

**BULLETIN OF NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN**

ISSN 1991-3494

Volume 2, Number 372 (2018), 63 – 67

UDC 338

**N. V. Kushzhanov<sup>1</sup>, Б. Саммерс<sup>2</sup>**<sup>1</sup>Turan-Astana University, Astana, Kazakhstan,<sup>2</sup>SABIS-SUN International school, Baku, Azerbaijan.

E-mail: kushzhan@bk.ru, brettsum@gmail.com

**EAEU DIGITAL AGENDA: IMPACT ON ECONOMY**

**Abstract.** Establishing the EAEU was a major achievement for its members after they had repeatedly endured two integration "false starts" in the 1990s and 2000s (namely, the 1995 Customs Union and the 2003 Common Economic Space idea; see below), but they still have many obstacles to clear. Putin elevated Eurasian integration to a top foreign policy priority in 2012, and Moscow has stepped up diplomatic efforts to ensure Russia's position at the heart of a broader economic and trading bloc, which eventually is meant to include all former Soviet states. This bloc – the Eurasian Economic Union (EAEU) – was formally established by treaty in May 2014 and initially included Belarus, Kazakhstan, and Russia. Armenia and Kyrgyzstan joined in 2015. One of the challenges on the way of digital economy development is providing security in cross-border purchases regarding giving guarantees for the protection of personal data of consumers. The EAEU plans to take the most successful experience of the history of the European Union and other integration associations in the formulation and implementation of the digital agenda, and then in building the digital economy. The Eurasian Economic Union (EAEU) is actively discussing the common digital agenda. The next step will be an elaboration of strategic initiatives in establishing the digital economy, so it is essential to understand what neighboring countries gained positive and negative experience.

**Keywords:** digital agenda, growth, and productivity, EAUE, social risks.

For much of the post – Cold War era, the United States and Europe paid little attention to Russia's efforts to expand its political, economic, and military influence abroad. However, since Vladimir Putin returned to the Russian presidency in 2012 after a four-year stint as prime minister, Russia has engaged in a broad, sophisticated, well-resourced, and – to many observers – surprisingly effective campaign to expand its global reach. To advance its diverse objectives, Moscow has relied on a wide array of diplomatic, military, intelligence, cyber, trade, energy, and financial tools to influence political systems, public attitudes, and elite decision makers in Europe, the Middle East, Africa, Asia, and Latin America.

The Eurasian Economic Union (EAEU) is a newcomer among regional integration organizations. It has been operating as a customs union since 2011, and as an economic union since 2015. In addition to geopolitical objectives, it based on a specific long-term economic agenda. In this context, the EAEU was established to help its member states make the most of intraregional economic ties, modernize their national economies, and forge an environment conducive to improving their global competitiveness. A single market for goods, services, capital, and labor is at the heart of the Eurasian integration process. The EAEU has already reinforced with additional integration infrastructure, including the EAEU Court, the Eurasian Development Bank, and the Eurasian Fund for Stabilization and Development.

The Union is already a functioning entity. This statement does not raise any particular objections unless the bar is set too high, and when compared to the European Union, the regional integration benchmark, expectations are set too high. However, if the bar is set lower, with the EAEU placed alongside other regional integration projects with varying levels of depth and success – NAFTA, MERCOSUR, ASEAN, Cooperation Council for the Arab States of the Gulf (GCC), South African Customs Union (SACU) – then an adequate framework for analyzing the relative standing of the EAEU becomes feasible. In March 2016, the EEC Board issued the decree On Establishment of a Working Group to Develop Proposals Regarding the Creation of EAEU Digital Space. The working group comprising more than 250

experts held fourteen sessions. It designed a draft document on conventional approaches to the creation of EAEU digital space until 2030; draft strategic guidelines for the production and development of the EAEU digital space until 2025, and proposals regarding the creation of the EAEU digital space.

