

A.Zh. Eskalieva¹, M.S. Dariskalieva², A.Zh. Kanatova²

¹Pavlodar State University named after S. Toraigyrov;

²Atyrau State University named after Kh.Dosmukhamedov
assel_2704@mail.ru, Aiko-cr@mail.ru, Zhanna81@mail.ru

PROSPECTS FOR STRENGTHENING THE QUALITY OF HUMAN CAPITAL

Abstract. According to the authors, every year the quality of human capital increases and the share of specialists employed in the non-state sector of the economy increases. The increased competitive environment in the labor market pushes employers towards higher pay. In such conditions, private sector enterprises are forced to increase efficiency and productivity by using new technologies and equipment. The transition to market relations in the investment in human capital sector is accentuated by major consequences and leads, ultimately, to increased competition. Such predicted changes will create conditions for full-scale transformation. A new, emerging model of economic growth presupposes a new stage of reforms in higher education. They are able to awaken forces hidden in the human personality and determine the constituent features of human capital.

Keywords: strengthening, education, human capital, development, competitiveness, potential.

INTRODUCTION

Currently, constantly growing in scope and increasingly diverse in content, interstate economic ties form a great need for universal staff of specialists who receive professional training in national universities. Such a requirement predetermines a special attitude to the process of the formation of national higher education systems, which in form and content should strive for the so-called "world standards".

The processes of globalization also require the formation of a new target orientation from national higher education systems, taking into account the needs already at the international level. Also, in the context of globalization, the universalization of the content and technologies of higher education is inevitable. And this process can not be stopped with the existing world information and communication systems. It is already possible to speak about the global internationalization of higher education. It gradually acquires the features of a qualitatively new stage - integration, the all-round convergence of national educational systems and their complementarity.

MAIN PART

Formed the basic framework of higher education, representing one of the main elements of the world social system. It is characterized by a multitude of interrelated elements of different levels and character. Each university, taking its specific place in the market of educational services, now interacts in the form of cooperation or rivalry, thereby developing the main priorities and guidelines of this market. The need for the sustainability of the higher education system implies the development of adaptability to the changing conditions of the modern world. In this regard, the crisis of higher education, which many leading experts write in recent years, is nothing but a message to the need to reform its content, forms, methods, technologies and goals. The global economic crisis reinforces the need for international integration of higher education. Thus, it is quite obvious that the integration of higher education into the world system is an objectively developing process. International cooperation, being a powerful lever for the development of the world higher education system, is designed to solve a number of urgent tasks, such as: observance of the adequacy of content and level of higher education in the needs of the economy, politics, social and

cultural spheres of society; leveling of training levels in different countries and regions; Coordination of the activities of educational institutions for the development of higher education.

UNDP human development reports are prepared at the regional, national and international levels. The final report summarizes all the main indicators of the "standard of living" of the population of the countries and regions presented in the report. In determining the rating, many factors are taken into account, such as the situation of human rights and civil liberties, its ability to participate in public life, social security, the degree of territorial and social mobility of the population, indicators of the level of cultural development of the population, access to information, health, unemployment, state of crime, environmental protection and others. In the final ranking, all states are ranked on the basis of the HDI and classified by four categories:

- Countries with very high HDI levels.
- Countries with a high HDI level.
- Countries with an average HDI level.
- Countries with a low HDI level.

The greatest difficulties in the calculation of the Index are related to the need to obtain comparable indicators in the absence of the necessary social statistics in many developing countries, and in several sections - and in some countries with economies in transition. It should also be noted that the part of the data provided by national statistical organizations is not always reliable, as some governments deliberately embellish the situation in their countries. Currently, the Index covers 190 UN member countries, as well as special administrative territories - Hong Kong (China) and the Palestinian Territories (Israel).

Table 1 - Human Development Index of the World

A PLACE	A COUNTRY	HDI
1	<u>Norway</u>	0.944
2	<u>Australia</u>	0.935
3	<u>Switzerland</u>	0.930
4	<u>Denmark</u>	0.923
5	<u>Netherlands</u>	0.922
6	<u>Germany, Ireland</u>	0.916
7	<u>USA</u>	0.915
8	<u>Canada, New Zealand</u>	0.913
9	<u>Singapore</u>	0.912
50	<u>Russia</u>	0.798
56	<u>Kazakhstan</u>	0.788

In the light of this definition, human development has three components:

- Welfare: expanding the real freedoms of man in such a way that they can flourish.
- Empowerment, as well as agency: the ability of individuals and groups to act and receive valuable results.
- Fairness: increasing social justice, ensuring the sustainability of results in time, respect for human rights and other goals of society.

