Traditional for Kazakhstan is the livestock industry. For many centuries, domestic animals (horses, sheep, cows, camels) were the basis for the “family economy” for Kazakhs. State policy in the livestock industry, carried out in the Republic of Kazakhstan, ensures a steady growth in the number of livestock and poultry, increasing their productivity, increasing livestock production, and improving the herd reproduction.

Work is underway to further increase the production of competitive livestock products in order to ensure the country’s food security and export deliveries. The development of large-scale animal husbandry infrastructure is planned, including: the construction in the republic of special feedlots for cattle and sheep, a network of slaughter houses, modern meat processing complexes; development of

production and deep processing of wool and leather. These projects are supposed to be implemented in the framework of a public-private partnership with the participation of foreign investors. Another important direction in the development of the livestock industry is the expansion of the livestock breeding sector, based on increasing the proportion of breeding livestock, developing a specialized infrastructure, and modernizing livestock farms. It is projected to increase the number of breeding farms to 500 units. With the support of the holding “KazAgro”, financing and delivery of high-quality cattle are carried out. In general, it should be noted that the volume of investment in agriculture is increasing annually. In addition to budget allocations, the share of own funds of agricultural enterprises, borrowed funds and foreign investments is increasing. The state holding “KazAgro” takes an active part in these processes, attracting external and internal investment resources to the development of the agricultural potential of Kazakhstan, providing system state support for the development of a modern, competitive agricultural and industrial complex of Kazakhstan.

The volume of gross agricultural output in 2018 in the republic amounted to 4,410.1 billion tenge, which is 3.4% higher than the 2017 level.

The increase in production was due to an increase in crop production by 3.1%, the volume of slaughter of livestock and poultry in live weight by 4.3%, the yield of raw cow milk by 3.3%, and the increase in the number of eggs produced by 9.6% (Stat.kz: <http://stat.gov.kz>., 2019).

Permanent and systemic support of the industry from the state together with favorable weather and climatic conditions made it possible to obtain an unprecedented grain harvest in 2011 – 17 centners per hectare. This figure for 2017 is 13.4 centners per hectare. 27 million tons of grain in net weight was collected (Stat.kz: <https://moa.gov.kz/ru/documents/>,2019)

From these data it can be determined that the largest position in the export of agricultural products and food products is grain and its processed products. At the same time, Kazakhstan occupies a leading position in the world ranking of exporters in the sale of flour, exporting it annually to about 3 million tons (in grain equivalent). Grain export volumes annually make up on average more than 5 million tons per year.

In 2017, 8.8 million tons of grain were exported, including 5.7 million tons in pure form, 2.1 million tons of flour in grain equivalent (Stat.kz: <http://stat.gov.kz>., 2019). Kazakhstan grain is supplied to more than 70 countries of the world. The main

buyers of Kazakhstani flour are Uzbekistan among the CIS countries, Afghanistan – among other countries of the world. Grain terminals in the ports of Kazakhstan, Azerbaijan, Iran and Latvia have been built and are operational. The construction of a railway to Iran through Turkmenistan and in the direction of China has been completed. This makes it possible to increase the export of grain and flour in the direction of Turkmenistan, Iran, the countries of the Middle East, China and through its territory to the countries of South-East Asia.

In general, it is worth noting that the export of agricultural products in Kazakhstan passed its peak in 2012 (\$ 3.4 billion), associated with a very high yield in 2011, after which it progressively decreased to \$ 2.1 billion in 2016 (Bank of Kazakhstan, 2017). The share of exports of agricultural products in total exports of the country amounted to 6%. The main exports of agricultural products are cereals, the export of which brings more than \$ 1 billion a year on average over the past 10 years, and together with the export of flour, the share of these products exceeds 60% of total agricultural exports (Nurmaganbetov K.R. 2012: 75). At the same time, there is a gradual decrease in the export of grain, and since 2015 Kazakhstan has dropped out of the top ten world exporters of grain. Other export products are also declining, following the prices on the world market, where prices for plant products have declined, while prices for beef have not changed much, but have increased for poultry meat. The decline in exports was partially offset by a decline in imports, the maximum of which was in 2012 (\$ 5.5 billion). In 2017, imports fell to \$ 3 billion, resulting in a deficit in the agro-food trade fell to a minimum of the last six years at \$ 0.9 billion (Stat.kz: <http://stat.gov.kz>, 2019).

The increasing volumes of production of local agricultural products are not yet able to meet the needs of the local market by such parameters as: volumes, range, quality. There remains a high dependence on imports of processed products: cheeses, sausages, canned meat, butter, where imports cover about 40-50% of consumption. Products of processing of plant products are minimally dependent on cereals, but a significant dependence on oil is about 30%, canned fruits and vegetables more than 80%, almost complete dependence on sugar (FAO,2015).

In the livestock industry in the late 90s of the last century, it was possible to overcome the decline in production indicators, due to which the last 10 years this industry has been characterized by positive growth dynamics both in the number of farm animals and poultry and in production. Thus, during this

period, the average annual growth of livestock and poultry, as well as animal production was about 5% (Stat.kz: <http://stat.gov.kz>, 2019).

During the years of independence of the republic in the food industry there were significant structural changes that predetermined the further course and dynamics of its development.

Multimillion-dollar investments along with state support contributed to the development of an industry processing agricultural products, and today this industry is one of the main sectors of our state's economy, ensuring food security of the country.

Considering the importance of the agro-industrial complex in ensuring the food security of the country, in recent years the volumes and directions of state support have increased significantly.

Thus, the volume of state support for the agro-industrial sector has increased over the past decade by almost 20 times and in 2017 amounted to 359.4 billion tenge (Bank of Kazakhstan, 2017).

Despite the fact that the level of agricultural support in Kazakhstan annually exceeds 1% of GDP, the sector itself either stagnates or high rates are formed due to the influence of favorable climatic conditions. At the same time, as mentioned above, the share of agriculture in the economy is below the 5% level, thus raising the question of the proportionality of such support.

At the end of 2016, the concept of a new state program of support for the agro-industrial complex for 2017-2021, which has been in operation since 2017, was formulated. Given the tense state of public finances, expenses in the new program until 2020 decreased by 1.1 trillion tenge, to 1.7 trillion tenge (2.4 trillion tenge – the total amount of expenses for 2017-2021), compared to the previous program – “Agribusiness 2020”, which in 2017-2020 gg. planned to allocate 2.8 trillion tenge (Nurmaganbetov K.R. 2012: 75)

With the exclusion of expenditures on water management, in the new program 72% of all expenditures fall on subsidies, against 56% in the previous program. Thus, the state remains committed to forms of direct agricultural support. The effectiveness of state support is questionable. If before the crisis of 2008–2009, agriculture grew by an average of 5% per year, then since 2009 it has grown by 4% on average per year with a comparable level of support. In the new program for the development of the agro-industrial complex, an attempt is made to link the allocation of subsidies to the final result.

But at the same time, we cannot refute the fact that the implementation of state support for the agricultural sector over the years of independence has

created the necessary conditions for the development of effective competitive agro-industrial production, import substitution, expanding export opportunities and raising the standard of living and welfare of the rural population.

The state supports activities aimed at increasing the genetic potential of plants and animals. In particular, up to 40% is subsidized by the cost of elite seeds purchased by rural producers, seedlings, pedigree young stock, and the seed of sires.

Crop production costs are subsidized in agriculture. In addition, higher standards of subsidies have been established for producers who use moisture and resource-saving technologies, which allows creating conditions for attracting innovative technologies to production. In particular, in grain production, those who apply modern moisture-resource-saving technologies receive subsidies at higher standards.

In the livestock industry, the cost of feed used for the production of beef, pork, poultry, milk and fine wool is partially subsidized. In addition, here all state support measures are linked to a large-scale breeding plan, i.e. only those who are engaged in artificial insemination and selection on the recommendations of scientific organizations are subsidized.

Labor resources have an important role in the development of a particular economic sector. According to statistics, at present, of the 8.5 million people employed in the economy, about 1.4 million, or 16%, are employed in agriculture. It is worth noting that the number of people employed in agriculture is rapidly decreasing, in six years since 2010, their number has decreased by more than 900 thousand, where 80% of the reduction was due to self-employed, whose number has now dropped below 1 million. The number of people employed in farms and farms in the same period fell by 35% and at the end of 2016 was a little more than 110 thousand people, which is associated with the consolidation of these farms (Ministry of Agriculture of the Republic of Kazakhstan: <https://moa.gov.kz/ru/documents>, 2019)

Low wages, lack of social guarantees (the self-employed do not make pension contributions) are the main cause of the outflow of workers from agriculture. Part of the self-employed flowed into the services sector, construction, a certain part in the formal sector.

The level of wages in agriculture continues to be one of the lowest in the economy. In 2016, wages in agriculture corresponded to 56% of wages in the economy, which indicates a slight improvement in the indicator since 2013, whereas previously it was at

50% of the average wages in the economy. This can be associated with quite good indicators of industry growth in recent years, while the economy as a whole has experienced difficulties due to falling oil prices. However, it should be noted that the share of self-employed in agriculture reaches almost 70%, a reliable estimate of the level of wages in the industry is difficult. This is influenced by shadow operations, barter, unaccounted sales of products, seasonality of work in agriculture, etc.

Investments in agriculture, as well as agricultural production itself, is characterized by high volatility. In crop production, investment growth reached 54% in 2016, in livestock production – 44%. However, in 2015, growth in crop production was less than 1%, while in animal husbandry, a decrease of 24% was observed. In previous years, similar dynamics was observed, when a good growth in one period alternates with a recession in another period. Since 2006, there is a noticeable link between growth / decline in investment and growth / decline in yields in the previous year; this relationship was not confirmed only once – in 2011, when after a weak harvest in 2010, there was a high increase in investment (State program of development of the agro-industrial complex. 20017). It seems that more uniform and targeted investments in scientifically based methods and technologies would enable to achieve stable and growing crops in crop production, since the bulk of investments is concentrated in crop production, which in 2016 accounted for more than 80% of all investments. Thus, the process of reproduction in agriculture would become sustainable and progressive. Insufficient and improper investment leads to the depreciation of fixed assets. And in turn, the depreciation of fixed assets in agriculture is at the level of 40% and tends to increase – 36% in 2010, 32% in 2000 (Stat.kz: <http://economy.gov.kz>., 2018).

Foreign investment in agriculture is virtually absent. If foreign investment forms almost a third of all investment in the economy as a whole, in the agrarian sector they rarely exceed 1%. The main obstacles include low competitiveness, poor investment climate, the lack of a market for agricultural land and a short rental period for foreign investors, which makes it impossible to assess potential investments (Kleschevsky Y.N. 2014:165).

