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INTELLECTUAL POTENTIAL OF SELF-EMPLOYMENT AS THE SIGN OF THE LABOR MARKET

Abstract. The most important aspect of innovative development is the human resource, since it is the implementation of innovative capacity that depends on the degree of staff readiness to implement innovation activities. Formation of the intellectual nation is the foundation of the labor market and the basis of the strategic objectives of Kazakhstan's development, and the main vectors are the qualitative education and support of the younger generation. According to reviews of foreign experts in the field of education, as well as indicators of the Olympiads, competitions, testing, etc., Kazakhstani youth has a high intellectual potential, which must be involved in the innovative segment of the labor market. In Kazakhstan, self-employment in urban areas is mainly represented by trade, hospitality and catering, but is much more characteristic of the rural population, but a well-trained specialist needs to help uncover talent and provide opportunities, following the example of foreign countries, in order to create conditions for skillful use of acquired knowledge and ensure the formation of competitive employees.

Keywords: intellectual potential, innovation, development, intellectual capital, economy.

Introduction. Social modernization requires a clear picture today of possible challenges and risks. And this should be understood not only by civil servants of all ranks, but also by the entire society, the entire people, for whom social modernization is carried out.

New production, new education and science systems, the development of the middle class, expansion of social guarantees will cause big changes in the minds of Kazakhstanis. And this will require timely adjustment of the entire system of social relations [1].

As foreign experience shows, the modernization process is accompanied by an increase in the activity of citizens, the disclosure of their creative potential. Therefore, the desire of people to defend their rights and freedoms more actively, the degree of self-organization of society will increase. The President stressed that the success of the modernization process largely depends on what principles it will be implemented and defined the basic principles.

1. The principle of evolution.

All changes in the social sphere should correspond to the level of development and opportunities of the Kazakh economy.

2. The principle of shared responsibility.

The state, private structures and society as a whole should share responsibility for the course and results of social modernization.

3. Principle of partnership participation.

All work should be based on close interaction of the state, business and citizens.

4. The principle of incentives.

The state creates conditions for Kazakhstanis to independently improve their quality of life.

5. The principle of professionalism.

All decisions must be thoroughly calculated, taken in consideration of scientifically worked expediency on the basis of studying the world experience.

Also, the Head of State identified five main priorities for social modernization in Kazakhstan:

1. Updating of the social legislation;
2. Forming an effective model of social and labor relations;
3. Kazakhstan standard of quality of life:

Social modernization in Kazakhstan should first of all be aimed at improving the quality of life of all Kazakhstanis, reducing the number of poor and preventing social exclusion.

4. Information and cultural component of social modernization;
5. An effective system of state management of social processes.

Methods of research. Abstraction is used to develop certain abstract concepts or categories, such as price, money, cheap, expensive, etc. At the same time, it is necessary to abstract from the secondary properties of the studied object, and the necessary properties should be selected. For example, to determine an economic category such as a commodity, it is necessary to disregard dimensions, weight, color and other characteristics that are not essential in this case, and at the same time fix the property that unites them: all these things are the products of labor intended for sale. The method of analysis and synthesis involves the study of socio-economic phenomena both in parts (analysis) and in general (synthesis).

Results. Innovation has long been a key competitive advantage for companies and countries, as well as a means of confronting global challenges, for example, social and environmental. In the conditions of aggravating international competition, they become an even more important factor in the struggle for Kazakhstan.

To date, intellectual value is the main component of the development of society, economic growth. Issues of the development of intellectual values occupy the main place in the advanced countries.

In the RK, there are annual internal R & D expenditures for the oblasts in mln. tenge, while the largest share is occupied by the city of Almaty, Astana and Mangistau Oblast.

