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ВЕСТНИК

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NAS RK is pleased to announce that Bulletin of NAS RK scientific journal has been accepted for indexing in the Emerging Sources Citation Index, a new edition of Web of Science. Content in this index is under consideration by Clarivate Analytics to be accepted in the Science Citation Index Expanded, the Social Sciences Citation Index, and the Arts & Humanities Citation Index. The quality and depth of content Web of Science offers to researchers, authors, publishers, and institutions sets it apart from other research databases. The inclusion of Bulletin of NAS RK in the Emerging Sources Citation Index demonstrates our dedication to providing the most relevant and influential multidiscipline content to our community.

Қазақстан Республикасы Ұлттық ғылым академиясы "ҚР ҰҒА Хабаршысы" ғылыми журналының Web of Science-тің жаңаланған нұсқасы Emerging Sources Citation Index-те индекстелуге қабылданғанын хабарлайды. Бұл индекстелу барысында Clarivate Analytics компаниясы журналды одан әрі the Science Citation Index Expanded, the Social Sciences Citation Index және the Arts & Humanities Citation Index-ке қабылдау мәселесін қарастыруда. Web of Science зерттеушілер, авторлар, баспашылар мен мекемелерге контент тереңдігі мен сапасын ұсынады. ҚР ҰҒА Хабаршысының Emerging Sources Citation Index-ке енуі біздің қоғамдастық үшін ең өзекті және беделді мультидисциплинарлы контентке адалдығымызды білдіреді.

НАН РК сообщает, что научный журнал «Вестник НАН РК» был принят для индексирования в Emerging Sources Citation Index, обновленной версии Web of Science. Содержание в этом индексировании находится в стадии рассмотрения компанией Clarivate Analytics для дальнейшего принятия журнала в the Science Citation Index Expanded, the Social Sciences Citation Index и the Arts & Humanities Citation Index. Web of Science предлагает качество и глубину контента для исследователей, авторов, издателей и учреждений. Включение Вестника НАН РК в Emerging Sources Citation Index демонстрирует нашу приверженность к наиболее актуальному и влиятельному мультидисциплинарному контенту для нашего сообщества.

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INFLUENCE OF VARIOUS SUBSTRATES ON PRODUCTIVITY AND ECONOMICAL EFFICIENCY OF CULTIVATION OF TOMATOES BY THE METHOD OF LOW-VOLUME HYDROPONICS

Abstract. Currently, low-volume hydroponics is the most intensive system for vegetable plant cultivation in a greenhouse, the effective use of which largely depends on the selection of a substrate. The wide variety of substrates used for this technology suggests that when cultivating tomatoes in different regions, substrates from local raw materials can be used, making it possible to preserve all the positive properties of low-volume hydroponics and to get a high yield of tomatoes.

This paper presents the results of a study on cultivating Lilos F1 tomatoes hybrid using substrates of peat (control option) and sawdust (SD) and rice husk (RH) in various ratios (SD 100%; RH 100%; SD: RH 50:50; SD: RH 75:25 and SD: RH 25:75). It was found that the highest tomato yield was received when growing tomatoes using a peat substrate (25.54 kg/m²) and in ratios SD: RH 75:25 and SD: RH 50:50 (27.70 and 24.57 kg/m²). The calculation of the economical efficiency of tomato cultivation showed that the level of production profitability was determined not so much by the yield as by the cost of the substrate, therefore the most effective was the use of composite substrates SD: RH 75:25 and SD: RH 50:50, which ensured the production profitability of 14.7% and 14.0%. The obtained results confirmed the expediency of using substrates from sawdust and rice husk to increase the efficiency of low-volume cultivation of tomatoes in regional conditions. It has been established that the use of substrates based on sawdust and rice husk for low-volume cultivation allows preserving all the positive properties of the technology and to get a rich yield of high-quality tomato fruits.

The cost-effectiveness analysis of low-volume tomato cultivation using various substrates showed that the level of production profitability was influenced not so much by the yield as by the cost of the substrate. Since the region lacks natural reserves of organic substrates, when peat is used as a substrate, it has to be purchased from the CIS countries, which significantly affects the cost of production. The use of waste products from processing industries such as sawdust and rice husk as substrates, on the contrary, allows you to reduce this cost item in the cost of production and thereby increase the production profitability.

The ground for doing research: Source of funding - grant of the Ministry of Education and Science of the Republic of Kazakhstan AP08956053 «Improving the production efficiency of greenhouse production in the Aral Sea region through the introduction of adapted innovative technology for low-volume tomato cultivation».

Keywords: hydroponics, tomato, substrate, sawdust, rice husk, yield, profitability.

Introduction. In the past decade, the technology of low-volume cultivation of vegetables, using either an inert organic or inorganic substrate by feeding nutrient solutions through a drip irrigation system, has received the wide speeding in the world. This technology makes it possible to significantly increase the production cost-effectiveness, both by increasing yields and by significantly saving resources. The use

of low-volume technology can essentially reduce the water and fertilizer consumption, improve the ecology due to the controlled drainage flow and the rejection of chemical plant protection from pests and diseases. At the same time, ecological cleanliness, high taste, and excellent presentation of products are achieved, this allows you to cultivate vegetables of the "Premium" class - the highest category of quality and environmental safety. [1].

Currently, low-volume hydroponics is the most intensive system for cultivating vegetable plants in a greenhouse, effectively using all resources to maximize yields and the most intensive form of agricultural enterprises for commercial production of greenhouse vegetables [2, 3]. Also, it is an ideal way to cultivate vegetables in regions with arid climates, marginal soils, and a lack of irrigation water. [4].

The successful low-volume cultivation of plants largely depends on the selection of the substrate and its constituent components. It is difficult to choose a substrate that can be considered the most versatile, guaranteeing the success of cultivation and high quality of planting material. Currently, about two dozen substrates used for vegetable crop cultivation in greenhouse conditions have been tested: organic (peat, coconut fiber, tree bark, and sawdust, etc.) and inorganic (mineral wool, perlite, vermiculite, zeolite, etc.). Each substrate has its specific physical and chemical properties that should be considered when choosing for successful cropping. In addition to properties, when choosing a substrate, they also pay attention to its availability, price, economic efficiency, period of use, and the possibility of recovery. [5, 6].

The wide variety of substrates used in this technology suggests that substrates made from local raw materials can be used when cultivating greenhouse tomatoes in different regions.

Today, a certain amount of experience has been accumulated in the use of sawdust as a substrate for low-volume tomato cultivation [7, 8], and in some Central Asian republics of the CIS, rice husk substrates are being actively tested [9, 10]. The use of a substrate based on these materials makes it possible to preserve all the positive properties of low-volume hydroponics and get a high yield of high-quality and environmentally friendly tomatoes. But for a wider introduction of these materials, it is necessary to develop application technology for specific culture and regional conditions.

The basis for performing the research work. The ground for doing research: Source of funding - grant of the Ministry of Education and Science of the Republic of Kazakhstan AP08956053 «Improving the production efficiency of greenhouse production in the Aral Sea region through the introduction of adapted innovative technology for low-volume tomato cultivation».

Materials and methods of research. Experimental studies were carried out based on the greenhouse facilities at the Korkyt Ata University using generally accepted techniques for greenhouse vegetable cultivation [11-13].

The indeterminate hybrid Lilos F1 was chosen for testing, which has shown good results in terms of yield in previous studies conducted in the conditions of this region. The hybrid was cultivated under conditions of an extended culture with a seed sowing date on August 1 and planting in a substrate on September 15 using the following substrates: peat (control), sawdust (SD), rice husk (RH), SD: RH 50:50, SD: RH 75:25, SD: RH 25:75. The experiment was repeated three times, the planting was randomized.

The prepared substrates were put in 30 liters volume plastic bags and placed on racks in the greenhouse. Tomato seedlings were grown in pots with 10 cm diameter with a peat substrate, normalized by acidity (pH 5.5-6.0), and containing the required amount of macro- and microelements. In the 4 leaves stage, the seedlings were placed in a greenhouse, and in the stage of 8-9 leaves, they were combined with the substrate, previously moistened through a drip irrigation system with a balanced nutrient solution with E.C - 3.0-3.5 until full saturation. The plant population is 2.3 pcs/m², the formation of plants into one stem with lowering and laying on a rack.

For watering and feeding of the plants, a hydroponics solution of the following composition was used: (in ppm): before fructification N -107, P -114, K -114, Ca -38, Mg -20, Fe -0.25, Cu -0.018, Mo - 0.004, Mn -0.15, Zn -0.012, B -0.034; during fructification N -200, P -55, K -300, Ca -200, Mg -55, Fe -3.0, Cu -0.50, Mo -0.12, Mn -0.12, Zn -0.20, B -0.90, with EC concentration - 1.2 - 2.7 mS/cm, pH - 5.5 - 6.5. The hydroponics solution was fed through the drip irrigation system every hour from 7.00 to 17.00 so that the volume of the drainage solution per day was at least 30%.

Counting the tomato yield was performed at each harvest 2-3 times a week. Mathematical processing of the yield data was carried out by the analysis-of-variance method [14, 15] using the Excel program in the Microsoft Windows operating system.

Results. Of all the stages of growth and development of tomato plants, the type of substrate could only affect the onset of the fructification phase, since the same substrate (peat with perlite) was applied for growing seedlings in all options and the plants were planted in different substrates in the flowering phase of the first raceme. Phenological observations showed that the fructification of the Lilos F1 hybrid began 2 days earlier when cultivated on a peat substrate and a composite substrate with a predominance of sawdust (SD: RH = 75:25). When cultivated on a one-component rice husk substrate the plants began to bear fruits at the latest (figure 1).

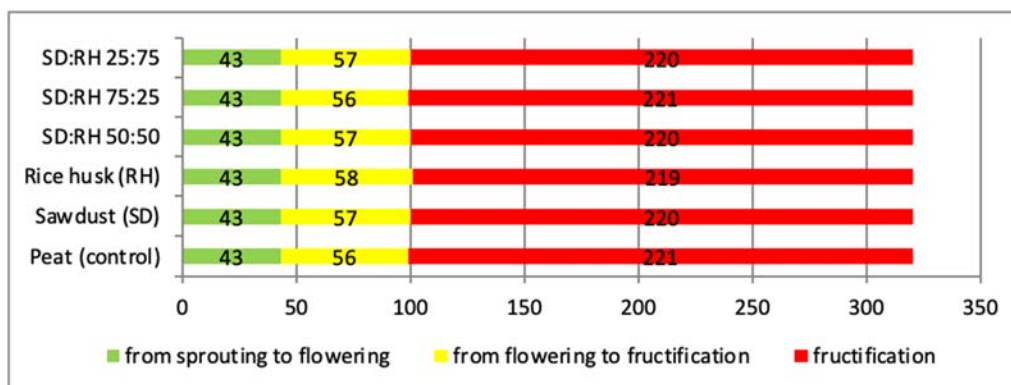


Figure 1 – Growth and development of tomato plants Lilos F1 on various substrates in an extended cycle

Analysis of the results of the fruit yield of the Lilos F1 hybrid (table 1) showed that the greatest early and total yield were formed when grown on peat substrate and using composite substrate SD: RH 75:25 (table 1).

The values of the early yield in these options were 2.18 and 2.15 kg/m², respectively, determined by the time of the beginning of fructification, since the plants that grew on these substrates began to bear fruit 2 days earlier.

Table 1 – Productivity of tomatoes cultivated using various substrates

Substrate	Yield						Number of fruits from one plant	Weight of 1 fruit, g
	Early		Total		Standard			
	kg/m ²	% to control	kg/m ²	% to control	kg/m ²	% to total		
Peat (control)	2.18	100	25.54	100	24.82	97.2	105	105.8
Sawdust (SD)	2.12	97.2	24.45	95.7	23.67	96.8	103	103.2
Rice husk (RH)	2.08	95.4	24.03	94.1	23.21	96.6	101	103.4
SD:RH 50:50	2.13	97.7	24.54	96.1	23.8	97.0	102	104.6
SD:RH 75:25	2.15	98.6	24.70	96.7	24.05	97.4	102	105.3
SD:RH 25:75	2.11	96.8	24.31	95.2	23.53	96.8	102	103.6
LSD ₀₅			1.09 kg/m ² ; 4.4%					

As the biometrics of the yield showed, its value was determined by two indicators: the number of formed fruits and their weight. The highest total crop yield of tomato fruits of 25.54 kg/m² was obtained when cultivated on peat substrate (control), where the largest number of fruits was 105 with the greatest weight 105.8 g. On composite substrates SD: RH 75:25; 50:50 and 25:75, the number of formed fruits was the same 112, and the crop yield was determined by their weight 105.3 g; 104.6 g and 103.6 g respectively. So the highest crop yield was obtained using the substrate SD: RH 75:25 - 24.70 kg/m². On one-component substrates of sawdust and rice husk, the fruits had the smallest weight, which showed their smallest yield of all options, 24.45 and 24.03 kg/m², respectively.

Analysis of variance confirmed the reliability of the results ($F_f > F_{05} = 24.12 > 3.59$) and insignificant differences in the productivity of tomato plants grown on composite substrates SD: RH 75:25 and SD: RH 50:50 in comparison with the control option.

It has been established that the use of substrates based on sawdust and rice husks for low-volume cultivation allows preserving all the positive properties of the technology and get a high yield of high-quality tomato fruits.

The cost-effectiveness analysis of low-volume tomato cultivation on various substrates showed that the level of production profitability was influenced not so much by the crop yield as by the cost of the substrate. Since the region does not have natural reserves of organic substrates, when using peat as a substrate, it has to be imported from the CIS countries, which significantly affects the cost of production. The use of waste products from processing industries such as sawdust and rice husk, on the contrary, allows to reduce this cost item in the prime cost of production and thereby increase the production profitability (figure 2).

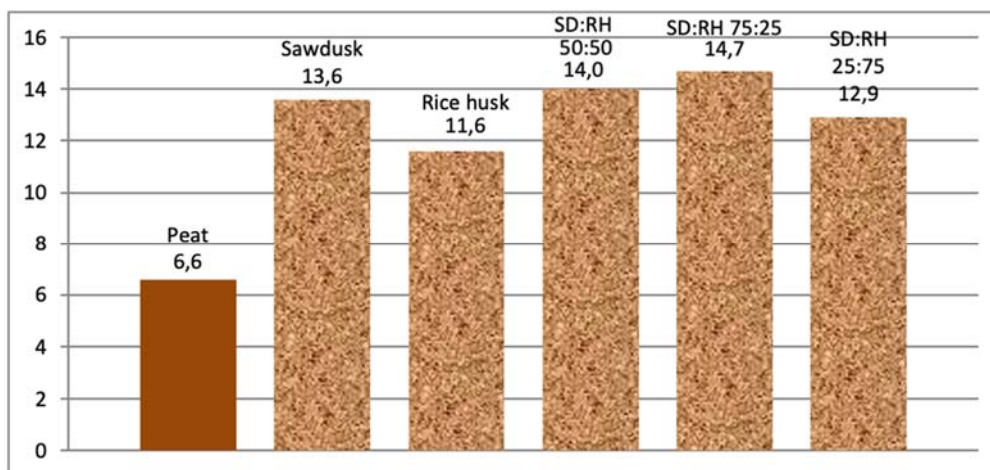


Figure 2 – Profitability of cultivation of tomatoes on various substrates.

The application of cheap substrates based on sawdust and rice hulls provided more profit than using peat substrates. Its value determined the crop yield of the obtained products, therefore, the most effective from an economic point of view were composite substrates SD: RH 75:25 and SD: RH 50:50, which ensured the profitability of production of 14.7% and 14.0%, respectively.

Conclusion. The obtained results confirmed the rationale of using cheap substrates from sawdust and rice husk for low-volume cultivation of tomatoes, as an alternative to expensive substrates. As a result of the research, it was found that the addition of substrates based on sawdust and rice husks for low-volume cultivation gives possibilities to preserve all the positive properties of the technology and get a rich yield of high-quality tomato fruits, which guarantees profit and production profitability. The results will contribute to the wider introduction of technology for cultivating tomatoes in greenhouses in the region.

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ҚЫЗАНАҚТЫ АЗ КӨЛЕМДІ ГИДРОПОНИКА ӘДІСІМЕН ӨСІРУДІҢ ӨНІМДІЛІГІ ЖӘНЕ ЭКОНОМИКАЛЫҚ ТИІМДІЛІГІНЕ ӘРТҮРЛІ СУБСТРАТТАРДЫҢ ӘСЕРІ

Аннотация. Бүгінгі таңда аз көлемді гидропоника-жылыжайда көкөніс өсімдіктерін өсірудің ең қарқынды жүйесі, оны тиімді пайдалану көбінесе субстратты таңдауға байланысты. Бұл технологияда қолданылатын субстраттардың алуан түрлілігі әртүрлі аймақтарда қызанақ өсіру кезінде жергілікті шикізаттың субстраттарын қолдануға болатынын болжайды, бұл аз көлемді гидропониканың барлық оң қасиеттерін сақтауға және қызанақтың жоғары өнімділігін алуға мүмкіндік береді.

Тәжірибелік зерттеулер Қорқыт Ата атындағы Қызылорда университетінің жылыжай шаруашылығы базасында қорғалған топырақты көкөніс өсіруге арналған жалпы қабылданған әдістемелерді пайдалана отырып жүргізілді. Сынақтарды жүргізу үшін индетерминантты гибрид Lilos F1 таңдалды, ол осы аймақта жүргізілген алдыңғы зерттеулерде өнімділік бойынша жақсы нәтижелер көрсетті. Гибрид 1 тамызда ұзартылған дақыл жағдайында тұқым себу мерзімімен және 15 қыркүйекте субстратқа көшіру арқылы келесі субстраттарда өсірілді: жертезек (бақылау), ағаш жоңқалары (АЖ), күріш қауызы (КК), АЖ : КК 50:50, АЖ : КК 75:25, АЖ : КК 25:75. Тәжірибенің қайталануы - үш рет, орналасуы көрсетілген.

Фенологиялық бақылаулар көрсеткендей, lilos F1 гибридiнiң жемiсi жертезек субстратында және ағаш жоңқалары басым болатын композициялық субстратта өсірілгенде 2 күн бұрын пайда болды (АЖ : КК = 75:25). Кейінірек күріш қабығының бір компонентті субстратында өсірілген кезде бүкіл өсімдіктер өз жемісін бере бастады.

Аз мөлшерде өсіру үшін ағаш жоңқалары мен күріш қауызына негізделген субстраттарды қолдану технологияның барлық жағымды қасиеттерін сақтап, сапалы қызанақ жемістерінен жоғары өнім алуға мүмкіндік беретіні анықталды.

Қаржыландыру көзі Қазақстан Республикасының Білім және ғылым министрлігінің гранты AP08956053 «Шағын көлемді қызанақ өсіру үшін бейімделген инновациялық технологияны қолдану негізінде Арал өңірінде жылыжай өндірісінің тиімділігін арттыру».

Түйін сөздер: гидропоника, қызанақ, субстрат, ағаш жоңқалары, күріш қауызы, өнімділік, табыстылық.

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ВЛИЯНИЕ РАЗЛИЧНЫХ СУБСТРАТОВ НА ПРОДУКТИВНОСТЬ И ЭКОНОМИЧЕСКУЮ ЭФФЕКТИВНОСТЬ ВЫРАЩИВАНИЯ ТОМАТОВ МЕТОДОМ МАЛООБЪЕМНОЙ ГИДРОПОНИКИ

Аннотация. На сегодняшний день малообъемная гидропоника – это наиболее интенсивная система культивирования овощных растений в теплице, эффективное использование которой во многом зависит от подбора субстрата. Большое разнообразие субстратов, применяемых для этой технологии, предполагает, что при выращивании томатов в разных регионах могут использоваться субстраты из местного сырья, позволяющие сохранить все положительные свойства малообъемной гидропоники и получать высокий урожай томатов.

Экспериментальные исследования выполнялись на базе тепличного хозяйства КУ им. Коркыт Ата с использованием общепринятых методик для овощеводства защищенного грунта. Для проведения испытаний был выбран индетерминантный гибрид Lilos F1, который показал хорошие результаты по урожайности в предыдущих исследованиях, проводимых в условиях данного региона. Гибрид выращивали в условиях продленной культуры со сроком посева семян 1 августа и высадкой в субстрат 15 сентября на следующих субстратах: торф (контроль), древесные опилки (ДО), рисовая шелуха (РШ), ДО:РШ 50:50, ДО:РШ 75:25, ДО:РШ 25:75. Повторность опыта - трехкратная, размещение рендомизированное.

Фенологические наблюдения показали, что плодоношение гибрида Lilos F1 наступало на 2 дня раньше при выращивании на торфяном субстрате и на композиционном субстрате с преобладанием древесных опилок (ДО:РШ = 75:25). Позднее всего растения начинали плодоносить при выращивании на однокомпонентном субстрате из рисовой шелухи.

Анализ результатов урожайности плодов гибрида Lilos F1 (таблица 1) показал, что наибольший ранний и общий урожай формировался при выращивании на торфяном субстрате и на композиционном субстрате ДО:РШ 75:25. Величина раннего урожая в этих вариантах составляла соответственно 2,18 и 2,15 кг/м² определялась сроком начала плодоношения, поскольку растения, которые росли на этих субстратах начинали плодоносить на 2 дня раньше.

Установлено, что использование субстратов на основе древесных опилок и рисовой шелухи для малообъемного выращивания позволяет сохранить все положительные свойства технологии и получать высокий урожай качественных плодов томатов.

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Ключевые слова: гидропоника, томат, субстрат, древесные опилки, рисовая шелуха, урожайность, рентабельность.

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INFLUENCE OF VARIOUS FEED ADDITIVES ON THE ACTIVITY OF CHYME AND BLOOD PLASMA ENZYMES OF YOUNG MEAT CHICKEN OF ORIGINAL LINE

Abstract. The research aimed to determine the effect of a mixture of low molecular weight organic acids and complex phytobiotics when replacing a feed antibiotic with them on the activity of digestive enzymes in the duodenal chyme and the activity of pancreatic enzymes in the blood plasma of young stock B5 and B9 meat chicken lines.

The experiments were carried out on the original lines of meat poultry lines B5 (Cornish) and B9 (Plymouth rock). There was an operation to insert a cannula into the duodenum at the age of 6 weeks. The enzymatic activity of the duodenum chyme and the content of pancreatic enzymes in the blood plasma in the groups of chickens receiving antibiotics, low molecular weight organic acids, and phytobiotics with the diet.

The data showed that the influence of feed additives on the physiological status of poultry was different. The use of low molecular weight organic acids of the B5 and B9 chicken lines had a significant effect on the production of digestive enzymes due to an increase in the activity of chyme lipase (by 98.3%) and blood plasma lipase (by 26.6%) in B9 chickens and an increase in chyme proteases (by 30.9%) in B5 chickens compared with the control group, where the antibiotic was used. The introduction of complex phytobiotics into the diet had a negative effect on chickens of the B5 line (Cornish), reducing the activity of amylase and lipase of the duodenal chyme (by 29.2 and 26.9%) compared with the control group. In B9 (Plymouth rock) chickens, only the chyme amylase activity increased by 30.8% that indicates an improvement in the availability of feed carbohydrates. These data confirm the need to take into account the different effects of feed additives on the digestion processes in different poultry crosses.

Keywords: meat chickens, pancreatic enzymes, duodenal chyme, blood, phytobiotics, low molecular weight organic acids.

Introduction. Russian poultry farming is the most stable and dynamically developing branch of the agro-industrial complex, capable of increasing the volume of poultry products in a short time and providing the population with high-quality dietary products - eggs and meat [1,2]. Improving animal feeding should be based on knowledge of the functional characteristics of their digestive system [3]. The pancreas is one of the central organs of the digestive system that maintains homeostasis of the body. [4]. First of all, it is an organ of external secretion that produces pancreatic juice, which is involved in the hydrolysis of the main components of the feed. The hydrolysis products are easily absorbed in the intestine and enter the blood and lymph [5]. It is known that pancreatic enzymes circulate through the blood and return to the pancreas, participating in the secretion of a new portion of pancreatic juice [6]. In recent years, there has been an increasing interest in the study of issues related to the circulation of pancreatic enzymes in humans and animals, since they are involved not only in digestion but also provide regulatory functions [7].

In connection with the expansion of the list of countries where there is a ban on the use of feed antibiotics in animal husbandry, an active search for alternative drugs is underway [8, 9]. However, the ban on the use of feed antibiotics in the EU countries has led to an increase in the incidence rate of necrotizing enteritis and salmonellosis in poultry. This resulted in a reduction in the safety of stock and productivity [10]. Therefore, currently, popular directions are probiotics, prebiotics and symbiotics, acidifiers, phytobiotics, and enzyme agents [11, 12].

Our research aimed to determine the influence of a mixture of low molecular weight organic acids and complex phytobiotics on the activity of digestive enzymes in the duodenal chyme and pancreatic enzymes in the blood plasma of young stock of the B5 and B9 meat chickens lines.

Materials and methods of the research. The experiments were performed under the conditions of the physiology laboratory of the ARSRTIP RAS on the original lines of meat poultry cross: B5 - a paternal line of the paternal parental form of the Cornish breed, fast-growing; B9 is the maternal line of the maternal parental form of the Plymouth Rock breed [13]. Experimental and control groups were equipped with analogs in live weight. Each group consisted of 5 chickens. For feeding the birds of the experimental and control groups, we used full-diet compound feed in the form of a placer with a nutritional value according to the recommendations for working with the cross [14]. Light, temperature, and humidity conditions, feeding, and drinking fronts corresponded to zootechnic requirements [15].

Surgical operations on meat poultry were performed at the age of 6 weeks, provided that animals were treated humanely following the requirements of the European Convention for the protection of vertebrate animals used for experimental and other scientific purposes (ETS No.123) [16]. To obtain duodenal chyme, a T-shaped cannula was inserted into the ascending limb of the duodenum. After the operation, the bird was placed in individual cages. The research was started 3-5 days after the operation.

For research, one control and two experimental groups of 5 chickens in each were formed. The 1st control group received a basic vegetable-type diet supplemented with the feed antibiotic Bacitracin at a dose of 100 g/t of forage throughout the entire growing period. The 2nd experimental group received a mixture of low molecular weight organic acids instead of the feed antibiotic at a dose of 1000 g/t. The 3rd experimental group received complex phytobiotics instead of the feed antibiotic at a dose of 500 g/t.

Physiological experiments began in the morning in a fasting state of a bird after a 14-hour fast. The first portion of the food was 30 g, and one hour after feeding, 5 ml of duodenal chyme was collected. Then the chyme samples were centrifuged at 5000 rpm for 5 min and the supernatant was diluted in a ratio of 1:10 with chilled Ringer's solution and the activity of digestive enzymes was determined.

The activity of the duodenal chyme amylase was determined by the hydrolysis of starch [17] using KFK-3 (Russia) at a wavelength of 670 nm. Lipolytic activity was measured using BS-3000P semi-automatic biochemical analyzer with a flow cell (China) using a set of reagents for the determination of lipase (OOO DIAKON-VET, Russia). The protease activity was specified by the cleavage of casein according to Hammerstein with colorimetric control on KFK-3 at a wavelength of 450 nm [18].

Blood for the test was taken from the axillary vein in a fasting state into test tubes with the addition of sodium citrate. Then it was centrifuged at 5000 rpm for 3 minutes. The resulting blood plasma was tested for amylase and lipase activity using automatic analyzer ChemWell 2900 (T) (USA) using Human reagent kits (Germany). The protease activity was determined on a semiautomatic biochemical analyzer BS-3000P (SINNOWA, China) [19]. All studies were carried out in 3 replicates.

Statistical processing of the results included calculating the mean (M) and standard deviation ($\pm m$). The significance of differences was assessed by Student's t-test. Differences were considered statistically significant at $p < 0.05$.

Results. The obtained results (table 1) showed that the introduction of a mixture of low molecular weight organic acids into the diet of meat chickens of the B5 (Cornish) line contributed to a significant increase in the activity of the duodenal chyme enzymes compared with the control. So, the activity of chyme amylase in chickens of the 2nd experimental group was 5.5% higher compared to this indicator in chickens of the control group. The chyme lipase activity of chickens in this group was higher by 30.9%, and the protease activity - by 36.4%, respectively, concerning these indicators in birds of the control group.

The results also showed that the introduction of complex phytobiotics into the diet of the B5 line (Cornish) meat chickens contributed to a decrease in the activity of the duodenal chyme enzymes compared to the control. So, the activity of chyme amylase in chickens of the 3rd experimental group was lower by 29.2% compared with this indicator in chickens of the control group. The chyme lipase activity in chickens of this group was lower by 26.9%, respectively, concerning the control. Protease activity remained at the same level.

The introduction of a mixture of low molecular weight organic acids into the diet of meat chickens of the B9 line (Plymouth Rock) contributed to an increase in the amylase and lipase activity in the duodenal chyme compared to the control. So, the activity of chyme amylase in chickens of the 2nd experimental group was higher by 14.6% compared with this indicator in chickens of the control group. The chyme lipase activity in chickens of this group was higher by 98.3% concerning this indicator in chickens of the control group. The chyme protease activity did not undergo significant changes.

Table 1 – Enzymatic activity of the duodenal chyme of meat chickens with adding a mixture of low molecular weight acids and phytobiotics to the diet

Groups	Indicators		
	Amylase, mg/ml/min	Lipase, u/l	Proteases, mg/ml/min
<i>The activity of chyme enzymes of the B5 line chickens</i>			
1 st control (BD)	219.0±21.1	750.0± 54.7	22.0±1.8
2 nd experimental (BD+ organic acid mixture)	231.0±25.5	982.0±76.5*	30.0±1.7*
3 rd experimental (BD+ Phytobiotics)	166.0 ±7.8*	632.0 ±41.7	22.0±1.7
<i>The activity of chyme enzymes of the B9 line chickens</i>			
1 st control (BD)	266.0±31.0	301.0±37.5	36.0±0.8
2 nd experimental (BD+ organic acid mixture)	305.0±41.0	597.0±50.3**	36.0±1.0
3 rd experimental (BD+ Phytobiotics)	348.0±36.5	266.0±59.7	34.0±1.5
Note: significant differences with control * – P ≤ 0.05, ** – P ≤ 0.001.			

The results also showed that the introduction of complex phytobiotics into the diet of meat chickens of the B9 (Plymouth rock) line promoted an increase in the activity of chyme amylase and a decrease in the activity of lipase and proteases in comparison with the control. So, the activity of amylase in chickens of the 3rd experimental group was higher by 30.8% compared with this indicator in chickens of the control group. The activity of chyme lipase in birds of this group was lower by 11.6%, and the activity of proteases - by 5.5%, respectively, with these indicators of the control group birds.

The results (table 2) showed that the introduction of a mixture of low molecular weight organic acids into the diet of meat chickens of the B5 (Cornish) line contributed to a decrease in the content of amylase, lipase, and proteases in the blood plasma compared with the control. Thus, the content of amylase in the blood plasma of chickens of the 2nd experimental group was lower by 18.5%, lipase - by 3.4%, proteases - by 2.8%, respectively, compared with these indicators in chickens of the control group.

Table 2 – The content of pancreatic enzymes in the blood plasma of meat chickens with adding a mixture of low molecular weight acids and phytobiotics to the diet

Groups	Indicators		
	Amylase, mg/ml/min	Lipase, u/l	Proteases, mg/ml/min
<i>The content of pancreatic enzymes in the blood plasma of the B5 chicken line</i>			
1 st control (BD)	395,0±43,5	29,0±2,2	35,0±5,4
2 nd experimental (BD+ organic acid mixture)	322,0±20,5	28,0±2,1	34,0±3,5
3 rd experimental (BD+ Phytobiotics)	245,0±21,5*	38,0±4,5	46,0±6,5
<i>The content of pancreatic enzymes in the blood plasma of the B9 chicken line</i>			
1 st control (BD)	290,0±25,1	15,0±0,9	29,0±0,5
2 nd experimental (BD+ organic acid mixture)	263,0±6,5	19,0±0,6*	30,0±0,9
3 rd experimental (BD+ Phytobiotics)	336,0±26,2	16,0±1,8	27,0±3,2
Note: significant differences with control * – P ≤ 0.05.			

The results also showed that the introduction of complex phytobiotics into the diet of meat chickens of the B5 (Cornish) line contributed to a decrease in the content of amylase and an increase in lipase and proteases of blood serum compared to the control. Thus, the content of amylase in blood plasma in chickens of the 3rd control group was 37.9% lower than that in chickens of the control group. The content of lipase in blood plasma in chickens of this group was higher by 31.0%, and proteases - by 31.4%, respectively, compared with these parameters in chickens of the control group.

The addition of a mixture of low molecular weight organic acids to the diet of meat chickens of the B9 line (Plymouth rock) contributed to a decrease in the content of amylase and an increase in lipase and proteases of blood serum compared to the control. Thus, the content of amylase in blood plasma in chickens of the 2nd experimental group was lower by 9.3% compared with this indicator in chickens of the control group. The content of lipase in blood plasma in chickens of this group was higher by 26.6%, proteases - by 3.5%, respectively, compared with these indicators in chickens of the control group.

The results also showed that the introduction of complex phytobiotics into the diet of the B9 line (Plymouth rock) birds contributed to an increase in the content of amylase and lipase and a decrease in serum proteases compared to the control group. Thus, the content of amylase in blood plasma in chickens

of the 3rd experimental group was higher by 15.8%, and lipase - by 6.6% in comparison with these indicators in chickens of the control group. The protease content in the plasma of chickens of this group was lower by 6.9% compared with this indicator in the control chickens.

According to our data, the introduction of a mixture of low molecular weight organic acids into the diet of meat chickens of the lines B5 (Cornish) and B9 (Plymouth rock) contributed to enhancing the activity of amylase (by 5.5 and 14.6%), lipase (by 30.9 and 98.3%) of duodenal chyme compared with these indicators in birds of the control group. Protease activity was higher than control only in B5 chickens (by 36.4%), and remained unchanged in B9 chickens.

It was also established that the introduction of complex phytobiotics into the diet of meat chickens of the lines B5 (Cornish) and B9 (Plymouth rock) contributed to a decrease in lipase activity (by 26.9 and 11.6%) of duodenal chyme compared with these indicators in birds of the control group. The chyme amylase activity was lower (by 29.2%) than in the control in B5 chickens, and in B9 chickens it was higher by 30.8%. The protease activity did not differ significantly.

Our data showed that the introduction of a mixture of low molecular weight organic acids into the diet of meat chickens of the lines B5 (Cornish) and B9 (Plymouth rock) contributed to a decrease in the content of amylase (by 18.5 and 9.3%) in blood plasma compared with the control group. The content of lipase and proteases in meat chickens of the B5 line was lower (by 3.4 and 2.8%), and in chickens of the B9 line was higher (by 26.6 and 3.5%) compared with the control.

Besides, it was found that the introduction of complex phytobiotics into the diet of meat chickens of the B5 (Cornish) and B9 (Plymouth rock) lines promoted a rise in the lipase content (by 31.0 and 6.6%) in the blood plasma compared with the control group. The amylase content in the blood plasma of chickens of the B5 line was 37.5% lower and in the B9 line - 15.8% higher than in the control group. The protease content was higher (by 31.4%) in B5 chickens, and lower (by 6.9%) in B9 chickens compared to the control group.

