

**NEWS****OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN  
SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2020.2224-5294.80>

Volume 3, Number 331 (2020), 171 – 175

UDK 34.72.012.6.

МРНТИ 06.56.25.

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[nyumihailova@list.ru](mailto:nyumihailova@list.ru), [legostaeva.69@mail.ru](mailto:legostaeva.69@mail.ru)**THE ROLE OF ENTREPRENEURSHIP IN THE CONDITIONS  
OF GLOBALIZATION OF THE ECONOMY**

**Abstract.** At present, such a new phenomenon as globalization has a huge impact on entrepreneurial activities. The globalization of the economy represents a qualitatively new stage in the development of the processes of internationalization of economic life, the main features of which are the new role of TNCs and the development of processes of financial globalization. Removing restrictions on the free movement of capital, turning the global financial market into an independent and self-sufficient sphere cannot but affect the functioning of various forms of entrepreneurship and, above all, private entrepreneurship.

In a globalized economy, not only the forms of concentration and centralization of capital, the methods of competition, the ways of regulating social and labor relations, but also the motives of business activity are changing. In many ways, this process is logical and objective. However, the experience of most developed countries, including Russia, confirms that if we do not regulate the processes of globalization and influence the development of forms and methods of entrepreneurial activity, this can lead to a whole series of negative trends.

**Keywords:** globalization, small business, entrepreneurship, politics, support for small business.

**Introduction.** The modern development of the world is characterized by two main trends. Firstly, these are globalization processes. Today, these processes permeate all areas of public life - politics, economics, education, science, production, etc. Secondly, the priority is the recognition of the innovative type of economic development, based on factors of scientific and technological development. A new deep internal connection of science, technology and production arose. According to the definition of F. Jansen, humanity today lives in an era of innovation. But, as you know, the subjects that identify and implement innovations in order to turn them into innovations are entrepreneurs. Therefore, continuing the thought of F. Jansen, it can be argued that entrepreneurial activity in the context of globalization is increasing.

At the same time, the opinion of a number of economists should be noted that scientific and technological development and globalization processes lead to the exact opposite result - the withering away of an entrepreneur as an individual person. For example, in the work of John C. Galbraith, "The New Industrial State," it is stated that today "an entrepreneur does not exist as a private person in a developed industrial company." In modern conditions, as a result of a sharp complication of the tasks facing the enterprise, a certain technostructure replaced the place of the entrepreneur.

J. Schumpeter comes to similar conclusions in his work "Capitalism, Socialism and Democracy". He formulates his conclusions on the basis of two situations that may arise in the limit of globalization processes as a result of the highest level of scientific and technological development. The first situation is characterized by such a level of development of technology, science, production, when further technological improvement becomes impossible due to the exhaustion of technical capabilities and the lack of incentives for further improvement as a result of complete satisfaction of human needs. The second situation is determined by changes in the innovative process. Innovation, as the main activity of an entrepreneur, loses its individuality and becomes a routine. "Technological progress is increasingly becoming the business of teams of highly qualified specialists who deliver what is required and make it

work in a predictable way. The romance of previous commercial adventures is a thing of the past, since much of what could only have been provided by brilliant insight can now be obtained as a result of rigorous calculations.” Both situations, in the opinion of J. Schumpeter, lead to the withering away of the entrepreneurial function in the context of globalization.

**Main part.** First of all, it is necessary to clarify the essence of such a phenomenon as “globalization”, identify and analyze new factors that currently have a significant impact on the functioning of the business sector, as well as determine the forms and methods of state regulation of business activity in the context of globalization.

So, at present, in the context of the global economy, methods and types of entrepreneurial activity aimed at obtaining quick profits, mainly due to an increase in the volume of operations in global financial markets, are becoming more widespread. An increase in the volume of operations in the global financial markets as a result of the liberalization of foreign exchange markets and the development of the derivatives market, in turn, leads to an increase in shadow and speculative capital, which is not interested in the development of the national economy and an increase in production of goods and services. In the context of globalization, capital has new opportunities for self-growth due to special and offshore zones, international tax planning, by creating international financial and industrial groups. All this negatively affects the functioning of national economic systems, which are becoming more vulnerable to various kinds of economic shocks.

Analyzing the current state of entrepreneurship, the author in his works showed that the occurrence of the first situation is impossible in principle. Human needs under normal conditions are not limited, and just as there are no artifacts without flaws, there are no artifacts that fully satisfy any individual or social needs. The constant desire to reduce or eliminate deficiencies is the reason for the development of artifacts over time, i.e. the constant emergence of innovation. Thus, the main function of the entrepreneur, formulated by J. Schumpeter himself, for these reasons cannot disappear.

