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Aigul82a@mail.ru**IMPROVEMENT OF THE MECHANISM OF MANAGING INNOVATION
PROCESSES IN THE ENTREPRENEURSHIP OF RK**

Abstract. According to the authors, great attention should be paid to the innovative development of enterprises, in connection with which the issue of studying the management of innovative processes in entrepreneurship is of current importance. For the functioning of innovative processes requires the formation of a control mechanism. This mechanism allows enterprises to reach a new level of development: to produce competitive products and services, to enter foreign markets. The mechanism for managing innovation processes is a combination of forms and methods of influencing the economic environment in order to obtain the desired results. The structure of the control mechanism includes many elements. These elements include the goal, tasks, subjects of management, objects of management, principles, functions, methods, means. All this functions under the influence of external and internal factors.

Keywords: mechanism, innovation, management, entrepreneurship, development.

INTRODUCTION

Currently, the most relevant strategic objectives of the economy of Kazakhstan are the development of domestic high-tech production, development and development of new information technologies, aimed at obtaining competitive products, ensuring the interests of national economic security through the preservation and development of industrial and scientific and technical potential of the republic, bridging the gap between science and production, providing a real transfer of advanced foreign technology and the introduction of international standards. As the experience of technologically developed countries shows, innovative enterprises play a special role in solving these strategic problems. In this connection, today in the conditions of the emerging innovation system of the Republic of Kazakhstan, it must be determined in it the place of innovative enterprises as the main subjects of innovation activity.

MAINPART

According to the concept of development of the national innovation system, the innovation activities include:

- implementation of research, developmental and technological works aimed at creating a new or improved product, a new or improved technological process, implemented in the economic turnover;
- the development of new methods and processes that increase the efficiency of economic and economic planning, regulation and management;
- creation and development of innovation infrastructure;
- the formation of markets for innovative products, works, services;
- implementation of technological re-equipment and pre-production aimed at creating innovations;
- testing, certification and standardization of new technological processes, goods, works and services;
- the period of production of innovative products or technologies to achieve the standard payback period of an innovative project;
- promotion of the results of innovation and the spread of innovation;

- protection, transfer and acquisition of rights to intellectual property and confidential scientific, scientific, technical and technological information¹.

The development of innovation is impossible without the formation of the business sector in the scientific and technical sphere. Over the past years, the share of the small business sector in the volume of industrial production and in the number of employees practically does not change and amounts to 2.8-3.2 and 12.0-14.0%, respectively, which is several times less than in industrialized countries.

Today, Kazakhstan has a number of problems that stand in the way of implementing an industrial-innovative strategy:

- low share of innovative enterprises in small and medium business;
- the lack of cooperation links between large companies and small business and research environment in the field of innovation;
- acute shortage of innovative managers;
- the lack of official statistical data on the number of subjects engaged in innovative activities;
- low level of preparation of innovative projects, etc.

The main reason for deterring the development of small innovative entrepreneurship is that small enterprises, as a rule, are not able to produce competitive products in comparison with large enterprises. In order for a small innovative enterprise to fully demonstrate its inherent flexibility, the ability to respond quickly to changes in demand, the government needs to create a favorable innovation climate for it. But for the beginning, the scientific formulation of the question about the system of mechanisms allowing to implement the innovative component of entrepreneurship is necessary. In other words, an independent scientific and economic problem of forming a system of mechanisms arises that allows activating the innovative activity of an entrepreneur, considering this activity extensively, and not only as a scientific, technical and innovative business.

One of the problems that hinder the development of innovative entrepreneurship in the service sector in the region is the low innovative culture of entrepreneurs, researchers and the public, the inability to use their own inventions and promote them. In this regard, a necessary element of the federal and regional innovation policy should be measures to increase the innovation culture in the following main areas:

- organization of personnel training for commercial enterprises, enterprises and organizations in the services sector and higher educational institutions for work in the innovation sphere of the region;
- advising businesses and citizens on the registration of intellectual property;
- development of marketing mechanisms in the promotion of innovative products and services;
- implementation of information support for innovative entrepreneurs and the public on advanced domestic and foreign innovations.