The use of low molecular weight organic acids mixed with the diet of B5 and B9 meat chickens made to a slight increase in the activity of amylase of the duodenal chyme, a significant increase in the activity of lipase (by 30.9 and 98.3%), and an increase in the activity of proteases in birds by 30.8% compared to the control. Amylase content in the blood plasma of chickens was slightly reduced. At the same time, the protease content differed insignificantly, since this indicator is stable. The lipase content in chickens of the B9 line exceeded the control by 26.6%, while the B5 line birds have slightly different indicators. From these data, it follows that low molecular weight organic acids lead to the improvement of digestion in B5 and B9 chickens, which directly affects productivity, absorption of nutrients in feed, and the safety of stock. This additive in particular had an effect on fat metabolism in B9 (Plymouth rock) chickens, which is associated with the physiological characteristics of this line, including its genetically better egg-laying capacity compared to the B5 line (Cornish).

The introduction of complex phytobiotics into the diet in meat chickens of lines B5 and B9 did not affect the activity of the duodenal chyme proteases. However, other indicators had significant differences. In B5 line (Cornish) chickens, the activity of amylase and lipase of the duodenal chyme decreased (by 29.2 and 26.9%) and the lipase content (by 31.0%) in the blood plasma increased as compared with the control. Also, in B5 chickens, the amylase and protease contents in blood plasma increased (by 37.5 and 31.4%). These data indirectly indicate that the complex phytobiotics in chickens of this line will not have an effective influence on the digestion processes. In meat chickens of the B9 line (Plymouth rock), the amylase activity of the duodenal chyme increased by 30.8% and the lipase activity was slightly down relative to the control group. At the same time, blood counts fluctuated insignificantly. Thus, the addition of complex phytobiotics into the diet showed only a positive effect on carbohydrate metabolism in the B9 line chickens.

Conclusion. The introduction of the low molecular weight organic acids mixture into the diet of meat chickens of the B5 and B9 lines had a positive effect on the digestion processes. The pronounced effect consisted in a significant rise in the activity of chyme lipase (by 98.3%) and blood plasma lipase (by 26.6%) in B9 chickens and the increase in chyme proteases (by 30.9%) in B5 chickens compared to the control group where the antibiotic was used. The use of the complex phytobiotics with the diet had a negative effect on the B5 line chickens (Cornish), reducing the amylase and lipase activities of the duodenal chyme (by 29.2 and 26.9%) compared with the control group. In B9 chickens (Plymouth rock breed), only the chyme amylase activity increased by 30.8%, which indicates an improvement in the availability of feed carbohydrates. However, the use of low molecular weight organic acids had a more

pronounced effect on the production of digestive enzymes. Thus, when introducing additives into the diet, an alternative to feed antibiotics, it is necessary to take into consideration their different effects on the digestion processes in different poultry crosses.

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ТҮРЛІ АЗЫҚ ҚОСПАЛАРЫНЫҢ ЕТТІ ТАУЫҚТАРДЫҢ БАСТАПҚЫ ҚАТАРДАҒЫ ЖАС ТӨЛДЕРІНІҢ ХИМУС ФЕРМЕНТТЕРІ МЕН ҚАН ПЛАЗМАСЫНЫҢ БЕЛСЕНДІЛІГІНЕ ӘСЕРІ

Аннотация. Зерттеудің мақсаты төменгі молекулалы органикалық қышқылдар мен кешенді фитобиотик қоспасының оларды азық антибиотикімен дуоденальды химиядағы ас қорыту ферменттерінің белсенділігіне және бастапқы В5 және В9 етті тауықтардың жас төлдерінің қан плазмасындағы панкреатиялық ферменттердің белсенділігіне алмастыру кезіндегі әсерін анықтау.

Тәжірибелер В5 (Корниш) және В9 (Плимут-рок) құс етінің бастапқы желілерінде жүргізілді. Алты аптадан кейін он екі елі ішекке каннула енгізу операциясы жасалды. Он екі елі ішек химиясының ферментативті белсенділігі және диеталармен антибиотиктер, төмен молекулалы органикалық қышқылдар және фитобиотиктер қабылдаған тауықтар тобындағы қан плазмасындағы панкреатиялық ферменттердің құрамы зерттелді.

Алынған мәліметтер жемшөп қоспаларының құстың физиологиялық жағдайына әсері әртүрлі екенін көрсетті. В5 және В9 тауықтарының төмен молекулалық органикалық қышқылдарын қолдану антибиотик қолданылған бақылау тобымен салыстырғанда В5 тауықтарында химиопептаза (98,3%) және қан плазмасы липазасының (26,6%) белсенділігін арттыру және В9 тауықтарында химопротейдтердің (30,9%) мөлшерін арттыру арқылы ас қорыту ферменттерінің өндірісіне айтарлықтай әсер етті. Кешенді фитобиотиктерді диетаға енгізу бақылау тобымен салыстырғанда амилаза мен он екі елі ішектің липазасының белсенділігін (29,2 және 26,9%) төмендетіп, В5 (Корниш) тауықтарына теріс әсер етті. В9 тауықтарында (Плимут-рок) тек химамилаза белсенділігі 30,8%-ға артты, бұл жемдік көмірсулардың қол жетімділігінің жақсарғанын көрсетеді. Бұл мәліметтер құстардың әртүрлі кресттеріндегі ас қорыту процестеріне жемшөп қоспаларының әртүрлі әсерін ескеру қажеттілігін растайды.

Түйін сөздер: етті тауықтары, панкреатиялық ферменттер, он екі елі ішек жентегі, қан, фитобиотик, төмен молекулалы органикалық қышқылдар.

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ВЛИЯНИЕ РАЗЛИЧНЫХ КОРМОВЫХ ДОБАВОК НА АКТИВНОСТЬ ФЕРМЕНТОВ ХИМУСА И ПЛАЗМЫ КРОВИ МОЛОДНЯКА ИСХОДНЫХ ЛИНИЙ МЯСНЫХ КУР

Аннотация. Цель исследований – определение влияния смеси низкомолекулярных органических кислот и комплексного фитобиотика при замене ими кормового антибиотика на активность пищеварительных ферментов в дуоденальном химусе и активность панкреатических ферментов в плазме крови молодняка исходных линий В5 и В9 мясных кур.

Эксперименты проводились на оригинальных линиях мясной птицы линий В5 (Корниш) и В9 (Плимут-рок). В возрасте 6 недель была проведена операция по введению канюли в двенадцатиперстную кишку. Изучена ферментативная активность химуса двенадцатиперстной кишки и содержание панкреатических ферментов в плазме крови в группах цыплят, получавших с рационом антибиотики, низкомолекулярные органические кислоты и фитобиотики.

Полученные данные показали, что влияние кормовых добавок на физиологическое состояние птицы было различным. Применение низкомолекулярных органических кислот линий цыплят В5 и В9 оказало значительное влияние на выработку пищеварительных ферментов за счет повышения активности химиопептазы (на 98,3%) и липазы плазмы крови (на 26,6%) у цыплят В9 и увеличения содержания химопротезаз (на 30,9%) у цыплят В5 по сравнению с контрольной группой, где применялся антибиотик. Введение в рацион комплексных фитобиотиков оказало негативное влияние на цыплят линии В5 (Корниш), снизив активность амилазы и липазы двенадцатиперстной кишки (на 29,2 и 26,9%) по сравнению с контрольной группой. У цыплят В9 (Плимут-рок) только активность химамилазы увеличилась на 30,8%, что свидетельствует об улучшении доступности кормовых углеводов. Эти данные подтверждают необходимость учета различного влияния кормовых добавок на процессы пищеварения у разных кроссов птицы.

Ключевые слова: мясные куры, панкреатические ферменты, дуоденальный химус, кровь, фитобиотик, низкомолекулярные органические кислоты.

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PRODUCTIVE LONGEVITY AND REPRODUCTIVE QUALITY OF HOLSTEIN COWS OF FOREIGN BREEDING

Abstract. The aim of this work is to determine the productive longevity of Holstein cows of different breedings.

The results of the research showed that Finnish animals were superior in life expectancy and productive longevity, exceeding German breeding cows by 74 days ($P < 0.05$) and Hungarian cows by 24 days, and by 0.06 and 0.12 lactations in the productive period respectively. At the same time, according to the level of average productivity per lactation and lifelong milk yield, the highest rates were established for the group of Hungarian cows. So, their average milk yield per lactation was higher: compared to other groups by 529.2 kg and 561.8 kg or 7.6 % and 8.1%; lifelong milk yield by 1305.5 kg and 996 kg (5.6 % and 4.2%); per one day of calving interval - by 0.64 kg and 0.8 kg (3.6 % and 4.6%) and per one day of life - by 0.56 kg and 0.60 kg or by 3.2 % and 5.6%. In the context of the group of cows of the German and Finnish breeding, no significant differences were noted by these indicators.

The duration of pregnancy in experimental cows ranged from 285-289 days.

The analysis of the obtained data indicates that the cellular protection indicators of Holstein cows are within the physiological norm. So, phagocytic activity, which expresses the percentage of active leukocytes participating in phagocytosis to the total number of counted neutrophilic leukocytes, is higher in animals of the German breeding compared with Hungarian animals - by 13.2% and with Finnish ones - by 13.4%. The phagocytic index is defined by the average number of phagocytosed microorganisms per active leukocyte and characterizes the intensity of phagocytosis. In our experiment, the intensity of phagocytosis was higher in the German cows and amounted to 8.42, which exceeds this indicator by 11.4% compared with animals of the Hungarian breeding and by 3.3% compared to the Finnish animals.

Keywords: cows, industrial technology, productive longevity, reproductive qualities, and adaptive plasticity.

Introduction. The transfer of dairy cattle breeding to industrial technology and the intensive use of animals leads to increased culling of the breeding stock for a variety of reasons [1, 2, 3, 4].

This reduces the breeding resources of livestock breeds and causes an objective necessity to improve the system of growing replacement heifers, which provides the formation of early ripening, high productive animals with a strong constitution, able to withstand high physiological stresses associated with lactation, reproduction, and conditions of long-term economic use [5, 6].

The quality of imported livestock does not always meet the requirements. Therefore, studies on the productive and reproductive qualities of cows of different genotypes within industrial technology are very relevant [7, 8, 9, 10, 11].

The aim of this work is to determine the productive longevity of Holstein cows of different breedings.

Materials and methods. Investigational studies were performed on purebred Holstein animals imported from Germany, Hungary, and Finland.

The feeding and keeping conditions of the experimental cows were equal to the technology adopted on the farm.

Following the aim and objectives of the study, out of 886 cows of the herd, three groups of 21 animals-analogs were formed taking into account age, breeding, and linear affiliation of 7 animals each (Montwik Chieftain 95679, Vis Beck Ideal 0933122, Reflection Sovering 198998).

Cows belonging to different lines and breeding, as well as reproductive qualities were determined based on an analysis of the genealogical structure of the herd using pedigree certificates, pedigree cards, artificial insemination records, and other documents of primary zootechnical registration.

The reasons for the withdrawal of animals were determined according to veterinary records with an analysis of cattle diseases and technological reasons for culling.

Lifetime productivity of dairy cattle was determined by the duration of the economic use of cows and annual milk yield.

The reproductive qualities of cows were investigated taking into account age, live weight of the first fruitful insemination, duration of pregnancy, calving interval, dry, and service periods.

Adaptation to environmental conditions of cows was studied in winter (February) and summer (July) periods. The mass of hair per unit of area (1 cm²), their length and structure of hair coat, as well as potassium and phosphorus contents in the studied samples were determined by the method of VASKhNIL.

Research results. The live weight of cows is one of the most important breeding traits, as an indicator of the overall development of the animal significantly affecting the level of dairy products. This is because large animals have not only well-developed muscles, but also organs of the blood circulatory system, respiration, and digestion. Our research has established that no significant differences in the live weight of cows depending on their origin have been identified. At the same time, in the first two lactations, some advantage was observed in the group of cows of the German breeding, and later the Hungarian.

With an increase in the live weight of the Holstein cows, their relative milk yield or milking capacity increases. The highest milking capacity coefficient was for Reflection Sovering cows of the Hungarian breeding for the third lactation (1399.0 kg), while in cows of the German breeding this indicator was 137 kg less, in the Finnish cows - 123 kg. Relatively high indicators of milking capacity indicate the level of their productivity and expressiveness of the dairy type.

To identify the relationship between indicators of protein metabolism, dairy productivity, and its main components, the correlation coefficients were determined. There is a negative relation between the level of milk yield and the mass fraction of fat in milk in all experimental cows, and a positive relation in terms of the mass fraction of protein. Approximately the same phenotypic variation was established between live weight and milking capacity coefficient, and in almost all groups of experimental animals it is positive. The relations between the level of milk yield and live weight in all experimental groups of animals are positive.

It was found that with an increase in lifetime productivity, the share of the revenue from milk sales grows and the share of costs for growing replacement heifers decreases (table 1).

Table 1 – Productive longevity parameters of cows of different breedings, (M±m)

Parameters	Breeding		
	German	Finnish	Hungarian
Lifetime, days	2106±36.2	2180±41.9	2156±44.7
Productive period, lactation	3.32±0.11	3.38±0.16	3.26±0.13
Productivity, kg			
average per 1 lactation	6995.1±139	6962.5±127	7524.3±153*
lifetime	23223.7±785	23533.2±734	24529.2±897*
per one day of calving interval	17.68±0.19	17.52±0.28	18.32±0.41
per one day of life	11.02±0.14	10.77±0.15	11.38±0.17
*P < 0.05.			

The results of the research showed that Finnish animals were superior in life expectancy and productive longevity, exceeding German breeding cows by 74 days (P<0.05) and Hungarian cows by 24 days, and by 0.06 and 0.12 lactations in the productive period respectively. At the same time, according to the level of average productivity per lactation and lifelong milk yield, the highest rates were established for the group of Hungarian cows. So, their average milk yield per lactation was higher: compared to other groups by 529.2 kg and 561.8 kg or 7.6 % and 8.1%; lifelong milk yield by 1305.5 kg and 996 kg (5.6 % and 4.2%); per one day of calving interval - by 0.64 kg and 0.8 kg (3.6 % and 4.6%) and per one day of life - by 0.56 kg and 0.60 kg or by 3.2 % and 5.6%. In the context of the group of cows of the German and Finnish breeding, no significant differences were noted by these indicators.

In such a way, these data indicate a higher genetic potential of productivity of the group of Hungarian cows, which is primarily due to the greater number of animals belonging to the Reflection Sovering line.

When studying the adaptive process of imported livestock, a specific criterion is a reason for the premature withdrawal of imported animals [10]. In our studies, the main reasons for the premature withdrawal of cows were: gynecological diseases, which on average accounted for 4.2%; various forms of metabolic disorders - 3.6%; diseases of the extremities - 1.56%; mastitis - 1.28% and low productivity - 0.76%. In the group of the German cows, the largest percentage of culling occurred because of the impaired reproductive functions (4.72%) and diseases of the extremities (1.8%), in the Hungarian cows - metabolic disorders (4.46%) and gynecological diseases (4.0%).

Thus, long-used cows are especially valuable for the breeder, as their high productivity and fecundity are reliable indicators of constitutional strength, disease resistance, and such cows are often the founders of valuable families.

The effectiveness of breeding dairy cattle largely depends on the reproductive qualities of cows. It was established that the age of the first fruitful insemination of heifers and calving of cows on the farm is 18.2 and 27.5 months, respectively. The live weight at the first insemination varies from 386 kg to 398 kg (table 2).

Table 2 – Indicators of reproductive qualities of cows

Indicator	Breeding					
	German		Finnish		Hungarian	
	M±m	Cv, %	M±m	Cv, %	M±m	Cv, %
Age at first insemination, months	17.82±0.3	3.3	18.35±0.33	3.2	18.1±0.5	5.6
Live weight of heifers at the 1st insemination, kg	386.9±14.5	2.0	398.0±13.1	1.6	390.6±12.7	2.1
Age at first calving, months	27.2±0.33	2.2	27.7±0.39	2.1	27.6±0.58*	3.7
The average duration of subsequent lactations, days						
service period	108.1±3.88	2.4	112.3±3.72	2.8	121.5±4.16	1.8
pregnancy	287.4±3.9	1.8	285.1±2.08*	1.8	289.3±2.9	1.8
calving interval	385.5±4.5	0.7	397.4±4.33	0.6	410.8±5.21*	0.5
CRA (Coefficient of reproductive ability)	0.95±0.003	0.6	0.92±0.003	0.6	0.89±0.003	0.6
*P < 0.05.						

The duration of pregnancy in experimental cows ranged from 285-289 days. The largest duration of the service period and, as a result, the calving interval was revealed for the group of the Hungarian cows - 410 days, which was significantly (P<0.05) longer than that of the analogs of the German breeding for 25 days and the Finnish ones for 13 days. In our opinion, this is because of a higher level of their productivity, which somewhat restrains the restoration of sexual functions due to the increased removal of nutrients with milk during the milking.

Thus, industrial technology necessitates the introduction of such a herd reproduction system that would facilitate the rapid creation of a new type of high productive cows adapted to intensive use in industrial farms.

The hair cover of cattle performs heat-protective functions and varies according to the seasons of the year. The obtained data and their analysis indicate a significant effect of the season on its indicators.

When studying the condition of the hair covering, it was found that in the summer period compared with winter, a decrease in the hair mass of the cows of German breeding is observed - by 65.8 mg, in Hungarian cows - by 64.2 mg, and in Finnish cows - by 63.6 mg; the hair lengths - by 19.3 mm, 22.0 mm and 20.6 mm; the hair density in 1 cm² - by 659 pcs., 704 pcs. and 663 pcs., respectively. In winter, it was revealed that the German cows have a higher hair mass index by 1.6 mg (2%) and a density by 4 pcs. in 1 cm² (0.3%) compared with cows of Hungarian breeding. The Hungarian cows have a greater hair mass by 0.9 mg (1.08%, P<0.05) and the hair density by 30 pcs. per 1 cm² (2.1%) compared with the German cows. The hair density is largely determined by the genotype of animals, regardless of the season of the year.

Meanwhile, in imported animals, during the acclimatization, depending on their breeding, the composition of the mineral substances of the coat was slightly different.

The German cow hair coat had the highest potassium content (4700 mg/kg), the Hungarian one had the highest phosphorus (1300 mg/kg) with the lowest phosphorus content in Germans (900 mg/kg) and potassium in Hungarian cows (3700 mg/kg).

Thus, the obtained data indicate some features of the adaptive plasticity of Holstein cattle, depending on their origin.

The content of red blood cells, leukocytes and hemoglobin in the blood of full-grown animals in all genotypes generally was within the physiological norm with some fluctuations depending on the breeding and the intensity of metabolic processes in the body. So, the content of hemoglobin in the blood of animals of Hungarian breeding was higher by 2.3-5.6% and the red blood cells content higher by 5.0-4.6% compared with cows of the German and the Finnish breedings. The highest leukocyte count was observed in German cows and the lowest - in Finnish ones. However, intergroup differences in the morphological composition of the blood were not significant and not statistically significant.

The results of biochemical studies indicate that the total protein content in the blood serum of all experimental groups was relatively high and ranged from 79.5 - 83.9 g/l. Its greatest number was observed in animals of the Hungarian and German breedings, mainly due to the increased content of globulins by 3.8-5.9%.

In our opinion, a kind of increased activity of aminotransferases in cows of Hungarian and German breedings is due to the peculiarities of the processes of transamination and the intensity of metabolic processes in the body of these animal groups.

The analysis of the obtained data indicates that the cellular protection indicators of Holstein cows are within the physiological norm. So, phagocytic activity, which expresses the percentage of active leukocytes participating in phagocytosis to the total number of counted neutrophilic leukocytes, is higher in animals of the German breeding compared with Hungarian animals - by 13.2% and with Finnish ones - by 13.4%. The phagocytic index is defined by the average number of phagocytosed microorganisms per active leukocyte and characterizes the intensity of phagocytosis. In our experiment, the intensity of phagocytosis was higher in the German cows and amounted to 8.42, which exceeds this indicator by 11.4% compared with animals of the Hungarian breeding and by 3.3% compared to the Finnish animals.

Disturbance in neutrophil activation is a pathogenetic link in many diseases. Cytochemical methods for studying the spontaneous NBT test allow us to identify the state of nonspecific reactivity of the body at the cellular level. Thus, the content of NMT spontaneous under basal conditions is greater in cows of Hungarian and Finnish breeding by 12.12 ($P < 0.05$) and 34.09% than in cows of the German breeding, whereas after adding zymosan to blood samples from cows of Hungarian and Finnish breedings, the indicator decreased compared to analogs by 7.05 and 5.13%, respectively.

The neutrophil activation index (NAI) of blood under both basal conditions and after adding zymosan blood samples was higher in Hungarian cows compared to German cows by 35.71 and 8.33%, and to Finnish cows by 28.57 and 4.17% respectively.

In general, data on the activity and state of immunocompetent blood cells, activation of NAI indicate, on the one hand, the high activity of the main phagocytes of the cow body - neutrophils. On the other hand, this set of neutrophil characteristics in combination with economically useful traits indicates the normal physiological state of the experimental animals and their high adaptive potential.

The crucial condition for conducting the livestock industry is the payback of the costs of milk production through the rational use of the genetic resources of livestock. The amount of milk in terms of the basic indicator of fat and protein for lactation in the group of the Hungarian cows was greater than that of the German and Finnish ones by 254.2 kg and 514.9 kg or 3.1 % and 6.5% respectively. At the same time, despite higher production costs for this group of cows, the proceeds from the sale of milk were 5.8 thousand and 11.7 thousand rubles more and, as a result of this, the profit and profitability level in comparison with other groups were 1.9 % and 5.7% higher.

Suggestions for production. To increase the production volume and the profitability of dairy cattle breeding, it is economically feasible to give preference to the use of the Holstein cows of the Hungarian breeding, as being better adapted to the climatic and feeding conditions.

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ШЕТЕЛДІК СЕЛЕКЦИЯДАҒЫ ГОЛЬШТЕЙН ТҰҚЫМДЫ СИЫРЛАРДЫҢ ӨНІМДІ ҰЗАҚ ӨМІР СҮРҮІ ЖӘНЕ ӨСІМІН МОЛАЙТУ ҚАСИЕТІ

Аннотация. Бұл жұмыстың мақсаты-әр түрлі селекция жағдайында өсірілген голштейн сиыр тұқымдарының өнімділік өміршеңдігін анықтау.

Зерттеу нәтижелері неміс селекциясының артықшылығы - 74 күн ($P < 0,05$) және венгр селекциясы – 24 күн, сәйкесінше өнімділік мерзімі бойынша 0,06 және 0,12 лактациялар. Өмірлік сауым және лактаация уақытында орташа өнімділіктің жоғары көрсеткішіне венгрлік селекция сиырлары ие болды. Басқа топтармен салыстырғанда, лактация кезіндегі орташа сауым жоғары болды: 529,2 және 561,8 кг немесе 7,6 және 8,1 %; өмірлік көрсеткіш 1305,5 және 996 кг (5,6 және 4,2%); 1 күнде БАМ – 0,64 және 0,8 кг (3,6 және 4,6%) және на 1 күн өмірде – 0,56 және 0,60 кг немесе 3,2 және 5,6 %. Фин және неміс селекциясы арасында көрсеткіштер мәліметтері бойынша айырмашылықтар анықталған жоқ.

Тәжірбиелі сиырлардағы буаздық ұзақтығы шамамен 285-289 күн.

Алынған мәліметтерге талдау Голштейн сиырларының жасушалық қорғаныс көрсеткіштері физиологиялық норма шегінде екенін көрсетеді. Сонымен, фагоцитозға қатысатын белсенді лейкоциттердің пайыздық санының нейтрофилді лейкоциттердің жалпы санына пайыздық қатынасын білдіретін фагоцитарлық белсенділігі неміс селекциясы жануарларында венгрлермен салыстырғанда - 13,2% және фин селекциясында - 13,4% жоғары. Фагоцитарлық көрсеткіш белсенді лейкоцитке фагоциттелген микроорганизмдердің орташа санымен анықталады және фагоцитоздың қарқындылығын сипаттайды. Біздің тәжірибемізде фагоцитоздың қарқындылығы неміс селекциясының сиырларында жоғары болды және 8,42 құрады, бұл венгр селекциясы жануарларымен салыстырғанда 11,4% және финдік селекциямен салыстырғанда 3,3% жоғарыкөрсеткішке ие болды.

Түйін сөздер: сиырлар, өндірістік технология, өнімділіктің өміршеңдігі, репродуктивті қасиеттер және бейімделгіштігі.

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ПРОДУКТИВНОЕ ДОЛГОЛЕТИЕ И ВОСПРОИЗВОДИТЕЛЬНОЕ КАЧЕСТВО КОРОВ ГОЛШТИНСКОЙ ПОРОДЫ ЗАРУБЕЖНОЙ СЕЛЕКЦИИ

Аннотация. Цель настоящей работы – определение продуктивного долголетия коров голштинской породы разных селекций при разведении.

Результаты исследований показали, что наибольшей продолжительностью жизни и продуктивным долголетием характеризовались животные финской селекции, превосходившие коров немецкой селекции на 74 дня ($P < 0,05$) и венгерской селекции – на 24 дней, а по продуктивному периоду на 0,06 и 0,12 лактаций соответственно. В тоже время по уровню средней продуктивности за лактацию и пожизненного удоя наиболее высокие показатели установлены по группе коров венгерской селекции. Так, средний удои за лактацию у них был выше: по сравнению с другими группами на 529,2 и 561,8 кг или 7,6 и 8,1 %; пожизненный на 1305,5 и 996 кг (5,6 и 4,2%); на 1 день МОП – на 0,64 и 0,8 кг (3,6 и 4,6%) и на 1 день жизни – на 0,56 и 0,60 кг или на 3,2 и 5,6 %. В разрезе групп коров немецкой и финской селекции по данным показателям достоверных различий не установлено.

Продолжительность стельности у подопытных коров колебалась в пределах 285-289 дней.

Анализ полученных данных свидетельствует, что показатели клеточной защиты коров голштинской породы находятся в пределах физиологической нормы. Так, фагоцитарная активность, выражающая процентное отношение активных, участвующих в фагоцитозе лейкоцитов к общему числу подсчитанных нейтрофильных лейкоцитов больше у животных немецкой селекции по сравнению с венгерской – на 13,2% и финской – на 13,4%. Фагоцитарный индекс определяется средним числом фагоцитированных микроорганизмов, приходящихся на один активный

лейкоцит и характеризует интенсивность фагоцитоза. В нашем опыте интенсивность фагоцитоза была больше у коров немецкой селекции и составила 8,42, что превышает данный показатель на 11,4% по сравнению с животными венгерской селекции и на 3,3% по сравнению с финской селекцией.

Ключевые слова: коровы, промышленная технология, продуктивное долголетие, воспроизводительные качества и адаптационная пластичность.

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PROBLEMS OF ENTREPRENEURSHIP DEVELOPMENT IN THE PRODUCTION SECTOR IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The purpose of the article is to analyze the application of mechanisms for the development of entrepreneurship in the production sector of the regions of Kazakhstan and develop proposals for its improvement. The research uses General scientific research methods such as observation, description, analysis and synthesis, as well as comparative, formal-logical and other methods of cognition. Statistical data and data on projects of Damu entrepreneurship Development Fund JSC, which provides assistance in the creation and development of small and medium-sized business projects in Kazakhstan, were used as a research information base.

This article demonstrates and analyzes current quantitative information on the number of enterprises in the field of small and medium-sized businesses in the regional and industry context. In order to lay the foundations for more inclusive, rational and sustainable growth, Kazakhstan needs to diversify its production and export structure, as well as reduce its dependence on extractive industries by switching to new high-productivity industries. In particular, Kazakhstan should continue reforms aimed at improving the business climate and laying the foundations for the development of entrepreneurship in the production sector, which is connected not so much with natural resources as with innovation and human capital. Every year in the country there is a positive dynamic of growth in the number of enterprises in the field of small and medium-sized businesses. The study also reviewed reviews of the international company OECD (Organization for economic cooperation and development (OECD). OECD, eng. Organization for Economic Co-operation and Development (OECD) – international economic organization of developed countries that recognize the principles of representative democracy and free market economy.) for 2016-2019.

The forms and sources of financing are investigated, and the features of the development of small and medium-sized enterprises in the Republic of Kazakhstan in the production sector aimed at stimulating and supporting entrepreneurship and SME activities, including related areas of research and innovation are determined. Measures are proposed to minimize regulatory requirements and improve mechanisms for supporting and protecting domestic producers working in the conditions of Kazakhstan's entry into the Eurasian economic space.

Keywords: small and medium enterprises, support, entrepreneurship, project, enterprise development, production.

Introduction. Entrepreneurship - is an important economic phenomenon for any state living in a market economy. The development of entrepreneurship determines the level of economic growth and improvement of well-being, helping to increase the material and spiritual potential of society. Experts have proved that the role of the State in the development of entrepreneurship is very significant and undeniable, since the creation of necessary conditions and material support for the subjects of the market economy create the infrastructure of business relationships.

Today, Kazakhstan has created all the necessary conditions for the development of entrepreneurship. The policy of targeted development of entrepreneurship and support for small and medium-sized businesses in the Republic of Kazakhstan is a priority [1].

Since 2002, the Damu entrepreneurship development Fund has been providing loans to small and medium-sized businesses. Since 2012, important tools to support entrepreneurship in the regions have been launched: the business roadmap 2020 and the employment roadmap 2020, in which entrepreneurs have received support in the form of subsidizing the interest rate on loans, partial loan guarantees, training, service support for doing business, foreign internships, etc., and since December 24, 2019, a new business support and development program «business Roadmap 2025» has already been approved. All

these programs are aimed at implementing the messages of the President of Kazakhstan, starting with the strategy «Kazakhstan-2030» and «Kazakhstan's way-2050: common goal, common interests, common future». The purpose of which is to ensure a sustainable and balanced growth of regional entrepreneurship, as well as maintaining existing and creating new permanent jobs [2].

Financial support measures for entrepreneurs include:

- subsidizing interest rates on loans, financial leasing agreements of banks, development banks, leasing companies;
- partial guarantee on loans from banks, development Bank;
- development of production (industrial) infrastructure;
- creation of industrial zones;
- long-term leasing financing [3].

The list of priority sectors of the economy for potential participants of the Program includes the agro-industrial complex, mining, light industry and furniture production, production of construction materials and other non-metallic mineral products, metallurgy, Metalworking, mechanical engineering and other sectors of industry. As well as transport and warehousing, tourism, information and communication, education, health and social services, art, entertainment and recreation, and the provision of other services [4].

Results. Since 2010, Damu entrepreneurship development Fund JSC has subsidized 15,147 projects in the amount of 2,645 billion tenge in the 3rd directions of the program. (Including in 2018, 1,432 projects were supported for a total of 173 billion tenge of loans; in 2019, 2,396 projects for a total of 154 billion tenge of loans were supported) [5].

Table 1 – The sectoral breakdown of the results of subsidy from 2010-2019

Industry	Number of projects, units	Amount of loans, tenge
Manufacturing industry	4202	1 215 588 426
Transport and warehousing	3385	384 011 858
Wholesale and retail trade; repair of cars and motorcycles	2061	268 456 407
Agriculture, forestry and fisheries	1176	139 949 966
Health and social services	940	93 438 846
Accommodation and food services	937	163 933 214
Education	641	52 971 113
Arts, entertainment and recreation	367	73 044 719
Real estate transactions	264	59 355 324
Construction	198	17 346 804
Provision of other services	197	7 001 270
Mining and quarrying	173	47 449 628
Professional, scientific and technical activities	172	9 851 596
Activities in the area of administrative and support services	155	13 375 260
Information and communication	112	22 433 626
Water supply; Sewerage system, control over waste collection and distribution	112	18 805 563
Electricity, gas, steam and air conditioning	51	58 216 260
Financial and insurance activities	3	65 946
Activities of households that employ domestic workers and produce goods and services for their own consumption	1	55 222
Grand total	15 147	2 645 351 046 495
Compiled by the author according to the data of JSC entrepreneurship development Fund "Damu».		

As can be seen from table 1 - "Sectoral breakdown of subsidy results", most of the subsidies are for manufacturing projects (4,202 projects totaling 1,215 billion tenge), transport and warehousing (3,385 projects totaling 384 billion tenge) and wholesale and retail trade (2,061 projects totaling 268 billion tenge) [6].

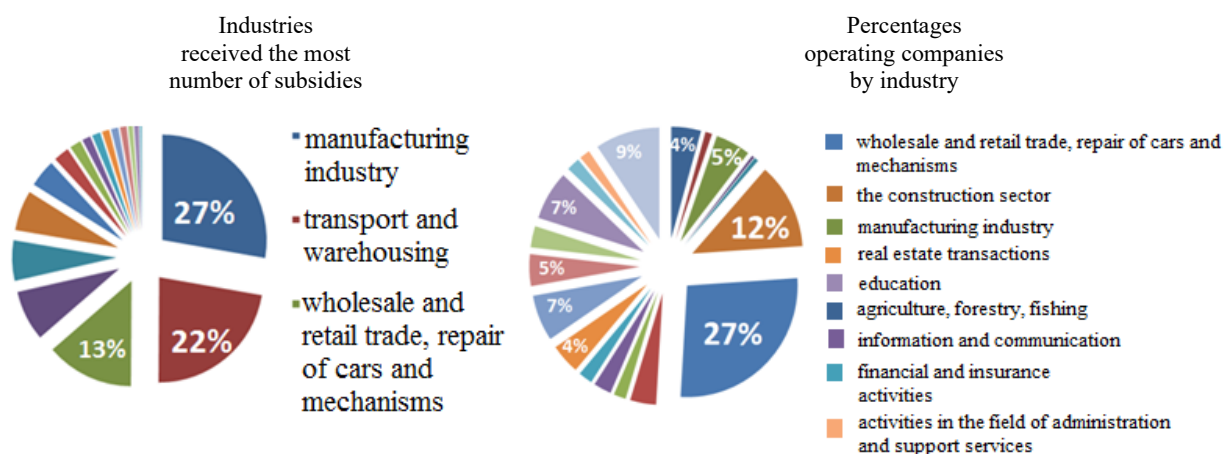


Figure 1 – Industries that received the highest number of subsidies and the percentage of operating enterprises by industry

As can be seen from figure 1, in the first diagram, the largest number of subsidies was directed to manufacturing projects, this is 27%, transport and warehousing 22% and wholesale and retail trade, car and motorcycle repair 13%, while in the second diagram, the percentage of enterprises in the total number of enterprises is dominated by the share of enterprises in wholesale and retail trade - 27%, construction - 12%, provision of other services - 9%, professional and scientific and technical activities - 7%, education - 7%, manufacturing - 5%, activities related to support services-5%, agriculture and fisheries - 4% [7].

