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**MANAGEMENT OF INNOVATIVE DEVELOPMENT
OF FOOD INDUSTRY ENTERPRISES IN RK**

Abstract. Managing the innovative development of food industry enterprises in the Republic of Kazakhstan is a very relevant topic, since innovation is a system of measures to use scientific, scientific, technical and intellectual potentials to obtain new or improved products. From a financial point of view, this process can be viewed as investing, developing and distributing a newest product or service. In this case, it acts as an innovation project, considered as a special case of an investment project. In this connection, the introduction of innovations in the food industry is a major factor in improving the efficiency of enterprises. According to the authors, the introduction of scientific and technological advances into food production ensures the transition to the use of progressive technological processes.

Keywords: management, innovation, development, food industry, efficiency, new product.

INTRODUCTION

The food industry is one of the strategically important links in the national economy of each country. It is designed to provide the population of the country with a diverse range of food products that meet the needs of various groups of the population. Produced food products must be of high quality and competitive both in the domestic and foreign markets. To produce a sufficient amount of food in the country lacks good quality raw materials. The main reason for this is the predominance of small-scale agricultural production in the country. In particular, over 90% of all milk is collected at private farms, which adversely affects the competitiveness of our dairy products. For comparison, in Belarus, large dairy farms produce 90% of production, in Russia - 40%. Thus, the priority task for processing enterprises is to provide the necessary amount of high-quality raw materials [2].

MAIN PART

The problem of assessing and managing the competitiveness of food industry enterprises in Kazakhstan is complicated by problems of a general decline in production, a lack of a market for information on the characteristics of competing enterprises. The bulk of enterprises in the first place there is a problem of survival, overcoming financial difficulties, many enterprises face bankruptcy procedures. In these conditions, on the one hand, it is rather difficult to assess the competitiveness of an enterprise, on the other, to achieve a high level of competitiveness, it is necessary to evaluate its potential by analyzing all the factors of an enterprise's competitiveness, without which it is impossible to develop a strategy for the future development of an enterprise. In this regard, the creation of a competitiveness management system becomes the most important condition for the continued existence of enterprises.

As can be seen in the figure, from 2015–2017, there is an annual growth of almost 10% not only of exports, but also of imports of food products.

The food industry is one of the main sectors of the agro-industrial complex. In this connection, the introduction of innovations in this area of production is one of the important factors for improving the efficiency of enterprises. The introduction of scientific and technological advances into food production provides a transition to the use of progressive technological processes. During the implementation of innovation, many problems of food production in the Belgorod region will be solved. This is, firstly, ensuring the safety of food raw materials, food products, environmental protection in the production of food products. Secondly, it is the processing and storage of agricultural products. Thirdly, this is an

increase in the quality of food products, which is very important for consumers. In order to further increase production and reduce food imports, a draft program for the development of the food and processing industry was developed, which identifies priority areas, for each of which a detailed analysis of their current condition was made, project maps were drawn up, a list of existing and planned enterprises was specified, their capacities, plans for construction and modernization, mechanisms of their state support are worked out and the need for funds is calculated.