According to the expert, digital transformations based on changes related to the introduction of information and communication technologies. The implementation of the agenda will be divided into four main areas:

- Digital conversion of economic sectors and cross-sectoral transformation in the Union;
- Digital transformation of markets for goods and services, capital and labor;
- Digital transformation of management processes and integration processes in the Union;
- Development of digital infrastructure and ensuring the security of digital operations.

So, the first digital initiative of the Union, which the parties began to discuss, was the digital traceability of the movement of products, goods, services, assets in the EAEU area. Besides, the priority projects are the creation of digital transit corridors, the expansion of the "Single window" system in the territory of the Union, the electronic interaction of business with state bodies. In conclusion, an expert noted that the share of breakthrough digital projects in the GDP of the Eurasian Union should be 11%.

The digital world is not static and continues to experience very rapid development. The widespread changes brought about by today's digital environment have significantly broadened the scale of digital security and privacy challenges, signaling the need for an evolution in how these risks managed. Effective management of digital security and privacy risk is essential if countries are to realize the full economic and social benefits of the digital economy. Establishing higher levels of trust with users and customers may enable digital services to become more widely accepted and used by individuals and organizations. Governments play a key role in supporting conditions to build trust and complement private sector initiatives.

The chairmanship in the EAEU in 2018 passed to Russia from Kyrgyzstan. The presidency includes the Supreme Eurasian Economic Council (president level) the Eurasian Intergovernmental Council (prime minister Level) and the Council of the Eurasian Economic Commission (EEC). Among the main expectations and plans for the year there are:

- New countries admissions.
- Digital economy development.
- National currencies strengthening as a way of de-dollarization.
- Working on the conclusion of the agreement on free trade zone with the Association of Southeast Asian Nations (ASEAN).

Among the highlights of the year there are :

- Approval of the Customs Code by all country-members of the EAEU;
- Coordination of the digital agenda by the member countries of the Union;
- Systematic removal of barriers and restrictions in the EAEU markets and
- Cooperation development with other countries..

The Eurasian Economic Union (EAEU) is actively discussing the common digital agenda. The next step will be an elaboration of strategic initiatives in establishing the digital economy, so it is essential to understand what neighboring countries gained positive and negative experience. At the seminar - presentation "European experience in building a single digital market", the Member (of the Board - Minister in charge of Domestic Markets, Information Support, Information and Communication Technologies of the EEC, Karine Minasyan, noted the interest of the EAEU in the use of international experience in implementation of the digital agenda, the best practices in this area and digital initiatives.

The European Union identifies three supports for the digital market:

- the best access conditions for consumers and businesses in Europe;
- creation of common legal terms and equal competitive opportunities for digital networks and innovative services;
- Maximize the potential of the digital economy growth.

At the meeting, the Digital Strategy Senior Advisor for Digital Strategy of the European Commission Declan Deasy noted that data is the foundation of the digital future. According to the information of the International Telecommunication Union, in the period from 2000 to 2015, the proportion of Internet users in the world has increased almost sevenfold – from 6.5 up to 43% of the population. According to Internet

World Stats Agency, as of June 2016, the number of Internet users in Armenia reached almost 70%, in Belarus - 59%, in Kazakhstan - 54.3%, in Kyrgyzstan - 36.2%, in Russia - 75.5%.

One of the challenges on the way of digital economy development is providing security in cross-border purchases in terms of providing guarantees for the protection of personal data of consumers.

The EAEU plans to take the most successful experience of the history of the European Union and other integration associations in the formulation and implementation of the digital agenda, and then in building the digital economy. Following the presentation, Karine Minasyan expressed the hope that the meeting held will become the beginning of the next stage of activities in the cycle of seminars - presentations on the EAEU digital agenda.

On the one hand, the Eurasian Economic Union is not a perfect "success story" worthy of being quoted in textbooks. After an initial phase of rapid growth, it may have hit a short-term ceiling by 2016. Much time may be necessary to break through that ceiling. On the other hand, it has achieved much and is quite viable. It is founding treaty and its institutions are working. The same applies to the standard labor market. There is some progress in the development of standard technical regulations (a total of 36 such rules have finalized to date). Integration effects will be maximized by realizing existing plans in these areas and implementing some more specific initiatives for instance, infrastructure, industrial policy, the agricultural and industrial complex, labor market, a single pension space, and research and education cooperation).

