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M.T. Baymukhanova¹, M.S. Dariskalieva², A.K. Moldasheva³

^{1,2}H. Dosmuhamedov Atyrauy Atyrauy Memorial University;

³Atyrauy engineer-humanitarian institutions, Kazakhstan

assel_2704@mail.ru, Aiko-er@mail.ru, Lmpf@mail.ru.

**INNOVATIONS IN THE ECONOMY: DEVELOPMENT
METHODOLOGIES OF KAZAKHSTAN**

Abstract. The relevance of the research topic is also due to the fact that innovations in the modern economy are a powerful factor in the growth of its competitiveness. Today, competitiveness is one of the most influential concepts in economics and politics, as it contributes to the development of socially responsible business for the benefit of the prosperity of every nation and the whole world. The whole world is becoming the arena of the activities of large corporations, the international division of labor is deepening, the volumes, dynamics and significance of foreign trade and international economic relations are multiplying. The path of innovative development of Kazakhstan has already been defined and has its own directions and guidelines. The contours of the national model of innovative development of Kazakhstan are formalized as a high-tech model of the economy based on human capital. The authors presented the problems of the development of innovative Kazakhstan and suggested ways to solve them.

Keywords: innovation, economics, competitiveness, science, education, internet, technology.

INTRODUCTION

Currently, innovation is an active part of all spheres of society. It is impossible to imagine the modern world without innovations that have already been realized and become habitual, and without future ones that contribute to further evolution. Most scholars agree that innovation has become the main driving force of economic and social development. Innovation activity has led the world community to a new, higher stage of development. The concept of "innovation" is used almost everywhere, is the topic of conversations both at the household and at the professional level, including at the level of heads of state, international organizations, etc. Innovation can be understood as the end result of innovation, embodied in the form of a new or improved product introduced on the market, a new or improved technological process used in practical activity, a new approach to social problems.

The need for a transition to an innovative economy capable, on the one hand, of ensuring a sufficient variety of products produced in the country, and on the other, of reducing the dependence on imports of strategically important goods and technologies, has increased significantly due to the global financial crisis.

Innovative economy (knowledge economy, intellectual economy) is a type of economy based on the stream of innovations, on continuous technological improvement, on the production and export of high-tech products with very high added value and technologies themselves. It is assumed that in this case, basically the profit creates the intellect of innovators and scientists, the information sphere, and not material production (industrial economy) and not the concentration of finance (capital).

MAIN PART

World practice shows that innovation occupies a leading place in the economy of developed countries. They contribute to the growth of economic competitiveness, optimize the structure of the economy, save on the scale of production, diversify economic activities, attract external financial

resources in order to acquire market power and establish dominance in the development of leading sectors of the global economy.

There are positive changes in the structure of the information technology market. The software and services sector is growing faster than the hardware sales sector. Demand is growing from the side of not only large, but also medium-sized Russian companies.

An important indicator is also an indicator of growth in the number of Internet users. It clearly demonstrates the degree of literacy and activity of the population in the field of information technology and determines the dynamics of the country's socio-economic progress.

The number of organizations using the Internet in Kazakhstan is growing inexorably, as Table 1 shows the growth dynamics over the past 5 years.

