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mis0508@mail.ru, aigul-zeinullina@mail.ru**DEVELOPMENT OF METHODS AND EVALUATION OF THE
EFFICIENCY OF PUBLIC SUPPORT OF SMALL INNOVATION
ENTREPRENEURSHIP IN RK**

Abstract. The state policy of supporting small business in developed countries makes it possible to create a favorable environment for it, which presupposes the stability of the state's economic policy, the development of market infrastructure, an effective system for the protection of intellectual property, and simplified administrative procedures. A rationally functioning market mechanism allows you to prioritize, and the state remains to carry out its necessary correction in the framework of the policy of supporting and developing small business. Due to this, this policy can be organically included in the general context of state regulation.

Keywords: Methods, evaluation, efficiency, government support, small business, innovation.

INTRODUCTION

It has been proved that when it comes to state support for innovative business, they most often have in mind the provision of tax breaks. However, in a number of countries, in order to stimulate private capital inflows to R & D, additional benefits are traditionally used - the so-called extraconcessions, which allow companies to deduct up to one hundred percent of the funds spent on research and development from the tax base, and in some countries, for example, in Australia and Austria, Denmark, sometimes more. In this case, if the company spends its funds to conduct research and development and the acquisition of the necessary equipment for this, but does not currently have sufficient profit to take full advantage of the established tax benefits, the legislation of many countries provides for the possibility of transferring such a right to the future.

The experience of the developed countries of the world shows that for the development of small innovative business on the ground is not so much the provision of various kinds of tax incentives, as the development of innovative infrastructure, which serves as the basic component of the innovative potential of the territory. To this end, small businesses need to cooperate with organizations that provide information, credit, marketing, patent and other services, thereby contributing to the formation of the knowledge-intensive sector of the economy and creating an effective mechanism for innovation.

Innovation infrastructure is defined as a set of interrelated, complementary production and technical systems, organizations, firms and relevant organizational and management systems required for the effective implementation of innovation activities and the implementation of innovations. According to a number of scientists and practitioners, in modern conditions it is the innovation infrastructure that largely determines the pace of economic development in the region and the growth of the well-being of its population [4].

MAIN PART

In each specific region, it is important to create an uneasy innovation infrastructure with a traditional set of components, but also to ensure the constructiveness of this infrastructure, orient it to the final result. In addition, information flows, including feedback, should be properly adjusted (which will provide a continuous analysis of intermediate and final results). Thus, it is possible to provide a closed system for managing innovations according to the scheme: innovations - investments - monitoring of final results - investments, etc.

One of the key factors of the innovative development of the country is the study of the priority strategic directions and the selection of the main development trends of the innovation-oriented small business on the example of the Republic of Kazakhstan. In developed countries, small business is an important area of employment for the strata of the population; it promotes the development of the innovation potential of the economy, the search for and implementation of innovations that are a factor in gaining competitive advantages for enterprises, industries, and regions.

In the conditions of a radical change in the structure and content of entrepreneurship, the intensive introduction of new production technologies, the structure and conditions of their functioning change. The roles of small and medium-sized businesses also change, they are modified, improved, and completely new ones appear. All this requires a careful analysis of all trends and scientifically based recommendations on the formation of an optimal, effectively functioning structure of modern entrepreneurship.

It is also necessary to study the external environment of entrepreneurship.

To solve the set tasks, the methods of system structural-logical analysis, functional approach to the management of innovative activities of enterprises were used.

Today in the Kazakh economy can be identified a number of major trends. This is not only the obvious successful

promotion to the market, but also the accelerated development of private property, which contributed to long-term macroeconomic imbalance.

Despite the fact that the identified trends are of a generalized nature, on their basis it is possible to formulate the patterns of transformable processes. This requires a deep understanding of the uniqueness of the situation that has arisen, the characteristics of the national economy and its peculiar state. The generalization of these trends in the context of current problems, as well as solving problems related to the need to implement a strategy for sustainable economic development, requires the formation of a long-term policy aimed at accelerated economic and social modernization of Kazakhstan's society [2].

In formulating a strategy for sustainable economic development in Kazakhstan, the unique experience of using similar programs successfully implemented in foreign countries was legitimately used. However, the uniqueness of the Kazakhstan situation, the complexity and interconnectedness of the problems necessitates the informal processing of the accumulated historical experience. In our opinion, its constructive understanding is permissible only on the basis of an understanding of internal mechanisms, of the general laws of successful socio-economic transformations. In particular, it requires the identification of principles for organizing transformable processes that underlie accelerated growth.

