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THE DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITIES UNDER THE FOURTH INDUSTRIAL REVOLUTION

Abstract. The article deals with the features of foreign economic activity management. One of the issues discussed and insufficiently studied in the scientific literature on the management of foreign economic activity. The article attempts to study the essence of this type of activity. Based on the system-process approach, the authors describe the main elements of foreign economic activity management and clarify the content of its stages. The article reveals the features of foreign economic development strategy formation. The idea of the fourth industrial revolution and its features are characterized. The influence of the fourth industrial revolution on the economy of the Republic of Kazakhstan, especially on the foreign economic activity of the country. The main ways to improve the management system of foreign economic activity of the Republic are proposed.

Key words: foreign economic activity, economic management, fourth industrial revolution, innovative development, economic potential.

1. INTRODUCTION

In the years that have passed since the beginning of the reforms, many enterprises have become more adapted in terms of understanding the work in the new conditions, managed to withstand the confrontation with foreign and domestic competitors, began to buy new equipment and update the range.

Very often, Kazakh enterprises, having a sufficiently good competitiveness of products and the potential for further development, cannot compete adequately in foreign markets or even in the Russian market with imported products. On the one hand, this is influenced by the peculiarities, the difference in activities in foreign markets compared to the domestic market, which include [1]:

- special requirements of consumers and working conditions in these markets (especially in the markets of developed countries with a high culture of consumption);
- requirements for product quality and service level;
- more time-consuming study of these markets (often the company cannot afford to conduct comprehensive studies, which creates even greater uncertainty in the sale of products);
- difficulties with the organization of the sales network (usually it takes quite a lot of time and resources);
- specific environmental conditions: national legislation, rules and methods of payment, business customs, etc.

Other reasons are the extreme isolation, rigidity and backwardness of management systems in enterprises, primarily the management system of foreign economic activity (FEA) as a direct and main force of the enterprise when working with foreign markets. To this can be added the lack of specialists with international experience and lack of experience in the markets of other countries and with foreign contractors. As a result, the company is faced with a set of complexes, often unsolvable problems in the

organization of its foreign trade. That is why it is important how the FEA control system operates, interacts with other subsystems and is included in the overall enterprise management system.

The role of the FEA management system in modern conditions is to reorganize and streamline the activities of enterprise subsystems that support and implement FEA functions in such a way that the enterprise effectively functions and develops in the conditions of work in foreign markets.

The enterprise FEA management system can be distinguished on the basis of five fundamental provisions, such as:

1) the strategy of foreign economic activity and long-term goals;

2) internal organizational structure;

3) financial, material, temporary and other resources that ensure its functioning [2];

4) the external environment, forming the limitations of the system;

5) center for management decision-making and evaluation.

There are three levels of evaluation of the effectiveness of foreign trade:

1) on the basis of the current official financial statements. Efficiency of foreign trade is characterized by profitability of all divisions of the enterprise focused on export (total profit per unit of export turnover; net profit per unit of export turnover, etc.);

2) on the basis of additional information in the framework of management accounting, which allows to determine the marginal profitability of foreign trade, break-even point for each export position and other indicators that more accurately reflect the effectiveness of foreign trade;

3) on the basis of internal and external information of the enterprise on the state of foreign trade processes for each export product, which compares not only the results and costs of foreign trade for each product, each country and other, but also evaluates other factors of efficiency, including the value of the goods for the client, the level of service, flexible response to any wishes of the client in terms of changes in certain characteristics of the product.

So, it can assess the capacity of the entire system of management of foreign trade activities, its ability to perform the primary function for the formulation and justification of strategy of the enterprise on foreign markets, its long-term and short-term goals and objectives, as well as ways and means of achieving them.

To improve efficiency, it is necessary that the entire management system operates on the basis of a single organizational and economic mechanism.

Organizational and economic mechanism is a system of methods, methods and techniques formation and regulation of relations between objects and the internal and external environment.

Features of organizational and economic mechanisms are determined by the nature of actions for the organization of management. The latter are:

- actions for the formation, creation, formation of the whole as a set of interrelated and interacting parts, the Association of which is due to the objectives of the structure of the whole-the control system;
- actions on formation, creation of elements (parts) of the whole as subsystems of the control system;
- actions to ensure internal order, consistency, interaction of more or less differentiated and Autonomous parts of the control system;
- actions to bring the management system and its elements in line with the strategic mission, objectives and nature of the management object;
- actions to adapt the control system to the external environment.

