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**SUSTAINABLE DEVELOPMENT OF THE ECONOMY:
CONCEPT AND FACTORS**

Abstract. At the present stage of development, globalization and dynamism are inherent in the social and historical process, which, on the one hand, contribute to an increase in economic growth rates and thus provide an opportunity to meet the growing needs of an increasing number of the world's population, and on the other hand, entail uncertainty and instability of development, destabilizing factor, significantly complicating the development of the economy. The increasing influence of globalization gives the problem of transition of the economy to the model of sustainable development of particular urgency, causing an increased interest in it, both domestic and foreign scientists. Sustainable development of the economy is ensured by balance, harmony between the socio-economic interests of man and the state of the environment. This article discusses the evolution of the term “sustainable development”, clarifies the definition of the category “sustainable development”. The authors made an attempt to create the necessary scientific basis for further research, ensuring the formation of a theory of sustainable development of the economy. Based on the research data since the late 80s, the theory and practice of sustainable economic development has been under the scrutiny of researchers and politicians both in our country and abroad. The result of the study was also the systematization of significant factors that can play a crucial role in the sustainable development of the economy, having a negative impact and a positive one. These factors are presented in tabular form. These factors are defined on the internal and external, depending on the scope of distribution. Internal factors affecting the sustainability of the economy are divided into economic, social and environmental factors. External factors affecting the sustainable development of the economy are grouped according to the type of impact as factors of direct and indirect influence on the process under study. On the basis of the conducted research, fundamental conclusions were made on the problem of sustainable development of the economy.

Keywords: sustainable development, factors of sustainable development, quality of life, “green economy”.

Introduction. In the middle of 50s of the 20th century, the contradictions between economic growth were fully manifested as a means recognized by all means of fully satisfying the growing needs of society and the interests of the person for whom this growth should be carried out. For the first time, these ideas were voiced in the report of the Rome Club “Limits to Growth” [1] in 1972, prepared by a group of scientists under the leadership of American cybernetics, Professor D. Meadows and his wife. This report was based on the ideas of J. Forrester, who predicted the inevitability of a catastrophe on a global scale in the 21st century as a result of environmental contamination, depletion of natural resources, and a population explosion in developing countries.

The only way out of the current situation is the transition from aggressive forward development to sustainable development.

Methodology of the research. In the article general scientific methods have been applied, which provide system analysis and an interdisciplinary approach to research. To achieve the result, the methods of dialectical-logical approach, analysis-synthesis and induction- deduction.

Results and discussion. As the study showed, initially the problem of sustainability became the subject of research by economists on the eve of the crisis of 1929. A significant contribution to the development of this problem was made by a consistent "market leader", an economist, a mathematician

V.V. Novozhilov, who studied in those years the contradiction between the principle of price stability and the change in the rate of economic growth [2]. In essence, he laid the foundations for the theory of sustainable economic development, combining market mechanisms with elements of centralized planning and management [3].

The modern interpretation of the concept of “sustainable development” was immediately preceded by the reports of the Club of Rome, which became the stimulus for world public opinion to find a new disposition in the dialogue between man and nature. In 1962, the resolution of the UN General Assembly “Economic Development and Nature Protection” was adopted, and in 1972 an organization was created to implement the United Nations Environment Program. The report “Our Common Future”, prepared by the World Commission on Environment and Development (1987), pointed to the need to change the business activity and lifestyle of mankind, focus the economy on meeting the needs and legitimate desires of people, but it was noted that ecological possibilities of the planet must be taken into consideration.

In essence, the Commission called for a “new era of environmentally friendly economic development”. After the publication of the report, the phrase “sustainable development” became the focus of attention of the world community.

In the early 1980s, the term “sustainability” appeared in research by the International Union for the Conservation of Nature (International Union Conservation of Nature) and was used to denote the ability of ecological systems to maintain their structure and functional properties when exposed to external factors [4]. The statement of the World Conservation Strategy was the first real attempt to define sustainable development: “In order for development to be sustainable, it must take into account social and environmental factors, as well as economic ones; living and nonliving resources; and long-term, as well as short-term, the advantages and disadvantages of an alternative action. “However, this definition places more emphasis on environmental sustainability than on sustainable development as such.