The key aspect based on understanding the essence of small business and its role in the development of a real market economy is the type of reform that will allow the process of social and economic transformation to take place; avoid destabilization of society and the economy; to ensure the implementation of conditions for the sustainable development of the entire socio-economic system; create a subsequent accelerated economic and social modernization of Kazakhstan society.

At the same time, the development of principles for successful reforming should be based on systemic ideas about the development of Kazakhstan's society and economy, the peculiarities of its social organization, national and cultural traditions [3].

Table 1 presents the quantitative indicators of existing enterprises of SMEs in the regions of the Republic of Kazakhstan.

Table 1 - The operating subjects of small and medium business in the Republic of Kazakhstan

	Total		Including				Including				Total, in% to the corresponding period of the previous year	
			legal entities of small enterprises	legal entities среднего предпринимательства	Individual entrepreneurs	Peasant or farm	legal entities of small enterprises предпринимательства	legal entities medium-sized businesses	Individual entrepreneurs	Peasant or farm	2018	2017
	2018	2017	2018				2017					
The Republic of Kazakhstan	1207374	1185163	223828	2555	783389	197602	189637	2711	813482	179333	104	93
Akmola	44087	44763	6887	114	32427	4659	5726	117	35465	3455	103	97
Aktobe	53124	50783	9447	103	37946	5628	8279	101	37817	4586	105	102
Almaty	115061	118690	9826	159	59765	45311	6862	139	68694	42995	102	101
Atyrau	45906	44217	6844	110	36546	2406	5335	99	36726	2057	107	95
West Kazakhstan	39797	40435	5760	97	27658	6282	4762	91	30878	4704	106	102
Zhambylskaya	62651	56842	5745	53	39906	16947	4268	57	36700	15821	105	90
Karaganda	82084	84878	16634	188	56701	8561	14872	192	63102	6712	102	99
Kostanay	51028	53178	7037	157	38320	5514	5928	147	42258	4845	104	88
Kyzylorda	40988	38145	5051	61	29825	6051	4503	63	30197	3319	111	92
Mangystau	49860	46610	8140	80	39677	1963	6454	95	9538695	1366	108	100
South Kazakhstan	42903	173770	9044	101	39484	3274	13922	159	91778	67911	104	95
Pavlodar	28557	43997	4772	131	20062	3562	7566	94	32856	3481	101	99
North Kazakhstan	128322	28683	6819	46	53323	68314	4218	135	21590	2740	104	84
East Kazakhstan	87011	99021	10602	176	60651	15582	8542	158	75227	15094	105	100
Astana	105815	100266	39152	249	66252	162	30900	295	69043	28	109	101
Almaty city	171477	160885	60501	621	109756	539	57440	770	102456	219	99	87

Based on the understanding of the complexity of the problem, we believe that it is possible to formulate methodological principles for the development of small business in Kazakhstan. These include the principle of political stability; most favored

small business development; economic freedom of small business; increasing the role of small business in the economy; creating a favorable atmosphere in society for the development of entrepreneurship.

Domestic and foreign experience has shown that government assistance to small business is an integral part of a market economy. Since entrepreneurial sectors in the market are unequal due to objective economic laws, and small business development for the state gives not only economic, but also high social effect, state regulation of small business acts, as a rule, in the form of state support.

The implementation of state policy is based on the application of special legislation and the implementation of a system of state programs for the support and development of small business. It should be noted that everything is aimed at improving the efficiency of entrepreneurial activities of small enterprises.

The state policy of supporting small business in developed countries makes it possible to create a favorable environment for it, which presupposes the stability of the state's economic policy, the development of market infrastructure, an effective system for the protection of intellectual property, and simplified administrative procedures. A rationally functioning market mechanism allows you to prioritize,

and the state remains to carry out its necessary correction in the framework of the policy of supporting and developing small business. Due to this, this policy can be organically included in the general context of state regulation.

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The place of any country in the global technological space is determined by an effectively operating innovation system, that is, an effective system of institutions, which, with the help of its signals, allows you to create, at the right moment, one or another brilliant technological achievement.

The structure of the innovation system includes the subjects (direct participants in the innovation processes and the institutions that regulate them), the innovation infrastructure and the tools of state support for innovation activity.

The participants of the innovation process are state institutes of development, personnel potential in the field of science and development (state scientific organizations, scientific organizations attached to national companies, private research institutes, scientific personnel, research material and technical base), the entrepreneurial sector (innovative enterprises, private investors and managers of innovative projects, business angels, venture funds).

The multi subject nature of the innovation system ensures its stability, on the one hand, and inconsistency, on the other. Therefore, it is important both to create new institutions and to stimulate the reorientation of existing participants. In this regard, it is important to consider the state and problems of the development of the entrepreneurial sector, which in the future is to become the leading subject of the innovation process in the country.

