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**MODEL OF DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY
IN THE CONDITIONS OF INTEGRATION PROCESSES
AND GLOBALIZATION**

Abstract. The article discusses the economic prerequisites of integration processes; the relationship of the Eurasian economic space and the Republic of Kazakhstan; describes the main problems of formation and development of integration processes at the present stage; discusses the impact of globalization on the economy of the country; proposes the main ways to eliminate the problems of development of modern integration processes. The article considers the factors of foreign economic activity. The article describes the features of the development of foreign economic activity (FEA) in the era of globalization. The model of development of foreign economic activity in the conditions of globalization and integration processes is presented. Features of development of modern directions of development of economic integration of Kazakhstan are specified.

Key words: foreign economic activity, globalization, management, economic growth, integration, development model.

1. INTRODUCTION

The authors characterize the concept-category "territory marketing", which is the relationship of two independent, at first glance, components - marketing and territory [1]. The term "marketing" means a system of methods and means to promote goods or services from producer to consumer, including market analysis, design, packaging development, sales system, advertising. In turn, the territory is understood as part of the earth's land with its bowels, as well as outer space and the celestial bodies in it [2].

Therefore, "territory marketing" is an activity that allows to develop a set of measures aimed at the most effective and profitable use of available resources for the territory in order to increase its competitiveness and image in a systematic way with the help of basic marketing technologies, tools and strategies [3].

Here, the main purpose of marketing of the territory is to increase its competitiveness, primarily by increasing the competitiveness of its enterprises, industries and formed clusters [4]. The strategic goal of territory marketing is to ensure the competitiveness of the territory as a result of improving the living standards of its population. It is the growth of welfare of the population and investment in the territory that is the declared goal of the competitiveness policy [5].

2. METHODOLOGY

In the course of the research general methods were used: methods of analysis of historical facts: horizontal, vertical, ratio, comparison and others.

To study the integration process in Europe and Asia, general scientific and special research methods were used:

- study of essays and literature;
- study of the legal framework;
- analytical method;

- economic realities;
- SWOT – analysis.

3.RESULTS

The paper reflects that Eurasian integration plays a key role in the integration processes in the post-Soviet space and in the processes of regionalization of Eurasia [6]. The main feature of the economic space, in our opinion, is the formation within it of two interdependent spaces of different importance for the prospects of regional integration. We are talking about the space of the Union state of Kazakhstan and the EAEU countries and Europe, or conditionally about the "European" and "Asian" fragments of the common space of the Eurasian economic community [7].

The countries participating in the Eurasian space are significantly differentiated both in terms of their economic potential and market capacity. Russia is significantly superior to other countries in all socio-economic indicators. Kazakhstan is the second in terms of potential [8]. The combined share of these two States in many respects exceeds 90% (for example, in gross domestic product it is 96%) " [9].

Currently, the enterprises of Kazakhstan and the countries participating in the Eurasian integration are reliable foreign economic partners, where a quarter of the foreign trade volume of the regions of the Republic belongs to the participating countries [10].

Almost all inter-regional trade is exclusively of production and technical nature (raw materials, technological equipment, components, spare parts, consumables, etc.). Consumer goods in trade between the countries participating in the Eurasian integration are practically absent [11].

Identification of strengths and weaknesses of the regions of the Republic of Kazakhstan in the process of SWOT analysis allows to predict the factors that in the future may positively or negatively affect the development of cross-border and foreign economic cooperation of the regions of Kazakhstan and the countries participating in the Eurasian integration (Tab. 1) [12].

Table 1 - SWOT - analysis of opportunities and threats to the development of cross-border cooperation between the regions of Kazakhstan and the countries participating in the Eurasian integration.

<i>Opportunities</i>	<i>Threats</i>
Favorable economic and geographical position of the regions, contributing to the development of the international transport corridor, which should connect Europe with the countries of Central Asia	The spread of genetically modified products as a result of accession to the WTO, increased anthropogenic load and environmental pollution can cause increased mortality and deterioration of public health
Increased employment through cooperation, joint ventures, increased capacity of export-oriented industries, etc.	Possible bankruptcy of enterprises due to non-competitiveness of the relevant products and the release of a significant part of the workers in the conditions of Kazakhstan's accession to the WTO
Strengthening of foreign economic, scientific and technical ties in the framework of cross-border cooperation	Increased international competition for industrial and agricultural enterprises in border regions in the context of globalization and international integration
Significant expansion of the scope of foreign economic activity, in particular foreign trade	Limited impact and delayed effects of government restructuring programmes on sectors of the economy that are relatively vulnerable to international competition
Increased investment attraction for all areas in cross-border cooperation	Lagging behind in the development of modern transport and logistics systems, which can lead to a change in the direction of transit cargo flows
Increase of labor potential as a result of migration of able-bodied population	Growth of the share of the shadow economy as a result of illegal migration

<i>Opportunities</i>	<i>Threats</i>
The growth of the number of joint ventures with the attraction of capital in these areas in the framework of cross-border cooperation	Insufficient experience of international economic cooperation
Establishment of a common environmental protection system	Loss of pace of scientific, technical and innovative development due to insufficient level of financing of innovative activity and introduction of modern technologies

Note: compiled by the author himself

Within the framework of the development of the integration process, the following opportunities and prospects are opened for the regions of Kazakhstan and the countries participating in the Eurasian integration:

- joint investment of projects and programs within the framework of cooperation [13];
- establishment of a regional cross-border commercial transport network;
- formation of joint financial and industrial groups;
- development of modern border infrastructure, improvement of transport infrastructure and creation of transit corridors.