At the same time, there is no uniform interpretation of sustainable development. A number of authors associate this concept with stable development. Thus, according to scientists [5], sustainable development is a stable socio-economic development that does not destroy its natural base. Researcher Nureev R.M. [6] defines sustainable development as a process of harmonizing the productive forces, satisfying the necessary needs of all members of society, while preserving the integrity of the natural environment and creating opportunities for balance between economic potential and the demands of people of all generations.

The findings of the UN Commission on Environment and Development formed the basis for decisions on the vital need for civilization to enter the trajectory of sustainable development, adopted at the 1992 UN Conference on Environment and Development in Rio de Janeiro. Sustainable development was understood as development that satisfies the needs of the present generation and does not jeopardize the ability of future generations to meet their needs.

The term “sustainable development” describes the type of economic development that ensures reproducibility of limited resources and the quality of economic growth. In this regard, it is advisable to immediately notice that it is not legitimate to put an equal sign between sustainable growth and sustainable development. The first, from our point of view, means a clearly expressed vector of growth namely within certain fluctuations of its rates, having positive (plus) values. The second implies not only positive values of growth, but also its absence or even recession, which, however, must overlap with positive values of growth.

The most correct, in our opinion, is the point of view of the authors [7, 8, 9, 10], who assert that sustainable development is a continuous process of meeting the needs of present and future generations. At the same time, the continuity of the process is considered as a non-decreasing growth rate of opportunities to meet the needs in the long term, which is possible only if a balance of interests is achieved, harmony between all elements of the economy.

Consequently, sustainable development includes two groups of concepts: first, the needs and possibilities necessary for the preservation and development, and, second, the restrictions imposed on the ability to satisfy the needs, caused by the state of technology and the organization of society (Figure 1).

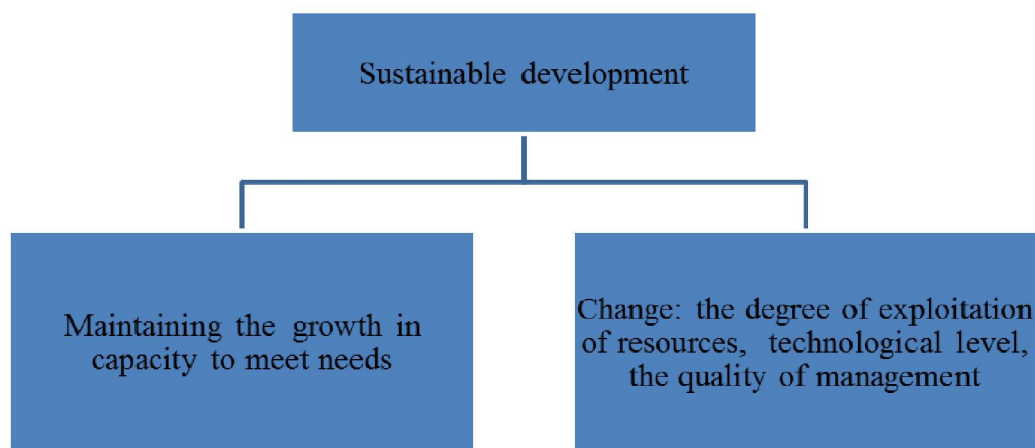


Figure 1 - What remains and what changes in the conditions of sustainable development

Note: [3]

Thus, we believe that sustainable development is, in essence, a process of change, in which the exploitation of resources, the direction of investment, the orientation of technological development in harmony with social well-being and ecological balance increase the value of current and future potential.

At the same time, various aspects affect the sustainable development of the economy, which can be divided into internal and external factors. Internal factors affecting the sustainability of the economy are divided into 3 blocks: economic, social and environmental. External factors affecting sustainable development are presented as direct and indirect impact factors.

Table 1 presents the main factors affecting the sustainable development of the economy.