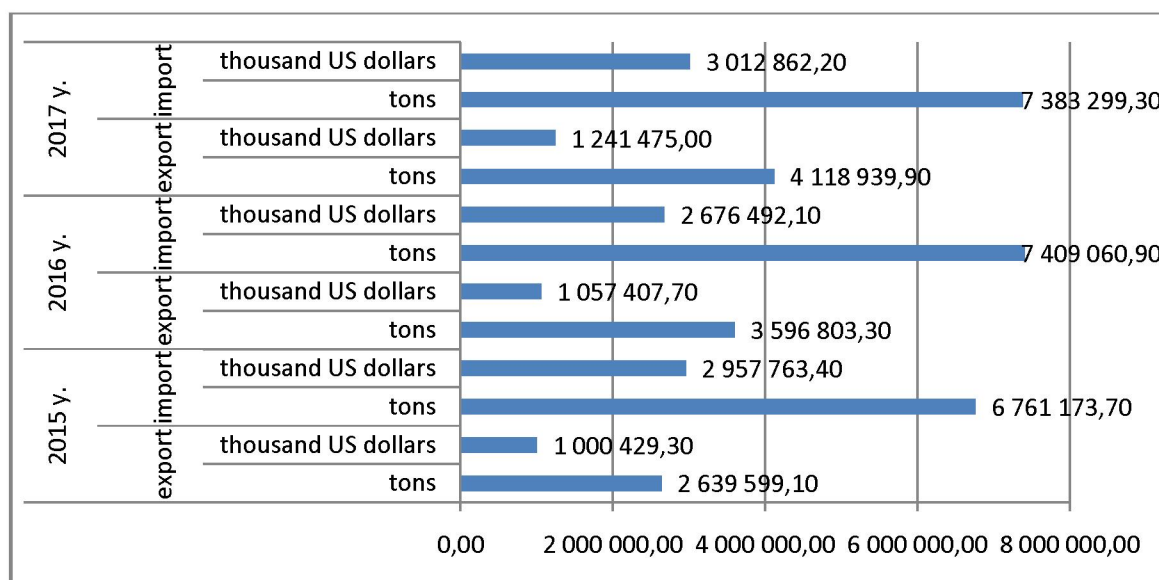


Figure -1 Export and import of food products for 2015-2017.

As a result, for the development of the food industry for the period from 2015 to 2019, total subsidization of the industry through investment subsidies, cheapening of interest rates on loans for fixed and current assets will require about 261.8 billion tenge.

The need for lending for the replenishment of working capital, modernization, renewal and purchase of fixed assets is estimated for the entire period from 2015 to 2019. in the amount of 2 trillion. tenge

In addition, the program has identified other problems hindering the development of the food and processing industry, as well as developed measures to address them:

Taxation problems - the tax code should be amended in terms of solving the problem of the “first” VAT, taxing the personal income tax of personal subsidiary farms, returning VAT on export, expanding the list of areas covered by tax privileges;

High cost of packaging and packaging - it is necessary to take measures for the development of domestic companies engaged in the production of packaging, packaging products;

Limited sales markets - the need to expand the retail space of the modern format, shopping and distribution centers, as well as the creation of conditions for access to them;

Low consumption culture - need widespread media coverage of the usefulness of fresh and natural food;

Imperfection of technical regulation - it is necessary to develop standards and methods, expand the network of testing laboratories, equip them with appropriate equipment;

Imperfect trade regulation - it is necessary to ensure the monitoring of the product distribution of food and processing industries, to develop proposals for the application of measures to regulate foreign trade activities;

Imperfect accounting of goods turnover - you need to make changes to the methodology of statistical observations of the production of food products in order to ensure their completeness and reliability.

The development of the food industry requires the creation of competitive markets, the creation of favorable conditions for the emergence and entry of new participants into the markets, as well as a competitive environment; the improvement of competition development tools includes anti-monopoly

regulation measures, other protective measures, as well as regional development measures that expand opportunities and stimulate business activity. Food production is of strategic importance for the sustainable development of the country's economy, designed to ensure a sustainable supply of the population with the necessary in quantity and quality food. The food industry includes more than 30 specialized industries, sub-sectors and individual industries. The impact of the food industry on the economy of the republic is primarily manifested through ensuring the food security of the country and exerting a direct impact on raising the living standards of the population. Providing the population with quality food at affordable prices directly affects the health of the nation as a whole. The development of the industry contributes to the development of agriculture, food engineering, packaging, power generation, transport, employment, thus affecting the economy through the creation of a high multiplier effect. In the food industry of Kazakhstan there are more than 5 thousand industrial enterprises and industries, among which a large part is accounted for by small and medium enterprises. The main segments of the food industry are production of beverages, flour-and-cereals products, vegetable and animal oils and fats, meat and meat products, dairy products, processing of fruits and vegetables. In the Republic of Kazakhstan there are areas with a different ratio of the size of the innovation potential and the level of its use. For example, in the Almaty region, where the highest innovative potential is confirmed by the issuance of patents and certificates, the number of organizations, scientists and staff, there is an incomplete level of its use, that is, the implementation of scientific research in practice. At the same time, in Almaty and in some other areas, the existing insignificant innovative potential is used much better.