Internal R & D expenditures by regions for 2013-2017, mln. tenge*

	2013	2014	2015	2016	2017
The Republic of Kazakhstan	61 672,7	66 347,6	69 302,9	66 600,1	68 884,2
Akmola	742,5	826,7	1 113,1	797,3	898,2
Aktobe	559,2	735,3	701,6	763,0	839,1
Almaty	1 117,4	804,2	1 053,6	941,7	871,1
Atyrau	1 880,0	1 885,7	2 415,9	2 753,3	3 637,7
West Kazakhstan	916,0	672,2	753,2	1 789,2	298,5
Zhambyl	1 077,0	1 322,3	689,7	456,3	1 024,3
Karaganda	3 407,7	4 048,9	3 597,8	4 279,1	3 488,1
Kostanay	445,3	574,0	599,2	562,1	1 176,5
Kyzylorda	213,3	266,0	235,6	613,6	506,3
Mangistau	5 095,4	6 160,7	7 694,5	7 800,4	8 043,5
South Kazakhstan	1 168,5	1 233,8	1 360,4	1 211,4	924,2
Pavlodar	335,3	322,9	320,8	390,4	335,7
North-Kazakhstan	209,6	236,3	224,4	180,2	185,2
East Kazakhstan	3 773,3	3 040,6	3 300,0	3 475,4	5 000,5
Astana	9 741,2	10 187,7	13 451,9	13 990,6	16 297,5
Almaty city	30 991,0	34 030,3	31 791,2	26 596,1	25 357,8

*Compiled by the author on the basis of the data of the COP of the Ministry of Education and Science of the Republic of Kazakhstan [2].

Let's consider the basic indicators of innovative activity of the enterprises on all types of innovations, in particular, the level of activity in the field of innovations (%).

In the sphere of state support of innovative business potential, special attention is paid to small and medium-sized businesses. The key support programs for innovation in small and medium-sized companies are the Small Business Innovation Research Program (SBIR) and the Small Business Technology Transfer Program (STTR). SBIR is a competition for small enterprises for R & D and R & D with a high potential for commercialization of their results at the expense of the federal budget. The US retains world leadership in the total costs of business and government for R & D, taking into account the PPP, R & D expenditures per researcher, venture investment, the number of think tanks, and the added value of science-intensive and high-tech industries. About a third of the world's best universities are in the United States. Expenditures on R & D among universities are also concentrated in several dozen universities. According to the National Science Foundation, in 2015, 20 leading universities accounted for 30% of university spending on R & D, and 100 universities – 80%. Of these 100 universities, two-thirds are private [3].

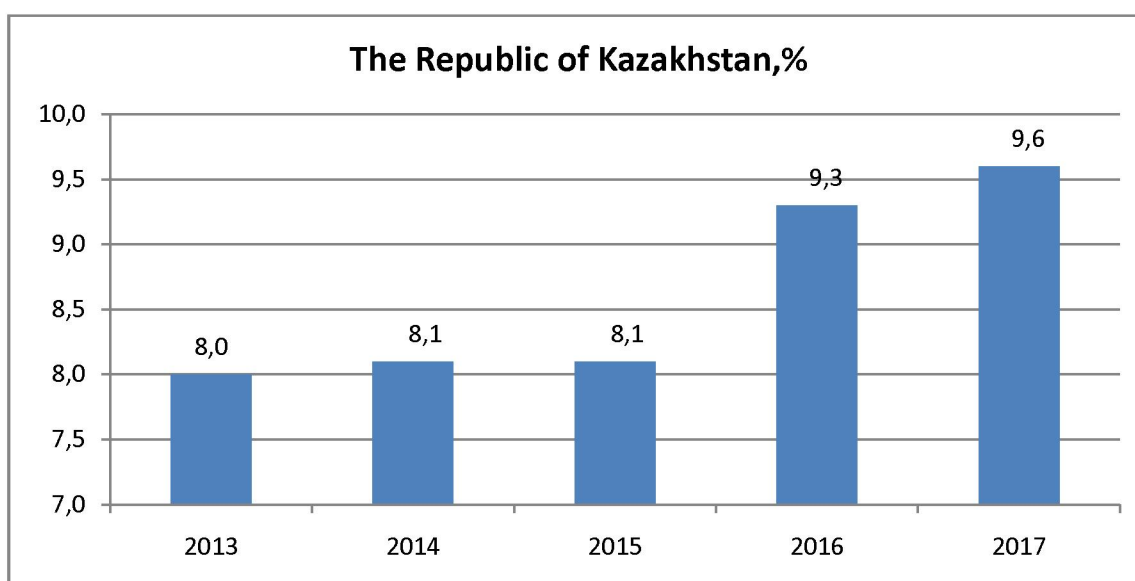


Figure 1 – Level of activity in the field of innovation, %.