As for the second situation, it is true that the modern technical development of the world is such that to solve complex issues it is necessary to attract whole teams of specialists, and from different directions. But, despite the significant complication of modern technology, the role of individual inventors, and, therefore, entrepreneurs, not only did not decrease, but significantly strengthened. According to the analysis of scientific and technological development carried out by L. A. Mole, most of the major inventions of the last decades of the twentieth century in the USA were made either by single enthusiasts or in small firms where success is determined, as a rule, by an individual person. A pattern emerged: the larger the company, the less in it its own innovations for every million dollars spent on research and development. Moreover, out of a million small firms existing in the USA, several tens of thousands of small independent innovative research companies (numbering up to 20 people) create 40-46% of all large scientific and technical innovations mastered by the American industry. Compared with large firms with more than 10 thousand employees, small firms on average introduce 17 times more innovations per dollar of costs.

The data presented, as well as the “entrepreneurial revolution” that arose at the end of the 20th century in the USA, Western Europe, Japan, and some countries of Southeast Asia, show that, despite the collective factor in solving a number of problems, entrepreneurial activity in the context of globalization is not only fades, but gets further development.

The intermediary can help to network construction by supporting technology transfer to improve strategic technology management. Venture capital to boost technology transfer and induce foreign investment companies that have higher technology to start business operations.

In the context of globalization of socio-economic processes, the implementation of effective entrepreneurial activity becomes extremely difficult, requiring the entrepreneur not only certain practical skills and knowledge of the economy and jurisprudence, but also knowledge of special methods that allow a systematic approach to the analysis of the problem situation, be able to predict the consequences of other actions, find entrepreneurial innovative solutions not by chance, but on the basis of an analysis of the laws of development of a specific subject. In this area, bear not only financial, but also moral, ethical and political responsibility for the “market pulling” of relevant ideas. There is a rethinking of the meaningful concepts of entrepreneurship, entrepreneurial activity receives a new content.

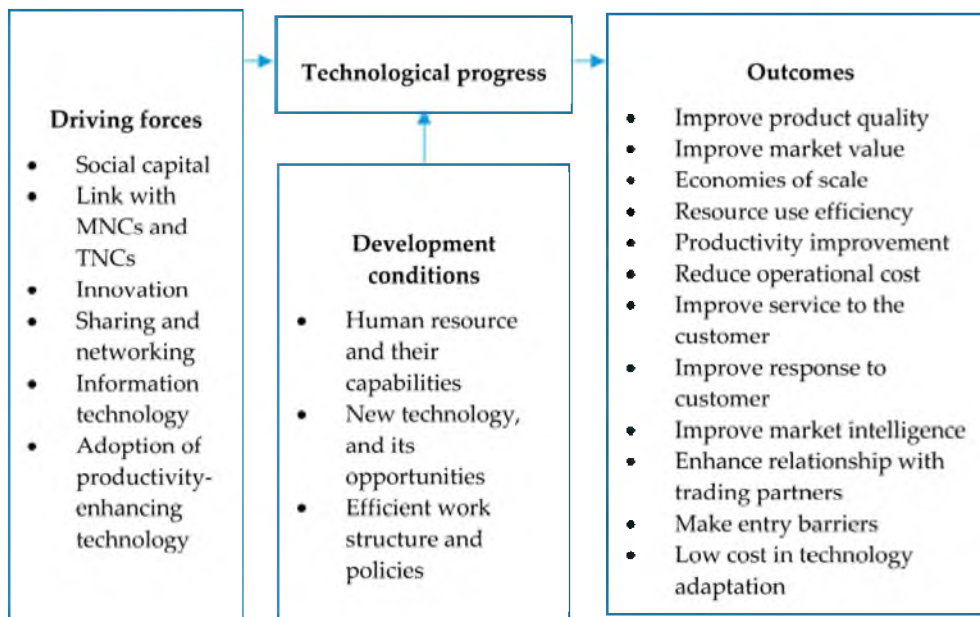


Figure 1 - Framework for technological progress in the small and medium enterprises (SMEs) in the competition

The author has developed a functional-physical approach for analyzing entrepreneurship, which allows representing entrepreneurial activity in the form of a complex process, closely related to other types of human activity, within which six generalized interrelated functions can be distinguished. The physical implementation of these functions actually constitutes the concept of entrepreneurship. These functions are:

1. Identification of needs and justification of ways to meet them;
2. Generation of ideas and the creation of innovations;
3. The provision of resources;
4. Management of business entities;
5. The implementation of specific work on the implementation of an entrepreneurial plan;
6. Acceptance, partial acceptance or rejection for one reason or another of a new good created in the process of entrepreneurial activity.

