

ISSN 2224-5294

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

Абай атындағы Қазақ ұлттық педагогикалық университетінің

Х А Б А Р Л А Р Ы

ИЗВЕСТИЯ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН
Қазақстан Республикасының
Ғылым Академиясының
Қазақ ұлттық педагогикалық
университетінің

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
Abay kazakh national
pedagogical university

SERIES
OF SOCIAL AND HUMAN SCIENCES

6 (328)

NOVEMBER – DECEMBER 2019

PUBLISHED SINCE JANUARY 1962

PUBLISHED 6 TIMES A YEAR

ALMATY, NAS RK

Б а с р е д а к т о р

ҚР ҰҒА құрметті мүшесі
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Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» РҚБ (Алматы қ.)

Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 30.04.2010 ж. берілген № **10894-Ж** мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18,
<http://soc-human.kz/index.php/en/arhiv>

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Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

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Известия Национальной академии наук Республики Казахстан. Серия общественных и гуманитарных наук. ISSN 2224-5294

Собственник: РОО «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов Министерства культуры и информации Республики Казахстан № **10894-Ж**, выданное 30.04.2010 г.

Периодичность 6 раз в год

Тираж: 500 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, 220, тел. 272-13-19, 272-13-18,

<http://soc-human.kz/index.php/en/arhiv>

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News of the National Academy of Sciences of the Republic of Kazakhstan. Series of Social and Humanities.
ISSN 2224-5294

Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of information and archives of the Ministry of culture and information of the Republic of Kazakhstan N **10894-Ж**, issued 30.04.2010

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of. 219, 220, Almaty, 050010, tel. 272-13-19, 272-13-18,
<http://soc-human.kz/index.php/en/arhiv>

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Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2019.2224-5294.205>

Volume 6, Number 328 (2019), 29 – 34

UDC 332.02

K.T. Auezova, K.B. Tazhibekova, G.S. Zhanseitova, M.T. Nabiyeva^{1,3}Eurasian National University named after L.N.Gumilyov;²Karaganda State Technical University;⁴JSC «Financial Academy»Karlygash_auezova@mail.ru, kashamida@mail.ru,Zhans_Gulnara@mail.ru, Maral_Nabieva_@mail.ru**SOME WAYS TO INNOVATIVE ECONOMIC DEVELOPMENT**

Abstract. According to the authors, in the world there is not a single successful innovation model that would be implemented without direct state participation. The problem of Kazakhstan's innovation policy is a weak domestic demand for innovation. The low level of competition and specialization at low rates of technological progress explains the lack of interest in innovation in companies. In addition, most of the innovations in the country occur in the machinery market, and the share of innovations in the production of consumer goods is insignificant due to inexperience of consumer demand, limited market size and dependence on imports. In this connection, the article suggests some ways of innovative development of Kazakhstan.

Keywords: innovation, competitiveness, economics, science, security, problems, solutions.

INTRODUCTION

Today, the global economy is quickly transforming into a post-industrial one, where ordinary commodity products are inferior to intangible assets created on the basis of knowledge and new technologies. The largest countries that occupy leading positions in this direction are already gaining competitive advantages that allow them to influence the dynamics of the global economic process.

First of all, I would like to note that it is almost impossible to replenish the scientific backlog created today in the Soviet era. Changes in the organization, management and financing of basic and applied research have led to the loss of many well-known scientific schools. While science in developed countries is one of the main priorities of public policy. In addition, as a result of market reforms, the state moved away from the solution of structural and technological transformations, as a result of which changes took place spontaneously, under the influence of macroeconomic competitive advantages, which secured Kazakhstan's specialization in raw materials.