Note. Compiled by the author on the basis of the data of the COP of the Ministry of Education and Science of the Republic of Kazakhstan [2].

In Kazakhstan, there is an increase in the level of activity in the field of innovation (%), Kazakhstan enterprises do not seek to engage in R & D independently, and are not inclined to invest in the creation of new products. In this sense, even those enterprises that are engaged in the modernization of production are relatively inert. They prefer turn-key projects, when technological solutions are already embodied in imported machinery and equipment [4].

In Kazakhstan, the share of domestic R & D expenditures from gross domestic product in% has a growth trend, but in the USA the share of government spending in GDP is about 35%, which is lower than in some European countries and higher than in many developing countries. For comparison, in Sweden the value of this indicator is about 50%, in Mexico – about 20%. At the same time, the share of government purchases in the US GDP in 2013 was 10.1% (in Sweden – 16.5%, in Mexico – 5.2%), of which federal government purchases accounted for slightly more than 30% [5].

Recently, important changes have taken place in the national innovation system and in the innovation policy of the United States. The popularity of this approach to financing research and innovation is growing, as the concentration of financial resources and human resources on solving certain problems in priority areas (for example, in the field of defense and energy). There is a reassessment of the role of the defense sector in scientific and technological progress and the commercialization of new technologies: if it was once thought that the defense sector is undoubtedly playing a positive role, lately there has been increasing doubt about this.

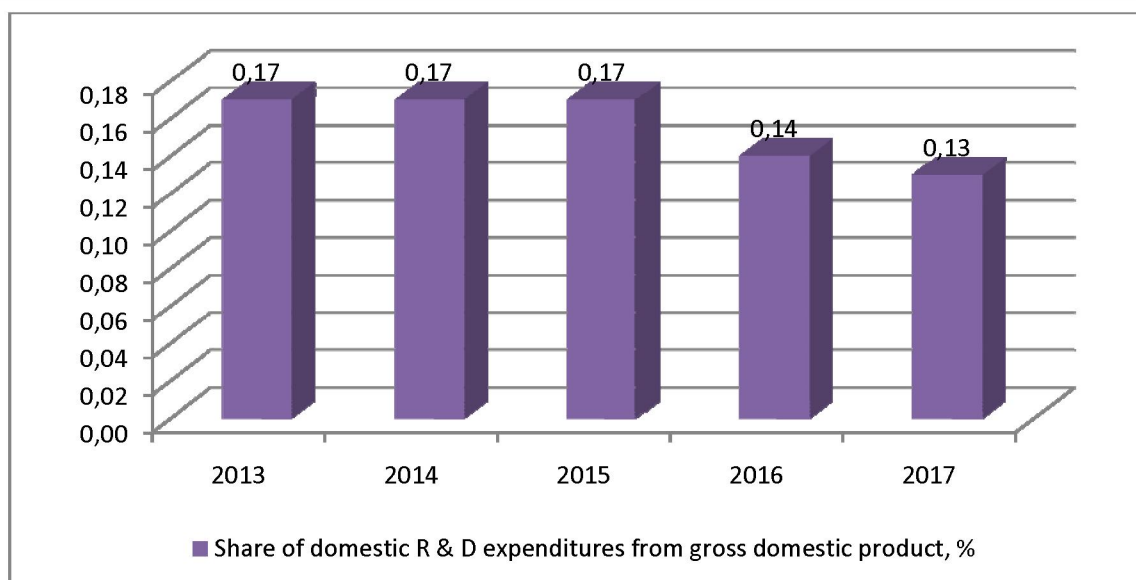


Figure 2 – Share of domestic expenditure on R & D from gross domestic product, %.