As is known, the source of food in the modern world is almost entirely agriculture and food industry. And agriculture is a fairly specific sector of the economy, which is highly dependent on natural and climatic conditions and is very resource intensive, which leaves an imprint on its development (Per P. 2009:6) Among the complex problems of

development of the agrarian sector in the aspect of interest to us, we note that each country, due to the specifics of agriculture, can produce only a specific set of food products, and the production of others is either impossible or very expensive. Therefore, for a full and balanced diet, it is necessary to develop the international food market (Stat.kz: <http://economy.gov.kz>, 2018).

According to the studied data, we can be sure that agriculture in Kazakhstan (the agro-industrial complex) is one of the priority sectors in the strategy of the country's economic development. It is also known that in the process of transition to a market economy, the country's agriculture faced great difficulties. In turn, it is worth noting that Kazakhstan has all kinds of resources for the proper development of agriculture in the country.

In order to successfully complete agrarian reforms, we need to closely monitor the state of global food security and agricultural development trends in the leading agrarian countries of the world, which are about the same and manifest in structural changes, institutional changes, technological

innovations and economic patterns that will allow us in the foreseeable future firmly ensure the country's food security and gain a foothold in the international food markets (Elmesov, 2015).

Conclusion

In conclusion, it should be summarized that agriculture is an exclusive sector of the economy, which was, is and will be the main type of human activity, regardless of the rapid development of urbanization, industries or innovative technologies. In general, there is an objective likelihood that the agricultural sector in Kazakhstan will become a precursor of the country's economic growth, however, there are a number of pressing problems that contradict the dynamic shift in agricultural development. All these issues are facing the country's leadership, and many of them are already being resolved, but their implementation has a specific protracted nature due to the imperfection of the legal mechanisms, as well as the psychological unpreparedness of the people themselves.

References

- Agriculture of Kazakhstan. Subsidiary of the People's Bank of Kazakhstan. 2017
- AIC of Kazakhstan – Ministry of Agriculture of the Republic of Kazakhstan [Electronic resource]. URL: <https://moa.gov.kz/ru/documents/1>
- Elmesov R.E., Ondash A.O. (2015) Vvedenie v ekonomicheskuyu globalistiku: prodovolstvennyye problemy [Introduction to Economic Global Studies: Food Problem] Al-Farabi Kazakh National University Bulletin of KazNU Series of international relations and international law. Vol 1, pp. 199-206
- FAO. Kazakhstan and FAO: Partnering to achieve sustainable livelihoods and food security. Rome, Italy: FAO, 2015. 2 p.
- Grain exports – Ministry of Agriculture of the Republic of Kazakhstan [Electronic resource]. URL: <https://moa.gov.kz/ru/documents/117>.
- Kleshevsky Y.N., Kazantseva E.G. (2014) Ocenka urovnya prodovolstvennoj bezopasnosti strany [Assessment of the level of food security of the country] Al-Paris, no 3, pp. 163-169.
- Message of the President of the Republic of Kazakhstan – Leader of the Nation Nursultan Nazarbayev to the People of Kazakhstan "Strategy" Kazakhstan-2050 "a new political course of the established state"
- Ministry of National Economy of the Republic of Kazakhstan. Committee on Statistics. Official statistical information [Electronic resource]. URL: <http://stat.gov.kz/faces>
- Ministry of National Economy of the Republic of Kazakhstan Statistics Committee. Statistics of agriculture, forestry, hunting and fisheries [Electronic resource]. URL: <http://stat.gov.kz/faces>
- Ministry of Agriculture of the Republic of Kazakhstan. State program of development of the agro-industrial complex of the Republic of Kazakhstan for 2017-2021.
- Ministry of National Economy of the Republic of Kazakhstan. Committee on Statistics. Official statistical information. Labor [Electronic resource]. URL: <http://stat.gov.kz/faces>
- Ministry of National Economy of the Republic of Kazakhstan. Committee on Statistics. Official statistical information. Investment [Electronic resource]. URL: <http://stat.gov.kz>
- Mominbayev J., Serikov D. (2011) Problemy klasterizatsii i povysheniya konkurentosposobnosti produkcii pishhevoj promyshlennosti Kazakhstana [Problems of clustering and improving the competitiveness of food products of Kazakhstan] Al-Paris, no 1, pp. 162-164.
- Nurmaganbetov K.R (2012) Osnovnye priority razvitiya agropromyshlennogo kompleksa Respubliki Kazaxstan [Main priorities of development of the agro-industrial complex of the Republic of Kazakhstan] Science Bulletin of S. Seifullin Kazakh Agrotechnical University, no 2, pp. 73-75.
- Per Pinstrup-Andersen. 2009 Food security: definition and measurement Food Security, vol. 1, pp. 5-7

¹Sayakbayeva A.A., ²Ashimbaev T.A., ³Akylbekova N.I., ⁴Sayakbayev T.D.

¹doctor of economics, professor, J. Balasagyn KNU, Bishkek, Kyrgyzstan

²doctoral PhD Adam University / Bishkek Academy of Finance and Economics, Bishkek, Kyrgyzstan

³Ph.D. candidate, associate professor of Adam University /

Bishkek Academy of Finance and Economics, Bishkek, Kyrgyzstan

⁴Ph.D. candidate, associate professor of Academy of Public Administration under the President of the Kyrgyz Republic, Bishkek, Kyrgyzstan

Innovative Processes in Financial Markets and their Development Trends

The article analyzes the theoretical and practical issues of researching the financial market and the impact of innovation on the empowerment of financial and non-financial institutions. Innovative development of society has taken on particular importance in recent years in the era of virtualization, internetization and cloud technologies, when new financial instruments appeared. These technologies provide the ability to transfer money to other countries and continents, make instant payment for goods and services, save and generate information in the database, conduct operations with virtual currencies, receive and provide loans between individuals and legal entities. The study, some of the findings of which are presented in this article, is devoted to current trends in the development of the financial market in the context of diversification of innovations, including on the stock and currency exchanges.

Object of study – the global financial market. The subject of the research is innovative processes in financial markets. The purpose of the study is to identify trends and prospects for the development of innovative processes in financial markets.

The research methodology is based on the logical alignment of the material and on the analysis of the state of the global financial market and drawing conclusions based on the results.

The scientific and practical significance of the work consists in the new presentation and systematization of innovative processes in financial markets.

Results of the research: further development of the financial market requires the development of information technology, the banking sector and the stock market.

Key words: economics, financial market, innovation, information technologies, peer-to-peer or equal lending.

¹Саякбаева А.А., ²Ашимбаев Т.А., ³Акылбекова Н.И., ⁴Саякбаев Т.Д.

¹экономика ғылымдарының докторы, профессор, Ж.Баласағын атындағы ҚҰУ, Бишкек қ., Қырғызстан

²PhD докторанты, Университет Адам / Бишкек, қаржы-экономикалық академиясы, Бишкек қ., Қырғызстан

³э.ғ.к., доцент, Университет Адам / Бишкек, қаржы-экономикалық академиясы, Бишкек қ., Қырғызстан

⁴э.ғ.к., доцент, ҚР Президентке қарасты мемлекеттік басқару академиясы, Бишкек қ., Қырғызстан

Қаржы нарықтарындағы инновациялық үрдістер және олардың даму тенденциясы

Мақалада теориялық және практикалық мәселелерін зерттеу бойынша қаржы нарығын және қаржылық және қаржылық емес институттардың ықпал ету мүмкіндіктерін кеңейту. Ерекше мәні инновациялық қоғамның дамуына қатысты соңғы жылдары дәуірінде виртуалдау, интернетпен және бұлтты технологиялар келгенде, жаңа қаржы құралдары пайда болды. Бұл технологиялар басқа елдер мен құрлықтарда ақша аудару жүргізуге, лезде тауарлар мен қызметтер үшін төлем, сақтауға және генерациялау ақпаратты деректер базасында операцияларды жүргізуге, виртуалды валюталармен алуға және беруге кредиттер жеке және заңды тұлғалар арасында мүмкіндік береді. Бұл мақалада, зерттеу жекелеген қорытындылары бойынша оған ұсынылған, қазіргі заманғы үрдістерге қаржы нарығын дамыту жағдайында әртарапандыру және инновацияларды, оның ішінде, қор және валюта биржаларына арналады.

Анықтау дамытудың үрдістерін және перспективаларын инновациялық процесстердің қаржы нарықтарын

зерттеу максаты болып табылады .

Жұмыстың ғылыми және тәжірибелік маңыздылығы жаңа ұсыну және жүйелендіру инновациялық процесстердің қаржы нарықтарында тұрады.

Зерттеу әдістері: зерттеу және әдебиеттерді талдау, талдау, сараптамалық бағалау әдісі.

Зерттеу нәтижелері: қаржы рыногын одан әрі дамыту, ақпараттық технологиялар қажеттік саласын, банк секторы мен қор нарығын дамыту.

Түйін сөздер: экономика, қаржы нарығы, инновациялар, ақпараттық технологиялар, тең-теңімен немесе тең кредиттеу.

¹Саякбаева А.А., ²Ашимбаев Т.А., ³Акылбекова Н.И., ⁴Саякбаев Т.Д.

¹доктор экономических наук, профессор, КНУ имени Ж.Баласагына, г. Бишкек, Кыргызстан

²докторант PhD, Университет Адам / Бишкекская финансово-экономическая академия, г. Бишкек, Кыргызстан

³к.э.н., доцент, Университет Адам / Бишкекская финансово-экономическая академия, г. Бишкек, Кыргызстан

⁴к.э.н., доцент Академии государственного управления при Президенте КР, г. Бишкек, Кыргызстан

Инновационные процессы на финансовых рынках и тенденции их развития

В статье анализируются теоретические и практические вопросы по исследованию финансового рынка и влияния инноваций на расширение возможностей финансовых и нефинансовых институтов. Особенное значение инновационное развитие общества приняло в последние годы в эпоху виртуализации, интернетизации и облачных технологий, когда появились новые финансовые инструменты. Данные технологии предоставляют возможности перевода денег в другие страны и континенты, производить мгновенную оплату за товары и услуги, сохранять и генерировать информацию в базе данных, производить операции с виртуальными валютами, получать и предоставлять кредиты между физическими и юридическими лицами.

Исследование, отдельные выводы которые представлены в данной статье, посвящены современным тенденциям развития финансового рынка в условиях диверсификации инноваций, в том числе на фондовой и валютной биржах.

