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MODELING AND ASSESSMENT OF THE LEVEL OF INNOVATIVE ACTIVITY IN THE SPHERE OF INTELLECTUAL POTENTIAL OF REGIONS OF THE REPUBLIC OF KAZAKHSTAN

Abstract. In today's economy, which is characterized by globalization, frequent crisis phenomenon, acceleration of scientific and technical progress, innovative activity becomes very significant. The basis for innovative activity is intellectual potential which is a set of intellectual resources and attained intellectual results, including innovation. This article presents the structure of intellectual potential of a region, reveals the main elements of the methodology for its assessment. A model of intellectual potential assessment based on statistical approach is offered. The quality of intellectual potential of a region is understood as the combination of its two characteristics, such as the level of development and sustainability of functioning according to the indicators in the system of regions, specified by the matrix. It is suggested that the entropy of particular indicators should be taken into account when calculating summary rating in order to increase ranking reliability. The mechanism of quality management of intellectual potential of the region's innovative activity is shown; it comprises the following tools of diagnostics and monitoring: 1) system of indicators of intellectual potential characterizing its state in the areas that are crucial for effective innovation, i. e. innovation and entrepreneurship, scientific and research, cultural and educational; 2) procedure of the intellectual potential quality assessment, based on determination of integral rankings, carried out according to the level of development and stability of the indicator values of a particular region within the system of other regions, and taking into account indicators entropy; 3) factor analysis algorithm of the intellectual potential dynamics on the basis of the index method. This paper sets the guidelines for the use of obtained results in the interests of the region's innovative development and anticipated effects from their practical implementation: financial, budgetary, administrative, general economic effects. The conclusion is made that methodology for assessment of intellectual potential and the tool of control over its quality can be effectively applied in order to stir up the innovation in the region.

Keywords: innovative activity, intellectual potential, motivation, assessment, innovation, region, regression analysis.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ӨҢІРЛЕРІНДЕ ИНТЕЛЛЕКТУАЛДЫ ӘЛЕУЕТПЕН ҚАМТАМАСЫЗ ЕТУ САЛАСЫНДАҒЫ ИННОВАЦИЯЛЫҚ ҚЫЗМЕТ ДЕҢГЕЙІН МОДЕЛЬДЕУ ЖӘНЕ БАҒАЛАУ