The EAEU is best viewed as a functioning customs union with a lavish additional agenda. It features its successes and stumbling blocks. Its structural characteristics are not unique.

The EAEU is a new reality for the investor community, too. A typical market has created in the territory of five states – a market that makes it possible to work from almost anywhere. Despite the existing imperfections in the Union's operating mechanics, it has already become a functioning common market with a relatively defined development roadmap.

The share of electronic commerce in GDP of Kazakhstan by 2025 will make up to 545 billion tenges. Such forecasts had read at the beginning of the forum "The Digital Agenda during a Globalization Era" which took place on 2 February 2018, Almaty.

It will make 5,4% of the sector of wholesale and retail trade (30% in the developed markets). Analysts of a forum have noted that the effect of the development of electronic commerce will be due to the decrease in cross-border trade to 30% and increase in local e-commerce.

"The analysis of the market of electronic commerce in the world has shown that on average 50% of the market of electronic commerce of the country is the share of cross-border trade. Respectively, the share of cross-border trade will become about 50%. At the same time, if Kazakhstan doesn't invest in the development of local electronic trading, the trade will gradually leave on the international online platforms", - is noticed in the expected document.

By 2025 the gain of non-cash payments of 20% expected. Besides, using "intellectual field" technology additional production on the field can make about 3%. 15-20% will reduce the time of recovery of work of the well. The sparing mode of operation of the underground equipment will also decrease from 20 repairs to 15 in a year.

"Introduction of smart technologies in the large, already digitized companies leads to decrease in gross expenses on 1% (50,2% of the sector: TShO, KPO). For the others decrease in gross expenses on 5% is supposed", - have explained in the document.

4% will cut thanks to the digitization of mines expenses. The profit will be 12-26 billion KZT in 2025, and for 2018-2025 – 23-40 billion KZT.

The profit of large players of steel industry will grow by 2,7%, and the prime cost will decrease by 3,2%. Economic effect will reach 43-62 billion in 2025. In manufacturing industry expenses will be cut for 5-8%, and economic impact will be 51-72 billion tenges in 2025.

Total the effect of introduction "the Industries 4.0" is expected of 94-134 billion tenges in 2025, and during 2018-2025 – 140-200 billion tenges.

Within introduction of the project "Optimization of repair activity and reduction of idle times of oil refinery" will increase the growth of the volume of processing by 7% due to the reduction of repair days in a year for 24 days. Shares of large players will make 504 billion tenges, and the effect will be 10-14 billion tenges in 2025 (during 2018-2025 – 15-21 billion tenges).

Meanwhile, introduction 4G will give the gain in 0.22 % of GDP of the country in five years. The calculated animator on GDP from investments in 4G will make 2.9. Effect on GDP of Kazakhstan taking into account the estimated cost of introduction 4G in Kazakhstan 50 billion tenges. Taking into account flowing (43%) and target (90%) coverings 4G are made by 110-120 billion tenges by 2025.

According to foreign experts, the current level of gray economy of Kazakhstan in GDP is 23%. Due to digitalization, this volume will manage to be reduced by 10% by 2025. At the same time, the effect will be 3 billion tenges. If to consider the decrease in a shadow share in all branches of the country, the aggregate impact will reach 120 billion tenges by 2025.

The smart city project will reduce staying in traffic jams to 17%. It will save budgetary funds due to a decrease in calls of the ambulance and the appeal to clinics to 20%, will reduce the number of crimes to 40%, will save means of the cities due to the decrease in losses of the electric power in a year to 25%.

We will remind, today in Almaty there takes place the forum "The Digital Agenda during a Globalization Era" within which prime ministers of the countries of EEU will discuss cooperation and plans till 2025.

