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R.K. Sabirova¹, S.A. Rakhimova², L.K. Sanaliyeva³^{1,2} Atyrau State University named after H.Dosmukhamedov;³ Pavlodar State University named after S.Toraigrovsabirovarysty@mail.ru, saulesha_rakhimova@mail.ru, kaldenova@mail.ru**STRATEGIC PRIORITIES OF DEVELOPMENT OF THE
INTELLECTUAL POTENTIAL OF THE REPUBLIC OF KAZAKHSTAN
FOR FORMATION OF INNOVATIVE ECONOMY**

Abstract. The article reviews complex studies on various areas of social development. Today, when Kazakhstan enters the new stage of its development, comprehensive studies on various directions of social development are especially relevant. The problem of the formation and development of an intellectual nation is the backbone of our state, the basis for the further development and prosperity of our Motherland. This problem is multifaceted, it covers many areas, such as the formation of an intellectual society in Kazakhstan, the enrichment of the people's intellectual potential, the deepening of the information policy of the media in the formation of the richest intellectual nation, the formation of an intellectual citizen of their country. The main goal of this project was naming the upbringing of Kazakhstanis of a new formation, the transformation of Kazakhstan into a country with a competitive human capital.

Keywords: strategy, potential, intellectual nation, innovation, prosperity, education.

Introduction. The head of state repeatedly noted the priority of schools with a natural-mathematical bias and computer science. Today, 20 intellectual schools have been created in Kazakhstan. Similar kinds of schools open all over the world. It is generally known that the 21st century will be a century of the competition of ideas and new technologies. It is these students in the future will determine the level of development of the country and its economic success. For example, in China in all provinces, there are very strong specialized schools. This is the concern of the state about the development of its intellectual nation [1].

In the modern world, there is an increase in the social orientation of economic policies in developed and developing countries. For many countries, strategic goals in the sphere of the economy become very similar, namely:

- provision of stable economic growth;
- creating conditions for increasing employment of the population and reducing unemployment;
- the content of inflation rates;
- ensuring the high competitiveness of products;
- to achieve and maintain relatively high standards of living standards and social guarantees.

At the same time, it is envisaged, first of all, to increase social investments in a person, to educate and maintain health.

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. As the world practice shows, the relationship between the indicators of economic growth and employment of the population is often under the influence of other factors, so economic growth is not always accompanied by an increase in the employment of the population. One of the reasons for the economic growth without increasing the number of jobs is the preservation of a significant surplus of labor in many large enterprises. Even in the conditions of production decline, despite some release of workers, they retained the main staff with the transfer to part-time work, which entailed large-scale

underemployment, or hidden unemployment. At the same time, the creation of new jobs in the service sector and in small enterprises was not sufficient for the employment of the unemployed.

New relations in the sphere of employment will develop as the quality of the workforce improves the interaction of the main partners in the labor market: employers, hired workers and trade unions.

The development of the leading countries of the world led to the formation of a postindustrial, and then a new economy - the economy of knowledge, innovation, global information systems, the economy of intellectual labor, science, and new technologies. The basis of this new economy is the intellectual potential, which is the main dominant of the socioeconomic development of modern society. Education in the modern period becomes a branch of the economy, and the main resource of the development of the economy is the human factor - the personality that can open, create something new in production, science, culture, etc. is most valued. Therefore, the most important mission of higher education in Kazakhstan is the preparation of intellectually developed, creatively working professionals-citizens of the Republic of Kazakhstan.

The need to understand and comprehend social changes is acutely felt by all social scientists. The most important features of the current stage of social change are intensive globalization, the growth of technogenic, natural and sociogenic risks, impede the implementation of the macro-sociological theory of its general function-the establishment of the regularity of social processes. The results of large-scale empirical research will certainly become the basis for constructing the concepts of the transformation of multi-layered Kazakhstan society and pragmatic technological regulation of the modern historical process. This is the basis for increasing the prestige of sociological knowledge in power circles and the general public.

The fashion for the intellect begins: "The fashion for the intellect gradually begins, although, alas, it has its own costs: here there will be inevitable snobbery, and circle circles, and intellectual initiative (what to do, we ourselves destroyed almost all the environment, where smart teens could gather and argue). But all these growth ailments should not obscure the main thing: in the past five years, the teachers' complaints on the level of applicants, and employers - on the level of graduates were simply unavoidable. ... as always happens with stagnation, self-education has become the main occupation of the community and has brought its first fruits. Youth, demanding simply because of inexperience, very quickly became bored only to consume and entertain "[2].

It is shown how the intellect becomes today the most important factor in the development of the society and the expansion of economic activity. The study is aimed at economists and managers, as well as readers who are interested in the role of intellect in the development of the modern economy.

One of the main tasks of the state in a creative society is the full development of its intellectual potential, the most important part of which is human potential. The economy of a creative society should be socially-oriented, market-oriented and innovative.

At the present time, the concepts of intellectual capital and potential are being actively developed at different levels of the economy and society.

Intellectual potential of the society is formed and developed by the systems of upbringing, education, advanced training and retraining of personnel, self-education, science, research and development, and also using methods, tools, tools and mechanisms that are used in making and implementing decisions in various fields.

