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PROBLEMS AND PROSPECTS OF INNOVATION DEVELOPMENT IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The article considers the importance of innovative development of the Republic of Kazakhstan as one of the priority directions of economic growth in modern conditions. The main directions of the state policy in the sphere of scientific, technical and innovative activity are considered. Based on the research, important directions of innovation development in Kazakhstan have been identified.

The purpose of the research is to study the problems of innovation development in the Republic of Kazakhstan and the innovative activity of Kazakhstani enterprises, the most important tools for implementing the strategy of innovative development and provide recommendations for their elimination.

Methodology-the research process used such general scientific methods and techniques as scientific abstraction, analysis and synthesis, comparisons, generalizations, and descriptive analysis.

Conclusions-successful implementation of state programs for innovative development of the country's economy should contribute to qualitative changes in the structure of the economy of Kazakhstan, which will lead it to sustainable growth based on the effective use of human, produced and natural capital, Kazakhstan's entry to a new level of social development and social structure. At the same time, the uncontrolled flow of foreign technologies can lead to the suppression of the development of the national research and production complex, which creates a real danger of technological dependence of the domestic industry on foreign developments.

Key words: creative management, knowledge management, innovation, project approach, creativity, creative capital.

Introduction. Kazakhstan's entry into the top 30 most competitive countries in the world is one of the main goals of the state, which can be achieved only on the basis of deep diversification of the country's economy, by stimulating innovation, introducing and developing competitive industries integrated into regional and global markets. That is why in recent times the most important factors in the development of Kazakhstan's economy began to include innovation, which is based on the introduction of new ideas, scientific knowledge, technologies and products in various fields of production and spheres of governance. President of The Republic of Kazakhstan Nazarbayev N.A. in his Address to the people of Kazakhstan, emphasized that "by 2015, the national innovation system should fully function, and by 2020, it should already produce results in the form of developments, patents and ready-made technologies being implemented in the country" [1].

According to the President of Kazakhstan, five positive trends in innovative development of the economy of Kazakhstan are particularly important:

1. Energy efficiency, which is provided only by new technologies.
2. Growth in the non-resource sector. Mechanical engineering should become the core of the country's innovative development process, which includes the automobile industry with new technologies and car building.
3. Agro-industrial complex. Today, the state is making considerable efforts to develop vegetable and livestock production.
4. Projects implemented in small and medium-sized businesses.
5. Labor productivity, which should grow steadily, which will automatically entail an increase in income and qualitative changes in the social development of society [2].

Initially, the issues of innovative development of Kazakhstan were reflected in the Strategic plan of 2010, the Program for the formation and development of the national innovation system of Kazakhstan for 2005-2015. The main provisions of the Law of the Republic of Kazakhstan "on innovation" and "program of innovative development of the Republic of Kazakhstan" are aimed at expanding the scope of innovation activity in Kazakhstan [3].

In the official legal documents of Kazakhstan, the concept of "innovation" has been used in the last 10-15 years, it has been fixed in the Law of the Republic of Kazakhstan "on innovation" and is defined as the result of innovative activities that have been implemented in the form of new or improved products (work, services), new or improved technological process, as well as organizational, technical, financial, economic and other decisions in various areas of public relations, they have a progressive impact on various areas of production and management of society [4].

I. Schumpeter interprets innovation as a new scientific and organizational combination of production factors, motivated by the entrepreneurial spirit [5].

Today, Kazakhstan is undergoing radical transformations of its multi-layered economy in order to increase the country's competitiveness, where the main importance is given to technological transformations – overcoming technological degradation, mastering the technology of the modern fifth and promising sixth technological orders.

In Russia and in other countries currently, the tasks of transition to innovative type of economic development [6], and in Kazakhstan – to industrially-innovative due to the not yet fully developed industrial sectors of the economy and focus on a strategy to support high-tech production, innovation and business sectors.

Kazakhstan faces the task of dynamic modernization of the entire system of socio-economic and socio-political relations. At the same time, the main focus is on the markets of Russia, China, Central Asia, the Caspian and black sea regions. This implies state support for the expansion of Kazakhstan's capital, goods and services to foreign markets [7].

