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Zh.M. Omarkhanova¹, Z.S. Mukhambetova², B.T. Mataeva³¹S.SeifullinKazakh Agrotechnical University;^{2,3}Karaganda Economic University of Kazpotrebsoyuzzhynysova@mail.ru, zamira250172@mail.ru, botagozmatayeva@mail.ru**STATUS AND TRENDS OF DEVELOPMENT
OF THE SECTOR OF MEAT CATTLE IN RK**

Abstract. According to the author, socio-economic efficiency characterizes the social status, the degree of achievement of normative-established indicators of the level of development of the rural population, and is measured by indicators of the standard of living of the population. In assessing the efficiency of the economic activities of a farm, a large number or a system of criteria and indicators classified according to various characteristics can be used.

Ensuring a comprehensive analysis of the effective functioning of the farm and drawing appropriate conclusions on its improvement can be achieved using a system of criteria and indicators that determine this effectiveness. In addition, the development of proposals to improve the efficiency of farming involves a comprehensive and systematic use of a system of criteria and indicators that allows to comprehensively and objectively evaluate the various aspects of the economy, identify unused current and prospective reserves, reasonably and purposefully develop ways to improve the performance of the economy for the future.

Keywords: efficiency, cattle breeding, meat industry, agriculture, livestock

Introduction. In assessing the efficiency of the economic activities of a farm, a large number or a system of criteria and indicators classified according to various characteristics can be used. One of the leading factors of economic growth in the medium term is an increase in government investment expenditures for the development of cattle breeding, improving the structure and quality of state targeted programs.

Methods of research. The main methods of research are a method 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. However, the views of agricultural scholars on this issue can be conditionally represented in the form of two points of view (Table 1).

Table 1 - Criteria for assessing the effectiveness of business entities

Criterion	Characteristic
Thefirstcriterion	the first is based on the fact that to assess the level of efficiency, a single generalizing criterion is required that reflects the results of the activity taking into account the conditions of management;
Thesecondcriterion	believe that when assessing economic efficiency, a single evaluation criterion cannot be applied due to the fact that a certain system of relations is built in the basis of the functioning of each economic entity. In each of the groups different opinions are formed regarding the choice of the efficiency criterion. Moreover, the most significant discrepancies are characteristic for assessing economic efficiency.

S.A. Konstantinov recommends considering the efficiency criterion as "maximizing profit per unit of agricultural land with a minimum of costs" [1].

According to many researchers, in market conditions, the main goal of entrepreneurship and the criterion of the effectiveness of economic activity is profit.

Profit is one of the forms of net income created in the sphere of material production and, in the opinion of domestic agrarian economists, it is precisely it that is the main source of development of production and material incentives. The essence of profit, the authors note, is the formation of income on capital in the process of its functioning for a certain period of time. And the amount of profit depends on the influence of entrepreneurial risk and the use of entrepreneurial talent.

Based on profits, as noted by V.G. Gusakov and E.I. Dereza, generalizing indicators of economic efficiency are determined: the rate of profit and the level of profitability[2].

In M. Naslednikova's opinion, the development of production and its effectiveness should be determined not by capital, but by labor. The author emphasizes that various achievements in science and technology are successfully used in agriculture, and management is obliged to pay attention to a person, to ensure the organization and motivation of his labor, life and rest [3].

In the course of entrepreneurial activity, the farm must fully cover all its current expenses from revenues from sales of products and other items of the parish and form the remainder - farm income, which is then channeled to the formation of funds: accumulation, consumption, reserve stocks, etc. (see Figure 1.1)

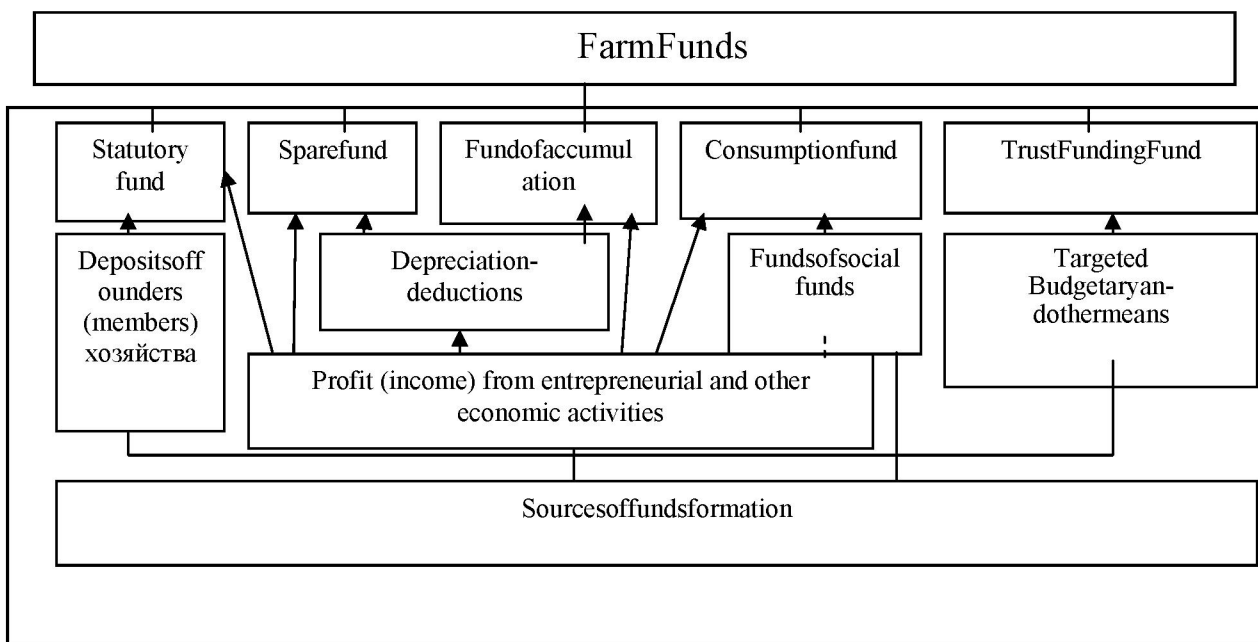


Figure 1- Farm Funds and the sources of their formation

In economic research, a large number of diverse and different quality indicators can be used to evaluate the efficiency of the functioning of a farm and develop proposals for its improvement.

