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R.T. Dulambayeva, A.B. Temirbekova, G.A. Bodaubayeva

Academy of public administration under the President of the RK, Astana,
Almaty Management University, Almaty, Kazakhstan
dulambaeva68@mail.ru, alma.61@mail.ru, gulmira.ba@mail.ru

**FEATURES OF INNOVATIVE DEVELOPMENT
OF THE NATIONAL ECONOMY**

Abstract. The purpose of the study is to identify the main prerequisites and features of the modernization of the national economic system. The study is based on the use of a comprehensive and systematic approach, aimed at identifying the internal links of the socio-economic processes under study, in their dialectical development. This methodology allows us to identify the main patterns of competitive development of the socio-economic system, the essential characteristics and features of innovative development of Kazakhstan. That will allow to determine the main approaches to the formation of the model of innovative development of Kazakhstan. In the process of research historical, dialectical methods, methods of logic, analysis and synthesis, induction and deduction, statistical methods were used. As a result of research of various research approaches to the implementation of modernization existing in world economic theory, the essence, necessity, and features of the national model of innovative development of Kazakhstan are substantiated. The dual effect of activation of innovation activity on the part of the state was revealed and a model for implementing state innovation policy in modern conditions was proposed. This policy is aimed at the formation of a self-sufficient economy, which is characterized by internal stability. It is a question of complex modernization of the whole macrosystem from economic entities to state administration. The institutional aspect of reform is key for Kazakhstan, as it provides a basic platform for all reform programs of development. It is necessary to create conditions for the functioning of business structures in the basic, real sector of the economy. The active innovative component of these enterprises is the guarantee of competitive development of the country. In this regard, it is necessary to strengthen the factors of innovative growth by developing an effective mechanism of legislative, tax, financial support for innovation processes. Thus, it is necessary to develop those forms of activation of enterprises that will strengthen their positions, satisfy the needs and interests of domestic macro-entities.

Keywords: national economy, competitiveness, modernization, innovations, state innovative policy, globalization.

Introduction

The main problem of development of competitive economy is to ensure self-sufficiency and integrity of the national economic system. This will be achieved by providing progressive systematization of the main elements of the economic system, harmonious interaction of its major subsystems. The central link in this system is a state whose policy is aimed primarily at providing integrity, and the result will be the formation of a competitive economy.

Major factor in effective functioning of economy in current circumstances is forced modernization and innovation. For Kazakhstan, the diversification and competitiveness of the economy - a difficult task - notes the leading local economists - given the degraded state of the manufacturing industry and agriculture, science and technology capacity, extremely low levels throughout the system infrastructure and service quality. The country will not only organize the production of new products, to take measures to improve quality and lower prices, and radically modernize its economy [1, p. 155].

Methods

Modernization of the national economy is the main trend of the country's modern development. However, there is no generally accepted definition in the literature, but there are various approaches to the study of this spectrum of problems. It is necessary to use this problem in a complex to identify the

essential characteristics of this stage of the reform in the study. Since, we are talking about systemic problems of transforming the national system of management and it is necessary to identify a system-forming unit that determines the trajectory of modern development. A systematic and integrated approach will identify the main problems and develop approaches to their effective solution. The development of the model of innovative development of the national economy requires in-depth studies based on dialectical, historical methods, as well as logical inferences based on the analysis of statistical data and empirical observations.

Results

The concept of "sustainable growth" has been added to the next purpose - to be among the 50 most developed countries in the coming decade. Today's innovative modernization has some other motive, and the trend of implementation. This is due to the global economic crisis and the challenge of modernization is the solution to the country's new growth path. There is no single, universally accepted definition of social and economic modernization in the scientific literature yet.

While in developed countries, innovation is an immanent part of the business sector, the mode of production in Kazakhstan, the national system does not involve a commitment of private capital to innovation. This is due to the fact that entrepreneurship is concentrated mainly in the sphere of circulation (commerce, banking) and the mining sector, which have to restrict innovation because of its specificity. The real sector, which is the basis for large-scale innovation in Kazakhstan is underdeveloped.