Table 2 – Number of active enterprises in the SME sector for 2014-2020

	2014	2015	2016	deviation 2016 2015	2017	2018	2019	2020/1	deviation 2020 2019
Republic of Kazakhstan	865 182	1304747	1182452	-122295	1156436	1233496	1330244	1318518	-11726
Akmola region	33 580	49 742	44 646	-5 096	41 754	44 571	45 453	44 094	-1 359
Aktobe region	37 206	50 591	50 682	91	50 430	54 691	59 116	59 439	323
Almaty region	96 221	159 687	118 551	-41 136	111 528	114 919	122 368	121 362	-1 006
Atyrau region	31 916	46 644	44 118	-2 526	43 388	46 779	49 917	49 389	-528
West Kazakhstan region	29 135	39 840	40 344	504	37 284	40 298	42 785	42 254	-531
Zhambyl region	41 833	69 154	56 789	-12 365	59 706	63 148	69 961	67 769	-2 192
Karaganda region	62 027	86 253	84 686	-1 567	80 589	84 067	88 299	87 220	-1 079
Kostanai region	43 604	61 167	53 031	-8 136	49 185	51 573	52 516	51 674	-842
Kyzylorda region	25 747	42 106	38 079	-4 027	37 700	42 585	46 297	46 268	-29
Mangistau region	31 462	47 216	46 515	-701	47 239	51 012	52 949	52 400	-549
Pavlodar region	125 951	185 936	173 611	-12 325	179 704	43 643	45 482	44 868	-614
North Kazakhstan region	32 140	45 920	43 903	-2 017	41 638	29 059	30 071	29 575	-496
The Turkestan region	25 018	34 454	28 548	-5 906	28 146	124 762	141 992	141 099	-893
East Kazakhstan region	73 882	102 514	98 863	-3 651	81 310	88 252	88 938	86 124	-2 814
Astana	55 677	98 740	99 971	1 231	97 197	118 461	134 475	135 382	907
Almaty	119 783	184 783	160 115	-24 668	169 638	177 200	190 190	190 015	-175
Shymkent	*	*	*	-	*	58 476	69 435	69 586	151

Compiled by the author based on data stat.gov.kz

Based on the data in table 2, it can be seen that from 2014 to 2015, the country has seen an increase in the number of operating enterprises, and by 2016 there is a decline of 0.99% or 122,295 enterprises and 148,311 fewer in comparison with 2017, respectively [8]. This was due to the fact that, as a result of lower oil prices and the weakening of the ruble in the Russian Federation from the end of 2014 to 2015, there was a decline in the economy, which led to an increase in inflation and a decrease in real incomes of the population [9]. As a result, a large number of Russian products were imported to Kazakhstan due to the depreciation of the ruble at significantly low prices that negatively affected the competitive environment and Kazakhstani producers [10].

By data stat.gov.kz as of April 1, 2020, there are 1,318,518 small and medium-sized enterprises in Kazakhstan, which is 0.9%, or 11,726 enterprises less than in 2019. As a result of the pandemic caused by COVID-19 infection, enterprises engaged in wholesale and retail trade, transport, including enterprises engaged in private transport, and enterprises providing services, were closed and discontinued. 4 million 250 thousand people employed in the SME sector and left without work, received financial assistance from the state [5]. The economy of our country is very susceptible to changes in oil prices and changes in the exchange rate of foreign currency, as well as the impact of economic crises occurring in neighboring countries [11].

The problem of the state and development of entrepreneurship in the Republic of Kazakhstan is more understandable after we pay attention to the structure and ratio of enterprises by industry in European and Asian countries [12].

From figure 2, it is clear that in Europe, the vast number of enterprises engaged in trading activities - 21%, but at the same time, there is a large number of enterprises in the industry is -18% of the total number of enterprises, transport and communications - 14%, construction 13%, services - 11% of population - 12% of enterprises in agriculture is 11% of the total number of enterprises [13].

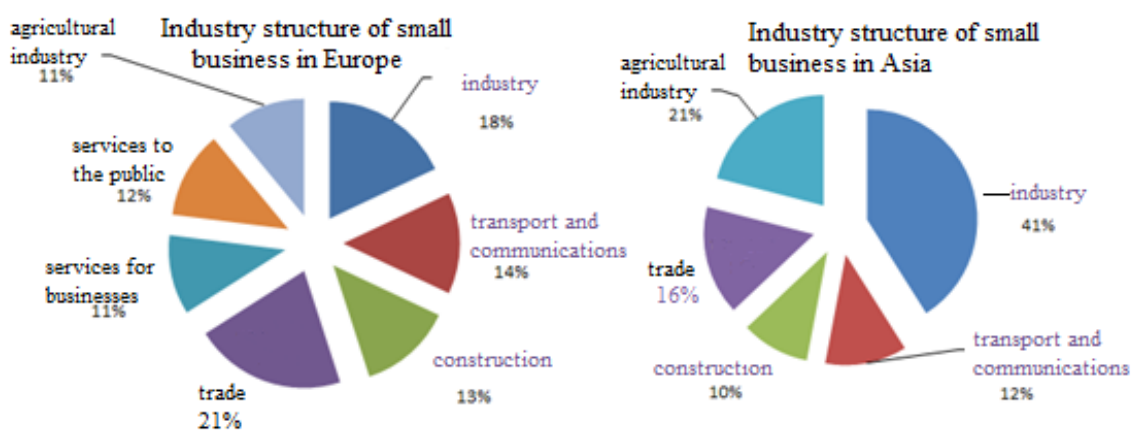


Figure 2 – Industry structure of small and medium-sized businesses in developed countries

As for the sectoral structure of small and medium-sized enterprises in Asia, such as Japan, Malaysia, and China, we see that there is a high concentration of enterprises in industry - 41% of the total number of enterprises, agriculture - 21%, enterprises in the field of trade - 16%, transport and communications - 12%, construction - 10%.[14]

As can be seen from figure 2, in developed countries of Europe and Asia, small and medium-sized enterprises cover all sectors of the economy, attention is paid not only to industrial enterprises, or trade, but also to agriculture as a source of food security and an industry that generates large profits, as well as attention is paid to enterprises in the field of transport and communications, construction, and services.

In the Republic of Kazakhstan as already noted all necessary conditions are created for development of entrepreneurship, since entrepreneurship support programs at the state level, finishing services advice on one stop when the entrepreneur by contacting the office of "Damu" Fund can obtain the necessary assistance [15].

Conclusion. Based on the above for the development of small and medium-sized businesses, following the example of developed countries:

- actively increase programs of innovative research and development, investing large funds in them, to create advantages in the field of technology and ensure further sustainable development of its economy and export potential;
- differentiate the tax system taking into account the specifics of the sphere of activity (special attention is paid to knowledge-intensive and environmentally friendly technologies);
- pay special attention to the social status of entrepreneurs (special benefits for young people, women, disabled people, pensioners) and regional development (benefits for depressed regions);
- pay special attention to the development of non-profit organizations in the field of social services, ecology, energy conservation, urban economy, health services;
- create special quotas for small businesses when distributing government orders, including military and space orders to large corporations;
- use the unique experience of venture financing and development of small innovative firms in universities, large corporations and state research institutes;
- pay great attention to financing start-up projects and maintaining business incubators in educational institutions.
- develop short-term educational programs and courses aimed at obtaining special knowledge necessary for working in production.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ӨНДЕУ САЛАСЫНДАҒЫ КӘСІПКЕРЛІКТІ ДАМУ МӘСЕЛЕЛЕРІ

Аннотация. Мақаланың мақсаты Қазақстан өңірлерінің өндірістік саласында кәсіпкерлік қызметті дамыту тетіктерін қолдануды талдау және оны жақсарту бойынша ұсыныстар әзірлеу. Зерттеу процесінде байқау, сипаттау, талдау және синтез сияқты жалпы ғылыми зерттеу әдістері, сонымен қатар салыстырмалы, формальды - логикалық және танымның басқа әдістері қолданылады. Зерттеу ақпараттық база ретінде Қазақстанда шағын және орта кәсіпкерлік жобаларын құру және дамыту кезінде көмек көрсететін "Даму "кәсіпкерлікті дамыту қоры" АҚ жобалары бойынша статистикалық деректер пайдаланылды.

Бұл мақалада өңірлік және салалық бөліністегі шағын және орта кәсіпкерлік саласындағы кәсіпорындар саны бойынша өзекті сандық ақпарат көрсетіліп талданды. Барынша жан-жақты, ұтымды, тұрақты өсу, негіз қалау үшін Қазақстан өндіріс пен экспорт құрылымын әртарапандыруы, сондай-ақ өнімділігі жоғары жаңа салаларға ауыса отырып, өндіруші салаларға тәуелділік дәрежесін төмендетуі қажет. Атап айтқанда, Қазақстан іскерлік ахуалды жақсартуға және табиғи ресурстармен ғана емес, инновациялар мен адами капиталмен байланысты өндірістік салада кәсіпкерлікті дамыту үшін негіз қалауға бағытталған реформаларды жалғастыруға тиіс. Жыл сайын елімізде шағын және орта кәсіпкерлік саласындағы кәсіпорындар санының өсуінің оң серпіні байқалады. Зерттеу сонымен қатар OECD Халықаралық компаниясының (экономикалық ынтымақтастық және даму ұйымы (сокр. ЭЫДҰ, ағыл. Organisation for Economic Co – operation and Development, OECD) - өкілді демократия мен еркін нарықтық экономика қағидаттарын мойындайтын дамыған елдердің Халықаралық экономикалық ұйымы.) 2016-2019 жылдарға арналған.

Қаржыландырудың нысандары мен көздері зерттелді, зерттеу мен инновацияның ілесімі салаларын қоса алғанда, кәсіпкерлік пен шок қызметін ынталандыруға және қолдауға бағытталған өндірістік саладағы Қазақстан Республикасындағы шағын және орта кәсіпкерліктің даму ерекшеліктері анықталды. Нормативтік талаптарды барынша азайту және Қазақстанның Еуразиялық экономикалық кеңістікке кіруі жағдайында жұмыс істейтін отандық өндірушілерді қолдау және қорғау тетіктерін жақсарту бойынша шаралар ұсынылды.

Түйін сөздер: шағын және орта бизнес, қолдау, кәсіпкерлік, жоба, кәсіпкерлікті дамыту, өндіріс

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ПРОБЛЕМЫ РАЗВИТИЯ ПРЕДПРИНИМАТЕЛЬСТВА В ПРОИЗВОДСТВЕННОЙ СФЕРЕ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Целью статьи является анализ применения механизмов развития предпринимательской деятельности в производственной сфере регионов Казахстана и разработка предложений по его улучшению. В процессе исследования используются такие общенаучные методы исследования, как наблюдение, описание, анализ и синтез, а также сравнительный, формально-логический и другие методы познания. В качестве исследовательской информационной базы были

использованы статистические данные и данные по проектам АО «Фонд развития предпринимательства «Даму», оказывающий помощь при создании и развитии проектов малого и среднего предпринимательства в Казахстане.

В данной статье была продемонстрирована и проанализирована актуальная информация по количеству предприятий в сфере малого и среднего предпринимательства в региональном и отраслевом разрезе. Для того чтобы заложить основы для более всеохватного, рационального и устойчивого роста, Казахстану необходимо диверсифицировать структуру производства и экспорта, а также снизить степень зависимости от добывающих отраслей, переключившись на новые отрасли с высокой производительностью. В частности, Казахстан должен продолжить реформы, направленные на улучшение делового климата и закладку основ для развития предпринимательства в производственной сфере, связанного не столько природными ресурсами, сколько инновациями и человеческим капиталом. Ежегодно в стране наблюдается положительная динамика роста численности предприятий в сфере малого и среднего предпринимательства. В исследовании также были рассмотрены обзоры международной компании OECD (Организация экономического сотрудничества и развития (сокр. ОЭСР, англ. Organisation for Economic Co-operation and Development, OECD) – международная экономическая организация развитых стран, признающих принципы представительной демократии и свободной рыночной экономики.) за 2016-2019 год.

Исследованы формы и источники финансирования, определены особенности развития предприятий малого и среднего предпринимательства в Республике Казахстан в производственной сфере, направленные на стимулирование и поддержку предпринимательства и деятельности МСП, включая сопутствующие области исследований и инноваций. Предложены меры по минимизации нормативных требований и улучшению механизмов поддержки и защиты отечественных производителей, работающих в условиях вхождения Казахстана в евразийское экономическое пространство.

Ключевые слова: малый и средний бизнес, поддержка, предпринимательство, проект, развитие предпринимательства, производство.

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CULTURAL TOURISM – AS ONE OF THE MECHANISMS FOR THE REVIVAL OF THE GREAT SILK ROAD

Abstract. The study is devoted to the study of the form of the emergence of trade architecture of the cities of the Great Silk Road and their impact on the expansion of modern tourism in the region. Caravanserais, trading cities (markets) of Kazakhstan, Kyrgyzstan and Uzbekistan are outlined as examples. The analysis of the types of planning structure and the situation that divulged the attributes of the trade architecture of the Great Silk Road. In the process of research, a measure of saturation with cultural and historical means of the Great Silk Road regions was deliberated. And also reviewed modern projects for the improvement of this trade and geographical interrelation of cultures of the East and West.

The extent of the Great Silk Road was 12 thousand kilometers, so few traders proceeded all the way along the Silk Road. Essentially, they tried to travel in shifts and trade-off goods somewhere halfway. Throughout the Great Silk Road in the cities and villages through which caravans elapsed, there were caravanserais (inns). They had hujras (“lounges”) for merchants and caravan staff, rooms for camels, horses, mules and donkeys, and needed fodder and facilities.

Caravanserais were a place where it was attainable to sell and buy in bulk goods interesting to a merchant, and most importantly, to get hold of the latest commercial news and, above all, prices for goods.

Key words: Silk Road, Asia, Kazakhstan, Culture, Saturation, Cultural and historical resources, Architecture.

Introduction. The specificity of architecture in cities on the Silk Road hopes to study extensively, and a new way to clarify the importance of the content in culture and communication history on the Great Silk Road.

In 139 BC, ancient China began expanding foreign trade. Major export landing places were the south sea routes to India and the Middle East and the north sea route to Central Asian countries. The Silk Road worked as the intercontinental system subdivided roads that regularly changed its routes and was connected to the end of 2nd c. B.C. Until the XV century. Various civilizations from Western Europe [2, p. 52-58] and took the northeastern coast of Africa to China. The Great Silk Road is not only the largest but also employed for a long time. The Silk Road started in Chan'an (Han dynasty) [3, p. [259] and run through the Tien (Tien Shan) mountains in northwestern China, then through Central Asia, near eastern states, and concluded on the Mediterranean coast.

The importance and significance of the Silk Road has greatly affected the emergence of cities, its architecture and arranging structure. A large market system and devoted for the most popular products along the Silk Road - bathroom facilities (caravanserai), hotels, warehouses, etc. It combines its functions. These objects were found in existing resolutions and provided an incentive for their development and created new flourishing trade cities such as Turfan, Kashgar, Khorezm, Buhara and others in a new place. The border city, the key to China, has become the center of the Dunhuang route, which has been reformed as a strong fortress, and Central Asia Fergana has become the main source of military horses for China.

The Silk Road was industriously working. II c. B.C. Until the XV century. The rise of the Great Silk Road, VII-VIII, where China manipulates not only your site, but the entire Central Asia. The dynasty of the centuries came during Tang's sovereignty. The last rise of the Silk Road dates back to the 12th - 10th centuries, when the Mongols conquered almost the entire Eurasian continent and were capable of tightly control



Figure 1 – Great Silk Road. The general scheme of intercontinental Routes

the entire route. Sunset Great Silk Road is associated with commercial trade that expanded along the Middle East, South and Southeast Asian coasts in the XIV-XV centuries. It took about 300 days to cross the caravan from Dadu (Beijing) to the Sea of Azov and became much more threatening after the fall of the Mongol empires. At the same time, the sea route from the Persian Gulf to the Chinese ports took about 150 days, and a large merchant ship now carried how many caravans it could support in a thousand packs of animals.

Methods. The authors analyzed the contemporary, historical and ethnographic sources in consonance with the sacred regions of Kazakhstan, Kyrgyzstan and Uzbekistan.

In the study, mathematical research method, which is a measure of the saturation of cultural and historical resources calculated by the formula, was employed.

Results. Caravanserai architecture and modern countries, markets detected in Kazakhstan, Cyprus and Uzbekistan. The pinnacle of the initiation and development of the Great Silk Road architecture is considered a non-permanent period from the starting point of the VII-XIV centuries. Present-day actively under construction caravanserai and secured markets. Consequently, the types of trading areas were formed as they came to us. The structures in Kazakhstan, Kyrgyzstan and Uzbekistan are examples.

The Great Silk Road tissues in Kazakhstan put before caravanserais. One of them is Tortkul near the city of Taraz (figure 2). This caravanserai belongs to VII-XIV c. [6]. As with many other networks on the caravan road, Tortkul caravanserais immediately executed various functions: roadside hotel, trade post, warehouse and castle. It has a rectangular shape in terms of complex; it is a mosque in the center. The caravanserai has an entrance; corners of the castle total the guard towers [1, p. 301-360].



Figure 2 – Tortkul caravanserai



Figure 3 – Tash- Rabat caravanserai

Kyrgyzstan. The most significant representative of the historical architecture that appeared in the era of the resurrection of the Great Silk Road on the Tien Shan [4] is Caravanserai Tash- Rabat (figure 3), situated on the banks of the river Kara- Koyun . The ruins of a fortified caravanserai rise among the ridges constructed local ruler Mohamed Khan on the ancient caravan route. Caravanserai was constructed in the XV century. (1408-1415) and was enduring courtyard for merchants and travelers. The largest cruise of its kind in Central Asia Tash- Rabat is sparse and well saved monument middle age, unique ancient structure, made of stone. Like all caravan Tash - Rabat structurally close on a well-fortified fortress with building in the center.

Uzbekistan. One of the caravanserais of Uzbekistan is Rabat-i-Malik. It is located 23 km east of the center of the city of Navoi and nearly 100 km north-east of Bukhara. The complex was structured in 1078.

Now from the complex Rabat-i-Malik (figure 4) there is only a part of the south facade with a tower and a mosque reimposed in the center of the complex, with a dome measuring 18 meters. The design of the bridge can be judged by the results and archeological studies. The fortress represented a rectangular building with 100 m side, in the corners of which were towers with a height of more than 15 m [7]. The appearance to the caravanserai - through the maintained south gate of a. Gale yard, isolated from the lies in the southern part of the business premises, follows deep into the entrance of the octagonal mosque. From the mosque the passes are directed to the northern residential part of the complex.



Figure 4 – Complex Rabat-i-Malik



Figure 5 – Complex Taki Zargaron

One of the major cities considered on the Silk Road, is Bukhara, located in the central part of Uzbekistan. It is known, etc. Imeri shopping provisions in the way of Zargaron -Market Hall, at the crossroads once speeded up particular shopping streets of Bukhara. Taki Zargaron was built in 1586-87. The complex was aimed for the jewelry trade (figure 5).

Other example of Silk Road architecture the way is Toki Telpak-Furushon . The 16th century big market, that is located at the intersection of the five streets of Bukhara [8]. The uniqueness of the place where the building's location has determined the design - the dome of the building with a lantern rests on six radially converging poles. Caps and skulls happened place at the facilities. The Next City Market Trade Dome Tim Abdullah Khan (closed market) was built in 1577 during the Shaykh dynasty, unlike Bukhara's other trade domes. The building used as fabric and carpet trade.

Compared to the buildings on the Silk Road, we can conclude that they are like a common building, with typical irresistible walls with a similar square plan, with single entrance, typical religious buildings in the center; and individual buildings of particular historical value.

A common geographical feature of the considered caravanserai is the preference for maximum proximity to the trade route. The building markets are built on caravans beside the old shopping streets. Architectural solutions of buildings are not the same depending on the location in the city. With the construction of downtown markets (for example, in the city of Bukhara), otherwise, it did not build high walls, characteristic of the caravanserai, which do not relate to any city (for example, Rabat-ben Ali).

Modern Silk Road. Today, the improvement of the Silk Road architecture. Mainly due to OFL Architecture activities [5]. A unique, magnificent project extents a city of approximately 15 thousand kilometers, stretching from Venice to Xi'an and from Shanghai to Tokyo. The newest rail system employing on gravity platforms builds up an alternative existing land transport. To bring people closer to nature, a surface is made from the photoelectric panels that makes the air more fresh in the mega police. The peculiarity is that the system is totally autonomous and works on energy from natural sources. It is not a coincidence that OFL Architecture Project does not tedious the direction of the Silk Road. Historically, the route combines key points of Europe and Asia. But II. B.C. XV. Until the century. After such a route has been identified by the need to exchange products and cultural values, the need to develop new technologies and exchange experiences present day. Accordingly, the target, character and typology of the architecture on the new road are expanding.

The characteristics of the impact of the Great Silk Road on the architectural features of the cities emerging on the roads of trade permits monitoring the inalienability of the creation of objects of trade and service.

Currently there is a transcontinental recapture. The necessity of cities are changing: from commodity exchange and cultural values to the development of new technologies. This factor guarantees the creation of new styles of buildings and many different changes in architecture in general. This intercontinental cultural trade relation is relevant to present time. Central Asia is still the place through which the colloque of the cultures of the East and the West takes place. The Turkestan region is identified by its multinationality. More than 100 nations live here, there are millions of people, others just a few thousand. Architectural and town planning heritage is a kind of contemplation events of social history and cultural history of different nations. In connection with the demolition of buildings, which is associated with both natural and anthropogenic factors, restoration work, there is a need to clarify historically valuable and distinctive buildings in cities and rural settlements. The most worthwhile objects of urban planning and architecture maintains the status of cultural heritage sites state level. It is about their scattering over the territory of the Turkestan region that will be stated out in this article.

The inceptive data of the study were archived materials of the Ministries of Cultures Kazakhstan, Kyrgyzstan and Uzbekistan republics. Measure of saturation of cultural and historical resources premediated by the formula:

$$I_{cult-historical} = \sum_{i=1}^n K_n^{ij} v_j$$

where $I_{cult-historical}$ - saturation index by cultural parameter resources in Great Silk Road Region; K_n^{ij} - the value of the coefficient of saturation of the cultural and historical assets of the j -th the type of the i - Great Silk Road Region; v_j - is the weighting factor of the indicator.

Cultural monuments can be categorized as architectural and construction, archaeological, iconic and other similar object, special the value of which is legally or legally fixed traditionally. Depending on the uniqueness, value memory can be allocated to the category of World Heritage sites or monuments of nation (state) [10].

To the monuments and urban planning are architectural ensembles and complexes, historical centers, mausoleums, quarters, square, streets, embankments, remnants of the former planning and development of cities and other settlements; construction, industrial, military and religious architecture, national construction, and linked with them monumental works, visual, decorative and applied, natural landscapes [13]. Completely, we can consider 348 monuments of culture in the regions.

In terms of tourism development, this type of the monuments matter most. Though they engage only 15% of the total number of memorials, and all of them are comprised in tourism. Totally, there are 63 objects on the territory of the Territory cultural heritage of state consequence of which are objects of architecture are almost 90% [14]. Coefficient of saturation is 0.45%.

The territory of modern Kazakhstan is located at the bond of two ancient cultures, nomadic and sedentary, who have lived together for long times, sharing the best material and spiritual gainings. Many monuments from various nationalities and ancient civilizations were generated in this country. Earliest people among the 25 thousand indicated monuments of Kazakhstan are cities which comprise thousand-years of history. Included in these thousands of archaeological confirmation, there are real stones of ancient, medieval, oriental architectural art. Tomb of Balandy - II, IV-II centuries. BC is situated on the territory of the Kyzylorda region, one of the first brick vaults in the world. Mingtau Monument is an independent, autarchic development island of architectural elegance, unparalleled in the world. The Aisha-Bibi Mausoleum in the Zhambyl Region is another especial in the world that is unique in the world, displaying the highest level of progression of building technology in Kazakhstan in the VII-VIII centuries. The Khoja Ahmet Yassawi Tomb, conceded by UNESCO, is a principal monument to the world, an encyclopedia of architectural explication of the East [9,12]. In 2004, at the capability of the leader of Nursultan Abishevich Nazarbayev, the "Cultural Heritage" State program was developed and received, one of its most important consideration was the restoration, protection and museification of historical and cultural monuments. The assumption of the state program "Cultural Heritage" has now finalized reim-

position work on 78 historical and cultural monuments suppose that Aisha-Bibi, Arystanbab, Abat Baytak, Esimhan, Kara Zopa, Macul Tam, Iskak Ata, Jabrail Ata tombs, Abylai Khan Residence complex graveyard in Petropavlovsk city Karaman Ata accomplished 26 applied scientific studies and 40 archaeological studies that supplemented science with thousands of works that gave an idea about the history of our antecedents. In the past three years, two state museums have been designed from abrasion: Issyk in Almaty and Berel in the regions of Eastern Kazakhstan. For the first time in the history of independent Kazakhstan, a large catalogue of domiciliary monuments was made and the list of historical and cultural monuments (218 objects) and local consequence (11,277 objects) of the republic was accepted. Within the substructure of the "Cultural Heritage" program, the state is working on the restoration of monuments out of the country. The Sultan Az-Zahir Beibars Mausoleum in Damascus, the Sultan Beibars Mosque in Cairo, the building of the historical and cultural center, and the Al-Farabi Mausoleum in Damascus were victoriously completed.

Kyrgyzstan. 27 objects of urban planning and architecture which is 75% of their entire number are situated there [10]. By intensity coefficient of 0.36%. Architectural monuments in Kyrgyzstan are a cultural and ethnographic composite. There are more than 5,000 archaeological and architectural monuments in the state. The most earliest of them belong to the Neolithic era. For instance, images of animals in the Ak-Chunkur cave in southern Kyrgyzstan. There, about 4-1 centuries BC. the settlements of Kosh-Bulak, Kara-Darya, Shorobashat and Dzhanlybazar were constructed, which related to the system of administrative centers of ancient Fergana. They also comprised the smaller settlements of Denbulak and Severo-Uzgen.

In the 5-10 centuries the culture of the vagrant and sedentary residents developed. During this period, blockhouses and castles were built, cities developed. In the south of Kyrgyzstan, the cities of Osh and Uzgen were appeared, in the north - the settlements of Ak-Beshim and Krasnorechenskoye. In the hollow of the river Chatkal, the settlements of Kulbeskan and Chancharkan were built.

At the end of the tenth century Islam delivered widely on the territory of Tien Shan. At this time, monuments, mosques, minarets and mausoleums became visible on the territory of the Karakhanid state, which integrates the types of Central Asian architecture equated with Islam. A significant architectural endowment of this period are the Burana Tower and 3 mausoleums in Uzgen, dating back to the 11th century, besides the Shah-Fazil Mausoleum, built around the 12th century.

After the conquering of the Tatar-Mongol yoke, many cities fell into ruination. From the architectural buildings of the 13-14 centuries, the domed gumbaz (mausoleum) of Manas was protected, and the ruins of the Tash-Rabat caravanserai.

The largest historical monuments maintained in Kyrgyzstan and of historical importance are the Ak-Beshim and Krasnorechensk settlements, the Burana tower, the Koshoy settlement of Gorgon, the Manas gumbaz, Ken Kola burial ground, Kurmentinsky cave complex, Osh, Uzgen, Shorobashat, the Kara-Darya settlement, the Tash-Rabat caravanserai.

Uzbekistan the richest and almost unconsumed by architectural heritage of the earliest eastern territory. Architectural and cultural monuments, squares, fortresses, ruins of ancient settlements are the real stone rectos of history. Many people know about the splendid Registan Square in Samarkand, surrounded by a triad of magnificent madrasahs (XV-XVII centuries); about the turquoise dome of the majestic mausoleum Gur-Emir, inside the walls of which, edged with semiprecious onyx, famous commander Amir Temur found peace; about the refined necropolis of Shah-i-Zinda, which began to build in the XII century. The image of Bukhara is commonly associated with the Samanids' dynastic tomb (end of the 9th century) and the well-known 50-meter Kalyan minaret, eventhough there are 170 significant architectural monuments in the city, and Khiva is popular for its "city in the city" - medieval Ichan-Kala, where almost nothing does not suggest that it is hitherto the 21st century. And although the cruel hand of time touched most of the magnificent buildings, today the works of architects of the Middle Ages are justly praised. But the most satisfying thing, however, is that all these visions are not just an open-air museum. The historical scenery is still fulfilled with life, which for an stranger looks like a series from the Middle Ages.

In addition to architectural monuments, the distinctive natural reserve places can be cautiously attributed to the sights of Uzbekistan - these are the Nurata mountains, where a colossal juniper tree has been growing and connecting the slopes for more than 1500 years (its trunk girth is 24 m and you can

walk along the); and Chimgan mountains, where the rocks are changed into mysterious bas-reliefs; and ancient Brichmulla in the valley of Chatkal, where a huge number of archaeological monuments have been found.

One of the most famous cities in Uzbekistan, Samarkand has more than 2,750 years of its affluent history. Ancient Afrosiab (the ruins of which is visible on the northern outskirts of modern Samarkand), the city of Marakanda (the capital of the legendary Sogdiana), Samarkand are all various names for one great city. As it should be the capital of the big empire of Tamerlane, Samarkand is magnificent. The grandiose Registan Square has long been the main attraction of the city, but far from the only one: the Gur-Emir mausoleum, where the famous conqueror Amir Timur lies up under a jade tombstone; Bibi-Khanum mosque, one of the largest in the Muslim world; the Hazrat-Hydr mosque, from where the elevation suggests a beautiful view of the main sights of Samarkand, the Shah-i-Zinda complex, the Ulugbek observatory and a number of significant architectural and historical monuments invariably dispose a large number of lovers of Eastern culture to Samarkand.

Bukhoro-i-Sharif ("The Sacred and Noble Bukhara") is one of the most popular cities of Uzbekistan, through which the famous Great Silk Road preceded. Bukhara is one of the main centers of Islam religion not only in Central Asia, but throughout the Muslim world. In the Middle Ages, over 350 mosques and 80 madrasahs were situated on the territory of Bukhara, many of which have been flawlessly preserved to present day. All the streets of the holy city lead to the central reservoir - Lyabi-hauzu, around which, along with architectural monuments, restaurants and teahouses are located. In addition to the grandiose ensembles, madrasahs, mosques and the famous Kalyan minaret, the ancient fortress of Ark, medieval baths and trading domes - over 140 monuments of architecture - were superbly protected in Bukhara.

Conclusion. Consequently, it is obvious come up with a simple conclusion that degree of saturation of different regions of Great Silk Road town-planning, architectural and historical resources that rye can be in demand in the tourist occupations that are not the similar. The however, they can all be entered into the scope of tourist excursion implementation.

Assessment of the cultural potential of the regions apermist a reveal the most promising of them.

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МӘДЕНИ ТУРИЗМ – ҰЛЫ ЖІБЕК ЖОЛЫНЫҢ ҚАЙТА ЖАҢҒЫРУ ТЕТІГІ РЕТІНДЕ

Аннотация. Бұл мақалада Ұлы Жібек жолы қалаларының сауда архитектурасы нысанын және олардың аймақтағы қазіргі туризмнің дамуына әсерін зерттеуге арналған. Керуен сарайлары, Қазақстан, Қырғызстан және Өзбекстанның сауда қалалары (базарлары) мысал ретінде келтірілген. Ұлы Жібек жолының сауда архитектурасының ерекшеліктерін ашып көрсететін жоспарлау құрылымы мен позициясының түрлері талданады. Зерттеу барысында Ұлы Жібек жолы өңірлерінің мәдени және тарихи ресурстарымен қанықтыру көрсеткіші есептелді. Сондай-ақ, Шығыс пен Батыс мәдениеттерінің осы сауда-географиялық байланысын жандандырудың заманауи жобалары қарастырылған.

Ұлы Жібек жолының ұзындығы 12 мың шақырым болды, сондықтан бұл жолды толық өткен саудагерлер көп емес. Негізінен олар ауысыммен жүріп, жарты жолда тауар алмасуға тырысты. Ұлы Жібек жолы бойында керуендер өткен қалалар мен ауылдарда керуен-сарайлар (саябақтар) болған. Олардың саудагерлер мен керуен қызметкерлеріне арналған хужралары, түйелер, жылқылар, қашырлар мен есектер үшін жабдықтары, жем-шөптері мен азық-түліктері болды.

Керуен-сарай - бұл саудагерге қызықты тауарларды көп мөлшерде сатуға және сатып алуға болатын орын, ең бастысы - соңғы коммерциялық жаңалықтарды және ең алдымен, тауарлардың бағаларын білу, қарым қатнас, байланыс орнату орындары болып келді.

Түйін сөздер: Жібек жолы, Азия, Қазақстан, мәдениет, байлық, мәдени және тарихи ресурстар, сәулет.

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КУЛЬТУРНЫЙ ТУРИЗМ КАК МЕХАНИЗМ ВОЗРОЖДЕНИЯ ВЕЛИКОГО ШЕЛКОВОГО ПУТИ

Аннотация. Исследование посвящено изучению формы возникновения торговой архитектуры городов Великого Шелкового пути и их влияния на расширение современного туризма в регионе. В качестве примеров приведены караван-сарай, торговые города (рынки) Казахстана, Кыргызстана и Узбекистана. Проведен анализ типов планировочной структуры и ситуации, раскрывшей атрибуты торговой архитектуры Великого Шелкового пути. В процессе исследования обсуждалась мера насыщенности культурно - историческими средствами регионов Великого Шелкового пути. А также рассмотрены современные проекты по совершенствованию этой торгово-географической взаимосвязи культур Востока и Запада.

Протяженность Великого Шелкового пути составляла 12 тысяч километров, поэтому мало кто из торговцев проходил весь путь по Шелковому пути. По сути, они пытались путешествовать посменно и обменивать товары где-то на полпути. По всему Великому Шелковому пути в городах и селах, через которые проходили караваны, были караван-сарай (постоялые дворы). У них были худжры ("гостиные") для купцов и караванного персонала, комнаты для верблюдов, лошадей, мулов и ослов, а также необходимые корма и удобства.

Караван-сарай были местом, где можно было продать и купить оптом интересующие купца товары, а главное, узнать последние коммерческие новости и, прежде всего, цены на товары.

Ключевые слова: Великий Шелковый путь, Азия, Казахстан, культура, насыщенность, культурно-исторические ресурсы, архитектура.

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JEL Classification: I20; I21

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E-mail: viktoryagmirya@ukr.net**FOREIGN ECONOMIC SECURITY OF UKRAINE
IN THE CONTEXT OF NATIONAL ECONOMY OPENNESS**

Abstract. Under the conditions of increasing intensity of globalization and integration processes, issues of foreign economic security are of special importance. The level of the country's involvement in the world economy is considered as a basic indicator of the economic system development. Provided that comparative advantages are effectively applied, openness serves as a factor in the development of economy and allows using advanced world technologies and financial resources. The possibility of growth for the national economy as a whole as well as well-being of each subject of the economic system in particular largely depend on the structure and volume of foreign trade.

The study analyses the key approaches of various scientists to the interpretation of the economic category called foreign economic security, assesses the degree of foreign trade openness of the national economy based on such indicators as export quota (characterizing the level of export dependence), import quota (characterizing the level of import dependence) and foreign economic quota (which is an indicator of economy's openness). To assess the level of foreign economic security, security indicators have been considered in accordance with the Methodology for Calculating Economic Security Level. For each indicator, according to the threshold values, the state of security has been determined and an assessment of its level change during 2011-2018 has been carried out. Since the indicators characterizing foreign trade sphere are in a critical state, attention is paid to the analysis of foreign trade indicators of Ukraine. The list of problems of a systemic nature has been worked out, the main threats to foreign economic security have been identified and priority directions for its strengthening have been offered. General recommendations for creating favourable conditions for economic development in foreign trade have also been provided.

Key words: foreign economic security, integrated assessment, openness of economy, export, import, export dependence, import dependence, threat, foreign trade.