Actions on the organization of management can be represented as forming, ordering and regulating. It is the nature of actions that determines the methodological approaches, methods and techniques that are tools of organizational mechanisms. These are first of all methods of division (dismemberment) of the whole into elements and methods of connection (combination), Association. The first ones are widely represented in organizational mechanisms by graphic methods, structuring methods, heuristic methods, optimization methods, matrices of relationships and dependencies and others, the second-by the network method of planning and management, functional cost analysis, methods of optimization of solutions, graphic and heuristic methods, etc.

The principles of development of the organizational and economic mechanism of foreign trade can be formulated as follows:

* specification of FEA strategy;

* definition of functional subsystems necessary for implementation of FEA processes;
* determination of the blocks of tasks for each subsystem;
* integration of all functional subsystems into a single whole through the organizational and economic mechanism of foreign economic activity.

Thus, each functional subsystem corresponds to a certain group of goals and objectives, processes that are detailed to specific activities. Because of this, FEA management is carried out through existing functional subsystems, where additional elements may be organized. All this allows you to greatly improve the efficiency of foreign trade. Due to the fact that the goals of foreign trade are within the organization, they are interrelated with the processes taking place in the enterprise, and will be with them in mutual development. In this regard, the organizational and economic mechanism of foreign trade is understood as a single process of ensuring the interrelated activities of functional units within the established organizational structure of foreign trade management, effective planning and optimal allocation of resources in accordance with the selected criterion of optimality in order to achieve the goals and implement the strategy in foreign markets [3].

It is possible to form a system of the mechanism as a whole and present it with eight subsystems-blocks, such as:

1) selection of FEA development strategies;
2) to achieve management synergy in the framework of the corporate management;
3) improve the planning of foreign trade activities in the enterprise system and the determination of prices of production;
4) development of marketing research of sales and procurement markets, development of advertising and commercial prices;
5) information support in the system of corporate management and foreign trade monitoring;
6) development of personnel adaptation and development system;
7) the organization, maintenance and development of dealer network;
8) development of financial management and settlement system with contractors.

Each of these blocks contributes to the strengthening, implementation of the company's positions in foreign markets, its greater adaptability to environmental conditions and the use of competitive advantages.

1.1. The fourth industrial revolution or industry 4.0

In General, the organizational-economic mechanism of management system of foreign trade is a complex, multifactorial system of organizational, economic, management activities that carry out the functions of implementation of foreign economic activity of the enterprise in the regions and the country as a whole, and this includes the Fourth industrial revolution or industry 4.0 and digitalization in General.

The fourth industrial revolution or industry 4.0 today is one of the most advanced trends in global technological development. Information technologies have penetrated deeply into all spheres of human activity, including industry.

The essence of the Fourth industrial revolution is that the physical world is connected to the virtual, resulting in the birth of new cyber-physical complexes integrated into a single digital ecosystem.

Industry 4.0 means more and more automation and intellectualization of all processes of industrial production: from digital product design, digital copy creation, predictive maintenance in real time, automated system of components supplies to individualized approach in work with clients.

Digitalization increases the flexibility of production reduces the time of bringing new products to the market that allows you to implement new business models. All this significantly increases the efficiency and competitiveness of industrial enterprises:

- productivity is increased by an average of 10-20% due to the optimization of processes, the possibility of operational analysis of data in real time, reducing accidents and downtime, improving the interaction of employees and equipment;
- occupational safety is ensured by minimizing human work in particularly dangerous areas and in places with high levels of injury. For example, to check hazardous areas in the mine and data excluding personal injury. It also allows you to transfer operators of the underground environment in a safe and comfortable working environment in control rooms (Nazarbayev, 2018);

- time to market for new products is reduced by 20% thanks to digital engineering and rapid prototyping technologies.

In addition, enterprises can strengthen their market positions and develop new markets by better identifying customer needs and market forecasts, as well as production for specific needs [4].

The Address of the Head of state" the Third modernization of Kazakhstan: global competitiveness " spoke about the historical challenge that Kazakhstan faces the Fourth industrial revolution. Using the theses of the Address as a direct guide to action, the Government of the country within the framework of the state program "Digital Kazakhstan" proposed a number of initiatives for technological re-equipment of basic industries related to the enrichment of human capital, the development of digital infrastructure, its own technologies and competencies in industry 4.0, as well as improving regulatory, financial and other incentive measures.

