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INVESTIGATION OF MODERN ECONOMIC MECHANISMS FOR CONSTRUCTION OF THE INTELLECTUAL POTENTIAL OF THE COUNTRY AS A MOVING FACTOR OF INNOVATIVE ECONOMIC DEVELOPMENT

Abstract. The authors of the article suggest a new approach to solving this problem, aimed at the formation and development of internal resources, ensuring the continuity of the projects' movement in the venture business sector, which contributes to the effective involvement of intellectual potential in the economic circulation.

Preservation and development of intellectual potential and formation of the human capital of a society are the main direction of development of any civilized country. It is seen as an important factor in socio-economic development, solving global problems associated with the progressive development of a particular society. Due to this, in many countries the problem of intellectual potential growth is assigned to priority areas in the policy of states. Kazakhstan has now entered the industrial-innovative phase of economic development. This stage is characterized by the adaptation of the sphere of science to the current economic conditions, which should lead to fundamental changes in the structural, organizational, personnel, infrastructure and financial support for the development of science regulated by the relevant regulatory legal framework.

Keywords: Innovation, modernization, competitiveness, training, potential, development, intellectual potential, intellectual capital, economy.

Introduction. The processes of modern globalization require radical changes in the sphere of interactions between science, technology and society. In our country, we can now talk about the low efficiency of economic modernization and innovative technical projects. One of the main reasons for this can be identified as the problem of limitations in the growth of intellectual potential and the uncertainty of the driving factors of innovation development. It becomes obvious that it is necessary to build not so much an innovative economy as an "innovative society". Recently, more attention has been paid in the world to the development of the so-called "knowledge economy". Many modern economists generally believe that the main development prospects are connected with it. The term "knowledge economy" increasingly sounds in foreign and domestic scientific research and is used to determine the type of economy where knowledge plays a decisive role, and the production of knowledge becomes a source of growth. Manufacturers, distributors and consumers of knowledge are people who have the intellect and abilities to work, who are engaged in the production of goods and services.

Methods of research. *Abstraction is used to develop certain abstract concepts or categories, such as price, money, cheap, expensive, etc. At the same time, it is necessary to abstract from the secondary properties of the studied object, and the necessary properties should be selected. For example, to determine an economic category such as a commodity, it is necessary to disregard dimensions, weight, color and other characteristics that are not essential in this case, and at the same time fix the property that unites them: all these things are the products of labor intended for sale. The method of analysis and synthesis involves the study of socio-economic phenomena both in parts (analysis) and in general (synthesis).*

Results. The experience of world economies, for example, Canada and Finland, shows that the meso level is the key link. In other words, research into the processes of creating, implementing and managing innovations in the region is currently acquiring the most relevant, if not decisive, nature. This is evidenced by the low efficiency of innovative reforms undertaken by the country's leadership aimed at modernizing the economy. One of the main reasons for this is the problem of the development of the innovation system, related to the low rate of growth of intellectual potential and the receptivity of the individual to innovation, which is the driving force of innovative development. It is no accident that in a number of innovatively active countries, it is no longer a question of an economy based on innovation, but of building an innovative society. The ineffective mechanism for attracting the private sector to the development of scientific and technical potential, the relatively low activity of participants in R & D are still weak links in the entire scientific and technical system of Kazakhstan, while the development and introduction of new technologies and science-intensive products in production are key factors for achieving and maintaining competitive advantages in the domestic and foreign markets.

For example, in advanced economies (USA, Japan, Finland), industrial enterprises carry out R & D on a self-repaying and self-financing basis and absorb up to 70% of all national R & D expenditures, while government spending accounts for an average of 30%.

A modern trend in the development of society is the transition from an industrial, resource economy to an economy based on intellectual resources and science-intensive technologies. The innovative world situation requires such a system of interrelations between science, industry and society, in which innovations will become the basis for their development. Consequently, the construction of a mechanism for managing the country's innovative development is possible only through joint efforts of the whole society: the state, the entrepreneurial and scientific environment.

The low effectiveness of innovative transformations in the subjects, caused by the disruption of the relationship between science and enterprises, the loss of controllability of the innovation and technical complex requires the development of models and mechanisms for the formation and management of an integrated socio-economic system based on partnerships between science, industry and business with the aim of ensuring the region's competitiveness, and as a consequence and the countries in the high-tech sector of the economy. In the scientific environment, private issues related to innovation are sufficiently and productively researched (analysis of innovation processes, conditions for innovation, measures and forms of supporting innovation, etc.).