To date, the fundamental document defining the economic development of Kazakhstan is the Strategy of industrial and innovative development of the Republic of Kazakhstan for 2003-2015.

Since 2015, the implementation of the state program of industrial and innovative development of the Republic of Kazakhstan for 2015-2019 has begun. The program was developed in accordance with the long-term priorities of Strategy "Kazakhstan-2050" and the concept of Kazakhstan's joining top 30 developed countries of the world, is a logical continuation of the state program on forced industrial-innovative development for 2010-2014 and considers the experience of its implementation.

The main goal of the program is to encourage diversification and increase the competitiveness of the manufacturing industry. Namely, 6 priority sectors of the manufacturing industry were selected: metallurgy, chemistry, petrochemistry, mechanical engineering, construction of materials, food industry. They, in turn, are divided into 14 sectors: ferrous metallurgy; non-ferrous metallurgy; oil refining; petrochemistry; food production; Agrochemistry; production of chemicals for industry; production of motor vehicles, their parts, accessories and engines; production of electric machines and electrical equipment, agricultural and railway equipment, machinery and equipment for the mining industry; production of machinery and equipment for the oil refining and oil production industry; production of construction materials.

The program also defines a cluster policy that will be aimed at transferring the country's economy to a new technological platform, forming industries with a high level of productivity, added value and the degree of conversion of products and services.

Methodology. During the implementation of the program, the state will focus on the development and balanced support of one national cluster of basic resource sectors related to oil and gas production and processing, oil and gas chemistry, oil and gas chemical engineering and services for the oil and gas industry; three territorial clusters in market-oriented manufacturing sectors, which will be determined by the results of the competition; two innovation clusters in the sectors of the "new economy" - in Astana (cluster "Nazarbayev University"), Almaty (cluster "Park of innovative technologies").

The program helped in 2019 to achieve the following economic indicators to the level in 2012: growth of volumes of output of manufacturing industry by 43% in real terms; the growth in gross value added in manufacturing industry not less than 1,4 times in real terms; the growth of labor productivity in

the manufacturing industry 1.4 times in real terms; the growth in the value volume of non-commodity (processed) export not less than 1.1 times; reducing the energy intensity of the manufacturing industry no less than 15%; growth of employment in the manufacturing industry by 29.2 thousand people.

Results of a research. Kazakhstan has every chance to pass its own path to innovation most successfully and become one of the world's innovation leaders. In order to ensure a high rate of annual growth of indicators of innovative development in market conditions, a targeted state policy is needed not only in innovation and scientific and technical, but also in the socio-economic sphere [8]. In Kazakhstan, the most important tools for implementing the strategy of innovative development are the national Fund of the Republic of Kazakhstan, JSC «development Bank of Kazakhstan», JSC

«Investment Fund of Kazakhstan», JSC «national innovation Fund». All these institutions are designed to implement a policy of investment in the creation of new and development of existing industries with high added value and support scientific and technical research and development based on a comprehensive analysis of promising industries, identifying their most important elements [9].

One of the main directions of state policy in the field of scientific, technical and innovative activities is the formation of an innovation infrastructure, including the creation of specialized subjects of innovation activities of a state, intersectoral, sectoral and regional nature. The development of a network of technoparks on the territory of the Republic is one of the priority directions for the development of the economy of Kazakhstan. In accordance with the decree of the President of the Republic of Kazakhstan dated March 19, 2010 «On the state program for accelerated industrial and innovative development for 2011-2014», eight regional technoparks were established in the Republic of Kazakhstan:

1. Technopark Algorithm LLP;
2. LLP Technopark Sary-ARKA;
3. JSC Technopark of KazNTU named after K. I. Satpayev;
4. Almaty regional Technopark LLP;
5. LLP Technopark "Alatau";
6. Regional Technopark of Astana" LLP;
7. Regional Technopark in South Kazakhstan region LLP;
8. East Kazakhstan regional Technopark Altai LLP.

