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**FORMING THE POLES OF DEVELOPMENT
IN THE INNOVATIVE ECONOMY OF THE REGION
(ON THE EXAMPLE OF THE ATYRAU REGION)**

Abstract. In the authors' opinion, the globalization and internationalization of production, the deepening of the social division of labor, including at the international level, make the traditional policy of supporting free competition in a single country ineffective. This is due to the need to search for such forms of interaction that would ensure both the development of individual countries in various types of interstate unions and regional large-scale economic and territorial entities. Tightening of competition in the world market objectively dictates the unification of efforts of interconnected and interdependent national economies of Kazakhstan and Russia and neighboring countries with them. Occupying together the vast territory on the Eurasian continent, these states create a special geopolitical position, linking the actively integrated Europe and the rapidly developing countries of the Asia-Pacific region.

Key words: strategy, potential, intellectual nation, innovation, prosperity, education

Introduction. Kazakhstan is a state with significant interterritorial differences in the availability of natural and economic potential, which is reflected in the level of economic development, provision with social infrastructure facilities, investment opportunities. The peculiarities of the spatial development of Kazakhstan, the different starting levels of its individual territories, the differences in the structure and specialization of farms, the ambiguity of the severity and depth of crisis processes during the years of market reforms, the pace and forms of their implementation have placed regions of our country in unequal conditions, which contributed to deepening their differentiation. Therefore, in the Address to the people of Kazakhstan, the President of the country, N.A. Nazarbayev "Strategy "Kazakhstan-2050" is a new political course of the state", the task of equalizing the social and economic conditions in the regions and the formation of new effective mechanisms for its implementation are set in a timely manner.

Methods of research. The main methods of research are methods of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities.

Results. To solve this problem, in the conditions of economic growth, a new approach in regional politics is advisable, which involves not only leveling the level of economic development of the regions, but also ensuring the welfare of the population throughout the country. An important shift in regional policy is consistent with the transition from a "raw" development model to an industrial-innovative one. In the light of this, the problem of integrated assessment of innovative processes and resources of the region acquires a special urgency with a view to their more effective use and distribution in the interests of industrial and innovative modernization of the economy of the territories.

At the same time, the problem of the development of the border regions contains many contradictions characteristic of the present stage of development. Basically, these are the contradictions between the globalization of the economy, based on the broad liberalization of interstate economic relations, and the protectionist essence of states; cultural unification within the framework of globalism and national (regional) cultural identity; rich (central) and poor (peripheral) countries and areas of countries; international regional integration (cooperation) of countries and their sovereignty; political centers

seeking to strengthen or preserve the power vertical, and their subordinate territories, wishing to expand their rights and powers, and in particular with regard to international activities. In fact, these contradictions can be reduced to the problem of the correlation of homogeneity and differences (continuity and discreteness) in the dynamics of the world space, in which state borders and border territories play a key role.

As is known for Kazakhstan, China and Russia are important and strategic partners. Kazakhstan's administrative borders with Russia cover 7.5 thousand kilometers. We have identified economically developed industrial cities of Kazakhstan, which define 8 regions of Kazakhstan - Uralsk, Atyrau, Aktobe, Kostanay, Kokshetau, Pavlodar, Ust-Kamenogorsk, Petropavlovsk and Russian cities that form 13 regions - Astrakhan, Volgograd, Orenburg, Magnitogorsk, Chelyabinsk, Omsk, Novosibirsk, Barnaul - located near the state borders, which undoubtedly creates additional prerequisites for closer foreign economic cooperation between the two countries. The enormous industrial, resource, agrarian potential of adjacent areas also serves as a catalyst for effective cross-border cooperation.

If we speak from the point of view of the theory of "core (pole) -periphery", which we considered in 1 stage of the study, then for Kazakhstan and Russia a scenario of cross-border interaction from the perspective of the transfer of innovations is possible. Preliminary analysis showed that from the point of view of the strategic program documents of the two states and interstate agreements, the innovation policy of the regions has:

1. The same priorities are characterized by complementarity and close ties between regions (countries);
2. The innovation policy in each region (country) is active, but it is conducted quite independently.

That is, in this case, "the impulse of innovation activity" is formed on the border of regions (countries), in the first case more intensive, spreading to the centers of regions. In each region, several concentric wave-ridges may arise, which increase the activation of innovation policy not only in nuclei, but also in the periphery (border areas). "

The current state of development of cooperation and interaction between Kazakhstan and Russia at the level of border relations is close to positive, rather than negative.

