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## ИЗВЕСТИЯ

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## **THE INFLUENCE OF SMALL AND MEDIUM SIZED BUSINESSES ON THE ECONOMY OF THE REPUBLIC OF KAZAKHSTAN**

**Abstract:** The development of small and medium enterprises, which is the main source of employment, attracting investments, and the foundation for building a competitive economy, is one of the main priorities for the development of the national economy. In European countries, it is SMEs, in which the middle class is formed, that is the basis of stability and economic prosperity.

The article is devoted to the development of small and medium enterprises (SMEs) in the Republic of Kazakhstan, which is recognized in the world as an effective lever for ensuring the economic growth of the country. The article considers the current state and scope of small and medium business, as well as the possibilities of its development in the future. Particular attention is paid to the creation of an SME enterprise around new innovative enterprises using various types of business cooperation. At the same time, recommendations on the use of the state support mechanism to accelerate the growth of SMEs in the production sector and the full realization of its technical, production and socio-economic potential are proposed.

For a more complete picture of the impact of small and medium enterprises on the economy of the Republic of Kazakhstan, a regression model was constructed describing the influence of the number of active SMEs and the volume of loans issued by banks to SMEs on the SME output.

When writing the article, general scientific methods of cognition (statistical, normative analysis, synthesis, analogy, generalization), empirical-theoretical (collection, study and comparison of data), as well as methods of scientific cognition were used. When processing and systematizing the data, the methods of grouping and classification were used.

The information and statistical base of the study was compiled from official periodical and information and analytical publications of the Republic of Kazakhstan.

**Keywords:** small and medium business, investment, competitiveness, integration, entrepreneurship.

**Research background.** Entrepreneurship is gaining momentum, covering all new areas of the economy and social strata. Its successful development can occur in the presence of such necessary conditions as private property, freedom of economic activity [1].

In his publication Dogil L.F. and Semenov B.D. describe that doing business at an effective level is possible only if there is a certain social situation - an entrepreneurial environment, which means, first of all, the market, the market system of relations, as well as the personal freedom of the entrepreneur, i.e. his personal independence, which allows him to make such an entrepreneurial decision, which, from his point of view, will be the most effective, efficient and most profitable [2].

Voevutko A.Yu. notes that in conditions of developing competition between countries, it is small and medium businesses that create the necessary atmosphere of competition, is able to quickly respond to any changes in market conditions, fill the emerging niches in the consumer sphere, creates additional jobs, is the main source of the middle class. Small businesses are very vulnerable to all market changes and shocks, because they have much less opportunities and resources compared to subjects of medium and, moreover, large-scale entrepreneurship. Therefore, the economic policy of developed countries is aimed at

compensating these abilities of small enterprises and helping them act in the market as full-fledged subjects of competition [3].

According to A. Utebayeva, the scientific articles state that the state policy is focused on stimulating the development of production with higher added value, forming auxiliary, servicing and processing blocks of small and medium enterprises through outsourcing and strengthening the local component in large projects, as well as the creation of clusters by combining the efforts of service and support enterprises of SMEs around large backbone companies [4].

According to Tulesheva G.B. and Muratbek K.A., despite the fact that the indicators of entrepreneurship development in the Republic of Kazakhstan and the developed countries of the world differ significantly, small and medium business (SME) managed to occupy a certain niche in the economy of Kazakhstan [5].

In a foreign edition of the World Bank, they note that Kazakhstan, despite the negative impact of the global crisis, continues to maintain the positive dynamics of the development of its economy. A certain role in ensuring the growth of the economy has been played by entrepreneurship, in the development of which some improvement trends have manifested themselves in recent years, especially in such forms as small and medium-sized businesses. Successful development of the state economy can be assessed by the state of small and medium businesses. The government and the Ministry of National Economy of the Republic of Kazakhstan are conducting targeted work in accordance with the instructions of the Head of State to support domestic entrepreneurs and improve the business climate. This is reflected in a significant improvement in Kazakhstan's position in international ratings. In the Doing Business rating (Doing Business - 2017), Kazakhstan ranks 35th out of 190 countries, with a final score of 75.09 out of 100. In the previous Doing Business rating (Doing Business - 2016), the value was 70.45, and with this value Kazakhstan was located on the 51st place [6].