The modern scientific community has not sufficiently highlighted (studied) the impact of the integration of science, industry and business on the level of innovation development. Although most of the works devoted to research of innovative potential, consider the problem of the development of the innovation system, related to the human factor, as the main component of economic growth. In a number of works it is noted that the increase of the intellectual potential and the susceptibility of the individual to innovation is the driving force behind the innovative development of enterprises in the region [8]. The process of increasing the individual's qualification potential, its attitude to self-development and intellectual work can be considered as a set of motives of innovation subjects, formed under the influence of interaction in the innovation process.

Through a survey of Kazakhstanis, they clarified whether it is necessary to consider the intellectual potential of man as an investment.

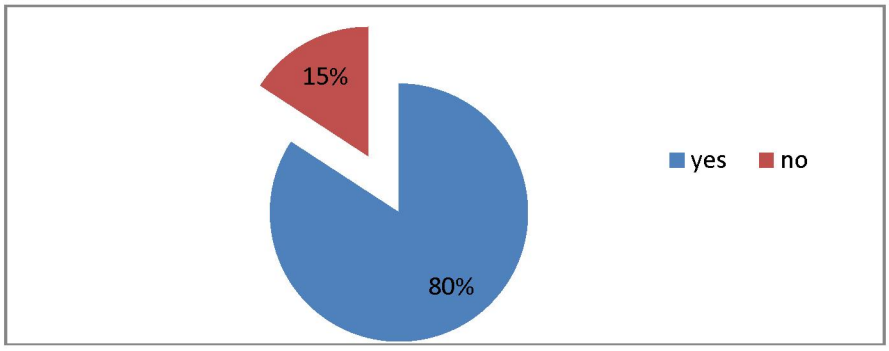

Figure 1 - Consider whether the intellectual potential of man, as an investment?

So, 80% of Kazakhstanis note that the intellectual potential of a person should be considered as an investment, and only against it turned out - 15%, refrained from the opinion -5%.

Formation at all levels of social relations of conditions for the development of an innovative economy based on the desire to intellectualize the labor of each individual and society as a whole, to the intellectualization of the regional economy, is of crucial strategic importance. The influence of the organizational component of the innovation potential on the growth rates of the level of innovation development in the region, taking into account interregional cluster policy, should be taken into account in the process of introducing real sector of the regional economy. In this regard, it is necessary to develop and implement effective forms of integrating science, production and business with the aim of realizing the potential of the region and enhancing its opportunities for participation in the promising areas of scientific, technical, economic and social development.

In particular, we need a mechanism for integrating science, industry and business, which, unlike the generally accepted ones, is based on the model of the innovation management system in the region and the model for the formation of an innovative society. One of the possible ways to improve the management of the resource and innovative potential of the territories is to analyze the conditions of integration and the forms of cooperation between institutions, organizations and enterprises, the result of which is the provision to interested bodies of proposals and methodological recommendations for improving the efficiency of innovative, scientific, technical and socio-economic policies, means of educational technology, through the conclusion of a social contract. For the implementation of innovative activities in the real sector of the economy, people who are ready for a constant change of technologies are needed, who are able to assume responsibility for determining the goals and programs of action of the work collective and society as a whole.

To stimulate the inflow of young people into science, it is necessary to conduct targeted work in the following areas:

- Expanding the participation of schoolchildren and students in international olympiads, research projects, competitions and scientific and technical tournaments;
- attracting university students to active scientific work as assistants to scientists and teachers;
- Attracting promising students to research work and implementation of research projects.

At the present time, it is necessary to solve the problems of wide involvement of young people in the sphere of science, education, high technologies and fixing it in these spheres, and efficient reproduction of scientific and scientific-pedagogical personnel. This can be implemented on the basis of a program-target method, the application of which will provide a systemic solution to the problem.

The analysis of innovative pedagogical technologies applied in foreign universities shows that, despite the diversity of approaches, it is common to use methods of problem-oriented and project-organized training, mainly when students work in a team, starting with the first year.