Digitalization of production is a chance for domestic enterprises not only to increase their own profits, but also to reach a new technological level of development, to find new market niches.

In addition to the short – term economic benefits, industry 4.0 is an excellent opportunity to strengthen cooperation between business and applied science. Domestic development of universities and research institutes can offer the production of resource-saving, high-performance science-based technology.

History knows many revolutions throughout the existence of mankind. Currently, all over the world there are changes concerning different spheres of social life, initiated by high-tech improvement of production technologies.

2. METHODOLOGY

Methods of management of foreign economic activity are methods, methods of influence of the subject on object of management (not excluding the return influence of object on the subject), the head on collective and collective on the head. Management methods are classified according to numerous features. Thus, the methods of direct and indirect impact were used in the study. When using the former, the direct result of the impact is assumed, while the latter were aimed at creating certain conditions for achieving specific results. Methods of formal and informal influence can be distinguished. Their ratio reflects the characteristic features of the management style.

The most important was the classification of management methods on the basis of objective laws inherent in the management system, as well as the needs and interests of the person or persons to whom the impact is directed. On this basis, the following management methods are distinguished.

Organizational methods. These are management methods that are based on organizational laws and organizational relationships between people. In this group of management methods, the authors used: methods of organizational-stabilizing, administrative and disciplinary action.

Methods of management of organizational and stabilizing influence are intended for creation of an organizational basis of joint work. This is-the distribution of functions, responsibilities, responsibilities, powers, establishing the order of business relationships, which is achieved by structuring (the creation of a capable organization based on the analysis of goals and objectives, the synthesis of constituent elements, parts, units, as well as a combination of their functions and coordination of actions), regulation, regulation and instruction separately and their combination. Methods of management of administrative influence can compensate for the unaccounted moments of the organization and bring the system to new parameters by directives, orders, instructions, resolutions, regulations, etc. Particular importance in the study of organizational management methods were administrative, which are associated with the nature of power of public administration, and methods of management of legal management, the state means of legal impact on public relations.

The essence of economic methods is to use economic incentives to enhance activities in foreign markets in the right direction and to build economic capacity in General.

2.1. Foreign experience

For example, in the next 5-10 years, a significant number of companies will start to use "Industry 4.0", which will increase productivity in all industrial sectors in Germany from 90 to 150 billion euros. It is predicted that the productivity increase of marginal costs will be from 15 to 25 % (excluding the cost of

materials). Another effect of Industry 4.0 should be revenue growth. Manufacturers ' demand for better equipment and new data applications, as well as consumer demand for a wide variety of more customized products, will contribute to an additional growth of about 30 billion euros per year, which is about 1% of Germany's GDP. The global market race of "Industry 4.0" is also led by the high-tech giants of the USA, who have invested billions of dollars in the core technologies of industry 4.0, products of R&d (Research and development), M&a (Mergers and acquisitions) and commercialization of innovations. The transformation of the economy caused by Industry 4.0 means that business processes such as production, supply, delivery and customer service will be linked through industrial IOT (Internet of things) systems. These highly flexible networks will require new forms of cooperation between companies, both nationally and globally. If we talk about Asia, in recent years, Chinese companies have increased investment in high-tech development around the world and, as a result, according to the International Federation of Robotics, since 2013, the Chinese market of industrial robots has become the largest in the world. At the same time, by 2020, China will have an average of 150 robots for 10 000 industrial jobs, which is three times more than in 2015 [5].

Developed countries like the US and Germany may find it very difficult to outrun the Eastern dragon. But the struggle for leadership continues. Thus, in the United States in 2014 created a non-profit consortium of industrial Internet (Industrial Internet). Japan is also trying to keep up, and discusses its own concepts Connected Factories (connecting to a network of factories) for the development of its industry. According to some sources, the introduction of innovative technologies in Kazakhstan was initiated at about the same time as in other countries. Nevertheless, taking into account the scale of the country, and the specifics of the bureaucratic system, the process of transition to the digitization of production as a national idea is not moving fast enough. Within the Framework of the" strategy of forced industrial - innovative development of the Republic of Kazakhstan for the period up to 2020 " many tasks have been set, the work on which is carried out to the present time. Among them are: increase in the share of industrial enterprises, introducing technological innovations; increase of internal costs for research and development.