Thus, there is an active state role in the formation of a competitive economy such as innovation in the RK. National innovation policy will be effective in the case of a system to ensure the relationship of the two main areas: strengthening the human potential and development of innovative business sector type. In this case, the priority is to enhance the human factor, ie creation of intellectual nation. This implies the development of education, science, basic and applied research, which is the basis for the development of innovative business sector.

With this in mind, we can give the following definition: State Innovation policy - a policy aimed at creating a competitive economy by providing an innovative type of progressive ordering of the two main elements of innovation macro: human development and the business sector. Thus, the role of the state associated with the promotion of economic development. But this role is filled with different contents depending on the model of modernization. However, the important thing to remember is the "failures of the state", indicating the inefficient activity of the state, when the area of responsibility are blurred, the impact of the policy is reduced, and correcting market failures creates new distortions. Despite the external effects of public participation in the revitalization of the state of modern conditions. [2, p. 18, p. 680].

State enterprise may be considered as a way to prevent "failures" of the market or promote economic development as a way to implement structural changes in public investment. Consequently, the use of a particular model makes it necessary to define the initial conditions and to properly assess the capabilities of the methods and tools for the implementation of innovative processes. The specificity of Kazakhstan is that there is not only incomplete stage of late industrial but also medium industrial development. Therefore, innovation should aim at the modernization of the forced passage of these stages, and then - out on the trajectory of post-industrial development. The complexity of the problem requires greater state presence. In this connection, it is worth remembering the state preferential loans in the structural policies of postwar Japan, which has become a catalyst concentration of capital already in the priority areas of business development. Also, refer to the European practice of "big projects".

The liberal approach can't be recognized even when the dominant modernization in developed countries, although the relationship between business and government can vary in favor of the former. And in terms of post-transit economy, particularly the economy of Kazakhstan, where a country has to solve more complex problems, the traditional neoclassical prescriptions can be dangerous. Therefore, the use of dirigisme is more preferably, preferably modernization from above.

The basic theoretical assumptions enhance the innovative development of national economy in order to increase competitiveness can be considered:

- 1) the absence of an element in the chain of evolutionary development of competitive relations, and related difficulties;
- 2) imposition of the tasks late industrial and post-industrial development;

3) implementation of the strategy of innovation and industrial development, which is also impossible without large-scale government intervention through the establishment of the optimal structure of the economy, the formation of markets for knowledge, information and innovation.

Thus, the implementation of an innovative model of economic development because of the prevailing objective conditions in need of increasing the public impact, as Kazakhstan will address a range of socio-economic problems. The main means of implementing this type of development are: structural changes, improvement of the institutional structure, human capital formation, further development of social sphere and the public sector.

One of the factors favors the development of innovative strategies, primarily institutional change. It is about adapting the skills, rules of conduct, relevant institutions and organizations of the new conditions of development of technology, economy, social life, their ability to promote or hinder positive changes in the economy. The difference in the competitiveness of the states is largely due to the flexibility and variability of the institutions. The peculiarity of the institutions is a slow change. However, it is possible to accelerate the pace of development and change. One of the reasons for the ineffectiveness of the reforms in Kazakhstan is the imperfection of the institutional framework.

With the introduction of new institutional forms, it is important to consider their impact on the already existing institutions and the risk of institutional gaps, with their rejection of the new rules [3, p.34]. In Kazakhstan, the formation of institutions actively initiated by the state and based on the study of the economic environment. Creating an institutional framework of economic reform in the modern period is the solution of problems of increasing innovation activity of the economy. Thus, most of the institutions in the developed world, created by the state, are innovative. Their activities are aimed at improving the competitiveness of business entities, and their adaptability to external factors.

