

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2019.2224-5294.141>

Volume 4, Number 326 (2019), 86 – 90

UDK 378:330.142

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**HUMAN CAPITAL AS A FACTOR IN IMPROVING THE
COMPETITIVENESS OF ENTERPRISES IN MODERN CONDITIONS**

Abstract. The article substantiates the role of human capital in the development of an enterprise, proves the need for managing human capital in modern economic conditions. Analysis of the need for the formation and use of human capital in the enterprise allowed us to determine the possibilities of its use in order to improve its competitiveness. The company is the main economic entity of society. At all stages of economic development, it is the main link. Enterprises play a key role in the economic development of the country due to the fact that they solve the following problems: employment, social problems, insufficient growth of national income, education of society and the development of science. Income from investments in human capital goes not only to the carrier of human capital, but also to the organization in which it is implemented, the region and the state as a whole, and personnel errors due to low qualifications lead to huge losses, damage to production and the health of the staff.

Keywords: the company's competitiveness, human capital, intellectual capital, innovation.

INTRODUCTION

Regardless of the scale and size of enterprises, competition between them for a place in the market conjuncture makes the market more perfect. Competitiveness of an enterprise is defined as the productivity of its resources, it is expressed in obtaining more profit and is achieved by reducing the costs of production of goods (services), improving the quality of goods (services), expanding the range of goods (services). To do this, they need to conduct market research in order to study the prices and quality of similar goods (services) from competing enterprises; cost reduction of the enterprise; improving the quality of goods and increasing output, which is achieved through the introduction of new technologies in the production process, as well as the rational use of its own resources. Today, priority in the effective management of resources is given to human resources, and not material and financial.

It is necessary to distinguish the concept of "human potential", which has become widespread in the social sciences in the last twenty years, and the concept of "human capital". The concept of "human potential" is broader, and its content includes the whole range of development of productive forces and the entire set of social relations of the concrete historical stage of the development of society. It includes both economic and non-economic components. Accordingly, "human potential" refers to the number of not only economic, but also social and philosophical categories. Human potential appears as an integral characteristic of the physical, spiritual, moral and socio-professional development of individuals, revealing the possibilities of their participation in production and social life in general.

MAIN PART

The difficulty in managing these resources lies in their individual component and consists in the management of human capital, the carrier of which is man. The process of human capital management begins with the search and selection of the applicant. The ability to see the necessary experience, talent and knowledge in the candidate for employment, as a rule, is entrusted to recruitment agencies or personnel management services of the enterprise.

As is known, human capital is inseparable from its carrier, that is, a person, but by employing him to work, the employer acquires for use his human capital [2]. Based on the foregoing, it could be concluded that the totality of human capital of all categories of employees of the enterprise is its total human capital. But this statement cannot be true, due to the fact that organizations and enterprises in their ownership also possess intellectual property products, acquired by them from other legal entities and individuals, the relations with which are not fixed by labor contracts. These objects can be expressed in the form of licenses, patents, R & D, etc.

The interrelated concepts of “human capital” and “intellectual property” are also integral parts of each other. Since human capital is the basis of intellectual capital, knowledge and skills of the carrier of human capital, that is, human, are derivatives for the creation of intellectual property (patents, licenses, know-how). In turn, intellectual capital does not exist without human, as the carrier, producer and consumer of knowledge, experience and skills is a person [3].

An important indicator is also an indicator of growth in the number of Internet users. It clearly demonstrates the degree of literacy and activity of the population in the field of information technology and determines the dynamics of the country's socio-economic progress.

The number of organizations using the Internet in Kazakhstan is growing inexorably, as Table 1 shows the growth dynamics over the past 5 years.

Table 1 - The number of organizations using the Internet

	2013	2014	2015	2016	2017	2018	Change over 5 years 2018/2013.
The Republic of Kazakhstan	49 853	58456	52630	65186	75779	79658	59,79
Akmola	2 203	2 659	2 818	2 782	2 906	3 008	36,54
Aktobe	3 300	3 581	3 165	3 721	3 484	3 714	12,55
Almaty	1 830	2 637	2 551	2 911	3 121	3 434	87,65
Atyrau	1 647	2 042	1 741	2 455	2 303	2 346	42,44
West Kazakhstan	1 440	1 957	1 743	1 769	2 418	2 352	63,33
Zhambylskaya	1 320	1 653	1 543	1 947	1 838	1 930	46,21
Karaganda	3 900	4 493	4 639	5 732	6 321	6 896	76,82
Kostanay	2 737	3 057	3 339	3 238	3 601	3 939	43,92
Kyzylorda	1 227	1 235	1 385	1 719	1 695	1 635	33,25
Mangystau	2 182	3 124	1 979	2 079	1 744	2 667	22,23
South Kazakhstan	3 698	3 904	2 949	3 869	4 321	4 512	22,01
Pavlodar	2 284	2 761	2 805	2 979	3 691	3 770	65,06
North Kazakhstan	1 762	2 226	2 266	2 294	2 500	2 852	61,86
East Kazakhstan	3 988	4 249	4 135	4 148	4 452	4 940	23,87
Astana	3 907	4 202	4 862	5 855	9 000	10225	161,71
Almaty city	12428	14676	10710	17688	22384	21438	72,50

