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A. Zh. Eskalieva ¹, M.T. Baymukhanova ², D.O. Ahmurzina ³

^{2,3}Pavlodar State University named after S. Toraigyrov;

¹Atyrau State University named after H.Dosmukhamedov

assel_2704@mail.ru, Aiko-cr@mail.ru, Zhanna81@mail.ru

PERSPECTIVES OF STRENGTHENING THE QUALITY OF THE HUMAN CAPITAL OF THE SOCIAL SPHERE

Abstract. In the authors' opinion, the role of a person with his excellent education, high qualification and experience in ensuring economic growth and increasing the competitiveness of the state is growing. Work in the Republic of Kazakhstan is of a very low quality, the evidence of which is the production of most domestic enterprises that are not competitive in world markets. Low-productivity and low-quality labor significantly reduces the accumulated Kazakhstan's human capital. The idea and practice of the reproduction and functioning of human capital is constantly complicated and filled with new content. At the same time, human capital receives recognition and development in rather wide values - from the individual to the world community. Human capital, becoming a mass phenomenon, corresponds to the innovative type of reproduction. Perhaps that is why in recent years Kazakhstan's leadership has turned to the task of forming national human capital, because the country needs tools that can provide a transition to an innovative type of reproduction.

Keywords: human capital, the formation of human capital, the quality of human capital, national competitiveness, competitive advantages.

INTRODUCTION

Recently, much attention has been paid to the problem of the formation of human capital. In economics, a person is viewed not only as a production factor - a labor resource, but also its qualitative characteristics, that is, human capital. Human capital must be viewed as a new effective resource that is important for social and economic development of society and the state on the basis of its qualitative and quantitative growth in all areas and structures of society and the state. The main goal of human capital, as well as of all material forms of capital, is profit, a reduction in production costs and an increase in labor productivity. Human capital includes three components: - Biophysical capital, which characterizes the physical and psychological health of a person; - social (spiritual) capital, which characterizes man as the bearer of culture and morality, as well as the level of his education and the potential for his social interaction; - intellectual capital, which characterizes the knowledge, information and creativity of a person. The urgency of the issue of the formation of human capital is determined by contemporary realities of world social and economic development.

MAIN PART

Now the state allocates significant funds to support external factors of human development and fulfillment of its social obligations to society (payment of pensions, maternity capital, unemployment benefits, etc.). All this contributes to an increase in the level and quality of life of the people of Kazakhstan, as well as human capital in general. But, despite some improvements, in the Republic of Kazakhstan there is a degradation of the population, caused by a significant decrease in the level of his health and intellectual level. Great problems for the formation of human capital create an outdated way of life and worldview, low efficiency and inability and unwillingness to adapt to new conditions [1].

Human capital in Kazakhstan is becoming obsolete along with its carriers. For the transition to an innovative socio-economic system, for the growth of national wealth and all its components, it is necessary to create mechanisms that can qualitatively and quantitatively change human capital, because today human capital is viewed as a necessary condition for all processes of society and state life. It is one of the main components of the country's long-term economic growth. Awareness of this requires the adoption of complex decisions that form human capital in the state, society and individual companies, which ensure both sustainable economic growth and the achievement of a higher level of the well-being of the population and a decent quality of life [1].

Kazakhstan is building a new development strategy that takes into account the global context that has changed in recent years. In general, this strategy is formulated in the Address of the President of the Republic of Kazakhstan N.A. Nazarbayev Strategy "Kazakhstan - 2050": a new political course of the state ". The solution of the tasks set in President Nursultan Nazarbayev's Address to the Nation of Kazakhstan "The Way to the Future", overcoming global challenges, achieving sustainable development requires the development of scientifically sound approaches to the formation of a new quality of human capital as the driving force of global development. National competitiveness is an instrument in the struggle for a place in the world economic system. The issue of improving the competitiveness of the republic's economy is key to the development of the Kazakhstan-2050 Strategy [2], Strategy-2030 [3], the Strategic Development Plan of the Republic of Kazakhstan until 2020 [4] and other programs aimed at modernizing the economy. The successful modernization of the republic's economy is predetermined achievements in the formation of human capital as the main factor in enhancing the competitiveness of the national economy.