Note. Compiled by the author on the basis of the data of the COP of the Ministry of Education and Science of the Republic of Kazakhstan [2].

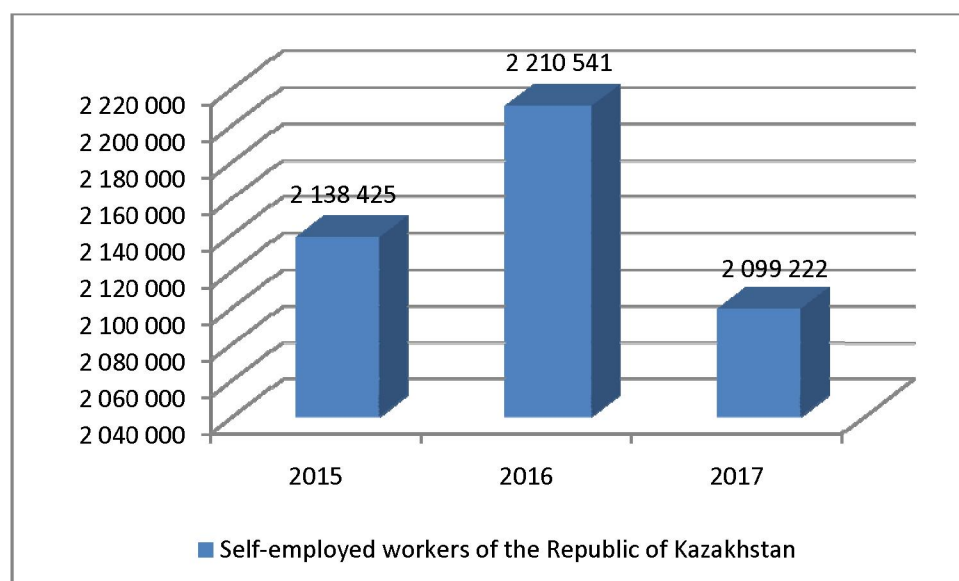


Figure 3 – Self-employed workers of the Republic of Kazakhstan.

Note. Compiled by the author on the basis of the data of the COP of the Ministry of Education and Science of the Republic of Kazakhstan [2].

The number of self-employed in the Republic of Kazakhstan in 2017 decreased, but in 2016 it increased compared to 2015. In general, about 20% of the self-employed population is in the country.

Rational use of labor resources in all regions of the country is one of the important tasks of socio-economic development of Kazakhstan. To solve it, it is necessary to determine objectively the state of the availability of labor resources at the current moment, the needs of the economy in the workforce and the ways of the most effective and full use in the regions.

Among the main problems in the Republic of Kazakhstan, which hamper the active innovative development of Kazakhstani enterprises, there are [6, 7]:

- Insufficient financing of innovative activity by enterprises due to the high cost of introducing and mastering innovations, as well as long-term investments. Enterprises do not have their own funds to finance development, and the possibility of attracting financial resources from external sources is limited.

Creditors do not have a guarantee of repaying loans and receiving dividends, since innovative activity is subject to a much greater number of risks than investment activity;

- the fact that the production enterprises do not have a modern base for implementation of developments due to wear or lack of necessary equipment. Many industrial enterprises are characterized by high resource intensity and energy intensity of production, which is exacerbated by the high level of depreciation of the production apparatus. Because of the backwardness of the fixed capital of enterprises, the economy as a whole is immune to investing in research and development;

- resistance to innovation, which most often occurs for two reasons: the lack of personnel capable of effectively managing the innovation process, and the staffing problem is felt at all levels of government, both in the country and in individual enterprises; difficulties in conducting marketing research of innovative products.

The volatile economic situation in the country makes it difficult to reliably estimate the demand for innovative products, even for the short term. lack of organizational structure of innovation management at enterprises [9-11].