In general, the number of organizations using the Internet by almost 60% has increased in Kazakhstan, but the leaders were enterprises of Astana 161.71% increased their number in comparison with all areas. The most lagging behind in this development are Aktyubinsk, South Kazakhstan Mangystau regions, so the number of organizations using the Internet barely exceeds 20%.

The problems of innovation activity have become increasingly relevant in recent years. This is a reflection of the growing public understanding of the fact that the renewal of all spheres of life is impossible without innovations in production, management, and finance. It is innovations that lead to the renewal of the market, the improvement of the quality and expansion of the range of goods and services, the creation of new production methods, the marketing of products, and the improvement of management efficiency.

Usually there are three main types of investment in human capital:

- Expenditures on education, including formal education (primary, secondary, higher) and on-the-job training (both directly at the workplace and with a job);
- health expenditures in a broad sense, including all costs that affect the length of life, strength, endurance of workers;
- mobility costs (migration).

Table 1 - Expenditures on education as a percentage of gross domestic product and expenditures per student

Country	Total state spending on education in% of GDP	Total student costs	
		in% of GDP by human	in USD PPP
Kazakhstan	2,8	7,9	865
Belarus	4,5	15,0	1957
Russia	4,1	14,2	2889

The data in Table 1 make it possible to verify that, by the share of GDP, Kazakhstan spends less on the education system than Russia and Belarus and spends less than half of the purchasing power parity per student. Nevertheless, the education budget in 2018 exceeded 1.3 trillion. tenge with growth over the past two years by more than 1.6 times.

The health care system in Kazakhstan consists of the state and non-state (private) sectors. The division of health care into public and private sectors is based on the ownership of the property of medical organizations. However, within each sector, different organizational and legal forms are possible.

An important role in the efficiency of human capital is its constant, purposeful formation and rational use. The formation of human capital begins in childhood. Training and development of the child lays in him not only certain knowledge, but also broadens his horizons, forms the outlook and creative abilities, which in the process of his growing up must also be developed and maintained.

Thus, in childhood and youth, human capital, as a rule, is formed in the family, preschool, school, secondary vocational and higher educational institutions. On how it will be formed depends on the decision of the employer on employment. In the future, the development of human capital still remains in the hands of the man himself, but the enterprise begins to participate in it. Further training, retraining and additional training courses, mentoring, maintaining employee health and motivation are all used by this modern enterprise in order to increase the efficiency of the return on human resources. But it should be noted that today there are more and more enterprises that care about the formation of human capital or the provision of highly qualified specialists until the time of the conclusion of an employment contract with them. Namely, entering into an agreement with a student, the company begins to invest in the process of higher education, for this it pays for its training, provides internship at its production facilities and participates in writing its graduation work, in which, as a rule, the student is looking for ways to solve one of the urgent tasks of the enterprise. After graduating from university, yesterday's student becomes a full-fledged employee of the enterprise. This process also contributes to the timely completion of staff.

Conclusions about how rational and efficiently the employer uses his existing human capital can be made by assessing the dynamics of human capital and its impact on such financial and production indicators as revenue, labor productivity, production volume and quality of products (services), and enterprise costs. and the main indicator for any company - profit.

The development of human capital of an enterprise is also the basis for the formation of its innovative development [1]. The creation of innovations - products of intellectual labor - brings with it the need for providing the enterprise with highly creative individuals. The introduction of innovations in production and obtaining the economic effect also requires highly qualified personnel, experienced managers. An enterprise in need of such personnel, as a rule, highly appreciates their work.

Current trends in the economies of leading Western countries show that human capital is closely connected with the formation of an innovative economy and reflects such closely interrelated characteristics as the knowledge-intensive nature of production, competitive advantages based on innovation, a high level of education and professional competence of workers, i.e. more important role of human capital. These questions are devoted to the works of M. Bendikov, S. Valentey, E. Vilkhovchenko, A. Gaponenko, L. Kurakova, N. Chebotarev and DR. Thus, at present, there are several research directions that develop a system of views on the formation and use of productive abilities people in the process of forming an innovative economy, ensuring economic growth and improving the competitiveness of enterprises:

- a study of the methodological and methodological provisions of the modern theory of human capital;
- study of the effectiveness of investing in human capital in order to enhance its impact on the growth of competitiveness of enterprises;

- study of various aspects of the economics of education, health care and other factors affecting the development of human capital and increasing its role in the formation of an innovative economy;
- research of methods and systems of indicators of human capital assessment.