In our opinion, in order to ensure the effective development of cross-border cooperation and the spread of volumes and directions of foreign economic activity of enterprises in the region, it is necessary to identify and implement the most useful practical experience in the creation and operation of Euroregions [14].

It is also important to determine the strategic priorities for the development of cross-border cooperation in the region, its directions and degree of integration into the overall strategy for the development of foreign economic activity in the country. The author's model of the organization of foreign economic activity is presented in figure 1.

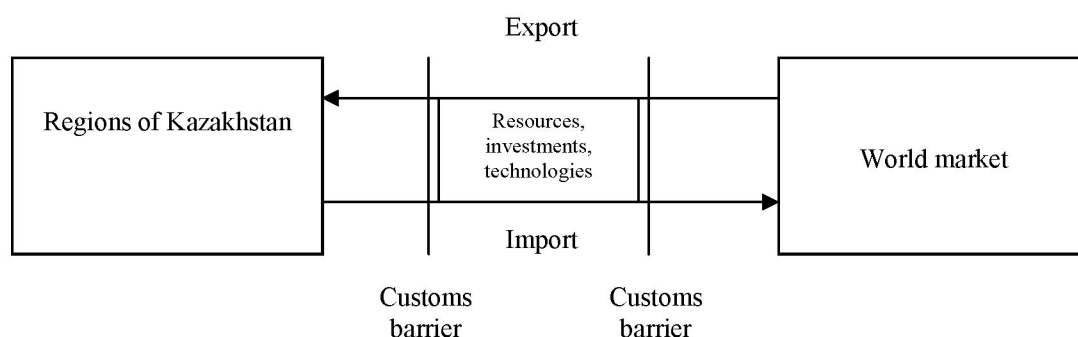


Figure 1 - Model of organization of foreign economic activity of the region outside the Eurasian integration

Note: compiled by the authors.

As shown in the figure, in the conditions of participation in the Eurasian integration, the structure of the region's foreign economic activity is changing - it highlights foreign economic relations and relations with the countries participating in the Eurasian integration[15]. Within the framework of the integration association, a single customs space is being formed. Within the framework of the Customs Union, customs barriers are eliminated, which simplifies the process of conducting foreign economic activity. Production cooperation is also becoming available.

4.CONCLUSIONS

The conducted research revealed the opportunity to make a reasonable inference that participation in the EAEU opens for the regions of Kazakhstan the opportunities and prospects of cooperation with countries - participants of the Customs Union, which is manifested in the form of establishing joint

production and distribution of products, simplify the procedure of export and import, sharing of resources, investment, technology.

A separate factor of economic development of regions in the conditions of participation in the EAEU is the migration process that, on the one hand, leads to the development of labor potential of regions of Kazakhstan and the decision of the General for the Customs Union to the problems of unemployment and on the other contributes to the increase in the share of the shadow economy through illegal migration. Therefore, the issue of labour migration requires state regulation.

The impact of the EEU on the economy of the regions of the Republic are positive, as in the framework of the Customs Union is the development of trade and business, expanding markets, increases the competitiveness of enterprises of the Customs Union, increase tax revenues to the budgets of regions, etc. Therefore, the development of foreign trade activities of regions in the conditions of participation in the EEU contributes to the development of the national economy as a whole.

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ИНТЕГРАЦИЯЛЫҚ ПРОЦЕСТЕР МЕН ЖАҒАНДАНУ ЖАҒДАЙЫНДАҒЫ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТТІҢ ДАМУ МОДЕЛІ

Аннотация. Мақалада интеграциялық процестердің экономикалық алғышарттары; Еуразиялық экономикалық кеңістіктің және Қазақстан Республикасының өзара байланысы қарастырылады; қазіргі кезеңдегі интеграциялық процестердің қалыптасуы мен дамуының негізгі проблемалары сипатталады; жаһандану ел экономикасына әсер ету бағыттары қарастырылады; қазіргі интеграциялық процестердің даму проблемаларын жоюдың негізгі жолдары ұсынылады. Мақалада сыртқы экономикалық қызметтің факторлары қарастырылған. Мақалада жаһандану дәуіріндегі сыртқы экономикалық қызметтің (СЭҚ) даму ерекшеліктері сипатталған. Жаһандану және интеграциялық процестер жағдайында сыртқы экономикалық қызметтің даму моделі ұсынылған. Қазақстанның экономикалық интеграциясын дамытудың қазіргі заманғы бағыттарын дамыту ерекшеліктері көрсетілген.

Түйін сөздер: сыртқы экономикалық қызмет, жаһандану, басқару, экономикалық өсу, интеграция, даму моделі.

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МОДЕЛЬ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В УСЛОВИЯХ ИНТЕГРАЦИОННЫХ ПРОЦЕССОВ И ГЛОБАЛИЗАЦИИ

Аннотация. В статье рассматриваются экономические предпосылки интеграционных процессов; взаимосвязь Евразийского экономического пространства и Республики Казахстан; описываются основные проблемы становления и развития интеграционных процессов на современном этапе; рассматриваются направления влияния глобализации на экономику страны; предлагаются основные пути устранения проблем развития современных интеграционных процессов. Рассмотрены факторы внешнеэкономической деятельности. Описаны особенности развития внешнеэкономической деятельности (ВЭД) в эпоху глобализации. Представлена модель развития внешнеэкономической деятельности на в условиях глобализационных и интеграционных процессов. Указаны особенности развития современных направлений развития экономической интеграции Казахстана.

Ключевые слова: внешнеэкономическая деятельность, глобализация, управление, экономический рост, интеграция, модель развития.

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