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## **INTERNATIONAL TRADE COMPETITIVENESS OF KAZAKHSTANI SMALL AND MEDIUM ENTERPRISES (SMEs)**

**Abstract.** Small and medium sized business as an institutional sector of the economy for many years have been dominated by the number and volume of production in the leading countries of the world. Enterprises with a small number of workers provide the flexibility and sustainability of the economic system of the region, brings it closer to the needs of specific consumers and, at the same time, perform an important social role, providing jobs and providing sources of income for a significant number of populations. Although throughout the entire period of the market economy in Kazakhstan, problems of the development of small and medium sized businesses received a lot of attention; including measures such as economic reform, implementation of strategic programs; its social-economic status is still suboptimal. Nevertheless, recent efforts of the state to create a regulatory framework for the support of small and medium sized businesses have not solved the problems of creating a favorable climate for this sector of the economy. The development of small and medium sized businesses, in turn, affects the competitiveness of national market participants at the international level. One of the main tasks in the development of this sphere is the entry of the Kazakhstani market to the international level, increasing its competitiveness. Thus increasing the share of exports of domestic goods to the country's gross domestic product, as well as the country's full-fledged transition to a market economy. In this research work, an analysis of doing business in Kazakhstan, prospects for the development of medium and small sized businesses, as well as the level and prospects of competitiveness of domestic entrepreneurs at the international level will be carried out.

**Key words:** International competitiveness, small and medium sized enterprises, market economy, entrepreneurship types.

**Introduction.** It is the 28<sup>th</sup> anniversary of independence of the Republic of Kazakhstan in 2019. Since the proclamation of independence, the country showed itself as the powerful economic state in a region. The main economic indicators showed impressive progress. According to OECD data, from 2000 to 2014, Kazakhstani GDP growth averaged 7.7% per year in real terms, which contributed to the creation of over 2 million work places [1]. However, the difficult international situation has led to a general economic slowdown. GDP growth decreased from 4.1% in 2014 to 1.1% in 2016 [2] and nowadays it increased to 4.1% in 2018. In response to these challenges, government planned to accelerate the implementation of structural reforms aimed at promoting diversified economic development, increasing the productivity and efficiency of the state apparatus. Under these conditions, it was necessary to enhance the role of the private sector, in particular, by creating an appropriate incentive mechanism based on a clear, transparent and predictable business and investment climate. Therefore, following the international experience, the main attention was given to the development of small and medium sized enterprises in the country. During the entire period of the market economy in Kazakhstan, problems of the enhance of small and medium sized businesses received a lot of changes; including measures such as economic reform, implementation of strategic programs; its social-economic status is still suboptimal [3]. According to Doctor of Juridical Sciences S. Moroz, the problem is not even in the quantitative parameters of the functioning of this sphere, which are dynamically improving, but, above all, in creating certain conditions for the development of small and medium sized business, the management structure of domestic business, and its effective

cooperation with large enterprises in the regions [4]. Moreover, small and medium sized enterprises are more flexible and sustainable; and do respond for demands of population in a specific region.

The methodological basis for the study consists of general scientific methods and special methods. Among the general scientific methods, we chose following theoretical and practical methods: dialectical, logical, systems analysis and synthesis, data and statistical analyzing, induction and deduction. Moreover, in this scientific work were used special method as statistical method for the study of the economic environment and studying official data.

The problems of national business development and the importance of their subjects' competitiveness on the international trade arena are given sufficient attention by scientists and practitioners. Among them it is necessary to distinguish such as: Porter M., Gorfinkel V., Kononkova I., Kaminsky I., Dorsati H. Madani, Sarsenov I., Nurpeisov B., Osipov J., Frumen S., Salzhanov I., Kochanovsky M. and others. But, despite a sufficient amount of research on these issues, a study of the current state is required, as well as the competitiveness of small and medium sized businesses in the international trade arena.