Specialists of innovative collectives and organizations should possess:

- 1) special knowledge that is acquired when obtaining a special education;*
- 2) professional experience, knowledge and skills obtained in the course of practical activities;*
- 3) intellectual and creative abilities;*
- 4) responsibility for the performance of the assignment and the quality of the results of the work;*
- 5) performance in the performance of the task;*
- 6) communication skills in communication at the enterprise and beyond, the ability to negotiate and influence people;*
- 7) ability to work together, goodwill and partnership with employees;*
- 8) leadership abilities [3].*

In the long term, the implementation of the country's overall economic development strategy should be based on the selection of the main directions of industrial policy, priority sectors and their investment. For the transition to an innovative economy based on knowledge, creative work and intellect, it is necessary to activate human capital as the most important factor and valuable resource of the national wealth of society.

The optimal interaction between education authorities and the training of qualified personnel in accordance with the requests for production requires a forecast of training and retraining of workers on the basis of continuous monitoring of current trends. Realization of breakthrough projects for innovative industrialization is carried out by creating new jobs that require high qualification and professionalism.

For the formation of a new quality of human capital, the existing system of personnel training and retraining needs to be radically reformed and increased investment in this sphere.

Accelerated formation of competitive human capital is possible with the achievement of stability in the economy and sustainable post-crisis economic development of the country, as it means a purposeful restructuring of employment on the basis of high-tech industries. Therefore, the provision in the long term of sustainable economic development of the country to solve the tasks set for accelerated innovative industrialization is of paramount importance.

Unfortunately, in the republic, the programs of scientific institutions and innovative projects are not interconnected. Scientific organizations carry out research and development on their own programs. Due to state programs and internal resources, enterprises ensure the introduction of technological innovations also with their costs. The programs of scientific research and innovation are scattered, the subjects of ownership are different.

The strategic task of the state scientific and technical policy at the new stage of development of Kazakhstan should be aimed at: - defining science as one of the strategic priorities of the country's socio-economic development; - development of priority research aimed at obtaining practical results on the level of world achievements; - stimulating the economy's susceptibility to innovations (stimulating demand)[4].

Conclusions. The consequence of the reference to the innovative model of development will be:

- a gradual increase in the rates of economic growth, as a result of attracting and mastering the progressive technologies of the fifth and sixth models, overcoming the consequences of the global economic crisis;

- narrowing the gap in economic and technological development with developed countries, which will raise the level and quality of life of the population of the republic;

- ensuring progressive structural changes in the national eco-economy, developing institutions, overcoming the manifestations of the shadow economy and corruption, an excessive detachment of the financial sector of the economy from the real;

- the formation of a new economy based on knowledge, innovation, development of human capital;

- strengthening the social and ecological orientation of the economy, the convergence of the national economic system with the systems of other countries.

Thus, it is the choice as the most important priority for creating competitive human capital and its successful implementation are one of the main resources for ensuring the accelerated industrial and innovative development of the country, post-crisis recovery and stability of the national economy.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ИННОВАЦИЯЛЫҚ ЭКОНОМИКАНЫҢ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЗИЯТКЕРЛІК ПОТЕНЦИЯСЫНЫҢ ДАМУЫНЫҢ СТРАТЕГИЯЛЫҚ БАСЫМДЫҚТАРЫ

Аннотация. Мақалада әлеуметтік дамудың түрлі бағыттары бойынша кешенді зерттеулер қарастырылған. Қазақстан өз дамуының жаңа сатысында, әр түрлі бағыттымен әлеуметтік дамуына, әсіресе тиісті кешенді зерттеулер енеді Бүгін қалыптасу мәселесі және ұлттың интеллектуалды дамуы - біздің еліміздің одан әрі дамуына және гүлденуіне үшін негіз біздің мемлекеттік колдау көрсетуге. Бұл проблема, ол бай интеллектуалдық ұлт, ақылды адам өз елінің қалыптастыру қалыптастыруға БАҚ ақпараттық саясатын тереңдетуге, Қазақстан, ұлғайту ұлттық зияткерлік әлеуетін білімге негізделген қоғам құру сияқты салаларда, түрлі қамтиды, көп қырлы болып табылады. Бұл жобаның негізгі мақсаты қазақстандық пазватно жаңа қалыптастыру, бәсекеге қабілетті адами капиталды бар елге Қазақстан айналдыру көтеру болды.

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

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СТРАТЕГИЧЕСКИЕ ПРИОРИТЕТЫ РАЗВИТИЯ ИНТЕЛЛЕКТУАЛЬНОГО ПОТЕНЦИАЛА РЕСПУБЛИКИ КАЗАХСТАН ДЛЯ ФОРМИРОВАНИЯ ИННОВАЦИОННОЙ ЭКОНОМИКИ

Аннотация. В статье рассматриваются комплексные исследования по различным направлениям общественного развития. Сегодня, когда Казахстан вступает в новый этап своего развития, особенно актуальны комплексные исследования по различным направлениям общественного развития. Проблема формирования и развития интеллектуальной нации - опоры нашего государства, основы дальнейшего развития и процветания нашей Родины. Данная проблема многогранна, она охватывает множество направлений, таких, как формирование интеллектуального общества в Казахстане, приумножение народного интеллектуального потенциала, углубление информационной политики СМИ в формировании богатейшей интеллектуальной нации, формирование интеллектуального гражданина своей страны. Главной целью данного проекта было названо воспитание казахстанцев новой формации, превращение Казахстана в страну с конкурентоспособным человеческим капиталом.

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

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