The application of the socio-economic approach in the general framework of research on the management of human capital should be noted the fact of eliminating subjectivity in sociological research in interpreting received sociological and statistical data. Relying on the Heisenberg uncertainty principle, according to which the observed object changes due to a fact of observation that distorts the experiment, i.e. it is possible to state that many actual (sociological and statistical) data are largely subjective and do not reflect actual social interactions and their effects [5].

Thus, the main logos of the social and economic approach is the premise that human behavior must be presented as a holistic, which in its integrative, productive characterization maximizes character, which inevitably entails both a preference for stability over instability and a preference for equilibrium before imbalance. Such a holistic outline of the theoretical and methodological design of research on human capital management in highly competitive conditions allows eliminating both subjective conclusions and those considered ad hoc hypotheses, preferences in explanations from intellectuals.

The study of structural capital and its types, types and relations with human capital is one of the theoretical and methodological cross-cutting themes of this work. Since it is clear that human capital is impossible neither ontological nor sociological, without society and without the conditions for the creation and realization of human capital, it becomes clear that structural capital is a necessary social (national, corporate) complex institution that, with one - undoubtedly, is an indicator of the development of society, and on the other hand, it ensures the development of human capital. This sequence reveals a phased-temporal characterization of the theoretical and methodological construct of the study of human capital management in modern highly competitive conditions, not only in the economic sphere, but also in the sphere of national security [6].

Structural capital as part of the theoretical and methodological construct of research thus includes: 1) a phased-temporal characterization of the formation of human capital; 2) the social characteristics of the conditions under which productive human capital is possible; 3) the characteristics of human capital, under which the conditions of national security in modern civilizational conditions are ensured; 4) the level of social comfort as every individual offering his human capital for rent on the labor market, and for social groups and society as a whole (political level); 5) The level of rationalization and optimization of styles and approaches of concrete management of human capital [7].

Thus, it is shown that the study of human capital must inevitably begin within the framework of institutional socio-economic theory as a transdisciplinary synthesis of sociology and economic theory. Such a requirement for the proposed theoretical and methodological construct is explained by the