To ensure the improvement of the quality of human capital in the RK and its use as a factor in socio-economic development, it is necessary to develop and implement a set of measures to create a system for managing human capital at the macro and micro levels. At the macro level (at the state level), the following areas need to be developed in order to ensure the strengthening of human capital:

1) it is necessary to improve the state policy in the field of reproduction of human capital in order to create a socially-oriented innovative society. The improvement of the quality of human capital in the country should be the goal of the government, for which it is necessary to develop an appropriate program;

2) it is necessary to use modern methods of managing human potential;

3) the human condition should be monitored by region in a breakdown by groups: health capital, education capital, mobility capital, etc. ;

4) it is necessary to develop sectoral employment promotion programs aimed at assessing the number of employees within the sectors, the needs of the branches in the employees, implementing measures to organize the retraining of the released personnel and their employment;

5) it is necessary to improve the instruments and mechanisms of state policy in the social sphere. In this area, it is necessary to develop measures to strengthen the motivation of people to develop their own "human capital" and responsibility for its condition;

6) support for enterprises providing vocational training for dismissed workers, the use of contractual forms of training of personnel, expansion of the scope of vocational training, retraining and skills development for specific applications of employers with the guarantee of subsequent employment are necessary;

7) it is necessary to create conditions for preserving, increasing and improving the efficiency of the use of the state's human capital in all spheres of life activity.

CONCLUSION

One of the tools that affect the qualitative growth of human capital in society is education. It is well known that education is the most important factor in the formation of a person as a person. In educational institutions, a person from an early age learns to read and write, learns national and universal values, studies the heritage of the people, attains the highest degree of culture and reveals other abilities. Sayings of the great scientist Abu-Nasr Al-Farabi about the content of the meaning of education, its place in the essence of man and to this day are important tools of educational activity. The ideas of the educational, social orientation of the great enlightenment scholars occupy an important place in the present conditions of social change. Indeed, there is no such ideological and spiritual power, a source of power as knowledge.

Therefore, throughout the world, a new ideology is primarily based on the irresistible power of knowledge. In this regard, the formation of an effective education system in the structure of the state must correspond to economic needs. And because of this, a huge work is being done to create a national model of domestic education. In our country, the established priorities in the field of education are being phased in. In order to achieve high qualitative results in the education system, modern teaching methods and technologies are introduced into the educational process, advanced experience of training in the system of vocational education is disseminated, work is being carried out to achieve the level of advanced educational institutions by all educational institutions, to raise the qualitative level of the pedagogical staff, implementation of the system of independent approval of qualifications.

REFERENCES

- [1] Strategy "Kazakhstan-2050" The new political course of the state. Message of the President of the country to the people of Kazakhstan. Astana, December 14, **2012**. (In Russian).
- [2] Sagadiyev K. A. Human capital and factors of its growth in Kazakhstan // Materials. Intern.scientific.-practical. Conf.: Human capital in Kazakhstan: status and growth prospects. Astana, **2013**. P. 414-422 (In Russian).
- [3] Marx K. and Engels F. Soch., 2nd ed., Vol. 46. Part 2.
- [4] Аубакиров Я.А., Майдырова А.Б. Роль человека как производительной силы на рынке труда // Вестник КазНУ им. аль-Фараби. **2002**. №1(29). С.41-43. ISBN 978-601-04-2045-8 (In Russian).
- [5] Zhansagimova A.E., Barlykov E.K., Otemaratovna T.B., Doshan A.S. Life Science Journal. Innovation, investing, economics and tourism. Life Sci J 2014; 11 (11s); C. 550-555 (ISSN: 1097-8135). (in English).
- [6] Omarkhanova Zh., Integration of Financial Markets under the Conditions of the Eurasian Economic Union/ Ed. - Journal of Advanced Research in Law and Economics, [S.l.], v. 8, n. 6, p. 1779-1784, mar. 2018. ISSN 2068-696. (in English).
- [7] Sabirova R.K., Baimukhasheva M.K., Utepkalieva K.M., Dingaziyeva M.D., Sanaliyeva L.K., Tsatkhlanova T.T. Intellectual potential as a basis for formation of innovative economy of the Republic of Kazakhstan. Вестник Национальной академии наук Республики Казахстан». № 3. **2018** С.192-197, ISSN 1991-3494 (in English).
- [8] Sabirova R.K., Adietova E.M., Utalieva R.S., Bisembieva Zh.K., Mugauina R.V., Kaigorodtsev A. Development of the labor market of the republic of Kazakhstan in the conditions of innovative economy. «Вестник национальной академии наук.
- [9] Zhansagimova A.E., Совершенствование управления трудовыми ресурсами. Вестник Турана №2, **2015**. ISSN 1562-2959 (In Russian).
- [10] Schultz T. Capital Formation by Education // Journal of Political Economy. **1960**. Vol. 68. - №6. P. 571-583.