For example, Russia's share of the world markets in high-tech goods and services increased to 5-10 percent in 5-7 and more sectors of the economy by 2020, as well as many others [6]. Although in recent years there has been a trend in Russia towards positive dynamics of domestic expenditures on research and development compared to the early 2000s, the share of science funding is still significantly lower than that of the leading countries in the NTP. For example, the US allocates 2.79% of its GDP for research activities, Germany-2.93 %. The leaders are Japan and Korea (3.29% and 4.23% respectively). If the government increases the share of domestic funding for research and development to 2.5–3% of GDP, as planned according to the "strategy of innovative development of the Russian Federation for the period up to 2020", it will be a significant step forward. The modern world is changing, and it is obvious that countries actively investing in the development of high technologies will have an advantage in the international market. Kazakhstan currently has a need to move to an innovative way of development. The main priority in the socio-economic development should be the transition of the Russian economy from export-raw materials to innovative socially-oriented type of development. This will expand the competitive potential of the Kazakhstan economy by increasing its advantages in science, education, and innovative technologies. We will not be able to withstand competition and achieve a strong position on the world stage, without properly developing science and high technology, as well as the practical application of the results achieved in business, production, and social sphere [7].

3. RESULTS

The mechanism of decision-making in the foreign economic sphere should be constantly improved. At the same time, the change in the model of state regulation of foreign economic activity requires the introduction of new tools and documents for the operational management of this sphere (Fig. 1).

First, short-term (from one to three years) export promotion programs will be developed, which determine the key areas of industrial exports and a set of tools to achieve the goals, taking into account the priority and specifics of specific foreign markets, the needs of industries and regional characteristics of production and sales of exported products.

Secondly, but the key partner countries of the Republic of Kazakhstan will be prepared bilateral plans of trade and economic cooperation (for up to three years), defining the main target parameters of mutual trade and investment and specific measures to achieve them [8].

Third, these programs and plans will be supplemented by annual directives to the trade missions of Kazakhstan in foreign countries, aimed at solving specific tasks to improve cooperation with the host country (Schwab, 2016).

Fourth, the "Main directions of customs and tariff policy" will be approved annually, which determine the priorities of the Republic of Kazakhstan in this area.

Fifth, the system of preparation (including outsourcing) of medium - and long-term market forecasts for the main sectors and geographical directions of foreign economic activity of Kazakhstan will be improved in order to identify opportunities and potential threats, followed by making the necessary adjustments to the foreign economic policy of the country.

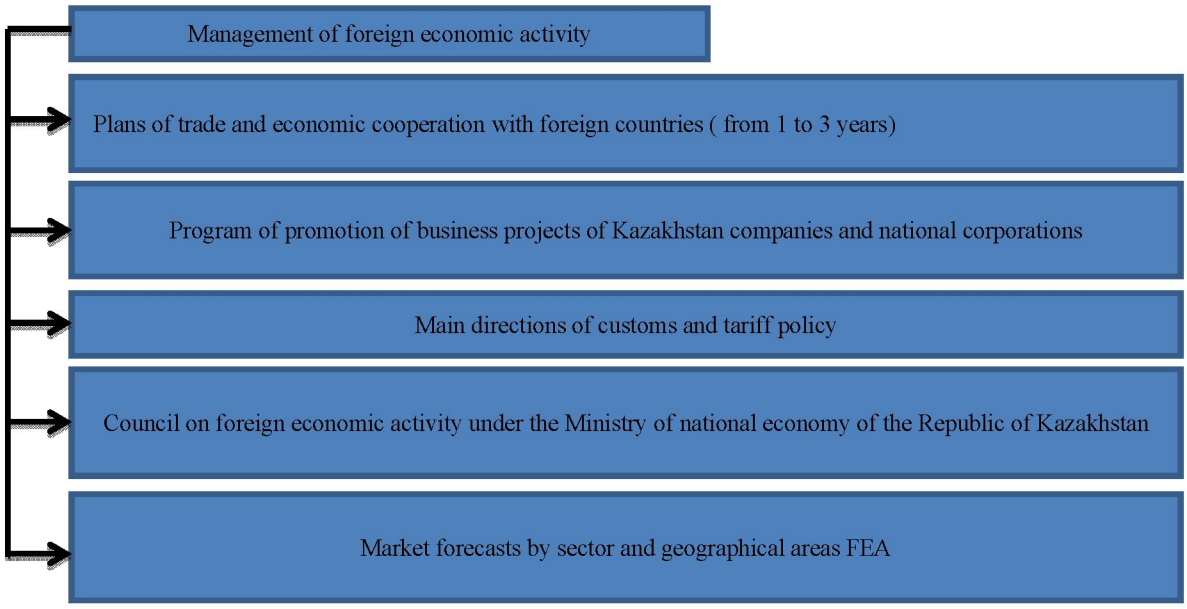

Figure 1 - Strategic management of foreign economic activity

Note: compiled by the authors on the basis of the studied material.

