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[melisovna@mail.ru](mailto:melisovna@mail.ru)**THE RESEARCH ON THE INNOVATIVE POTENTIAL OF SMALL  
AND MEDIUM-SIZED ENTERPRISES UNDER THE FORMATION  
OF A NEW TECHNOLOGICAL STRUCTURE (BASED ON DATA  
OF EAST KAZAKHSTAN REGION)**

**Abstract.** The article presents the current state of small and medium-sized businesses in the East Kazakhstan region of the Republic of Kazakhstan, in particular, the dynamics and structure of active innovatively developed small and medium-sized businesses, the main indicators characterizing the development of small businesses in the context of the formation of a new technological structure in the region.

The innovative potential of enterprises of the East Kazakhstan region is also considered, that is, the degree of its readiness to perform the tasks of small and medium-sized businesses, ensuring the achievement of the set innovation goal, the structure of performance indicators of small and medium-sized businesses, as well as the degree of readiness to implement an innovative project innovation transformation and innovation programs.

**Keywords:** small business, business, innovation, potential, competition, economic growth, concept, partnership.

**INTRODUCTION**

The development of the innovative potential of an enterprise can be carried out only through the development of all its divisions, as well as all elements of the production and economic system. Therefore, a thorough analysis or diagnosis of the organization's internal environment is necessary to assess the innovation potential [1].

World experience shows that the success of market transformations and the ongoing development of the national economy is largely determined by the extent to which the potential of small business, the most dynamic and flexible sector of the economy, is realized. In order for a small business in Kazakhstan to fully perform its economic and social functions, comprehensive and comprehensive support and ensuring its viability are needed.

In the Republic of Kazakhstan, the main strategic document of development is the Message of the President of the Republic of Kazakhstan - the Leader of the Nation N. A. Nazarbayev to the people of Kazakhstan, the strategy "Kazakhstan-2050", presented in 2012. Its main goal is to create a welfare society based on a strong state, a developed economy and opportunities for universal labor, the entry of Kazakhstan into the top thirty most developed countries of the world [2].

**MAIN PART**

In general, in Kazakhstan over the past 10 years, there has been an almost two-fold increase in the number of small businesses, including an increase of more than three times the number of individual entrepreneurs.

Consider the main indicators characterizing the development of small business by state in January 2018, in table 1.

Name	Total operating SMEs	including		
		legal entities SME	individual entrepreneurs	farms
East Kazakhstan region	79 966	10 058	55 407	14 501
Ust-Kamenogorsk	26 424	5 424	20 880	120
Kurchatov	468	55	411	2
Ridder	2 615	275	2 257	83
Semey	18 047	2 294	15 181	572
Abay district	888	33	308	547
Ayagoz district	3 391	161	2 063	1 167
Beskaragai district	892	63	347	482
Borodulikha district	1 312	93	647	572
Glubokovsky district	2 273	242	1 518	513
Zharna district	1 566	102	893	571
Zaisan district	2 450	107	1 211	1 132
Zyryanovsky district	3 166	301	2 656	209
Kokpektinsky district	1 621	132	737	752
Kurchum district	1 633	100	619	914
Katon-Karagay district	2 121	109	600	1 412
Tarbagatai district	2 829	83	837	1 909
Ulan district	1 890	156	700	1 034
Urjar district	4 039	141	1 667	2 231
Shemonaiha district	2 341	187	1 875	279
Statistical Business Register data stat.gov.kz [3]				

The largest number of active individual entrepreneurs is concentrated in Ust-Kamenogorsk (37.7%) of the total number and Semey (27.4%).

According to the statistical register, a significant number of working peasant or farm enterprises were recorded in Urjar (15.4%), Tarbagatai (13.2%), Katon-Karagai (9.7%), Ayagozsky (8.0%), and Zaisan (7.8%) areas.

The number of operating SMEs as of January 1, 2018 operating in the market amounted to 80 thousand units.