MAIN PART

Before moving on to the concept of innovation, I would like to note that in a broad sense, innovation is a synonym for successful production, implementation and use, providing a strategic gain for innovations in the economic and social spheres, where the technological factor is key, but far from the only one. Innovation (innovation, innovative product) - the result of innovation, embodied in the form of a new product, service and technology or a new organizational and economic form, which has clear qualitative advantages when used in the design, production, marketing, consumption and disposal of products, providing additional. Compared with the previous product or organizational-economic form, economic and social benefits [2]. The concept of innovation is universal, since innovations can be observed wherever conscious activity takes place. In a highly developed economy, the dynamics of production innovations are increasingly provided by specially organized scientific activities, in the framework of which the study

and generalization of practical experience are taking place. So in 1912, J. Schumpeter, in his Theory of Economic Development, made an attempt to develop a universal theory of innovations in economics. It was he who introduced the concepts of innovation and innovative development into the scientific circulation. However, Schumpeter did not deny the use of the concept of technological progress, but considering it already as one of the forms of innovative development [7]. In the middle of the 20th century, an analysis of the economic growth of highly developed countries revealed in the economy the presence of completely new sources and directions of development. Such concepts as innovative activity, innovative development was introduced into the scientific revolution. Of course, an effective innovation policy, the goal of which is the introduction of new advanced technologies based on the achievements of scientific and technological progress, forms of labor organization and management, is an essential condition for accelerated progress and socio-economic development of society. A vivid example of this is the dynamic development of many countries of the world, based on innovations, the consequences of which have adopted a strategically important character. Thus, promotional activities began to be seen as part of the innovation process. As a result of this, the RK had no choice but to accept the innovative challenge, for a leap into the future. Today, large research centers have replaced the lone inventor who creates the future in his secluded laboratory, and sudden insights and ingenious inventions have replaced the accumulation and recombination of existing ideas. One way or another, all innovations depend on the past, therefore, the combination of well-known concepts from various fields can lay a solid foundation for innovation [5]. Thus, the United States for many decades remains the largest information center in the world, generating and at the same time using. Japan from the late 40s to the mid-80s relied on the improvement of inventions made by other countries. However, a few years later, the situation changed, which forced Japan to revise its innovation policy, making it one of the leading countries in the field of innovation [7].



Source: World Economic Forum, The Global Competitiveness Report 2019
*Ranking out of 141 Economies

Figure 1 - Global Competitiveness Report

In the first place from dozens of competitive countries is Singapore, then the United States and Hong Kong. It is worth noting that the fixed assets invested in innovation in developed countries, about 90% are own funds of large corporations. Most of the generating pioneering solutions that increase the flexibility of the innovation process are carried out by a small innovative business, which conducts development on the basis of grants and loans. Our business does not have such a business culture; the interests of making a profit at the lowest cost prevail over the long-term innovative interests. In addition, the state does not sufficiently use the tool to force businesses to innovate, for example, by introducing new technical regulations, many of which have not changed since Soviet times [4]. It is known that the methods of economic regulation can be divided into direct and indirect. Direct methods include public investment in the form of financing, lending, leasing, stock transactions, planning and programming. For example, in Canada, direct government stimulation of R&D by the state consists in providing a state guarantee of credit in commercial banks and state financing. In Japan, the state provides budget subsidies and concessional loans to research institutes subordinate to various ministries, research centers that carry out R&D together with private companies; in Germany, the government provides financial support for the development of long-term and risky research in scientific, technical and industrial-economic activities. In addition, tax incentives used to stimulate those areas of activity that are important for the state play an important role, including incentives aimed at stimulating scientific and technological progress, export and business activity of innovative entrepreneurship. Indirect economic measures of state regulation of innovations include protectionism policy in the form of trade and currency regulation, to protect the implementation of innovations within the country.