**The main part.** The term "business" in current days is quite a familiar and understandable word, although this concept first appeared at the end of the 20th century. We will analyze this term by stages of its development. But as we know there is another similar for "business" definition - entrepreneurship, and in some cases it is the same. The concept of "entrepreneurship" originated in the XVIII - XIX centuries.

Table 1 – Definition of business

No	Author	Definition of "business" or "entrepreneurship"
1	Jean-Baptiste Say	... an economic activity carried out through constant combination of factors, aimed at the efficient use of all resources and obtaining the highest results [5]
2	Alan Hosking	... an activity carried out by private individuals, enterprises or organizations to extract natural goods, the production or acquisition and sale of goods or the provision of services in exchange for other goods, services or money for the mutual benefit of interested persons or organizations [6]
3	R. Hizrich	... an entrepreneurship as the process of creating something new that has value, and an entrepreneur is a person who spends on it all the necessary time and forces, assumes all financial, psychological and social risk, receiving money and satisfaction in accomplishment as a reward [7]
4	V. Konoplitsky, A. Filin	... any organized legal activity, the main purpose of which is to make a profit. Regulated by national legislation and international agreements [8]
5	Entrepreneurial Code of the Republic of Kazakhstan	... an independent, initiative activities of citizens, oralmans and legal entities aimed at obtaining net income through the use of property, production, sale of goods, performance of work, provision of services, based on the right of private property (private entrepreneurship) or on the right of economic management or operational management of a state enterprise (state entrepreneurship) [9]

On the basis of the definitions above, it can be noted that the meaning of the term “business” changes under the influence of the development of market relations [10]. Despite the fact that there is no universal definition for the term of business and its three "quantitative" types, most countries of the world do distinguish them by two main criteria, which we can see in the table below:

Table 2 – SME criteria in the world [9,11,12,13,14,15]

Country	Micro enterprise		Small enterprise		Medium enterprise	
	Employees' number	Annual income	Employees' number	Annual income	Employees' number	Annual income
Kazakhstan			<100	300 000 MRP	<250	3 mln MRP
Russia	<15	120 mln RUB	<100	800 mln RUB	<250	2 bln RUB
Ukraine	<10	2 mln EUR	<50	10 mln EUR	<250	50 mln EUR
Belarus	<15		<100		<250	
Sweden			<50	50 mln SEK	–	–
European Commission	<10	2 mln EUR	<11-50	10 mln EUR	<250	50 mln EUR
OECD	<9		0-49		50-250	

The formation of small and medium sized businesses in the Republic of Kazakhstan from the first days of economic reforms became to one of the priorities of the state's economic policy. Now, after almost thirty years of sovereign Kazakhstan, the development of the economy and the enhance of small and medium sized businesses were divided into seven stages, each of which has its own distinctive features.

Table 3 – Establishment of Kazakhstani business [16]

Stage	Short name of the period	Period	Main features
I	Price liberalization	1991-1992	Emergence of small enterprises; focus on sales of products, repair and maintenance of production facilities; the 1st program for the business development.
II	Tight monetary and restructuring fiscal policy	1993-1995	Abolition of tax incentives; negative consequences of policy of small enterprises
III	Boom of small-scale privatization	1996-1997	Slight macroeconomic stabilization; decentralization of the business management
IV	Qualitative development of the economy	1998-2000	Increase of GDP; stabilization of financial and credit spheres
V	The crisis time	2000-2008	The World crisis effect on the fragile economy of the country, confession of vulnerability of national market
VI	Floating exchange rate	2009-2014	Slow decrease of GDP; weakening of national currency; floating exchange rate in February 2014
VII	The new direction of the economy	2015-today	New external influences; changing of economic policies and transformation to the manufacturing economy

