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INTELLECTUAL POTENTIAL AS A BASIS FOR FORMATION OF INNOVATIVE ECONOMY OF THE REPUBLIC OF KAZAKHSTAN

Abstract. Intellectual potential is an aggregate of theoretical knowledge, practical experience and individual abilities of employees who carry out works on creating innovations in industrial enterprises and organizations. To develop an innovative economy, we need an "innovative person" who is able to make full use of the achievements of science and technology, based on their use, to create innovations and introduce them into all spheres of public life. Therefore, the solution of the problem of the formation and development of an innovative economy depends to a large extent on increasing human potential. For the development of an innovative economy, each person, workforce, society as a whole must have new competencies, new professional and social qualities, human capacity, move to a higher stage of human development.

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

Methods of research. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities.

Results. In accordance with the Strategy of Innovative Development until 2020, developed by the Ministry of Economic Development, one of the important tasks of the country's innovative development is to increase human potential in science, education, technology and innovation. The given task assumes increase of receptiveness of the population of the country to innovations - innovative products and technologies, simultaneously increase in number of innovative (risky) businessmen, development in the society of the positive relation to risk, and also propagation of innovative business and scientific and technical activity.

Innovations become the most essential condition:

- creation of new jobs that require highly qualified specialists;
- effective business, creating new and improved goods and services;
- the use of new technologies that reduce the negative man-made effects of the previous technological base of the industrial economy [5].

In turn, the necessary conditions for innovation are:

- a wide diffusion of scientific knowledge and information;
- formation and development of innovative infrastructure, innovative networks and innovative clusters, both at the regional and sectoral and inter-branch levels;
- the development of human capital, which is receptive to new knowledge, including the creation of conditions for training and professional development of workers throughout their lives;
- public-private partnership based on the use of new knowledge and innovations;

- the development of public and private institutions that contribute to the growth of the innovative receptivity of the economy and society, the most important of which is the institution of intellectual property.

Kazakhstan has now entered the industrial-innovative phase of economic development. This stage is characterized by the adaptation of the sphere of science to the current economic conditions, which should lead to fundamental changes in the structural, organizational, personnel, infrastructure and financial support for the development of science regulated by the relevant regulatory legal framework.

The development of scientific and technological potential should not be seen as a co-factor that is not characteristic of traditional sectors of the economy. The field of science is the same sector of the economy, which has all the features, rules and regulatory mechanisms common to other sectors.

In conditions when more than 80% of the economy of Kazakhstan is in the private sector, the principles of regulation of the sphere of science, inheriting a weak focus on market demands, are outdated and imperfect.

For the implementation of innovative activities in the real sector of the economy, people who are ready for a constant change of technologies are needed, who are able to assume responsibility for determining the goals and programs of action of the work collective and society as a whole. Such specialists, who are ready to deal effectively with social, scientific and industrial construction, should think in a fairly universal way, should be capable of system-holistic vision of the features of interaction of elements of socio-technical systems, their management processes, and the role and place of people in these systems, and accordingly build their professional activity on the basis of a creative approach, never losing behind the details of the general picture of the surrounding reality.