Foreign economic activity is built in accordance with the" concept of development of foreign trade of the Republic of Kazakhstan", which determines the priorities of development in this area until 2020 and means to achieve the goals. This program document was developed by the government in cooperation with scientific and other organizations, regional departments of Executive authorities: customs administration, regional center of currency and export control service, etc. [9].

In accordance with this document, foreign economic activity is based on the following principles and approaches (Fig. 2):

1) implementation of sound structural industrial policy with the use of liberalization and protectionism, taking into account the level of development of enterprises of the region;

2) implementation of a consistent policy on the formation of the profile of international specialization, designed to use the opportunities of the world division of labor;

3) optimal combination of Republican regional and entrepreneurial interests in order to meet the needs of the region;

4) strengthening the position of the region in the system of international competitive relations.

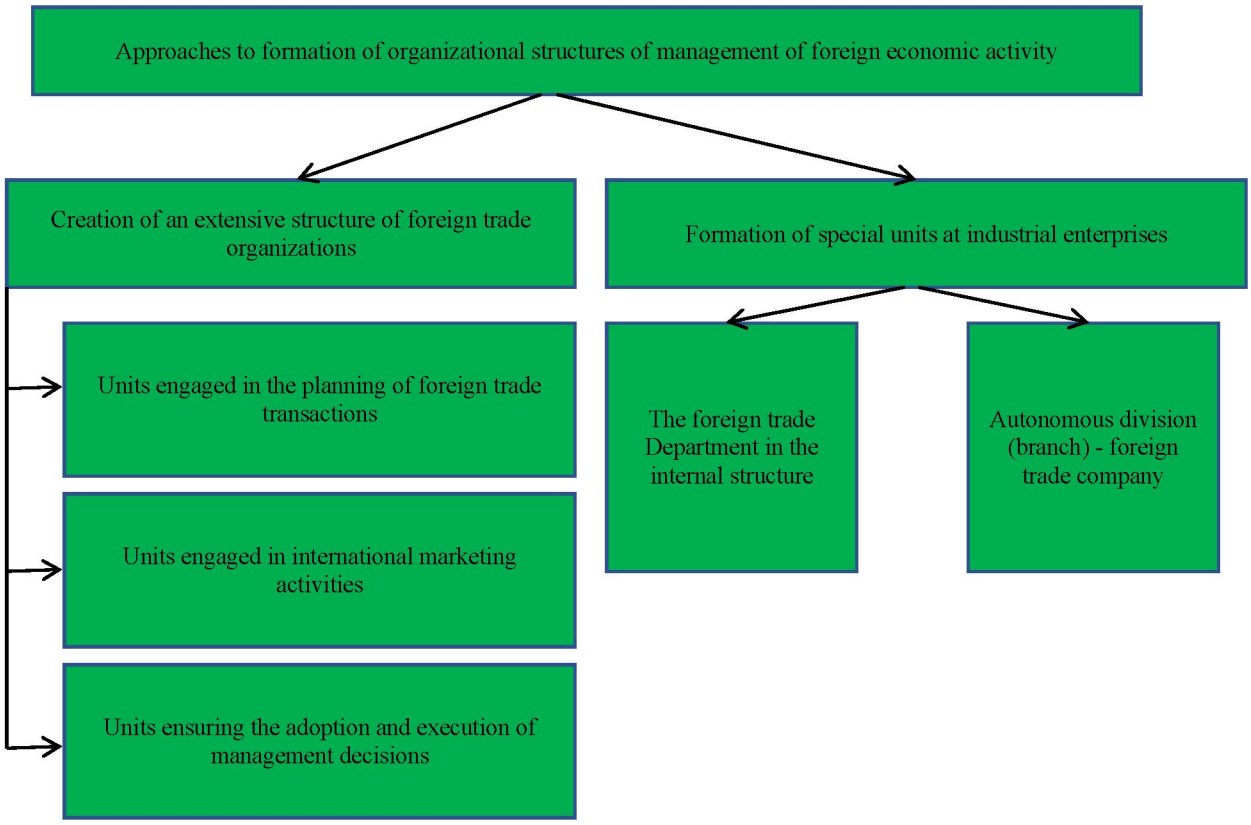

Figure 2 - Classifier of approaches to the formation and management of foreign economic activity

Note: compiled by the authors on the basis of the studied material.