Table 1 - The number of organizations using the Internet

	2013	2014	2015	2016	2017	2018	Change over 5 years 2018/2013.
The Republic of Kazakhstan	49 853	58456	52630	65186	75779	79658	59,79
Akmola	2 203	2 659	2 818	2 782	2 906	3 008	36,54
Aktobe	3 300	3 581	3 165	3 721	3 484	3 714	12,55
Almaty	1 830	2 637	2 551	2 911	3 121	3 434	87,65
Atyrau	1 647	2 042	1 741	2 455	2 303	2 346	42,44
West Kazakhstan	1 440	1 957	1 743	1 769	2 418	2 352	63,33
Zhambylskaya	1 320	1 653	1 543	1 947	1 838	1 930	46,21
Karaganda	3 900	4 493	4 639	5 732	6 321	6 896	76,82
Kostanay	2 737	3 057	3 339	3 238	3 601	3 939	43,92
Kyzylorda	1 227	1 235	1 385	1 719	1 695	1 635	33,25
Mangystau	2 182	3 124	1 979	2 079	1 744	2 667	22,23
South Kazakhstan	3 698	3 904	2 949	3 869	4 321	4 512	22,01
Pavlodar	2 284	2 761	2 805	2 979	3 691	3 770	65,06
North Kazakhstan	1 762	2 226	2 266	2 294	2 500	2 852	61,86
East Kazakhstan	3 988	4 249	4 135	4 148	4 452	4 940	23,87
Astana	3 907	4 202	4 862	5 855	9 000	10225	161,71
Almaty city	12428	14676	10710	17688	22384	21438	72,50

In general, the number of organizations using the Internet by almost 60% has increased in Kazakhstan, but the leaders were enterprises of Astana 161.71% increased their number in comparison with all areas. The most lagging behind in this development are Aktyubinsk, South Kazakhstan Mangystau regions, so the number of organizations using the Internet barely exceeds 20%.

The problems of innovation activity have become increasingly relevant in recent years. This is a reflection of the growing public understanding of the fact that the renewal of all spheres of life is impossible without innovations in production, management, and finance. It is innovations that lead to the renewal of the market, the improvement of the quality and expansion of the range of goods and services, the creation of new production methods, the marketing of products, and the improvement of management efficiency.

Innovative development of any country is impossible without workers engaged in research and development, which create new knowledge. The more such workers in the total population of the country, the more actively innovations appear. Employees dedicate their main working time to scientific research, development, creation of new product samples, approbation of a new technology or management method. In order for economic development to become innovative, it is necessary that enterprises have ample opportunity to select products and technologies for implementation in production, which can be provided by a large number of professional researchers.

In solving the problems of staffing the innovation development of the economy, the role of the lower echelon stands out, i.e. enterprises, organizations. It is here, in the daily labor process, with the use of certain mechanisms of stimulation and motivation, the creative attitude of the masses of workers to their work, the use of all factors of production. This means that in modern production there functions not only labor in its classical sense, i.e. a set of physical and spiritual abilities, knowledge and skills (abilities) characteristic of a particular profession, specialty; for a new economy, many personal qualities of a person

are important: dedication to the cause, which deals with, integrity and honesty, a conscious, creative attitude to work, interest in overall success, mutual assistance and goodwill in relationships with work colleagues and much more. The factor of economic development becomes a man of labor with all his personal qualities. Among them, an important place is occupied by innovative abilities that are of a pronounced personal character. For the active implementation and development of innovative areas in the economy of the country and its subjects, it is necessary to create conditions for creating a favorable environment for attracting private investment in innovative activities. To do this, at the legislative level, it is necessary to provide for preferences to business entities involved in innovation activities, including preferential loans, the use of collateral, and the leasing of expensive equipment. Legislative consolidation of all tax revenues from the activities of small and medium-sized businesses to the local budget on a long-term basis can be a concrete step in this direction. Only such an approach can stimulate the introduction and development of innovative directions in the economy and attract additional investment flows into the social and business infrastructure of education.

Sources of financing for innovation can be the state, enterprises, financial-industrial groups, small innovative business, investment and innovation funds, local governments, private individuals, and others. They all participate in the economic process and in one way or another contribute to the development of innovation. Principles of financing should be focused on the multiplicity of sources of financing to assume the rapid and effective implementation of innovations in the production and economic activities of enterprises.

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One of the most important issues arising when considering the sources of financing innovation, is the principle of the distribution of investment between the center and the regions and within the regions.