The time limit, the lack of specialists capable of conducting system analysis, the lack of information about the organization (especially when analyzing the innovative potential of competitors) force us to use diagnostic approaches to assess the innovative potential of the organization. It should be noted that conducting a diagnostic analysis requires certain skills and information base. As diagnostic parameters, available information is used that characterizes various aspects of the company's activities (for example, number of employees, average wage level, labor productivity, production costs, product and service quality, etc.).

Within the framework of regional development, funds from all existing programs were attracted for the development of villages: Employment Roadmap 2020, Development of Regions, Business Roadmap, Modernization of Housing and Public Utilities, Ak Bulak, Education Development, Healthcare Development ", " Agribusiness 2020 ". In general, 40.0 billion tenge was directed to the development of villages, over 2.4 thousand projects were implemented. The main tasks in the context of the implementation of the New Economic Policy "Nurly Zhol" - ensuring sustainable growth of the economy and improving the quality of life of Kazakhstan [4, 5,6].

In addition to purely economic, small business performs other functions. An important social function of small business in industrialized countries is associated with its ability on a large scale to absorb the unoccupied workforce released from large enterprises to reduce social tensions that arise in conditions of chronic unemployment and economic crises. The experience of developed industrial countries that have coped with the structural crisis of the mid-70s of the twentieth century shows that employment issues of the population can be solved quite effectively through the mass creation of small enterprises..

World experience shows that small business plays a very important role in a market economy. In Western Europe and the United States, small business is one of the main areas of employment for the population (statistics show that 50–70% of employment in the economies of the country is accounted for small business and 60–70% of new jobs are generated by small businesses).

The number of small enterprises in such areas as construction, transport, consumer services is growing gradually.

Monitoring of small and medium-sized businesses in the East Kazakhstan region: in January-June 2018 compared with January-June of the previous year, output (in comparable prices) increased by 15.5%, the number of active subjects increased by 3.1% the number of employees - by 4.8%. The structure of performance indicators of small and medium-sized businesses, as a percentage, we consider in Figure 1.

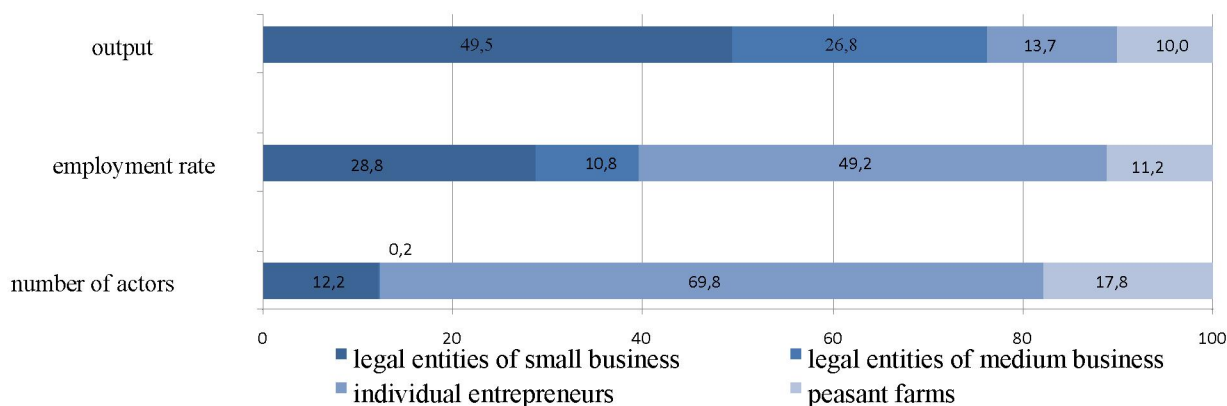


Figure 1 - Structure of performance indicators of small and medium-sized businesses

The output of small businesses by legal entities increased by 20.1% compared to January-June 2017, medium-sized enterprises - by 22.1%, peasant farms - by 12.8%, individual entrepreneurs decreased by 5.8%.