More specifically, the state innovation policy consists of three components: government legal support for innovative projects, their financing, as well as the establishment of innovation infrastructure. In the latter part of the network of distribution centers of innovation, counseling centers, science and technology parks, business incubators, and various innovation funds.

Innovation aspect of development is an objective need for Kazakhstan. Because, otherwise, being influenced by such circumstances as the lag in the technological plan, the availability of the national benefits of the resource type (territory and natural resources), lack of competitiveness of domestic products Kazakhstan may lower its economic security.

At present, according to the report of the World Economic Forum “Global Competitiveness Report 2017-2018”, Kazakhstan is the 57 position (2016 key indicators) [4].

Kazakhstan scored 4.35 points out of 7 on the 2017-2018 Global Competitiveness Report published by the World Economic Forum. Competitiveness Index in Kazakhstan averaged 4.27 points from 2007 until 2018, reaching an all-time high of 4.48 points in 2016 and a record low of 4.07 points in 2010 [5,6].

The main reasons for the deterioration of these indicators are:

1) the fall of entrepreneurial activity in the country (the number of joint ventures with foreign participation decreased, GDP growth is less and the reduction of foreign trade);

2) limited access to internal lending of projects;

3) most of the latest technologies are foreign in origin, the decline in the exchange rate of tenge to the US dollar has led to a reduction in the ability of enterprises to purchase the latest technology;

4) small businesses, most of them having low innovative activity that negatively affect the overall statistics of innovative activity;

5) the financing level of R&D compared to developed foreign countries remains low and, as a consequence, inefficient and unattractive for enterprises and industries. In connection with the economic situation the companies' expenditures are concentrated on more immediate tasks than on research and development. According to the Statistics Agency of Kazakhstan, the level of activity in the innovation of domestic enterprises in 2016 amounted 9.3%, although the dynamics 2003 – 2016 remained positive [7].

The development of innovation directly depends on funding. From 2004 till 2016 the share of public sector organizations in the financing of innovative projects on the 4.7% decreased. Whereas, the increase in the proportion of organizations engaged in research and development, since 2003 is a private non-profit sector, business sector and the higher education sector. Despite the fact that the internal costs of research and development in the RK in the period 2003 – 2016 observed a positive trend: since 2003 there is a

tendency of growth of expenditure on research and development. However, in 2016 they amounted to only 0.14% of GDP. In the context of a structural source of funding, much of the spending was by the state. In developed countries, science has actively funded. For example, in Japan and Sweden, the costs of research and development (R&D) for 2016 is 3.4% of GDP, in the U.S. – 2.9%, in China – 1.7% and Austria – 2.7%, and only Israel spends more than 4% of GDP on research and development– 4.4% [8].

In Kazakhstan, the same despite the positive dynamics of public funding of science, its share in GDP remains low compared with developed countries. An important factor limiting the intensification of innovation is the lack of adherence to the principle of the systems. There is a small number of innovative companies in the domestic economy, and no major economic structures in the area.

According to the U.S. National Science Foundation, each invested in research and development dollar company employing up to 100 people bring to the market is 4 times more innovative than companies with fewer than 1000 people. Terms of development of innovation in small structures up an average of 2 years and in large - 4 years. Despite the fact that the main potential scientifically industrialized countries are concentrated in large companies, small and medium-sized companies have leading positions in the generation of innovations, and further develop and bring these innovations to consumers is provided by high specialization and diversification of the economy, based on the effective coexistence of enterprises of different sizes [9].