The concept of an innovative mechanism as an organizational-economic form of innovation and promoting its implementation, the search for innovative solutions, as well as a lever of stimulation and regulation of this activity. The system of innovative mechanisms formed by him is represented by five groups: organization mechanisms, development and implementation mechanisms, financing and incentive mechanisms, technological transfer mechanisms and intellectual property mechanisms². Moreover, this set is not closed and the emergence of new mechanisms is a natural event.

Like any economic relations, innovative mechanisms are considered at three levels: macro level, regional level, enterprise level. At the macro level, three main tasks are solved: a state innovation strategy is formulated, a favorable innovation climate is created for the economy as a whole, and state innovation programs are implemented. At the regional level, there are similar tasks, but they are tied to the characteristics of certain regions. Both macro- and regional level create conditions for the intensive flow of innovative processes at the level of business structures. These innovation mechanisms are designed to ensure the implementation of national and regional innovative strategies at the micro level, to direct the entrepreneurial initiative in line with the innovation priorities.

Within the framework of this article I would like to consider the mechanism for organizing innovation activity on the example of the Karaganda region.

The organization's mechanism is focused on the formation and reorganization of structures that carry out innovative processes. Such a formation can take place in various forms, the main of which are: creation, absorption, market innovation integration, separation.

Creation is the formation of new enterprises, structural units or units designed to carry out innovative activities. The most essential elements of the new organizational forms are the following: matrix structures, scientific and technical divisions, scientific and technical organizations operating according to market principles; internal ventures. The processes of creating new innovative organizations are especially important for large enterprises. These enterprises have a complex innovation management system, often focusing on large projects, the implementation of which should almost immediately (or in a short period of time) ensure a high income. Largely for this reason, the number of innovations in these structures is not as great as in small enterprises. The effectiveness of innovation activities could be significantly improved by creating new innovation units and structural units, which, in turn, are designed to create new directions in the activities of large enterprises. These innovative units can be organized on a permanent and temporary basis.

Advanced companies are continuously introducing innovative solutions in all areas of their activities. They create innovative business models, strategies, organizations, processes, technologies, products, and marketing methods.

A business model that transforms innovation consists of 6 main components:

- a) offer of customer value;
- b) a market segment targeted by an innovative product;
- c) the structure of the chain of value creation;
- d) a profit creation model;
- e) competitive strategies;
- f) future growth strategies.

The modeling of the innovation activity of the transport system of the region makes it possible to see the mechanism for the formation of innovation activity in transport and to create the necessary innovation management structure at transport enterprises.

Methodical approaches regulate the stages of the formation of a transport enterprise innovation management system, including its main elements. The introduction of the innovation management system at the transport enterprise is carried out in 5 stages (Fig. 2).

To model business processes of the region's transport system, we have studied the existing approaches in operational management for describing business processes and, based on them, have developed adapted approaches for modeling business processes of transport enterprises.

Thus, the underdevelopment of the domestic innovation system creates for the sectors of the region the potential for unrealized in mass production of knowledge, experimental developments and technologies that can be used to improve the economic efficiency of innovation-active economic entities.

A rather effective mechanism for stimulating innovation activity of enterprises is the development of a system for patenting innovative products. This is due to the fact that the use of this system allows the patent owner to secure the right to dispose of the invention for a certain period, as well as to receive financial resources in the event of a sale, thereby ensuring a reduction in business risks.

It should be noted that, despite the clearly expressed economic nature of these mechanisms, all of them are to some extent related to institutional mechanisms. On the one hand, the measures presented can be viewed as mechanisms for financial support of the subjects, on the other hand, as the establishment of formal norms and rules of tax and financial nature.

Modern forms of small and medium-sized businesses will contribute to the creation of a broad market for scientific and technical products and services with the corresponding infrastructure and mentality. On their basis, it is supposed to create a kind of hub, at the entrance of which - ideas, inventions, patents, and at the exit - goods. It should be noted that small and medium-sized innovative entrepreneurship can be formed and developed both on the basis of liquidated scientific organizations, and through restructuring and privatization of objects of the scientific and technical sphere with the release of the "core" of a scientific organization responsible for fundamental, strategically important research, and units responsible for promotional and applied research.