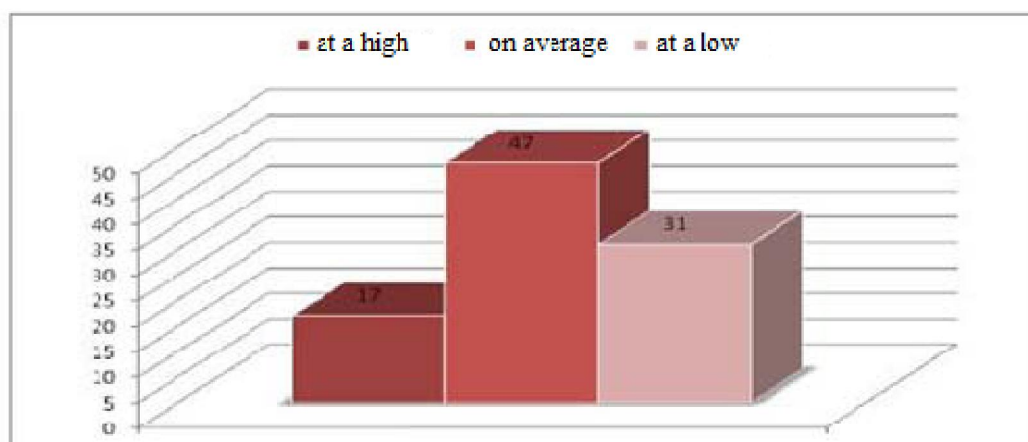
The formation of an intellectual nation is recognized as one of the strategic goals of Kazakhstan's development, while the main vectors are quality education and support for the younger generation. According to reviews of foreign experts in the field of education, as well as indicators of Olympiads, contests, tests, etc., Kazakhstani youth has a high intellectual potential. You just need to be able to use it correctly. Do not just give a good specialist a good education, but also help to reveal talent and opportunities, create conditions for skillful use of acquired knowledge, ensure the formation of competitive employees.

Now intellectual value is considered as 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. This problem is widely discussed in the studies of the French scientist A. Bounfor and the Swiss scientist L. Edvinsson. They argue that intellectual capital is the basis of state development [7]. Analysis of the Portuguese scientist A. Teixeira, considering ways to increase the potential of human capital, characterize this process from an economic, technological and executive point of view [8]. Swiss scientists B. Carlsson, G. Eloasson believe that economic development is the realization of humanitarian ideas in the light of the implementation of new technology. The study is devoted to the creation of conditions for the emergence of new ideas necessary for effective development. British scientist Ph. Ken views cultural values in his studies as an integral part of intellectual capital. R.D. Putnam characterizes social capital as a connection between people, based on mutual trust. This approach was continued in the works of F. Fukuyama. In his research F. Fukuyama writes that on the basis of cultural mechanisms the main ideas of which are traditions and continuity in history, public trust generates social capital [9].

When polling Kazakhstani: - "At what level are we now as an intellectual nation?"

According to figure 1 at what level we are now the Republic of Kazakhstan, as an intellectual nation, answered: high - 17%, on average - 47%, at low - 31%. The majority of the respondents - 47% - note the average development of the nation's intellectuality, and the critical view speaks of the bar that Kazakhstani have taken and are holding, almost a third of those polled spoke in favor of a low level of intellectual development.

The need to understand and comprehend social changes is acutely felt by all social scientists. The most important features of the current stage of social change are intensive globalization, the growth of technogenic, natural and socio-genic risks, impede the implementation of the macro sociological theory of its general function - the establishment of the regularity of social processes. The results of large-scale empirical research will certainly become the basis for constructing the concepts of transformation of multi-layered Kazakhstan society and pragmatic technological regulation of the modern historical process. This is the basis for increasing the prestige of sociological knowledge in power circles and the general public.



Answers of the questionnaires of Kazakhstan

In general, the following forms of youth participation in scientific activities are practiced in higher educational institutions: work in scientific circles and clubs at universities, presentations at scientific theoretical, practical conferences, forums; participation in competitions of scientific works, olympiads, seminars, round tables, television debates on science; as well as participation in research projects.

To stimulate the inflow of young people into science, it is necessary to conduct targeted work in the following areas:

- expansion of participation of schoolchildren and students in international Olympiads, research projects, competitions and scientific and technical tournaments;
- attracting university students to active scientific work as assistants to scientists and teachers;
- attracting promising students to research work and implementation of research projects.

A key element of innovative development is the human resource, since in many respects the degree of implementation of innovative potential depends on the degree of receptivity and staff readiness for the implementation of innovative activities.

At the present stage, the process of forming a social base for innovative small business is largely limited in resources. Small innovative firms, having obtained economic independence and the right to dispose of their own profit, do not receive the appropriate legal state guarantees for the effective development of their own business. They also do not have experience in managing the personnel of an innovative firm, and prefer to look for external development resources without paying enough attention to the development of social management methods that contribute to the formation of motivation to achieve long-term innovative goals.