Объект исследования – глобальный финансовый рынок. Предметом исследования являются инновационные процессы на финансовых рынках.

Цель исследования заключается в выявлении тенденций и перспектив развития инновационных процессов на финансовых рынках.

Методология исследования основана на логическом выстраивании материала и на анализе состояния глобального финансового рынка и получении выводов на основе научно-практических результатов.

Научная и практическая значимость работы состоит в новом представлении и систематизации инновационных процессов на финансовых рынках.

Результаты исследования: дальнейшее развитие финансового рынка требует развития сферы информационных технологий, банковского сектора и фондового рынка.

Ключевые слова: экономика, финансовый рынок, инновация, информационные технологии, пиринговое или равноправное кредитование.

Introduction

The development of innovative processes in financial markets concerns the securitization of financial markets and financial assets, the design of new financial instruments and the emergence of structured financial products.

Innovation processes associated with the formation of a new global financial market architecture, and the peculiarities of this process in new countries with market economies, can serve as an example of global changes in the global economy (Nikolay Berzon, Tamara Teplova, 2013).

The basis of the economy of any country is a banking system with traditional services within strictly regulated limits on weekdays according to the schedule of the working day. The development of information technology has led to the emergence of a new generation of financial companies that allow the use of traditional banking products through applications on

mobile phones, tablets, laptops or computers. New type of financial institutions include online microfinance institutions (MFIs), Internet banks, crowdsourcing platforms, and peer-to-peer lending systems (p2p or peer-to-peer) (Sharip B, 2016).

Literature review. Currently, much attention is paid to innovation, since the development of information technologies and the emergence of new technologies opens up new opportunities for economic development. The most actively developing financial sector, which, in turn, prevails in the banking sector, which, unlike other enterprises, has its own and borrowed funds. The challenge for banks and other financial institutions is to attract customers and their financial resources with which you can earn money. As a result, banks should create attractive conditions and individually focus on each client, as an expert on banking innovations, J.P. Nichols (J.P. Nichols, 2017).

1. Financial institutions that accumulate cash and other assets can invest accumulated funds in innovative projects, including in the following areas (J.P. Nichols, 2017).

- automation;
- robotics;
- information security.
- change user interface;
- development of digital marketing and sales;
- improved analysis and so on.
- development of digital competencies;
- changing information technology architecture;
- creation of a new digital bank;
- use of innovative proposals and other customer-oriented improvements.

Every year, new operations, players, changing terminology, new financial technologies or Fintech appear on the global financial market. Currently, Fintech is a whole industry consisting of companies that use technology and innovation to compete with traditional financial institutions represented by banks and intermediaries in the financial services market. Currently, Fintech includes technology start-ups and organizations that seek to improve and optimize their financial services.

Professor Patrick Schueffel from the Friborg School of Management reviewed more than 200 scientific articles published over the past forty years that mention the term “Fintech” and brought out the definition that Fintech is a new financial sector that uses innovative technologies to improve financial performance (German Gref, 2017):

The Fintech term generally refers to new applications, processes, products, or business models in the financial services industry, consisting of one or more additional financial services, including automation, trade insurance, and risk management (Sharip B. Sh., 2016). These services are provided entirely or mainly via the Internet. Services may be provided by various independent service providers, including at least one licensed bank or insurance company. The interaction is provided through APIs (application programming interface) and is often governed by specific laws and regulations, such as the European Payment Services Directive.

Materials and methods: study and analysis of literature, deduction, analysis, method of expert assessments, expert assessments, inductive and deductive analysis, classification and group, historical and economical and statistical methods. Their combination allows to provide necessary degree of depth and universality of a research, validity of its conclusions.

Analys of innovative processes in the financial market includes the following factors.

The greatest number of innovations occurs in the following traditional areas of financial services (Barnett H.G, 1953):

1. Payments and money transfers: verification of identity and creation of accounts in which you can keep money, funds for depositing and withdrawing money and systems for the safe exchange of money between different parties,
2. Deposit and credit operations that accumulate money from investors and borrowers
3. Managing capital and investments in the stock market, as well as planning pension savings and real estate.
4. Insurance of property of legal entities and individuals and personal insurance.
5. Currency and account management.

Payment systems that combine payment functions and methods of transferring or receiving money, including electronic fiat money based on networks, smart cards based on fiat electronic money, and electronic money based on private networks, are popular.

The most famous Fiat-based electronic money networks:

- PayPal – American payment system. As of 2017, PayPal operates in 202 countries (although not all of them provide a full range of services), has more than 200 million registered users, works with 25 national currencies. In the case of purchases, an important feature of PayPal is to provide security guarantees for both the buyer and the seller;
- QIWI – Russian payment system, which is used in Russia, Kazakhstan, Moldova, Belarus, Romania, USA, Ukraine and the United Arab Emirates;
- American payment system Payoneer, which has about four million users in more than 200 countries and territories, and provides cross-border transactions in more than 150 local currencies, using its banking network throughout the world to make local bank transfers;
- Payment system M-Pesa -African, which operates in Kenya and Tanzania. The name means “M” system, which is used in mobile devices, and “Pesah” in Swahili means money. This system is designed to transfer mobile, financial and microfinance mobile phones released in 2007 to Vodafone for Safaricom and Vodacom, the largest mobile operators in Kenya and Tanzania (Barnett H.G, 1953).

Fintech companies use the latest developments in the field of mobile payments, online lending, digital money transfer and other technologies in

building their businesses. These organizations offer their services exclusively through the Internet and can work all over the world without the need to meet with their clients in person. The network business model allows you to significantly reduce costs, which makes it possible to offer customers financial products on the most favorable terms. Special programs for smartphones allow you to take into account the individual preferences of users and their needs are met as fully as possible in the shortest possible time. At the same time, financial products are becoming more accessible to all categories of the population, and small and medium businesses receive new sources of financing.

Digital credit organizations use advanced scoring systems to assess the creditworthiness of potential borrowers based on Big Data technology or massive amounts of data using statistical methods and mathematical calculations.

Government regulators do not pay close attention to fintech companies, unlike traditional banking systems, which gives fintech additional competitive advantages. To retain its position in the market, Fintech companies are expanding their network and developing new products and services, which leads to the emergence of innovations in world markets.

In connection with the intensification of competition, new financial and information products emerge, financial advisers possessing powerful artificial intelligence (AI). Plastic cards will be gradually replaced by contactless mobile payments and the financial flow of documents will become completely digital.

Banks operating offline, to enhance their competitiveness, buy shares in fintech companies and create their own online divisions. The world's largest banks are reducing the network of their branches, since the online service does not require large premises and staff.

In the past decade, peer-to-peer lending systems have become popular, also called "p2p", peer-to-peer or person-to-person lending, which means "person-to-person" financing. In some sources, this type of financing is called "equal lending, equitable investment or social loan.

A P2P loan is a way of borrowing money from unrelated persons or "equal parties" without the participation of a financial intermediary in the person of a bank, MFI or other financial institution.

This service is provided on special Internet sites where both parties must register. The lender must be registered, replenish a bank account and form an offer to customers in electronic form. The borrower also fills out a form with personal data, including

employment information, income, and leaves a request with acceptable conditions. Thus, peer-to-peer loans are provided online on the websites of special lending institutions through the use of lending platforms and credit check tools, mainly credit scoring.

Equal loans, as a rule, belong to the category of unsecured personal loans, as they are issued to an individual, without collateral. Peering loans can be provided to small enterprises by agreement of the parties. Interest rates are set by lenders (lenders) competing for a lower rate in a reverse auction, or are determined by an intermediary company based on an analysis of the borrower's credit history.

Intermediary companies providing an Internet site are commercial entities; whose income is formed from the payment of borrowers for the provision of loans and for servicing the loan, while the amount of payment may be fixed or set as a percentage of the loan amount.

The first company that provided equal loans was Zopa (Zone of Possible Agreement) from the UK, established in 2005, which currently has more than half a million customers (Patric Schueffel, 2017). Then companies like RateSetter appeared in 2010, which used a collateral fund to protect lenders from borrower defaults, Funding Circle portal, ThinCats, Market Invoice, Assetz Capital.

Despite the lack of government regulation, equal lending in the UK focuses on standards developed by an independent Equal Financing Association. The Equal Financing Association obliges its members to take measures to service the loans, even in cases where the intermediary company is declared bankrupt. Also, the British government announced that from April 2014 this industry will be regulated by the Financial Operations Authority.

In the United States, the modern direction of equal lending was formed in February 2006, when Prosper, Lending Club began to operate in San Francisco, California, and other peer-to-peer lending platforms opened. In 2008, the Securities and Exchange Commission (SEC) decided that equal loan companies register their bids as securities, in accordance with the US Securities Act of 1933. Lending Club and Prosper companies received approval from the SEC commission for issuing medium-term bonds to investors backed up by loan repayments. Lending Club and Prosper began working with FOLIO Investing to create a secondary market for their medium-term bonds, thus ensuring their liquidity for investors.

In 2009, the American non-profit organization Zidisha became the first peer-to-peer lending

platform that works with lenders and borrowers from different countries and continents. This company also organized a risk assessment of borrowers in the absence of digital financial history facts.

In 2008, a social insurance site was launched in Bangalore, India, which finances local Non-Governmental Organizations (NGOs), which act as lenders. In 2017, the Central Bank of India Reserve Bank of India (RBI) published a report that presented research on the international market of peering lending. According to RBI data, there are crowded internet platforms in India, 30 of which specialize in lending to startups (McBride, Sarah, 2017).

Given the rapid development of the P2P market in India, and taking into account the international experience of peer-to-peer lending, RBI, in its report, considers the main regulatory models: an unregulated market; regulation of P2P as a financial market; regulation of P2P as a banking sector; American regulatory model; complete ban on doing business. All arguments for and against were taken into account, as a result of which it was decided to get the opinion of the participants of equal lending themselves to reduce risks for both lenders and borrowers.

In Australia, the first lender issuing equal loans in accordance with current requirements was SocietyOne, which since August 2012 has issued loans in the amount of more than 1.2 million US dollars. This company also introduced innovative mobile service technology, which accelerated the process of issuing loan applications and loan financing.

In terms of developing equal credit in Russia, the model of an unregulated market functions, since this type of activity is not legally approved. Such companies registered in accordance with the Russian jurisdiction have licenses of a microfinance organization and their activities are subject to the requirements of the Federal Law No. 151-ФЗ "On Microfinance Activities and Microfinance Organizations" dated July 2, 2013 and the Federal Law No. 353-ФЗ dated December 21, 2013 "On consumer credit (loan) «. In Russia, Vdolg.ru was one of the first P2P services, however, due to the lack of a sufficient number of reliable borrowers, the service suspended its activities in the country, since defaults in this system are 16-21%.