Associated with the development of small and medium businesses, the revival of entrepreneurship in Kazakhstan should be carried out on a more advanced technical base. Kazakh producers lack the experience of bringing scientific developments to the level of a market product, highly qualified specialists in the field of management, marketing and analysis. In this regard, internships of Kazakhstani

specialists in leading foreign research institutes and companies and attraction of highly qualified foreign specialists to the republic to train domestic personnel will be practiced.

In order to cooperate with small businesses with large enterprises, it is necessary to develop a mechanism for transferring the functions of natural monopolies to provide services that are not related to their main activity in the competitive environment of small businesses. In addition, it is necessary to create conditions for the development of innovative and knowledge-intensive industries in small businesses, including through the acquisition of equipment and technologies for leasing and the wide spread of franchising relationships.

An innovative type of economic development requires creating the most favorable conditions for entrepreneurial initiative, increasing the competitiveness and investment attractiveness of Russian private companies, expanding their ability to work in open global markets under fierce competition, since it is private business that is the main driving force of economic development. The state can create the necessary conditions and incentives for business development, but should not replace the business with its own activity.

CONCLUSION

Despite a fairly developed system of support for innovation activities of enterprises, as shown by statistics, it is ineffective due to the low demand for innovative products in Russian regions. The low demand of industrialists for advanced technologies is met by imports. Thus, we see the interrelation and interdependence of measures, methods and mechanisms to stimulate innovative activity of enterprises with the main directions of the strategy of import substitution.

In general, summarizing all the above, it can be noted that the effectiveness of mechanisms for stimulating innovation activity of Russian enterprises (especially enterprises in the non-primary sector of the economy) is largely determined by the complexity of the mechanisms used. Taking into account that the level of innovative activity of enterprises is determined not only by external factors and conditions, but also by internal motivations, a flexible combination of formal and informal influences on entrepreneurs is necessary taking into account not only the indicators of socio-economic indicators of the region, but also specific factors determining motivation innovation activity of its population.

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ҚР КӘСІПКЕРЛІКТЕГІ ИННОВАЦИЯЛЫҚ ҮРДІСТЕРДІ БАСҚАРУ ТЕТІГІН ЖЕТІЛДІРУ

Аннотация. Авторлардың пікірінше, кәсіпорындардың инновациялық дамуына үлкен көңілбөлінуі тиіс, оған байланысты кәсіпкерліктегі инновациялық үдерістерді басқару мәселесін шешу маңызды. Инновациялық процестердің жұмыс істеуі үшін басқару тетігін қалыптастыру қажет. Бұл механизм кәсіпорынның дамудың жаңа деңгейіне қол жеткізуге мүмкіндік береді: бәсекеге қабілетті өнімдер мен қызметтерді шығару, сыртқы нарыққа шығу. Инновациялық процестерді басқару тетігі - бұл қажетті нәтижелерді алу үшін экономикалық ортаға ықпал етудің формалары мен әдістерін үйлестіру. Басқару механизмінің құрылымы көптеген элементтерді қамтиды. Бұл элементтерге мақсат, міндеттер, басқару субъектілері, басқару объектілері, қағидалар, функциялар, әдістер, құралдар кіреді. Осының бәрі сыртқы және ішкі факторлардың ықпалында болады.

Түйін сөздер: механизм, инновация, басқару, кәсіпкерлік, даму.

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СОВЕРШЕНСТВОВАНИЕ МЕХАНИЗМА УПРАВЛЕНИЯ ИННОВАЦИОННЫМИ ПРОЦЕССАМИ В ПРЕДПРИНИМАТЕЛЬСТВЕ РК

Аннотация. По мнению авторов, большое внимание должно уделяться инновационному развитию предприятий, в связи с чем актуальное значение приобретает вопрос изучения управления инновационными

процессами в предпринимательстве. Для функционирования инновационных процессов требуется формирование механизма управления. Данный механизм позволяет предприятиям выходить на новый уровень развития: выпускать конкурентоспособную продукцию и услуги, выходить на внешние рынки. Механизм управления инновационными процессами - это совокупность форм и методов воздействия на хозяйственную среду с целью получения желаемых результатов. Структура механизма управления включает множество элементов. К таким элементам можно отнести цель, задачи, субъекты управления, объекты управления, принципы, функции, методы, средства. Все это функционирует в условиях воздействия внешних и внутренних факторов.

Ключевые слова: механизм, инновации, управление, предпринимательство, развитие

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