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L.N. Janmoldayeva¹, D.B. Sharipova², A.O. Abzhapparova³

Kazakh University of Technology and Business

Zhanmoldaeva@bk.ru, Dinara.sharipova.73@mail.ru, ms.aybope@mail.ru

**PECULIARITIES OF ENTERPRISE FORMATION
IN THE NORTHERN REGION OF KAZAKHSTAN**

Abstract. The issues of forming entrepreneurship in the Republic of Kazakhstan are among the most important and are considered at the highest state level. Entrepreneurship in the Republic of Kazakhstan has become a phenomenon of mass and relatively dynamic. In Western countries at present, entrepreneurship is characterized as a special, innovative, anti-bureaucratic style of management. The basis of this is a constant search for new opportunities, an orientation toward innovation, and the ability to attract and use resources to solve a given task on a wide variety of sources. In this regard, a scientific analysis of the economic problems of small business in Kazakhstan acquires special importance in the conditions of economic reform, characterized primarily by structural restructuring of the economy, the need to stabilize the reproduction processes and ensure in the long term sustainable economic development.

Keywords: business, economy, region, business, subjects.

Introduction. The XXI century, which is called the century of high technology, the information age, is characterized by globalization, integration of economies, activation of migration processes, cultural interpenetration. With all their positive consequences, these processes have a downside, related to the rationalization of spiritual life, the aggravation of the worldview and value crisis. In these conditions, as noted by the First President of RK NA. Nazarbayev in his message "Strategy" Kazakhstan-2050: a new political course of the state ", the most important strategic task is the formation of the New Kazakhstan Patriotism, which should unite the entire society and become the basis of its success:" Kazakhstan is our land. This is the land that for centuries belonged to our ancestors. The land that will belong to our descendants".

Methods of research. One of the priority directions of the economic reform, currently being carried out in Kazakhstan, is the formation and development of small business. The society is increasingly aware that small business is one of the key conditions for the formation of market mechanisms and is an integral part of the modern market system. The development of small business in unity with the diversification (breakdown) of the industrial sector is one of the foundations of the strategy "Kazakhstan - 2030". Small business in Kazakhstan is not only a necessary link in the creation of a market system of management, but also the most essential element in the social transformation of society.

Foreign experience of economic and social development confirms that entrepreneurship can become a real factor not only for stabilization, but also for the growth of the economy of Kazakhstan. Small business contributes to the maintenance at a proper level of competition, flexible restructuring of production, acceleration of innovation processes, the formation of the social orientation of market relations and the growth of employment.

The discussion of the results. Business is based on personal priorities of the entrepreneur, therefore, the business concept reflects the individual principles of the businessman, as well as the economic potential of the regions.

So, as of January 1, 2018 in the North Kazakhstan region, the survey of active SMEs in the regional context for the period under study showed that the positive dynamics persists in all regions of Kazakhstan. Summing up the review of the state of the SME sector in Kazakhstan, the following conclusions can be drawn:

1. Over the past few years, there has been a general growth in the absolute indicators of the SME sector (nominal number of registered, functioning SIDS, number of employed people, output).

2. Disproportions remain in the structure of SMEs by industry and organizational and legal forms: the share of entities providing trade and intermediary services is increasing, the number of individual entrepreneurs is growing at a faster pace than in enterprises and peasant farms.

3. By the end of 2014, the South-Kazakhstan and Almaty regions, as well as the city of Almaty, are traditionally the leaders in the number of active SME entities. According to the share of active SMEs in the total number of SMEs registered, as in the previous year, the first positions were taken by Aktyubinsk and West-Kazakhstan regions.

4. Traditionally, Almaty is the region with the largest number of SMEs registered in the form of a legal entity, due to the productivity of which the city has the largest output of SMEs and the number of people employed in it.

Table 1 - Number of operating small and medium-sized businesses as of January 1, 2018 units

	Total	В ТОМ ЧИСЛЕ				In% to the corresponding period of the previous year
		Small Business Company	The legal entity of medium-sized business	individual entrepreneurs	farming	
Total	27 587	4 704	125	19 595	3 163	99,8
Petropavlovsk	15 077	3 123	40	11 858	56	102,4
Ayrtausk	1 229	131	17	885	196	98,5
Akzharsky	689	87	1	359	242	106,8
M. Zhumabaeva	1 006	109	5	607	285	93,3
Esilsky	778	128	7	460	183	91,9
Zhambylsky	665	78	1	396	190	83,5
Kyzylzhar	1 449	209	4	947	289	100,7
Mamlutsky	790	98	4	510	178	92,1
Shal Akyna	867	128	2	539	198	93,2
Akkayinsky	649	82	4	346	217	97,4
Tayynshinsky	1 586	238	10	977	361	100,6
Timiryazevsky	677	58	5	301	313	90,3
Ualikhanovsky	611	68	1	345	197	103,2
G.Musrepov...	1 514	167	24	1 065	258	100,9