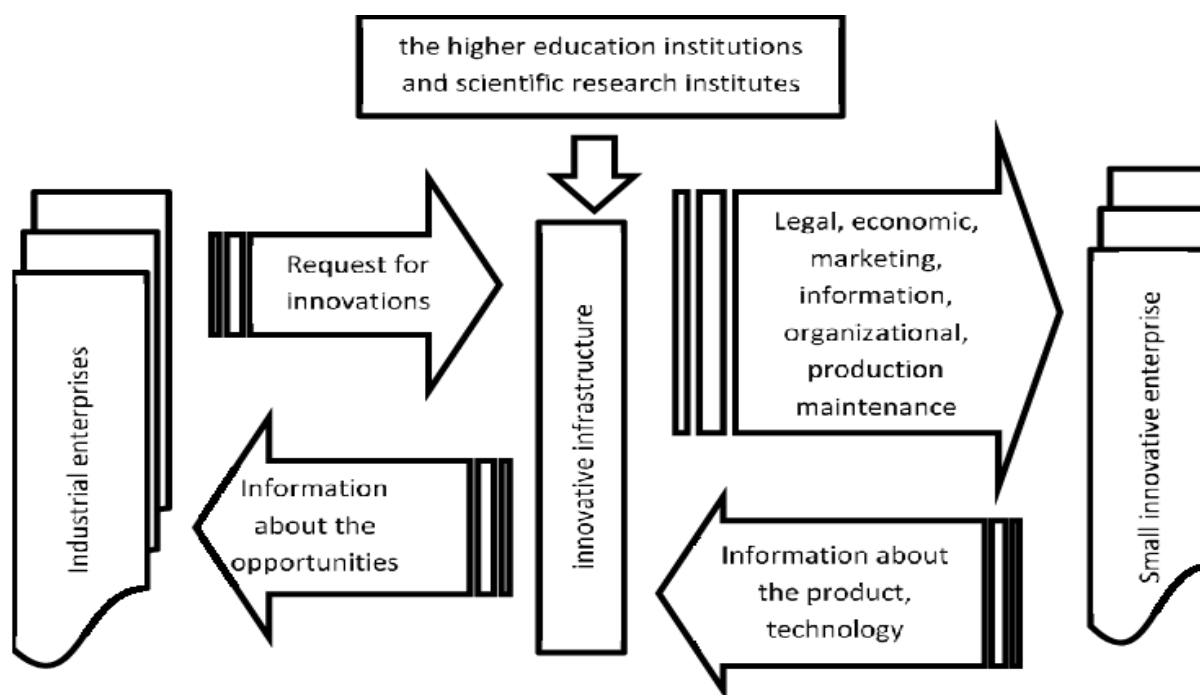


Figure 2 - Interaction of the innovative infrastructure

It is known that the main factors inhibiting the development of innovations in the Republic of Kazakhstan include the following: lack of a legal basis; weak development of innovative entrepreneurship; lack of effective and existing financial mechanisms for innovation; lack of space for development; a relatively small amount of investment resources for technological re-equipment. As already mentioned above, companies are not willing to invest in something that does not bring quick returns, calls and orders from above do not motivate the business to make technological breakthroughs.

One of the competitive factors in the formation of an innovative economy is the development of small innovative structures and an increase in their share in the country's GDP. In this regard, it is important to create an enabling environment for innovation and the development of knowledge-based SMEs. This requires an assessment of innovative opportunities and improvement of the national innovation system (hereinafter - NIS). All this should be aimed at supporting knowledge-intensive industries with high added value. To do this, it is advisable to use the following tools: incubators for innovative enterprises;

- tax incentives for venture capital;
- Priority R&D funding.

All these measures should become the main directions of the NIS of Kazakhstan. However, it is not enough to be limited only to state participation in the financing of implementation works; it is important to create conditions for the formation of a close connection between science and production. At the same time, the main emphasis should be placed on strengthening interrelated activities in the field of education, research and the private sector, in the process of which innovations are generated.

Today, the insufficient professional level of most entrepreneurs and their lack of full access to new technologies and knowledge is becoming one of the factors inhibiting the innovative and competitive development of the economy. In order for the business to know what it can do and what not, it is necessary to improve the legislative framework. Moreover, its conditions should be beneficial to entrepreneurs, venture investors. A functioning law does not allow universities to participate in the financing of start-ups.

