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SUPPORT OF ENTREPRENEURSHIP AS THE BASIS OF INNOVATIVE DEVELOPMENT OF THE ECONOMY OF KAZAKHSTAN

Abstract. The support of entrepreneurship, according to the authors, is the basis of innovative development of the economy of Kazakhstan. An innovative vector of development is an objective necessity for Kazakhstan. Since, in the opposite case, Kazakhstan is influenced by such circumstances as a lag in the technological plan, the presence of national advantages of the resource type (territory and minerals), the lack of competitiveness of a domestic product can reduce its economic security. Thus, the prospect of innovative development is considered as a long-term direction of the structural policy in the field of science and business, and to ensure the overflow of investments in innovation.

Keywords: entrepreneurship, state support, small business, innovation, development.

INTRODUCTION

One of the main factors in the effective functioning of the economy in modern conditions is the forced modernization and development of innovations. For Kazakhstan, diversification and increasing the competitiveness of the economy is a difficult task, leading domestic economists note, given the degraded state of the manufacturing industry and agriculture, scientific and technical potential, the extremely low level of the entire infrastructure system and quality of service. The country will not only have to organize the production of new types of products, take measures to improve their quality and lower prices, but radically modernize its economy [1, с. 155].

In the process of developing state policy in this area, it is necessary to take into account the differences between the innovative development of foreign countries and Kazakhstani practice. While in developed countries, innovations are an immanent part of the entrepreneurial sector, in Kazakhstan, the method of production of the national system does not imply interest in innovation in private capital. This is due to the fact that entrepreneurship is concentrated mainly in the sphere of circulation (trade, banking) and the extractive sector, which have the potential to limit innovation due to their specifics. The real sector, which is the basis for the widespread introduction of innovations, is underdeveloped in Kazakhstan.

MAIN PART

But in the context of globalization, the development of innovation is an objective necessity, and only the state can engage in this process. In turn, an active innovation policy is an important condition for economic diversification, which leads to the formation of a competitive innovation-type economy. However, the activation of innovation by the state leads to a twofold effect: on the one hand, this position of the state is an objective necessity, on the other hand, active government actions to introduce innovations in the private sector contribute to the loss of innovative business skills.
Innovations activated in this way will be a foreign element in the system of functioning of a private business, imposed on it from above. In accordance with the natural tendency to increase competitiveness, innovations are a natural consequence of the development of a holistic business system. Since these processes are not observed in the national economy, there is a progressive isolation, which means a decrease in competitiveness. And this fact is the basis for activating the state policy of stimulating innovation in any case. The positive effect of the introduction of innovations under the influence of the state, in our opinion, will surpass the negative consequences of government intervention in these processes. Thus, there is an active role of the state in the formation of a competitive innovation-type economy in Kazakhstan.

Innovation policy will be effective if there is a systemic relationship between two main areas: the activation of human potential and the development of the entrepreneurial sector of the innovation type. In other words, between these elements it is necessary to ensure a progressive systematization, without which the innovative policy of the state will be ineffective.

Moreover, the main factor in the formation of a competitive economy of an innovative type is the activation of human potential, i.e. the creation of an intellectual nation. This implies the development of education, science, fundamental and applied research, which is the basis for the innovative development of the business sector.

Table 1 presents the quantitative indicators of existing enterprises of SMEs in the regions of the Republic of Kazakhstan.

Table 1 - The operating subjects of small and medium business in the Republic of Kazakhstan

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Including</th>
<th>Including</th>
<th>Total, m% to the corresponding period of the previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2017</td>
<td>2018</td>
<td>2017</td>
</tr>
<tr>
<td>The Republic of Kazakhstan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Akmola</td>
<td>44087</td>
<td>44763</td>
<td>6887</td>
<td>114 32427 4659 5726 117 35465 3455 103 97</td>
</tr>
<tr>
<td>Aktobe</td>
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<td>50783</td>
<td>9447</td>
<td>103 37946 5628 8279 101 37817 4586 105 102</td>
</tr>
<tr>
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<td>118690</td>
<td>9826</td>
<td>159 59765 45311 6802 139 68694 42995 102 101</td>
</tr>
<tr>
<td>Almaty city</td>
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<td>160885</td>
<td>65051</td>
<td>621 199756 539 57440 770 102456 219 99 87</td>
</tr>
<tr>
<td>Pavlodar</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Karaganda</td>
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<td>84878</td>
<td>16634</td>
<td>188 56701 8561 14872 192 63102 6712 102 99</td>
</tr>
<tr>
<td>Kostanay</td>
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<td>53178</td>
<td>7037</td>
<td>157 38520 5514 5928 147 42258 4845 104 88</td>
</tr>
<tr>
<td>Kyzylorda</td>
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<td>38145</td>
<td>5051</td>
<td>61 29825 6051 4503 63 36197 5319 111 92</td>
</tr>
<tr>
<td>Mangystau</td>
<td>49869</td>
<td>46610</td>
<td>8140</td>
<td>80 39677 1963 6454 98 953609 1366 108 100</td>
</tr>
<tr>
<td>South Kazakhstan</td>
<td>42903</td>
<td>173770</td>
<td>9644</td>
<td>101 39448 3274 13922 159 91778 67911 104 95</td>
</tr>
</tbody>
</table>

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56
The role of the state is related to promoting the development of the economy. But this role is filled with different content depending on the chosen model of modernization. Innovation from above involves identifying national priorities at the highest levels of government and large government investments in priority sectors, providing them with benefits and subsidies, providing them with accelerated development. Government intervention is necessary if there is a certain distrust of business and market forces. But such a policy may turn out to be futile with catching up industrialization.