In accordance with A. Seyit, the competitive environment in the Republic of Kazakhstan is in the formative stage, therefore the management of this process is one of the urgent problems of the development of our country [17]. In comparison, we can see from today's developed Western countries, whose small firms make up 70-90% of the total number of enterprises. For instance, the United States - where 53% of the total population is employed in small businesses, Japan - from its 71.7% and the EU countries, where about half of the working population work in similar enterprises [18]. Only these figures indicate the enormous importance of small businesses for the economies of these countries. The effectiveness of these firms is supported by the fact that they introduce 17 times more innovations and developments at a cost of \$ 1 than large enterprises, which gives only 10% of new technologies, and the remaining 90% introduce small enterprises and independent inventors [19]. Therefore we can say that small and medium sized enterprises are engines of the country's competitiveness on the national and international arena. Since then many scholars have been trying to find the key factors of being competitive on the trade market. For now, there are three main useful analysis of the competitiveness level of countries' enterprises in the global arena: PEST analysis, Nine factors analysis, Diamond analysis.

Traditionally, the PEST analysis concerns the study of the macro environment only, which includes a sufficiently large number of factors, therefore, of their total number, it is customary to consider only four key areas that have the most significant impact on the organization's activities: political (P), economic (E), social (or socio-cultural) (S), technological (T) [20]. Here we say, to start own business in Kazakhstan, all the conditions for this were created in the country: political stability, support from the state, tax privileges, highly qualified personnel, a simplified system of work with state and law enforcement agencies, non-competitive society, and a multinational community. According to another one - Nine factors analysis, the category of "competitiveness", describing the state of the company, depends on a complex of following factors: Level 1: enterprise competitiveness; Level 2: rivalry: 1) product, 2) enterprise prosperity, 3) personnel; Level 3: competitiveness of goods (works, services): 1) price; 2) quality; enterprise competitiveness: 1) marketing, 2) finance, 3) development (flexibility); staff competitiveness: 1) qualification. We can come to the conclusion that, in order to increase the competitiveness of a domestic entrepreneur, although in the domestic market of the country, it is necessary to take into account all factors, and sometimes make concessions (put prices lower). Since, at the moment, the domestic

consumer has a much more diverse product on the market, and may well opt for a better product at a lower price. Moreover, now the consumer also has the opportunity to purchase goods via the Internet, that is, to purchase goods without leaving home.

Michael Porter's Diamond Model shows that any company is able to compete in the international arena if there is interrelated advantages in a certain area of industry of a country as: Firm Strategy, Structure and Rivalry; Factor Conditions; Demand Conditions; and Related and Supporting Industries [21]. In the table below we do show those enterprises which do satisfy Porter's Diamond's factors.

Table 4 – Diamond conditions for Kazakhstani SME

No	Porter's Diamond conditions of being competitive	Kazakhstani companies owns Porter's Diamond conditions	How it works
1	Firm strategy, structure, rivalry	"Red Dragon", "April" LLP, "Kar-Tel" LLP, "Temir Bank" JSC	Inventing a new strategy, as open branches for specific goods; invention of USB modems; reduce number of employees and so on.
2	Factor condition	"Damu", "Atameken", "Bank Center Credit" PLC	Support of business; consultation of young entrepreneurs; giving bank credits.
3	Demand condition	"Locomotive-building Plant" JSC, "Tulpar-Talgo" LLP, "KSP Steel" LLP, "Pavlodar Pipe Rolling Plant" LLP, "Asia AVTO" JSC	Meet the current needs of consumers, study the current market and look at the situation in the region
4	Related and supporting industries	"Plant named after SM Kirov" JSC, "Blok" LLP, "Izolit" LLP, "PZTM" JSC, "Munaymash" JSC, "Zapchast" JSC, "Car building Plant" LLP, "Prommashkomplekt" LLP	Cooperation with other enterprises in order to satisfy consumers' demand and to be more competitive

