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ENTREPRENEURSHIP IN THE ECONOMIC DEVELOPMENT
OF THE REPUBLIC OF KAZAKHSTAN

Abstract. In the article, the authors has revealed the current state of the small business in Kazakhstan, which has been examined by some of the small and medium business, has been identified as the role of economic security. Showcase market is a small and medium-sized business and a small company. It has been suggested that a small number of small businesses, small businesses, small and medium-sized businesses, will create favorable conditions for the development of the economy, the basic forms and mechanisms of private interconnectivity in large and small businesses. Small business plays a significant role in the economy. By the way, the authoritative development of smaller enterprises in the Republic of Kazakhstan allows to maintain a high level of employment, which excludes massive deprivation and, as a matter of fact, is the most important factor of the stabilization of stabilization in the country.

Keywords: small business, predictability, self-sacrifice, root, role, task

Introduction. One form of small business is self-employment - entrepreneurship without the formation of a legal entity and in most cases without the use of hired labor. In the countries of the European Union in the 1990s, it provided employment for every eighth resident. In developing countries, 30-70% of the economically active population is employed in micro-enterprises with the number of employees from two to ten people. Here, up to 30% of gross domestic product is produced, and by 2020 this share can grow more than twice [1].

However, small and medium businesses have not only quantitative, but also qualitative certainty. Here the main feature is the combination of the functions of the owner (manager) of the property and the manager who manages this property and ensures the self-sufficiency of the business.

The combination of ownership and management in small and medium businesses gives real advantages in competitiveness: a) accelerates and simplifies the process of making managerial decisions, which allows small businesses to quickly adapt to changes in the market situation and consumer demands, develop and assimilate new profitable spheres of business, unprofitable and unpromising; b) small business does not need a complex system of management, accounting and control over employees and managers; the owner himself organizes the production, while receiving savings on overhead costs; c) due to direct contact and mutual control of members of a small group, a higher intensity and discipline of labor is ensured; e) workers have the opportunity to work closer to home or at home with a flexible working day regime, agreeing, as a result, to lower wages than large enterprises.

Methods of research. The study of small and medium-sized businesses was based on modern materials of domestic and foreign sources recognized by the world's most popular scientists in the economic development of the country. The substantiation of theoretical positions was carried out on the basis of application of such general scientific methods and techniques as system and complex approaches, the method of comparative analysis and synthesis, and others.

The discussion of the results. According to the United Nations Development Program, the number of small enterprises exceeds 95% of the total number of enterprises. In the world economy, these enterprises account for over 60% of employees, and their share in GDP reaches 50%.

According to the "European Review of Small and Medium Enterprises", the contribution of enterprises in European countries with the number of employees up to 250 people in relation to the corresponding total for all enterprises of the European Union countries is: the share in the total number of enterprises is 99.8%; share in total employment - 65.8%; share in the total sales - 56.7% [2].

Small business in the developed countries of the world largely determines the rate of economic growth, the structure and quality of the gross national product.

In countries such as Japan, Germany, Belgium, Italy, small and medium-sized businesses account for more than 90% of all enterprises, in many developed countries it accounts for more than 50% of GDP.

In Western Europe, the United States and Japan, small businesses are represented by a combination of small enterprises, the bulk of which are small enterprises with a maximum of 20 employees. Small businesses account for 2/3 of the increase in new jobs, which significantly reduced unemployment in the above-mentioned countries.

In many countries of the former socialist camp, the share of small and medium-sized businesses in the structure of the gross domestic product is more than 50%, which makes it possible to form and develop a full-fledged middle class. So, in Latvia small and average business already brings more than 50% of gross national product. In Hungary, small and medium-sized enterprises account for 50% of GDP, 67% of the employed in the economy, 20% of exports and 99% of the total number of enterprises.

Small businesses around the world play an important role. Entrepreneurship mobilizes large financial and production resources of the population, carries a powerful antimonopoly charge, is a serious factor in structural restructuring and ensuring breakthroughs in a number of areas of scientific and technological progress, largely solves the problem of employment. Therefore, small business organically enters the economic systems of the most developed countries. So, in the USA there are over 10 million, in Japan - about 8 million, in Italy - 3.6 million small enterprises.

Small enterprises are effective not only in the production of consumer goods, but also as producers of individual components, semi-finished products and components required for the production of final products, the production of which is not beneficial for large enterprises.

Successful functioning of small and medium-sized enterprises creates favorable conditions for economic recovery:

- a competitive environment is formed and developed;
- branch and regional monopolism is overcome;
- there is a saturation of the market with goods and services;
- anti-monopolization of the economy is carried out;
- the achievements of scientific and technical progress are being introduced;
- additional workplaces are created;
- material and non-material resources are effectively used;
- the export potential is increasing;
- tax revenues increase;
- the middle class is formed;
- local raw materials are better used [3].