According to the Law of the Republic of Kazakhstan «on state support of industrial and innovative activities», technological business incubation is defined as the main activity of technoparks [10]. In 2010-2013, within the framework of the government's technology business incubation program, technoparks submitted 631 innovative project proposals (96 innovative projects were selected for further promotion). Today, the total share of innovative companies present on the territory of technoparks is 62% of the total number of companies.

To encourage the development of venture institutions, the country is developing an adequate legislative framework for stimulating and regulating venture activities. The country's economic recovery will depend on the Government's ability to implement reforms in the science and education system and their interaction with the industrial sector. The lack of qualified employees, such as scientists and engineers, and the poor quality of research institutions may threaten further growth. The state of infrastructure remains at a low level, which imposes physical restrictions on the growth of certain sectors of the economy and innovative industries in particular. In order to further promote the Republic's entry into the top 30 competitive countries in the world through the development of new technologies and services in 2013. The presidential decree adopted the Concept of innovative development of the Republic of Kazakhstan until 2020. As for the level of development of business processes, including such indicators of innovative development as the degree of marketing development, the nature of companies' competitiveness in international markets and the length of the production chain of exporting enterprises, Kazakhstan is significantly behind most countries.

According to the statistics Committee of the Republic of Kazakhstan, in 2019, 1774 economic entities are innovatively active out of 22070 enterprises.

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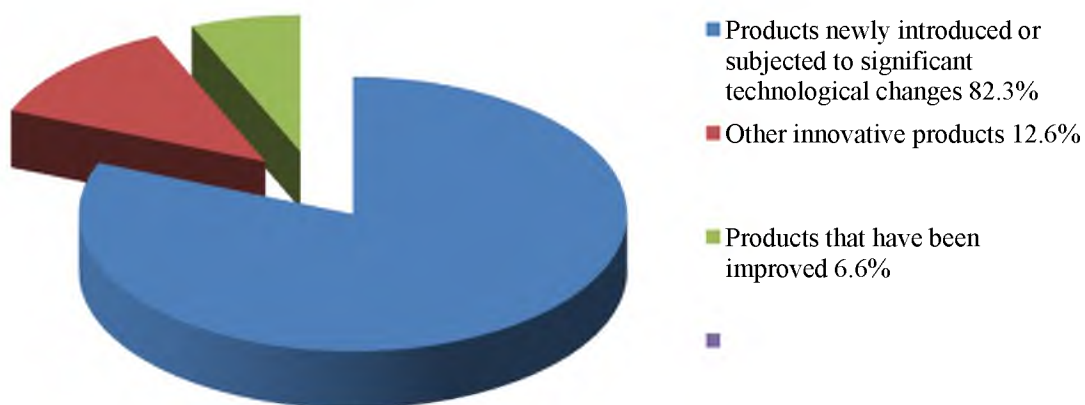
Table 1 – Main indicators of innovation activity of the Republic of Kazakhstan [11]

| № | Region | Number of enterprises total | From them | |
|----|----------------------------|-----------------------------|------------------------|---------------------------------|
| | | | With innovation, units | Activity level, as a percentage |
| 1 | The Republic of Kazakhstan | 22070 | 1774 | 8 |
| 2 | Akmola region | 1173 | 83 | 7,1 |
| 3 | Aktobe region | 1044 | 68 | 6,5 |
| 4 | Almaty region | 1318 | 126 | 9,5 |
| 5 | Atyrau region | 798 | 41 | 5,1 |
| 6 | West Kazakhstan region | 646 | 34 | 5,3 |
| 7 | Zhambyl region | 734 | 75 | 10,2 |
| 8 | Karagandy region | 1957 | 148 | 7,6 |
| 9 | Kostanay region | 1393 | 164 | 11,8 |
| 10 | Kyzylod region | 709 | 85 | 12,0 |
| 11 | Mangystau region | 838 | 20 | 2,4 |
| 12 | South Kazakhstan region | 2009 | 129 | 6,4 |
| 13 | Pavlodar region | 1118 | 95 | 8,5 |
| 14 | North Kazakhstan | 1047 | 114 | 10,9 |
| 15 | East kazakhstan | 1767 | 99 | 5,6 |
| 16 | Nur-sultan | 1617 | 179 | 11,1 |
| 17 | Almaty | 3902 | 314 | 8 |

At the same time, the share of innovation activity achieved high results – 8%.