The Central Bank of Russia constantly monitors the crowding market based on a sample of individual sites. The Agency of Strategic Initiatives, the Internet Initiatives Development Fund, Boomstarter and other participants in the financial market also voluntarily

joined the monitoring (Trends in regulation, 2017).

In July 2016, a new player appeared on the financial market of Kazakhstan – the P2P lending project from Ules.kz. The peculiarity of the presented project is that the creditor is not a bank or a credit institution, but a large number of individuals or institutional investors. According to experts, such lending will not compete with banks, but is quite dangerous for the entire financial sector (Michel Tsoi, 2016). Experts fear causes a fairly high 45% lending rate, at which a large number of defaults or defaults are possible, since P2P loans are issued without collateral and are not secured in any way.

Ules P2P lending service is a platform that unites lenders, on the one hand, and borrowers, on the other, and the project is generated from Russian and Ukrainian peers. Ules.kz promises to provide low interest rates for borrowers, the opportunity to invest and independently choose a loan portfolio. P2P developers in Kazakhstan report that the main checks of a potential borrower in the P2P platform will remain the same as in banks: credit history, pension contributions and personal data. The difference lies in the fact that Ules.kz will use a program that will analyze the profile of a potential borrower in social networks. The Big data analysis technology will allow analyzing the borrower's profile data in social networks, on the basis of which the program will predict the likelihood of debt repayment or non-repayment. Ules.kz operates on the basis of the Civil Code of the Republic of Kazakhstan, but the National Bank of the Republic of Kazakhstan is not yet regulated.

Results and discussion. Depending on in which of the sectors the money supply of the economy is concentrated, one can judge the effectiveness of the financial market. For example, in Europe and developed Eastern countries, the financial market is focused on the securities market, insurance and investment. In addition, government securities and foreign currency in these countries are traded on the open market, that is, on the stock exchange.

Experts often wonder about the possibility of creating a global financial center in the CIS countries, however, to create a global financial center requires many more financial market transformations. Creating a global financial center requires meeting certain criteria, in particular, the financial market needs to develop the securities market.

It is noted that Islamic securities will not have demand in the financial market of the CIS countries, as they imply participation in the company's share.

At the same time, the buyer of the security shares both the profits and losses of the company, but domestic investors are not ready to share the losses of the issuing company.

The banking system is developing, confidence is growing, both from investors and the public. But since the financial sector cannot exist in isolation from the rest of the economy, it is affected by a decline in GDP, problems in the partner countries. Some optimize the work, others – are experiencing financial problems, so they redistribute the costs for other purposes.

Conclusion

Thus, the further development of the financial market requires the development of information technology, the banking sector and the stock market. The development of the foreign exchange market and the market of urgent operations, which smoothly flow from the banking sector to other companies that operate on the basis of Internet technologies, is important. This trend is developing and encompassing an increasing share of the financial market, and therefore requires special attention, including from the state.

References

- Innovation in financial markets. (2013) / Ed. Nikolay Berzon, Tamara Teplova. -M.: Higher School of Economics. P. 560.
- J.P. Nicols. (2017) Innovation Strategy Leadership // <http://jpnichols.com/>.
- German Gref. (2017) Banks and (vs) presentation report Fintech // materials of international financial Congress. P. 17.
- Patrick Schueffel. (2017) Taming the Beast: A Scientific Definition of Fintech (engl.) // Journal of Innovation Management. Vol. 4, iss. four. P. 32-54.
- Fiat electronic money based on smartcards (2016) // https://en.wikipedia.org/wiki/Fiatny_elektronnye_dengi_na_baze_smart_card_reader.
- What does P2P mean? (2016) // <http://kredit-2014.ru/chto-soboj-predstavlyayet-piringovoe-kreditovanie/>.
- Werdigier, Julia (2012). “RIT Capital to Take Stake in British Financial Start-Up” (DealBook). New York, N.Y., United States: New York Times. The New York Times Company.
- McBride, Sarah (2017). “AvantCredit Raises \$ 225 Million From Tiger Global, Peter Thiel”. United States: Business Insider. Business Insider Inc.
- Trends in regulation of peer-to-peer lending (Russia and India) (2017) // https://penenza.ru/blogs/articles/trendy-regulirovaniya_piringovogo_kreditovaniya.
- Michael Tsoi. A new type of lending – P2P can be dangerous for the market (2016) // <https://www.kursiv.kz/news/finansy/novyy-vid-kreditovaniya-p2p-mozet-byt-opasnym-dla-rynka>.
- Kyrgyzstan financial market – development prospects (2017) // Materials of the meeting of the Private Investors Club of Kyrgyzstan // http://www.senti.kg/article/financoviy_rinok_kirgizctana_percpektivi_razvitiya.
- 10 trends in the financial sector of Kyrgyzstan over the past few years (2016) // https://kaktus.media/doc/340470_10_tenditsiy_v_finansovom_sektore_kyrgyzstana_za_poslednie_neskolko_let.html.
- Sharip B. Sh. (2016) Upravlenie innovatsionnymi tehnologiyami v meditsinskoy slushbe [Management of innovative technologies in the medical service]: the dissertation for the academic degree of “Doctor of Business Administration” / B. Sh. Sharp. Almaty-Moscow, ALMAU-RANKh. – 125 p.
- McGuire P & Conroy J. (2013) Fostering financial innovation for the poor The policy and regulatory environment. In: A. W. a. J. D. V. Pischke (ed) Private Finance for Human Development, USA, The Foundation for Development Cooperation.
- Barnett H.G. (1953) Innovation: the Basis of Cultural Change. New York : McGraw Hil. -P.7.

¹Lailieva E.D., ²Aitzhanova D.A., ³Abzhalelova Sh.R.

¹Candidate of Economic Sciences, J. Balasagyna KNU, Bishkek, Kyrgistan

²Candidate of Economic Sciences, Professor, Academy "Kainar," Almaty, Kazakhstan

³master of economic sciences, Academy "Kainar," Almaty, Kazakhstan

Drivers of the Growth of the Kazakhstan's Economy Under Conditions of Industrial Revolution

The authors have investigated the main factors and terms of industrially-innovative development of points of growth of industries of the real sector of the economy of the Republic under conditions of industrial revolution. Bases directions are presented of working out of compromise between technogenic activity of industries of mineral-raw material complex (MRMC) and quality of life providing in the regions of their distribution. SWOT-analysis is conducted of functioning of MRMC, on the bases of that the main directions of providing of ecological and economic efficiency are mine-out. The authors investigated the main factors and conditions of industrial-innovative development of the growth points of the branches of the real sector of the republic's economy in the context of the industrial revolution. Kazakhstan is known in the international arena as the initiator of many forums, summits and meetings that have a positive effect on the economic, political and cultural situation, both in our country and around the world. In addition, the chairmanship of Kazakhstan in various international organizations and alliances allows our country to put forward various global initiatives so that the opinion of our state is taken into account at the level of the world community.

Each state has several industries that are markers of economic growth. It is these areas of the economy that receive the most dynamic development, give a multiplicative effect to the entire financial market and create new jobs. A new quality of economic growth is a natural process of internal transformations of the economic system, the result of which is the acquisition by economic growth of new forms, properties and features based on the systematic accumulation of a certain quantitative reserve, measured in both economic and social components. In order for the economic system to meet strict modern criteria, it must be able to adapt to new, changing operating conditions, strive for the sustainability of its livelihoods, which is characterized by the ability of the system to resist external and internal influences. The basic directions for the development of a compromise between the technogenic activities of the branches of the mineral resource complex (MSC) and ensuring the quality of life in the regions of their deployment are presented. A SWOT analysis of the functioning of the MSCs was carried out, on the basis of which the main directions of ensuring ecological and economic efficiency were developed.

Key words: industrially-innovative development, raw mineral-material complex, oil and gas complex, nature management, guard of environment, ecological efficiency.

¹Лайлиева Э.Д., ²Айтжанова Д.А., ³Абжалелова Ш.Р.

¹Экономика ғылымдарының кандидаты, Ж.Баласағын атындағы КНУ, Бишкек қ., Қырғызстан

²Э.ғ.к., Қайнар Академиясы, профессор, Алматы қ., Қазақстан

³Э.ғ.м., Қайнар Академиясы, Алматы қ., Қазақстан

Қазақстанның өнеркәсіптік революция жағдайында экономиканың өркендеу драйверлер

Авторлар өнеркәсіптік революция жағдайында республиканың экономикасының нақты секторының филиалдарының өсу нүктелерін индустриялық-инновациялық дамытудың негізгі факторлары мен жағдайларын зерттеді. Қазақстан халықаралық аренада біздің елімізде де, бүкіл әлемде де экономикалық, саяси және мәдени жағдайға оң әсер ететін форумдар, кездесулер мен кездесулердің бастамашысы ретінде танымал. Сонымен қатар, Қазақстанның түрлі халықаралық ұйымдар мен одақтарға төрағалық етуі біздің елімізге әлемдік қоғамдастықтың деңгейінде біздің мемлекетіміздің пікірін ескеру үшін түрлі жаһандық бастамаларды ұсынуға мүмкіндік береді. Әрбір мемлекетте экономикалық өсім көрсеткіштері болып табылатын бірнеше салалар бар. Экономиканың ең серпінді дамуын қамтамасыз ететін, бүкіл қаржы нарығына мультипликативті әсер беретін

және жаңа жұмыс орындарын ашатын осы салалар. Экономикалық өсудің жаңа сапасы экономикалық жүйенің ішкі өзгерістерінің табиғи процесі болып табылады, оның нәтижесі экономикалық және әлеуметтік компоненттерде өлшенетін белгілі бір сандық қордың жүйелі түрде жинақталуына негізделген жаңа нысандардың, қасиеттер мен ерекшеліктердің экономикалық өсімін алу болып табылады.

Экономикалық жүйе қатаң заманауи критерийлерді қанағаттандыру үшін жаңа, өзгеретін жұмыс жағдайына бейімделуі, өмір сүрудің тұрақтылығын қамтамасыз етуге қабілетті болуы керек, бұл жүйенің сыртқы және ішкі әсеріне қарсы тұру қабілетін сипаттайды. Минералдық-шикізат кешенінің (МҚК) филиалдарының техногендік қызметі мен өңірлердегі өмір сүру сапасын қамтамасыз ету арасындағы ымырасыздықты дамытудың негізгі бағыттары ұсынылды. Экологиялық және экономикалық тиімділікті қамтамасыз етудің негізгі бағыттары әзірленді, оның негізінде МСК жұмыс істеуін SWOT талдау жүргізілді.