Introduction. Ukraine's integration into the world economy actualizes the issue of security in the sphere of foreign economic relations, since during the period of systemic transformation of the national economy there is insufficient protection against the influence of negative external factors. Strengthening international economic cooperation and activation of export-import processes can act as a mechanism for transferring the threats of the foreign economic sphere to the national economy. Over the last five years, significant changes in foreign trade activity have taken place in Ukraine and the volume of export-import operations has increased by 32.17%. Such changes have a multi-vector effect on the level of foreign economic security of the country. One of the defining features of the modern economy is its high level of openness, which is several times higher than in the developed countries. Therefore, the analysis of trends in the foreign economic sphere, the identification of critical foreign economic security indicators and the identification of key threats are necessary for strategic decisions concerning the development of the national economy.

Methods. The methodological basis of the research is the general scientific methods of economics as a science. Statistical methods and regression analysis methods have been used for empirical studies of Ukraine's foreign economic security indicators. In addition, general research methods such as generalization and comparison have been used. The information base is made up of official materials of the State Statistics Service of Ukraine, analytical information of the National Bank of Ukraine, as well as publications of scientists on the issues of assessment and ensuring proper level of foreign economic security.

Analysis of recent researches and publications. The investigation of the problems of diagnosing state's foreign economic security is carried out in the research papers by many foreign and domestic scientists. Categorical interpretation of foreign economic security is covered in the works by L.I. Hryhorova-Berenda [1], N.P. Stuchynska [2], L.A. Yaremko [3] and others. Scientists like N.V. Arkhireiska and I.M. Panaseiko [4], A.M. Shtangret and M.M. Karayim [5] have devoted their work to identifying threats to Ukraine's foreign economic security. Assessment of the level of foreign economic security as a component of the country's economic security is carried out in the research papers by T.O. Vlasiuk [6], V.V. Klimchyk [7], V.I. Aranchiy [8] and others.

At the same time, taking into account the current tendencies towards exacerbation of external challenges and threats, the issue of empirical study of changes in the index and indicators of Ukraine's foreign economic security in recent years remains relevant.

Statement of the problem. The purpose of the research is to consider approaches to determining the nature of the economic category of the country's foreign economic security; analyse the system of indicators and assess the level of foreign economic security of Ukraine. Particular attention is paid to finding the ways to stabilize the processes in the foreign economic sphere.

Main results of the study. The most important result of the transformation was the formation of a market economy, open to the movement of labor, goods and capital. [14] The main normative document that regulates monitoring the level of economic security as a whole and its individual components states that foreign economic security is a state of conformity of foreign economic activity with national economic interests, which ensures minimization of losses of the state from negative external economic factors and creation of favourable conditions for economic development through its active participation in the global division of labour [11].

The authors of the research paper [9] understand foreign economic security as foreign trade security. It lies in the ability of the state to withstand the effects of external negative factors; minimize their losses; actively use participation in the global division of labour to create favourable conditions for the development of export potential and rationalization; ensure compliance of foreign trade activities with national economic interests [9, p. 282]. The study of different scientists' approaches to the concept of "foreign economic security" has been carried out in [1]. Based on generalization the author has offered the following definition of the concept: foreign economic security is the ability of the state to withstand external threats, adapt and realize its economic interests in internal and external markets creating benefits that ensure sustainable economic growth [1, p. 41].

In most studies, foreign economic security is analyzed in terms of foreign trade. However, a broader view of the essence of this economic category is found in the research literature. Thus, according to V.I. Aranchiy and I.V. Peretiatko, foreign economic security should include not only export and import, but also currency, investment and debt security, since each of these factors has a direct impact on Ukraine's foreign economic security [8, p. 150].

Foreign economic security is one of the nine components (sub-indices) proposed for assessing the level of economic security in the Methodological Guidelines for Calculating the Economic Security Level of Ukraine [11]. This document outlines the list of indicators for assessing the state of foreign economic security, their thresholds and the algorithm for calculating the integral index of economic security in general.

As of 2014, Ukraine had 175 trading partner countries in the field of foreign trade in goods, and by the end of 2015 – 158, which was the result of the unstable political and, consequently, economic situation in the country. Over the coming years, there is a gradual expansion of trade relations, and at the end of 2019 Ukraine had 173 countries with which foreign trade agreements had been concluded. According to the results of 11 months of 2019, foreign trade turnover amounted to 114.98 billion USD. It is worth noting that during 2011-2018, the lowest value of foreign trade turnover was in 2016 and amounted to 75.61 billion USD. Since then, there has been a gradual increase in this indicator and deepening of the national economy's involvement in foreign trade.

The analysis of the degree of foreign trade openness of the national economy is made on the basis of determining the indicators of export (characterizing the level of export dependence), import (characterizing the level of import dependence) and foreign trade quota (which is an indicator of openness of the economy). The export quota is defined as the ratio of export value to GDP of the country and characterizes the importance of export for the economy. An increase in the export quota may indicate an increase in the

competitiveness of domestic production and deepening of the country's participation in the international division of labour. The import quota is determined by the ratio of imports to GDP and characterizes the importance of imports for the country's economy as a whole. The importance of foreign trade relations for the country is concluded by analysing the foreign trade quota, which is defined as the ratio of half the amount of foreign trade turnover to GDP. The results of calculating the openness indicators for the Ukrainian economy are shown in table 1.

Table 1 – Indicators dynamics of foreign trade openness of Ukrainian economy, 2012-2018

Years	Export quota, %	Import quota, %	Foreign trade quota, %	Coverage ratio
2012	50.9	59.3	55.1	0.8586
2013	46.9	55.4	51.1	0.8464
2014	49.2	53.2	51.2	0.9233
2015	52.8	54.8	53.8	0.9634
2016	49.3	55.5	52.4	0.8878
2017	47.9	54.3	51.1	0.8835
2018	45.2	53.8	49.5	0.8402

Table 1 data show that the national economy is open as it belongs to economic systems with high value of export and import quota: during 2012-2018 the export quota ranged from 46.9 to 52.8%, import quota – from 53.2 to 59.3%. The index of openness of the national economy in the same period ranged from 99.0% to 110.2%, which also indicates a high level of foreign trade openness of Ukraine's economy. Overall, the export quota decreased by 5.7 pp during 2012-2018 – from 50.9% to 45.2%. This is because export growth rates were lower than GDP growth rates.

The scientifically substantiated optimum value of the indicator “foreign trade quota”, in which the country avoids significant risks from adverse fluctuations of the foreign economic environment, is 25-30% [4, p. 41]. Considering the fact that the national economy has a commodity export structure, the decline in foreign trade openness in 2018 should be seen as a positive signal. More and more scholars begin to use the notion of “reasonable openness” in their research. It defines the state of the national economy, under which the mechanisms of customs, monetary, investment, debt and budgetary policies are aimed at achieving a proper level of national security, taking into account the structure of country's exports and imports, market conditions and patterns in foreign markets. The notion of competitiveness of the national economy plays an important role, since the growth of competitiveness of economy can offset the negative global effects.

The indicator of the level of foreign economic security is also the coverage ratio, which is defined as the ratio of exports to imports, as a rule, within a year (should be higher than 1 for a positive foreign trade balance). During 2012-2018 there was a steady surplus of imports over exports, which is the reason for the negative balance of trade. The lowest import / export coverage ratio was 0.8402 in 2018.

According to the 2000-2014 study, the historical minimum of the import export coverage ratio was set at 0.8464 in 2013 [4, p.43].

According to Methodological Guidelines for Calculating the Economic Security Level, table 2 lists the indicators, their values and the status as of 2018.

The data in table 2 show that there are only two indicators in a satisfactory condition as of 2018 (the share of the leading partner country in total exports of goods is 7.72% and the price index of trade conditions at the level of 99.5%), 1 indicator is unsatisfactory, 7 indicators are in a critical condition.

Also, similar calculations of foreign economic security indicators have been made for 2011-2017. Comparing the tables with the foreign economic security indicators of Ukraine during 2011-2018 allows us to identify the trends that are highlighted below.

The indicator of open economy, % is in a critical condition, however, during the period under review, there is a positive tendency to decrease. Thus, in 2011 the level of openness of the national economy was 112.94% and decreased in 2018 compared to 2011 by 13.92 pp. up to 99.02%. To move the indicator from “critical” to “satisfactory”, it is necessary to cross the 85% mark. The finding of the above indicator in the “critical” zone indicates a real threat of an increase in the negative balance of foreign trade. Given the revaluation of the national currency (hryvnia has risen by 14.48% during 2019), this scenario seems increasingly realistic.

Table 2 – Foreign Economic Security Indicators of Ukraine, 2018

No.	Indicator	Indicator value	Indicator status
1	Economy openness, %	99.02	critical
2	The coefficient of coverage of imports by exports, times	0.840	critical
3	Share of the leading partner country in total exports of goods, %	7.72	satisfactory
4	Share of the leading partner country in the overall volume of imports of goods, %	14.16	unsatisfactory
5	Share of the leading product (product group) in total exports of goods, %	24.57	critical
6	Share of the leading product (product group) excluding energy imports in total volume of imports of goods, %	20.91	critical
7	Share of raw materials and low degree processing industry exports in total volume of exports of goods, %	84.49	critical
8	The share of imports in domestic consumption, %	56.68	critical
9	Index of trading conditions (price), %	99.5	satisfactory
10	Transit capacity utilization of oil transport system, %	23.62	critical
11	Transit capacity utilization of gas transport system, %	48.76	critical

The import export coverage ratio during 2011-2018 is a disincentive for the national economy, as it does not cross mark 1. The main threats, which can be found in the import export coverage factor in the critical area, should be attributed to the deterioration of the investment economy and the attractiveness of the production attractiveness of domestic market. In general, the growth of this indicator in the realities of Ukrainian economy, which increases the level of foreign economic security of the country, occurs in times of crisis. The devaluation of the hryvnia in crisis periods causes a decrease in imports, which in turn stimulates import substitution processes in the domestic market and has a positive effect on reducing import dependence. According to the results of 2018, the value of the import export coverage ratio is the minimum for the studied period and is fixed at 0.8402, which testifies to the growing import dependence of the national economy.

The research by T.M. Melnyk and T.S. Pugachevska is devoted to the issue of import dependence of the national economy. They state that “the structure of formation of the commodity supply of the domestic commodity market of Ukraine as a whole testifies to significant imbalances of industrial potential and needs of the internal market, and also reflects significant pressure from the import” [12, p. 61]. The growth rates of imports in Ukraine’s economy are much higher than the export growth rates, which traditionally forms a negative foreign trade balance (see table 3).

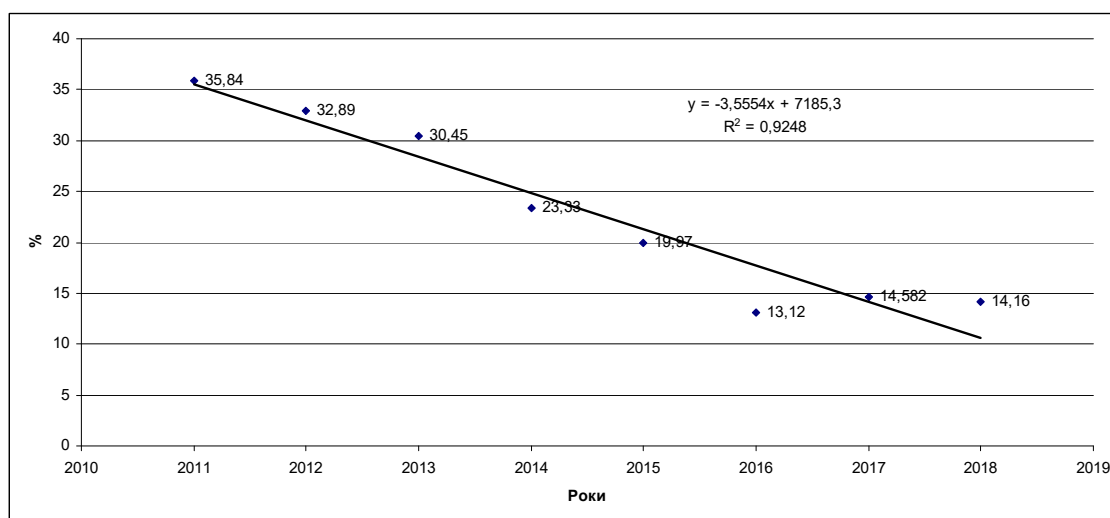
Table 3 – Dynamics of foreign trade of Ukraine during 2011-2018, billion USD

Indicator	2011	2012	2013	2014	2015	2016	2017	2018
Export of goods and services	83.65	86.52	81.72	65.44	47.86	46.01	53.87	59.14
Export growth rate, %	27.46	3.43	-5.55	-19.92	-26.86	-3.87	17.08	9.78
Import of goods and services	93.80	100.86	97.35	70.04	50.22	52.46	62.51	70.50
Import growth rate, %	34.75	7.53	-3.48	-28.05	-28.30	4.46	19.16	12.78
Balance	-10.15	-14.35	-15.6	-4.61	-2.36	-6.45	-8.64	-11.37

The indicator “share of the leading partner country in total exports of goods, %” decreased from 28.97% in 2011 (condition is defined as unsatisfactory) to 7.72 in 2018 (condition is determined as satisfactory). In general, the reduction in the share is 21.22 pp. During the period under review, the Russian Federation remains such a “partner country”.

According to the results of 2018, the indicator “share of the leading partner country in the total volume of imports of goods, %” was determined to be 14.16%. The improvement of the value of this indicator during 2011-2018 is 21.68 pp. In order to move to a satisfactory condition, the threshold of 8% must be crossed.

The systematic decrease of this indicator shows the presence of a trend in the dynamic series, and the relatively stable values of the chain absolute increments – its linear nature. Figure shows the dynamics of the indicator “share of the leading partner country in total imports of goods, %” and its trend values.



Value of indicator “share of leading partner country in total imports of goods, %” during 2011-2018 and its trend values

The trend of change in the foreign economic security indicator “share of the leading partner country in total exports of goods, %” is described by a linear trend $y = -3,56 * t + 7185,3$. The regression parameter $b = -3,56$ indicates that, on average, during the period 2012-2018, the share of the leading partner country in total exports of goods decreased by 3.56 pp.

Indicators No. 5, No. 6 and No. 7 of Table. 1 did not undergo any significant changes during the studied period. The share of the leading product (product group) in the total export of goods ranged from 19.71% to 25.12%, the share of the leading product (product group) excluding energy imports in the total import of goods had a variation range of 6.51 pp, the share of raw materials and the low degree processing of industrial exports in total exports of goods in 2011 was 75.4% and by the end of 2018 increased to 84.49%. Such indicator values are explained by the low competitiveness of domestic goods in foreign markets and their raw material orientation.

The share of imports in the domestic consumption of the country usually remains at the level of more than 50% and the magnitude of variation of this indicator during 2011-2018 is 9.44 pp. The normative value of the critical level of this indicator is 30%.

The next indicator, the index of terms of trade, is defined by the State Statistics Service as the ratio of the country’s export prices to its import prices. An indicator higher than 1 or 100% illustrates improvement in terms of trade compared to the previous year and vice versa, a factor lower than 1 indicates their deterioration. During the period under review, improvements in terms of trade were observed in 2011 compared to 2010 at 104.1% and in 2017 compared to 2016 –101.7percentage.

The structure of export and import of services in Ukraine is dominated by transport services (more than 50% of export volume and more than 20% of import volume). This makes the domestic structure of export of services significantly different from the world one [13, p. 50].

To assess the level of foreign economic security of Ukraine such two indicators of transit capacity utilization as “Transit capacity utilization of oil transport system, %” and “Transit capacity utilization of gas transport system, %” are used. The above indicators are considered satisfactory if the value exceeds 80%. During 2011 -2018, the level of utilization of oil transport system ranged from a minimum value of 23.64% in 2018 to a maximum of 31.7% based on the results of 2011. The minimum value of the indicator “Transit capacity utilization of gas transport system” was fixed at 37.58% according to the results of 2015, the maximum was 58.38% in 2011. It should be noted that in 2018, the percentage of gas transit from the projected capacity at the output of the Ukrainian gas transport system was 48.76%. In general, these indicators have traditionally been in a critical condition.

Conclusions. Today, the level of foreign economic security of Ukraine remains low, which is explained by systemic problems accumulated over the years. Indicators such as the openness of economy, the ratio of coverage of imports by exports and the indicators characterizing the structure of export-import transactions are in a critical condition. The problem for the national economy is the problem of the imperfect structure of foreign trade, which is manifested by the predominance of raw materials and primary processing goods in the structure of exports. Significant import dependence on the level of economic security of Ukraine is also adversely affected. The high level of openness of the national economy indicates its sensitivity to external challenges.

The key guideline for improving the level of foreign economic security today is the need to ensure restructuring of the national economy. At the same time, high import dependence of the national economy actualizes the issue of conducting the policy of import substitution, stimulating the development of manufacturing industries and increasing the volume of exports of high-tech products.

The trends in the development of foreign economic security indicators identified during the study should be the basis for finding the most effective instruments for ensuring the proper level of foreign economic security of Ukraine.

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ҰЛТТЫҚ ЭКОНОМИКАНЫҢ АШЫҚТЫҒЫ КОНТЕКСІНДЕГІ УКРАИНАНЫҢ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚАУІПСІЗДІГІ

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ВНЕШНЕЭКОНОМИЧЕСКАЯ БЕЗОПАСНОСТЬ УКРАИНЫ В КОНТЕКСТЕ ОТКРЫТОСТИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ

Аннотация. В условиях увеличения интенсивности глобализационных и интеграционных процессов особое значение приобретают вопросы внешнеэкономической безопасности. Уровень вовлеченности страны в мировую экономику считается базовым показателем развитости экономической системы. При условии эффективного использования сравнительных преимуществ открытость выступает фактором развития экономики, позволяет использовать передовые мировые технологии и финансовые ресурсы. От структуры и объемов внешней торговли во многом зависит возможность роста национальной экономики в целом и благосостояние каждого субъекта экономической системы в частности.

В данном исследовании проведен анализ ключевых подходов различных ученых к трактовке экономической категории "внешнеэкономическая безопасность", осуществлена оценка степени внешнеторговой открытости национальной экономики на основе таких показателей, как экспортная квота (характеризует уровень экспортной зависимости), импортная квота (характеризует уровень импортной зависимости) и внешнеторговая квота (является показателем открытости экономики). Для оценки уровня внешнеэкономической безопасности рассмотрены индикаторы безопасности в соответствии с Методикой расчета уровня экономической безопасности. Для каждого индикатора в соответствии с пороговыми значениями определено состояние безопасности и проведена оценка изменения его уровня в течение 2011-2018 гг. Поскольку индикаторы, характеризующие внешнеторговую сферу, находятся в критическом состоянии уделено внимание анализу показателей внешней торговли Украины. Определен перечень проблем системного характера, установлены основные угрозы внешнеэкономической безопасности и предложены приоритетные направления ее укрепления. Также предоставлены общие рекомендации по созданию благоприятных условий развития экономики в сфере внешней торговли.

Ключевые слова: внешнеэкономическая безопасность, интегральная оценка, открытость экономики, экспорт, импорт, экспортная зависимость, импортная зависимость, угроза, внешнеторговый оборот.

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RISKS OF THE EDUCATION

Abstract. The article justifies for the need to identify and to keep track, in practice, of different groups of risks inherent in educational institutions under current conditions of pandemic and post-pandemic transformation of education under the influence of modern world uncertainty. Transformation of education functions in the epoch of digital economy changes the content and types of risks concomitant to the activities carried out by schools. Schools belong to the most conservative types of organizations. However, the environment in which schools operate is constantly changing. An educational institution, as any enterprise, has to engage in the activity aimed at risk management. Manifestation of the risk is, on the one hand, fraught with threats and damage, on the other hand, with opportunities. Assessment of possible threats and risks allows timely projection of undesirable results, creation of a system for situational response to unforeseen circumstances and, in the final analysis, formulation of a strategy for development of the university which would allow achievement of modern high quality education, its fundamentality and conformity to important topical requirements of the personality, society and state. Causes of developing risks characteristic of educational institutions are disclosed. External and internal risks characteristic of educational institutions, sources generating them and the importance of managing them are analyzed.

The analysis of risks made reveals multi-varied threats and opportunities in the external and internal environment of the institution and their ability to have a significant effect on educational, organizational and financial activities of the schools.

Keywords: risk, education, modernization of education, challenges.

Introduction. Transformation of the modern Russian society is proceeding under the conditions of general all embracing globalization. Influence exerted by global tendencies on all the spheres of life is inevitable. Underlying it are not only the full scale economic factors, among which is the tendency gravitating to one single currency and monetary system, conquest of trade markets in many countries by transnational corporations, putting in place common trading rules but also the social causes [1-2]. Classified as such can be intensification of informational exchanges, high mobility of people, stepping up migration flows, unification of human behavior models. These factors are mirrored in many aspects of life, while education is one of the public institutes capable of changing both the present day and future perception of global processes [3]. Changes which have been taking place now at all the stages of Russian enlightenment set themselves the key task of both improving the quality of education acquired by bringing it in line with the societal requirements, time and achievements of science and eradication of those negative tendencies which have massively emerged during the recent decades. The main problems of education in Russia which have triggered the need for modernizations can be considered to be the following ones:

1) Difficulties with implementing innovations in the educational process of universities. This manifests itself in preponderance of the subject – object paradigm both in the conscience of the teachers and students and in the teaching methods, forms and tools used. Despite equipping the schools with multi-

media training tools, the strength of imperative pedagogics is obvious. Commitment to lessons system contradicts the requirements of practice-orientation of professional education and impedes implementation of respective training technologies. Organization of speciality based corps of students in the same year combined with group of students organization impairs academic mobility of students and provides limited opportunities for individual and/or customized training.

2) Lack of coherent government policy aimed at developing and supporting research staff. This results in the ageing of research and teaching staff. Low level of salaries and the requirements which are impossible to meet for a teacher's publishing activities make a teacher's job unattractive in the labor market.

3) Imperfection or inadequacy of the utilized system of grading knowledge and the quality of the teaching process. This manifests itself in subjectivity of the assessment system which often incorporates assessment of the student's motivation rather than maturity of the student's competencies. The currently practiced four point scale of assessment in Russia is insensitive and does not allow accurate differentiation of students according to the levels of knowledge acquisition[4].

These problems, to a great extent, are caused by non-conformity of the fundamental principles underlying Russian education which were shaped under the conditions of planned economy, to the requirements of the modern society and the global tendencies in the economy. The Federal law adopted at the end of 2012 "On Education" allows resolution of most of the foregoing contradictions by establishing by means of normative method the new fundamentals for shaping the education system[5].

The activities of the Russian schools have been proceeding against the backdrop of toughening requirements for education quality on the part of the society, renewal of utilized teaching technologies, highly competitive market for educational services, change in the government's attitude to educational system. There arises a need for change in the system of managing an educational institution, which would make it possible not only to assess the market for educational services and role in this market, but also to use the methods of forecasting of risks, to develop alternative strategies of behavior in the market subject to changes in the external environment [6].

Analysis of publications. There exist several main general science approaches to understanding the category of risk. One can consider risk as a situation whose outcome is undesirable. On the other hand, risk is the possibility of an unfavorable situation developing or an unfortunate outcome of an industrial (production) / business or some other situation. A number of studies view the risk as uncertainty associated with a certain event [7]. Since manifestation of risk in education needs to be considered not just through quantitative damage but in qualitative dimensions, too, the concept of risk in an educational institution is expressed as probability of undesirable consequences setting in educational and financial as well as business activities. Generation of favorable events characterizes a safe condition which can be treated as risk free. However, as practice shows, activities of the majority of enterprises which are operational in the marketplace, are fraught with significant risks, many of which lie in the very nature of entrepreneurship. Under the Civil Code of the Russian Federation "entrepreneurial activities" constitute an independent activities pursued at one's own risk, aimed at systematic gain of profit from use of property, sale of goods, doing work and rendering services" [8]. Underlying entrepreneurship is dedication to the idea of systemic gain of profit, independence of activities, responsibility for assumed obligations and pursuit of activity at one's own risk. Therefore, educational services, being a form of entrepreneurship, are now fraught with a whole range of new risks.

For the majority of schools, the sources of risks lie in the external and internal environment, which determines corresponding groups of risks. T.P. Kostyukova, as grounds for her qualifications, consider levels of training, beginning from risks of supporting sub-system level, and ending up with the risks of the user professionals' level [9]. Among the risks of the schools, the authors define the risk of insufficient funding for the school's educational activities, risk of budgetary financing deficit, risk of shortage of qualified teaching staff, risk of insufficient informational support of the scientific and educational process and others. In the opinion of N.D. Sorokina, one ought to identify, first of all, threats and challenges with which education is confronted [10]. The research refers to them the transition to "knowledge based" society, rapid obsolescence of translated knowledge, still greater spread of the Internet as a global network, information based nature of virtually all the aspects of life, etc. Therefore, identification of risk factors must presuppose the ascertaining of the risk sources and knowledge of their origin nature.

The results of the research. An educational institution is an open system which experiences and learns the hard way all the changes in the world around. It finds itself in active interaction with external environment which manifests itself in forming a contingent of students, selecting staff, informational exchange, orientation to social order and labor market. Typical of most of these processes is uncertainty [11]. There emerges a likelihood of such situations appearing which do not have a presumed unambiguous outcome. Such uncertainty is connected with influence exercised by external and internal factors.

External factors are of objective nature and the only possibility of managing these risks for schools is adaptation or denial. These factors can be subdivided into the following groups:

1. Risks of political level. Such risks, without exercising influence on the operations of the schools, pre-determine strategically important decisions taken by the management. Among them, we shall isolate political risks: probability of change in the normative and legal framework of education, and the consequences which this process will have, the inability to engage in one's activities by the schools due to loss of control over the educational institution, bureaucracy, protectionism, general global tendencies (for example, transition to two tier system of higher professional education).

2. Other risks of societal level are the socio-economic risks. These are the risks of change in the budgetary policy in the area of education, form of ownership at the school, inability or insufficiency of carrying on business based contractual jobs, restructuring of the market for educational services, deterioration of tax burden for private schools.

3. Local risk factors include socio-demographic risks, regional tax risks, entrepreneurial risks, situation in the local labor market, environmental risks, competition of private schools in the region. These factors have a direct impact on the educational institution since they actually shape its business environment at the regional level [12].

Internal risk factors are predicated by the micro-environment of the schools and are directly linked with its structure, material and technical facilities, financial resources, scientific and teaching staff and technological equipment availability. The following risks can be referred to this group.

1. Organizational risk factors are predicated by the salient features of educational institution management, its organizational chart, HR policy, the management's governance culture, unattractive image of the school, ineffective marketing, decline in training quality as a result of increase in the number of branches.

2. Educational risks are related to the special features of implementing educational process. These are the risks related to implementation of innovations, utilization of new teaching technologies, low level of students' and teachers' motivation, high rates of informatization, implementation of competence based approach, lack of facilities for students to undergo hands-on practical studies, lack of reliable means for assessment of competences, low quality of graduates training [13].

3. Staff risks are related to teacher competency, teacher motivation, willingness to innovate, the possibility of advanced training.

4. Risks of digitalization are predicated by DDoS-attack, phishing, ransomware, hacking.

5. Other risks. Development of the material and technical facilities of the schools, acquisition of facilities for multi-media technologies pose a threat in the form of various criminal risks. Informational risks can also be referred to this group.

Conclusion. Analysis of risks is the key to effective risk management of the schools. Research of this activity is of great practical significance for the educational institutions. That may give schools a spectrum of tools which would enable them, at the stage of planning their activities, to identify unfavourable factors and to mitigate the unfavourable impact of financial and management risks in decision making.

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БІЛІМ БЕРУДЕГІ ТӘУЕКЕЛДЕР

Аннотация. Мақалада қазіргі әлемнің белгісіздігінің әсерінен білім берудің пандемиялық және пандемиядан кейінгі трансформациясы жағдайында білім беру мекемелеріне тән әртүрлі қауіп-қатер топтарын іс жүзінде анықтау және бақылау қажеттілігі негізделген. Сандық экономика дәуірінде білім беру функцияларын трансформациялау мектептердің ілеспелі қызметінің мазмұны мен тәуекелдердің түрлерін өзгертеді. Мектептер ұйымдардың ең консервативті түрлеріне жатады. Алайда, мектептер жұмыс істейтін орта үнемі өзгеріп отырады. Білім беру мекемесі, кез келген басқа кәсіпорын сияқты, тәуекелдерді басқаруға бағытталған қызметпен айналысуы тиіс. Тәуекелдің көрінісі, бір жағынан, қауіп – қатерлер мен зияндарға, екінші жағынан-білім беру мекемесін дамыту үшін қажетті жаңа жағдайлар туғызуы мүмкін.

Мүмкін болатын қауіп-қатерлер мен тәуекелдерді бағалау жоспарланған білім беру траекториясынан жағымсыз нәтижелерді немесе ауытқуларды уақтылы болжауға, күтпеген жағдайлардың жағдайлық әрекет ету және тұрақты мониторинг жүйесін құруға және сайып келгенде, заманауи сапалы білімге қол жеткізуге мүмкіндік беретін білім беру мекемесінің даму стратегиясын тұжырымдауға мүмкіндік беретіні сөзсіз. Мақалада қазіргі білім берудің тенденциялары, білім беру мекемелеріне тән тәуекелдердің пайда болу себептері ашылады. Білім беру мекемелерінің жұмысында көрініс тапқан нормативтік актілер қарастырылады.

Тәуекелдерге жүргізілген талдау мекеменің сыртқы және ішкі ортасындағы әртүрлі қауіп-қатерлер мен мүмкіндіктерді және олардың мектептердің білім беру, ұйымдастыру және қаржылық қызметіне елеулі ықпал ету қабілетін анықтайды.

Түйін сөздер: тәуекел, білім беру, мектеп, ішкі тәуекелдер, сыртқы тәуекелдер.

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РИСКИ ОБРАЗОВАНИЯ

Аннотация. В статье обосновывается необходимость выявления и отслеживания на практике различных групп рисков, присущих образовательным учреждениям в современных условиях пандемической и постпандемической трансформации образования под влиянием неопределенности современного мира. Трансформация функций образования в эпоху цифровой экономики меняет содержание и виды рисков, сопутствующих деятельности школ. Школы относятся к наиболее консервативным типам организаций. Однако среда, в которой работают школы, постоянно меняется. Образовательное учреждение, как и любое предприятие, должно заниматься деятельностью, направленной на управление рисками. Проявление риска, с одной стороны, чревато угрозами и ущербом, с другой – возможностями. Оценка возможных угроз и рисков позволяет своевременно спрогнозировать нежелательные результаты, создать систему ситуационного реагирования на непредвиденные обстоятельства и, в конечном счете, сформулировать стратегию развития вуза, которая позволила бы достичь современного высокого качества образования, его фундаментальности и соответствия важным актуальным требованиям личности, общества и государства. Раскрыты причины развития рисков, характерных для образовательных учреждений. Анализируются внешние и внутренние риски, характерные для образовательных учреждений, источники их порождения и важность управления ими.

Проведенный анализ рисков выявляет многообразие угроз и возможностей во внешней и внутренней среде учреждения и их способность оказывать существенное влияние на образовательную, организационную и финансовую деятельность школ.

Ключевые слова: риск, образование, школа, внутренние риски, внешние риски.

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FEATURES OF RESULT BASED FINANCING HIGHER EDUCATION

Abstract. The key role of the education system in the formation of a knowledge society is raising the issue of improving its financing. In the face of new challenges and aggravation of global competition, the mechanism for financing the higher education system is being transformed. The need to increase funding is manifested in expanding financial sources and improving the management of various financial flows. Increasing the effectiveness of public funding is becoming an important issue, which remains the main source of financial revenues for institutions of higher education in countries of the world. A promising practice in the world is the use of funding based on the results of activity, which is becoming more widespread in various areas of economic activity. The purpose of this article is to study the current world-wide practice of applying results-based financing of higher education and defining promising directions for its implementation in Ukraine. The essence and features of RBF - Result Based Financing (RBF) method, including in the system of higher education, are revealed. The existing approaches to financing higher education institutions in the world based on results are systematized, the main criteria for their definition are identified: on the basis of inputs, process, output, output. The world practice of using higher education institutions financing based on the results, positive and negative consequences of its implementation is highlighted and summarized. The necessity of using RBF funding in the system of native education is proved, the main directions and areas of its use are determined. The application of a two-tier model of financing higher education institutions in Ukraine is proposed, which combines the traditional cost-oriented approach and funding based on the results of the activity.

Key words: financial mechanism, institution of higher education, funding based on the results of activities, forms and methods of funding.

Introduction. The issue of improving the management and financing system is being actualized due to awareness of the education as a key factor in the development and competitiveness of national economies in the global competitive space [23]. The need to improve all integrated financial resources framework is caused by the demand of rapid changes in the external environment and increased competition between the higher education institutions for human and financial resources: expansion and diversification of financial revenues, autonomy of universities. Countries of the world are looking for new models of education management, new flexible forms of financing, and the effective organization framework for educational activities. The most urgent problem is finding one's own framework that is optimal and effective in the interests of society. The economic nature of education (both public and private goods) is ambiguous, thus making it difficult to build its financial framework. This framework can be much diversified in forms, methods, and resources. A key challenge for each country is to build a framework for higher education financing, which is capable to ensure that the educational actors are autonomous and flexible, combined with a focus on important objectives. In this context, the practice of implementing a state-funded and result-based framework provides a great space for analysis.

Since the 1990s, this approach has been applied in the fields of education, health care, energy engineering, etc. At the beginning of the 21st century, the result-based model implementation became very popular. The worldwide experience of this model implementation is quite diverse, as countries may set different goals and apply different methods, approaches, and instruments. In turn, a chain of studies on this practice implementation efficiency has emerged. At the level of higher education, there is the greatest opportunity to implement this approach to financing educational institutions.

Literature review and problem statement. The problems of the education system financing are relevant for modern national and foreign science, both in theory and practice. Especially, the issue on the role of education in the development of society, its contribution to economic growth is treated in the works written by such authors as F. Altbach, V. Basilevich, G. Becker, A. Chukhno, T. Schultz, L. Jacobson and others. The education contribution to economic growth basing on complex econometric models was estimated in the works by Y. Mintzer, J. Psaharopoulos, P. Romer. The growing attention to the problems of leadership and competitiveness in education actualizes the intensifying global competition for students, finances, and other resources. J. Salmi studied the processes, in the frameworks of which the world-class universities are developed. He stated that one of the key factors for these processes is the availability of four sources: public financing, contract work for businesses, charitable contributions, and tuition fees; but public financing is the most important [1].

The education financing issues are directly studied in the works of T. Bogolib [2], T. Esterman [3], T. Yefimenko, I. Chugunov, and S. Yuriy. The researched subjects such as autonomy of higher education institutions (T. Esterman [3]), diversification of financing sources, and increase of the state financing efficiency (I. Kalenyuk [4], T. Bogolib) are relevant. The result-based financing (RBF) - a new approach to financing in the field of education, has gain ground in the world educational practice both in different aspects and at different levels of education. It became relevant in the process of financing for targeted projects and programs. The RBF SIDA study distinguished two concepts: RBF and RBA (Result Based Aid) [5; 6]. Result Based Financing is agreements with service providers, in which part of the funding is related to the achievement of pre-determined results or other performance indicators. RBA is results-based, with many projects using output indicators as a proxy indicator. In the education system, the application of the RBF method is maximally possible after the post-secondary vocational education level, the most commonly used and of interest for research at the higher education level. A serious study was conducted back in 2001 by B. Jongbloed: "Performance-Based Financing in Higher Education: An International Survey." The author notes that the use of funding formulas is often the first step in the RBF system development. Its main advantage is using objective criteria, providing a clear picture of the distribution of funds among universities, and facilitating comparisons between institutions, thus reducing lobbying by institutions [7].