**Methodology** – In the Concept of entering Kazakhstan among the 30 most developed countries of the world, President of the Republic of Kazakhstan N.A. Nazarbayev has identified long-term priorities, and one of them is the development of small and medium-sized businesses. The development of this sector of the economy has become the main instrument of industrial and social modernization of Kazakhstan in the twenty-first century. The greater the share of small and medium businesses in our economy, the more stable will be the development of Kazakhstan [7]. Therefore, state support for small and medium-sized businesses remains an important and necessary tool that directly affects the growth of the economy and the welfare of Kazakhstanis, as a successful business causes a chain reaction: new jobs are opened, the income of Kazakhstanis increases and the economy as a whole is strengthening.

One of the key programs is the “Business Road Map - 2020”, which the Cabinet of Ministers is implementing in order to post-crisis support for small and medium-sized businesses. Within its framework, the state subsidizes loans issued for new projects, as well as previously issued loans to SMEs [8]. It should be noted that the Government of the Republic of Kazakhstan dated August 25, 2018 approved the state program for supporting and developing business «Business Road Map – 2020» [9].

On January 1, 2016, the practical phase of the implementation of the Nation Plan «100 concrete steps to implement 5 institutional reforms» began. 59 laws came into force that create a fundamentally new legal environment for the development of the state, the economy and society [10].

But I would like to note the fact that the support of small and medium businesses by the state covers only a small part of the business, which puts entrepreneurs in unequal competitive conditions. A high proportion of the shadow economy may indicate an unsatisfactory business climate in the country. At the same time, growth rates of SMEs are only slightly ahead of economic growth, which may indicate a weak effectiveness of government measures to develop the private business sector, and the presence of state support only preserves low-productivity business activities.

The weak development of small and medium businesses, in our opinion, is a reflection of the systemic problems of the economy: bias towards the commodity sector, a high proportion of the state in the economy and the prevalence of corruption, an underdeveloped market business environment, weak business activity due to regulatory burden and shadow economy, limited business access to affordable loans, low incomes. Also, not all measures of state support for SMEs are effective due to the violation of market principles. These problems, in our opinion, do not allow small and medium-sized businesses to fully realize their potential and act as a driver of the economy, as a result there are serious doubts about

the attainability of the stated goals of the state to bring the share of SMEs in the economy to 35% and 50%, respectively. 2025 and 2050 years.

Solving the above problems through the State Program "Digital Kazakhstan", greater openness of the economy, growth of urbanization in combination with technological development, will contribute to an increase in incomes of the population and the development of SMEs. Business, in turn, should improve its efficiency, compete for consumer money, and not rely on state subsidies [11].

SMEs that establish relationships with large companies will constantly feel custody on their part, figuratively speaking, they will be under their "wing" and their business opportunities will be implemented with the greatest efficiency. Expanding their activities, in the course of development, SMEs form a kind of foundation on which higher "floors" of a functioning economy will grow, with greater production potential and significant production and sales sizes. As a result, SME enterprises will gradually occupy a priority position in the economy, and the dominant position of large enterprises will decrease accordingly. But this does not mean that large-scale production will give way to the market structure of SMEs, losing its advantages. On the contrary, its importance will increase as the backbone enterprises, representing the most important market structure, which by its development multiplies the resource potential of the country, ensuring its economic security [12].

**Results of a research** – The process of globalization, characterized by increased flows of trade, capital and knowledge, the opening and liberalization of markets, led to the fact that large enterprises are forced to resort to a global search for partners. Outsourcing and the growing involvement of SMEs in the supply chains of large multinational corporations have provided them with many business opportunities. Consequently, the role and importance of SMEs is increasing every day.

According to A. Blinov, if the state policy is "the line, course, setting goals and objectives and activities aimed at achieving them and carried out by the given state and its bodies in the center and in the localities, in the country and abroad" [13], then under the state policy of supporting SMEs, in our opinion, it is necessary to understand the set of goals that reflect national interests in the sphere of SMEs, strategies, tactics and objectives of public administration, management decisions and methods for their implementation, developed and implemented executive branch for SME development. Meanwhile, the goals, strategies, tactics, tasks and methods can be revised on the basis of the situation in the world and national economies.