Түйін сөздер: индустриялық-инновациялық даму, минералдық-шикізат кешені, Мұнай-газ кешені, табиғатты пайдалану, қоршаған ортаны қорғау, экологиялық тиімділік.

¹Лаилиева Е.Д., ²Айтжанова Д.А., ³Абжалелова Ш.Р.

¹Кандидат экономических наук, доцент, КНУ им. Ж. Баласагына, г. Бишкек, Кыргызстан

²кандидат экономических наук, профессор, Академии «Кайнар», г. Алматы, Казахстан

³магистр экономических наук, Академия «Кайнар», г. Алматы, Казахстан

Драйверы роста экономики Казахстана в условиях промышленной революции

Авторами исследованы основные факторы и условия индустриально-инновационного развития точек роста отраслей реального сектора экономики республики в условиях индустриальной революции. Казахстан известен на международной арене как инициатор многих форумов, саммитов и совещаний, которые положительно влияют на экономическую, политическую и культурную ситуацию, как в нашей стране, так и во всем мире. Кроме того, председательство Казахстана в различных международных организациях и альянсах позволяет нашей стране выдвигать различные глобальные инициативы с тем, чтобы мнение нашего государства учитывалось на уровне мирового сообщества.

У каждого государства есть несколько отраслей, которые являются маркерами экономического роста. Именно эти области экономики получают наиболее динамичное развитие, придают мультипликативный эффект всему финансовому рынку и создают новые рабочие места. Новое качество экономического роста является закономерным процессом внутренних преобразований экономической системы, результатом которого становится приобретение экономическим ростом новых форм, свойств и черт на основе планомерного накопления определенного количественного задела, измеряемого как в экономических, так и социальных составляющих.

Для соответствия экономической системы жестким современным критериям она должна быть способна к адаптации к новым, изменившимся условиям функционирования, стремиться к устойчивости своей жизнедеятельности, что характеризуется способностью системы сопротивляться внешним и внутренним воздействиям. Представлены базовые направления выработки компромисса между техногенной деятельностью отраслей минерально-сырьевого комплекса (МСК) и обеспечением качества жизни в регионах их дислокации. Проведен SWOT-анализ функционирования МСК, на основе которого выработаны основные направления обеспечения эколого-экономической эффективности.

Ключевые слова: индустриально-инновационное развитие, минерально-сырьевой комплекс, нефтегазовый комплекс, природопользование, охрана окружающей среды, экологическая эффективность.

Introduction

To the main drivers of growth of national economy according to the directing vectors of industrial revolution and third modernization of Kazakhstan, are industries of the real sector of the economy, in particular, raw mineral-material complex. The achievement of high standard of living is possible provided that exception of negative factors, not corresponding to the model of sustainable development and transition to a green economy. The globalization of the world economy and the unification of national economies, the emerging integrating processes deserve increasing proportions. Forcing innovations, scientific progress leads to the mutual dependence of the elements of the economy that contributes to investment progress. The

priority task of economic globalization is an increase in the scale and importance of the sphere of economy and finance, which is defined as a way of dividing and ranking economic resources. The advantages and advantages of globalization include the economy of production across the state, which ultimately stabilizes economic growth (Abenov A.A, 2016).

Literature review

However, implementation of the concept of long-term development of the country complicated by the wide spectrum of problems. The main industries of domestic economy are structurally deformed and not effective, negative impact on the environment (per unit of GDP) in our country by orders of magnitude greater than in advanced countries. In Kazakhstan

until now did not find application widespread in the developed countries, in particular, Japan practice of exclusion of the cost of sewage treatment plants from the taxable base of enterprises and provision of preferential targeted investment loans to improve the environment (Akishev D, 2017).

Materials and methods. According to experts the ecological condition of the territory of Kazakhstan is defined as critical. Intensive pollution of the environment continues. The decline in production is not accompanied by a decrease in pollution. Against the backdrop of worsening socio-economic conditions, the problem of ecological disadvantage becomes particularly acute. Negative consequences of ecological processes are characterized by considerable inertia; so, according to experts' forecasts, if even completely stop the emission of ozone-destroying substances, the accumulated quantity of them in the atmosphere will destroy the layer of ozone for decades (B.Aliyeva). Thus, the rehabilitation programs and actions of ecological and technological character are needed now, especially as a Republic, according to analysts, is delayed with the adoption of radical measures to improve and restore the ecological systems of the regions. For prevention of negative consequences of anthropological– and technogenic activities together with existent directions and actions in the field of environmental protection and quality of life development and realization of new approaches are needed, built-in long-term scientific-technical and industrial policy of the State (Atamenchuk, 2010).

Among environmentally disadvantaged domestic industries mineral-raw materials, mi-ning-and-metallurgical and fuel and energy complexes (MRMC, MMC, FEC) lead, their share is >45% of total pollution (Biyarova N.B).

Thus, 22 million tons from them is lost on land, about 7 million tons – in a sea and up to 16 million tons enter the atmosphere due to incomplete combustion of petroleum products during operation of automobile, aviation and diesel engines. At the modern methods of production ~ of 40-50% proven oil reserves and 20-40% proven natural gas reserves are not extracted from the bowels of the earth, 1-17% oil, gas and oil products are lost when producing, preparing, processing, transporting and using. More than 3 milliard tons of solid industrial waste and 500 km³ wastewater are annually emitted into the atmosphere, water and soil in the world. Toxic contaminations include ~ 800 substances: mutagens, carcinogens, nervous and blood poisons, allergens and so on. Annually this industry forms over 25 million m³ wastes,

that, taking into account their high contamination, forms modern oil and gas industry technogenesis (Buyanov S, 2017).

We are talking about development of bases of optimal balance between the following components:

- economically effective functioning of industries and productions of MRMC;
- solution of social problems in mining regions (quality of life providing and welfare of the population increasing);
- environmentally-friendly use of natural resources (environmental protection) (Bovin A,A, 2009).

The increase of danger of ecological situation worsening at operating productions is explained by financial crises, violation of technological conditions, high wearing out of equipment etc. Force methods of observation of ecological safety of production (norms, laws, governed) save steady positions. For the effective solution of ecological problems of OGC it is necessary to create bases of innovative ecological management in this industry. In this case bringing out sources of environment pollution has a special meaning: geomechanical and hydrogeological breaks, atmosphere, natural water reservoirs and soils pollution. One of main sources of environment pollution are drilling operations. We worked out the model of ecological problems solution in the conditions of drilling operations, an also models of sustainable ecological compromise for the economically effective and ecologically safe functioning of OGC, in particular, pipeline transport influence of on environment, natural landscape saving, contamination of soils, natural water reservoirs (Barancheev V.P, 2017).

Results and Discussion. Based on this, important decisions and policy documents were adopted in Kazakhstan at the state level with the purpose of providing of sustainable and long-term character of socio-economic development (Volokina, 2017). The enterprises of FEC disturb about 20-23 thousand hectares of earth annually, while only < 1/3 from them are recultivated. Over 40% of the disturbed land falls to the share of the oil and gas complex (OGC), which is one of the most ecologically dangerous sectors of economy, because it is distinguished by the following: high earth-intensity; considerable polluting ability; high explosion and fire hazard of objects; the applied chemical reagents and also the extracted hydrocarbons and admixtures are high harsh; high risk and accidents, because the main production processes of oil and gas production occurs under high pressure; high corrosiveness of

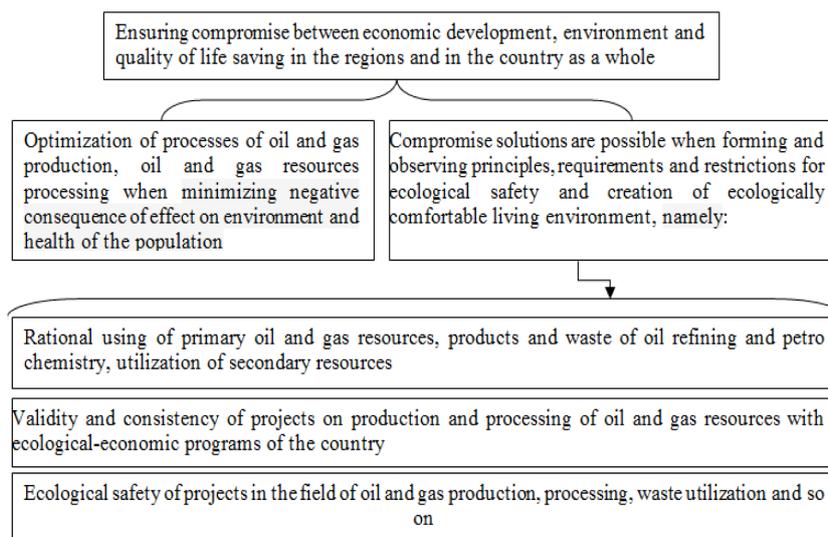


Figure. Ensuring the environmental and economic efficiency of OGC Developed by the authors

working fluids when equipment and pipeline systems operating (Khamidullina S.S., 2004)

Losses of oil in the world when its producing, processing and using exceed 45 million tons per year, that makes about 2% of its annual output. Unity and intercommunication of resource and nature protection relations are laid the foundation of state control of ecological relations, ecologization of industrial activity, observance of requirements of health care; to the main stages of that are: resource, nature protection and ecological. Thus there is a problem of studying of two opposite positions and search of compromise solution now and in the future (fig.):

Achievement of ecological efficiency of OGC it is possible when providing of optimal balance between the processes of satisfaction of necessities of economy and maintenance of naturally-resource potential, that is realized through: ecologization of production, state regulation and control of nature using, purposeful planning of nature using. Factors, that determine ecological efficiency of productions, it is possible to divide into economic, social, ecological. In the group of economic factors, the main are natural resources saving, achievable at the correct construction of raw material and power balances, perfection of account and control of the resources using of and others (Nazarbayev N, 2017). In accordance with the program of industrial revolution for the decreasing of resource intensity, modernization and reconstruction of operating productions are needed in OGC on the bases of target-oriented socially and the ecologically oriented complex innovative programs. There ecological

orientation, in our opinion, will allow effectively solving problems of waste of production utilization, loss of valuable components prevention etc (Ovcharenro L. Yu, 2014).