3.1. Directions of organization and management system of foreign economic activity

Export:

* sale of goods on the foreign market that have international technical and economic advantages [10];
* expansion of regional production and employment in the economic complex of the regions and the country as a whole;
* formation of foreign exchange resources necessary to ensure import supplies;
* creation of prerequisites for improving the competitiveness of products produced by enterprises of the regions and the country.

Import:

* saturation of the regional market with products that are not produced in the territory of the Republic, or produced in insufficient quantities (for example, food, raw materials for production in non-ferrous metallurgy, etc.);
* providing the region with goods that have technical and economic advantages over the products of domestic producers (except for the most important strategic goods, the production of which must be maintained under any conditions);
* modernization of production and technological potential of enterprises;
* formation of a competitive environment for domestic producers through the supply of imported goods;
* to provide, on the basis of reciprocity, favorable conditions for the export of enterprises.

Foreign investment:

* expansion of the scale of regional accumulation and implementation of advanced (in comparison with other regions) reconstruction and modernization of the production base of the economic complex of the region;

* creation of prerequisites for the merger of domestic and foreign capital in order to strengthen the position of enterprises in the region's foreign markets and the development of import-substituting industries;

* introduction of advanced technology and market management experience in the economic system of the region [11].

Own investment abroad:

* promotion of products with a high degree of processing to foreign markets, development of foreign export support infrastructure;

* development of foreign production facilities to ensure the provision of the regional market with the necessary goods or services or for profit;

* formation of stable cooperation ties for the overall strengthening of the region's position in the world economy;

* participation of the region in the conversion of foreign countries into investments.

Ensure economic security:

• creation of system of protection of regional markets from possible adverse effects of international market;

• diversification of foreign markets for the stabilization of export enterprises in the region;

* ensuring the guaranteed supply of the region with the necessary imported goods;

• maintaining production (possibilities of a rapid increase in production) of some of the most important products of strategic importance (of similar technology values) in terms of import competition;

* diplomatic provision of favorable conditions for foreign economic activity of enterprises in the region.

To achieve these goals, activities are planned, which can be grouped as follows [12].

Financial and economic measures to stimulate exports, development of export potential and import-substituting industries. Financial support for the export of enterprises (organizations) of the country, the promotion of export potential and import – substituting industries-one of the most effective means of strengthening foreign economic potential.

Taking into account the current state of the economy of Kazakhstan and the urgent problems of development of the foreign economic complex, the priorities in the field of financial assistance to the development of foreign trade are as follows (Fig. 3) [13]:

* provision by the government of guarantee obligations on credit resources attracted by authorized banks to ensure working capital of industries and organizations-subjects of foreign economic activity;

* provision of guarantees and insurance of export credits against commercial and political risks to ensure the protection of exporters;

* study of the possibilities of lending with the participation of the national budget for export-oriented R & d, development of science-intensive and high-tech products, including the use of the potential of defense enterprises, the purchase of equipment for the development of export and import-substituting industries, lending to the production of export products with a long production cycle, including the purchase of raw materials and components not produced in Kazakhstan [14];

* formation of a system of tax incentives using mechanisms, free economic zones, offshore zones, special sectors of the economy, adapted to the conditions and priorities of foreign economic activity;

* expansion of production cooperation by expanding the scale of effective use of customs regimes of processing by traders in accordance with the Customs code of the Republic of Kazakhstan;

* determination of the procedure for calculation and payment of income tax in terms of the share of the Republican budget of enterprises – exporters of finished, primarily machine-technical products, identical to the procedure established for small enterprises.

Financial support for exports and assistance in the development of import-substituting industries within the framework of the policy under consideration are carried out, as a rule, from the regional budget, extra-budgetary funds, borrowed funds on a refundable basis for payment through the authorized banks of the government [15].