Extensive research into the implementation of the RBF method was conducted by E. A. Hanushek [8; 9; 10]. Exploring the various frameworks of the public funds distribution, J. Salmi identifies three main approaches: 1) output resources (staff or number of students); 2) categorical programs; 3) formula-based financing [11]. T. Estermann and A.-L. Claeys-Kulik confirms the effectiveness of this method: "This method connects funding to measurable metrics, thereby increasing monetary transparency, encouraging and rewarding universities for achieving their goals" [12]. A thorough analysis of contemporary RBF practice is found in Y. Amy's work [13], which summarizes existing experience and analyzes in detail the differences, positive and negative effects of RBF implementation in different US states. The experience of reforms in the system of financing higher education in the Nordic countries is analyzed E. K. by Schmidt [14]. Conceptual principles are justified by P. Clist and A. Verschoor [15]. International comparisons of existing funding formulas have been made by G. G. Goksu and M. E. Altundemir [16].

Problem statement. Continuation of wide-ranging discussions of RBF practices in the world is relevant. This problem does not have an unequivocal solution, as each country solves it based on its historical traditions and institutional characteristics. It is prospective to investigate the world experience of implementing this approach, its advantages and disadvantages, its tools and forms of implementation.

The objective of this article is to investigate the current world practice of applying result-based higher education funding and to identify prospective areas of its implementation in Ukraine.

The study's results. The idea of the result-based financing emerged at the end of the last century. Before that, public higher education institutions had been funded based on the number of students in all countries of the world. This issue has become relevant to economic science as well, as many issues remain in the construction of financing frameworks, in the selection of key indicators, and in the evaluation of performance. The first is to determine the objective need for the emergence and development of a results-based model for higher education financing. There are such reasons for this, as follows: awareness of the ineffectiveness of direct public financing for higher education institutions, which may provoke containment character and unwillingness to change something in their activities; the need to reduce the possibilities of manual intervention in the process of allocating funds; the need to introduce the principles of competitiveness between institutions, and thus to direct them to better performance; the need to enhance the inclusiveness of the higher education system - its accessibility to certain sections of the population

(low-income families, people with disabilities, national minorities, etc.); improving the quality of educational services and the quality and efficiency of educational activities. Each country has its own specific goals and historical circumstances that lead to particular highlights. The ultimate goal of public policy can be: to increase the total number of students or the number of foreign students; to improve the quality of training; increased scientific research; to improve indicators in world rankings, etc. This is what determines the selection of key metrics for model selection.

There are two main approaches: input-based and output-based. Certainly, the dominant practice in the world is cost-based financing, when the key indicators for determining the amount of financing are student contingent, teaching staff, scholarships, infrastructure costs (utilities, capital). Under this approach, financing is provided to universities on a cost basis, and institutions cannot allocate their funds or can only do so under severe constraints. That is why, "more and more countries are moving to long-term agreements between the ministry and universities"[12]. "There is a noticeable tendency, especially in the Western Europe, for the allocation of public financing through block grants ... that include several categories of spending: education, current costs, and/or R&D. In this context, universities are free to split and distribute their financing according to their needs, although some restrictions may apply" [17].

The vision of the educational process in the form of a particular chain helps to distinguish the results of educational activities at different stages. In the scientific literature on RBF, a chain of results is highlighted: inputs, process, activities, outputs, outcomes, impact on the economy (impact). The first step is always taking into account available resources, and financing is provided on the basis of input indicators: number of students (In total, full-time, full-time equivalent, by specialties and levels); the number of teaching staff. The next stage - the educational process - involves taking into account the peculiarities of the "production process" in the educational institution: the specifics of different specialties, forms of study, categories of students, etc. At the stage of initial resources, the performance of the educational institution is evaluated, and there, the important indicators are output (number of graduates), completed credits, etc. The external effectiveness of the institution's educational activity can be reflected: first of all, in the outcomes as indicators of university graduates employment; second, as the impact on the economy as a whole. These results are not always in the area of influence of higher education institutions (for example, rising unemployment in times of economic crisis). However, assessing performance at this level (the level of external effectiveness of educational activities) is also of scientific and practical interest. The results of educational activities can be evaluated by different indicators depending on at what stage they are recorded. The number of students enrolled in the institution at the moment is an intermediate result. The number of graduates who have successfully completed their studies and received relevant education documents is the following result. How many graduates are employed by profession, how many have become unemployed is also another important result. And the end result or effect is the contribution to the growth of GNP and the development of the economy, which are made by skilled workers, graduates of the institution. Out of all the examples of educational results, only the first provides the opportunity to consider when determining the amount of financing. Considering all of the following as resultant indicators has some difficulty.

The performance of higher education institutions can be evaluated in both the educational and scientific fields. We will try to define the main groups of indicators to determine the results in each of these activities. In the sphere of educational activity, in our opinion, the main groups of indicators are: social or inclusion indicators; indicators of graduation or completion of a certain cycle; specifics of educational programs; results of specific goals achievement; labour market indicators; other indicators.

Social or inclusion indicators may include the number of students from low-income families; the number of orphans; number of persons with disabilities, etc. In the United States, such indicators are used in some states: students of colour, first-generation students, or students over 25. In Tennessee, there is an additional 40% financing for each graduate belonging to a group of low-income or adult students. Additional financing is also available in Ohio for low-income, adult or students of colour [13]. *The graduation rates* can also be different: number of graduates of bachelor's or master's level; the number of credits completed; number of certificates issued, etc. In Massachusetts, two-year colleges receive financing in the following ways: base financing based on student numbers and additional financing using the following formula: 50% is considered base financing based on completed semester credit hours and the other 50% is based on performance indicators. The following indicators include certificates of graduation received; social transfers; 30 credits completed; fully completed courses in mathematics and English; diplomas and certificates received per 100 students of the given contingent; diplomas and certificates awarded to students receiving social scholarships or in important fields [13]. Financing for

different *educational programs* may differ because they have different costs and require different amounts of financing. Technical specialties require laboratory equipment, which is why they are much more expensive than humanitarian and social specialties. *Specific goals* may be identified by the priorities of the state strategic policy may. Achieving specific goals may include, for example, STEM (science, technology, engineering, and mathematics). The government may support for certain specialties (pedagogical, medical, STEM), support for certain institutions or institutions in depressed regions [13].

The experience of the United Kingdom in addressing these differences in institutions is interesting. Here, the calculation of the financial support for current activities is carried out by Higher Education Financing Council for England (HEFCE), based on the allocation of 4 groups of specialties: medical and veterinary specialties; exact and natural sciences, technological and engineering specialties; specialties requiring laboratory equipment; specialties that do not require laboratory equipment. For each group, a standard or basic amount of financial support is provided for each institution (based on the number of full-time students, specialties, student categories). *Labour market* indicators are, first and foremost, the number or share of graduates employed over a certain period (1 year); the number or share of unemployed graduates; salary level, etc. To link financing to such indicators, as these results do not always depend on the educational institutions themselves, is not easy. *Other indicators* may include quality or performance, overall program or faculty performance, gender indicators, etc. The use of these indicators has some limitation, as this is only possible if there is an objective system for evaluating the quality or performance of the educational activities. Success rates, as noted above, are used extensively in the US.

The financing of scientific activities is mainly based on results. As a rule, it is provided in the form of competitions for the implementation of research works. These indicators may include publication of articles in scientometric databases, volumes of previous scientific works completed, grants, commercialization, patents, etc. The world experience of financing for higher education institutions is highly diverse and interesting to study. The report of the Centre for Research in Higher Education Policy at the University of Twente “Performance-based financing and performance agreements in fourteen higher education systems” summarizes data on 14 countries. According to the report, the following indicators are most commonly used: the number of bachelors and masters graduates - in Austria, Finland, the Netherlands, North Rhine-Westphalia, Thuringia, Tennessee; the number of completed exams or credits obtained by students - in Austria, Denmark, Finland, Tennessee, Louisiana, South Carolina; the number of students from underrepresented groups - in Australia, Ireland, Thuringia, Tennessee; duration of study - in Austria, Denmark, the Netherlands, Tennessee; the number of postgraduate students - in Australia, Denmark, Finland, Thuringia, the Netherlands; productivity of research - in Australia, Denmark, Finland, Great Britain (England, Scotland); success rates - in Australia, Finland, Hong Kong, Ireland, Scotland, Tennessee; low-income persons (Australia, Denmark, Finland, Thuringia, Hong Kong); income from knowledge transfer (Australia, Austria, Scotland). Less commonly used performance indicators are internationalization in Finland; quality of education based on student surveys - in Finland, Tennessee; employment rates (number of employed graduates) - in Finland; research quality - Hong Kong, UK [18].

The RBF practice in the US is much diversified. Thus, it leads to complication and introduction of new incentive frameworks for allocating financial resources, based on success rates. The states of Arkansas, Indiana and Nevada account for only 5% of all college financing, and Ohio State accounts for more than 25%. In total, the opinion is that less than 5% of total financing does not lead to significant changes in results. For 4-year colleges, with more than 80% of the financing is provided based on results, and Ohio and Tennessee are the leaders [19]. The state Tennessee provides an additional 40% of financing for each student who completes the studies, if that student is eligible for grants or considered to be an adult (25 and older). Recently, some policies have changed: two-year colleges in Tennessee reduced both the number and proportion of students aged 25 and older, but increased the number and proportion of low-income students.

In Maine, since in 2014, the base financing of an education institution has increased from 5% to 30% per year based on performance. The main indicators for this are the number of diplomas awarded (additional points for college graduates over 30 years of age, recipients of social scholarships); number of graduates in science, technology, mathematics, engineering, health care, etc. priority industries; number of research grants and other contracts per year; volume of research grants and other contracts for the year; the number of diplomas awarded per \$100,000 income from tuition fees, government allocations and other income. In Arizona, all universities have received an additional \$5 mil since 2013 based on the formula of

success. Starting in 2016, all financing is based on a new success formula, including the number of diplomas awarded; 24-hour credits completed by students; revenues from external research and services provided. In Florida in 2014, the Governing Body adopted a new financing formula based on success. Each institution receives a weight of 1 to 5 points, depending on the success by 10 indicators. Institutions should get at least 25 points to receive basic financing. If institutions score 26 or more points, they will receive additional financing. Any institution that has not scored 25 points and the three institutions with the lowest points will not receive additional financing and will gradually reduce their financing by 1% per year. Success indicators include percentage of bachelors employed or continuing their education during the year after graduation; the median average salary of graduates working in Florida during the year after graduation; graduation rate for 6 years; academic norm of progress; number of bachelor graduates of strategic directions; university standard of access (% of graduates receiving social scholarships); the number of diplomas awarded in strategic areas [19].

Finding out the consequences of implementing a result-based higher education financing system is also important. Macro factors can significantly affect the performance of higher education institutions. Government financing for higher education may decline as a result of economic crises, and inflation can significantly reduce real spending (per institution, per student). According to a study by Amy Y., in 2015-2016, state and local FTE-equivalent allocations were 11% below the 2005-06 financing level. Demographic trends are also a factor, when school graduates number fluctuates. As Amy Y. notes, graduates have anti-cycles in relation to economic situation in the country. In 2007–2009, during the Great Recession, enrolment in local US colleges increased significantly, while the number of high school graduates declined during the economic recovery in 2011–2015 [13]. The share of performance-based financing in the Netherlands is 27-32%, in Austria - almost 100%, in Australia - 20%, in Denmark - 60%, in England - 50%, in Finland - 75-100%, in Hong Kong - 23%, in Scotland - 85%, in Tennessee (USA) - 100%, in Thuringia (Germany) - 55% [18].

Amy Y.'s research also points to some of the negative effects of such financing, which requires caution when developing state or even federal financing systems. First of all, an unforeseen consequence of such financing policy was the increase in the number of short-term certificates issued. As the same additional funds were provided, regardless of the degree of higher education, it was advantageous for institutions to obtain higher performance indicators (the number of education documents issued) with less time and expense. It is because the certificates issued may not have a "high value" in the labour market and, not have much influence on solving problems of graduation unemployment. According to that, for example, Tennessee revised its financing model for 2015-2020 and adjusted the incentives for short-term certificates. Another unpredictable result was an increase in selection criteria. As graduates are encouraged, universities are more interested in students with good academic performance. Four-year colleges have increased the admission criteria for students (e.g. in Indiana). This practice was called "creaming". Thus, the prevailing view is that such practices may limit entry into higher education of students from disadvantaged backgrounds. Another unexpected consequence was a decrease in the quality of education. Since institutions are more in need of a graduate than a student, they have taken such measures as transferring students with low grades to the next course, reducing the number of credits, etc. [13].

At the heart of the emergence of a new philosophy of financing higher education institutions was the understanding of the need to transform their activities, to aim at achieving certain goals. The education sector is a special sector. On the one hand, it should be focused on the generation and spread of new knowledge and be innovative. On the other hand, in this area, the traditions, such as teaching traditions and research traditions, are more important than in other spheres. Ensuring a contradictory unity of innovation and tradition requires some stability. Schools of science can only be formed under conditions where there is some stability, and some challenges that force teams to be in constant search. It is this combination that can be realized with the help of result-based elements. The choice of such elements, the determination of the ratio of the various components in financing framework, leaves much room for economic science and practice. In 2016, the Conceptual Model of Public Financing for Higher Education in Ukraine was proposed, and it was prepared by the CEDOS Information and Analysis Centre [20].

The important issues is the need to avoid the Matthew effect. The additional financing of those institutions that have already raised additional funds may result in the situation when rich institutions become even more affluent and the poor becoming poorer. That is why it is important to create transparent

and clear conditions for additional financing. A two-level model of financing higher education institutions, which would combine two basic approaches (costs and outcomes) and would not entail a fundamental breakdown of existing budgetary practices, may be optimal for modern conditions. A certain stability of financing of higher education institutions can and should be ensured by the part that is formed on the basis of cost indicators (number of students, scientific and pedagogical staff, and specifics of educational programs). Another part, the additional financing should be provided not by many, but clear parameters and provide transparent and clear conditions for its receiving. Such important goals can be attributed to: special support for important specialties (IT, biotechnology, etc.), additional incentives for the results of objective monitoring of the labour market. There is also a need for improvement for a system of stimulating research. It should be noted that this sphere requires a significant increase in financing. There is a gradual decline in the share of GDP provided to research and development in the Ukraine: 0.48% in 2016 and 0.45% in 2017. In 2016, the share of R&D expenditure in GDP of EU-28 countries it averaged 2.03%. The shares of R&D expenditures were higher than average in Sweden - 3.25%, Austria - 3.09%, Germany - 2.94%, Denmark - 2.87%, Finland - 2.75%, Belgium – 2.49%, France – 2.25%. The world leaders by the share of spending on R&D are Israel - 4.25%, Korea - 4.23%, Japan - 3.14%, the US - 2.74% of GDP [21]. In addition, approximately two-thirds of the total science financing is provided to universities, while the rest is provided to scientific institutions of the National Academy of Sciences and other academies. That is why the first priority should be a significant increase in financing for science, first of all – university science. As for the framework of financing research, it is practically implemented on the basis of efficiency. The allocation of funds to universities is made on a competitive basis, when scientific teams prepare project proposals that take into account their previous results: publications, participation in grants and implementation of contractual topics, the presence of intellectual property rights, commercialization, etc. Improvement of the framework should be provided in the direction of increasing transparency of all procedures.

In Latvia, starting in 2015 [22], a new system of financing higher education institutions is gradually being introduced based on performance results. This system provides for three levels, where the first level is the definition of the main volume of financing; the second level is determined based on the results of activities; the third is determined by financing from the EU structural funds. The volume of financing of the first level is set Resolution of the Cabinet of Ministers № 994 (item 9) on the basis of the number of training places, the basic costs of placement and ratios of cost of training for the different branches of education. Moreover, STEM curricula (science, technology, engineering and mathematics) are priority ones, to which up to 55% of all budget positions until 2020 should be directed.

The amount of financing based on the results is calculated according to the following formula:

$$F_2 = F_{2s} + F_{2z},$$

where F_{2s} - the amount of funding for training based on learning outcomes; F_{2z} - the amount of funding based on indicators of the effectiveness of scientific activity.

The amount of financing is calculated in accordance with the formula:

$$F_{2z} = F_{att} \left(\frac{\left(\frac{P}{\sum P} \right) + \left(\frac{S}{\sum S} \right) + \left(\frac{L}{\sum L} \right)}{3} \right),$$

where F_{2z} - the amount of resources allocated to the university; F_{att} – Program Funding “03.03.00 Development of research at universities and colleges” for the calendar year; P – the university’ masters and doctoral students in the last 5 years in the full time equivalent; $\sum P$ - the total number of graduate students in higher education in the last 5 years in the full time equivalent; S - funding received in the framework of R&D projects of the European Union Framework Program, implemented in higher education institutions and at other international research projects competitions; $\sum S$ - total funding received by higher education institutions within the framework of the European Union Framework Program for Research and Development Projects and other international research project competitions; L - financing attracted as part of the university’ research and development work, including contract work with business;

ΣL - the total amount of funds raised in higher education within the framework of research and development projects ordered by the industry.

The amount of financing for innovative and strategic specialization is calculated according to the following formula:

$$F3 = F3s + F3z,$$

where $F3s$ - financing for the consolidation of areas of study and capacity building, the development of innovative training programs, the development of joint training programs; $F3z$ - Supporting the strengthening of scientific and innovative potential and the capacity of scientific institutions to attract external funding.

Conclusions. Implementation of the framework for financing higher education institutions in our country can be an important step in the process of improving the framework of public financing of the education system. World practice has shown that the RBF implementation helps to achieve the goals and to improve total effectiveness of educational activities. At the same time, it is necessary to consider the possible consequences that may result from ill-considered policies. According to the world experience, they may include lowering the quality of education while increasing the number of diplomas awarded, increasing entry barriers to universities and reducing access for vulnerable groups.

Provision of the modern development of the education system requires a clear understanding of the desired outcomes, goals and frameworks for achieving them. The priorities, the creation of special conditions for national education leaders and the support of all other sectoral or regional institutions, which in their places, will each contribute to the strengthening of the Ukrainian economy, are clearly identified. A pressing issue for modern educational practice in Ukraine is the further elaboration of financing frameworks by performance; the development of simple, understandable and clear goals that can be fixed and defined as results and benchmarks for financing educational institutions.

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ҚЫЗМЕТ НӘТИЖЕЛЕРІ НЕГІЗІНДЕ ЖОҒАРЫ БІЛІМ БЕРУДІ ҚАРЖЫЛАНДЫРУ ЕРЕКШЕЛІКТЕРІ

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ОСОБЕННОСТИ ФИНАНСИРОВАНИЯ ВЫСШЕГО ОБРАЗОВАНИЯ НА ОСНОВЕ РЕЗУЛЬТАТОВ ДЕЯТЕЛЬНОСТИ

Аннотация. Ключевая роль системы образования в формировании общества знаний ставит вопрос о совершенствовании ее финансирования. В условиях новых вызовов и обострения глобальной конкуренции происходит трансформация механизма финансирования системы высшего образования. Необходимость увеличения финансирования проявляется в расширении финансовых источников и совершенствовании управления различными финансовыми потоками. Повышение эффективности государственного финансирования становится важным вопросом, который остается основным источником финансовых поступлений для высших учебных заведений стран мира. Перспективной практикой в мире является использование финансирования по результатам деятельности, которое получает все большее распространение в различных сферах экономической деятельности. Целью данной статьи является изучение современной мировой практики применения целевого финансирования высшего образования и определение перспективных направлений его внедрения в Украине. Раскрываются сущность и особенности метода RBF - Result Based Financing (RBF), в том числе в системе высшего образования. Систематизированы существующие в мире подходы к финансированию высших учебных заведений на основе результатов, определены основные критерии их определения: на основе затрат, процесса, выпуска, выпуска. Освещена и обобщена мировая практика использования финансирования высших учебных заведений с учетом результатов, положительных и отрицательных последствий его реализации. Обоснована необходимость использования финансирования РБФ в системе отечественного образования, определены основные направления и направления его использования. Предлагается применение двухуровневой модели финансирования

вищих учебных заведений Украины, сочетающей традиционный затратно-ориентированный подход и финансирование по результатам деятельности.

Ключевые слова: механизм финансирования, учреждение высшего образования, финансирование по результатам деятельности.

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ANALYSIS AND COMPREHENSIVE EVALUATION OF FINANCIAL INSTITUTIONS IN TERMS OF ECONOMIC MODERNIZATION

Abstract. Active transformation processes of globalizing world finance, new goals and objectives of modernization of the national financial system determine the need to form an effective financial system in Kazakhstan that can withstand external challenges and ensure the stable development of the country and its internal market in the context of globalization.

The modern financial system is a complex set of interrelated and interacting institutions, financial instruments, mechanisms and procedures aimed at ensuring the financial activities of economic entities and other entities (in particular, public law, etc.) that create conditions for ensuring reproduction processes.

In practice, the process of globalization associated with global financial and economic integration is becoming more active with the strengthening of supranational regulation of the world economic space.

The study of problems of financial and credit aspects of economic modernization in the conditions of globalization as a scientific direction is under development and scientific discuss, this is due to the fact that it is an unfolding process, but not yet a fait accompli, and the problems that confronted the state in the age of globalism, extremely important and require a constant updating of strategy of development with a predominance of the innovative aspect as the most effective in new economic conditions.

The purpose of the study. The aim of the study is to clearly identify the problems of financial and credit aspects of economic modernization in the context of globalization and ways to solve them.

Methods of analysis of the scientific and information base, synthesis of the obtained data into theoretical conclusions and practical recommendations, methods of economic analysis were used as tools.

The scientific novelty of the research consists in the development of provisions that form the theoretical and methodological basis for determining the financial and credit aspects of economic modernization in the context of globalization.

Key words: analysis, comprehensive assessment, second-tier banks, efficiency, growth, financial stability.

Introduction. In Kazakhstan, with its vast territory, globalization is based on the diversity and peculiarities of regions, the development of which, and the activation of integration interaction, essentially represent the preparatory stage of the regionalization process, associated with the strengthening of the role of regional financial institutions and instruments and their certain mitigating influence on global financial processes.

In this regard, as one of the approaches to the decomposition of the financial system, it is proposed to use functional and content segmentation of the country's financial system in the context of globalization. Being it is connected with allocation at the initial stage of key segments of the financial system, the interaction of which provides effective mechanisms for financial control, planning and purposeful control over the dynamics of the financial system, without which it cannot fulfil its functions in accordance with its General purpose. At the subsequent stages, a more detailed structuring of the main segments is carried out, taking into account the fact that they include a complex set of tools, procedures and rules aimed in more detail at solving individual specific problems of financial regulation.

Of course, globalization, being an inevitable and objective process of the modern economy, has both a positive and negative impact on the development of the financial system. The country's financial system, due to its openness in a market economy, is designed to withstand any external and internal challenges of our time, as it becomes more integrated into the global financial system.

Consequently, the country's financial system requires constant modernization in the context of globalization, taking into account the peculiarities and level of its development, as well as the strategic tasks set for it.

In this regard, the role of state power and management in the development of a correct and effective financial and monetary policy of the state, adequate to the modern challenges of globalization, is growing many times. The sustainable development of the national economy largely depends on the professionalism of those who develop strategic and tactical tasks for the development of the country and make management decisions on their implementation. Success is determined by how skillfully the entire arsenal of financial and monetary instruments at their disposal will be used to regulate the economy, aimed at achieving the strategic goals of the state in the difficult conditions of a globalizing world.

Methods. The paper uses methods of modeling and comparative analysis. To solve individual tasks, the methods of the «tree» of goals and expert assessments were used. The information and empirical base of the study is the normative legal acts of the regional and municipal levels; official data of the republican and regional authorities; methodological, scientific, educational and reference literature, Internet materials, as well as research conducted by the authors.

Methodological research is a general method of scientific knowledge-analysis and synthesis, content-media analysis of sociography, system-comparative method that allows to determine the Genesis, sequence and functioning of the stages of development of the financial and credit market in the context of economic modernization.

Results and discussion. According to the Forecast of socio-economic development of the Republic of Kazakhstan for 2019-2021 [1], in 2020 the world economy is still in a low growth environment and is characterized by weak dynamics of demand and investment spending, low inflation rates, and increased unemployment. But there are also positive trends for the Kazakh economy: in the six months of 2020, oil rose by 28.5 %, metals-by 4.6 %. Despite the impact of external factors, the economy of Kazakhstan in January-June 2018 moved into a positive zone and GDP growth was 0.1%. At the same time, the decline in industrial production by 1.6%, domestic trade by 4.9%, and information and communications by 4.1% had a negative impact on GDP growth.

The unfavorable macroeconomic situation with a reduction in real GDP is reflected in the banking sector. Reduced investment, depreciation of the national currency and inflation affect the reduction of consumer demand and real incomes of the population [2].

Unlike real GDP, Kazakhstan's GDP is growing in nominal terms. Increases the level of penetration of financial services in Kazakhstan's economy, estimated by experts of JSC «Rating Agency RFCA» as a rather high – at the end of 2019 assets of the banking sector of Kazakhstan amounted to more than 57% of the Republic's GDP at the end of 8 months 2020 assets – more than 60%. The share of the loan portfolio of banks in the GDP of the republic is about 38%.

By comparison, at the end of 2019 in Russia Bank assets exceeded GDP, which corresponds to the strategy of the Central Bank of Russia, and due to the fact that GDP growth has been below the dynamics of Bank assets (1.6 million% in real terms).

In Belarus, the share of the banking sector was about 71% of the country's GDP. On average, the banking sector in Kazakhstan has been growing by 11% over the past few years, with an increase of about 30% in 2019. According to RA RFCA estimates, the sector's growth by the end of 2020 will be about 7-8% at the level of 25.5 billion tenge.

The banking sector shows a low appetite for lending. Loans to the banking sector have declined by 1.5% since the beginning of the year. Almost all major banks have reduced their loan portfolio in the first 6 months of 2020. Sberbank (-11.3%), kaspibank (-8.6%) and CenterCredit Bank (-6.7%) showed the biggest declines among major banks.

Medium and small banks showed an increase in loans. Such reluctance of banks to issue loans is associated with an increase in the risk of insolvency of borrowers against the background of the deterioration of the economic situation in the country and the devaluation of the tenge exchange rate, as well as in connection with the ability to place money in a relatively risk-free monetary market at high rates.

Non-performing loans decreased to 9.8% at the end of Q3 2019 from 10.2% at the end of Q2 due to new lending and loan write-offs. The NBRK's approach to banks' recognition of restructured and other stressed loans and foreign currency loans as problem debt continues to be soft, as the regulator has postponed its planned review of the sector's asset quality until the end of 2019 [3].

The largest growth in deposits was demonstrated by ATF Bank (24.2%) and Halyk Bank (13.7%). Among the major players, the most significant decrease in the deposit base was at kaspibank (-7.4%). The growth of ATF Bank and Halyk Bank was due to a significant replenishment of funds from legal entities, probably from the quasi-public sector. Thus, 97% of the growth of all deposits at ATF Bank for 6 months was at the expense of legal entities, and at Halyk Bank this indicator is equal to 86%. The ratio of deposits from individuals and legal entities as of July 1, 2018 is 43% and 57%, respectively. There was no significant change since the beginning of the year [4].

The share of retail deposits in the total portfolio for the year increased 18 of 34 BOS. At the same time, some banks have fundamentally switched to retail, increasing the weight of individuals in deposits by 10-20% at once.

The leader in this is Home Credit Bank, which increased the share of retail customers' deposits in the total deposit volume by a record 21.5 percentage points, to 42.7%, followed by VTB-plus 18.6 percentage points, to 45.7%. Closes the three leaders of Sberbank, which increased the weight of retail by 18.3 percentage points to 52.8%.

Among the top 10 BOS that actively follow the trend of switching to a retail client, Home Credit Bank has the highest effective rate on retail deposits (16.3% and 15.2%). Next, with a rate of 14.9%, are kaspibank, ForteBank and asiacreditbank. The leaders, in addition to high deposit rates, also have the possibility of unlimited replenishment and withdrawal of their deposits, which together affects the choice of their products by customers.

Also, the key factor when choosing a deposit for an ordinary citizen of Kazakhstan is the minimum deposit amount. The lowest entry amount is offered by Home Credit Bank and kaspibank-only from 1 thousand tenge. With an amount of 3 and 5 thousand tenge, you can open a deposit in Sberbank, in asiacreditbank the minimum deposit amount starts from 5 thousand tenge [5].

In terms of profitability, the banking sector has shown good results. The return on equity (ROAE) for 6 months of 2020 was 16.0%. The best return was shown by Kaspi Bank – 27.1%. A significant loss was demonstrated by the Eurasian Bank (-16.8%). The quality of the loan portfolio of the banking sector has remained unchanged since the beginning of the year. The share of loans with overdue payments of more than 90 days was 7.9% for the sector. Among the major players, ATF Bank (13.1%) and Halyk Bank (10.8%) have the highest level of problem loans, while Tsesnabank (5.4%) and Sberbank (7.5%) feel significantly better than their competitors in this regard. The quality of the portfolio of medium and small banks is better than that of large ones.

In general, the activity of banks in the first half of 2020 was characterized by experts as follows [6]:

- Low appetite for lending due to increased risk in the economy and the ability to direct these funds to a less risky but highly profitable monetary market; Deposit growth remained fairly stable;
- The profitability of the banking sector was high;
- The quality of the loan portfolio has not changed significantly.

The financial result of banks' activities in the system as a whole is net income, the amount of which has increased 5.5 times over the past 6 years and amounted to 53.1 billion tenge as of January 1, 2020. Indicators for the profitability of the banking sector are shown in table 1.

Table 1 – Net income of second-tier banks for 2016-2021

Title	01.01. 2016	01.01. 2017	01.01. 2016	01.01. 2018	01.01. 2019	01.01. 2020	01.01. 2021
Net income on remuneration, billion tenge	24,2	21,3	22,7	60,5	79,2	85,0	111,6
Net income not related to remuneration, billion tenge	-12,5	-10,8	-11,6	-39,4	-47,9	-46,7	-50,8
Net income after tax, billion tenge	9,5	7,1	7,4	20,6	30,1	34,9	53,1
ROA, %	2,8	1,3	0,9	1,8	2,0	1,7	1,6
ROE, %	13,8	7,3	6,1	12,8	13,8	12,5	12,1
<i>Note.</i> Calculated by the author on the basis of the reporting data of the STB.							

As can be seen from table 1, the income of the banking sector is constantly increasing due to the growth of income related to remuneration, while other activities are costly. However, despite the fact that the income of the banking sector is constantly increasing, the coefficients ROA (return on assets – return on assets) and ROE (return on equity–return on equity) they are gradually declining due to the fact that income growth lags behind the growth of assets and equity.

Data on the quality of the loan portfolio in the banking sector are shown in table 2.

Table 2 – Quality of the STB loan portfolio in monetary terms, billion tenge

№	Indicator name	01.01.17		01.01.18		01.01.19		01.01.20	
		Volume	Share	Volume	Share	Volume	Share	Volume	Share
1	Loan portfolio	672,4	100	978,1	100	1484,3	100	2592,1	100
2	Standard	479,4	71,3	597,6	61,1	834,2	56,2	1531,9	59,1
3	Doubtful, v. t. h.:	179,5	26,7	359,9	36,8	607,1	40,9	1005,7	38,8
	(a) the сомнит. 1st floor.	113,6	16,9	252,3	25,8	473,5	31,9	777,6	30,0
	(b) the сомнит. 2 on the floor.	16,8	2,5	30,3	3,1	20,8	1,4	67,4	2,6
	(c) the сомнит. 3rd floor.	27,6	4,1	45,0	4,6	78,7	5,3	93,3	3,6
	(d) the сомнит. 4 to the floor.	7,4	1,1	13,7	1,4	14,8	1,0	28,5	1,1
	(e) the сомнит. 5th floor.	13,4	2,0	17,6	1,8	20,8	1,4	38,9	1,5
4	Hopeless	13,4	2,0	20,5	2,1	43,0	2,9	54,4	2,1

Note. Calculated by the author on the basis of the NBK's reporting data for 2016-2020.

According to Table 3, during 2017-2020, the level of the total share of standard and doubtful loans of the 1st category remains (in 2016-88.2%; in 2018-86.9%; in 2019-88.1%; in 2020-89.1), with a significant increase in lending volumes. This indicates that banks are trying to adhere to the «growth with a reasonable strategy» strategy.

One of the main problems of the credit market of Kazakhstan is the lack of sufficient and secure collateral, for example, goods in circulation, shares, property coming in the future. According to these types of collateral, strict monitoring is carried out, which, however, does not sufficiently reduce the bank's risks. Banks do not conduct a detailed analysis of collateral accepted for the loan portfolio as a whole, and therefore there is no information on the types (concentration) of collateral accepted for the entire loan portfolio [7].

The assessment of collateral is mainly carried out in-house. According to the internal regulations, the bank adjusts the value of the accepted collateral according to the degree of liquidity, taking into account the ability to control the condition of the collateral, the conditions and the risk of its possible sale.

Thus, it seems that in order to minimize credit risk, banks in the course of their activities need to pay special attention to a number of factors that have a significant impact on the degree of risk of non-payment:

- the degree of concentration of the bank's lending activities in any area that is sensitive to changes in the economy;
- the share of loans and other banking contracts held by clients experiencing certain difficulties;
- concentration of the bank's activities in poorly studied, new, non-traditional areas;
- making frequent changes to the bank's policy on granting loans, forming a portfolio of securities;
- share of new and recently attracted customers;
- introducing too many new services in a short period of time.

Calculation of the stability of the banking system of Kazakhstan using the Altman index reveals the negative aspects of the development of the banking sector (table 3).

Table 3 – Calculation of the stability of the banking system of Kazakhstan

Year	Altman Index value for the banking system of Kazakhstan
2015	2,4
2016	2,5
2018	2,3
2019	2,24
2020	2,3

The Altman index is widely used in world practice to predict the bankruptcy of various sectors of the economy, including the financial sector, taking into account the influence of various factors.

In order for the activities of financial and credit institutions to be effective, the management of commercial banks should take timely actions to detect various types of risks, analyze the probability of their origin, and predict the degree of damage from their actions. Assets, mainly loans, must be sufficiently liquid to cover any outflow of funds, expenses and losses and at the same time provide an acceptable amount of profit for shareholders [8].

Many banks are rapidly increasing the volume of their loan portfolio, and the market situation is improving at the current date. But, despite this, there is a decline in the loan portfolio of individual banks. In general, lending to the economy by second-tier banks is increasing, more favorable conditions are being created for customers, and new products are being offered. However, in the current economy, most banks are forced to conduct a strict credit policy, which significantly affects the possibility of an intensive increase in potential lenders.

Active participants in the banking sector, despite a series of high-profile events this year, are trying to increase the volume of credit support to the economy of Kazakhstan, while controlling the quality of their loan portfolio. The total volume of the loan portfolio of the 20 largest banks of the Republic of Kazakhstan decreased by 10.1% over the past year. If we take into account the currently active banks-without Kaspi Vapka (which is currently undergoing consolidation with Halyk group) and Delta Bank (whose activities are partially suspended), - the amount of loans granted to enterprises and the population increased by 9.9%.

The lending market is expanding in one way or another, and against this background, market participants are trying to control the level of its quality – as long as the balance is maintained, the share of loans with a delay of more than 90 days in the top 20 BOS (without Kaspi Vapcom and Delta) is 7.4%, for the year the size of toxic loans decreased by 1%.

