CONTENTS

Abdsattar Derbisali. Medieval Otrar (Farab) and otrar scientists of the ix - xv centuries. New Data on the Medieval Otrar (Farab) Scholars 5

Sakenov N.A., Zhappasova R.E., Smvbaeva I.E. Improvement of the regulatory legal framework of ensuring economic security 24

Aimagambetov Ye., Karabayev Sh. Marketing strategy formation of universities using the balanced scorecard 32

Ayupova Z.K. Kussainov D.U. Place and role of biys court in state administration of traditional kazakli society 43

Abdimomynova A.Sh., Beketova K.N. Problems of formation and management of innovation system of the region 49

Kydyrova Zh.Sh., Abishova A.U., Urazbaeva G.Zh., Onlasynov E.Z., Kozhamkulova I. E. Main ways of implementation of social policy in Turkestan region 57

Beisenbayeva М. T. Globalization as manifestation of the system of public relations 65

Bolatova B., Suleimenova G., Baikadamov N.. Abzhanova A., Tasbolatova A. Directions for improving attraction and use of foreign investments taking into account world experience 72

Baibidekova L.A., Lukhmanova G.K., Shiganbayeva N.B. Assessment of problem credits’ real level in the banking sector of Kazakhstan 85

Zhussupova A.K., Utibayev B.S., Utibaveva G.B., Ahmetova D.T., Zhmmsova R.M., Leontieva Jamila. Activity results of loan partnerships and agricultural producers 95

Kalgulova R.Zh., Zhumaxanova K.M., Yessymkhanova Z.K. The economic essence of the innovative potential of small and medium-sized enterprises 103

Kokenova A.S., Abdikerimova G.I., Kalykulov K.M., Kupesheva A.K., Shadiyeva A.A. Concept of development of a modem global-oriented investment bank 113

Kusainov H., Demeuova G., Nurmanov A., Toktarova M., Azhaipova I. Ways to improve company value assessment 120

Moldakhmetova A.Т., Saitova G. Yu. The concept of "Choreographic integrity” in the methods of national dance stylization 128

Iskendirova S.K., Dzhaparova K.K., Dzusupov R.S. Problems of higher education development in the regions on the example of Akmola region 136

Nurzhanova A.M., Mauina G.A. Topical problems, support and contribution of entrepreneurship in the economy of Kazakhstan 143

Dzhaparova K.K., Rgebayeva R.M., Iskakova S.M. The role of the eurasian economic UNION in solving problems of the economy of Kazakhstan 152

Titkov A.A., Mussina A.Zh. , Ibraimova S.Zh., Assylkhanova A,E. Strategic priorities system reform of the regional economy on the principles of outsourcing (on the example of the Pavlodar region) 158

Nurzhanova A.M., Shamisheva N.K., Issayeva B.K. Risks in the development of small and medium-sized businesses 167

Shutkurova B., Shukurov A., Mussirov G., Baimukasheva Zh., Bukharbayev Sh. Mechanism of attraction of financial sources of modernization in the economy of Kazakhstan 174

Nurmukhametov N.N., Alibekova A.B. International experience of risk management in public audit and performance audit 184

Djabborova M. Jamshid’s image in Navoi’s lyrics... 191

Kussainova А.A., Dzhaparova K.K., Zakirova M.S. Problems of compulsory social insurance system in the Republic of Kazakhstan 199

Kokenova A.T., Abdikerimova G.I., Nurasheva K.K., Kulanova D.A., Kaukeshova R.A. Municipal infrastructure project: municipal bonds as One of the main factors in economic development 205

Zhurynov G.M. Kupeshev A.Sh., Kazanbayeva Zh.S., Moldashbayeva L.P„ Sabenova B.N. Activation of competitiveness processes: assessment of the adaptivity of the agricultural complex of Kazakhstan within the framework of the eurasian economic union 215

Abzhalelova Sh.R., Iseev S.M, Chelekby A.D. Mechanisms of development of innovative activity: adaptation of foreign experience in Kazakhstan 224

Mamedov N.Sh. The concept of graphic design of the medicine and veterinary emblems in the turkish world 230

Nurgabylov M. N., Narenova A.M, Nazikova Zh.A., Shamuratova N.B., Kenzhebaeva M.T. The Tean Six Sigma Improvement Program Concept and the Standard Operating Procedure 238

Kokenova A.Т., Turebayeva J.K., Demeubayeva A.O., Kulanova D.A., Shadiyeva A.A. Conceptual and empirical grounds for using the cluster approach in the management of economic processes 247

 Reviews

Kyshybekov Dynmukhamed. Significant, honorable work 257