It is in the regions that most of the innovation programs are implemented, but not all of them are able to independently cover the costs associated with innovation activities. It is also necessary to take into account the sharp differentiation of regions in terms of the investment situation.

Now the Development Institutes play the role of the “locomotive” of the innovative development of Kazakhstan, the implementation of the restructuring of the economic system based on increasing the share of high-value-added production, increasing the level of innovativeness of traditional sectors of the economy, contributing to the competitiveness of the economy of Kazakhstan as a whole.

Table 2 - Competitive Potential of Kazakhstan and Other Countries

Indicators	Kazakhstan		Russia		USA		Swiss		Japan		average score for 133 countries
	index value	place in the ranking	index value	place in the ranking	index value	place in the ranking	index value	place in the ranking	index value	place in the ranking	
state of scientific potential											
Country research and training capabilities	4,0	68	4,0	69	6,0	3	5,8	7	5,5	13	4,1
The quality of mathematical and scientific education	3,9	72	4,7	42	4,5	48	4,8	36	4,9	25	4,0
Brain drain	3,3	61	3,5	53	6,0	1	5,2	7	4,8	20	3,5
Availability of scientists and engineers	4,0	74	4,4	48	5,6	5	5,6	3	5,9	20	4,1
Company development and research expenses	3,1	60	3,3	46	5,6	5	5,6	3	5,9	2	3,3

In this regard, it is crucial to involve consumers in the early stages of R & D, both by increasing the state budget financing of research and development of the private sector, and by increasing the costs of the private sector itself to conduct R & D. And here tax incentives play an important role. The need to create incentives and preferences for private capital, directed into the sphere of scientific and innovative activities, says a lot. Thus, the practice of foreign countries shows that the most effective measures are the inclusion of the costs of R & D of the private sector in the costs of production and sales of products.

To the factors constraining the active innovation development of Kazakhstan is a lack of business incubators, technology transfer centers, science parks. Now, with increased funding, innovative companies will find it easier to create innovative production. Strengthening intellectual property protection and improving the efficiency of public procurement could be an additional incentive to increase the number of innovative projects. The development of this process is carried out objectively by the policy pursued by the state to accelerate the development of the country due to the forced creation of an industrial innovation base.

To create an innovative climate, it is necessary to form the mechanism of economic stimulation. The economic mechanism in the innovation sphere is a set of organizational and economic forms and methods of managing the innovation sphere, an integral part of the national economy. Organizational forms should be understood as functional, sectoral and inter-territorial, inter-sectoral and national forms of organization of innovative activity.

It is necessary to intensify the innovation activity of enterprises using their tax instruments. Enterprises that produce new competitive equipment and use advanced technologies should apply preferential taxation of property (for example, they should be fully exempted from property tax in the first year of their activities, 50% in the second, 30% in the third, 20% in the fourth).

In addition to providing tax breaks, innovative enterprises and organizations should be stimulated through effective depreciation policies. The amortization fund for innovative reproduction serves as a financial source not only for recovery, but also for the expansion of fixed assets.

Thus, the transition of the economy to a new qualitative state determines the importance of activating innovation, solving the problems of forming the innovative potential of the country, allowing to reorganize the economy, accelerate the development of high-tech production, which should be the most important factor in ensuring conditions for economic growth and entry of Kazakhstan in the number of 30 developed countries of the world.

Summarizing, we can say that in general, Kazakhstan's innovation policy is increasingly becoming similar to the policies of the developed countries of the world.

CONCLUSION

Many elements of state policy, including in the budget and tax spheres, are not yet fully adjusted to stimulate innovative development of the country. The formation of conditions for the modernization of the economy and changes in the economic growth model has not been completed. The role of innovation in the economy is enormous. In the long term, without innovation, further economic growth along an intensive development path is impossible.