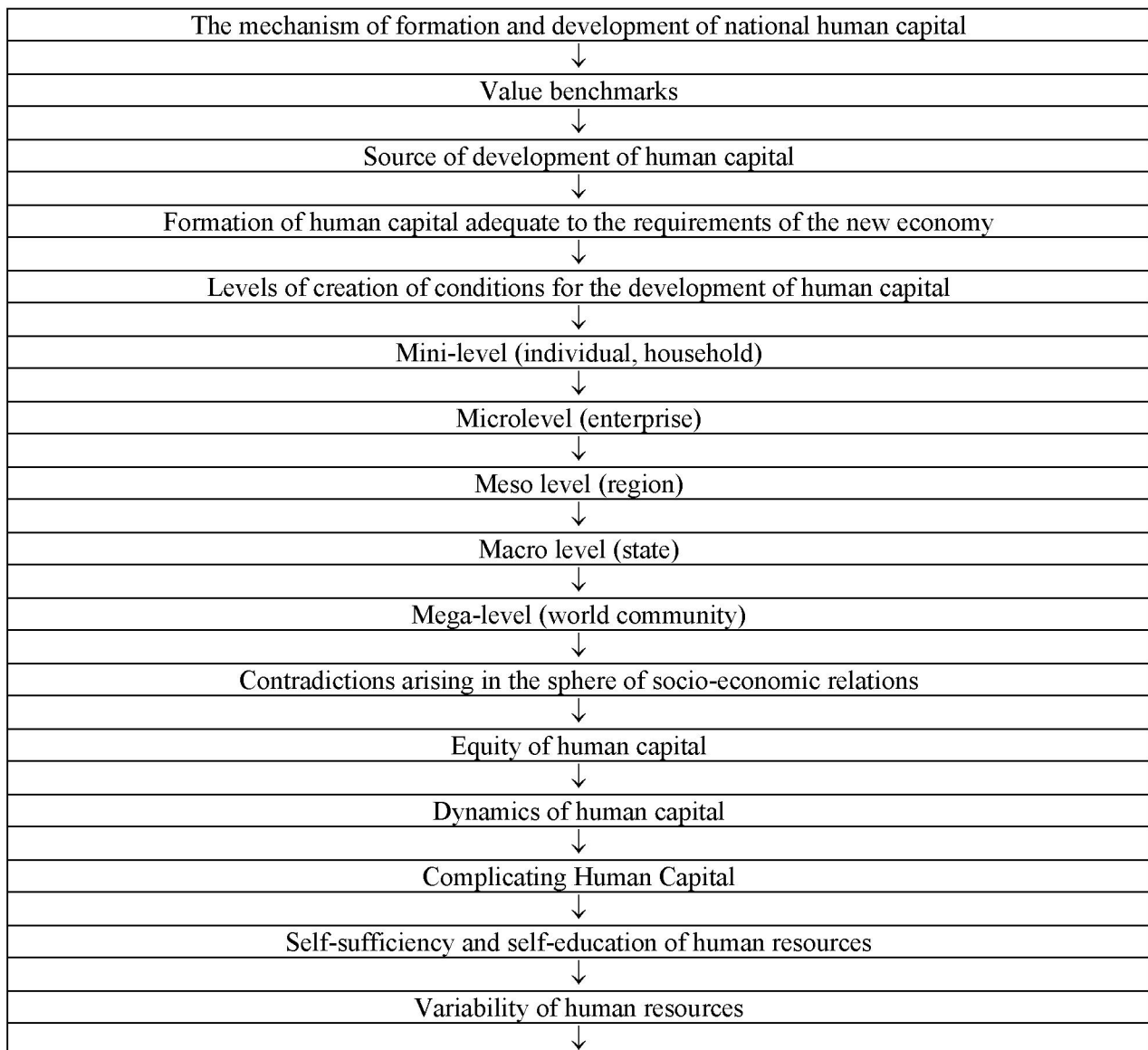
synergetic effect that is achieved thanks to the developed theory within the institutional economy and the explanatory interpretation effect achieved through the use of categories of sociology of management.

In addition, the shown theoretical and methodological tools of the analysis of human capital management allow us to reveal the possibilities of representing human capital not only at the operational level, but also at the levels of action and activity [7].

The low quality of training is due to the low level of funding for education and science, as well as the narrow range of its sources, the shortage of qualified personnel, the separation of the system of training personnel from real practice, the limited motivation of teachers' work and the teaching staff of higher education institutions, production and education, inadequate participation of employers in the formation of the content of educational programs, ineffective use of its scientific potential and others [8].

ensure the effectiveness of investments in the development and implementation of human capital can be provided that the following conditions:

- the effectiveness of the economy as a system;
- minimum administrative regulation of the economy;
- formation of competitive domestic markets;
- attraction of capital;
- ensuring the ownership of investors;