The socio-economic policy of the Republic of Kazakhstan for 2017–2021 is aimed at further implementing the new course of development of the Republic of Kazakhstan «Strategy Kazakhstan – 2050», taking into account the implementation of the State Program "Nurly Zhol - Path to the Future", aimed at creating a single economic market through the integration of the country's macroregions on the basis of building an effective infrastructure on the hub principle to ensure the long-term economic growth of Kazakhstan, as well as the implementation of anti-crisis measures to support individual sectors of the economy in the face of deteriorating market conditions in foreign markets, and creating a model of the economy of Kazakhstan, defined in the five institutional reforms of the Nation Plan «100 specific steps» [14, 15].

Asenova A.E. In his scientific articles, he notes that one of the key indicators of Kazakhstan's long-term development is an increase in per capita GDP to \$ 60,000.5 and the achievement of a 50% share of small and medium-sized businesses in the country's GDP by 2050. According to the OECD, achieving 50% of the share of SMEs in GDP, in turn, is possible by improving other indirect indicators [16].

As in many other countries, small and medium businesses play an important role in the economy of Kazakhstan. The role of small and medium businesses is determined by its contribution to the country's economy, which, according to the results of 2017, amounted to about 26% of GDP, providing 37% of employment. As we have already noted, the economy in Kazakhstan in 2017 was mainly provided by the raw materials export sector, while the domestic non-resource sector is in a depressed state, which can be clearly seen from the data on the share of SMEs in GDP, which fell by 1pp to 25.6 % (Table 1) [17].

Based on such contradictory and inconsistent data presented in Table 1, it can be assumed that the contribution of SMEs to GDP was increased due to a change in estimates and adjustments, which resulted in the redistribution of gross domestic product in favor of SMEs, but not as a result of growth in its activity. Such chaotic changes in statistics make it impossible to qualitatively assess the state of SMEs and, among other things, can have a negative impact on government policies regarding business.

Table 1 - Indicators of SMEs in the economy for the period from 2007-2017 (in %)

Year	SME in GDP	Employed from everything	SMEs
2007	11	28	58
2008	17	27	62
2009	18	29	65
2010	21	32	75
2011	17	29	73
2012	17	28	71
2013	17	30	69
2014	26	33	79
2015	25	38	179
2016	27	36	192
2017	26	37	211

Note – compiled by authors according to the source [17]

Over the past ten years, the contribution of SMEs to the economy has increased dramatically twice - in 2008, the contribution of medium-sized businesses jumped from 2% of GDP immediately to 10% of GDP; in 2014, the contribution of small businesses from 6% of GDP rose sharply to 16% of GDP. As a result, half of the 26% contribution of SMEs to GDP was the result of the redistribution of GDP in favor of SMEs, as well as the result of a partial increase in small business due to the increased coverage of individual entrepreneurs and medium-sized businesses. These innovations were strongly reflected in the indicators of medium-sized businesses, whose contribution for 2015–2017 fell by half to less than 5% of GDP, while the contribution of small businesses rose to 21% of GDP. Based on such changes, the structure of SMEs has become minimally dependent on medium-sized enterprises. However, as already noted, the increase in the share of SMEs in GDP was affected by a change in the criteria for classifying enterprises by dimension, which resulted in increased accounting and coverage of small businesses that include individual entrepreneurs. The fall in commodity prices automatically affected the activities of large enterprises, whose contribution to economic growth decreased accordingly.

The situation in the economy of Kazakhstan in recent years was not the most favorable for small and medium businesses. The number of SMEs showed mixed dynamics. The service sector for SMEs is the dominant activity, providing more than 70% of the output of products and services (Table 2) [17].

Table 2 - Sectoral structure of SMEs of the Republic of Kazakhstan for 2017 (% of output)

Indicators	IE	Small	Medium
Trade	32	22	13
Other	20	25	29
Building	3	25	17
Processing	17	10	26
Transport	6	6	7
Mining	-	9	6
The property	22	3	2

Note – compiled by authors according to the source [17]

According to estimates by the international consulting company McKinsey & Company, the largest growth potential of Kazakhstan SMEs is concentrated in high value-added sectors, namely professional services, transportation and logistics of cargo, financial services and telecommunications. The cumulative contribution of these sectors to the increase in the share of SMEs can be at least 74%.