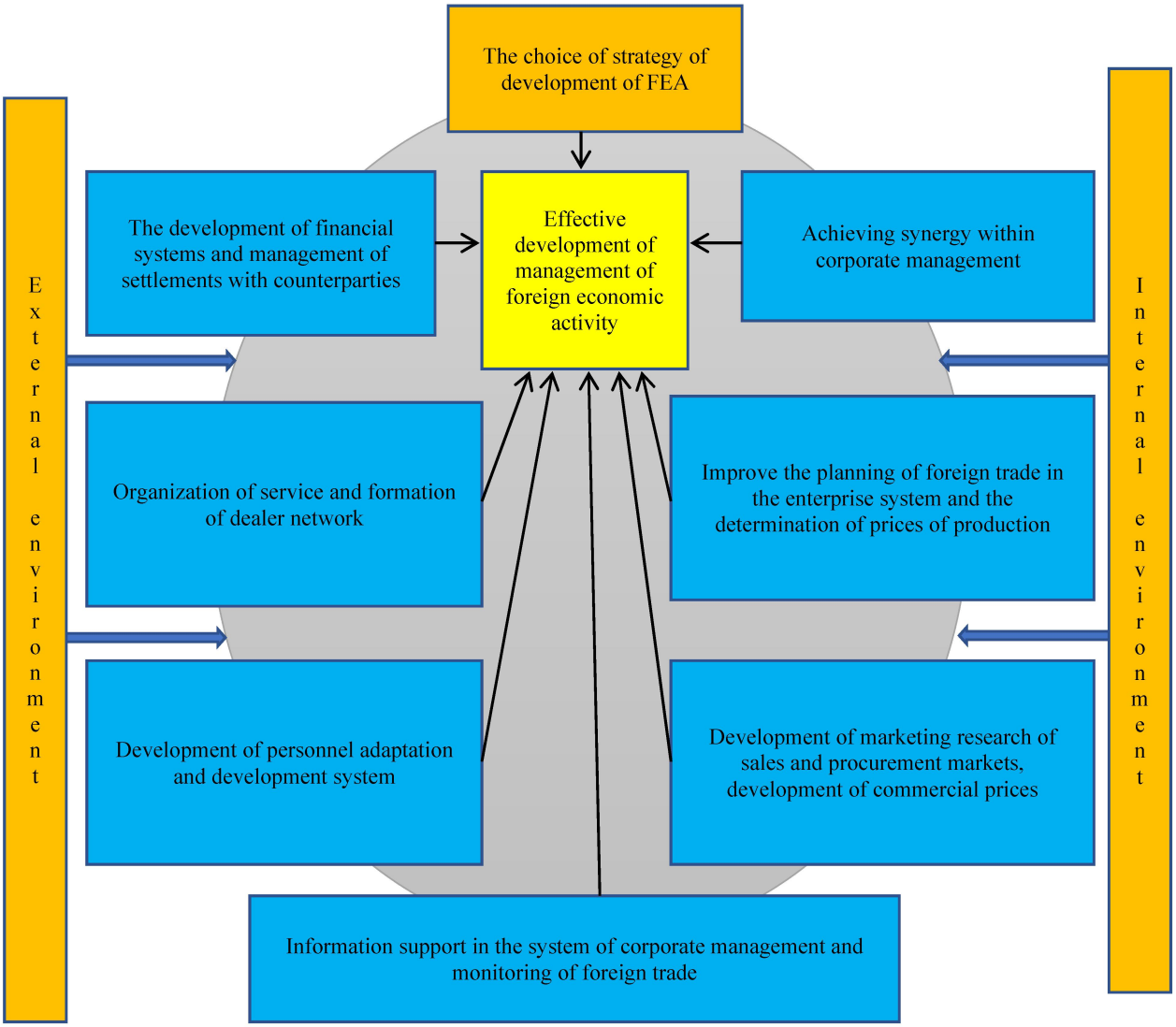

Figure 3 - Financial and marketing aspects of foreign economic activity management.

Note: compiled by the authors on the basis of the studied material.

4. Conclusions

Thus, the management of foreign economic activity is presented from the point of view of the system-process approach. At the same time, the system approach includes the organizational and structural approach, since it involves the identification of the subject of foreign economic activity management as one of the elements of the system.

Management of foreign economic activity in the framework of the system-structural approach involves the allocation of interacting elements, among which can be called the external environment, the internal environment, the subject of management, the object of management and management methods.