The volume of innovative products has increased significantly, amounting to 578 billion tenge (in 2016, 379 billion tenge). The volume of innovative services provided increased by 50.1%. Among the innovative products of industrial enterprises in 2017, the largest share is taken by products newly introduced or subjected to significant technological changes – 82.3%, products that have been improved - 6.2 %, and other innovative products-12.6% (figure).

Structure of innovative products for 2017



Structure of innovative products for 2017 [11]

The processes of implementing science and technology achievements are responsible for improving the efficiency of innovative activities of business structures. Research shows that Kazakhstan's science is losing out to the leading countries in all parameters: funding, inventive activity, availability of qualified personnel, the number of publications in international scientific journals. Kazakhstan's science is focused on rapid development and not always getting high-quality results. There is an increase in the volume of internal research and development expenditures, which in 2018 it amounted to 66.3 billion tenge [8].

Table 2 – Internal research and development expenditures for 2014-2018 [11]

| № | Region | 2014 | 2015 | 2016 | 2017 | 2018 |
|----|----------------------------|----------|---------|---------|--------|---------|
| 1 | The Republic of Kazakhstan | 33 466,8 | 43351,6 | 51253,1 | 6167,7 | 66347,6 |
| 2 | Akmola region | 574,5 | 471,1 | 631 | 742,5 | 826,7 |
| 3 | Aktobe region | 627,1 | 628,1 | 645,1 | 559,2 | 735,3 |
| 4 | Almaty region | 705,1 | 1007,8 | 879,1 | 1117,4 | 804,2 |
| 5 | Atyrau region | 2199,3 | 3010,9 | 3531 | 1880 | 1885,7 |
| 6 | West Kazakhstan region | 5099,2 | 4175,9 | 3959,9 | 3773,3 | 3040,6 |
| 7 | Zhambyl region | 1221,9 | 198,2 | 1485,5 | 1077 | 1322,3 |
| 8 | Karagandy region | 212,9 | 353,7 | 548,2 | 916 | 672,2 |
| 9 | Kostanay region | 939,4 | 1528,4 | 2947 | 3407,7 | 4048,9 |
| 10 | Kyzylodan region | 214,7 | 250,6 | 329,9 | 445,3 | 574 |
| 11 | Mangystau region | 80,7 | 79,5 | 213 | 213,3 | 266 |
| 12 | South Kazakhstan region | 3064,8 | 5150,9 | 5095,5 | 5059,4 | 6160,8 |
| 13 | Pavlodar region | 198,8 | 385,6 | 434,1 | 335,3 | 322,9 |
| 14 | North Kazakhstan | 112,1 | 101,9 | 221,4 | 209,6 | 236,3 |
| 15 | East Kazakhstan | 450,7 | 440,5 | 930,6 | 1168,5 | 1233,8 |
| 16 | Nur-sultan | 4445,6 | 9280,9 | 10376,3 | 9741,2 | 10187,7 |
| 17 | Almaty | 13319,8 | 16287,6 | 19061,5 | 30991 | 34030,3 |

In 2018 the Republic of Kazakhstan took 69th place, improving its position by 5 points compared to 2016. According to the regional classification among the countries of Central and South Asia, Kazakhstan occupies the 2nd place, being between India (76th place) and Bhutan (86th place). Having improved its position in the main indicators in 2018, Kazakhstan demonstrates positive dynamics in certain components of the index. According to experts of JSC "Institute of economic research", despite the stable position of Kazakhstan in the Global innovation index and the improvement of individual components of the index, the development of the national system of support and implementation of innovations is at the stage of formation, which explains the lag behind the leading countries of the world [12]. The effectiveness of innovation activity depends on the General economic situation in the country and the state scientific and technical strategy, on full-fledged resource provision, market conditions, availability of professional personnel and effective management [9].