Another significant factor that negatively characterizes the situation of the national economy in the innovative development is the fact that innovation in Kazakhstan is mainly done by attracting foreign direct investment. On the one hand, there are benefits in the form of acquisition of new technologies, licenses, on the other hand - this trend is the country's dependence on foreign technological developments, reduces the skills to innovate domestic business entities. Thus, it is necessary to develop the forms of the revitalization of the businesses that will strengthen their position, the needs and interests of domestic macro- subjects. Changing patterns of economic development should be linked to the setting of the public administration of the whole process of expanded reproduction, since the phase of scientific and technical training of reproduction to the final consumption. In this connection, it is necessary to strengthen the innovation-based growth factors through the development of an effective mechanism for legal, tax, financial support for innovation. This step is conducting a major structural reversal of Kazakhstan's economy in view of current trends in the global economy. We are talking essentially about the need to develop new industrialization strategy, designed for long-term implementation. I must work the effect of "innovation multiplier", which will involve a set of potentially possible scientific, technological and institutional innovations that make the economy self-sufficient type is formed.

Discussion

With regard to methods of modernization in economic theory, there are several research approaches. For example, traditional neoclassical conception which is known as the Washington Consensus. It is based on liberalization, macroeconomic stabilization, privatization. The second approach suggested an evolutionary economic theory, which originated from the theory of economic development of Y. Shumpeter, now the most famous in the interpretation of R. Nelson and S. Winter [10, p. 43]. Under this approach, new laws and institutions will only be effective if they are ripe and rooted in society, not simply be imposed upon him. Hence, the different ways of reforms in different countries can't be tailored to the unified theory. Proponents of this approach are not going to say about transition, but the "transformation".

In the last decade in the "mainstream" economics has entered a new institutional theory of applying neo-classical methods to the analysis of economic and social institutions. The focus is given to the qualitative transformation of the specification of property rights, which in conditions of competition are able to offset the costs associated with inefficiencies in other institutional and structural reforms.

The fourth area is conventionally called the "dirigiste". Proponent of this trend here was the chief World Bank economist Joseph Stiglitz. A necessary condition for accelerated modernization is to increase the state's role in the regulation of socio-economic processes. This is a qualitative improvement of the public intervention, the coherence between economic policies at all levels, achieving a uniform orientation of measures taken by the government, business and society [11, p. 18].

Innovation is a form of modernization of the transformation of socio-economic structure of society, the transition from one system to another model of development. Methods of implementation vary

depending on the basic conditions for economic development. The main approaches - a liberal (bottom-innovation, the result of the interests of economic entities) and dirigiste (innovation from the top, initiator is the state).

In Kazakhstan, despite the duality of the effects of the implementation of innovation policy, the active role of the state is relevant. Positive effects will override the risks and negative influences of innovation development policies from above. Another issue is to find effective, balanced methods for implementing state innovation policy, which should be oriented towards the creation of competitive companies in the real sector of Kazakhstan.

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Р.Т. Дуламбаева, А.Б. Темирбекова, Г.А. Бодаубаева

ҚР Президенті жанындағы мемлекеттік басқару академиясы, Астана қ., Қазақстан;
Алматы менеджмент университеті, Алматы қ., Қазақстан

ҰЛТТЫҚ ЭКОНОМИКАНЫҢ ИННОВАЦИЯЛЫҚ ДАМУЫНЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Зерттеудің мақсаты - ұлттық экономикалық жүйені жаңғыртудың негізгі алғышарттары мен ерекшеліктерін анықтау. Зерттеу әлеуметтік-экономикалық процестердің ішкі байланыстарын және олардың диалектикалық дамуын анықтауға бағытталған кешенді жүйелік тәсілдерді қолдануға негізделген. Бұл әдіс әлеуметтік-экономикалық жүйенің бәсекеге қабілетті дамуының негізгі моделін, Қазақстанның инновациялық дамуының негізгі сипаттамаларын және ерекшеліктерін анықтауға мүмкіндік береді. Бұл Қазақстанның инновациялық даму моделін қалыптастырудың негізгі тәсілдерін анықтауға мүмкіндік береді. Зерттеу барысында диалектикалық әдістер, логикалық әдістер, талдау және синтездеу, индукция және шегеру, статистикалық әдістер қолданылды. Әлемдік экономикалық теорияда жаңғыртуды жүзеге асырудың түрлі тәсілдерін зерттеу нәтижесінде Қазақстанның инновациялық дамуының ұлттық моделінің маңызы, қажеттілігі мен ерекшеліктері анықталды. Мемлекет тарапынан инновациялық қызметті жандандырудың қосарлы әсері анықталды және заманауи жағдайларда мемлекеттік инновациялық саясатты іске асырудың үлгісі ұсынылды. Бұл саясат ішкі тұрақтылықпен сипатталатын өзін-өзі қамтамасыз ететін экономиканы қалыптастыруға бағытталған. Бұл шаруашылық субъектілерінен бастап мемлекеттік басқару жүйесіне дейін барлық макросистеманы күрделі модернизациялау мәселесі. Реформаның институционалдық аспектісі Қазақстан үшін маңызды болып табылады, өйткені ол барлық реформаларды дамытудың негізгі