The risks of the situation with Kaspi Vapcom (where toxic loans are BTA's obligations) for the further development of the banking credit market as a whole are still quite low – the state provides unprecedented support to the bank through the Program of Recovery of the banking sector. The pressure from the deterioration of the situation with Delta Bank was also promptly stopped by the regulator.

Excluding Kaspi Vapka and Delta, the total amount of non-performing loans in the top 20 does not exceed the level of 900 billion tenge. A year earlier, the share of such loans in the total portfolio was estimated at 7.9%.

In the top 20 (excluding Kaspi Vapka and Delta), 11 STBs showed an increase in the loan portfolio for the year, while a reduction in the share of loans with a delay of more than 90 days was recorded in 10 banks.

The healthiest loan portfolio in the sector is held by Zhilstroysberbank, with the share of toxic loans in it being only 0.3%. ZHSSB's business is fully concentrated in the retail market. During the year, the portfolio of loans provided by the bank to the population of Kazakhstan increased by 37.9%, or by 114 billion tenge.

In second place – Altyn Bank, in its portfolio only 2.1% of loans are bad. However, during the year the volume of the bank's loan portfolio decreased by 9.3%, or by 10.1 billion tenge.

Qazaq Banki closes the top three, where the share of loans with a delay of more than 90 days is currently estimated at 3.8%. At the same time, the amount of loans provided by the bank to the economy and residents of Kazakhstan increased by 7.6%, or by 24.7 billion tenge.

Table 4 – Ranking of the top 20 toxic loans in the loan portfolio

No.	Banks of the second level	Share of toxic loans, %		Loans with a delay of more than 90 days, billion tenge		Loan portfolio, billion tenge	
		2020/01	2019/01	2020/01	2019/01	2020/01	2019/01
1	Zhilstrojbank	0,3	0,4	1,3	1,3	415,1	301,1
2	Altyn bank	2,1	1,9	2,1	2,1	98,9	109,0
3	Qazaq Banki	3,8	3,9	13,1	12,7	347,6	322,9
4	Tsesna Bank	4,1	5,6	70,2	88,2	1708,8	1570,5
5	RBK Bank	6,4	4,4	46,0	32,8	717,8	742,9
6	Bank of China	6,4	3,9	0,8	0,5	12,3	12,8
7	Bank of Astana	6,4	3,7	13,1	6,5	202,5	176,8
8	ForteBank	7,0	9,6	40,8	47,7	580,4	497,3
9	Nurbank	7,5	8,8	15,5	16,8	207,8	190,3
10	CenterCredit Bank	8,1	9,6	72,2	86,7	891,4	902,4
11	Kaspi bank	8,2	9,6	73,8	70,5	897,0	734,6
12	Alfa-Bank	8,7	7,5	15,9	11,6	182,9	155,4
13	The people's Bank	8,9	10,4	223,1	236,4	2507,9	2280,8
14	AsiaCredit Bank	9,3	8,3	8,3	10,2	89,4	122,7
15	Sberbank	9,8	10,0	112,2	96,6	1147,4	961,6
16	Eurasian Bank	9,9	8,5	62,9	58,4	636,6	684,9
17	ATF Bank	10,4	12,9	84,5	85,4	815,1	622,2
18	Kaspi Bank	40,3	8,0	570,9	304,7	1147,4	3812,2
19	Delta bank	99,7	0,3	314,8	1,3	315,7	456,0
20	Citibank			–	–	92,6	79,9

Note. The Calculations Of The Ranking.kz based on data from the National Bank of the Republic of Kazakhstan.

According to the results of February 2020, 20 out of 32 banks increased their assets, but the total volume of STB of the Republic of Kazakhstan decreased by 5% over the year. Of the top ten leaders, half went to minus.

By the end of February total assets of second tier banks of Kazakhstan decreased over the month by 0.8% over the year – by 5.1% and reached by the spring of 23.6 trillion tenge. In the same period last year, the assets of the second-tier banks of the Republic of Kazakhstan showed an annual growth of 4.9%, to 24.9 trillion tenge.

The volume of the loan portfolio also decreased – by 0.01% for the month and immediately by 12.7% for the year, to 13.2 trillion tenge at the end of February 2020. A year earlier, there was already a reduction – by 3.1%, to 15.1 trillion tenge.

The share of loans in total assets decreased from 60.9 to 56% over the year. The decline is the fourth year in a row.

It is noteworthy that, despite the decline in total assets of second tier banks of Kazakhstan over the year, the growth rate recorded for 20 of the 32 banks.

First Heartland Bank is the leader: annual growth - 7.8 times, up to 142.9 billion tenge. The proportion of second-tier banks of Kazakhstan increased from 0.1 to 0.6%. The active growth of FHB's positions began after the change of owners of the bank at the end of November last year.

Next comes the TPB of China-an increase of 3.4 times, to 166.1 billion tenge. The share of STB increased from 0.2 to 0.7%.

Tengri Bank closes the top three with an annual growth of 91.9% to 125 billion tenge. The share of STB increased from 0.3 to 0.5%.

Among the top ten banks in terms of assets – in terms of annual growth, the leaders are ZHSSB (by 21.3% for the year, up to 793.3 billion tenge) and Kaspi (by 19.6% for the year, up to 1.4 trillion tenge).

The annual growth of the loan portfolio was recorded in 21 out of 32 STBs of the Republic of Kazakhstan.

Tengri Bank is the leader with an increase of 84%, to 90.5 billion tenge. The share of the Republic of Kazakhstan increased from 0.3 to 0.7%.

Next comes China's TPB with an increase of 70.3%, to 51.3 billion tenge. The share of the Republic of Kazakhstan increased from 0.2 to 0.4%.

Islamic Bank Al Hilal closes the top three-by 65.1%, to 6.8 billion tenge. The share of the Republic of Kazakhstan increased to 0.1% over the year.

Among the top ten banks in terms of loans, ZHSSB is the leader in annual growth of the loan portfolio-by 41.1% at once, to 474.5 billion tenge; then-Sberbank with an increase of 22.8%, to 1.15 trillion tenge, and Narodny, with an increase of 16.5%, to 2.6 trillion tenge.

Loans with overdue payments decreased by 13.9% over the year and amounted to 2.4 trillion tenge at the end of February 2020. Their share of the loan portfolio decreased from 18.5 to 18.2%.

As of January 1, 2020, the banking sector of Kazakhstan is represented by 32 banks compared to 33 a year ago. On November 3, 2019, the National Bank applied to the court for the forced termination of the activities of «Delta Bank JSC».

According to the report of the National Bank of Kazakhstan, the total assets of the banking sector amounted to 24.22 trillion tenge against 25.56 trillion tenge for the same period of the previous year. In the structure of assets, the predominant share is occupied by loans – 51.4%, the securities portfolio-18.2%, cash, refined precious metals and correspondent accounts – 13.6%.

According to analysts, S&P Global Ratings, the reason for the reduction in assets was a decrease of assets of a partner banka in connection with the repayment of the loan of BTA and the creation of significant provisions, the transfer of problem loans of Bank RBK for balance and deregistration of financial institutions. The growth of assets of other banks (Halyk Bank, Forte Bank, Caspi Bank) was not sufficient to compensate for the reduction of assets in other banks.

The total liabilities of the banking sector as of January 1, 2020 amounted to 21.13 trillion tenge (a decrease of 7% over the year). In the structure of bank liabilities, the highest share is held by customer deposits – 78.9%, issued securities – 6.3%, loans received from other banks and organizations engaged in certain types of banking operations – 2.9%. The total equity of the banking sector amounted to KZT 3.09 trillion, an increase of 8.8% in 2019.

The composition of the three largest banks in Kazakhstan remained unchanged, but the gap between the first two leaders of the sector in 2019 increased significantly. Thus, the assets of Halyk Bank of Kazakhstan as of January 1, 2020 amounted to 5.02 trillion tenge against 4.89 trillion tenge a year earlier. For 12 months, the indicator grew by 2.7%. Kaspi Vapka's assets, on the contrary, sank by 28.3% last year – from 4.87 trillion tenge at the beginning of 2019 to 3.49 trillion tenge as of January 1, 2020. Thus, the gap between the indicators of the two banks during 2019 increased from 0.4 to 43.8%.

Meanwhile, in July 2019, the first bank bought the shares of the second. Thus, the share of the bank holding of Halyk Bank in early January of this year was 39.6% (including JSC «Altyn Bank»).

The third largest bank in Kazakhstan is Heartland Jýsan Bank – the volume of assets is 2.15 trillion tenge as of January 1, 2020. For the year, the indicator grew by 3.5%. The bank's share in the total volume of the sector's assets is 8.9%.

A number of banks in 2019 significantly increased in volumes. Thus, the assets of Forte Bank for the year increased by 286.32 billion tenge, to 1,504.72 billion tenge (+23.5%), which allowed the financial institution to rise from the eighth to the sixth place in the list of the largest banks in Kazakhstan. Kaspi Bank and Zhilstroysberbank of Kazakhstan distinguished themselves in 2019, which managed to increase assets by 270.16 billion tenge (+22.5%) and 140.74 billion tenge (+22.6%), respectively.

The largest relative growth in assets over the period under review was shown by expocredit Bank, which was renamed First Heartland Bank in January this year. The Financial Institute's assets tripled over the year – from 31.51 to 97.38 billion tenge. TPB of China in Almaty also distinguished itself (asset growth doubled) and Tengri Bank, where the indicator grew by 72%.

In addition to Kaspi Vapka, in 2019, another 14 banks showed a decrease in the volume of assets. Here, Bank RBK managed to «distinguish itself»: for the year, the bank's balance sheet decreased by 426.72 billion tenge, or 41.8%, to 594.28 billion tenge. In the Former's assets in 2019 decreased by 142,68 billion tenge (-10,4%).

In Asia Credit Bank, assets decreased by 91.75 billion tenge (-36.2%). At the same time, the bank's profit in 2019 remained at the level of 2018 and amounted to 1.8 billion tenge.

The net loss of the sector for 2019 amounted to 18.7 billion tenge. It should be noted that in 2018, the total profit of second-tier banks amounted to 401.85 billion tenge.

The negative result of the sector's profitability largely depends on the performance of two banks – Kaspi Vapka, whose loss last year reached 394.18 billion tenge due to the creation of large loan reserves and Bank RBK, where expenses exceeded revenues by 104.55 billion tenge. Excluding these banks, the sector's profit amounted to 480.06 billion tenge.

The most profitable bank in 2019 was Halyk Bank of Kazakhstan, which generated net income of 154.25 billion tenge for the year, and the indicator increased by 24.9% compared to the previous year.

In second place in terms of profitability was Kaspi Bank with a net profit of 73.11 billion tenge. The bank's profit tripled compared to the previous period. The net profit of Heartland Jýsan Bank increased 4.5 times compared to the previous year, amounting to 47.21 billion tenge by the end of 2019.

The growth of revenues relative to the results of the previous year could be observed at Kassa Nova Bank, whose profit increased almost 15 times – from 926.14 billion tenge.

A significant increase in profit was shown by Bank CenterCredit – here the indicator increased by 27 billion tenge compared to the previous year and amounted to 30 billion tenge (9.7 times). The specified amount of profit was obtained due to the growth of interest income, savings in operating expenses and obtaining a one-time income as part of the bank's participation in the Program to improve the financial Stability of the STB of the Republic of Kazakhstan, the BCC explained.

According to the aggregate loss of second-tier banks, the sector's asset utilization efficiency (ROA) for 2019 was -0.1%. In the previous year, the indicator was at the level of 1.6%.

The most effective bank in 2019 was Home Credit Bank with an ROA of 11.8%, in the previous year the efficiency of using the bank's assets was 13.2%.

Kaspi Bank and Islamic Bank Zaman-Bank are in second and third place in terms of return on assets, with indicators of 5.5% and 4.9%, respectively.

Bank loans to the economy at the end of December remained at the level of the beginning of 2019 and amounted to 12.7 trillion tenge. According to the statistics of the National Bank, the loan portfolio of the sector amounted to 13.59 trillion tenge against 15.51 trillion tenge in the previous year, the indicator for the year decreased by 1.92 trillion tenge, or 12.4%.

Excluding the indicators of three banks-JSC «Kaspi Bank» and JSC «Bank RBK», whose obligations were transferred to specialized companies for managing distressed assets under the Program to improve the financial stability of the banking sector of the Republic of Kazakhstan, as well as JSC «Delta Bank», which was deprived of a license to conduct banking and other operations and conduct activities in the securities market, the annual growth of loans amounted to 10.8%.

In particular, in Kaspi Vapka, the volume of the loan portfolio for the last year decreased by 2.10 trillion tenge, or 56.8%, to 1.6 trillion tenge. In Bank RBK, the loan portfolio at the beginning of 2020 amounted to 280.44 billion tenge against 753.37 billion tenge a year earlier (-62.8%).

Despite the growth of assets, First Heartland Bank has a significant reduction in lending, the loan portfolio of the financial institution for 12 months decreased by 38.7%, or 40.36 million tenge, to 63.96 million tenge. It is worth noting that the bank currently has the smallest loan portfolio in the sector.

The leader in lending growth in 2019 was the Halyk Bank of Kazakhstan, where the volume of the loan portfolio increased by 281.02 billion tenge, to 2.65 trillion tenge. The growth of the loan portfolio is also observed in DB Sberbank JSC - by 182.27 billion tenge, or 18.8%, and in Kaspi Bank JSC, where the indicator increased by 151.86 billion tenge, or 19.3%.

The quality of the aggregate loan portfolio of second-tier banks has slightly deteriorated. The share of loans with a delay of more than 90 days in the total volume of the loan portfolio of banks at the end of 2019 amounted to 9.3% compared to 6.7% a year earlier.

As of January 1, 2020, two banks had a non-performing loan rate of over 10%. In particular, the volume of loans with overdue payments over 90 days of JSC DB «National Bank of Pakistan in Kazakhstan» amounted to 1.39 billion tenge, or 33.5% of the volume of loans. In Kaspi Vapka, the NPL level reached 29.6% by the end of last year, with the volume of loan capital of 1.60 trillion tenge, the volume of non-performing loans in the bank amounted to 473.72 billion tenge.

Meanwhile, the leader in reducing the volume of non-performing loans for 2019 was DB JSC «Sberbank». During the year, the volume of loans with overdue payments over 90 days in the bank decreased from 89.36 billion tenge to 70.22 billion tenge (-19.14 billion tenge), while the NPL level decreased from 9.2 to 6.1%. The second in the list was ATF Bank, which reduced the volume of toxic loans by 7.42 billion tenge, to 78.64 billion tenge.

CenterCredit Bank also distinguished itself in this category, which showed a decrease in problem loans by 6.45 billion, to the level of 72.94 billion tenge at the beginning of 2020. The bank noted the active work to improve the quality of loans last year.

The volume of deposits of residents in deposit organizations at the end of December 2019 amounted to 17.51 trillion tenge, a decrease of 3% over the year. Excluding the indicators of JSC «Kaspi Bank», JSC Bank «Bank RBK» and JSC «Delta Bank» for the year, the volume of deposits increased by 1.5%.

The volume of deposits of individuals in banks in 2019 increased by 4% and amounted to 8.23 trillion tenge. S&P notes the growth of deposits of the population in the last five years due to the lack of other investment instruments in Kazakhstan.

Most of all, Kazakhstanis keep their money in the People's Bank, the volume of deposits of the population in this financial institution at the end of 2019 reached 1.64 trillion tenge, which corresponds to the data at the beginning of the year. In Kaspi Vapke, the volume of deposits amounted to 1.40 trillion tenge, over the past 12 months, the indicator even increased by 2.15 billion tenge, or 0.2%.

Kaspi Bank was the third in terms of deposits with a volume of 867.66 billion tenge, while the bank distinguished itself by the largest inflow of deposits of the population in 2019, which amounted to 129.21 billion tenge. Along with Kaspi, the inflow of deposits of individuals is traditionally observed in Zhilstroysberbank – 114.05 billion tenge last year, up to 524.63 billion tenge. The top three leaders in attracting deposits of the population included the daughter of the Russian Sberbank, where the volume of deposits for the year increased by 71.97 billion tenge.

Compared to the previous period, the largest growth in deposits is observed in Tengri Bank, the volume of deposits of individuals in the bank for the year increased more than three times – from 4.16 billion tenge to 13.78 billion tenge.

In 2019, the Bank carried out work on optimizing business processes, updating the product line, continued marketing activities, completed work on updating the brand book and bringing all points to a single standard. All the above-mentioned works have led to an increase in the customer base, both retail and corporate, Tengri Bank noted.

At the same time, there was a decrease in the deposits of the population of some banks. The consequence of the problems of Bank RBK JSC, which were widely covered in the media, was a massive outflow of deposits from individuals. Over the past 12 months, the bank has lost 92.34 billion tenge (-43.9%), with a sharp decline in the indicator observed in the last two months of 2019.

The second largest outflow of deposits of the population was ATFBank, whose deposits decreased by 56.18 billion tenge, or 13.7%. Deposits of individuals of the bank at the end of 2019 were at the level of 354.65 billion tenge. Also, some outflow of deposits of the population was observed in Qazaq Banki – 38.5 billion tenge, or 36.3%, to 67.49 billion tenge at the end of last year.

Deposits of legal entities in STB in 2019 decreased by 9.7% and settled at the level of 8.45 trillion tenge against 9.36 trillion tenge a year earlier. Deposits of companies have declined due to a decrease in their income and the reluctance of banks to lend to risky projects, analysts at S&P Global Ratings said.

The leader in the inflow of deposits of legal entities in 2019 was Forte Bank, which increased the volume of deposits by 119.72 billion tenge (26.2%), to 576.38 billion tenge. The second largest inflow of deposits of legal entities was Halyk Bank, which showed an increase of 110.77 billion tenge, which corresponds to 6.1% of the total volume of deposits at the beginning of the year. The impressive growth of deposits of legal entities for the bank is observed in the former expocredit bank, where since the beginning of the year the indicator has increased eight times – from 10.72 billion tenge to 86.15 billion tenge.

In terms of the relative growth of deposits of legal entities, along with First Heartland Bank, the leaders are JSC «TPB of China in Almaty» (426.9%) and Kaspi Bank (74.1%).

Exactly half of the existing banks in 2019 showed an outflow of deposits of companies. The largest outflow of deposits of legal entities, for known reasons, was at JSC «Bank» Bank RBK – the indicator in the bank decreased by 466.82 billion tenge, or 82.8% of the volume at the beginning of the year.

The next largest loss of deposits of legal entities was incurred by Kaspi Bank, deposits of legal entities of the bank decreased by 233.26 billion tenge (-15.9%) and amounted to 1,236.81 billion tenge at the end of 2019. ATF Bank took the third place in terms of outflow of deposits of legal entities, where the indicator decreased by 173.82 billion tenge, or 27.2%, and at the end of last year it was designated in the amount of 465.41 billion tenge.

Increasing capital adequacy requirements for banks specializing in consumer lending and approaching the saturation point in the market will definitely lead to a cooling of credit growth. Analysts of AIRI believe that we can expect from the regulator intentions to tighten the requirements for commercial banks on capital adequacy (which have more than 35% – consumer loans) from the loan portfolio and some general market compression of consumer lending.

In Russia, which is ahead of Kazakhstan in retail lending, experts have already noted a deterioration in the quality of the portfolio and a faster exit of the borrower to delinquency from the date of receipt of the loan. Extrapolating the situation, we can assume a decrease in the growth rate of lending in the medium term [8].

Summary and Conclusion. In the context of economic modernization, profit is of great value. The desire to obtain it is aimed at increasing the volume of production required by the consumer, reducing production costs. In the conditions of developed competition, not only entrepreneurial goals are achieved, but also the satisfaction of social needs. Profit for the entrepreneur is a sign in which it is possible to achieve the maximum increase in value, stimulating investment in these industries. Costs also play a role. They reflect errors and errors in the direction of funds, organization of production, sales of products and services.

Economic instability and the monopoly position of commodity producers distort the formation of profit as net income, and also seek, first of all, to generate income as a result of rising prices. The financial recovery of the economy, the development of market pricing mechanisms, and an optimal tax system contribute to the elimination of inflationary profit filling. These tasks should be addressed by the State in the course of implementing economic reforms.

Currently, the analysis and management of the bank's profit formation process, as well as the analysis of profitability, occupy an important place in the process of making management decisions and justifying the strategic goals of economic entities.

A large role is assigned to the management of the profit formation process in determining the reserves for improving the efficiency and profitability of the bank's activities. This contributes to the economical use of resources, the introduction of scientific organization of labor, new equipment and production technology, the prevention of unnecessary costs, and so on.

The importance of improving the profit-making mechanism increases every year. This is due to various conditions: the need to constantly improve the efficiency of production due to the shortage and increase in the cost of raw materials, increased knowledge and capital intensity of production, the transition to market relations, increased competition.

One of the problems of forming and accruing profit is the issue of determining the financial result of the bank's activities. This is one of the fundamental and particularly complex problems facing economic science.

The financial result of the activity of the bank (enterprise) in any organizational and legal form is presented in the form of profit or loss. The high role of profit in the development of the bank (enterprise) and ensuring the interests of its owners and staff determines the need for its effective and continuous management. Profit management is the process of developing and making management decisions on all the main aspects of its formation, distribution and use in the enterprise.

Competent, effective management of profit formation involves the creation of appropriate organizational and methodological systems in the bank (enterprise) to ensure this management, knowledge of the main mechanisms of profit formation, the use of modern methods of its analysis and planning.

Analysis of existing foreign and domestic scientific literature the concepts that reflect the functional purpose of the commercial Bank, has led to the conclusion that the development of the microeconomic theory of banking will be conducted in three main areas: The Bank is considered in the context of performing the functions of a financial intermediary, in the framework of the theory of the banking firm, as well as in terms of a triple transformation of a Bank – capital, conditions and risks.

The shortcomings of existing approaches to the definition of a commercial Bank and the need of strategic guidance to ensure their competitiveness through the use of marketing and other types of intangible assets of development banks lead to a change of practice of consideration of the credit institution as a «useful portfolio of assets» and broker information on its conceptual representation as a company that produces specific products, primarily to meet the needs of customers and society as a whole.

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ЭКОНОМИКАЛЫҚ ЖАҢҒЫРТУ ЖАҒДАЙЫНДА ҚАРЖЫ-НЕСИЕЛІК МЕКЕМЕЛЕРДІҢ ҚЫЗМЕТІН ТАЛДАУ ЖӘНЕ КЕШЕНДІ БАҒАЛАУ

Аннотация. Жаһанданатын әлемдік қаржының белсенді трансформациялық процестері, ұлттық қаржы жүйесін жаңғыртудың жаңа мақсаттары мен міндеттері Қазақстанда сыртқы сынақтарға қарсы тұруға және жаһандану жағдайында елдің, оның ішкі нарығының тұрақты дамуын қамтамасыз етуге қабілетті тиімді қаржы жүйесін қалыптастыру қажеттілігін айқындайды.

Қазіргі заманғы қаржы жүйесі-бұл репродуктивті процестерді қамтамасыз етуге жағдай жасайтын экономикалық субъектілердің және басқа субъектілердің (атап айтқанда, жариялы-құқықтық және т.б.) қаржылық қызметін қамтамасыз етуге бағытталған өзара байланысты және өзара әрекеттесетін институттардың, қаржы құралдарының, механизмдер мен процедуралардың күрделі жиынтығы.

Әлемдік экономикалық кеңістікті ұлттықтан жоғары реттеуді күшейту кезінде жалпы әлемдік қаржы-экономикалық интеграциямен байланысты жаһандану процесі іс жүзінде жандана түсуде.

Жаһандану жағдайында экономиканы ғылыми бағыт ретінде модернизациялаудың қаржылық және несиелік аспектілерінің мәселелерін зерттеу, даму және ғылыми пікірталас сатысында, бұл оның дамып келе жатқан процесс екендігіне байланысты, бірақ әлі орындалмаған факт және жаһандану дәуірінде мемлекет алдында тұрған проблемалар өте маңызды және одан жаңа экономикалық жағдайларда ең тиімді болып табылатын инновациялық аспект басым болатын Даму стратегиясын үнемі жаңартуды талап етеді.

Зерттеу мақсаты. Зерттеудің мақсаты жаһандану жағдайында экономиканы жаңғыртудың қаржылық-несиелік аспектілерінің проблемаларын және оларды шешу жолдарын нақты айқындау болып табылады.

Құрал ретінде ғылыми және ақпараттық базаны талдау, теориялық тұжырымдар мен практикалық ұсынымдан алынған деректерді синтездеу әдістері, экономикалық талдау әдістері қолданылды.

Жүргізілген зерттеудің ғылыми жаңалығы жаһандану жағдайында экономиканы жаңғыртудың қаржылық-несиелік аспектілерін айқындаудың теориялық-әдістемелік негізін құрайтын ережелерді әзірлеуден тұрады.

Түйін сөздер: талдау, кешенді бағалау, екінші деңгейдегі банктер, тиімділік, өсу, қаржылық тұрақтылық.

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АНАЛИЗ И КОМПЛЕКСНАЯ ОЦЕНКА ДЕЯТЕЛЬНОСТИ ФИНАНСОВО-КРЕДИТНЫХ УЧРЕЖДЕНИЙ В УСЛОВИЯХ ЭКОНОМИЧЕСКОЙ МОДЕРНИЗАЦИИ

Аннотация. Активные трансформационные процессы глоболизирующихся мировых финансов, новые цели и задачи модернизации национальной финансовой системы определяют необходимость формирования в Казахстане эффективной финансовой системы, способной противостоять внешним вызовам и обеспечивать стабильное развитие страны, ее внутреннего рынка в условиях глобализации.

Современная финансовая система представляет собой сложную совокупность взаимосвязанных и взаимодействующих институтов, финансовых инструментов, механизмов и процедур, ориентированных на обеспечение финансовой деятельности экономических субъектов и других субъектов (в частности, публично-правовых и др.), создающих условия для обеспечения воспроизводственных процессов.

Практически активизируется процесс глобализации, связанный с общемировой финансово-экономической интеграцией при усилении наднационального регулирования мирового экономического пространства.

Исследование проблем финансово-кредитных аспектов модернизации экономики в условиях глобализации как научного направления находится в стадии развития и научного дискуса, это обусловлено тем, что она является разворачивающимся процессом, но еще не свершившимся фактом, а проблемы, которые встают перед государством в эпоху глобализма, исключительно важны и требуют от него постоянного обновления стратегии развития с преобладанием инновационного аспекта, как наиболее эффективного в новых экономических условиях.

Цель исследования. Целью исследования является четкое определение проблем финансово-кредитных аспектов модернизации экономики в условиях глобализации и способы их решения.

В качестве инструментария применялись методы анализа научной и информационной базы, синтеза полученных данных в теоретические выводы и практические рекомендации, методы экономического анализа.

Научная новизна выполненного исследования заключается в разработке положений, составляющих теоретико-методическую основу определения финансово-кредитных аспектов модернизации экономики в условиях глобализации.

Ключевые слова: анализ, комплексная оценка, банки второго уровня, эффективность, рост, финансовая стабильность.

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EVALUATION OF CRITERIA FOR THE ACTIVITIES OF REPRESENTATIVE OFFICES OF JAPANESE COMPANIES IN THE RUSSIAN FEDERATION AND THE NEED TO IMPROVE THEIR EFFICIENCY

Abstract. Being one of the most important tools of the national economy, foreign direct investment provides means for production expansion, creating employment opportunities and jobs, accelerating structural changes, improving the country's financial standing in foreign relations, increasing its foreign exchange reserves, reducing budget holdbacks, and improving its credit rating. In Russia, foreign investments are primarily made through capital contributions by registered foreign residents. According to official reports, in the total annual capital inflows into the Russian Federation, 10 to 12% are attributable to foreign direct investment, 1 to 2% - to indirect investment, and up to 80% - to other investments.

The current state of the world economy is characterized by many challenges: from increased competition and a new round of trade wars between major economic powers to a shift in emphasis in approaches to assessing the effectiveness of economic entities from exclusively financial to mainly non-financial, including environmental and social aspects. The corresponding economic conditions, coupled with significant political and economic pressure from a number of countries, sharply raise the issue of developing new approaches to determining the effectiveness of their own activities.

Determining the effectiveness of business entities is necessary in order to ensure timely and adequate assessment of their business model from the perspective of key stakeholders and to develop an effective strategy for long-term sustainable functioning in the new business environment.

This issue is particularly relevant for those economic entities that implement their activities, including through foreign representative offices. Determining the effectiveness of business entities' representative offices abroad and evaluating their strategic performance, in addition to differences in approaches to accounting and public reporting, is also complicated by the specifics of the legal status of representative offices of economic entities, as well as the processes of legal regulation of their activities in different countries.

Keywords: data, statistics, information, economic effect, analysis, evaluation, influence, business, development.

Introduction. Despite the US and EU sanctions policy, the inflow of foreign investments into Russia has been growing steadily until 2019 (see table 1).

Thus, in 2017, Smolensk Region was ranked 11th among 18 CFD regions in terms of foreign direct investment, with the highest concentration of foreign investment and stable foreign capital inflow. Still, around 87% of all foreign investments are attributable to Moscow (which accounts for up to 50% of all capital inflows to the country) and resource regions (Moscow, Lipetsk, Kaluga) [1].

Foreign capital is inaccessible for more than 70 Russian regions. For example, according to table 1, Moscow Region received 63 times bigger investment than Smolensk Region. This promotes the unevenness of development among Russian regions [23].

Table 1 – Foreign direct investment into the Central Federal District (CFD) of Russia, by region with registered residents, M USD [23]

Region	2013	2014	2015	2016	2017	2018
Russian Federation	193.685	146.37	133.949	137.763	149.04	148.1
CFD	121.078	89.99	79.509	78.575	100.45	97.859
Belgorod Region	1,839	236	42	32	846	841
Bryansk Region	68	8	12	8	5	6
Vladimir Region	238	332	256	242	284	279
Voronezh Region	239	262	166	217	172	169
Ivanovo Region	19	24	80	65	85	86
Kaluga Region	648	707	1.274	1.06	1.544	1.328
Kostroma Region	488	999	387	134	261	237
Kursk Region	168	66	27	14	28	19
Lipetsk Region	1.11	843	1.166	2,023	2.225	2.354
Moscow Region	6.477	7.499	8.031	8.205	9.382	9.287
Oryol Region	59	251	6	7	10	7
Ryazan Region	27	150	97	59	226	187
Smolensk Region	62	52	274	241	149	176
Tambov Region	19	14	9	28	11	15
Tver Region	104	96	202	70	53	52
Tula Region	927	426	623	718	833	801
Yaroslavl Region	481	224	138	142	477	421
Moscow	108.107	77.801	66.718	65.314	83.859	81.594

Following a review of the operation of foreign companies' representative offices in Russia and abroad, it should be noted that there might be some issues and challenges that prevent foreign companies from doing business in other countries. Revealing such obstacles and finding ways to eliminate them may boost investment cooperation between countries [2,7,8,15,19].

Materials and Methods.

a. General. The operation of foreign companies' representative offices in Russia is reviewed through the example of Japanese investors. The review is based on the findings derived from a survey of Japanese companies doing business in Russia (members of the Japanese Business Club in Moscow) and content analysis of a series of interviews with the representatives of the Japanese business community, academia, and non-governmental organizations [24].

b. Algorithm and Flow Chart. Based on the findings made, four groups of constraining factors can be distinguished: external, i.e. related to the investment climate in Russia, internal, i.e. related to the Japanese specifics of production and management, cultural, and other factors [3,9,14,17].

The investment relations between Russia and Japan have gained momentum in recent years. According to the Japan External Trade Organization (JETRO), from 2005 to 2014, Japanese investment in the Russian Federation grew 29-fold (JETRO Reports and Statistics, 2015) [24]. Notwithstanding the growth in volume terms, the structure and methods of investment have changed significantly. The share of foreign direct investment inflows into manufacturing industries of higher processing complexity and capital intensity has grown substantially. The distribution of Japanese foreign direct investment among regions has become more diversified. Besides Moscow, Saint Petersburg, and the Far East, which are traditionally attractive for Japanese investment, investment cooperation with regions of the Central, Volga and Ural Federal Districts has been developing intensively.

However, despite the recent progress in the investment relationship and mutually supportive economic interests of the two countries, the existing level of cooperation is far below its potential. The countries' share in their mutual trade and investment relations is rather modest: Russia accounts for 2.26% of Japan's foreign trade turnover and 0.24% of Japan's foreign direct investment outflow (JETRO, 2014); whereas Japan accounts for almost 4% of Russia's foreign trade turnover (Federal Customs Service of the Russian Federation, 2014; Foreign Trade Statistics, 2015) and 1.54% of Russia's total foreign investment

inflow, 3.93% of Russia’s foreign direct investment inflow (Unified Interagency Information and Statistics System, 2013). In 2013, Japan was ranked 10th among the largest investors to the Russian economy in terms of total investment, and 16th in terms of foreign direct investment.

In 2015, in the context of a research project titled Russia’s Business Environment as Viewed by Foreign Companies, the Higher School of Economics National Research University, Moscow, and the Institute for Industrial and Market Studies interviewed Japanese companies – members of the Moscow Japanese Business Club (JBC) – to see how members of foreign business communities in Russia evaluate the business climate in Russian regions and how the current political and economic developments affect their activities. Another objective was to identify the main challenges that foreign business entities have to face in the current political and economic environment in Russia, gather ideas on how such challenges can be addressed by local and federal administrations, and understand what can be done to make Russian regions more attractive for foreign investors. However, for the purposes of this paper, such survey data are used primarily to understand the factors that influence the attractiveness of Russia as an investment destination and the problems and challenges that Japanese companies face. The survey was administered online: member companies of the JBC Moscow received a link (URL) to a web page with a questionnaire form. Japanese, Russian, and English options were available. Below is a summary of the companies that participated in the survey [24].

More than half of the entities (55%) started doing business in Russia after 2005, while about a quarter of them have been in Russia since before 1991. In most cases, the headcount of Russian branches or subsidiaries does not exceed 50 employees (71%). Typically, such entities are foreign owned (86%). Most of the companies (62%) import goods to Russia to sell them on the local market. However, some companies produce goods and services in Russia to further sell them on the local market (19%) or both the local and foreign markets (12%). The overwhelming majority of the respondents (more than 82%) do not invest in R&D in Russia.

Figure 1 shows the distribution of Japanese Companies’ representative offices in Russia by sphere of activity. More than half of such representative offices have a presence in 1 or 2 regions only (55%), while the distribution between other groups is quite flat: 22% operate in 3 to 10 regions and 22% – in more than 10 regions (some entities operate in more than 20 Russian regions). Although such representative offices may operate in several regions, most of them see Moscow as the most important region for their business (65%). Only 4 more regions were mentioned by the respondents: Kaluga Region, Kursk Region, Moscow Region, and Saint Petersburg [25].