The main criterion for choosing one or another way to implement these functions is entrepreneurial profit, which over a period of time should be higher than the average profit of other business entities in this area of economic activity.

Using the functional - physical approach allowed solving a number of problems associated with entrepreneurship in modern conditions. The role and place of the entrepreneur in the modern world is determined, the criteria are established by which one or another human activity can be classified as entrepreneurial, the reason for the huge interest in entrepreneurship at the turn of the 20th and 21st centuries is found and explained. Answers were also received to more private, but very important questions - about the role and types of property necessary for the implementation of entrepreneurial activity, what and how to teach entrepreneurs, about the possibility of entrepreneurship in non-profit areas, etc.

Based on the functional-physical analysis, a typology of entrepreneurship has been developed, one of the signs of which is the historical form of the emergence and existence of entrepreneurial activity. In modern conditions, an entrepreneur is an analyst whose activity is based on the ability to understand the huge flow of incoming information, the ability to work with the achievements of applied and fundamental sciences.

J. Schumpeter was absolutely right in predicting the possibility of rigorous settlements in the activities of an entrepreneur. The modern activity of an entrepreneur should be based on knowledge of the basic laws of development of the entire man-made world. It is these regularities, according to the author, that make up the natural-scientific basis of entrepreneurship.

**Conclusion.** To improve the effectiveness of entrepreneurship in modern conditions, the author has developed innovative mechanisms for the functioning of entrepreneurial structures. One of the constituent parts of these mechanisms is the technology of targeted search for innovative solutions. According to the author, it is precisely the technologies of the targeted search for innovative solutions that will allow entrepreneurs on a scientific basis to approach the justification of new entrepreneurial ideas in any areas of entrepreneurship and, above all, in entrepreneurial production activities. The development of the theoretical foundations of technologies for the targeted search for innovative solutions in entrepreneurship can become the basis of the general theory of innovations.

Technologies for the targeted search for innovative solutions in entrepreneurship are determined by three basic principles:

1. The basic principle underlying the technology of targeted search for innovative solutions.
2. The principle of historicism or retrospective analysis.
3. The principle of a single formalization.

The basic principle is the basis of the entire technology of targeted search. The author suggests using the information (non-entropic) approach or the laws of the structure and development of technology as the most complete embodiment of the development of the entire man-made world as basic principles.

The principle of historicism can be implemented in the form of a hierarchical matrix of satisfying needs, which, in addition to retrospective analysis, should also include promising methods of satisfying needs, which today cannot yet be realized, but do not contradict the existing physical picture of the world.

As a principle of a single formalization, it is very convenient to use functional – physical analysis.

Technologies for the targeted search for innovative solutions are becoming the main tool of a modern entrepreneur operating in the context of globalization processes. They allow not only conceptually substantiating new entrepreneurial ideas, but also significantly reducing the amount of entrepreneurial risk, preventing or timely preventing negative trends that may arise during the implementation of innovations.

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### **ЭКОНОМИКАНЫ ГЛОБАЛИЗАЦИЯЛАУ ШАРТТАРЫНДАҒЫ КӘСІПКЕРЛІКТІҢ РӨЛІ**

**Аннотация.** Қазіргі уақытта жаһандану сияқты жаңа құбылыс кәсіпкерлік қызметке үлкен әсер етеді. Экономиканың жаһандануы экономикалық өмірдің интернационализация процестерінің сапалық жаңа кезеңін білдіреді, оның негізгі белгілері ТҮК жаңа рөлі және қаржылық жаһандану процестерінің дамуымен байланысты. Капиталдың еркін қозғалысына шектеулерді алып тастау, әлемдік қаржы нарығын тәуелсіз және өзін-өзі қамтамасыз ету саласына айналдыру кәсіпкерліктің әртүрлі нысандарының, ең алдымен жеке кәсіпкерліктің жұмысына әсер ете алмайды.