For Kazakhstan, in accordance with the world trend, the following areas will continue to be relevant: space, new energy, biotechnology, special chemistry, telecommunications and communications, where, by the way, Kazakhstan has good groundwork. In this regard, it is necessary to develop targeted programs for further development in these areas, which will help the domestic economy to obtain high returns based on the use of direct investments and the use of foreign trade, tax and other government regulatory tools that can ensure the production of new competitive products.

М.Т. Баймуханова¹, М.С. Дарискалиева², А.К. Молдашева³

^{1,2} Х. Досмұхамедов атындағы Атырау мемлекеттік университеті;

³ Атырау инженерлік-гуманитарлық институты, Қазақстан

ЭКОНОМИКАДАҒЫ ИННОВАЦИЯЛАР: ҚАЗАҚСТАННЫҢ ДАМУ ЖОЛДАРЫ

Аннотация. Зерттеу тақырыбының өзектілігі қазіргі заманғы экономикадағы инновациялар оның бәсекеге қабілеттілігін арттырудың маңызды факторы болып табылады. Бүгінде бәсекеге қабілеттілік

экономика мен саясаттың ең ықпалды тұжырымдамаларының бірі болып табылады, өйткені ол әрбір ұлт пен бүкіл әлемнің гүлденуі үшін әлеуметтік жауапты бизнестің дамуына ықпал етеді. Бүкіл әлем үлкен корпорациялар қызметінің аренасына айналып келеді, халықаралық еңбек бөлінісі тереңдей түсуде, сыртқы сауда және халықаралық экономикалық қатынастардың көлемдері, динамикасы мен маңызы көбеюде. Қазақстанның инновациялық даму жолдары анықталды және өз бағыттары мен басшылықтары бар. Қазақстанның инновациялық дамуының ұлттық моделінің контурлары адами капиталға негізделген экономиканың жоғары технологиялық моделі ретінде қалыптасады. Авторлар инновациялық Қазақстанның даму проблемаларын ұсынды және оларды шешу жолдарын ұсынды.

Түйін сөздер: инновация, экономика, бәсекеге қабілеттілік, ғылым, білім, интернет, технология.

М.Т. Баймуханова¹, М.С. Дарискалиева², А.К. Молдашева³

^{1,2}Атырауский государственный университет имени Х.Досмухамедова;

³Атырауский инженерно-гуманитарный институт, Казахстан

ИННОВАЦИИ В ЭКОНОМИКЕ: ПУТИ РАЗВИТИЯ КАЗАХСТАНА

Аннотация. Актуальность темы исследования так же обусловлена тем, что инновации в современной экономике являются мощным фактором роста ее конкурентоспособности. Сегодня конкурентоспособность - одна из самых влиятельных концепций в экономике и политике, поскольку способствует развитию социально-ответственного бизнеса во благо процветания каждой нации и всего мира. Весь мир становится ареной деятельности крупных корпораций, углубляется международное разделение труда, многократно возрастают объемы, динамика и значение внешней торговли и международных экономических отношений. Путь инновационного развития Казахстана уже определен и имеет свои направления и ориентиры. Контур национальной модели инновационного развития Казахстана формализуются в виде наукоемкой модели экономики с опорой на человеческий капитал. Авторами представлены проблемы развития инновационного Казахстана и предложены пути их решения.

Ключевые слова: инновации, экономика, конкурентоспособность, наука, образование, интернет, технологии.

Сведения об авторах:

Баймуханова Мая Тапашовна - Магистр экономики, Атырауский государственный университет имени Х.Досмухамедова, Lmpf@mail.ru, <https://orcid.org/0000-0001-5095-6754>;

Дарискалиева Майра Сибгаатовна - Магистр экономики, Атырауский государственный университет имени Х.Досмухамедова, Aiko-er@mail.ru, <https://orcid.org/0000-0002-4697-3188>;

Молдашева Анар Куангалиевна - к.э.н., асс. Профессор, Атырауский инженерно-гуманитарный институт. assel_2704@mail.ru, <https://orcid.org/0000-0002-7211-140X>

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