In the world, there is no specific model of innovative economic development, strictly following which the country will necessarily achieve social and economic well-being [13]. Kazakhstan must continue the reform process if it wants to reach a higher level of growth and development. Despite Kazakhstan's existing opportunities and innovative achievements in the form of sufficient venture capital, the ability of companies to innovate and increase the volume of public procurement of advanced technical products, due to the lack of effective developed tools in the field of law, technology and scientific personnel, the overall state of socio-economic development is difficult to characterize as innovative [14].

Conclusion. Thus, the successful implementation of the strategy of innovative development should contribute to the implementation of qualitative changes in the structure of the economy of Kazakhstan, which will lead to its sustainable growth, based on the effective use of human, produced and natural capital, Kazakhstan's entry to a new level of social development and social structure.

Based on the current challenges of globalization and financial instability, increased competition in world markets, the increasing role of science and innovation, and human development, the macroeconomic policy of the Republic of Kazakhstan should be built. For the good of the people of Kazakhstan, it is necessary to focus not on the ideals of individual and mass consumption, but on the preservation of family traditions and national characteristics of social relations. This is the main key to building a civil legal society in the Republic of Kazakhstan [15].

Today, Kazakhstan needs to look for new directions of economic development. To increase the country's competitiveness on the world market, it is necessary to actively develop high-tech industries and build an effective national innovation system based on them.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ИННОВАЦИЯЛЫҚ ДАМУ МӘСЕЛЕЛЕРІ МЕН ПЕРСПЕКТИВАСЫ

Аннотация. Мақалада Қазақстан Республикасының инновациялық дамуы қазіргі жағдайдағы экономикалық өсудің басым бағытының бірі ретінде қарастырылады. Ғылыми-техникалық және инновациялық қызмет саласындағы мемлекеттік саясаттың негізгі бағыттары назарға алынды. Зерттеу жүргізу барысында Қазақстанның инновациялық дамуының маңызды бағыттары айқындалды.

Зерттеу мақсаты – Қазақстан Республикасындағы инновациялық даму және қазақстандық кәсіпорындардың инновациялық қызмет мәселелерін, инновациялық даму стратегиясын іске асырудың аса маңызды құралдарын зерделеу және оларды жоюға қатысты ұсыныстар әзірлеу.

Методология. Зерттеу үдерісінде ғылыми абстракция, талдау және синтез, салыстыру, қорыту, сипаттау талдауы секілді жалпы ғылыми әдістер мен тәсілдер қолданылды.

Қорытынды. Ел экономикасын инновациялық дамыудың мемлекеттік бағдарламаларын табысты іске асыру Қазақстан экономикасы құрылымындағы сапалы өзгерістерге ықпал етуі тиіс, бұл адам, өндірістік және табиғи капиталды тиімді пайдалану негізінде оның тұрақты өсуіне, Қазақстанның қоғамдық даму мен әлеуметтік құрылымның жаңа деңгейіне шығуына әкеп соғады. Қазіргі уақытта Қазақстан экономикалық дамудың жаңа бағыттарын іздестіруі қажет. Елдің әлемдік нарықта бәсекеге қабілеттілігін арттыру үшін