Жаһанданған экономикада капиталды шоғырландыру және орталықтандыру нысандары ғана емес, бәсекелестік әдістері, әлеуметтік және еңбек қатынастарын реттеу тәсілдері ғана емес, сонымен қатар іскерлік белсенділіктің себептері де өзгеруде. Бұл процесс көп жағынан қисынды және объективті. Алайда көптеген дамыған елдердің, соның ішінде Ресейдің тәжірибесі, жаһандану процестері реттелмесе және кәсіпкерлік қызметтің нысандары мен әдістерінің дамуына әсер етпейтін болса, бұл теріс ағымдардың тұтас қатарына әкелуі мүмкін екенін растайды. Сонымен, қазіргі кезде әлемдік экономика жағдайында, негізінен, әлемдік қаржы нарықтарындағы операциялар көлемінің ұлғаюына байланысты тез пайда алуға бағытталған кәсіпкерлік қызметтің әдістері мен түрлері кеңінен таралуда. Валюта рыноктарын ырықтандыру және деривативтер нарығының дамуы нәтижесінде әлемдік қаржы нарықтарындағы операциялар көлемінің ұлғаюы өз кезегінде ұлттық экономиканы дамытуға және тауарлар мен қызметтердің өндірісін ұлғайтуға мүдделі емес көлеңкелі және алып-сатарлық капиталдың өсуіне әкеледі. Жаһандану жағдайында капитал халықаралық және қаржылық топтарды құру арқылы арнайы және оффшорлық аймақтар, халықаралық салықтық жоспарлау есебінен өзін-өзі өсудің жаңа мүмкіндіктеріне ие. Мұның бәрі әртүрлі экономикалық күйзелістерге неғұрлым осал бола бастаған ұлттық экономикалық жүйелердің жұмысына кері әсерін тигізеді.

Инновациялық шешімдерді мақсатты іздеудің технологиялары жаһандану процесінде жұмыс істейтін қазіргі заманғы кәсіпкердің негізгі құралына айналады. Олар жаңа кәсіпкерлік идеяларды тұжырымдамалық негіздеуге ғана емес, сонымен қатар кәсіпкерлік тәуекелдің мөлшерін едәуір азайтуға, инновацияларды енгізу кезінде пайда болатын жағымсыз тенденциялардың алдын алуға немесе уақтылы алдын алуға мүмкіндік береді.

**Түйін сөздер:** жаһандану, шағын бизнес, кәсіпкерлік, саясат, шағын бизнесті қолдау.

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### РОЛЬ ПРЕДПРИНИМАТЕЛЬСТВА В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ ЭКОНОМИКИ

**Аннотация.** В настоящее время огромное влияние на осуществление предпринимательской деятельности оказывает такое новое явление, как глобализация. Глобализация экономики представляет собой качественно новый этап в развитии процессов интернационализации хозяйственной жизни, основными признаками которой является новая роль ТНК и развитие процессов финансовой глобализации. Снятие ограничений для свободного движения капитала, превращение мирового финансового рынка в самостоятельную и самодовлеющую сферу не могут не оказывать влияния на функционирование различных форм предпринимательства и, прежде всего, частное предпринимательство.

В условиях глобализации экономики меняются не только формы концентрации и централизации капитала, методы конкурентной борьбы, способы регулирования социально-трудовых отношений, но и мотивы деятельности бизнеса. Во многом этот процесс является закономерным и объективным. Однако опыт большинства развитых стран, в том числе и России, подтверждает, что если не регулировать процессы глобализации и не оказывать воздействие на развитие форм и методов предпринимательской деятельности, то это может привести к целому ряду негативных тенденций. Так, в настоящее время, в условиях глобальной экономики, все большее распространение приобретают способы и виды предпринимательской деятельности, направленные на получение быстрой прибыли, главным образом за счет увеличения объемов операций на мировых финансовых рынках. Возрастание объемов операций на мировых финансовых рынках в результате либерализации валютных рынков, развития рынка производных финансовых инструментов, в свою очередь, ведет к увеличению объемов теневого и спекулятивного капитала, не заинтересованного в развитии национальной экономики и увеличении производства товаров и услуг. В условиях глобализации у капитала появляются новые возможности для самовозрастания за счет специальных и оффшорных зон, международного налогового планирования, путем создания международных финансово-промышленных групп. Все это негативным образом отражается на функционировании национальных экономических систем, которые становятся более уязвимыми для разного рода экономических потрясений.

Технологии целенаправленного поиска инновационных решений становятся главным инструментом современного предпринимателя, действующего в условиях протекания глобализационных процессов. Они позволяют не только концептуально обосновывать новые предпринимательские идеи, но и значительно уменьшить величину предпринимательского риска, не допустить или своевременно предупредить негативные тенденции, которые могут возникнуть при реализации новшеств.

**Ключевые слова:** глобализация, малый бизнес, предпринимательство, политика, поддержки малого предпринимательства.

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