At the same time, many problems of human capital development and its role in enhancing the competitiveness of enterprises in a market economy did not find practical implementation. A number of questions still remain unresolved or debatable. In particular, there is the problem of the impact of human capital on the formation of a strategy for the development of competitive relations and the choice of priorities in the formation of competitiveness of various economic actors in modern conditions.

High wages, career prospects, awareness of direct participation in the development of the company - all this is a strong motivation for the development of the employee not only as an individual, but also as a professional in his field, who is guided by the current industry trends and is able to increase enterprises.

Thus, by developing the human capital of its employees, the employer develops the future of his enterprise. And to evaluate its competitiveness today, it is impossible without evaluating its human capital.

CONCLUSION

Thus, for effective management of the enterprise and obtaining high income in the future, management needs to assess the importance of human capital at the early stages of the formation of the enterprise and devote sufficient time and investment to this issue. In turn, the country's economy also strongly depends on the development of each individual worker, and the country is also interested in improving the level of education and skills of the population. In an economy based on knowledge, it is important to achieve high human capital, which is necessary for the sustainable economic, social, cultural development of individual enterprises and the country as a whole. In our opinion, the consistent and persistent implementation of the stages of the formation of human capital and increasing the efficiency of its use will significantly improve the competitiveness of the enterprise and ensure its further development. Human capital is understood as the stock of knowledge, health, skills, experience, talent, motivation, productive abilities, cultural, ideological, psychological and social properties used by an enterprise in order to achieve higher goals for an organization. Particular attention is paid to the history of the development of the theory of human capital, given the definition of this concept. The types of investments in human capital and ways to assess their effectiveness are considered. The degree of the value of human capital in maintaining the competitiveness of the enterprise has been determined. It was noted that in the conditions of economic instability, lack of resources and investment, many Russian enterprises are beginning to save on everything and first of all on staff: they cut salaries, social payments, worsen working conditions.

УДК 378:330.142

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ЧЕЛОВЕЧЕСКИЙ КАПИТАЛ КАК ФАКТОР ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ В СОВРЕМЕННЫХ УСЛОВИЯХ

Аннотация. В статье обоснована роль человеческого капитала в развитии предприятия, доказана необходимость управления человеческим капиталом в современных условиях хозяйствования. Анализ необходимости формирования и использования человеческого капитала на предприятии позволил определить возможности его использования в целях совершенствования его конкурентоспособности. Предприятие является главным экономическим субъектом общества. На всех этапах развития экономики оно является основным звеном. Ключевую роль в экономическом развитии страны предприятия занимают за счет того, что решают следующие проблемы: занятость населения, социальные проблемы, недостаточный рост национального дохода, образованность общества и развитие науки. Доходы от инвестиций в человеческий капитал достаются не только носителю человеческого капитала, но и организации, в которой он реализуется, региону и государству в целом, а ошибки персонала из-за низкой квалификации приводят к огромным потерям, ущербу производству и здоровью самого персонала.

Ключевые слова конкурентоспособность предприятия, человеческий капитал, интеллектуальный капитал, инновация.

ҚАЗІРГІ ЖАҒДАЙДА АДАМИ КАПИТАЛ КӘСІПОРЫНДАРДЫҢ БӘСЕКЕЛЕСТІК ҚАБІЛЕТТІЛІГІН АРТТЫРУ ФАКТОРЫ РЕТІНДЕ

Аннотация. Мақалада адам капиталын кәсіпорынның дамуындағы ролі негіздейді, адами капиталды заманауи экономикалық жағдайларда басқару қажеттілігін дәлелдейді. Кәсіпорында адам капиталын қалыптастыру мен пайдалану қажеттілігін талдау оның бәсекеге қабілеттілігін арттыру үшін оны пайдалану мүмкіндіктерін анықтауға мүмкіндік берді. Компания қоғамның негізгі экономикалық субъектісі болып табылады. Экономикалық дамудың барлық кезеңдерінде бұл негізгі байланыс. Кәсіпорындар елдегі экономикалық дамуда маңызды рөл атқарады: жұмыспен қамту, әлеуметтік мәселелер, ұлттық табыстың жеткіліксіз өсуі, қоғамды тәрбиелеу және ғылымды дамыту. Адами капиталға салынған инвестициялардан түсетін табыс тек адами капиталдың тасымалдаушысына ғана емес, сондай-ақ жүзеге асырылатын ұйымға, аймаққа және тұтастай алғанда мемлекетке де, кадрлардағы қателіктер төмен деңгейде болғандықтан үлкен шығындарға, өндіріс шығындарына және қызметкерлердің денсаулығына әкеледі.

Түйін сөздер: кәсіпорынның бәсекеге қабілеттілігі, адам капиталы, зияткерлік капитал, инновация.

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