тұғырнамасы болып табылады. Экономиканың негізгі, нақты секторында бизнес-құрылымдардың жұмыс істеуі үшін жағдай жасау қажет. Кәсіпорындардың белсенді инновациялық құрамы - елдің бәсекеге қабілетті дамуының кепілі. Осыған байланысты инновациялық процестерге заңнамалық, салықтық және қаржылық қолдаудың тиімді механизмін жасау арқылы инновациялық өсу факторларын күшейту қажет. Осылайша, өз ұстанымдарын нығайтатын, отандық макроорталықтардың қажеттіліктері мен мүдделерін қанағаттандыратын кәсіпорындардың белсенділігін арттыру қажет.

Түйін сөздер: ұлттық экономика, бәсекеге қабілеттілік, жаңғырту, инновация, мемлекеттік инновациялық саясат, жаһандану.

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Р.Т. Дуламбаева, А.Б. Темирбекова, Г.А. Бодаубаева

Академия государственного управления при Президенте РК, Астана,
Алматы Менеджмент Университет, Алматы, Казахстан

ОСОБЕННОСТИ ИННОВАЦИОННОГО РАЗВИТИЯ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ

Аннотация. Целью исследования является выявление основных предпосылок и особенностей модернизации национальной экономической системы. Исследование основано на использовании всестороннего системного подхода, направленного на выявление внутренних связей исследуемых социально-экономических процессов, их диалектического развития. Эта методология позволяет выявить основные закономерности конкурентного развития социально-экономической системы, основные характеристики и особенности инновационного развития Казахстана, что позволит определить основные подходы к формированию модели инновационного развития Казахстана. В процессе исследования использовались диалектические методы, методы логики, анализ и синтез, индукция и дедукция, статистические методы. В результате исследования различных подходов к реализации модернизации существующих в мировой экономической теории обоснованы сущность, необходимость и особенности национальной модели инновационного развития Казахстана. Был выявлен двойной эффект активизации инновационной деятельности со стороны государства и предложена модель реализации государственной инновационной политики в современных условиях. Эта политика направлена на формирование самодостаточной экономики, которая характеризуется внутренней стабильностью. Речь идет о комплексной модернизации всей макросистемы от хозяйствующих субъектов до государственного управления. Институциональный аспект реформы является ключевым для Казахстана, поскольку он является базовой платформой для всех программ развития реформ. Необходимо создать условия для функционирования бизнес-структур в базовом, реальном секторе экономики. Активная инновационная составляющая этих предприятий является гарантией конкурентоспособного развития страны. В этой связи необходимо укрепить факторы инновационного роста путем разработки эффективного механизма законодательной, налоговой и финансовой поддержки инновационных процессов. Таким образом, необходимо развивать такие формы активизации предприятий, которые будут укреплять свои позиции, удовлетворять потребности и интересы отечественных макропредприятий.

Ключевые слова: национальная экономика, конкурентоспособность, модернизация, инновации, государственная инновационная политика, глобализация.