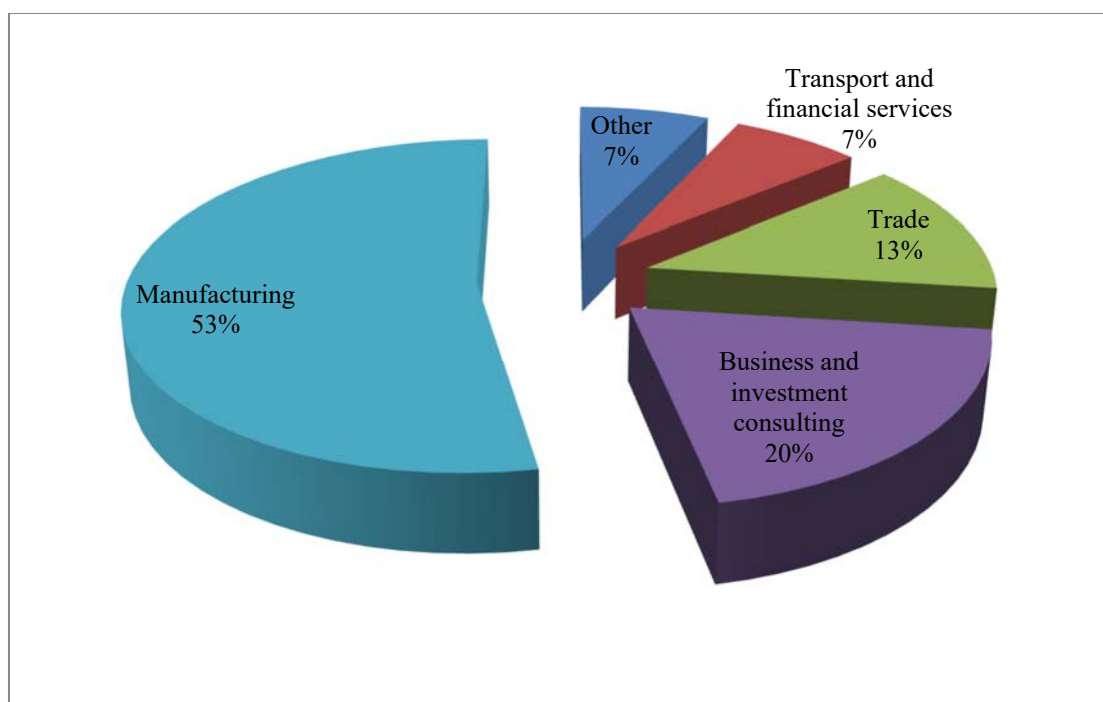


Figure 1 – Distribution of Japanese Companies’ Representative Offices in Russia by activity

The interviews were taken by representatives of the business community (70%), non-governmental organizations (20%), and academia (10%) from 2008 to 2015. As for the distribution of the business representatives by activity, these were mostly companies producing machinery and electronics, and those involved in manufacturing industries (62% in total). The rest were companies from the banking sphere, IT, construction, pharmaceuticals, and trade. 90% of the interviewed companies have offices or branches in Russia [24].

Results and discussion. The main challenges faced by Japanese companies in Russia have been revealed. These relate to the business culture and management practices. The researchers from the Higher School of Economics suggested the following classification:

- the first group includes factors of an unfamiliar business environment and cultural differences, which are attributable to the host country's socio-economic, institutional, and cultural environment and its investment climate in general. These factors, which could be called external, are faced by all investors doing business in Russia, not only foreign but also the local ones;

- the second group includes factors that relate to the organization of a business entity's internal processes and is attributable to the cultural specifics and business models typical for the home country. These factors, which mostly concern personnel management and production organization, can be country-specific. The specifics of the Japanese business model make this group of factors extremely important for ensuring the efficiency of Japanese entities;

- the third group includes the issue of compatibility between business cultures of the home and host countries and informational issues, such as previous business experience in the host country and the country's image as an investment destination;

- the fourth group includes challenges caused by the lack of balance between local manufacturing and import. The lack of reliable partners forces Japanese companies to import parts and materials. According to the Higher School of Economics, the local manufacturing content at Japanese factories in Russia does not exceed 15 to 20%;

- the fifth group (the main one) includes the challenges attributable to international sanctions. Foreign investors were affected greatly by the EU and US sanctions policy against Russia;

- the sixth group includes problems that concern the exchange rate fluctuations and ruble devaluation resulting in a decline in competitiveness. Most companies complained that their products or services have become significantly less competitive on the Russian market;

- the seventh group includes such issues as the import of raw materials, components, and equipment, restrictions imposed by foreign authorities on participation in international deals, problems with processing cross-border payments, and restricted access to foreign borrowings;

- the eighth group includes such issues as product diversification, production line flexibility (given the rapid changes in the market preferences), and process automation. A low level of automation does not allow Japanese companies to increase their efficiency: it hinders the production speed and hence the output;

- the ninth group includes issues that concern the specifics of personnel management. Although the Japanese principle of lifetime employment cannot be applied as-is, the focus on long-term cooperation and a clear promotion policy resonate well with Russian employees. The main hiring criteria are qualification and motivation, and the competition is rather high. However, the job-to-job turnover, especially at the beginning (and for those reluctant to adapt to the Japanese management system), is also high. In general, according to the concept of a hybrid factory, developed by the Japanese Multinational Enterprise Study Group, the overall application of elements of the Japanese management and production system is rather low. The systemic, interrelated elements of the model were the least applicable in a foreign business environment because they were originally based on the specifics of the organization of the company's external relations as well as on the economic and social environment in Japan. These elements include primarily the "just-in-time" supply and production system, participation in the "quality circles", and the system for the recruitment, remuneration, and promotion of employees. Among the most applicable elements of the Japanese management and production system are those related to teamwork and work coordination. Also, quite applicable are the indicators related to the technical support of production, equipment, and production line properties, which are the most "autonomous" and not fundamental elements of the Japanese production model;

- the tenth group includes factors that hinder the development of investment cooperation between Russia and Japan, i.e. the Japanese perception of the Russian investment climate and the underlying lack of information about the Russian market and business environment. The insufficient experience of doing business in Russia and the lack of research on business opportunities have a negative impact on the decisions made by potential Japanese investors who try to avoid the risks associated with uncertainty. Therefore, it is necessary to promote a favorable image of the Russian business environment and investment climate to provide potential investors with information about the conditions for doing business;

- the tenth factor - the compatibility of business cultures of Japan and Russia - is activated on the stage of business collaboration development.

Given the variety of problems that representative offices of foreign companies may face in a different business environment, the ways of addressing the challenges differ a lot depending on their origin [4, 6, 16, 20, 21]. Following the review of different aspects and layers of challenges, comprehensive and systematic recommendations can be made, which can be useful for the further development of investment cooperation between Japan and Russia.

The main reasons for companies to enter the market and engage in production activities are shown in table 2.

Table 2 – Factors attracting Japanese investors to Russia

Attractiveness factor	HSE survey, %	Interview, %
Market, demand, potential	80.8	72.2
Resources	11.5	5.6
Logistics, infrastructure	n/a	11.1
Partners	n/a	22.2
Availability of qualified labor	3.8	–
Flexible education and retraining policies	3.8	–
High return on investment in Russia	26.9	–
<i>Source: HSE survey, interviews with Japanese business representatives.</i>		

According to the respondents, the most popular reason was gaining access to the Russian market (81%). The developing and promising Russian market is an important factor attracting Japanese investors, who understand its high development potential and can forecast the growth of household consumption and expansion of demand.

Another quite popular reason highlighted by a quarter of companies was the high ROI. The availability of infrastructure in certain regions and the presence and support of business partners were mentioned as quite important factors by some interviewees. Surprisingly, only few respondents mentioned natural resources as a factor attracting investment. In earlier times, most Japanese investment projects in Russia were associated with the development of natural resources. Today, the share of manufacturing projects is growing, and the quality of human resources is becoming increasingly important. Japanese investors note the high level of education of Russian employees, but labor costs in practice often turn out to be much higher than expected. In many cases, it is explained by the hiring process and staff turnover. The Japanese management system is based on the principles of high loyalty, motivation, and commitment to the corporate culture. Trying to adapt this model in Russia, Japanese companies face high personnel turnover because of the differences in the business cultures and management practices [26].

Slightly more detailed answers were given to the question about investment incentives in regions that were most important for the company's investment activity in Russia. Although the proximity to consumer markets and high ROI are still the main factors (78% and 33% respectively), the quality of the infrastructure and the availability of qualified labor also play an important role in the investment decision (see table 3). However, these results are attributable to a narrow range of regions prevailing in the survey, namely Moscow, Kaluga Region, Kursk Region, Moscow Region, and Saint Petersburg.

Recent tensions in Russia's international relations and the economic crisis have inevitably affected the activity of Japanese companies in Russia. About half of the respondents (48%) believe that the investment climate has become somewhat (28%) or significantly (20%) worse in the last 3 years, while only about one third think that it has become slightly (32%) or significantly (4%) better [27]. However,

Table 3 – Reasons to invest in the regions

Region attractiveness factors	HSE survey, %
Proximity to consumer markets	77.8
High ROI of potential investment	33.3
Infrastructure quality	22.2
Preexisting highly qualified labor	16.7
Political stability	11.1
Pro-investment incentives provided by the local government	11.1
Proximity to production cluster	5.6
Low labor costs	5.6
Flexible education and retraining policies	0.0
Natural resources	0.0
Low regulatory burden	0.0
<i>Source: HSE survey.</i>	

they stay quite optimistic about the prospects: according to Fumitaka Kawashima, the vice-president of Toyota Motor RUS, “although the Russian market is shrinking due to the crisis, the company’s market share is increasing steadily...we understand that current market instability is temporary and...we are expecting recovery and growth of the market” [28].

According to the HSE survey, two-thirds of the respondents admit that, despite the crisis and market shrinkage, Russia remains an attractive investment destination. 24% of the respondents say that doing business in Russia has become somewhat less (14%) or much less (10%) attractive than a year ago [29].

As for the risks and challenges, there were many factors mentioned in the interviews and the survey. When answering the question about the main difficulties and obstacles faced by Japanese companies in the first year of operation in Russia, the respondents mentioned many challenges and obstacles, which are summarized in table 4.

Table 4 – Main obstacles and problems faced by Japanese companies in the first year of operation

Obstacles and problems (HSE)	HSE survey, %	Interview, %
Law and regulation	36.0	25.0
Immigration and labor law	–	15.0
Incorporation	n/a	10.0
Customs clearance	36.0	–
Corruption, bureaucracy	4.0	25.0
Infrastructure	12.0	20.0
Labor resources management	8.0	35.0
Language	52.0	10.0
Taxes	24.0	–
Access to finance	12.0	–
Security	4.0	–
Lack of partners	n/a	20.0
Local manufacturing	–	10.0
Competition	20.0	–
<i>Source: HSE survey, interviews with Japanese business representatives.</i>		

Half of the Japanese companies experienced difficulties with the language barrier. However, it can be explained by respondents themselves (half of them did not speak Russian at all). It is worth noting that 86% of the respondents were top/mid-level managers.

Japanese respondents mentioned corruption, bureaucracy, different regulatory procedures (especially labor and immigration law, and the complex incorporation procedures), law and regulation in general, lack of infrastructure, labor-related problems, especially labor cost and availability, and hiring problems.

More than a third of the Japanese companies mentioned regulation and customs clearance as significant difficulties for their business. Many companies specified labor regulation, incorporation procedures, and GOST standards as major regulatory obstacles. Construction seems to be the most challenging sphere. Greenfield investments (especially in the manufacturing sector) involve major facilities and construction investment, while Russian procedures for obtaining building permits serve as a serious barrier to the project: the process takes an average of 540 days and requires about 53 documents. As a result, the cost of obtaining a permit turns out to be several times higher than in other BRICS countries [29].

Corruption and lack of transparency of bureaucratic procedures and competitive tendering practices damage the country's investment image. Japanese investors are also concerned about inconsistencies and shortcomings in the Russian legislation, which causes increased costs for legal services, burdening the budget of investment projects [11,12,13].

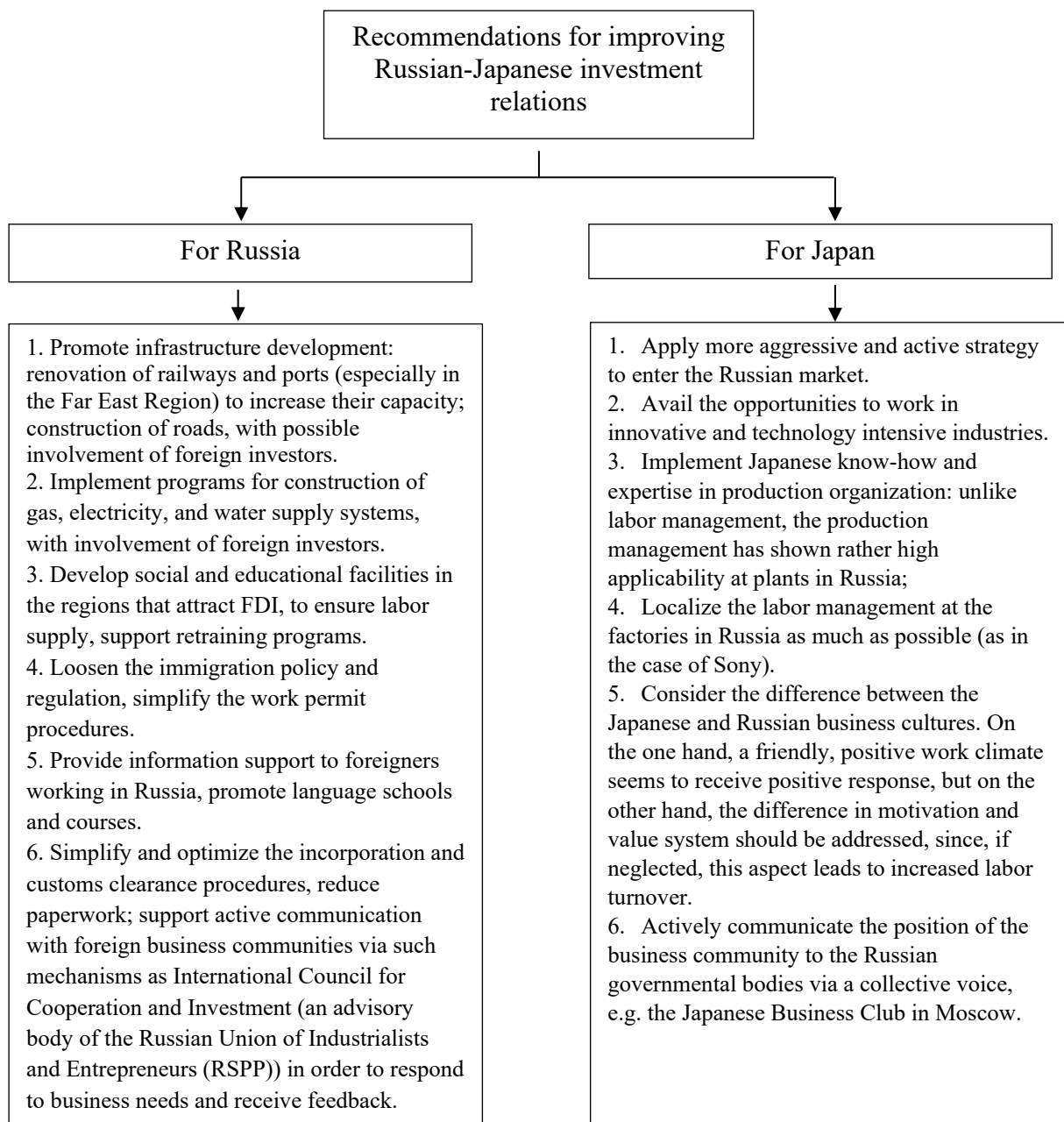


Figure 2 – Recommendations for improving Russian-Japanese investment relations

Lack of modern infrastructure, effective logistics, and connectivity also add problems to foreign investment projects in Russia. Poor infrastructure in some regions does not allow to effectively match the raw materials market and consumer market and increases the transportation and logistics costs. For Japanese companies that operate both in the Far East and in the European part of Russia, the development of logistics and transport infrastructure is a major concern [5,10,18,22].

Regarding the applicability of the “just in time” production system, it is almost impossible to implement it in Russian factories, given the low local manufacturing content. Therefore, the arrangement of logistic systems or local supply channels seems problematic and time-consuming, while the organization of cluster productions in collaboration with Japanese sub-contractors in Russia will be possible only with the rapid growth of output at partner assembly plants and guaranteed sales stability [11,12].

Thus, the HSE researchers classified the constraining factors into 3 groups according to their origin – external, internal, and other (non-economic) factors. External factors include the weaknesses and drawbacks of the Russian business environment and investment climate... The internal group of factors is more specific and concerns the process of adaptation of Japanese companies to the Russian business environment. In the case of Japanese investments, they may be common for overseas branches of Japanese companies, i.e. based on the distinctive features of the Japanese business culture. Other or non-economic factors are associated with the issue of compatibility of business cultures and information issues [24].

To overcome these challenges that impede the implementation of investment projects, the following recommendations for both sides were developed (see figure 2).

Thus, the solution to the problem of improving Russian–Japanese investment relations and promoting their cooperation lies in several areas. In terms of economic factors, the improvement of the investment climate is a priority. Not only must we provide comfortable conditions for doing business in Russia, but also clearly inform potential investors of new opportunities. The problems of adapting the Japanese production and management system to Russian conditions seem resolvable, and the aspects of the compatibility of the two business cultures seem to be rather helpful at this point. A much more difficult task is to overcome the information barriers and improve the perception of the Russian business environment among potential Japanese investors.

Conclusion. Following the review of the operation of foreign companies’ representative offices in Russia, a conclusion can be drawn that to evaluate the performance of representative offices of foreign companies in Russia and those of Russian companies abroad, the following criteria can be used:

1. Economic:

Representative office’s income as a percentage of the hosting country’s GDP (for large transnational countries).

Representative office’s income as a percentage of the entity’s total income.

Representative office’s tax payments as a percentage of the entity’s total tax payments.

Representative office’s marketing costs as a percentage the entity’s total expenditure.

The number of contracts made by the foreign entity through a representative office in the hosting country as a percentage of the entity’s total number of contracts.

Entity’s investment projects in progress in the hosting country (implemented through a representative office) as a percentage of all projects.

Entity’s investment projects in progress implemented through a representative office, as a percentage of all projects.

2. Organizational:

Scientific and educational events held by a representative office in the hosting country.

Entity’s official visits to the hosting country and back.

Representative office’s participation, on behalf of the foreign entity, in events that involve officials of the hosting country.

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РЕСЕЙ ФЕДЕРАЦИЯСЫНДАҒЫ ЖАПОНДЫҚ КОМПАНИЯЛАРДЫҢ ӨКІЛДІКТЕРІНІҢ КРИТЕРИЙЛЕРІН ЖӘНЕ ОЛАРДЫҢ ТИІМДІЛІГІН АРТТЫРУ ҚАЖЕТТІЛІГІН БАҒАЛАУ

Аннотация. Ұлттық экономиканың маңызды құралдарының бірі бола отырып, тікелей шетелдік инвестициялар өндірісті кеңейтуге, жұмыс орындары мен жұмыс орындарын құруға, құрылымдық қайта құруды жеделдетуге, сыртқы қатынастардағы елдің қаржылық жағдайын жақсартуға, оның валюталық резервтерін арттыруға, бюджеттік кідірістерді азайтуға және несиелік рейтингті арттыруға қаражат береді. Ресейде шетелдік инвестициялар негізінен тіркелген шетелдік тұрғындардың күрделі салымдары есебінен жүзеге асырылады. Ресми деректер бойынша Ресей Федерациясына капиталдың жалпы жылдық түсімінде 10-нан 12%-ға дейін тікелей шетелдік инвестициялар, 1-ден 2%-ға дейін-жанама инвестициялар және 80%-ға дейін басқа инвестициялар келеді.

Әлемдік экономиканың қазіргі жай-күйі көптеген сын-қатерлермен сипатталады: ірі экономикалық державалар арасындағы бәсекелестік күрес пен сауда соғыстарының жаңа орамының шиеленісуінен бастап шаруашылық жүргізуші субъектілер қызметінің тиімділігін тек қана қаржыдан көбінесе қаржылық емес, оның ішінде экологиялық және әлеуметтік аспектілерге дейін бағалауға көзқарастардағы екпінді ауыстыруға дейін. Бірқатар елдер тарапынан елеулі саяси және экономикалық қысымға көбейтілген шаруашылық жүргізудің тиісті шарттары шаруашылық жүргізуші субъектілердің алдына өз қызметінің тиімділігін анықтауға жаңа тәсілдерді әзірлеу мәселесін өткір қояды.

Шаруашылық жүргізуші субъектілер қызметінің тиімділігін айқындау негізгі стейкхолдерлер тұрғысынан олар іске асыратын бизнес-модельді уақтылы және барабар бағалауды қамтамасыз ету және жаңа бизнес-ортада ұзақ мерзімді тұрақты жұмыс істеу үшін тиімді стратегияны әзірлеу мақсатында қажет.

Бұл мәселе өз қызметін, оның ішінде шетелдік өкілдіктер арқылы жүзеге асыратын шаруашылық жүргізуші субъектілер үшін ерекше өзекті. Шет елдердегі шаруашылық жүргізуші субъектілер өкілдіктерінің қызметінің тиімділігін анықтау және олардың стратегиялық нәтижелілігін бағалау бухгалтерлік есеп пен жария есептілік тәсілдеріндегі айырмашылықтардан басқа, экономикалық субъектілер өкілдіктерінің құқықтық мәртебесінің ерекшелігімен де, сондай-ақ олардың әртүрлі елдердегі қызметін құқықтық реттеу үдерістерімен де күрделене түседі.

Түйін сөздер: деректер, статистика, ақпарат, экономикалық әсер, талдау, бағалау, ықпал ету, бизнес, даму.

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ОЦЕНКА КРИТЕРИЕВ ДЕЯТЕЛЬНОСТИ ПРЕДСТАВИТЕЛЬСТВ ЯПОНСКИХ КОМПАНИЙ В РОССИЙСКОЙ ФЕДЕРАЦИИ И НЕОБХОДИМОСТЬ ПОВЫШЕНИЯ ИХ ЭФФЕКТИВНОСТИ

Аннотация. Являясь одним из важнейших инструментов национальной экономики, прямые иностранные инвестиции обеспечивают средства для расширения производства, создания рабочих мест и рабочих мест, ускорения структурных преобразований, улучшения финансового положения страны во внешних отношениях, увеличения ее валютных резервов, сокращения бюджетных задержек, повышения кредитного рейтинга. В России иностранные инвестиции осуществляются в основном за счет капитальных вложений зарегистрированных иностранных резидентов. По официальным данным, в общем годовом притоке капитала в Российскую Федерацию от 10 до 12% приходится на прямые иностранные инвестиции, от 1 до 2% – на косвенные инвестиции и до 80% – на прочие инвестиции.

Современное состояние мировой экономики характеризуется многими вызовами: от обострения конкуренции и нового витка торговых войн между крупнейшими экономическими державами до смещения акцентов в подходах к оценке эффективности хозяйствующих субъектов с исключительно финансовых на

преимущественно нефинансовые, в том числе экологические и социальные аспекты. Соответствующие экономические условия вкупе со значительным политическим и экономическим давлением со стороны ряда стран резко ставят вопрос о разработке новых подходов к определению эффективности собственной деятельности.

Определение эффективности деятельности хозяйствующих субъектов необходимо для того, чтобы обеспечить своевременную и адекватную оценку их бизнес-модели с точки зрения ключевых заинтересованных сторон и разработать эффективную стратегию долгосрочного устойчивого функционирования в новой бизнес-среде.

Этот вопрос особенно актуален для тех хозяйствующих субъектов, которые осуществляют свою деятельность, в том числе через иностранные представительства. Определение эффективности деятельности представительств хозяйствующих субъектов за рубежом и оценка их стратегических показателей, помимо различий в подходах к бухгалтерскому учету и публичной отчетности, осложняется также спецификой правового статуса представительств хозяйствующих субъектов, а также процессами правового регулирования их деятельности в разных странах.

Ключевые слова: данные, статистика, информация, экономический эффект, анализ, оценка, влияние, бизнес, развитие.

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E-mail: enn89@ukr.net**FORMATION OF THE NATIONAL COMPETITIVE MODEL
OF AGRICULTURAL ENTERPRISES DEVELOPMENT
UNDER THE CONDITIONS OF GLOBALIZATION**

Abstract. Institutional and innovative components of competitive development of agrarian enterprises have been found to be key and directly affect one another. Instruments for stimulating the innovative development of agricultural enterprises should be applied systematically, based on state innovation programs and strategies. In this context, the priorities of territorial innovative development of agro-formations are appropriate, provided the adaptation of existing and development of new state programs aimed at the development of innovative infrastructure, the formation of its new organizational forms, the support of innovative partnerships, the protection of intellectual property, and the promotion of venture financing. Also, the expected economic effects of the implementation of the model of institutional regulation of the competitive development of enterprises in the agrarian sector include the formation of important tools for improving the investment environment to ensure innovative production, maximize the effective use of the geopolitical position benefits, increasing export potential. The adaptive model of competitive development of the agrarian enterprises, the quintessence of which is based on econometric tools and the implementation of a set of economic and organizational tools and mechanisms for increasing competitiveness for leveling industry controversies and ensuring the formation of sustainable competitive advantages by agroformations through increased multiplier effect and synergy effect is developed.

Keywords: competitiveness of the enterprise, competitive development, agrarian enterprises competitiveness management, competitive strategy, strategic management, innovative development, diversification.

Articulation of issue. At the present stage, the impact of globalization, international economic integration and trade liberalization in the management of agricultural enterprises in Ukraine cannot be ignored. These conditions are unusual in the functioning of agricultural formations, which are mostly oriented to traditional management methods, forms of management, production methods. Under such conditions, working out and making strategic decisions on improving the forms and methods of enterprise management are considered as one of the key factors in shaping their market competitive position in the foreign market. Globalization processes and the need to ensure the competitive development of enterprises in the agricultural sector of the economy lead to the formation of a conceptually new paradigm for managing them, aimed at the innovative development of agro-formations. Activation of the innovation process, stimulation of innovative demand, increase of competitiveness of agricultural producers are possible only under conditions of formation of an effective system of institutional regulation of production. This is what determines the relevance of the study, which aims to develop a modern national model of development of agricultural enterprises.

Actual scientific researches analysis. Today, domestic and foreign economists have created a certain methodology for choosing a competitive enterprise strategy. This topic was revealed by such researchers as G. Azoev, O. Averchev, G. Bagiev, G. Bedianashvili, O. Vikhansky, I. Gerchikova, E. Golubkov, G. Goldstein, I. Ansoff, A. Marchenko, S. Maystro, M. Knysh, P. Fatkhutdinov, F. Buckkerel, A. Diane, F. Kotler, J.-J. Lamben, G. Mintzberg, M. Porter, A. Strickland, N. Tanklevska, A. Thompson, O. Yankovyi and many others. A thorough and comprehensive study of the scientific works of these authors has led to the conclusion that, despite the diversity of approaches to the study of the problem under study, there is currently no comprehensive methodology for assessing competitiveness, as well as recommendations for the formation of a competitive strategy of agricultural enterprises.

The purpose of the article In the minds of the accelerated pace of economic vouchers and the accelerated nature of the links between the subcategories of the marketplace links, the most up-to-date development of the theory and methodology of the strategic management of the agro-form, including From now on, the development of an adaptive strategy of securing competitiveness, which has taken into account the specifics and the needs of the agricultural sector and the priority arrears in the state administration.

Statement of basic materials. The search for the ways to increase the competitiveness of agrarian enterprises actualizes the problem of ensuring their innovative development. At present, the institutional environment is unfavorable for innovation, resources are scarce and investment is low. The assessment of regional policy shows that the authorities mainly rely on the assistance of the state and its limited instruments (budget transfers and state programs) and do not have significant tools to improve the investment environment of innovative production, taking advantage of geopolitical location or facilitating the operation of basic economics institutions with which most problems of agrarian sphere are connected. Thus, at the territorial level, the problem of forming priorities for the innovative development of agro-formations remains extremely relevant. To expand and intensify the cooperation of scientific institutions and market entities at the regional level, it is necessary to implement a number of measures aimed at improving the legal and regulatory framework of scientific and technical activities, in particular the issues of the rights to innovative development use, the use of scientific works funded by the State Budget of Ukraine and determination of the mechanism of commercialization of the intellectual activity results. Considering the prospects of decentralization processes in Ukraine, it is important to legally consolidate the procedures for partial funding of basic science from local budgets. Thus, the intensification of the processes of decentralization and the formation of competitive organizational and management structures such as United Territorial Communities (UTCs) will allow to receive the right to subsidies or subventions from the main financial budget of the country.

Decentralization processes should address the existing problems of regional and local authorities, whose powers have often been duplicated as well as overcome the financial disparity in budgets of different levels, where a large part of taxes moved from the lower levels of the budget to the upper, and subsidies from central and state budgets were distributed over the lower with signs of subjectivism. In the UTCs, grants will not be channeled directly from the state budget, but directly from the state. The communities will also receive more tax levy, including land tax, personal income, natural resource use, etc. [3]. Not only will these processes have an economic effect that will affect the speed of circulation of working capital and investment capital in the agricultural sector, but it will also qualitatively affect the paradigm shift in the management process for agricultural sector enterprises. The expected positive effects are also the considered coordination of scientific priorities with the practical direction of agricultural business, overcoming the formal approach in the adoption of regional development programs, improving the procedure of examination of program documents in the innovation sphere, strengthening the innovative guidelines for the development of the agrarian sector in the adoption of agricultural regulations.

The strategic focus of market transformations on the quality transformations of agricultural enterprises reinforces the need to develop and implement the mechanisms for improving the institutional environment of agricultural enterprises in order to ensure their competitiveness. The improvements in infrastructure and the institutional environment are being updated given that these components of agricultural enterprises competitive development are an effective tool for managing the economic development of the formations. The transformations contribute to the efficient use of the resource potential, increased financial synergy, and increased competitiveness of the enterprise.

Institutional support for the development of agricultural enterprises is a fundamental basis of agriculture, which affects the close relationship of economic entities with the environment and determines the nature of institutional changes in the use of natural resources. Institutional changes are key changes in ensuring quality changes in the agricultural enterprise management system. The formation of the institutional environment is directly related to the socio-economic and environmental interests of economic entities, the level of market conditions and infrastructure development, financial and investment support and other resources. It should be noted that the competitive development cannot be achieved by strengthening one of its determinants. This process is most effective in the case of complex interaction of all its components. The most important of these are the innovative, investment and institutional components (figure 1).

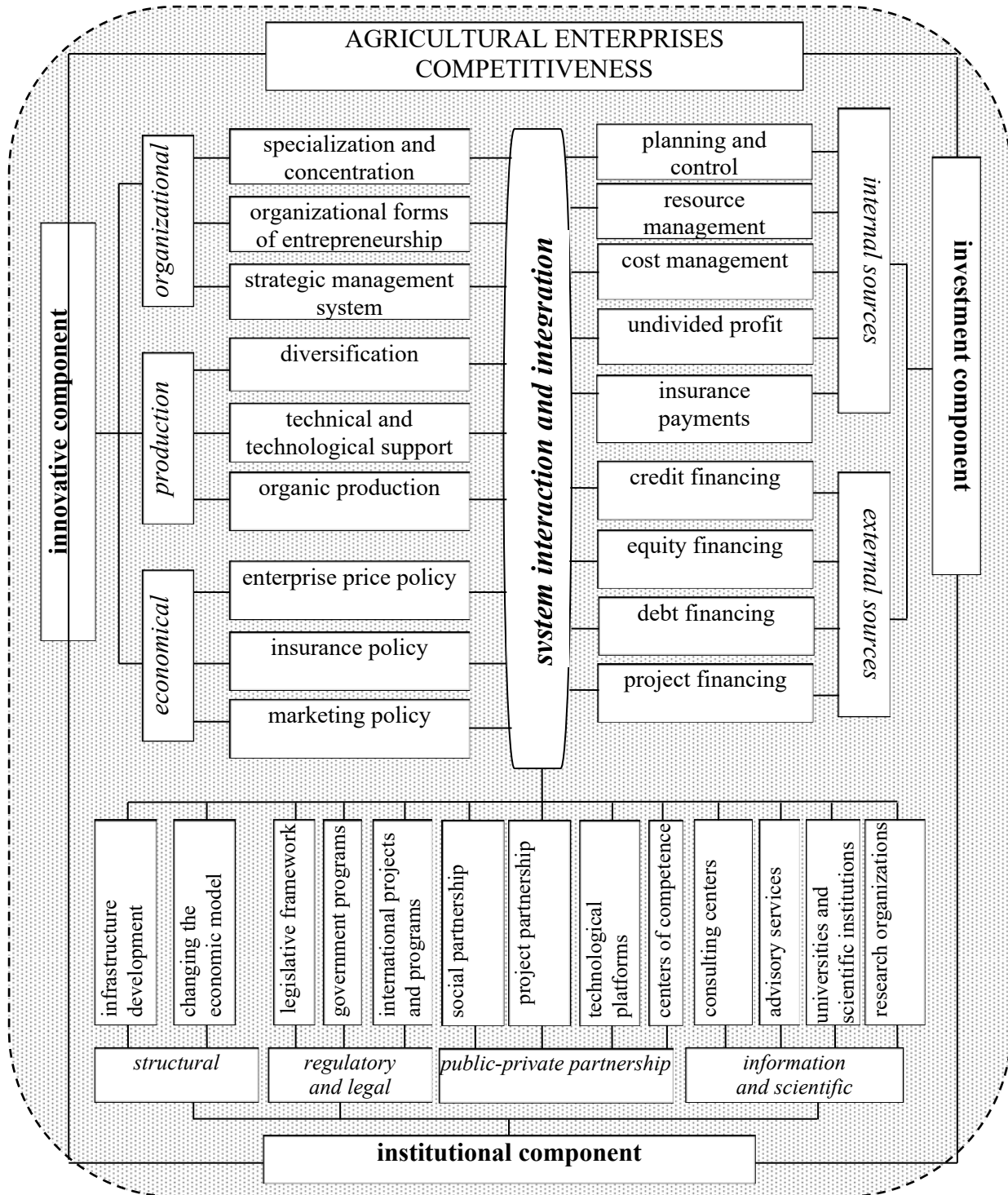


Figure 1 – Model of ensuring the competitive development of agricultural enterprises.
Source: authors' development.

The formation of the institutional support system for the development of agricultural enterprises involves an orderly set of formal and informal institutions that define and regulate its territorial, social, industrial, economic, environmental, regulatory and organizational-managerial parameters. The constituents of the institutional environment define priorities within the triune system of socio-economic, legislative or political institutions of formal content and informal ideological institutions.

The concept of the institutional aspect of structural policy is to regulate economic processes at different levels and to change the approach to the economic model as a whole. Also the object of research

of the institutional direction is the revival of investment activity as the main factor of achievement of a certain goal, which is ensured by the growth of the level of real incomes of economic activity in the country, the degree of availability and value of credit resources, the development of the stock market, the stability of the situation on the currency, monetary and commodity markets of the country. The need to analyze the existing tools of fiscal and monetary regulation of the dynamics of economic development of the country and determine on its basis ways and directions of improving their influence on the structure of the national economic system and determine the relevance of the study in the institutional context of economic structure [2].

The system of agrarian enterprises institutional regulation includes the following entities: enterprise management bodies, innovation service and enterprise infrastructure. The main objects of the institutional regulation are direct production, innovative relations, personnel, resources, informal restrictions. The initial conditions for introducing regulatory impacts are the defined goals and resources of innovative development. The purposes of institutional regulatory measures are the implementation of innovative projects, innovative development of the enterprise and increase its competitiveness (figure 2).