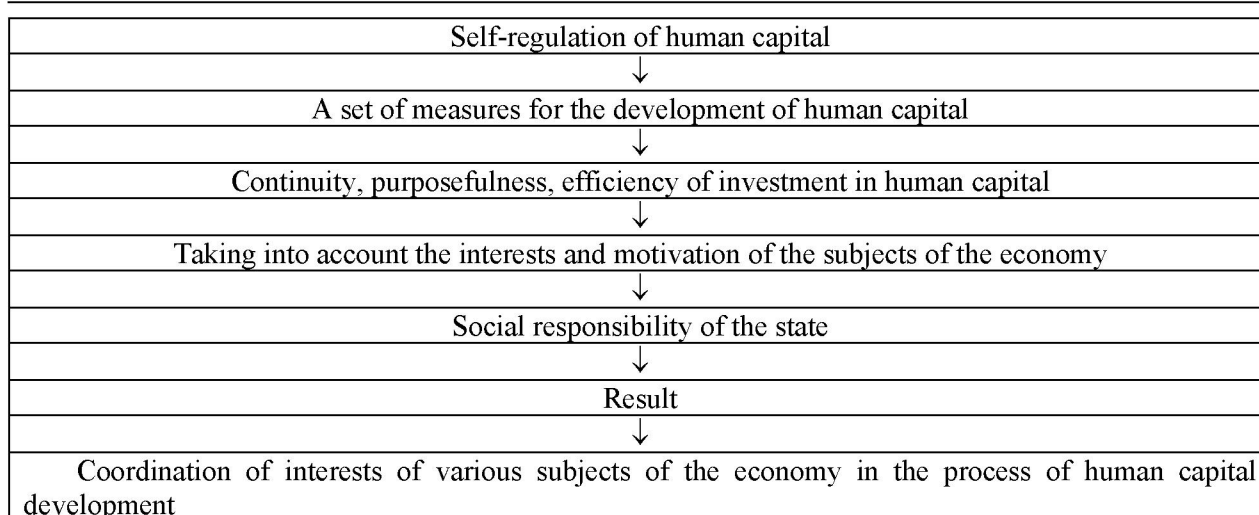


Figure 1 - The mechanism of the development of national human capital in the conditions of building an innovative economy

- increase in the share of expenditures for financing the social sphere, science, education, health, culture to the level corresponding to the indicators of developed countries;
- increase in the remuneration of labor in the public sector, in particular doctors, teachers, to the average wage level in non-state organizations;
- implementation of state targeted investment programs in the healthcare, education, science, culture, information technology development with the strengthening of the monitoring and control system.

It should be remembered that modern human capital is an intensive productive and social factor of development and life activity of the subject, which is inextricably linked with the person, with his intellect and mentality. It is formed due to investments in education, education, health, knowledge, entrepreneurial ability, information support, security and economic freedom of the population, as well as in science, culture and art.

In developed countries, public spending on higher education is up to 2.6% of gross domestic product (USA, South Korea). While in Kazakhstan, this figure does not exceed 0.2%. [9]. The low level of financing for the education sector has led to a lack of development of the material and technical base of education, information and modern technologies, and a decrease in the motivation of teachers, teachers and researchers. In the structure of the income of higher educational institutions, 80% is tuition fees. Whereas funds of public funds, philanthropic and donor donations, scientific research for business structures and other non-state sources act as sources of income for higher education institutions in European countries. For example, in UK universities, tuition fees are 15-25% of the total budget, 6% - research for business and other structures, 3% - funds from the European Union and public funds, 5% - philanthropic and donor donations through tuition fees, 4% - incomes from paid services, the rest part - public funds and other non-state sources [8].

CONCLUSION

Formation and implementation of human capital should be included in the strategic planning system and be determined on the basis of macroeconomic forecasts in close connection with the planning of development of all sectors of the economy and specific enterprises and regions. It seems that the issue of ensuring the economy with labor resources should be included in the category of issues related to the national security of Kazakhstan [9].

At a time when the world entered a post-industrial era of the formation and development of an "intelligent" economy, human capital becomes a strategic resource of the country, whose quality in the aspect of intelligence, education and qualification plays a leading role in creating a competitive economy. This largely changes the nature of competition in world markets and determines the country's place in the international division of labor [10].

Social policy is also understood as a purposeful activity of the state on the redistribution of resources among citizens with a view to achieving prosperity. Usually in international practice, speaking about social policy, mention such areas as social security, health, education, housing and employment. Social welfare in the Western tradition is understood as a system of measures to protect the individual and the family from those risks that can not be avoided, including from the serious reduction in income necessary to maintain an acceptable standard of living.