As of January 1, 2018, the number of operating subjects of small and medium-sized businesses, compared with the corresponding date of the previous year, decreased by 0.2%. In the total number of small and medium-sized businesses, the share of individual entrepreneurs was 71%, of small businesses - 17%, of peasant or private farms - 11.5%, of medium-sized businesses - 0.5%.

The volume of industrial production in January 2018. amounted to KZT 19081.9 million in current prices, which is 0.7% less than in January 2017. In the mining industry, production volumes decreased by 4.2%, in electricity, gas, steam and air conditioning - by 8.6%. In the manufacturing industry, output increased by 2.8%, in water supply, sewerage, control over collection and distribution of waste - by 1.6%.

The volume of gross output of agricultural products (services) in January 2018 amounted to 8497.7 million tenge, which is more than January 2017. by 5.3%.

The volume of freight turnover in January 2018. made up. The volume of industrial production in January 2018. amounted to KZT 19081.9 million in current prices, which is 0.7% less than in January 2017. In the mining industry, production volumes decreased by 4.2%, in electricity, gas, steam and air conditioning - by 8.6%. In the manufacturing industry, output increased by 2.8%, in water supply, sewerage, control over collection and distribution of waste - by 1.6%.

The volume of gross output of agricultural products (services) in January 2018 amounted to 8497.7 million tenge, which is more than January 2017. by 5.3%.

The volume of freight turnover in January 2018. amounted to 253.2 million tkm (including estimates of the volume of turnover of individual entrepreneurs engaged in commercial transport), or 102.5% by January 2017. The volume of passenger turnover was 294.7 million pkm, or 100% compared to the same period last year.

The volume of construction works (services) amounted to 923.2 million tenge, or 155.8% as of January 2017.

For housing construction 446.9 million tenge was sent (126.1% compared to January 2017), 3761 square meters were commissioned. meter of housing (125.2%).

Thus, at the moment in Kazakhstan, the most widely distributed partnerships with limited liability (LLP). It is in this form that most trade and intermediary enterprises are created.

In addition to the creation of shops and supermarkets, the intermediary business showed itself in exhibition activities. The company "Iteca" (England - Kazakhstan) accounts for not less than 80% of all exhibitions organized in Kazakhstan. The mediation business in the tourism industry has become especially widespread. Hundreds of firms offer today in Kazakhstan tourist trips abroad.

Among the measures of state support for entrepreneurship, the assistance and assistance of the state in securing small business for a particular market is of key importance. The implementation of this proposal can be ensured through the regular publication of the list of priority types of production, in the development of which the state is interested, and the list of regions that it would like to develop.

An effective measure of state support in one direction would be the granting of preferences when placing government contracts for the production of certain types of goods, works and services from a published list [4].

The objectives of the program to support entrepreneurship in the country are:

1. Identification of priority areas for business development in the sectorial and regional context.

First of all, we are talking about the creation of private and collective structures of a market economy in the sphere of production and processing of agricultural products, the production of consumer goods, the development of innovative activities;

2. Formation of all components of market infrastructure in Kazakhstan as a sovereign state (commodity, stock exchanges, holding, brokerage, brokerage, leasing, insurance, audit companies).

3. Creation and active activity of state and non-state bodies and organizations to support new economic structures. Formation of republican and local funds to support entrepreneurship.

All these measures to improve the state support of entrepreneurship will ultimately expand the scope of its activities and increase volumes, and will have a positive impact on each specific enterprise.

Taking into account the specific factors characteristic for modern Kazakhstan (huge territory, various soil and climatic conditions, a glaring gap in the levels of economic potential of regions, environmental problems) and for the purpose of analyzing the development of regional entrepreneurship in the RK, the authors of the study deemed it expedient to identify the following four influenza regions:

The first group consists of regions with unique reserves of mineral resources (mainly hydrocarbon reserves), a high level of development of the national productive potential, an inefficient sectorial economy, a social backwardness of the village, and a serious environmental situation (Atyrau, Aktobe, Mangistay, ZKO, and Kyzylorda region).