For the effective implementation of the above measures, it is necessary to redirect state funds allocated annually as part of the implementation of innovation policy to a single fund as part of a distributed budget program, and the distribution of funds should occur outside of budget procedures. At the same time, it is necessary to radically reform the system of control over the implementation of innovative projects financed by public funds. At the legislative level, it is advisable to establish a separate procedure for conducting inspections for their implementation, to introduce the practice of independent audit by accredited non-governmental organizations. It is equally important that these checks be carried out only after the receipt of a statement of violations by innovators or project participants. This practice will allow you to get rid of unreasonable checks, the purpose of which is to evaluate the implementation of procedures during the implementation of the project. The main object of testing the new audit practice will be the final result, which will allow innovators to become more active, and decision-making procedures will become more flexible.

To raise the level of research and development, it is necessary to conduct a state policy of incentives in the following areas:

- targeted formation of a market for products of innovative enterprises by placing state orders on them;
- providing innovative enterprises, including small ones, with production facilities, preferential investment support, assistance in developing business innovation centers, technology parks, technology support centers, and providing legal, financial, marketing, economic, and other services; assistance in legal and commercial protection of intellectual property;
 - assistance in the formation and expansion of a network of leasing companies;
 - Conducting a focused policy on the development and production by small enterprises of new types of products based on high technology;
 - in order to reduce the likelihood of loss of funds invested by investors as a result of unsuccessful implementation of innovative projects, it is advisable to insure them, including through budget investments;
 - concessional lending to scientific and technological developments in the share financing of large projects.

CONCLUSION

Thus, the prospect of innovative development is considered as a long-term direction of the structural policy in the field of science and business, and to ensure the overflow of investments in innovation. Improving the work in these areas will enable the creation and active introduction of innovations in Kazakhstan, which in the future will allow Kazakhstan to participate in global competition.

The transition to an innovative economy is an absolute imperative for the development of Kazakhstan for the period until 2020 and beyond. The stimulation of innovative activity and the formation of an innovative sector is necessary both to maintain the competitiveness of goods and services in the global market, and to move to the next - innovative stage of development, which allows matching the quality of human capital and the structure of the economy, as well as mitigating negative factors that limit potential economic growth today.

УДК 332.02

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НЕКОТОРЫЕ ПУТИ К ИННОВАЦИОННОМУ РАЗВИТИЮ ЭКОНОМИКИ

Аннотация. Автоматорлар, жаңашылдықтар модельер, оның ұзақ мерзімді мемлекеттік мемлекеті іске асырылды. Қазақстанның инновациялары – Саясаттың проблемалары, жаңашылдықтар - бззылу. Технологиялық прогрестің бағдарлары бар ерлер мамандандыруы төмен бәсекелестік компаниялардың инновациялары болып табылады. Машина Жасау Кезинда Жанна Тауарлар Өндірісі, Жаңа Тауарлар Эндресі Және Жаңа Тауарлар Эндресі, Жаадан Шығарыл Тауарлар Ерлер Тауарларды Өндіріс Экелесі. Осы мақалаға байланысты Қазақстанның ұлттық дамуының кейбір жолдары ұсынылған.

Түйін сөздер: инновациялар, бәсекеге қабілеттілік, экономика, ғылым, қауіпсіздік, проблемалар, проблемалар

УДК 332.02

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НЕКОТОРЫЕ ПУТИ К ИННОВАЦИОННОМУ РАЗВИТИЮ ЭКОНОМИКИ

Аннотация. По мнению авторов, в мире не существует ни одной успешной инновационной модели, которая реализовалась бы без прямого государственного участия. Проблемой инновационной политики Казахстана является слабый внутренний спрос на инновации. Низкий уровень конкуренции и специализации при низких темпах технического прогресса объясняет отсутствие интереса компаний к инновациям. Кроме того, большинство нововведений в стране происходят на рынке машинного оборудования, а доля инноваций в производстве потребительских товаров незначительна по причинам неискренности потребительского спроса, ограниченного размера рынка и зависимости от импорта. В связи, с чем в статье предложены некоторые пути инновационного развития Казахстана.

Ключевые слова: инновации, конкурентоспособность, экономика, наука, безопасность, проблемы, пути решения.

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Редакторы *М.С. Ахметова, Т.А. Апендиев, Д.С. Аленов*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 10.12.2019
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
17,3 п.л. Тираж 500. Заказ 6.