The meaning of raising the level of efficiency in the implementation of human resources for innovative small business is that in modern conditions, the creation of external (state support for innovative small business) and internal (social methods of innovative management) conditions for the use of human resources must be interconnected and directed to their preservation and increase. This is necessary:

1) Delineation of powers between the central, regional and local level of authority on development of administrative measures of influence on small innovative business. At the upper level, general legislative principles of innovation activity of small firms are determined; at the regional level, conditions for indirect economic and direct financial support are created, its size is determined depending on the needs and specifics of the region, an innovative infrastructure is being formed; at the local level, programs are being developed to support entrepreneurs who open and develop their own business, including information, education, advertising, services, recruitment services, plans are also being developed for the restructuring of large enterprises, with the emphasis on entrepreneurial oriented innovative structures, forming small high-tech firms. It is at the local level that an expansion of the social base of innovative small business takes place due to the involvement of resources of local communities.

2) Involvement of entrepreneurs in the process of creating not only the technical and technological chain of the innovation cycle, but also the formation of the social and organizational context for ensuring the intellectual, professional and creative fullness of the innovative activity of workers of small firms.

Conclusions. Thus, an innovative small firm, whose existence depends on both external and internal factors of influence, is a mechanism for "processing" human resources, which either accumulate their potential for its competent development and use, or depreciate and degrade in the absence of effective conditions implementation. The higher the competitiveness of the firm, the higher the interest of the state, private and foreign investors in providing support, financial support of innovative projects, creating appropriate conditions for the development of a small innovative firm.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ИННОВАЦИЯЛЫҚ ЭКОНОМИКАСЫНЫҢ НЕГІЗІ РЕТІНДЕГІ ЗИЯТКЕРЛІК ӘЛЕУЕТ

Аннотация. Мақалада әлемдегі халықтың зияткерлік әлеуетін дамыту жолдары зерттелді. Әлемнің жетекші елдерінің инновациялық дамуы білімнің, инновациялардың, ғаламдық ақпараттық жүйелердің, зияткерлік еңбектің, ғылымның, жаңа технологиялардың экономикасы есебінен болды. Интеллектуалды әлеует басым рөл атқарса және жаңа экономиканың нәтижесінде қазіргі заманғы қоғамның әлеуметтік-экономикалық дамуының негізгі басымдығы болды. Бүгінде білім беру тек экономика саласы ғана емес, экономиканың дамуының негізгі ресурсы болып табылады. Адам факторы өндірісте, ғылымда, мәдениетте және халық шаруашылығының өзге де салаларында жаңа нәрсені ашатын, жасайтын жеке тұлға ретінде құнды. Осыған орай, отандық білім берудің маңызды миссиясы – зияткерлік тұрғыдан дамыған, шығармашылықпен жұмыс жасайтын кәсіби мамандарды- Қазақстан Республикасының азаматтарын даярлау.

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

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ИНТЕЛЛЕКТУАЛЬНЫЙ ПОТЕНЦИАЛ КАК ОСНОВА ФОРМИРОВАНИЯ ИННОВАЦИОННОЙ ЭКОНОМИКИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье был исследован способ развития интеллектуального потенциала населения в мире. Инновационное развитие ведущих стран мира произошло благодаря экономике знаний, инноваций, глобальных информационных систем, экономики интеллектуального труда, науки, новейших технологий. Где главенствующую роль сыграл интеллектуальный потенциал и как результат новой экономики, стал главной доминантой социально-экономического развития современного общества. Образование на сегодняшний день становится не только отраслью хозяйства, а сколько основным ресурсом развития экономики. Именно человеческий фактор ценится как личность, которая может открыть, создать что-то новое в производстве, науке, культуре и других отраслях народного хозяйства. В связи, с чем важнейшая миссия отечественного образования – это подготовка интеллектуально развитых, творчески работающих профессионалов-граждан Республики Казахстан.

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

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