Table 1 - The main factors of sustainable economic development

The main factors of sustainable economic development				
Inner factors			Outer factors	
Economic	Social	Ecological	Factors of direct exposure	Factors of indirect effect
1. Developed infrastructure; 2. Scientific and technical potential; 3. Investment attractiveness.	1. Developed social sphere; 2. Quality of life; 3. The level of labor resources.	1. Natural and climatic conditions; 2. Anthropogenic pollution.	1. The state of the global economy; 2. Resource provision; 3. The level of the legal framework.	1. Political stability; 2. Scientific and technical progress.

Note: compiled by the author based on sources [3, 11, 12, 13]

Let us consider the internal factors of sustainable development.

Internal factors:

1. Economic

- Developed infrastructure. The infrastructure influences the development of all sectors of the economy and, accordingly, a developed infrastructure allows achieving stability and sustainability.

- Scientific and technical potential. The level and pace of scientific and technological progress largely depend on the scientific and technical potential of the country. Scientific and technical progress directly affects the production sector, that is: improves production capacity; increases production weight. This affects the country's economy.

- Investment appeal. Investments are an investment of capital in the form of real financial investments for the purpose of obtaining profit or other economic benefits. They play a huge role at the macro and micro level. Investing foreign capital increases the competitiveness of the host country. The flow of investment improves productivity. Investments also improve the quality of products, and this affects the competitiveness of products, brings it to the international level, that is, it expands ties with foreign markets.

2. Social

- Developed social sphere - socio-demographic processes in the country and the standard of living of the population, the degree of well-being in society.

- The quality of life. The satisfaction of human needs and aspirations is the main task of sustainable development. However, economic growth alone is not enough, since high levels of productive activity can coexist with widespread poverty and be a threat to the environment.

- The level of labor resources - the quality of labor potential, the ability to ensure the transition of the economy to an innovative type of development.

3. Ecological

- Natural and climatic conditions. Natural conditions directly affect the lives and economic activities of the population. They depend on: the resettlement of the population, the development and placement of productive forces, their specialization. Also, climatic conditions affect the costs of production. In addition to increased energy costs, the natural factor affects the whole people's way of life, domestic culture, behavioral stereotype, which ensure the maintenance and reproduction of a living human labor force.

- Anthropogenic pollution. As mentioned earlier, economic growth can be accompanied by a threat to the environment. This is unacceptable in the framework of the transition to sustainable development, as sustainable development of the economy involves a balance between the economic well-being of society and the quality of the environment.

Conclusion. So, the study of sustainable development and its factors allows us to draw the following fundamental conclusions:

Firstly, the problem of sustainable development is interdisciplinary one.

Secondly, the development process is characterized by the presence of a complex relationship between the phenomena of stability and variability.

Thirdly, in the field of theoretical knowledge about the processes of sustainable development, it is conditionally possible to distinguish three main approaches in designing models of sustainable development: resource, biospheric, integrative. All of them are based on a single philosophical and scientific foundation.

Fourth, the theory of sustainable development is based on the harmonization of social, economic and environmental subsystems, aimed at finding ways to transition the system to a model of sustainable development, ensuring a non-decreasing growth rate of opportunities to meet the needs of current and future generations and the preservation of the environment.

Fifth, sustainable economic development depends on many factors, both internal and external.

Thus, the sustainable development of the economy is a complex process leading to the solution of the problems of mankind, improving the quality of life through balanced development based on harmony with the environment through the further formation of a "green economy" as an integral part of the strategy of sustainable development.

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ЭКОНОМИКАНЫҢ ТҰРАҚТЫ ДАМУЫ: ТҮСІНІГІ ЖӘНЕ ФАКТОРЛАРЫ

Аннотация. Қоғамдық –тарихи үдерістің қазіргі заманғы дамуына жаһандану мен серпінділік тән, ол бір жағынан, экономикалық өсу қарқынының артуына әсерін тигізеді және сонымен қатар жер шары халқының көп бөлігінің өспелі қажеттіліктерін қанағаттандыру мүмкіндігін қамтамасыз етеді, екінші жағынан, белгісіздік пен дамудың тұрақсыздығына алып келеді, экономиканың дамуын едәуір қиындататын тұрақсыздандырушы фактор ретінде әрекет етеді.