The result of such co-operation is concerted and scientifically-substantiated development for evaluation of OGC efficiency (Butanov S, 2017. On this basis we are conduct SWOT-analysis of efficiency of OGC in Kazakhstan (table. 1).

The analysis of the factors indicates, that, on the whole, the influence of indirect environmental factors is favorable. The greatest threat is represented by economic factors (Filatov V.V, Kulikova N.V, Konotopov 2014).

In this way:

- in the Republic there is sufficient potential for the greening of OGC's production facilities and enterprises;

- the resource competitiveness of the Republic of Kazakhstan are significant, but the degree of their use is still insufficient;

- the starting point for this is optimization of the relationship between economy and environment, to increase the points of contact between the economic and environmental interests of the enterprise, its stakeholders and society as a whole (Glukova M, 2017).

An increase of ecological efficiency of oil and gas production is a complex problem, a decision of which depends, first of all, on the general condition and the level of economy of the Republic of Kazakhstan development. In this connection the long-term state program of modernization and ecological re-equipment of OGC will stipulate the

decision of ecological problems of industry taking into account world standards, in particular: providing of improvement of the environment condition due to the ecologization of production; introduction of energy- and resource-saving technologies; introduction innovative systems of ecological management; development of approach of the systems on optimization of all industrial and technological cycles in industry

(*exploration- boreholes preparing-drilling-production- transportation-processing-output of finished oil products – waste utilization-recultivation*); creation of the closed schemes of low-waste and ecologically safe production. It, in its turn, will allow to correct in time general strategy of development of industry, conduct preventive measures, remove defects, realize strengths (Nazarbayev N, 2012).

Table 1 – Matrix of SWOT-analysis of factors of OGC operation

<i>Strengths</i>	<i>Weaknesses</i>
<p>Social and political stability; unique mineral resource base and a huge natural and resource potential in structure and scale; potential of MRMC development; scientific and innovative potential; presence of large enterprises in the field of OGC, fuel and energy complex, MRMC, etc.;</p> <p>high availability of territories for industrial development; favorable investment climate; the developed legislative base in the field of resource and bowels of the earth using; realization of the whole complex of works from exploration to marketing of oil products; high rates of growth in oil and gas condensate production; public awareness of environmental problems; the need for foundation of institution for ecology and environment protection, which should include mechanisms of authorities, high technologies, system of knowledge of the objective environmental hazards</p>	<p>Environmental degradation; running thin of mineral raw materials resources; the discrepancy between the rate of running thin of reserves and the increase in explored reserves; high resource and energy intensity of production; growth of the specific nature intensity of production; growth of technogenic pressure on the environment; adverse natural and climatic conditions; shortage of investment resources and budget financing; high wearing-out of equipment and communications (oil and gas pipelines, water sluice-ways); critical condition of production infrastructure; no depth of oil refining; low level of utilization of APG and other associated components; imperfection of waste control systems; a low share of participation of national companies in the development of oil and gas fields and raw materials processing; imperfection of the taxation system; high share of extractive industries and export-oriented economy;</p> <p>low innovative activity of enterprises; insufficient financing of the environmental sphere; low level of life quality</p>
<i>Opportunities</i>	<i>Threats</i>
<p>high level of demand for energy resources in world markets; presence of new promising oil and gas fields of high quality; limited world reserves of hydrocarbon resources; output of high-availability products; construction of processing facilities; socially-oriented policy of the state; growth of the innovation sector; forming of effective state energy-ecological strategy; creating stimulus for the development of green business; creation of integrated green industries in the field of waste management;</p> <p>increasing the depth of raw materials processing; achievement of the effect of decoupling (decrease in specific resource intensity and decreasing of negative environmental effects); state support for the development of priority sectors of the economy; growth of ecological culture, ecological thinking; growth of environmental responsibility</p>	<p>inefficient practices of execution and fragmented environmental legislation; decreasing of environmental safety; high degree of production hazards; risks of man-caused accidents and natural disasters; oil production in the ecologically vulnerable area of the Caspian shelf; low quality of extracted oils (high content of hydrogen sulfide, paraffin, etc.); conservation of the fuel and raw materials orientation of the industry development; low competitive advantages; shortage of qualified personnel; economic instability due to protracted world crises (fuel, ecological, water, crisis of biodiversity, food, financial and economic);</p> <p>depletion of the natural capital of the regions; huge risks and problems for future generations; possible negative consequences of decisions taken at the state and regional levels; Kazakhstan's transformation into a raw material appendage of the developing countries of North-East Asia and the world community; lack of an effective environmental strategy and state policy; disinterest of foreign companies in improving the ecological condition of the regions of the Republic of Kazakhstan; deterioration of the ecological situation in the country and regions</p>

Conclusion

Environmental imperatives are presented as an important chance to change the product, technology, to increase the level of competence of personnel

and management, etc. On this basis successful business leaders of neighboring and far-abroad countries build environmental management and assess the ecological efficiency of projects. In view

of this, it is necessary to develop the conditions for economically effective, socially oriented and environmentally safe use of the country's natural and resource potential, which should become the

nucleus of our country's scientific, technical and industrial policies in the conditions of the industrial revolution and the next wave of modernization of our country's economy.

References

- Abenov A. A. (2017). The impact of the global financial crisis on the economy of Kazakhstan / A. A. Abenov // *Transit economy*. – № 1. – p. 8-17
- Akischev D. (2017). Our goal is sustainable development of the financial system: [interview with the chairman of the National Bank of Kazakhstan Daniyar Akishev] / D. Akishev; M. Maximov talked // *Kazakhstanskaya Pravda*. – 26 Dec (No. 247). – P. 6
- B. Aliyeva. (2017). The program "People's IPO" in Kazakhstan: Opportunities and Risks / B. M. Alieva // *Kaz.U Khabarshyssy. Economy series*. – № 2. – p. 253-257
- Atamanchuk G.V. (2010). Control. Essence, value, effectiveness. M., S. 544.
- Biyarova N. B. A (2017). Model for assessing the impact of macroeconomic factors on the credit risks of the banking sector of Kazakhstan / N. B. Biyarova // *Banks of Kazakhstan*. – № 3. – p. 16-21
- Buyanov S. (2017). The reform effect: modernization 3.0 / S. Buyanov // *Industrial Karaganda*. – March 2 (No. 25). – P. 1
- Bovin A.A., Cherednikova L.E., Yakimovich V.A. (2009). Innovation management in organizations: Textbook. allowance. – M.: Omega-L, – 415 p.
- Baranchev V. P. (2011). Innovation Management: a textbook. – M.: Yurayt, – 711
- Volynkina M.V. (2007). Legal regulation of innovation activity: theory problems. – M.: Aspect-Press, – 192 p.
- Khamidullina S.S. (2004) Strategy of participation of the oil-producing complex of Kazakhstan in the world market in the conditions of economic globalization: the author's abstract. dis. Cand.Tech.Sci. – Almaty, 2007. 28 sec.; Zhakupov, N.K. Kazakhstan in the world oil market: Dis kand. Ph.D. – M., – 149 p.
- Message of the President of Kazakhstan "The Third Modernization of Kazakhstan: Global Competitiveness" (2017)– Astana, January 31,; The concept of transition of the Republic of Kazakhstan to a green economy; The concept of ecological safety of the Republic of Kazakhstan, etc.
- Ovcharenko L.Yu. (2014). Swot-analysis of gas industry enterprises // *Kant*. №2 (11). URL: <http://cyberleninka.ru/article/n/swot-analiz-predpriyatiy-gazovoy-otrasli>.
- Filatov V.V., Kulikova N.V., Rukina I.M., Konotopov P.Yu. A (2014). Situational Analysis of Ensuring Innovative Development of the Russian Economy // *Scientific Journal of Research Institute of ITMO. Series "Economics and environmental management"*. – No. 2; SWOT-analysis of the state of oil and gas industry in Kazakhstan
- SWOT-analysis of the environmental performance of the enterprise2005-09/06; <http://www.cfin.ru/press/practical/.shtml> M. Glukhova. Methodical approaches to assessing the environmental performance of enterprises.
- Science and innovation activities of Kazakhstan 2008-2012. (2013). Statistical collection. Agency of the Republic of Kazakhstan on Statistics. Astana, – 88 p.

¹Rajasehara Mouli Potluri, ²Dabylytayeva N.Y., ³Medukhanova L.A., ⁴Kerimbekova U.A.

¹PhD, Professor, University, Delhi, India

²Candidate of Economic Sciences, assistant professor, Faculty of International Relations,
Al-Farabi Kazakh National University, Almaty, Kazakhstan

³Candidate of Economic Sciences, assistant professor., Faculty of International Relations,
Al-Farabi Kazakh National University, Almaty, Kazakhstan

⁴Master's degree, Faculty of International Relations, Al-Farabi Kazakh National University,
Almaty, Kazakhstan, e-mail: www.ulbosyn.com@mail.ru

Problems and Prospects of Improving the Quality of life in Kazakhstan and World Experience

This article discusses the problems of improving the quality of life in Kazakhstan. The statistical indicators of the analysis of the standard of living of the population of Kazakhstan are given in a number of the following most important socio-economic components of the standard of living, such as monetary incomes and their distribution, the level of the subsistence minimum. The key factors that influence the state of the economy and the level of citizens' well-being are identified. The main indicators of the standard of living of the population of some foreign countries are also considered. On the basis of a comparative assessment of these indicators, deficiencies in measuring the standard of living of the population in Kazakhstan were identified, and improved methodological approaches to assessing the standard of living of the population were also proposed. With regard to methods for assessing the quality of life of the population, based on the complexity of the object under study, a large number of analyzed indicators, it can be argued that not one but a whole set of research methods is needed: statistical, sociological, economic and mathematical. Thus, the analysis of the main indicators of the standard of living of the population of the RK showed both a number of advantages and problems. The standard of living of the population is an integral indicator characterizing the general welfare of the population. In this regard, the main agenda of the act remains the issue of strengthening social security and social stability in Kazakhstan society. A significant improvement in the quality of life is the most important socio-economic task on the agenda.

Key words: Quality of life, subsistence level, household income, living standards, human development index.

¹Rajasehara Mouli Potluri ² Дабылтаева Н.Е., ³Медуханова Л.А., ⁴Керимбекова У.А.