Also earlier it was reported that, by estimation, the direct effect of "Digital Kazakhstan" to 2025 would create additional cost for 1.7-2.2 trillion tenges. It will provide the return from investments into 4.8-6,4 times by 2025 to total amounts of investments taking into account private financing.

It's a well-known fact that a side-effect of digitalization of economy and robotization of production and technological processes is massive job cuts in all spheres – in the industry, transport, and logistics, the banks, the trade market, customer care, B2B.

According to McKinsey & K (2017) consulting firm robotization and digitalization, most sectors of the economy will become the trend of the next decade.

As a result, about 375 million people will lose their jobs. In case of modest improvement of technologies by 2030, almost 23 % of total person-hours on various productions can be automated. Development of digital technologies will change the world, from 16 to 22% of the population of the planet have to learn new skills or lose the job.

This changes will take place everywhere from unskilled labor to white-collar workers. Sberbank announced that will cut 3 thousand jobs as a result of the introduction of the robot lawyer issuing statements. Sberbank promised to retrain a part of the laid-off employees, but apart, after all, was left without work. Also, the chairman of the board of bank German Gref has reported about plans to reduce 8% of personnel in connection with the growth of the number of users of remote channels.

In the developed countries of the world, this problem can be partially solved by payment of unconditional basic income which will be gained by citizens regardless of that, work or not. In any case, the attention of researchers and scientists is riveted on the phenomenon of "technological unemployment."

And what will be in Kazakhstan? So far the Kazakhstan officials place emphasis only on advantages of digitalization and the fourth industrial revolution – for example, an increase in productivity of work. However, nobody mentioned that digitalization means the elimination of redundancies in the labor market. It was remarkable that in the Digital Kazakhstan program we couldn't find any information about social risks of digitalization and robotization, there were no forecasts concerning reduction of jobs

## REFERENCES

- [1] Eugene Rumer and Andrew S. Weiss, "Vladimir Putin's Russia Goes Global," Wall Street Journal, August 4, 2017, <https://www.wsj.com/articles/vladimir-putins-russia-goes-global-1501877673>.
- [2] Commonwealth of Independent States
- [3] Commonwealth of Independent States, "About Commonwealth of Independent States", <http://www.cisstat.com/eng/cis.htm>;
- [4] Eurasian Economic Union
- [5] Eurasian Economic Union, "EAEU Member-States," <http://www.eaeunion.org/?lang=en#about-countries>; Eurasian Economic Commission,
- [6] "Free Trade Agreement Between the Eurasian Economic Union and Vietnam to Enter Into Force on October 5," August 19, 2016, <http://www.eurasiancommission.org/en/nae/news/Pages/19-08-2016.aspx>; TASS,
- [7] Eurasian Economic Integration – 2017. – Saint Petersburg: EDB Centre for Integration Studies, 2017. – p. 88
- [8] Digitalisation and the digital economy: Trade union key messages (February 2017) on <https://www.ituc-psi.org/digitalisation-and-the-digital?lang=en>

[9] Organisation for Economic Cooperation and Development (2016a). Development aid in 2015 continues to grow despite costs for in-donor refugees. 13 April. Paris. Available from <http://www.oecd.org/dac/stats/ODA-2015-detailed-summary.pdf>

[10] Organisation for Economic Cooperation and Development (2016b). 2016 Global aid prospects and projections: from words to action. Paris. Available from <http://www.oecd.org/dac/financing-sustainable-development/developmentfinance-standards/FSS%202016%20flyer.pdf>

[11] <https://lsm.kz/chto-meshaet-kazahstanu-razvivat-internet-tehnologii-issledovanie>

[12] <https://primeminister.kz/ru/news/all/bakitzhan-sagintaev-oboznachil-napravleniya-sotrudnichestva-v-sfere-tsifrovoi-povestki-eaes>

[13] <https://primeminister.kz/ru/news/all/ekspert-vsemimogo-banka-rasskazal-o-razvitii-vektora-tsifrovih-bliznetsov-16008>