The solution of these problems should become a priority of the policy of the RK in the field of science and innovation in the coming years.

An important direction for the development of innovative entrepreneurship in the near future will be the creation of a system for training and retraining personnel in the field of innovative entrepreneurship, which includes both university and postgraduate education, including abroad, as well as short-term courses, seminars, round tables for improving qualifications of existing managers [11].

The main mechanisms of state financial support for innovative activity now include direct government spending (including public procurement) and indirect support (tax incentives).

Conclusions. Public procurement can promote innovation through the formation of new markets, the creation of demand for innovative products, and through the provision of test sites for innovative products. Creating and maintaining favorable conditions for innovation is even more difficult than stimulating research and innovation. So, many countries and regions of the world tried to repeat the success of the American Silicon Valley, but could not achieve the desired results. The success of clusters is usually determined not so much by a specific cluster policy as by the unique characteristics of the cluster itself, as well as by the conditions and events that led to the formation of this cluster.

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ЕҢБЕК НАРЫҒЫНЫҢ БЕЛГІЛІ БІЛДІРІЛГЕН ҚЫЗМЕТІНІҢ ЗИЯТКЕРЛІК әлеуеті

Аннотация. Инновациялық дамудың маңызды аспектісі адам ресурстары болып табылады, өйткені инновациялық қызметті жүзеге асыруға қызметкерлердің дайындық дәрежесіне байланысты инновациялық әлеуетті енгізу. Интеллектуалды ұлт қалыптастыру, еңбек нарығының негізі және Қазақстанның дамуының стратегиялық мақсаттарының негізі болып табылады, сондай-ақ олимпиада ойындары, жарыстарға қатысу, тестілеу және т.б., сонымен бір мезгілде сапалы білім мен жас ұрпақты қолдаудың негізгі векторы болып табылады. Шетелдік сарапшылардың пікірінше, қазақстандық жастар инновациялық segment еңбек нарығында тартылуы тиіс жоғары интеллектуалдық әлеуеті бар. Қазақстанда, бизнес және қоғам атынан қалалық жерлерде өзін-өзі жұмыспен қамту *gostinichnyn* сауда негізінде, бірақ әлдеқайда көп ауыл тұрғындарына тән болып табылады, алайда, сондай-ақ үйретілген мамандарына талант ашуына көмек және үлгі ретінде шет елдердің келесі мүмкіндіктерді қамтамасыз етуге тиіс, алынған білімді шебер пайдалану үшін және бәсекеге қабілетті қызметкерлердің қалыптасу мақсатында қамтамасыз ететін жағдайлар жасалуы керек.

Түйін сөздер: интеллектуалдық әлеует, инновация, даму, зияткерлік капитал, экономика.

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ИНТЕЛЛЕКТУАЛЬНЫЙ ПОТЕНЦИАЛ САМОЗАНЯТОСТИ КАК СИГМЕНТ РЫНКА ТРУДА

Аннотация. Важнейшим аспектом инновационного развития является человеческий ресурс, так как именно реализация инновационного потенциала зависит от степени готовности персонала к реализации инновационной деятельности. Формирование интеллектуальной нации это фундамент рынка труда и основа стратегических целей развития Казахстана и, при этом главными векторами являются качественное образование и поддержка подрастающего поколения. Согласно отзывам зарубежных специалистов в сфере образования, а также показателям олимпиад, конкурсов, тестирований и т.п., казахстанская молодёжь обладает высоким интеллектуальным потенциалом, которую необходимо вовлекать в инновационный сегмент рынка труда. В Казахстане самозанятость в городской местности представлена в основном торговлей, гостиничным бизнесом и общественным питанием, но в значительно большей степени характерна для сельского населения, однако, хорошо обученному специалисту необходимо помочь в раскрытии таланта и предоставить возможности следуя примеру зарубежных стран, с целью создать условия для умелого использования полученных знаний и обеспечить формирование конкурентоспособных работников.

Ключевые слова: интеллектуальный потенциал, инновации, развитие, интеллектуальный капитал, экономика.

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