¹PhD докторы, университет профессоры, Дели қ., Үндістан

²доцент, Әл-Фараби атындағы ҚазҰУ, Алматы қ., Қазақстан

³Әл-Фараби атындағы ҚазҰУ доценті, Алматы қ., Қазақстан

⁴Магистрант, әл-Фараби атындағы ҚазҰУ, Алматы қ., Қазақстан
e-mail: www.ulbosyn.com@mail.ru

Қазақстанда өмір сүру сапасын жақсартудың мәселелері мен келешегі және әлемдік тәжірибе

Бұл мақалада Қазақстандағы өмір сүру сапасын жақсарту мәселелері қарастырылған. Қазақстан халқының өмір сүру деңгейін талдаудың статистикалық көрсеткіштері, яғни өмір сүру деңгейінің келесі маңызды әлеуметтік-экономикалық құрамдас бөліктері: ақшалай кірістер мен оларды бөлу, ең төменгі күнкөріс деңгейі көрсетілген. Экономиканың жай-күйіне және азаматтардың әл-ауқатының деңгейіне әсер ететін негізгі факторлар анықталған. Сондай-ақ бірқатар шет мемлекеттердің тұрғындарының өмір сүру деңгейінің негізгі көрсеткіштері қарастырылған. Осы көрсеткіштерді салыстырмалы бағалау негізінде Қазақстандағы халықтың өмір сүру деңгейін өлшеудегі кемшіліктер анықталды, сондай-ақ халықтың өмір сүру деңгейін бағалаудың әдістемелік тәсілдері жетілдірілді. Зерттеліп отырған объектінің күрделілігіне байланысты халықтың өмір сүру сапасын бағалаудың әдістеріне қатысты көптеген сарапталған көрсеткіштердің біреуі емес, зерттеу әдістерінің тұтас

жиынтығы талап етіледі. Олар: статистикалық, социологиялық және экономика-математикалық зерттеу әдістері. Осылайша Қазақстан Республикасы халқының өмір сүру деңгейінің негізгі көрсеткіштерін талдау көптеген артықшылықтар мен проблемаларды көрсетті. Халықтың өмір сүру деңгейі халықтың жалпы әл-ауқатын сипаттайтын ажырамас көрсеткіші болып табылады. Осыған байланысты негізгі күн тәртібінде қоғамдағы әлеуметтік қауіпсіздік пен әлеуметтік тұрақтылықты нығайту мәселесі қарастырылады. Күнделікті өмірдегі маңызды әлеуметтік-экономикалық міндет өмір сүру сапасын айтарлықтай жақсарту болып қала бермек.

Түйін сөздер: өмір сүру сапасы, күн көру деңгейінің минимумы, халықтың табысы, өмір сүру деңгейінің көрсеткіштері, адам дамуының индексі.

¹Раджасехара Моули Потлури, ²Дабылтаева Н.Е., ³Медуханова Л.А., ⁴Керимбекова У.А.

¹Доктор PhD, профессор университета, г. Дели, Индия

²К.э.н., доцент, Казахский национальный университет имени аль-Фараби, г. Алматы, Казахстан

³ К.э.н., доцент., Казахский национальный университет имени аль-Фараби, г. Алматы, Казахстан

⁴Магистрант, Казахский национальный университет имени аль-Фараби, г. Алматы, Казахстан

e-mail: www.ulbosyn.com@mail.ru

Проблемы и перспективы улучшения качества жизни в Казахстане и мировой опыт

В данной статье рассмотрены проблемы улучшения качества жизни в Казахстане. Приведены статистические показатели анализа уровня жизни населения Казахстана в ряде следующих наиболее важных социально-экономических компонентов уровня жизни, как денежные доходы и их распределение, уровень прожиточного минимума. Выявлены ключевые факторы, оказывающие влияние на состояние экономики и уровня благосостояния граждан. Так же рассматриваются основные показатели уровня жизни населения ряда зарубежных стран. На основе сравнительной оценки данных показателей выявлены недостатки по измерению уровня жизни населения в Казахстане, также предложены усовершенствованные методологические подходы оценки уровня жизни населения. Что касается методов оценки качества жизни населения, то исходя из сложности исследуемого объекта, большого числа анализируемых показателей, можно утверждать, что здесь необходим не один, а целый комплекс методов исследования: статистических, социологических, экономико-математических. Таким образом, анализ основных показателей уровня жизни населения РК показал, как ряд преимуществ, так и проблемы. Уровень жизни населения является интегральным показателем, характеризующим общее благосостояние населения. В этой связи основной повесткой дня остается вопрос укрепления социальной безопасности и социальной стабильности в казахстанском обществе. Существенное повышение качества жизни является наиважнейшей социально-экономической задачей, стоящей в повестке дня.

Ключевые слова: качество жизни, уровень прожиточного минимума, доходы населения, показатели уровня жизни, индекс человеческого развития.

Introduction

Kazakhstan has proclaimed a policy of building a welfare state with high standards of living. This position is reflected in the statements of the head of state. As Nursultan Nazarbayev noted in his message to the people of Kazakhstan: “The most important task of the coming decade is to improve the quality and standard of living of all citizens of Kazakhstan, strengthening social stability and security”(N. Nazarbayev, 2017).

Although “standard of living” and “quality of life” are similar concepts, they are far from identical. You can be financially secure, but you do not have access to clean water, high-quality medical care, high-quality food and other products of civilization. These are the components of the quality of life.

The modern economic dictionary defines the term “quality of life” as a socio-economic category representing a generalization of the concept of “standard of living” and including “not only the

level of consumption of material goods and services, but also the satisfaction of spiritual needs, health, life expectancy, environmental conditions, peace of mind, peace of mind.”

The main complex characteristic of the standard of living of the population is currently used human development index (HDI), calculated as an integral of three components: GDP per capita, life expectancy at birth, the achieved level of education (Buzlyakov N.I., 1969 : 208).

To compare the standard of living in different countries in world practice, the following indicators are also used:

- Volume of gross domestic product per capita
- Consumer Price Index
- Structure of consumption
- Mortality rate
- Fertility rate
- Life expectancy at birth
- infant death rate

With regard to methods for assessing the quality of life of the population, based on the complexity of the object being studied, a large number of analyzed indicators, it can be argued that not one but a whole set of research methods is needed: statistical, sociological, economic and mathematical (McGinnis, 2003:4).

One of the most important methods is the human development index. The Human Development Index (HDI) is an economic index used to characterize the quality of life in various countries.

Depending on the value of the HDI, countries are usually classified according to the level of development: high (0.8-1), medium (0.5-0.8) and low (0-0.5) level.

The HDI includes three indicators:

- the average life expectancy at birth (SPEDW)
- assesses longevity;
- the level of literacy of the adult population of the country and the total share of students;
- standard of living, estimated in terms of GDP per capita.

Longevity characterizes the ability to live a long and healthy life, which is a natural life choice and one of the basic universal human needs. The basic indicator of longevity is life expectancy, characterized by an average life expectancy at birth. This indicator, calculated separately for the male and female population, is calculated on the basis of the conditional generation, which is composed of the aggregate of people of different ages who died in a given year (Belyakov V.A., 2013:12).

Education is considered as the ability to receive and accumulate knowledge, to communicate, exchange information. Characteristics of education are adult literacy and full enrollment. Literacy refers to a person's ability to read, understand, and write a short, simple text relating to his daily life. The literacy rate of the adult population – the proportion of literacy aged 15 years and older – is the most important baseline indicator of this direction of human development (Revaykin A.S. 1999:118.)

The standard of living characterizes access to the material resources necessary for a decent living, including “maintaining a healthy lifestyle, ensuring territorial and social mobility, exchanging information and participating in the life of society”. The standard of living, in contrast to longevity and education, only opens up the possibilities that a person has, but does not determine their use. In other words, it is a means of expanding choice, but not actually choice (Böhnke P. 2005.).

Material and methods. To solve the set goals, such methods as the analysis of literary sources

and documents were used to study problems and determine the theoretical and methodological basis for the study; concretization, induction and deduction of theoretical knowledge; abstraction, classification and systematization of theoretical and experimental data on the research problem.

Today, the most promising method for assessing the quality of life of the population is the sociological method, which allows one to obtain rich information about the social differentiation of the quality of life, about the problems of meeting the specific needs of various groups and segments of the population.

Less promising, but also in demand at the present time, is a statistical method of research. The subject of the statistical method is a detailed study of socio-demographic processes. Economic statistics considers economic phenomena in close relationship with social processes, and the same indicators can be used to analyze both economic and social aspects. For example, labor remuneration indicators characterize, on the one hand, production costs (economic factor), and on the other, the income distribution process (social factor).

Results and discussions. According to the type of regulation of the minimum wage, economically developed countries can be divided into two groups:

The first includes those countries where the minimum wage is established by law (France, the Netherlands, Portugal, Spain, Luxembourg), as well as those in which its value is determined by agreements (Belgium, Greece);

- The second group includes countries in which the minimum wage is approved by industry agreements (Germany, Italy, Denmark) and by special bodies (wage committees in the UK).

In Japan, the national minimum wage is set by the government. The Labor Minister, together with the heads of the prefectural labor conflict bureaus, is considering the need to raise the minimum wage for low-wage workers (these include hourly wage workers, people of young and retirement age, unskilled workers). If this issue is resolved positively, then its size is reviewed by the deliberative bodies. The basis for increasing the minimum wage is also the appeal of employers and trade unions of 2/3 of the enterprises of the region to the prefectural labor standards bureau with a request to raise the minimum wage to the level reached at these enterprises by workers of other enterprises. The regional minimum wage is reviewed once a year (Zherebin V.M. 1994: 89).

In the USA, the minimum hourly wage is governed either by legislation or by trilateral agreements between representatives of the state,

trade unions, and employers. An important point is the degree of coverage of workers in various sectors of the economy by the statutory minimum wage. Today in the USA, their share is 88% of the total workforce. However, among the “uncovered” sectors were and remain retail, service, agriculture. In these same activities, even today, the law on minimum wages is not widely applied. First of all it concerns workers of small enterprises (P.A. Minakir 2009:27-28)

In France, the law provides the government with amendments to inter-occupational wages. But it can do this only after receiving the conclusion of the Labor Agreements Committee – a standing advisory body consisting of 16 representatives of employees, 16 representatives of employers, three representatives of family associations and three representatives of the government: Minister of Labor, Minister of Economy, chairman of social management under the Cabinet of Ministers (S. McCall 2015:229-249)

In a number of countries, wage committees have the authority to make final decisions on setting minimum wages. In the UK, the law gives counties wage councils (after the publication of proposals and the consideration of criticisms) to introduce new minimum wage rates without the consent of the government

The procedures for setting the minimum wage in Australia are conducted with labor judges. A review of the decisions of the wage committees is possible when filing an appeal to a similar court. The state sends its representatives to the courts if the issues considered there affect the public interest.