жоғары технологиялық салаларды белсенді дамыту және олардың негізінде тиімді ұлттық инновациялық жүйені құру қажет. XX ғасырдың аяғында ғылыми-техникалық саланың – ғылым, білім, өнеркәсіптің жоғары технологиялық салаларының, әлемдік техника нарықтарының даму деңгейі бай және кедей елдер арасындағы межені айқындайды, қарқынды экономикалық өсуге негіз қалыптастырады әрі билік орталықтарын қалыптастырудың маңызды факторы болып саналады. Ғылыми-техникалық саладағы басымдықтарды таңдау оның жеке даму перспективасының шеңберінен шығатын мәнге ие. Сонымен бірге, жаһандану үдерістері мен экономиканың дамып келе жатқан өзара тәуелділігі инновациялық үдерістерді басқару міндетін жекелеген мемлекеттің инновациялық әлеуетті дамытуға өзінің стратегиялық тәсілдерін дұрыс айқындау қабілетіне күрделі және тәуелді етеді. Әлемнің дамыған елдерінде инновациялық саясатты қалыптастыруға жүйелік тәсілді қолдану, әсіресе, әлемдік экономика дамуындағы қазіргі заманғы тенденция аясында маңызды болып саналады, атап айтқанда, жоғары сапалы адам капиталы үшін бәсекелестік жаһандық инновациялық дамудың маңызды сипаттамасына айналады, ал жоғары білікті кадрларда қалыптасып келе жатқан жинақылық білім мен технологиялардың таралуына септігін тигізеді; инновациялық қызметтің одан әрі жетілуіне ақпараттық технологиялардың рөлі маңызды болып келеді, білімді тарату үдерісі жеке экономикадан тыс қалды; жаһандану компанияларға барынша жоғары технологиялық деңгейде бәсекелесуге мәжбүр етеді және сонымен қатар, бір уақытта инновацияларды мамандандыру және оқшаулау үдерістерін ынталандырады. Әлемнің дамыған елдерінде инновациялық саясатты қалыптастыруға жүйелі тәсілді қолдану, әсіресе әлемдік экономиканың дамуындағы қазіргі заманғы тенденциялар аясында маңызды болып табылады: - жоғары сапалы адам капиталы үшін бәсекелестік жаһандық инновациялық дамудың маңызды сипаттамасына айналуға, ал жоғары білікті кадрлардың өсіп келе жатқан ұтқырлығы сонымен бірге білімді таратуды және технология; - білімді тарату процесінде ақпараттық технологиялардың рөлі инновациялық белсенділіктің одан әрі өсуі үшін өзекті бола түсуде, білімді тарату процестері жеке экономикадан тыс қалып отыр; - Жаһандану компанияларды жоғары технологиялық деңгейлерде бәсекелес болуға мәжбүр етеді және сонымен бірге инновацияларды мамандандыру және оқшаулау процестерін ынталандырады. Инновациялық саясатқа жүйелі көзқарас тұжырымдамасын іске асырған елдер қысқа тарихи кезеңде мемлекеттің, бизнестің, ғылым мен білім берудің өзара іс-қимыл тетіктерін қамтитын тиімді ұлттық инновациялық жүйелерді құра алды, сондай-ақ ЖІӨ-нің жалпы ғылымға қажеттілігін арттыра алды.

Қазақстанда ғылыми-техникалық сала қоғамның әлеуметтік-экономикалық дамуының базалық элементі болмаған. Ғылыми-техникалық дамудың стратегиялық бағыттарын іске асыру үшін отандық ғылым мен техниканы дамытудың басым бағыттарын түзету, олардың дамуына кедергі келтіретін себептер мен факторларды айқындау, сондай-ақ оларды шешудің нақты тетіктерін анықтау қажет. Экономикалық тұрғыда дамыған елдермен салыстырғанда Қазақстанда инновациялық қызметті дамытудағы жағдай қағидалық айырмашылыққа ие. Атап айтқанда, республикадағы инновациялық қызмет негізінен тікелей шетелдік инвестицияларды тарту негізінде жүзеге асырылады. Тікелей инвестициялармен қатар, елде жаңа технологиялар мен жаңа басқару пайда болады. Көптеген кәсіпорынның шетелдік технология мен лицензияны сатып алу ірі ынталандыру болып, өйткені оларға әлемдік нарыққа шығуға мүмкіндік береді. Сонымен қатар, шетелдік технологиялардың бақыланбайтын ағыны ұлттық ғылыми-өндірістік кешеннің дамуын бәсеңдетуі мүмкін. Бұл жағдай отандық өнеркәсіптің шетелдік әзірлемелерге технологиялық тәуелділігіне қауіп тудырады.