In Kazakhstan, the institutional foundations of a civilized innovation system have already been created. A legislative framework has been developed, appropriate development institutions have been created, and programs supporting innovative activities have been adopted. The state is the main initiator, organizer and leader of the country's innovative development. Business cannot yet be regarded as an equal partner, its activities are more likely to be point-like.

Currently in the world there is a wide variety of forms of technology park structures. Among some of them it is necessary to highlight the fundamental differences that can be associated with their various functional purposes, the specifics of the organizational form, the spectrum of the tasks being solved. However, it is possible to call other techno park structures, the difference of which is more terminological in nature, most often associated with the peculiarities of the development of innovation infrastructure in a particular country.

Based on the studied experience, we will distinguish three main groups of techno park structures: incubators; technology parks; technopolises.

The forerunners of incubators in the field of innovation are most often called "creative communes" by architects, designers, artists or craftsmen. These communes, as a rule, rebuilt the buildings they occupied in order to create the most favorable environment for creativity and communication. The peculiarity of these communes, whose homeland is called Great Britain, can be called the fact that they had a certain specific set of collective use services.

All incubators created and functioning to support newly created innovative companies, promoting innovative entrepreneurship, can be classified into two main types. The first are those that act as independent organizations. To the second - the incubators that are part of the technology park.

The business incubator provides the following basic services: leasing (subleasing) non-residential premises to small businesses; implementation of the technical operation of the building (part of the building) of the business incubator; postal secretarial services; consulting services on taxation, accounting, credit, legal protection and enterprise development, business planning, advanced training and education; access to information databases.

CONCLUSION

The concept of techno park is quite close to the concept of incubator in the field of innovation. These elements of the innovation infrastructure, as a rule, are complexes designed to promote the development of small innovative companies, creating a supportive, supportive environment for their functioning. The services of technology parks can take advantage of small and medium-sized innovative enterprises that are located at various stages of the commercial development of scientific knowledge, know-how or high technologies.

Compared to incubators, techno parks imply the creation of a more diverse innovative environment, which allows us to provide a wider range of services in order to support innovative entrepreneurship through the development of material, technical, socio-cultural, informational and the financial base in the process of formation and development of small and medium-sized innovative enterprises [5]. The main structural unit of the techno park is the center, which can be presented in the form of an innovative technological, educational, consulting, information, marketing center, as well as an industrial zone.

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ҚР-ДАҒЫ ШАҒЫН ИННОВАЦИЯЛЫҚ КӘСІПКЕРЛІКТІ МЕМЛЕКЕТТІК ҚОЛДАУДЫҢ ТИІМДІЛІГІН БАҒАЛАУ ӘДІСТЕМЕСІН ӘЗІРЛЕУ

Аннотация. Дамыған елдерде кіші бизнесті қолдаудың мемлекеттік саясаты оған экономикалық саясаттың тұрақтылығын, нарықтық инфрақұрылымды дамытуды, зияткерлік меншікті қорғаудың тиімді жүйесін және әкімшілік рәсімдерді жеңілдетуді көздейтін қолайлы орта құруға мүмкіндік береді. Базалық жұмыс істейтін нарықтық тетік басымдықты белгілеуге мүмкіндік береді және мемлекет шағын бизнеске қолдау көрсету және дамыту саясаты шеңберінде қажетті түзетуді жүзеге асыруды жалғастырады. Осыған байланысты бұл саясат мемлекеттік реттеудің жалпы контекстінде органикалық түрде болуы мүмкін.

Түйінді сөздер: әдістер, бағалау, тиімділік, мемлекеттік қолдау, шағын бизнес, инновация.

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РАЗВИТИЕ МЕТОДОВ И ОЦЕНКА ЭФФЕКТИВНОСТИ ГОСУДАРСТВЕННОЙ ПОДДЕРЖКИ МАЛОГО ИННОВАЦИОННОГО ПРЕДПРИНИМАТЕЛЬСТВА В РК

Аннотация. Государственная политика поддержки малого предпринимательства в развитых странах позволяет создать для него благоприятную среду, которая предполагает стабильность экономической политики государства, развитие рыночной инфраструктуры, эффективную систему защиты интеллектуальной собственности, упрощенные административные процедуры. Рационально функционирующий рыночный механизм позволяет расставить приоритеты, а государству остается осуществлять необходимую его коррекцию в рамках политики поддержки и развития малого предпринимательства. Благодаря этому данная политика может быть органично включена в общий контекст государственного регулирования.

Ключевые слова: Методы, оценка, эффективность, государственная поддержка, малый бизнес, инновации

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