The structure of output of SMEs by industry, depending on the size of the business, has significant differences. For individual entrepreneurs, the main areas of activity are trade (32%) and intermediary operations with real estate (22%), the share of the manufacturing industry is quite high - 17%. For small enterprises, important sectors are construction (25%), trade (22%) and industry (21%). For medium-sized enterprises, the main sectors are industry (34%), construction (17%), trade (13%).

**Conclusions** - At the meeting of the leaders of NPP «Atameken» N.A. Nazarbayev said that it's time for business to respond to the care, attention and support shown by the state. It is necessary to work on the constant involvement of citizens in the sphere of entrepreneurship, increasing its share in the country's economy [18].



Table 3 - Sector growth potential and their possible contribution to the growth of the share of SMEs until 2050 (%)

Indicators	SME share in GDP	Growth potential	Contribution to growth in the share of SMEs
Professional Services	4	34	74
Transport and logistic	13	33	
Financial sector	7	39	
Telecommunications	18	20	
construction	37	45	8
Agriculture	36	41	6
Treatment	15	29	4
MMC	2	28	3
Oil and gas	2	28	3
Energy	13	8	1

Note – compiled by authors according to the source [17]

Small and medium businesses are given great importance in the development of the economy of Kazakhstan. The Strategy «Kazakhstan-2050» emphasized the paramount importance of comprehensive support for entrepreneurship, due to which the contribution of SMEs to the economy should grow by 2030. «For this, it is necessary to improve the mechanisms of support for domestic producers and take all necessary measures to protect and promote their interests. The task of the present day is to create the necessary conditions and prerequisites for the transition of small enterprises and individual entrepreneurs to the category of medium-sized ones» [19]. It has been proven that an effective state support system increases the potential of SMEs in the direction of contributing to employment, GDP, creating innovations, ensuring sustainable development and inclusive growth.

In the modern world, the trend of digitalization of business and government relations is expanding. The state could assume the costs of creating a platform for comprehensive coverage of business operations using the blockchain technology, where the profile, history and, accordingly, rating (confirmed by specific transactions) for all business participants would be available. Within the framework of this accounting system, it would also be possible to implement the automatic generation of typical financial statements, which would reduce the costs of SMEs. This platform could provide fiscal incentives for small businesses to get out of the shadow through access to a potentially larger market and a streamlined transaction system. For example, at present, a huge number of services and goods are found through advertisements in the media, but there is no information about the reliability and quality of goods and services, as well as their providers, while most of these operations are in the shadows and are not regulated at all.

Since the development of SMEs is focused on the domestic market, it strongly depends on the income of the population. Accordingly, it is important to find sources of increasing the income of the population through the growth of quality employment, stimulation of promising urban agglomerations in combination with the development of the industry. Business, in turn, must compete for the money of consumers, and not for state subsidies. Small and medium-sized businesses in Kazakhstan primarily work for the local market and, accordingly, depend heavily on domestic demand, which is currently limited, and external conditions, primarily raw materials prices, are crucial for the economy. The reduction of the shadow economy and the new model of economic growth in the event of its successful implementation will significantly contribute to the increase in the share of SMEs in the economy.

Despite the government's attention to small and medium-sized businesses, practice shows that priority remains with large businesses, which can be seen at the level of large projects: various facilities for holding international events, financing major commodity projects and state-owned companies with borrowing at the state level, infrastructure facilities, financial support, where benefits are primarily received by large businesses [20].

State support of SMEs by the state should be equally accessible to all entrepreneurs, for example:

- reduction of real interest rates for all categories of business to a competitive level with neighboring countries through measures to reduce inflation and deepen the financial market;
- various distribution channels of resource support due to the distortion of the market environment, opacity, potential susceptibility to corruption, it is desirable to exclude;

- instead, it is necessary to focus on measures of non-financial support, providing the necessary infrastructure, deepening quality business education, minimizing regulatory influence, etc., that is, working in areas that ultimately benefit the whole society, and not individual entrepreneurs.