Moreover, there are a number of other problematic issues affecting the competitiveness of small and medium sized businesses in Kazakhstan, such as the unstable dynamics of growth in the number of enterprises and their employees; sphere and regional structure are irrational; attempts to manage an enterprise are often episodic and unscientific in nature; not all industries have developed a monetary system to protect the entrepreneur and his property from encroachment [4]; not a proper business management, decision-making, and personnel policy [22]; tax incentives for small and medium sized businesses it's a burden in running business and keep it on the surface [23]. Besides, macroeconomic factors could also affect on business, such as geographical location, macroeconomic stability, investment climate, exchange rate, inflation, institutions: the process of globalization, the world economic crisis, the fall of oil prices, the trade war between China and USA, the sanctions against Russian Federation [24]. In the modernization of the economy, financial institutions and the entire monetary system play an important role, respectively, issues related to the development and reform of the credit system of the Republic of Kazakhstan are becoming increasingly important [25].

To sum up this research, we believe that important aspects of the development of the institution of support for entrepreneurship should be:

- continuous support and protection of business by the state, which may even take on a planned and administrative character;
- training highly qualified personnel for the state apparatus and the business sector;
- legislative consolidation of the interaction between small and medium sized businesses and large businesses, for example, the share of state orders should be clearly fixed in the law for the sector of small and medium sized businesses, the inclusion of small and medium sized enterprises in the system of cooperating with large enterprises [26];
- easing the tax regime and simplifying tax administration procedures for small and medium sized businesses;
- liberalization of procedures for entering foreign markets;
- development of credit and financial institutions, for example, by creating credit cooperatives of entrepreneurs [27];
- direct government lending to small and medium sized businesses, bypassing second-tier banks;
- providing guarantees for small and medium sized businesses using government securities;
- development of alternative mechanisms for financing business activities [28];

- stimulating the creation of a network of integration associations of interconnected enterprises (clusters) [29];
- assistance in ensuring access of small and medium sized businesses to the results of research and development;
- strengthening the revenues of regional budgets by increasing the portion of the income tax transferred to local budgets for the profit of small and medium sized businesses engaged in entrepreneurial activities in the region [30].

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### **ҚАЗАҚСТАНДЫҚ ШАҒЫН ЖӘНЕ ОРТА КӘСІПОРЫНДАРДЫҢ (ШОК) ХАЛЫҚАРАЛЫҚ НАРЫҚТЫҚ БӘСЕКЕҒЕ ҚАБІЛЕТТІЛІГІ**

**Аннотация.** Көптеген жылдар бойы экономиканың дербес институционалдық секторы шағын және орта кәсіпорындар әлемнің жетекші елдеріндегі көлемі мен сапасы бойынша өнім нарығындағы доминанттар болып келді. Қызметкерлердің саны шағын кәсіпорындар, өз кезегінде, аумақтың экономикасын одан әрі қалыптастыру және ауысымды етін жасайды, пайдаланушылардың ниеттеріне одан әрі жақын, сонымен қатар маңызды әлеуметтік рөл атқарып – халықты жұмыспен қамтып, осы халыққа жалақы төлейді. Қазақстан Республикасында шағын және орта бизнесті қалыптастыру экономикалық реформалардың алғашқы күнінен бастап, мемлекеттің экономикалық саясатының басым бағыттарының бірі болды. Қазір, Егемендік алғаннан отыз жылдан кейінгі Қазақстанда экономиканың дамуы мен шағын және орта бизнестің дамуы жеті кезеңге бөлінді, олардың әрқайсысының өзіндік ерекшеліктері бар. Бұл кезеңде Қазақстан нарықтық экономикаға көшкен, шағын және орта бизнесті дамыту проблемаларына экономикалық реформалар, стратегиялық бағдарламаларды енгізу, оның әлеуметтік-экономикалық мәртебесін көтеру сияқты шараларды қоса алғанда, ерекше назар аударды.