Жаһандану әсерінің күшеюі экономиканың тұрақты даму үлгісіне көшу мәселесіне ерекше қауіптілікті тудырады, бұл отандық және шетелдік ғалымдардың қызығушылығын арттырады. Экономиканың тұрақты дамуы адамның әлеуметтік-экономикалық мүдделері мен қоршаған ортаның жай-күйі арасындағы тепе-теңдік, үйлесіммен қамтамасыз етіледі. Бұл мақалада «тұрақты даму» терминінің эволюциясы талқыланып, «тұрақты даму» санатының анықтамасы түсіндіріледі. Авторлар экономиканың тұрақты даму теориясының қалыптасуын қамтамасыз ететін алдағы зерттеулер үшін қажетті ғылыми базаны құру әрекетін жасады. 80-жылдардың аяғынан бастап, зерттеудің деректеріне сүйенсек, экономиканың тұрақты даму теориясы мен практикасы біздің елімізде де, шетелде де зерттеушілер мен саясаткерлердің басты назарында болды. Жүргізілген зерттеудің нәтижесі экономиканың тұрақты дамуында елеулі рөл атқаратын жағымсыз және жағымды әсерді тудыратын маңызды факторларды жүйелендіру болды. Аталған факторлар таралу саласына байланысты ішкі және сыртқы болып анықталды. Экономиканың тұрақтылығына әсер ететін ішкі факторлар

экономикалық, әлеуметтік және экологиялық факторлар болып бөлінеді. Экономиканың тұрақты дамуына ықпал ететін сыртқы факторлар зерттелетін үдеріске әсер етуіне түрлеріне байланысты тікелей және жанама болып жіктеледі.

Жүргізілген зерттеулер негізінде экономиканың тұрақты даму мәселесі бойынша түбегейлі қорытындылар жасалған.

Түйін сөздер: тұрақты даму, тұрақты даму факторлары, өмір сапасы, «жасыл экономика».

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УСТОЙЧИВОЕ РАЗВИТИЕ ЭКОНОМИКИ: ПОНЯТИЕ И ФАКТОРЫ

Аннотация. На современном этапе развития общественно-историческому процессу присущи глобализация и динамизм, которые, с одной стороны, способствуют увеличению темпов экономического роста и тем самым обеспечивают возможность удовлетворять возрастающие потребности все большего числа населения планеты, а с другой – влекут за собой неопределенность и неустойчивость развития, выступают дестабилизирующим фактором, существенно осложняющим развитие экономики. Усиление влияния глобализации придает проблеме перехода экономики на модель устойчивого развития особую остроту, вызывая повышенный интерес к ней как отечественных, так и зарубежных ученых. Устойчивое развитие экономики обеспечивается балансом, гармонией между социально-экономическими интересами человека и состоянием окружающей среды. В данной статье рассматривается эволюция термина «устойчивое развитие», уточнено определение категории «устойчивое развитие». Авторами сделана попытка создать необходимую научную основу для проведения дальнейших исследований, обеспечивающих формирование теории устойчивого развития экономики. Исходя из данных исследования еще с конца 80-х годов теория и практика устойчивого развития экономики находится под пристальным вниманием исследователей и политиков как в нашей стране, так и за рубежом. Результатом проведенного исследования стало также и систематизация существенных факторов, которые могут сыграть решающее значение в устойчивом развитии экономики, оказав как отрицательное воздействие, так и положительное. Перечисленные факторы представлены в табличной форме. Данные факторы определены на внутренние и внешние в зависимости от сферы распространения. Внутренние факторы, воздействующие на устойчивость экономики, разделены на экономические, социальные и экологические факторы. Внешние факторы, оказывающие влияние на устойчивое развитие экономики, сгруппированы в соответствии с типом воздействия как факторы прямого и косвенного воздействия на исследуемый процесс. На основе проведенного исследования сделаны принципиальные выводы по проблеме устойчивого развития экономики.

Ключевые слова: устойчивое развитие, факторы устойчивого развития, качество жизни, «зеленая экономика».

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