УДК 005.336.3

А. Ж. Ескалиева¹, М.С. Дарискалиева², А.Ж. Канатова²¹Павлодарский государственный университет имени С.Торайгырова;²Атырауский Государственный университет им. Х.Досмухамедова**ПЕРСПЕКТИВЫ УСИЛЕНИЯ КАЧЕСТВА ЧЕЛОВЕЧЕСКОГО КАПИТАЛА**

Аннотация. По мнению авторов, с каждым годом возрастает усиление качества человеческого капитала и увеличивается доля специалистов занятых в негосударственном секторе экономики. Возросшая конкурентная среда на рынке труда толкает работодателей в сторону повышения оплаты труда. В таких условиях, предприятия частного сектора вынуждены повышать эффективность и производительность труда, используя новые технологии и оборудование. Переход к рыночным отношениям в секторе инвестиций в человеческий капитал акцентируется важнейшими последствиями и ведет, в конечном счете, к усилению конкуренции. Такие прогнозируемые изменения создадут условия для полномасштабных преобразований. Новая, формирующаяся модель экономического роста предполагает проведение нового этапа реформ в высшем образовании. Они способны пробудить силы, скрытые в человеческой личности и определяют составляющие особенности человеческого капитала.

Ключевые слова: усиление, образование, человеческий капитал, развитие, конкурентоспособность, потенциал

УДК 005.336.3

А. Ж.Ескалиева¹, М.С. Дарискалиева², А.Ж.Канатова²¹С.Торайгыров атындағы Павлодар мемлекеттік университеті;^{2,3}Х.Досмұхамедов атындағы Атырау мемлекеттік университеті**АДАМ КАПИТАЛЫНЫҢ САПАСЫН ҚЫСҚАСЫНЫҢ ПЕРСПЕКТИВАЛАРЫ**

Аннотация. Авторлардың пікірінше, жыл сайын адами капиталдың сапасы артып, экономиканың мемлекеттік емес секторында жұмыс істейтін мамандардың үлесі артады. Еңбек нарығындағы бәсекелестік ортаны көтеру жұмыс берушілерді жоғары жалақыға мәжбүр етеді. Мұндай жағдайда жеке сектордағы кәсіпорындар жаңа технологиялар мен жабдықтарды пайдалану арқылы тиімділікті және өнімділікті арттыруға мәжбүр. Адами капиталға инвестиция салудағы нарықтық қатынастарға көшу басты салдарлармен ерекшеленеді және сайып келгенде, бәсекелестіктің артуына алып келеді. Мұндай болжамды өзгерістер толық ауқымды өзгерістерге жағдай жасайды. Экономикалық өсудің жаңа, дамып келе жатқан моделі жоғары білім берудегі реформалардың жаңа кезеңін болжайды. Олар адамның жеке басының жасырын күштерін оятуға және адам капиталының құрамдас бөліктерін анықтауға қабілетті.

Түйін сөздер: білім беру, адам капиталын дамыту, бәсекеге қабілеттілік, әлеует

Сведения об авторах:

Ескалиева Асель Жумабаевна – Докторант, Атырауский Государственный университет им. Х. Досмухамедова, ORCID 0000 0002 0529 0575;

Дарискалиева Майра Сигагатовна - магистр, старший преподаватель, Атырауский Государственный университет им. Х. Досмухамедова, ORCID 0000-0002-4697-3188;

Канатова Айнура Жумабаевна Атырауский - магистр, старший преподаватель, Атырауский Государственный университет им. Х. Досмухамедова, ORCID 0000-0001-5253-2904.