CONCLUSION

Thus, the successful implementation of the strategy of innovation development should facilitate the implementation of qualitative changes in the structure of the economy of Kazakhstan, which will lead to its sustainable growth based on the effective use of human, produced and natural capital, Kazakhstan's entry into a new level of social development and society structure. Based on contemporary challenges of globalization and financial instability, increased competition in world markets, the increasing role of science and innovations, and human development, the macroeconomic policy of the Republic of Kazakhstan should be built [9]. For the good of the people of Kazakhstan, it is necessary to focus not on the ideals of individual and mass consumption, but on the preservation of family traditions and national characteristics of social relations. This is the main key to building a civil legal society in the Republic of Kazakhstan [10]. Today, Kazakhstan needs to look for new directions of economic development. To increase the country's competitiveness in the global market, it is necessary to actively develop high-tech industries and build an effective national innovation system on their basis.

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УПРАВЛЕНИЕ ИННОВАЦИОННЫМ РАЗВИТИЕМ ПРЕДПРИЯТИЙ ПИЩЕВОЙ ПРОМЫШЛЕННОСТИ В РК

Аннотация. Управление инновационным развитием предприятий пищевой промышленности в РК является весьма актуальной темой, так как инновационная деятельность — это система мер по использованию научного, научно-технического и интеллектуального потенциалов для получения новых или улучшенной продукции. С финансовой точки зрения этот процесс можно рассматривать как инвестирование, разработку и распространение новейшего продукта или услуги. В таком случае он выступает в качестве инновационного проекта, рассматриваемого как частный случай инвестиционного проекта. В связи с чем, внедрение инноваций в область пищевой промышленности является основным фактором повышения эффективности деятельности предприятий. По мнению авторов, внедрение в пищевое производство научно-технических достижений обеспечивает переход к применению прогрессивных технологических процессов.

Ключевые слова: управление, инновации, развитие, пищевая промышленность, эффективность, новый продукт

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ҚР АЗЫҚ-ТҮЛІК ӨНЕРКӘСІБІ КӘСІПОРЫНДАРЫНЫҢ ИННОВАЦИЯЛЫҚ ДАМУЫН БАСҚАРУ

Аннотация. Қазақстан Республикасында азық-түлік өнеркәсібі кәсіпорындарының инновациялық дамуын басқару өте маңызды тақырып болып табылады, өйткені инновация - жаңа немесе жетілдірілген өнімді алу үшін ғылыми, ғылыми, техникалық және интеллектуалды әлеуетті пайдалану жөніндегі шаралар жүйесі. Қаржылық тұрғыдан алғанда бұл процесті инвестициялау, жаңа өнім немесе қызметті дамыту және тарату ретінде қарастыруға болады. Бұл жағдайда ол инвестициялық жобаның ерекше жағдайы ретінде қарастырылатын инновациялық жоба ретінде әрекет етеді. Осыған байланысты, тамақ өнеркәсібінде инновацияларды енгізу кәсіпорындардың тиімділігін арттырудың негізгі факторы болып табылады. Авторлардың пікірінше, азық-түлік өнімдеріне ғылыми-технологиялық жетістіктерді енгізу прогрессивті технологиялық процестерді пайдалануға көпуді қамтамасыз етеді.

Түйін сөздер: менеджмент, инновация, дамыту, тамақ өнеркәсібі, тиімділік, жаңа өнім.

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