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### ИНТЕГРАЦИЯЛЫҚ ПРОЦЕСТЕР ЖАҒДАЙЫНДА ШАҒЫН ЖӘНЕ ОРТА КӘСІПкерлікТІң ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЭКОНОМИКАСЫНА ӘСЕРІ

**Аннотация.** Жұмыспен қамтудың, инвестициялар тартудың негізгі көзі, бәсекеге қабілетті экономика құрудың іргетасы болып табылатын шағын және орта кәсіпкерлікті дамыту ұлттық экономиканы дамытудың негізгі басымдықтарының бірі болып табылады. Еуропалық елдерде орта тап қалыптасатын ШОБ тұрақтылық пен экономикалық өркендеудің негізі болып табылады.

Мақала Қазақстан Республикасында шағын және орта кәсіпкерлікті (ШОК) дамыту мәселелеріне арналған, ол әлемде елдің экономикалық өсуін қамтамасыз етудің пәрменді тетігі ретінде танылған. Мақалада шағын және орта бизнестің қазіргі жағдайы мен қызмет саласы, сондай-ақ болашақта оның даму мүмкіндіктері қарастырылған. Іскерлік ынтымақтастықтың түрлі түрлерін пайдалана отырып, жаңа инновациялық кәсіпорындардың айналасында шок кәсіпорындарын құруға ерекше назар аударылды. Бұл ретте өндірістік салада шок өсуін жеделдету және оның техникалық-өндірістік және әлеуметтік-экономикалық әлеуетін толық іске асыру үшін мемлекеттік қолдау тетігін пайдалану бойынша ұсынымдар ұсынылды.

Шағын және орта кәсіпкерліктің Қазақстан Республикасының экономикасына әсері туралы неғұрлым толық ұсыну үшін ШОБ белсенді субъектілері санының және ШОБ субъектілеріне Банктер берген кредиттер көлемінің ШОБ өнімін шығару көлеміне әсерін сипаттайтын регрессиялық модель салынды.

Мақаланы жазу кезінде жалпы ғылыми таным әдістері (статистикалық, нормативтік талдау, синтез, аналогия, жалпылау), эмпирико-теориялық (деректерді жинау, зерттеу және салыстыру), сондай-ақ ғылыми таным әдістері қолданылды. Деректерді өңдеу және жүйелеу кезінде топтау және жіктеу әдістері қолданылды.

Зерттеудің ақпараттық-статистикалық базасын Қазақстан Республикасының ресми мерзімді және ақпараттық-талдау басылымдарының деректері құрады.

**Түйін сөздер:** шағын және орта бизнес, инвестициялар, бәсекеге қабілеттілік, интеграция, кәсіпкерлік

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### ВЛИЯНИЕ МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА НА ЭКОНОМИКУ РЕСПУБЛИКИ КАЗАХСТАН В УСЛОВИЯХ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ

**Аннотация.** Развитие малого и среднего предпринимательства, являющегося основным источником занятости, привлечения инвестиций, фундаментом построения конкурентоспособной экономики является одним из основных приоритетов развития национальной экономики. В европейских странах именно МСБ, в рамках которого формируется средний класс, является основой стабильности и экономического процветания.

Статья посвящена вопросам развития малого и среднего предпринимательства (МСП) в Республике Казахстан, который признан в мире как действенный рычаг обеспечения экономического роста страны. В статье рассмотрены современное состояние и сфера деятельности малого и среднего бизнеса, а также возможности его развития в перспективе. Особое внимание уделено созданию предприятия МСП вокруг новых инновационных предприятий с использованием различных видов делового сотрудничества. При этом предложены рекомендации по использованию механизма государственной поддержки для ускорения роста МСП в производственной сфере и полной реализации его технико-производственного и социально-экономического потенциала.

Для более полного представления о влиянии малого и среднего предпринимательства на экономику Республики Казахстан была построена регрессионная модель, описывающая влияние количества активных

субъектов МСБ и объемов кредитов, выданных банками субъектам МСБ на объемы выпуска продукции МСБ.

При написании статьи были использованы общенаучные методы познания (статистический, нормативный анализ, синтез, аналогия, обобщение), эмпирико-теоретический (сбор, изучение и сравнение данных), а также методы научного познания. При обработке и систематизации данных применялись методы группировок и классификации.

Информационно-статистическую базу исследования составили данные официальных периодических и информационно-аналитических изданий Республики Казахстан.

**Ключевые слова:** малый и средний бизнес, инвестиции, конкурентоспособность, интеграция, предпринимательство.

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