However, the study shows that there is a certain disproportion in the distribution of cross-border cooperation. Preliminary, we can say that the most developed relations with Kazakhstan in five regions of Russia, it is the Omsk, Kurgan, Chelyabinsk, Orenburg and Astrakhan regions. These regions are the main indicators of the total turnover. The most important strategic partner of Kazakhstan in cross-border cooperation is the Orenburg region. Integration links of the Orenburg region with adjacent territories of the Republic of Kazakhstan (West Kazakhstan, Aktyubinsk, Kostanay regions) are developed on the basis of agreements on cooperation in trade and economic, scientific and technical.

The share of six leading regions of Kazakhstan (Atyrau, Karaganda, Mangistau, East Kazakhstan regions and cities of Astana and Almaty) accounts for about 60% of GRP [2, p. 1993-194].

The dilemma arising in the countries of catching-up development - to use limited resources for the policy of stimulating the development of industrial "poles of growth" and large cities or to continue the leveling policy, is decided in favor of the first type of regional policy. As a result, there are enclaves of modernization, but along with them there is a backward periphery. Only after a considerable time there is an expansion of growth areas due to diffusion of innovations. The regions that have emerged in Kazakhstan as leaders in the growth of competitiveness can be divided into two types: the largest agglomerations of the country with large cities and resource-producing regions with rapid growth in oil production (Atyrau, Aktobe, Mangistau oblasts). Although in the dynamics of industrial production the leading positions are maintained by such regions as Karaganda and East Kazakhstan oblasts, they can not be classified as high-tech, in spite of the fact that the innovation activity of these regions is slightly higher than the national indicator (10.2 and 7.0% against 5.7%). This indicates a weak influence on the development of the regions of Kazakhstan of natural competitive advantages in the form of concentration of innovation and human capital. There are no regions in the republic with high-tech branches of machine building.

Conclusions Thus, favorably located large cities and settlements with their powerful infrastructure in transport hubs and along the most important communications attract investments, migratory flows of people from the surrounding area accelerate the concentration of production and infrastructure. Emerging

changes in territorial contrasts stimulate new migration processes, redistribution of activities, investments, infrastructure between districts, that is, territorial contrasts are the reason for the events and the source of further changes in the territorial organization of the country.

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АЙМАҚТЫҢ ИННОВАЦИЯЛЫҚ ЭКОНОМИКАСЫНДА ДАМУДЫ ЖАҒДАЙДЫ ҚАЛЫПТАСТЫРУ

Аннотация. Авторлардың пікірі бойынша, өндірістің жаһандануы және интернационализациясы, еңбек бөлінісінің әлеуметтік деңгейін, оның ішінде халықаралық деңгейде тереңдету бір мемлекеттегі еркін бәсекелестікті қолдаудың дәстүрлі саясатын тиімсіз етеді. Бұл мемлекетаралық бірлестіктердің және өңірлік ауқымды экономикалық және аумақтық бірлестіктердің әртүрлі түрлерінде жекелеген елдердің дамуын қамтамасыз ететін өзара әрекеттесудің нысандарын іздестіру қажеттілігіне байланысты. Әлемдік нарықта бәсекелестікті қатаңдату Қазақстан мен Ресейдің, сондай-ақ олармен көршілес елдердің өзара байланысты және өзара тәуелді ұлттық экономикаларының күш-жігерін біріздендіруді талап етеді. Еуразия құрлығындағы кең аумақты біріктіре отырып, бұл мемлекеттер белсенді интеграцияланған Еуропа мен Азия-Тынық мұхиты аймағының қарқынды дамушы елдерін байланыстыратын ерекпе геосаяси позицияны қалыптастырады.

Түйін сөздер: стратегия, әлеует, интеллектуалдық ұлт, инновация, өркендеу, білім.

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ФОРМИРОВАНИЕ ПОЛЮСОВ РАЗВИТИЯ В ИННОВАЦИОННОЙ ЭКОНОМИКЕ РЕГИОНА

Аннотация. По мнению авторов, глобализация и интернационализация производства, углубление общественного разделения труда, в том числе и на международном уровне, делают традиционную политику поддержки свободной конкуренции в отдельно взятой стране малоэффективной. Это обусловлено необходимостью поиска таких форм взаимодействия, которые бы обеспечивали как развитие отдельных стран в различного рода межгосударственных союзах, так и региональных крупномасштабных хозяйственно-территориальных образованиях. Ужесточение конкуренции на мировом рынке объективно диктует объединение усилий взаимосвязанных и взаимозависимых национальных экономик Казахстана и России и сопредельных с ними другими государствами. Занимая совместно огромную территорию на евразийском континенте, эти государства создают особое геополитическое положение, связывая активно интегрирующуюся Европу и бурно развивающиеся страны Азиатско-Тихоокеанского региона.

Ключевые слова: стратегия, потенциал, интеллектуальная нация, инновации, процветание, образование.

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