The strategic measures, which aim to increase the competitiveness of Kazakhstan, include not only strategic management decisions, but also concrete actions for the prompt response of the authorities to changes of an external and internal nature. Accordingly, this raises the need for strategic maneuvering and revision of priorities and objectives of public policy [7].

It is necessary to carry out technological modernization of production capacities due to the introduction of promising domestic scientific and technical developments and transfer of advanced foreign technologies, to form innovative production and to ensure accelerated modernization of existing enterprises in the structure of territorial production clusters, diversification of export directions of Kazakhstan hydrocarbons is necessary (including an increase in export to China) and the creation of appropriate infrastructure.

## CONCLUSION

Thus, ensuring the integration of Kazakhstan into the world market and accelerating socio-economic development through the rational distribution of productive forces across its territory, the development of a settlement system, which will increase the population's access to all sources of socio-economic growth, and the development of an industrial region rich in mineral raw materials and fully meeting their own needs for food products and building materials due to domestic production.

Improving the standard of living of the population due to the formation of agglomerations with appropriate life-supporting infrastructure. Creating new jobs through the rapid development of small and medium-sized businesses in the manufacturing industry and the service sector.

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**ЖАҢА ТЕХНОЛОГИЯЛЫҚ ТӘРТІПТІ ҚАЛЫПТАСТЫРУ ЖАҒДАЙЫНДА ШАҒЫН ЖӘНЕ ОРТА  
КӘСІПкерліктің инновациялық әлеуетін зерттеу (ШҚО материалдарында)**

**Аннотация.** Мақала Қазақстан Республикасының Шығыс Қазақстан облысындағы шағын және орта бизнестің ағымдағы жай-күйін, атап айтқанда, белсенді инновациялық дамыған шағын және орта бизнестің динамикасы мен құрылымын, аймақтағы жаңа технологиялық құрылымды қалыптастыру контекстінде шағын бизнестің дамуын сипаттайтын негізгі көрсеткіштерді көрсетеді.

ШҚО кәсіпорындарының инновациялық әлеуеті, атап айтқанда, шағын және орта бизнестің алдына қойылған міндеттерді орындауға дайындығы, белгіленген инновациялық мақсатқа жету, шағын және орта бизнестің көрсеткіштерінің құрылымы, сондай-ақ инновациялық жобаны іске асыруға әзірлік дәрежесі қарастырылады. инновациялық трансформация және инновациялық бағдарламалар.

**Түйін сөздер:** шағын бизнес, бизнес, инновация, әлеует, бәсекелестік, экономикалық өсу, тұжырымдамасы, әріптестігі.

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**ИССЛЕДОВАНИЕ ИННОВАЦИОННОГО ПОТЕНЦИАЛА МАЛОГО  
И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА В УСЛОВИЯХ ФОРМИРОВАНИЯ  
НОВОГО ТЕХНОЛОГИЧЕСКОГО УКЛАДА (НА МАТЕРИАЛАХ ВКО)**

**Аннотация.** В статье авторами представлено современное состояние малого и среднего предпринимательства в Восточно-Казахстанской области Республики Казахстан, в частности динамика и структура активных инновационно-развитых субъектов малого и среднего бизнеса, основные показатели, характеризующие развитие малого предпринимательства в условиях формирования нового технологического уклада в разрезе региона.

Так же рассмотрен инновационный потенциал предприятий Восточно-Казахстанской области, то есть продемонстрирована степень его готовности выполнить задачи субъектов малого и среднего бизнеса, обеспечивающие достижение поставленной инновационной цели, структура показателей деятельности субъектов малого и среднего предпринимательства, а так же степень готовности к реализации инновационного проекта или программы инновационных преобразований и внедрения инноваций.

**Ключевые слова:** малое и среднее предпринимательство, бизнес, инновации, потенциал, конкуренция, экономический рост, концепция, партнерство.

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