Қазақстан Республикасындағы бәсекелестік орта қалыптастыру сатысында, сондықтан бұл процесті басқару біздің еліміздің дамуының өзекті мәселелерінің бірі болып саналады. Салыстыру үшін, біз шағын фирмалар кәсіпорындардың жалпы санының 70-90 %-ын құрайтын бүгінгі дамыған батыс елдерін қарастыра аламыз. Тек осы сандар ғана, елдердің экономикасы үшін шағын бизнестің үлкен маңызын көрсетеді. Бұл фирмалардың тиімділігі ірі кәсіпорындарға қарағанда құны 1 доллар болатын инновациялар мен әзірлемелерді 17 есе көп енгізетінімен расталады, бұл жаңа технологиялардың тек 10 %-ын ғана береді, ал қалған 90 %-ын шағын кәсіпорындар мен тәуелсіз өнертапқыштарды қамтиды. Отандық кәсіпкердің бәсекеге қабілеттілігін арттыру үшін елдің ішкі нарығында да барлық факторларды ескеру, ал кейде басқаға беру (бағаны төмендету) қажет деген қорытындыға келуге болады. Қазіргі уақытта отандық тұтынушының нарықта әлдеқайда алуан түрлі тауары бар болғандықтан және неғұрлым төмен бағамен үздік тауардың пайдасына таңдау жасай алады. Бұдан басқа, енді тұтынушылардың тауарларды интернет, яғни тауарларды үйден шықпай-ақ сатып алуға мүмкіндігі бар.

Бұдан басқа, Қазақстанда шағын және орта бизнестің бәсекеге қабілеттілігіне әсер ететін кәсіпорындар мен олардың қызметкерлері санының өсуінің тұрақсыз серниі сияқты бірқатар проблемалық мәселелер бар; салалық және өңірлік құрылым иррационалды; кәсіпорынды басқару әрекеттері жиі эпизодтық және ғылыми емес сипатқа ие; барлық салаларда кәсіпкер мен оның мүлкін қол сұғушылықтан қорғау үшін ақша-кредит жүйесі дамымаған; бизнесті тиісінше басқару, шешімдер қабылдау және кадр саясаты жолға қойылмаған; шағын және орта бизнес үшін салық жеңілдіктері бизнес жүргізуіне тиімсіз. Сондай-ақ бизнеске географиялық жағдай, макроэкономикалық тұрақтылық, инвестициялық ахуал, валюта бағамы, инфляция, институттар: жаһандану процесі, әлемдік экономикалық дағдарыс, мұнай бағасының төмендеуі, Қытай мен АҚШ арасындағы сауда соғысы сияқты макроэкономикалық факторлар әсер етуі мүмкін. Экономиканы жаңғыртуда қаржы институттары және барлық ақша-кредит жүйесі маңызды рөл атқарады, тиісінше, Қазақстан Республикасының кредиттік жүйесін дамыту мен реформалауға байланысты мәселелер барынша үлкен мәнне ие болады.

Алайда шағын және орта кәсіпкерлікті дамыту үшін қолайлы экономикалық ахуалды қамтамасыз етуге қатысты барлық қабылданған шараларға қарамастан, бірқатар шешілмеген мәселелер әлі де қалып отыр. Шағын және орта бизнестің дамуы ұлттық нарық қатысушыларының халықаралық аренадағы бәсекеге қабілеттілігіне әсер етеді. Осы саладағы негізгі міндеттердің бірі – қазақстандық тауарды халықаралық нарыққа кіргізу және оның бәсекеге қабілеттілігін арттыру. Осы ғылыми зерттеу жұмысында Қазақстанда бизнесті жүргізуді талдау, шағын және орта бизнесті одан әрі дамыту, халықаралық сауда нарығындағы отандық тауардың бәсекеге қабілеттілігі қарастырылады.