Түйін сөздер: шығармашылық басқару, білім басқару, инновация, жобалық тәсіл, креатив, шығармашылық капитал.

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ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В статье рассматривается значение инновационного развития Республики Казахстан как одного из приоритетных направлений экономического роста в современных условиях. Рассмотрены основные направления государственной политики в сфере научно-технической и инновационной деятельности. На основе проведенного исследования были определены важные направления инновационного развития Казахстана.

Целью исследования является изучение проблем инновационного развития в Республике Казахстан и инновационной деятельности казахстанских предприятий, наиболее важных инструментов реализации

Стратегии инновационного развития и выработка рекомендаций по их устранению.

Методология. В процессе исследования используются такие общенаучные методы и приемы, как научная абстракция, анализ и синтез, сравнения, обобщения, описательный анализ

Выводы. Успешная реализация государственных программ инновационного развития экономики страны должна способствовать качественным изменениям в структуре экономики Казахстана, что приведет ее к устойчивому росту на основе эффективного использования человеческого, производственного и природного капитала, выходу Казахстана на новый уровень общественного развития и социальной структуры. В настоящее время Казахстану необходимо искать новые направления экономического развития. Для повышения конкурентоспособности страны на мировом рынке необходимо активно развивать высокотехнологичные отрасли и строить на их основе эффективную национальную инновационную систему. К концу XX века стало очевидным, что уровень развития научно-технической сферы — науки, образования, высокотехнологичных отраслей промышленности, мировых рынков техники определяет границы между богатыми и бедными странами, создает основу для быстрого экономического роста, является важнейшим фактором формирования центров силы. Выбор приоритетов в научно-технической сфере приобрел такое значение, которое выходит за рамки перспектив ее собственного развития. В то же время процессы глобализации и растущая взаимозависимость экономик делают задачу управления инновационными процессами все более сложной и зависимой от способности отдельного государства правильно определять собственные стратегические подходы к развитию инновационного потенциала. Применение системного подхода к формированию инновационной политики в развитых странах мира приобрело первостепенное значение, особенно на фоне таких современных тенденций развития мировой экономики, как: - конкуренция за качественный человеческий капитал становится важнейшей характеристикой глобального инновационного развития, а растущая мобильность высококвалифицированных кадров также обеспечивает распространение знаний и технологий; - роль информационных технологий в процессе распространения знаний становится все более актуальной для дальнейшего роста инновационной активности, процессы распространения знаний вышли за пределы отдельных экономик; - глобализация вынуждает компании конкурировать на все более высоких технологических уровнях и одновременно стимулирует процессы специализации и локализации инноваций. Страны, реализовавшие концепцию системного подхода к инновационной политике, сумели за короткий исторический период создать эффективные национальные инновационные системы, включающие механизмы взаимодействия государства, бизнеса, науки и образования, а также повысить общую наукоемкость ВВП.

В Казахстане научно-техническая сфера еще не стала базовым элементом социально-экономического развития общества. Для реализации стратегических направлений научно-технического развития необходимо скорректировать приоритетные направления развития отечественной науки и техники, выявить причины и факторы, препятствующие их развитию, а также определить реальные механизмы их разрешения. По сравнению с экономически развитыми странами, условия для развития инновационной деятельности в Казахстане имеют принципиальные отличия. В частности, инновационная деятельность в республике осуществляется в основном на основе привлечения прямых иностранных инвестиций. Наряду с прямыми инвестициями в страну приходят новые технологии и новое управление. Для большинства предприятий приобретение зарубежных технологий и лицензий является большим стимулом, так как позволяет им выйти на мировой рынок. В то же время неконтролируемый поток иностранных технологий может привести к подавлению развития Национального научно-производственного комплекса, что создает реальную опасность технологической зависимости отечественной промышленности от зарубежных разработок.

Ключевые слова: креативный менеджмент, управление знаниями, инновации, проектный подход, творчество, креативный капитал.

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