**Н. В. Күшжанов<sup>1</sup>, Б. Саммерс<sup>2</sup>**

<sup>1</sup>«Тұран-Астана» университеті, Астана, Қазақстан,  
SABIS-SUN халықаралық мектеп, Баку, Әзірбайжан

### **САНДЫҚ ЖОЛДАМАНЫҢ ЕУРАЗИЯЛЫҚ ЭКОНОМИКАЛЫҚ ОДАҒЫНЫҢ ЭКОНОМИКАҒА ӘСЕРІ**

**Аннотация.** ЕЭО-тың пайда болу тарихы қатысушылардың ынтымақтастығы мен ұйымшылдығына байланысты, ең маңыздысы 1990-2000 жылдар аралығында екінші сәтсіз интеграция кезінде болды (Соның ішінде Кедендік одақ 1995 жылы және Бірыңғай экономикалық кеңістік 2003 жылы). РФ президенті Владимир Путин 2012 жылы бірнеше рет атап өткен болатын: яғни ЕЭО саясаттың ең басты басымдығы болып табылады деді. Осылайша Кремль өзінің дипломатиялық күшін қолдана отырып, ЕО-та, Ресейде және бұрынғы Кеңес одағы мемлекеттерінде алдыңғы қатарлы орынға шығу үшін, сөз берді. Евразиялық экономикалық одақтың – ресми келісім бойынша 2014 жылдың мамыр айында Беларусь, Қазақстан және Ресей мемлекеті қабылданды. Ал 2015 жылы Армения және Қырғызстан мүше болды. ЕЭО белсенді түрде осы күнгі жалпы сандық жолдаманы талқылайды. ЕЭО тарихтағы ең ұтымды тәжірибені Еуропалық одақта және тағы басқа қауымдастық тұжырымдамасын және сандық жолдама жүйесін енгізуді жоспарлайды. Келесі қадам стратегиялық бастамаға сандық экономиканы кіріктіре отырып, осылайша өзге мемлекеттерге оның дұрыс бұрыстығын түсіндіру маңызды тәжірибе болды.

**Түйін сөздер:** сандық жолдама, өсім және өнім, Евразиялық Экономикалық Одақ, әлеуметтік қауіптер.

**Н. В. Күшжанов<sup>1</sup>, Б. Саммерс<sup>2</sup>**

<sup>1</sup>Университет Туран-Астана, Астана, Қазақстан,  
<sup>2</sup>SABIS-SUN международная школа, Баку, Азербайджан

### **ЦИФРОВАЯ ПОВЕСТКА ЕАЭС: ВЛИЯНИЕ НА ЭКОНОМИКУ**

**Аннотация.** История создания ЕАЭС является несомненным примером успеха и кооперации ее участников, особенно в контексте двух неудачных интеграции в 1990-х и 2000-х (а именно, Таможенный союз 1995 года и идея Единого экономического пространства 2003 года). Президент РФ Владимир Путин неоднократно отмечал, что ЕАЭС является главным приоритетом внешней политики с 2012. Таким образом, Кремль применил все свои дипломатические усилия, чтобы гарантировать лидирующее положение России в рамках нового экономического союза, включающего бывшие советские государства. Евразийский экономический союз (ЕАЭС) – был официально основан соглашением в мае 2014 и первоначально включал Беларусь, Казахстан и Россию. Армения и Кыргызстан присоединились в 2015. Евразийский экономический союз (ЕАЭС) активно обсуждает общую цифровую повестку дня. ЕАЭС планирует взять самый успешный опыт истории Европейского союза и других ассоциаций интеграции в формулировке и внедрении цифровой повестки. Следующий шаг будет разработкой стратегических инициатив в установлении цифровой экономики, таким образом, очень важно понять, какой положительный и отрицательный опыт был получен странами.

**Ключевые слова:** цифровая повестка, рост и производительность, ЕАЭС, социальные риски.