Priority directions of reforming the economy of these regions are intensive development of rich deposits of raw materials (chromite's, potassium salts, borates, nickel, cobalt, etc.), their complex processing; creation of highly developed industrial, social and market infrastructure meeting world standards of quality; creation of a favorable investment climate for domestic and foreign investors.

The second group is regions with a high production potential, with specialization in heavy industries, and self-sufficiency in financial resources. These regions include the East Kazakhstan region, Pavlodar, Karaganda, Kostanay regions and North Kazakhstan region [9].

Priority directions of reforming the economy of these regions should be further rapid reconstruction of the strong production potential; organization of the issue of a new high-volume product on the basis of the latest technologies, including the use of external sources of financing and advanced technologies for foreign; accelerated development of market infrastructure.

The third group is regions with specialization in the development of agro-industrial complexes, which are leading in the formation of the food fund of the Republic of Kazakhstan. These regions include the North Kazakhstan region, Akmola region, WKO, Almaty region.

Priority directions of reforming the economy of these regions are the further development of agriculture; introduction and use in the production process of the newest technologies and machinery ensuring high quality of agricultural production and export growth; organization of a wide network of small enterprises for processing agricultural raw materials; development of the consumer market [10].

Conclusions. Thus, it is important to conclude that the priority areas for reforming the economy of the regions are the prevention of the process of curbing the environmental crisis; radical reconstruction of the economic complex; creation of a network of small enterprises for the industrial processing of agricultural raw materials; providing the necessary conditions for those wishing to resettle the inhabitants of small and medium-sized cities, rural areas with environmentally hazardous environment surrounding the environment in other regions of the republic; Involving technical and humanitarian aid and its effective use.

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Л.Н. Джанмулдаева¹, Д.Б. Шариповой², А.О. Абжаппаровой³

Қазақ технология және бизнес университеті

ҚАЗАҚСТАННЫҢ СОЛТҮСТІК ӨңІРІНДЕ КӘСІПКЕРЛІКТІ ҚАЛЫПТАСТЫРУДЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Қазақстан Республикасында кәсіпкерліктің қалыптасуы маңызды және мемлекеттік деңгейде қарастырылады. Қазақстан Республикасында кәсіпкерлік жаппай және серпінді құбылыс болып табылады. Қазіргі уақытта батыс елдерінде кәсіпкерлік парашағылықты жүргізудің ерекше, жаңашыл, антибюрократтық стилі ретінде сипатталады. Оның негізінде үнемі жаңа мүмкіндіктерді іздеу, инновацияларға бейімделу, алға қойылған мақсатқа жету үшін түрлі дереккөздерді пайдалану жатыр. Осыған байланысты Қазақстандағы шағын бизнестің экономикалық мәселелерін ғылыми тұрғыдан талдау, экономиканың қалыптасуында ерекше орын алады. Ең алдымен шаруашылықтың құрылымдық қайта құрылуы, ұдайы өндірістік процестердің қажетті түрде қалыптасуы мен экономикалық тұрақты дамуды қамтамасыз етумен сипатталады.

Түйін сөздер: кәсіпкерлік, экономика, аймақ, бизнес, субъекттер.

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Л.Н. Джанмулдаева¹, Д.Б. Шарипова², А.О. Абжаппарова³

Казахский университет технологии и бизнеса

ОСОБЕННОСТИ ФОРМИРОВАНИЯ ПРЕДПРИНИМАТЕЛЬСТВА В СЕВЕРНОМ РЕГИОНЕ КАЗАХСТАНА

Аннотация. Вопросы формирования предпринимательства в Республике Казахстан относятся к категории наиболее важных и рассматриваются на высшем государственном уровне. Предпринимательство в Республике Казахстан стало явлением массовым и относительно динамичным. В западных странах в настоящее время предпринимательство характеризуется как особый, новаторский, антибюрократический стиль хозяйствования. В основе, которого лежит постоянный поиск новых возможностей, ориентация на инновации, умение привлекать и использовать для решения поставленной задачи ресурсы на самых разнообразных источниках. В связи с этим научный анализ экономических проблем малого бизнеса в Казахстане приобретает особую значимость в условиях реформирования экономики, характеризующейся, в первую очередь структурной перестройкой хозяйства, необходимостью стабилизации воспроизводственных процессов и обеспечения в перспективе устойчивого экономического развития.

Ключевые слова: предпринимательство, экономика, регион, бизнес, субъекты.