Of great importance is the ability of small enterprises to expand the scope of employment, create new opportunities not only for employment, but above all for expanding the entrepreneurial activity of the population, the deployment of its creative forces and the use of free production facilities. As a result, on average, small producers receive a greater return on equity than large producers.

The stabilizing role of small and medium-sized businesses is due to three main reasons: a) in this sphere, a less important role is played by an agiotage price increase and speculative intermediaries; b) small business is less dependent on imports, the dynamics of prices here are largely due to the ratio of supply and demand; c) the branch labor market in this area is more flexible, and the reduction in demand is accompanied not by the elimination of jobs, but by the introduction of an incomplete working week, a shorter working day [4].

The main forms and mechanisms of economic interaction between large and small businesses are subcontracting, leasing, franchising, the creation of entrepreneurial networks, "incubators" of small and medium-sized businesses, and others.

Threats to the economic security of business are understood as the potential or real impact of individuals or legal entities that violate the protection of an entrepreneurial entity and may lead to the cessation of its activities, or to economic and other losses.

Conclusions. To achieve this goal, it is necessary to solve the following tasks:

- Creation of the most transparent legislative basis for the development of small and medium-sized businesses;

- De-bureaucratization of the economy and removal of administrative barriers;

- Reduction of shadow turnover in small and medium-sized businesses;

- transfer of non-core functions of enterprises and joint-stock companies with state participation in the market environment, primarily small and medium-sized enterprises;

- Creation and maintenance of viability of infrastructural systems on the basis of the cluster-network approach;

- participation of entrepreneurs in the innovation economy.

The macroeconomic effect of small and medium-sized businesses is realized not only in increasing sales and profits at the microeconomic level, but, first of all, in social and economic transformations at the scale of society as a whole. Small and medium-sized businesses stabilize the market, involving local raw materials, whose use is unprofitable for giants, and also more accurately taking into account the needs of the local market. Small and medium business contributes to the development of small towns and villages, reduces travel time and general transport costs, facilitates (especially in chemistry and metallurgy) the burden on nature, dispersing production in many regions of the country

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КАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЭКОНОМИКАЛЫҚ ДАМУЫНДАҒЫ КӘСІПКЕРЛІКТЕР

Аннотация. Мақалада автор Қазақстанда шағын бизнестің қазіргі жай-күйін анықтап, шағын және орта бизнеске қатер төндіргі, кәсіпкерліктің экономикалық қауіпсіздігінің рөлін анықтады. Шағын және орта

кәсіпорындарды қалыптастыруға нарықтың әсер етуі және ықтимал тәуекел дәрежесі көрсетілді. Шағын кәсіпкерлікті дамытудың оң шетелдік тәжірибесі, шағын және орта бизнестің табысты жұмыс істеу жолдары, экономиканы сауықтыруға қолайлы жағдайлар жасайтын, ірі және шағын бизнестің экономикалық өзара әрекеттесуінің негізгі нысандары мен механизмдері ұсынылған. Шағын бизнес ел экономикасында маңызды рөл атқарады. Автордың айтуы бойынша, Қазақстан Республикасындағы шағын бизнестің алға басуы халықтың жаппай жұмыссыздық деңгейін төмендететін жұмыспен қамтудың жоғары деңгейін ұстап тұруға мүмкіндік береді және соның салдарынан елдегі тұрақтылықты қамтамасыз етудің маңызды факторы болып табылады.

Түйін сөздер: шағын бизнес, кәсіпкерлік, өзін-өзі жұмыспен қамту, қатерлер, рөлдер, міндеттер

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ПРЕДПРИНИМАТЕЛЬСТВО В ЭКОНОМИЧЕСКОМ РАЗВИТИИ КАЗАХСТАНА

Аннотация. В статье авторы раскрыли современное состояние малого бизнеса в Казахстане, рассмотрены были некоторые угрозы малому и среднему бизнесу, выявлены роль экономической безопасности предпринимательства. Показано влияние рынка на формирование малых и средних предприятий и возможная степень риска. Представлен положительный зарубежный опыт развития малого предпринимательства, пути успешного функционирования малых и средних предприятий, которые создают благоприятные условия для оздоровления экономики, основные формы и механизмы хозяйственного взаимодействия крупного и малого бизнеса. Малый бизнес играет значительную роль в экономике страны. По мнению автора, поступательное развитие малого предпринимательства в РК позволяет поддерживать высокий уровень занятости населения, что исключает массовую безработицу, а как следствие – является важнейшим фактором обеспечения стабильности в стране.

Ключевые слова: малый бизнес, предпринимательство, самозанятость, угрозы, роль, задачи

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