Conclusions. Such specialists, who are ready to deal effectively with social, scientific and industrial construction, should think in a fairly universal way, should be capable of system-holistic vision of the features of interaction of elements of socio-technical systems, their management processes, and the role and place of people in these systems, and accordingly build their professional activity on the basis of a creative approach, never losing behind the details of the general picture of the surrounding reality.

It is very important to emphasize that at the moment no important production decision can be made without a quick and correct assessment of its influence on the entire structure of production and economic relations, society, civilization in general, and ultimately on man, which imposes an additional burden of responsibility on the executors of innovation.

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ИННОВАЦИЯЛЫҚ ЭКОНОМИКАЛЫҚ ДАМУДЫҢ ЖАҺАНДЫҚ ФАКТОРЫ РЕТІНДЕ ЕЛІМІЗДІҢ ИНТЕЛЛЕКТУАЛЬДІ ПОТЕНЦИАЛЫН САЛУ ҮШІН ҚАЗІРГІ ЗАМАНҒЫ ЭКОНОМИКАЛЫҚ МЕХАНИКАЛАРДЫ ЗЕРТТЕУ

Аннотация. Мақаланың авторлары осы мәселені шешуге, ішкі ресурстарды қалыптастыруға және дамытуға, венчурлық бизнес секторындағы жобалардың қозғалысын қамтамасыз етуге бағытталған, бұл экономикалық интеграциялық әлеуетті экономикалық айналымға тиімді ықпал етуге мүмкіндік беретін жаңа көзқарасты ұсынады.

Интеллектуалды әлеуетті сақтау және дамыту және қоғамның адами капиталын қалыптастыру кез келген өркениетті мемлекеттің дамуының басты бағыты болып табылады. Бұл әлеуметтік-экономикалық дамудың маңызды факторы, белгілі бір қоғамның прогрессивті дамуымен байланысты жаһандық проблемаларды шешу болып табылады. Осыған байланысты көптеген елдерде интеллектуалдық әлеуетті арттыру мәселесі мемлекеттер саясатында басым бағыттарға бөлінеді. Қазақстан экономикалық дамудың индустриялық-инновациялық кезеңіне енді. Бұл кезең ғылымның қазіргі заманғы экономикалық жағдайларға бейімделуімен сипатталады, ол тиісті нормативтік-құқықтық база арқылы реттелетін ғылымды дамытуға құрылымдық, ұйымдық, кадрлық, инфрақұрылымдық және қаржылық қолдаудың түбегейлі өзгеруіне әкелуі тиіс.

Түйін сөздер: инновациялар, жаңғырту, бәсекеге қабілеттілік, оқыту, әлеует, даму, зияткерлік әлеует, зияткерлік капитал, экономика.

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ИССЛЕДОВАНИЕ СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ МЕХАНИЗМОВ ПОСТРОЕНИЯ ИНТЕЛЛЕКТУАЛЬНОГО ПОТЕНЦИАЛА СТРАНЫ КАК ДВИЖУЩЕГО ФАКТОРА ИННОВАЦИОННОГО РАЗВИТИЯ ЭКОНОМИКИ

Аннотация. Авторами статьи предлагается новый подход к решению данной проблемы, нацеленный на формирование и развитие внутренних ресурсов, обеспечивающий непрерывность движения проектов в сектор венчурного предпринимательства, способствующий эффективному вовлечению в хозяйственный оборот интеллектуального потенциала.

Сохранение и развитие интеллектуального потенциала и формирование человеческого капитала общества являются основным направлением развития любой цивилизованной страны. Оно рассматривается в качестве важнейшего фактора социально-экономического развития, решения глобальных проблем, связан-ных с прогрессивным развитием того или иного общества. В силу этого во многих странах проблема роста интеллектуального потенциала отнесена к приоритетным областям в политике государств. Казахстан в настоящее время вступил в индустриально-инновационную фазу развития экономики. Этот этап характери-зуется адаптацией сферы науки к современным экономическим условиям, что должно привести к коренным изменениям в структурном, организационном, кадровом, инфраструктурном и финансовом обеспечении развития науки, регулируемым соответствующей нормативной правовой базой.

Ключевые слова: инновации, модернизация, конкурентоспособность, обучение, потенциал, развитие, интеллектуальный потенциал, интеллектуальный капитал, экономика.

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