In the opinion of GM Lych, all systems of indicators of economic efficiency of agricultural production consist in principle of three main groups [4].

According to the research, to assess the effectiveness of the farm, all indicators can be conditionally grouped into five main groups: indicators of production and economic activity, indicators of the use of capital and investment activities, social development indicators, financial performance indicators, indicators of economic efficiency.

Table 2- Systems of indicators of economic efficiency

Group	Characteristic
Igroup	indicators that express the absolute results (effect) of production, which includes natural and cost indicators: gross production, gross output, commodity output, profit;
IIgroup	indicators that express the absolute value of costs in agriculture, among which the main is the cost price;
IIIgroup	relative indicators, characterizing the different relationships between the results, and the costs associated with their production: yield, productivity, profitability, etc.

According to the research, to assess the effectiveness of the farm, all indicators can be conditionally grouped into five main groups: indicators of production and economic activity, indicators of the use of capital and investment activities, social development indicators, financial performance indicators, indicators of economic efficiency.

Conclusions. It can be concluded that under the effective functioning of a farm it is necessary to understand the implementation of agricultural and other entrepreneurial activities aimed at increasing incomes, increasing the size of own capital, achieving maximum return on resources, paying capacity, motivating labor at optimal costs and economic obligations.

Thus, the efficiency of the functioning of a farm in modern conditions is a rather complex economic category that is not only objective but also subjective in nature and is the result of economic relations with the external environment (resource suppliers, purchasers of products, the state budget) and internal components (members economy, labor personnel).

Economic efficiency is a rather complex economic category, the definition of which necessitates the use of a set of terms, concepts, definitions, criteria and indicators. Ultimately, economic efficiency shows the degree of rational use of productive resources, the possibility of implementing expanded reproduction and entrepreneurial activities. Economic efficiency determines the level of well-being, the social status of the workers of agricultural production, that is, directly related to social efficiency.

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ҚР-дағы МАГАТТАМА СЕКТОРЫНЫҢ ДАМУЫНЫҢ СТАТУСЫ ЖӘНЕ ТРАНСАЛАРЫ

Аннотация. Автордың пікірінше, әлеуметтік-экономикалық тиімділігі, әлеуметтік жағдайын, ауылхалқының даму дәрежеде құқықтық және белгіленген көрсеткіштерін сипаттайды, және өмір сүру деңгейін өлшеу. Шаруа қожалығының шаруашылық қызметінің тиімділігін бағалау кезінде әртүрлі сипаттамаларға сәйкес жіктелген критерийлер мен индикаторлар саны көп немесе пайдаланылуы мүмкін.

Шаруашылықтың тиімді жұмыс істеуін жан-жақты талдау қамтамасыз ету үшін және оның арттыру бойынша қорытынды жасауға, мұндай тиімділігін анықтау үшін критерийлермен көрсеткіштер жүйесін пайдалана отырып, жүзеге асырылуы мүмкін. Сонымен қатар, шаруа қожалықтарының жұмыс істеуін жақсарту үшін ұсыныстар әзірлеу толық және объективті ақылға қонымды және мақсатты болашақта ауыл

шаруашылығы қызметінің тиімділігін арттыру жолдарын дамыту, пайдаланылмаған ағымдағы және перспективалық резервтерін анықтау үшін басқарушылық қызметінің әртүрлі аспектілерін бағалауға критерийлермен көрсеткіштер жүйесін кешенді және жүйелі пайдалануды талап.

Түйінді сөздер: тиімділік, мал шаруашылығы, етөнеркәсібі, ауылшаруашылығы.

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СОСТОЯНИЕ И ТЕНДЕНЦИИ РАЗВИТИЯ ОТРАСЛИ МЯСНОГО СКОТОВОДСТВА В РК

Аннотация. По мнению автора, социально-экономическая эффективность характеризует социальное состояние, степень достижения нормативно-установленных показателей уровня развития сельского населения, и измеряется показателями уровня жизни населения. При оценке эффективности хозяйственной деятельности фермерского хозяйства может использоваться большое число или система критериев и показателей, классифицируемых по различным признакам.

Обеспечить комплексный анализ эффективного функционирования фермерского хозяйства и сделать соответствующие выводы по ее повышению можно осуществить, используя систему критериев и показателей, определяющих такую эффективность. К тому же, разработка предложений по повышению эффективности функционирования фермерских хозяйств предполагает комплексное и системное использование системы критериев и показателей, позволяющее всесторонне и объективно оценить различные стороны деятельности хозяйства, выявить неиспользуемые текущие и перспективные резервы, обоснованно и целенаправленно разработать направления повышения эффективности деятельности хозяйства на перспективу.

Ключевые слова: эффективность, скотоводство, мясная отрасль, сельское хозяйство.

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