Priorities of management of foreign economic activity within the framework of the 4th industrial revolution are defined in accordance with the strategic documents of the concept of development of foreign economic activity of the Republic of Kazakhstan in the context of regions until 2020, presented in the attached list, and include:

- formation (through institutions, mechanisms and instruments of international economic cooperation) of necessary and sufficient conditions for achieving the strategic goals of Kazakhstan in the world economy and increasing the contribution of the foreign economic sphere in solving the problems of innovation - oriented modernization of the national economy and regions of the country;

- development of the integrated Eurasian economic space (common market) of the member States of the Eurasian economic Union, ensuring the free movement of goods, services, capital and labor;

- creation of a national system of institutions and mechanisms for the development of foreign economic activity that is competitive (in comparison with the best foreign practice) and accessible to a wide mass of entrepreneurs;

- creation of effective for the participants of foreign trade, ensuring the interests of Kazakhstan and the Customs Union as a whole in the field of economy and security systems of customs administration and crossing the state border of the Republic of Kazakhstan. The rapid development of globalization processes in the framework of the fourth industrial revolution in the world exacerbates the challenge of Kazakhstan – as an economically independent state in General, and Kazakhstan's economic system in particular. The strategy of catch-up development should be replaced by a strategy of advanced development in certain areas and industries.

4.1. Brief description

As a result of the analysis of literary and electronic sources devoted to this problem, we can say that foreign economic activity is implemented both at the state level and at the level of individual economic entities.

An enterprise is an economic entity that produces and sells goods, performs works and provides services on the basis of the use of economic resources. Foreign economic activity is a sphere of economic activity related to international production integration and cooperation, export and import of goods and services, access to the foreign market.

The main forms of foreign economic activity is foreign trade and international cooperation of production.

The current stage of development of the world economy and business is characterized by the processes of globalization. The global market is dominated by international companies. All this requires new approaches to business management. Now the field of activity of the company is not a single country or region, but almost the whole world. It is obvious that management principles are also changing. Management becomes international.

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ТӨРТІНШІ ӨНЕРКӘСІПТІК РЕВОЛЮЦИЯ ЖАҒДАЙЫНДА СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТТІ ДАМЫТУ

Аннотация. Мақалада сыртқы экономикалық қызметті басқару ерекшеліктері қарастырылады. Сыртқы экономикалық қызметті басқару жөніндегі ғылыми әдебиетте талқыланатын және жеткілікті зерттелмеген мәселелердің бірі. Мақалада осы Қызмет түрінің мәнін зерттеуге әрекет жасалған. Жүйелі-үдерістік тәсіл негізінде авторлар сыртқы экономикалық қызметті басқарудың негізгі элементтерін сипаттайды және оның кезеңдерінің мазмұнын нақтылайды. Мақалада сыртқы экономикалық даму стратегиясын қалыптастыру ерекшеліктері ашылады. Төртінші өнеркәсіптік революция, оның ерекшеліктері туралы түсінік сипатталған. Төртінші өнеркәсіптік революцияның Қазақстан Республикасының экономикасына, әсіресе елдің сыртқы экономикалық қызметіне әсері сипатталған. Республиканың сыртқы экономикалық қызметін басқару жүйесін жетілдірудің негізгі жолдары ұсынылды.

Түйін сөздер: сыртқы экономикалық қызмет, экономиканы басқару, Төртінші өнеркәсіптік революция, инновациялық даму, экономикалық әлеует

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РАЗВИТИЕ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В УСЛОВИЯХ ЧЕТВЕРТОЙ ПРОМЫШЛЕННОЙ РЕВОЛЮЦИИ

Аннотация. В статье рассматриваются особенности управления внешнеэкономической деятельностью. Одним из вопросов, обсуждаемых и недостаточно изученных в научной литературе по управлению

внешнеэкономической деятельности. В статье предпринята попытка изучения сущности данного вида деятельности. На основе системно-процессного подхода авторы описывают основные элементы управления внешнеэкономической деятельностью и уточняют содержание ее этапов. В статье раскрываются особенности формирования стратегии внешнеэкономического развития. Охарактеризовано представление о четвертой промышленной революции, ее особенностях. Описано влияние четвертой промышленной революции на экономику Республики Казахстан, особенно на внешнеэкономическую деятельностью страны. Предложены основные пути совершенствования системы управления внешнеэкономической деятельностью республики.

Ключевые слова: внешнеэкономическая деятельность, управление экономикой, четвертая промышленная революция, инновационное развитие, экономический потенциал.

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