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А. Ж. Ескалиева¹, М.Т. Баймуханова², Д.О. Ахмурзина³

^{2,3}Павлодарский государственный университет имени С.Торайгырова;

¹Атырауский Государственный унив им Х.Досмухамедова

ПЕРСПЕКТИВЫ УСИЛЕНИЯ КАЧЕСТВА ЧЕЛОВЕЧЕСКОГО КАПИТАЛА СОЦИАЛЬНОЙ СФЕРЫ

Аннотация. По мнению авторов возрастает роль человека с его прекрасным образованием, высокой квалификацией и опытом в обеспечении экономического роста и повышении конкурентоспособности государства. Труд в РК весьма низкого качества, свидетельством чего является продукция большинства отечественных предприятий, неконкурентоспособных на мировых рынках. Низкопроизводительный и некачественный труд существенно снижает накопленный казахстанский человеческий капитал. Идея и практика воспроизводства и функционирования человеческого капитала постоянно усложняются и наполняются новым содержанием. При этом человеческий капитал получает признание и развитие в довольно широких значениях – от индивида до мирового сообщества. Человеческий капитал, став массовым феноменом, соответствует инновационному типу воспроизводства. Возможно поэтому в последние годы руководство Казахстана обратилось к задаче формирования национального человеческого капитала, поскольку стране нужны инструменты, способные обеспечить переход к инновационному типу воспроизводства.

Ключевые слова: человеческий капитал, формирование человеческого капитала, качество человеческого капитала, национальная конкурентоспособность, конкурентные преимущества

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А. Ж. Ескалиева ¹, М.Т. Баймуханова ², Д.О. Ахмурзина ³

^{2,3}С.Торайғыров атындағы Павлодар мемлекеттік университеті;

¹Х.Досмұхамедов атындағы Атырау мемлекеттік университеті

ӘЛЕУМЕТТІК САЛА АДАМ КАПИТАЛЫНЫҢ САПАСЫН ҚОЛДАУДЫҢ ПЕРСПЕКТИВАЛАРЫ

Аннотация. Авторлардың пікірі бойынша, адамның жоғары білімімен, жоғары біліктілігімен және экономикалық өсуді қамтамасыз етудегі және мемлекеттің бәсекеге қабілеттілігін арттырудағы тәжірибесі өсіп келеді. Қазақстан Республикасында жұмыс сапасы өте төмен, оның дәлелі әлемдік нарықта бәсекеге қабілетті емес көптеген отандық кәсіпорындардың өндірісі болып табылады. Төмен өнімділік және сапасыз еңбек жинақталған Қазақстанның адам капиталын айтарлықтай төмендетеді. Адам капиталын жаңғырту мен жұмыс істеу идеясы мен практикасы үнемі күрделі және жаңа мазмұнмен толтырылады. Сонымен қатар, адам капиталы танымалдылық пен дамуды кең адамдық құндылықтармен - жеке адамнан әлемдік қоғамдастыққа дейін алады. Адамзат капиталы бұқаралық құбылысқа айналып, жаңашылдықтың жаңашыл түріне сай келеді. Бұл себепті соңғы жылдары қазақстандық басшылық ұлттық адами капиталды қалыптастыру міндетіне айналды, себебі, елде жаңғыртудың инновациялық түріне көшуді қамтамасыз ететін құралдар қажет.

Түйін сөздер: адами капитал, бәсекелестік артықшылықтар, адами капиталды қалыптастыру, адами капитал сапасы ұлттық бәсекеге қабілеттілік

Information about author:

Eskaliev A. Zh. - Pavlodar State University named after S. Toraiyrov; <https://orcid.org/0000-0002-0529-0575>;

Baymukhanova M.T. - Atyrau State University named after H.Dosmukhamedov, <https://orcid.org/0000-0001-5095-6754>;

Ahmurzina D.O. - Atyrau State University named after H.Dosmukhamedov, <https://orcid.org/0000-0001-8616-9939>