For innovative modernization from below, increasing the role of the state in this direction is also necessary, but it should be aimed at improving and developing market mechanisms. This includes antitrust policy, regulation of lobbying activities, the maintenance of an information system, and the transparency of business and other organizations.

The most important area related to the economic functions of the state is support for innovations and venture capital businesses focused on creating new markets, new products, and new technologies. An undoubted priority is investments in science and education. All of these areas are focused on the development and promotion of private initiative.

The implementation of the innovative model of economic development due to the prevailing objective prerequisites needs an increasing state influence, since Kazakhstan has to solve a whole range of socioeconomic problems. The main means of implementing this type of development are: structural changes, improving the institutional structure, the formation of human capital, the further development of the social sphere and public sector. One of the factors of the innovation development strategy is, first of all, institutional changes. It is about adapting skills, norms of behavior, relevant institutions and organizations to new conditions for the development of technology, economics, social life, their ability to promote or impede positive changes in the economy. The differences in the well-being of countries and their competitiveness are largely due to the flexibility and variability of institutions. The peculiarity of institutions is a slow change. However, the pace of their creation and change can be accelerated. One of the reasons for the ineffectiveness of the reforms in Kazakhstan is the imperfection of the institutional base.

When introducing new institutional forms, it is necessary to take into account their influence on existing institutions and the risk of institutional gaps with their inherent rejection of new rules [2, p. 34]. In Kazakhstan, the formation and change of institutions is actively initiated by the state, based on a study of the economic environment. Creating the institutional base for economic reform in the modern period is a solution to the problem of increasing the innovative activity of the economy. Thus, most institutions in developed countries created by the state are innovative. Their activities are aimed at improving the competitiveness of business entities, their adaptability to external factors.

CONCLUSION

To raise the level of research and development, it is necessary to conduct a state policy of incentives in the following areas:

• targeted formation of a market for products of innovative enterprises by placing state orders on them;

• providing innovative enterprises, including small ones, with production facilities, preferential investment support, assistance in developing business innovation centers, technology parks, technology support centers, and providing legal, financial, marketing, business, and other services; assistance in legal and commercial protection of intellectual property;

• assistance in the formation and expansion of the network of leasing companies;

• Conducting a focused policy on the development and production by small enterprises of new types of products based on high technology;

• in order to reduce the likelihood of loss of funds invested by investors as a result of unsuccessful implementation of innovative projects, it is advisable to insure them, including through budget investments;

• concessional lending to scientific and technological developments in the share financing of large projects. Improving the work in these areas will enable the creation and active introduction of innovations in Kazakhstan, which in the future will allow Kazakhstan to participate in global competition.
The transition to an innovative economy is an absolute imperative for the development of Kazakhstan for the period until 2020 and beyond. The stimulation of innovative activity and the formation of an innovative sector is necessary both to maintain the competitiveness of goods and services in a global market, and to move to the next - innovative stage of development, which allows to harmonize the quality of human capital and the structure of the economy, as well as mitigate the negative factors that limit potential economic growth today.

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ҚАЗАҚСТАН ЭКОНОМИКАСЫНЫҢ ИННОВАЦИЯЛЫҚ ДАМУ УАЙТЫНДАГІ КОСІНКЕРЛІК КОЛДАУ

Аннотация. Авторы предложили косинкееввый подход - Казахстан экономикасының инновациялық дамуының негізі. Дамуының инновациялық бастырғы - бул Казахстан үшін объективті қажеттілік. Көрініше жағдайлда, Казахстанға технологиялық жоқсарларға артық калпына, ресурстар туриңің ұлттық артықшылықтарының болуы (апатті нен пайдасы қазілдер), оңайдың оңайының бөлінген кабілеттілігінің болуының жоғарғы әрекетінен көп немесе қалқамаған уақыттың қолданылуына қатысты жолуы. Осындай, инновациялық дамуын ортого басқарылып, менendez өндірістің құрылымының ұзк мерзімді бастырғы ретінде кеңестү қажет. Инновациялық және өндірістік инвестицияларды толық көрсету қамтамасыз етеді.

Түйін сөздер: косинкеев, мемлекеттік колдау, өндіріс, инновация, даму.

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ПОДДЕРЖКА ПРЕДПРИНИМАТЕЛЬСТВА КАК ОСНОВА ИННОВАЦИОННОГО РАЗВИТИЯ ЭКОНОМИКИ КАЗАХСТАНА

Аннотация. Поддержка предпринимательства, по мнению авторов, является основой инновационного развития экономики Казахстана. Инновационный сектор развития является объективной необходимостью для Казахстана. В обратном случае Казахстан под влиянием таких обстоятельств, как отставание в технологическом плане, наличие национальных преимуществ ресурсного типа (территории и полезных ископаемых), неконкурентоспособность отечественного продукта может понизить свою экономическую безопасность. Таким образом, перспективность инновационного развития рассматривается, как долгосрочное направление структурной политики в области науки и бизнеса, и обеспечения перспектив инвестиций в сферу инноваций.

Ключевые слова: предпринимательство, государственная поддержка, малый бизнес, инновации, развитие.

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