**Түйін сөздер:** халықаралық бәсекеге қабілеттілік, кіші және орта кәсіпорындар, нарықтық экономика, кәсіпорын түрлері.

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## **МЕЖДУНАРОДНАЯ ТОРГОВАЯ КОНКУРЕНТОСПОСОБНОСТЬ КАЗАХСТАНСКИХ МАЛЫХ И СРЕДНИХ ПРЕДПРИЯТИЙ (МСП)**

**Аннотация.** На протяжении многих лет малые и средние предприятия как самостоятельный институциональный сектор экономики являлись доминантами на рынке продукции по объемам и по качеству в лидирующих странах мира. Предприятия с меньшим количеством работников являются наиболее стабильными и гибкими в экономической системе региона, приближают их к наиболее необходимым требованиям потребителей, играют важную роль в общественной жизни, а также обеспечивают население работой, обеспечивают доходами это население. Формирование малого и среднего бизнеса в Республике Казахстан с первых дней экономических реформ стало одним из приоритетных направлений экономической политики государства. Сейчас, после почти тридцатилетнего суверенного Казахстана, развитие экономики и развитие малого и среднего бизнеса были разделены на семь этапов, каждый из которых имеет свои отличительные особенности. На протяжении периода времени как Казахстан перешел на рыночную экономику, проблемам развития малого и среднего бизнеса уделяется особое внимание, включая меры, как: экономические реформы, введение стратегических программ, поднятие его социально-экономического статуса.

Конкурентная среда в Республике Казахстан находится в стадии формирования, поэтому управление этим процессом является одной из актуальных проблем развития нашей страны. Для сравнения мы можем видеть из сегодняшних развитых западных стран, чьи малые фирмы составляют 70-90% от общего числа предприятий. Только эти цифры свидетельствуют об огромном значении малого бизнеса для экономики этих стран. Эффективность этих фирм подтверждается тем, что они внедряют в 17 раз больше инноваций и разработок стоимостью в 1 доллар, чем крупные предприятия, что дает лишь 10% новых технологий, а остальные 90% включают в себя малые предприятия и независимых изобретателей. Можно прийти к выводу, что для повышения конкурентоспособности отечественного предпринимателя, хотя и на внутреннем рынке страны, необходимо учитывать все факторы, а иногда и идти на уступки (снижать цены). Так как на данный момент отечественный потребитель имеет на рынке гораздо более разнообразный товар, и вполне может сделать выбор в пользу лучшего товара по более низкой цене. Более того, теперь потребитель также имеет возможность приобретать товары через интернет, то есть приобретать товары, не выходя из дома.

Кроме того, существует ряд других проблемных вопросов, влияющих на конкурентоспособность малого и среднего бизнеса в Казахстане, таких как нестабильная динамика роста числа предприятий и их работников; отраслевая и региональная структура иррациональны; попытки управления предприятием носят зачастую эпизодический и ненаучный характер; не во всех отраслях развита денежно-кредитная система для защиты предпринимателя и его имущества от посягательств; не налажено надлежащее управление бизнесом, принятие решений и кадровая политика; налоговые льготы для малого и среднего бизнеса это бремя в ведении бизнеса. Также на бизнес могут влиять и макроэкономические факторы, такие как географическое положение, макроэкономическая стабильность, инвестиционный климат, валютный курс, инфляция, институты: процесс глобализации, мировой экономический кризис, падение цен на нефть, торговая война между Китаем и США. В модернизации экономики важную роль играют финансовые институты и вся денежно-кредитная система, соответственно, все большее значение приобретают вопросы, связанные с развитием и реформированием кредитной системы Республики Казахстан.

Однако, несмотря на все предпринятые меры, проблемы касательно обеспечения благоприятного экономического климата для развития малого и среднего предпринимательства, ряд нерешенных вопросов еще остается. Развитие же малого и среднего бизнеса влияет на конкурентоспособность участников национального рынка на международной арене. Одними из основных задач в данной сфере являются: вхождение казахстанского товара на международный рынок, увеличить его конкурентоспособность. В данной исследовательской работе рассматривается анализ ведения бизнеса в Казахстане, дальнейшее развитие малого и среднего бизнеса, конкурентоспособность отечественного товара на международном торговом рынке.

**Ключевые слова:** международная конкурентоспособность, малые и средние предприятия, рыночная экономика, виды предпринимательства.

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