In most countries, the criteria for setting or changing the minimum wage are set out by law in the most general terms. The minimum wage, ensuring an adequate standard of living, is proclaimed a principal goal and criterion in the constitutions and laws of Argentina, Brazil, Colombia, and Mexico (Mak M, 2011).

The Statistical Agency of the Republic of Kazakhstan has adopted 11 major socio-economic indicators to assess the standard of living. The system of socio-economic indicators used in Kazakhstan to measure the standard of living of the population does not take into account the structure of income and expenditure of the population, the differentiation of the population by income, the purchasing power of incomes of different social groups of the population, the level of satisfaction of needs for material goods and services.

In Kazakhstan's scientific practice, there is an opinion that it is proposed to abandon the indicator of per capita income as a basis for the payment of

social benefits and be based on the calculation of equivalent income using a scale. To apply more advanced equivalence scales, it is necessary to use an indicator of an individual subsistence minimum, differentiated by demographic groups (for working-age population, pensioners, children). Utility payments should be allocated in a separate amount and calculated for each family according to the standards of the housing stock.

This approach will allow you to identify a family income deficit that can be replenished with the help of various social benefits, taking into account the targeting of recipients and the equivalence scales (as a statistical tool) will allow you to more correctly compare household living standards, which is directly related to the improvement of living and poverty (Tanirbergenova G.B. 2012:25).

In accordance with the established principles of state power and development of the country. Programs implemented for these purposes, aimed at providing employment and raising income levels, social protection of the most vulnerable categories of the population. Even in the conditions of the global financial crisis that broke out, the state did not refuse social support from its citizens.

First of all, Kazakhstan has achieved significant success in the fight against poverty and misery. There has been a steady increase in the subsistence minimum: for the period from 2011 to 2019, it has almost doubled from 15,999 to 28,284 tenge.

In the country, the average life expectancy has reached 72 years, the well-being of the population has increased, which has become more spending money to buy durable goods. Other indicators of quality of life and demographic indicators, on which the sustainable development of the country and its competitiveness in the foreign arena, have improved. At the same time, cardiovascular diseases, accidents, injuries, murders, and neoplasms remain the main causes of death.

At the same time, Kazakhstan has many problems, the solution of which will allow to improve the quality indicators of the existence of the population. For example, one of the significant reasons for the lagging of the quality of life in villages from the city is the lack of quality drinking water. In terms of water availability per capita, Kazakhstan ranks last in the CIS. Consumption of poor-quality water significantly affects the health of the population. About 80.0% of diseases of the population of Kazakhstan, according to the Ministry of Health of the Republic of Kazakhstan, one way or another, is associated with poor water quality. According to the report of the Chairman of the Committee on

Water Resources of the Ministry of Agriculture of the Republic of Kazakhstan, the population of most villages in the country (72.4% or more than 3 million people) consume water from decentralized sources, that is, wells, springs and artesian wells.

The next aspect characterizing the quality of life is the ecological situation in the place of residence. Air is an essential component of public health. Atmospheric air is one of the main human habitats and the quality of the human body, level of physical development, reproductive capacity, susceptibility to diseases, life expectancy, and the quality of life of the population in general depends on its quality. Road transport also makes a significant contribution to urban pollution. All these harmful factors adversely affect the health of the population (Shokamanov Y.K. 2008:347).

According to world ratings, Kazakhstan is among the countries with a high level of human development (HDI). Thus, in 2018, in the ranking of the human development index of the United Nations Development Program, the Republic of Kazakhstan ranks 58th among 189 countries of the world; in 2017, the World Economic Forum's human capital development index was ranked 29th among 130 countries. In addition, Kazakhstan in terms of the income differentiation of the population – the Gini coefficient is among the group of countries with a relatively even distribution of income.

It should be emphasized that this year, for the first time, Kazakhstan entered the highest category of the UN rating – a group of countries with a very high level of human development. There are 59 countries in this category, together with our country, including Russia, is in 49th place, Belarus is in 53rd place. During the presentation of the report in New York, the UN Development Program Administrator Achim Steiner stated that, on average, a child born in a country with a low level of human development can live a little over 60 years old, while a child born in a state with a very high level development, can live to almost 80 years. Similarly, children in the least developed countries are more likely to spend seven years less in school and university than children from rich countries (Statistics committee, 2018).

In addition, in the Strategy “Kazakhstan – 2050: a New Course of the Established State” N. Nazarbayev sounded 10 global challenges of the XXI century, which must be taken into account for further successful development. One of these challenges is increasing social instability. In this regard, the main agenda is the issue of strengthening social security and social stability in Kazakhstan's society. At the same time, among the key areas of

the Strategic Development Plan of the Republic of Kazakhstan until 2025, primary tasks are set to improve the quality of life of citizens and ensure social well-being.

The standard of living of the population is an integral indicator characterizing the general welfare of the population. To analyze the standard of living of the population of Kazakhstan, we define a number of the following most important socio-economic components of the standard of living: monetary incomes and their distribution, the level of the subsistence minimum, etc. The primary characteristics of the standard of living are the monetary incomes of the population, their size, structure, and indicators of the differentiation of their distribution. According to the results of a household survey in the 2nd quarter of 2018, cash income averaged KZT 153,725 per capita, which is 9.3% higher than in the corresponding period of the previous year. At the same time, there are significant differences in the living standards of the population in urban and rural areas (N.Nazarbayev, 2012).

According to the survey results, the cash income of the urban population exceeds the income of the rural population by approximately 57 thousand tenge or 47%. In addition, the average household size in a city is smaller than in a rural area and does not exceed the average republican size of a household. Analyzing the structure of incomes, we note that the main source of monetary incomes of the urban and rural population is the income from labor activity, which is about 75%.

Within the framework of social security, the subsistence minimum plays a key role. From January 1, 2018, the subsistence minimum (VPL) for calculating the amount of basic social benefits was set at 28,284 tenge, an increase of 15.6% compared to last year. The structure of the subsistence minimum was also changed: a fixed share of expenditures on non-food goods and services was set at 45% of the cost of the minimum consumer basket (against 40% earlier). In this regard, for the current year there was an increase in the proportion of the population with incomes below the subsistence minimum. So, in the 2nd quarter of 2018, the share of such a group of the population as a whole in Kazakhstan was 4.7%, in the city – only 2.9%, in the rural area – 7.2%. The overall increase in the share of the population with incomes below the subsistence minimum compared to the same period last year was 1.7 times, in the city – 2.2 times, in the countryside – 1.6 times. If we consider the indicators in a regional context, then the largest share of the population with incomes below the subsistence minimum is typical for the Turkestan

region – 11.2%, which is 2.4 times higher than the national average, the smallest share in Astana – only 0.7% (Stat.kz: <http://economy.gov.kz>, 2018).

Conclusion

Thus, the analysis of the main indicators of the standard of living of the population of Kazakhstan showed both a number of advantages and problems. The standard of living of the population is an integral indicator characterizing the general welfare of the population. The main achievement on the way of entering Kazakhstan among the 30 developed countries of the world can be considered the inclusion of our country in the highest category of the HDI rating. This advantage should be reflected in national indicators, analyzing which, today the situation is the following: on average, monetary income per capita is growing (9.3% growth in the 2nd quarter of 2018), but there are certain uneven distribution. As the analysis showed, such discrepancies exist in the territorial (city / village) and regional context. At the moment, the main source of monetary incomes

of the population is income from work, but for rural areas there is a higher proportion of income from self-employment than that of the urban population. At the same time, there are changes in the level of the subsistence minimum (increase in its size and transformation of the structure), which plays a key role in the framework of social security. According to the results of the analysis, one of the challenges for social welfare could be an increase in the share of the population with incomes below the subsistence minimum (4.7% in the 2nd quarter of 2018 vs. 2.7% in the 2nd quarter of 2017). In this regard, the main agenda remains the issue of strengthening social security and social stability in Kazakhstani society. A significant improvement in the quality of life is the most important socio-economic task on the agenda. In order to achieve it, the state administration system is being improved, primarily aimed at improving the informational transparency of public authorities, expanding the scope of their interaction with the population within the framework of participatory relations, improving the efficiency and effectiveness of public administration.

References

- Belyakov V.A. Quality of life as a socio-economic category // Bulletin of UdmGU.-2013.-№3-p.12.
- Buzlyakov N.I. Methods of planning to improve the standard of living. – M., Economy, – 1969. p.208.
- Böhnke P. First European Quality of Life Survey: Life Satisfaction, Happiness and Sense of Belonging. Luxembourg: Office for Official Publications of the European Communities, 2005.
- McGinnis, J. Michael. "Toward Improved Quality of Life." Issues in Science and Technology 19, no. 4 (Summer 2003).
- Mak M., Peacock C. Social Sustainability: A Comparison of Case Studies in UK, USA and Australia, 17th Pacific Rim Real Estate Society Conference, 2011, Available at:http://www.prrs.net/papers/Mak_Peacock_Social_Sustainability.pdf, 2011.
- Minakir P.A. Spatial economy. Scientific journal / №4 (20) 2009. – p. 27-28.
- Message of the President of the Republic of Kazakhstan – Leader of the Nation Nursultan Nazarbayev to the People of Kazakhstan "The third modernization of Kazakhstan: global competitiveness".
- Message of the President of the Republic of Kazakhstan – Leader of the Nation Nursultan Nazarbayev to the People of Kazakhstan "Strategy" Kazakhstan-2050 "a new political course of the established state.
- Revaykin A.S. The standard of living of the population – M. : Science, 1999. – p. 118.
- Shokamanov Yu.K. Trends in human development in Kazakhstan. – Almaty, – 2008. P. 347.
- S.McCall. (2015,Mar.7). Quality of Life in Social Indicators Research 2. Pp 229-249. 1975. Available: <http://logica.ugent.be/philosophica/fulltexts/25-2.pdf>.
- Statistics committee/Quality of life of the population in Kazakhstan in 2018 // [Zakon.kz/https://www.zakon.kz/4931122-kachestvo-zhizni-naseleniya-v.html](http://www.zakon.kz/https://www.zakon.kz/4931122-kachestvo-zhizni-naseleniya-v.html).
- Stat.kz/The quality of life of the population in Kazakhstan in 2018 // <http://economy.gov.kz>
- Tanirbergenova G.B The standard of living of the population of the Republic of Kazakhstan: Current status and ways to increase. – Almaty, – 2012. – P.25.
- Zherebin V.M., Rimashevskaya N.M. Problems of poverty alleviation in the development of foreign government and international organizations // Poverty: the view of scientists on the problem. M. : Science, 1994. – p.89.