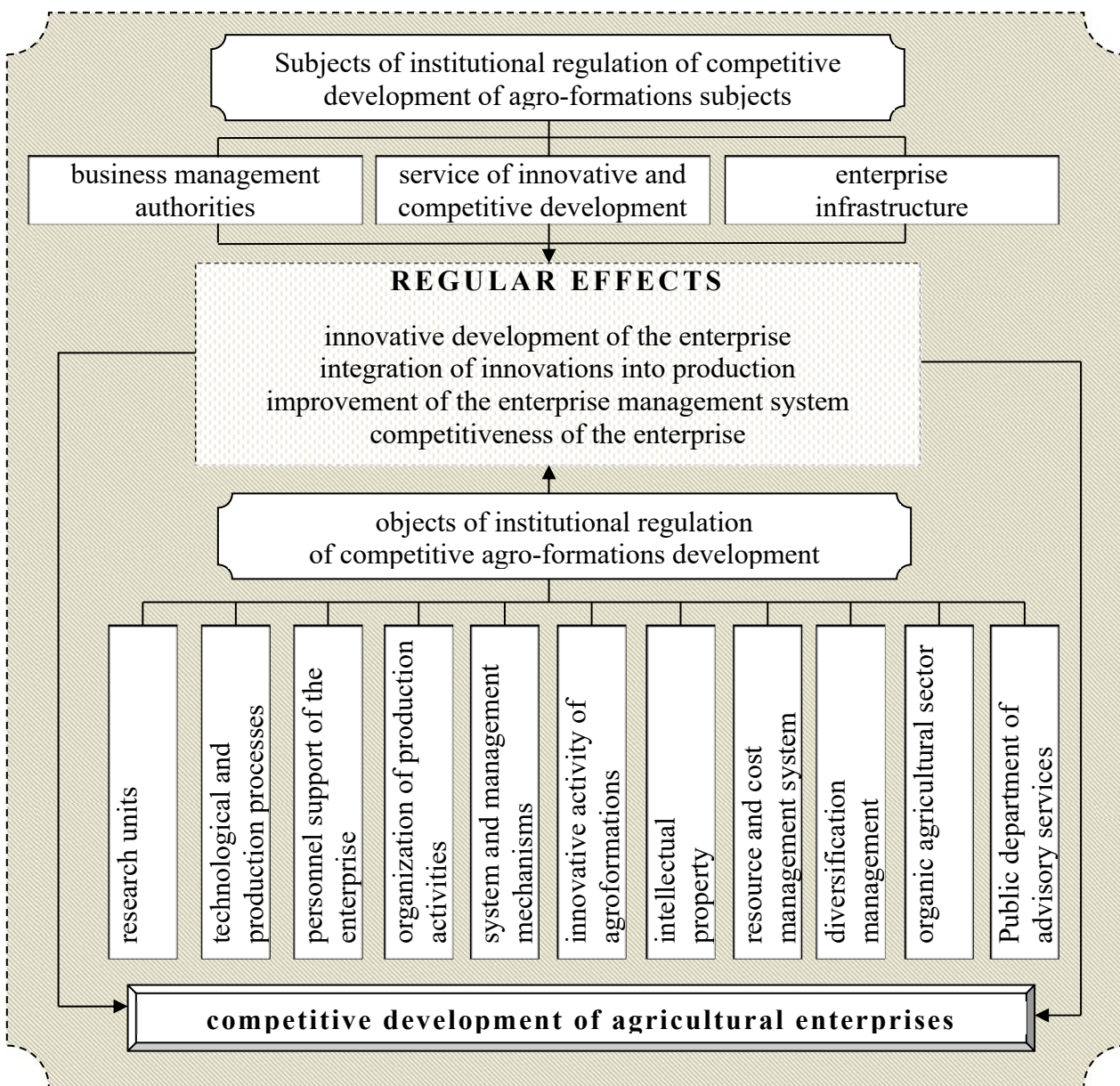


Figure 2 – Model of institutional regulation of agrarian enterprise competitive development.

Source: adapted by the authors [1].

Today the guidelines of the state agrarian policy are the creation of basic conditions for agricultural activity and improvement of the financial condition of agricultural producers, bringing of the domestic legislation to the current EU norms, regulation of land relations in order to increase the competitiveness of agricultural production. Measures are being taken to deregulate and simplify the conditions for conducting business activities in the agricultural sector: a number of mandatory procedures and permits have been abolished; the criteria for assessing the degree of risk of conducting business activities subject to state veterinary control and supervision have been developed. The institutional regulation of the micro level emphasizes the need to strengthen such work at the meso- and macrolevels (figure 3).

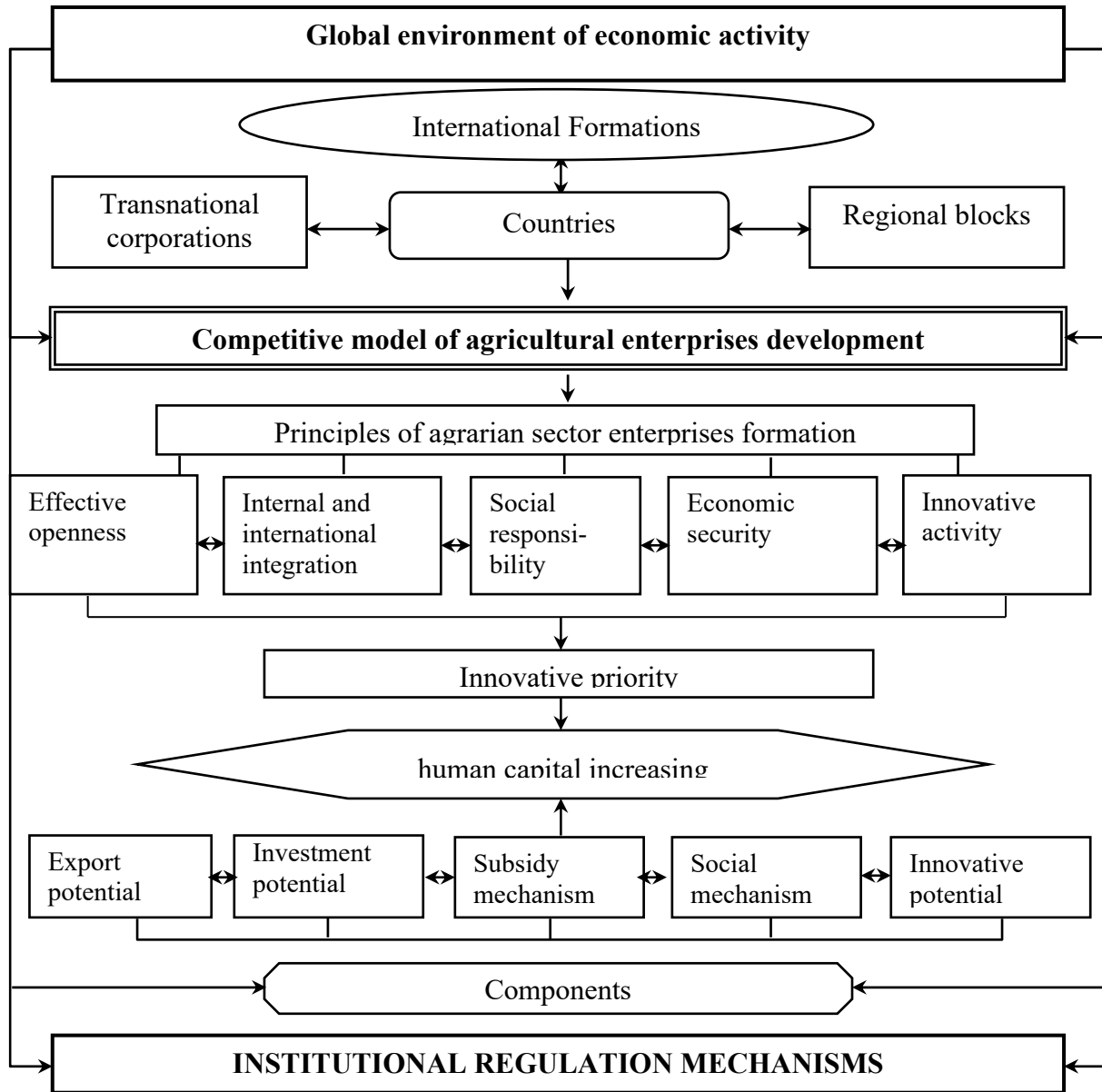


Figure 3 – National competitive model of agricultural enterprises development.

Source: formed by the authors.

In the context of the strategic development of the agricultural sector, it is important to increase human capital as a basis for its competitiveness. Also, the deepening of technological cycles on an innovative basis should ensure maximization of value added, optimization of export activity conditions, expansion of domestic producers' market niches. In order to ensure the competitiveness of the agricultural sector and its components, it is necessary to develop and improve standardization, certification and quality control systems that form the infrastructure of technical activity. Quality standards compliance product certification is extremely important for the countries with the low quality products producing reputation.

An effective institutional change policy should ensure active economic interaction and the realization of the interests of all its participants. The state regulation in this field is carried out by public authorities by means of effective methods and modern mechanisms and their instruments in order to create the right conditions for the agribusiness [7]. The public policy is carried out by establishing the most transparent procedures for doing business. All participants of the institutional environment comply with the established norms and requirements stipulated by the agrarian legislation. Public authorities perform certain functions within the means and within the limits of current legislation. Those employed in the agricultural sector of the economy have a decent level of wages and social protection, and the population living in rural areas has a decent standard of living. The producers have the opportunity to use high-tech advanced machinery and innovative technologies to produce agricultural products that meet EU and WTO norms and standards. Domestic legislation is close to perfect, legal conflicts and controversies have been eliminated. The state provides the necessary conditions to create a favorable institutional environment, and the number of shadow operations is reduced. The country's economy is gaining momentum through accelerated economic growth due to the expansion of the reproductive potential of the agricultural sector [8].

The system of state regulation is as close as possible to that which operates in the countries of the European Union and other developed market economy countries, taking into account domestic realia. The mission of institutional environment development in the agricultural sector of the economy is to realize the strategic potential of the industry. The public authorities ensure the elimination of agricultural legislation violations in order to increase the motivation of all participants to carry out economic activities. The prudence of government regulation creates an attractive investment and innovation climate for the sustainable development of the agricultural sector of the economy. There have been created all institutional conditions necessary for the development of the industry.

The strategic goal of developing the institutional environment in the agricultural sector of the economy is to create a favorable institutional environment to ensure the sustainable development of the industry through the satisfaction of public interests. Strategic directions of development of the institutional environment in the agricultural sector are institutional support for the development of reproductive potential, development of integration processes between the participants of the institutional environment in the agricultural sector of the economy, the formation of the effective model of interaction between the state and the institutional environment in the agrarian sector, stimulation of institutional environment of rural territories.

The development of the institutional environment of agrarian sector enterprises should be integrated in vectors, through the implementation of various programs and projects. A successful implementation of this approach can only be limited if there is a lack of consistency in action and the proper resourcing of relevant future transformations. The identified strategic areas require prudent action through the vertical and horizontal integration of interrelated goals, the unity and harmonization of the development priorities in the light of the external environment changes. Vertical coordination of the goals allows to coordinate unrelated areas of activity and to generate competitive advantages of the industry. Horizontal coordination of the objectives ensures the effective realization of the institutional environment strategic potential. For the lower level, the goal of the higher level is the benchmark, whereas for the higher level they are the tool [7].

The differences between institutional systems at different governmental levels are mainly related to their functional characteristics, and the basic construction principles are similar. In order to ensure the integrity of institutional regulation, it is necessary to create a favorable innovation environment and to attract the elements of public-private partnership that require changes in formal rules. The current legislation, which uses the concession terms of public-private partnership, does not take into account the extension of this form of interaction to the innovation and scientific spheres, provides a complex authorization procedure of contracts for joint activity in the innovation sphere, does not facilitate joint research and formation of territorial innovation infrastructure.

Given the globalization processes of creating a single market economy and its infrastructure, governments are faced with the need to solve the problems of forming an effective economic policy of the state based on the use of a new model of state regulation, where the state creates the conditions and incentives for business development on the basis of partnership, i.e. equal dialogue and at the same time fulfill their traditional responsibilities in the process of social reproduction. The experience and efficiency of the public-private partnership (PPP) use in the world practice is evidenced by the experience of most

countries. However, the statistics on the public-private partnership projects implementation, which would summarize and give an opportunity to clearly trace the main trends of PPP development and taking into account the international experience of defining approaches to the priority spheres of public-private partnership in the domestic economy are absent in the world practice.

Public-private partnership is a system of relations between public and private partners, in the realization of which the resources of both partners are combined with the appropriate distribution of risks, responsibilities and rewards (compensation) between them, for mutually beneficial cooperation on a long-term basis in the creation (renewal) of the new and/or the modernization (reconstruction) of the existing facilities that require investment and use of such facilities [4]. Today, this model is not yet widespread in the agrarian environment, so it is advisable to generalize the world experience of this structure functioning in order to adapt it to the conditions of the Ukrainian agribusiness.

According to the data for the beginning of 2015 the priority areas of public-private partnership in the countries of the European Union are the transport infrastructure (in terms of financing) and the education (in terms of the number of agreements). In this formation the education and science sector provide sustained economic growth, production modernization and technological renewal, affecting the economic progress of the countries and the sectors of their economies. The scope of public-private partnerships is gradually expanding from the implementation of infrastructure projects to R&D and innovation. Partnerships between both private and public sectors, universities, research institutes and other organizations are a key model of relationship in innovation policy [5].

Public-private partnership is a tool for scientific-technological and innovative development in the world community. Among them there are EU Member States, such as Austria, Belgium, Sweden and France. Competency Centers are being implemented in Austria, where public-private partnerships are the main tool for implementing long-term relationships between companies and research institutes in the field of innovation. Popular programs include K-ind/K-net, COMET, Christian Doppler Research Association. The K-ind/K-net program is aimed at establishing industrial competence centers and a network of institutions for the research and technology transfer under the management of industrial companies and consortia. The COMET program (Competence Centers for Excellent Technologies), which has become the most influential in Austrian PPP history, provides for the possibility of creating PPPs in the form of large and medium-sized and small joint ventures and without institutionalization (without the creation of a legal entity). The Christian Doppler Research Association program supports the creation of temporary laboratories at universities that focus on the applicability of basic research [6, p. 191-192]. In Belgium, an example of the implementation of PPP in innovation is the START program, launched in 2008 and in Wallonia, funded by one-third of the funds available to universities and one-third by the private sector (enterprises, individuals, foundations), one third from the Walloon Regional Budget [6, p. 192]. In Sweden, VINN Excellence operates to support the community between private and public sectors, universities, research institutes and other research organizations in order to increase academic research productivity and promote innovation in industry [6, p. 192-193]. In France, an example of a public-private partnership is the OSEO Innovation Agency (a private-equity joint stock company consisting of holding companies and subsidiaries, 50% of which state-owned) operating in three areas: OSEO Innovation, OSEO Financing, OSEO Guarantee. The purpose of the Agency is to provide the targeted assistance to small and medium-sized enterprises with the innovative technologies in partnership with business angels and private investors and the Bank for the Development of Medium and Small Enterprises [6, p. 191].

In addition to the Centers of Competence programs, European Technology Platforms are being established on the basis of public-private partnerships to realize the priorities of scientific and technological and innovative development in various spheres of economy and industry, to strengthen scientific and industrial ties which allow to combine science, production and public administration. One of the main goals of the European Technology Platforms is the development of economically sound research programs and the rapid practical implementation of scientific results [6, p. 3]. By their structure European Technology Platforms are a mutually beneficial partnership between private and public organizations. In recent years, 36 European Technology Platforms have been created covering various sectors of the economy [6, p. 4]. In particular, European Technology Platforms have been successfully operating in the energy sector, information and communication technologies, bioeconomics and production [6, p.6-13]. In France, Germany, the United Kingdom, Belgium, and the Scandinavian countries, innovative policies, parks, and centers are established on the basis of universities and other scientific organizations. Start-ups (business

incubators, venture capital and other public-private funds) have been set up in the EU (UK, France) to support the community between the private and public sectors, research institutes and other organizations. The experience of the developed countries (Austria, Belgium, Sweden, France) convinces that it is expedient to develop the national domestic innovation system on the basis of the partnership between the state and private entrepreneurs. The most important task of public-private partnerships in innovation development is to stimulate innovation and create a holistic system of financial support, which should be based on the large-scale involvement and maximum utilization of financial resources.

In developing economies, the most systematic information on public-private partnership projects is provided by the World Bank, which shows a positive tendency to increase the number of PPP projects. According to the World Bank, 6146 public-private partnership projects have been implemented in 1990-2013 with the investments attracting more than \$ 2.1 trillion. According to the quantitative criterion, PPP projects are the most intensively implemented in the field of energy, energy saving (reconstruction of existing electricity transmission networks and increasing the level of the electricity supply reliability) and energy efficiency (undertaking measures to improve enterprises energy efficiency), as well as in transport infrastructure (construction and operation of highways, railway transport, seaports, airports). Therefore, in developing countries, the priority areas of public-private partnership in 1990-2013 were namely the telecommunications 43% and energy 35% (by the criterion of cost); energy 47% and transport infrastructure 25% (by quantitative criteria). According to the results of the analytical study of the world and European trends in the development of public-private partnerships in determining priority areas of application, we conclude that the choice of priority scope of PPP depends on the socio-economic level of the country's development and the state policy implemented. In the developed countries public-private partnerships are used not only for the infrastructure projects but also for the innovative development. Given the experience of implementing public-private partnership projects in European countries, innovative, scientific and agrarian spheres should be the priority areas for Ukraine to apply public-private partnerships. The adaptation of this structure to the conditions of agricultural production will allow to ensure its modernization, technological renewal, innovative development, distribution and neutralization of risks, etc.

Conclusions. Thus, improving the institutional environment by strengthening its components will allow to achieve the positive economic effect, which is manifested in creating organizational and economic conditions for the effective socially oriented agricultural enterprises development, ensuring competitive development, efficient use of natural resources, the formation of human capital, stimulating the development of human capital and medium-sized agricultural producers, rural territories development, acquisition of knowledge by agricultural producers, fostering the availability of investment resources, improving forms and methods of the state support, its transparency, predictability and systematic nature. Also, the expected economic effects of the implementation of the model of institutional regulation of the competitive development of enterprises in the agrarian sector include the formation of important tools for improving the investment environment to ensure innovative production, maximize the effective use of the geopolitical position benefits, increasing export potential.

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**ЖАҒАНДАНУ ЖАҒДАЙЫНДА АГРОӨНЕРКӘСПТІК КЕШЕНДІ ДАМУДЫҢ
ҰЛТТЫҚ БӘСЕКЕГЕ ҚАБИЛЕТТІ МОДЕЛІН ҚАЛЫПТАСТЫРУ**

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**ФОРМИРОВАНИЕ НАЦИОНАЛЬНОЙ КОНКУРЕНТНОЙ МОДЕЛИ РАЗВИТИЯ
АГРАРНЫХ ПРЕДПРИЯТИЙ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ**

Аннотация. В статье установлено, что на современном этапе в процессе управления аграрными предприятиями в Украине нельзя не учитывать влияние глобализации, международной экономической интеграции и торговой либерализации. Инструменты стимулирования инновационного развития сельскохозяйственных предприятий должны применяться системно, на основе государственных инновационных программ и стратегий. В этом контексте приоритетные направления территориального инновационного развития агро-

формирований являются целесообразными при условии адаптации существующих и разработки новых государственных программ, направленных на развитие инновационной инфраструктуры, формирование ее новых организационных форм, поддержку инновационных партнерств, защиту интеллектуальной собственности, стимулирование венчурного финансирования. Также ожидаемые экономические эффекты от реализации модели институционального регулирования конкурентного развития предприятий аграрного сектора включают формирование важных инструментов улучшения инвестиционной среды для обеспечения инновационного производства, максимально эффективного использования выгод геополитического положения, повышения экспортного потенциала. Разработана адаптивная модель конкурентного развития аграрных предприятий, квинтэссенция которой базируется на эконометрическом инструментарии и реализации комплекса экономических и организационных инструментов и механизмов повышения конкурентоспособности для нивелирования отраслевых противоречий и обеспечения формирования устойчивых конкурентных преимуществ агроформированиями за счет повышения мультипликативного эффекта и синергетического эффекта.

Ключевые слова: конкурентоспособность предприятия, конкурентное развитие, управление конкурентоспособностью аграрных предприятий, конкурентная стратегия, стратегическое управление, инновационное развитие, диверсификация.

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CURRENT FEATURES OF CURRENCY FORMATION OF CURRENCIES ON THE EXAMPLE OF THE US DOLLAR – EUR

Abstract. The relevance of the research topic is determined by globalization processes, which have a huge impact on our country, as well as on the countries around us and their economies. In modern conditions, it is obvious that the financial difficulties of one country can cause a global crisis. Issues of a qualitative analysis of the monetary system are important for the stability of the economies of countries. The authors of the article emphasize that the monetary system is needed in order to regulate foreign exchange relations. The authors did not choose the EUR/USD pair by chance – it is the most traded currency pair in the Forex market (about 29% of the total daily trading volume). Such popularity is due primarily to the fact that the United States and the European Union are two of the strongest economies in the world. In addition, this pair responds quite predictably to the main economic indicators relating to the United States and the European Union.

Based on the analysis, the authors made conclusions, made recommendations on the need to adapt the trading strategy to market volatility. The procedure for forming EUR/USD quotes at various hours, days and months has been studied. EUR/USD is compared with several other currency pairs and their ranges in separate trading sessions. The following conclusions are made: EUR/USD has medium volatility compared to other pairs under consideration, but is clearly inferior to GBPUSD and GBPJPY; the volatility for most couples during the Asian session is low, and in the case of detruing it encourages the use of scalping; during the European and American sessions, volatility is almost doubled.

Keywords: currency system, pair EUR/USD, volatility, session.

Introduction. The EUR/USD currency pair is the ratio of the euro to the US dollar. In the Forex market, the dollar and the euro are the main, major currencies, which is why the pair consisting of primary currencies is the main or majors.

Reading in the EUR/USD pair can often include viewing various economic issues and other news that affect the rate. Major economic issues have a huge impact on the direction of the exchange rate and are constantly monitored by traders to get directions.

The most important economic indicator that affects the euro/dollar exchange rate consists of interest rates. The benchmark rate on the funds of the Federal Reserve System, set by the US Federal Reserve or the Federal Reserve System, and the minimum bid by European standards set by the European Central Bank (ECB), constitute the most important fundamental element in the assessment of EUR/USD. The ECB publishes its interest rate monthly, while the Federal Reserve publishes the Fed funds rate eight times a year.

At the Forex auction, the favorite of USD/DEM was replaced by EU/USD, it is noteworthy that the first price was 1.1736 dollars per euro, but the old one was 1.6665 Deutsch marks per dollar. They said that there was an unreasonable understatement of the dollar, however, gradually the dollar began to win back the position from the euro. In 2000, the euro fell so much that major banks in the world decided to conduct a joint intervention in support of the eurozone currency, the fall of which could undermine the global economy. But they failed to stop the fall and after unsuccessful attempts, it was decided to stop

influencing the market. Subsequent events in the world helped the euro win back the position of the American currency. At the end of 2000, in order to reduce the effects of the recession, the Fed began to lower interest rates, thereby US rates were lower than the ECB, which led to a decrease in USD to EUR. In addition, the 2001 terrorist attack has greatly undermined interest in the dollar. As a result, the Euro/Dollar broke through 0.96.

Today, the economic situation in the Eurozone leaves much to be desired, however, concerns about the slowdown in global economic growth may adversely affect each of the world currencies.

This currency pair is more suitable for an advanced trader than a beginner, since the pair is the most popular and in many respects it is the speculative component that provides it, and it increases at news events. In view of this, newcomers to Forex trading may be advised to refrain from trading during the news. This pair has proven itself in pipsers, as here are the smallest spreads and commissions. Peak trading volumes run from 4 p.m. to 6 p.m. Moscow time, due to the opening of the American session and the release of US statistics.

The EUR/USD exchange rate is influenced by the events of the eurozone countries, primarily Germany. Also, further news is strongly influenced by news from the United States. The difficulty in the forecast component of the euro lies in the fact that the eurozone consists of several countries, of course Germany is the locomotive, but events in each country of the European Union can affect the further movement of the single European currency.

So, the EUR/USD currency pair, its features and factors influencing it. The EUR/USD pair is the most traded currency pair in the Forex market. It accounts for about 29% of the total daily trading volume. Such popularity is due primarily to the fact that the United States and the European Union are two of the strongest economies in the world. In addition, this couple responds quite predictably to the main economic indicators relating to the United States and the European Union. And the news itself comes out with enviable regularity. It is enough to turn on the TV and in any news program they will definitely say something about the economies of these countries, unlike, for example, New Zealand, Australia or Canada. And for a novice trader who has not yet really mastered where to get information, this is already a plus.

The results of the research. The EUR/USD pair is most active during the European and American trading sessions. The volatility of the pair is average. It should be noted that this is a pair with a reverse quote.

A lot of factors influence the euro-dollar pair. Take into account at least the fact that the US dollar is the main reserve currency for most countries of the world. And the EU has 27 countries, in 16 of which the euro is the official currency and each of them has its own influence on this pair.

An example is the situation with Greece. It is known that the Greek economy is going through difficult times. The peak of the crisis came in 2009–2011. Many analysts predicted Greece's exit from the European Union, and the subsequent collapse of the European Union as such.

As mentioned above, a lot of factors influence the EUR/USD pair, but the main and strongest of them can be distinguished (table 1).

For most currency pairs, the price of the quote is indicated to the fourth decimal place – 0.0001. For example, if the quotation of the EUR/USD currency pair has changed from 1.2670 to 1.2675, then they say that the change was 5 points.

However, in the case of a currency pair with the participation of the Japanese yen, everything is somewhat different. For such pairs, the quote value is indicated to the second decimal place – 0.01. A change in the quotation of the USD/JPY pair from 92.73 to 92.65 means that the rate dropped by 8 points.

A big figure is a change in quotes by 100 points. For example, from 1.2670 to 1.2770.

The essence of pipsing is that the trader seeks to earn only a few points on each transaction, usually from 1 to 5 points. Such transactions can be made dozens per day, and the estimated profit, respectively, also dozens (maybe hundreds) of points per day. Predicting the movement of quotes by 50 points is much more difficult than by 5 points. And to make 10 transactions with a profit of 5 points is easier than one in 50. Approximately this theory is held by most pipsers – traders who actively use this method.

Often, beginners start with pipsing. Moreover, it is not necessary to have deep knowledge in technical and or fundamental analysis, it is enough to “just catch the rhythm” of price movement. In words, it's simple, in fact, more complicated. In addition, many dealing centers do not like pippers and create various obstacles to their activities. For example, a limit on the number of transactions or you cannot close a position until the price changes by at least 10 points.

Table 1 – Classification of factors influencing the EUR/USD pair

European factors	American factors
Interest Rate Announcement (1st Thursday of every month)	Interest rate statement (eight times a year)
Central Bank of Europe Press Conference (1st Thursday of every month)	Statement by the Federal Open Market Committee (eight times a year)
German GDP (every quarter)	Non-farm employment change ADP (2 days before Nonfarm Payrolls)
German Economic Sentiment Index (monthly)	Nonfarm Payrolls (1st Friday of every month)
German Business Climate Index (monthly)	Unemployment Benefit Applications (Weekly Thursdays)
The effect of cross rates (EUR / JPY, EUR / CHF)	Consumer Price Index (MoM) (monthly)
ECB Monthly Report	GDP (QoQ) (monthly)
Speech by the President of the ECB (regularly)	Speech by the Fed Chairman (regularly)
Political situation	Political situation
Emergencies (natural disasters, accidents, military operations, etc.)	Emergencies (natural disasters, accidents, military operations, etc.)

EUR/USD (Euro/US dollar) refers to the so-called major or major currency pairs and is one of the most often traded on the Forex market. This currency has the largest share of the US Dollar Index (DXY) – 57%, while the next yen in order has only 13%, which indicates the importance of EUR in shaping prices in the foreign exchange market. There are several reasons why traders choose this pair for trading, and, of course, the main ones include high volatility, liquidity and low spreads. High volatility and liquidity are due to the fact that many corporations in the United States and Europe have their own subsidiaries and use these two currencies for transactions, which causes their frequent exchange.

It is also a pair of currencies in two regions where the most important financial centers and exchanges are located: Frankfurt, London (EUR) and New York (USD), whose working hours partially overlap.

Table 2 – Volatility EUR/USD

Session	City	Moscow time				GMT time	
		Summer time		Winter time		open.	clos.
		open.	clos.	open.	clos.		
Asian	Tokyo	3:00	12:00	3:00	12:00	0:00	9:00
European	London	10:00	18:30	11:00	19:30	8:00	16:30
American	New York	15:30	22:00	16:30	23:00	13:30	20:00
Australian	Sydney	1:00	7:00	2:00	8:00	23:00	5:00

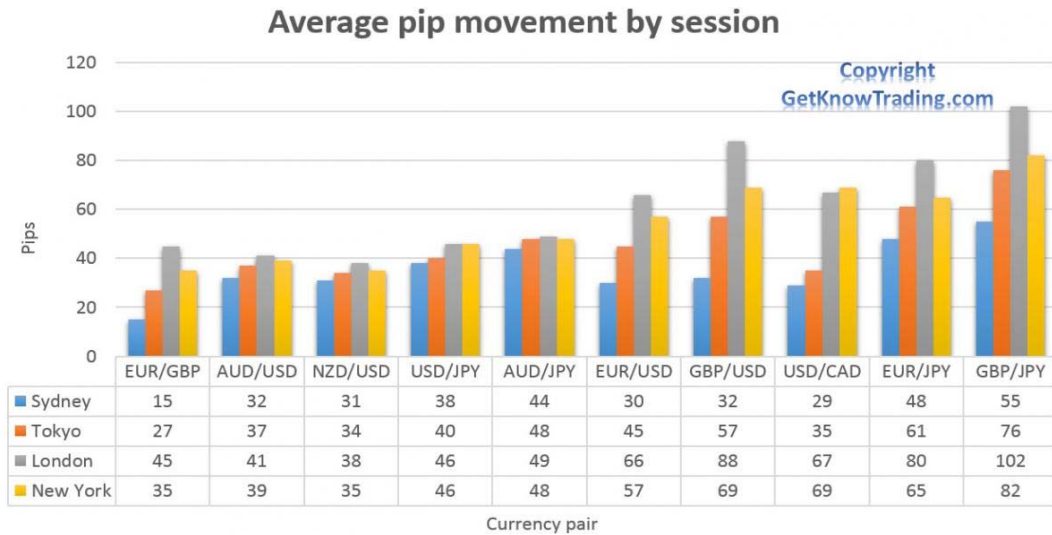
Forex volatility refers to the degree of uncertainty or risk associated with the magnitude of a change in an exchange rate. Greater volatility means that the exchange rate could potentially spread over a wider range of values. High volatility means that the price of a currency can change dramatically in the short term in both directions. As a rule, the wider the range of fluctuations (increased volatility), the higher the risk of trading. In intraday trading, the most significant indicator of volatility is the average daily price range (range); for longer positions, you can use the average weekly, monthly or annual range. The indicator supplied with the MT4 platform – ATR (Average True Range) can be useful for trading, especially when setting stop loss.

The range of quotes is determined by the distance between the lowest and highest rate in a given block of time.

Statistical analysis combined with technical analysis is very useful. For traders who trade the EUR/USD pair on Forex, the most interesting statistics show how the volatility of this currency pair changes over time (within months, days or hours).

We will analyze and draw conclusions, as well as the ability to adapt a trading strategy to market volatility, based on data for the period 1997–2018. We also determine how EUR/USD quotes were formed at different hours, days and months/.

To begin with, compare EUR/USD with several other currency pairs and their ranges in separate trading sessions (picture 1).



Picture 1 – EUR/USD – Quotation range depending on the session.

Compiled by the authors based on quotes from MT4, GMT + 1.

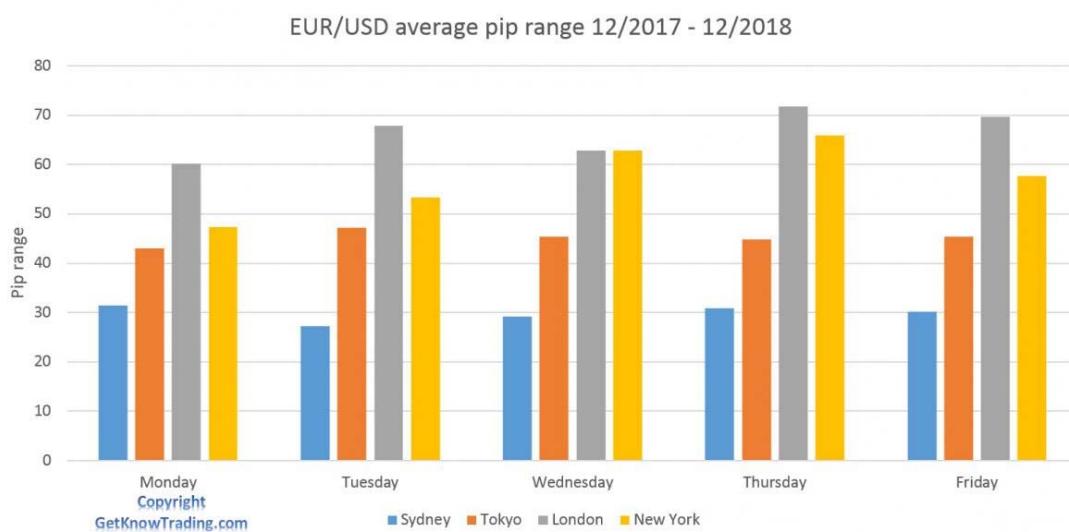
EUR/USD compared to some other currency pairs – volatility depending on the session.

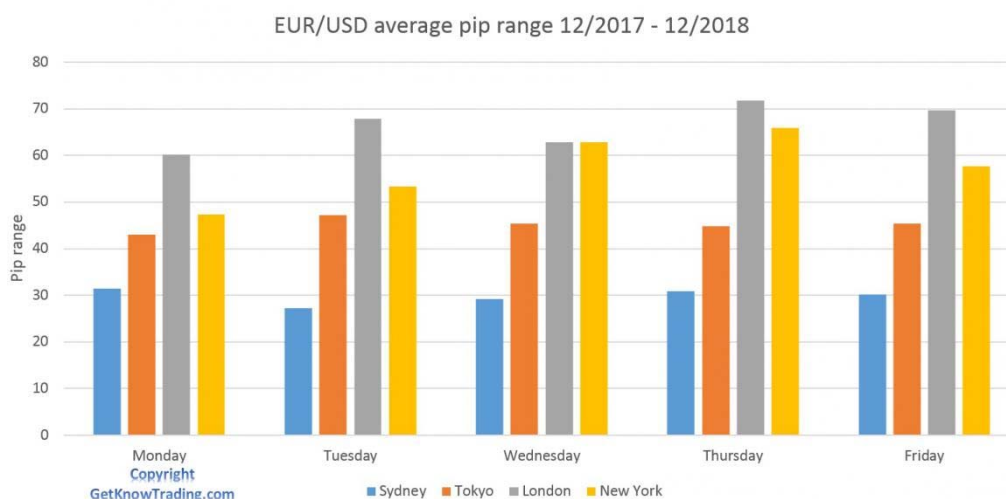
The following conclusions can be drawn from the diagram above:

- EUR/USD has medium volatility compared to other pairs under consideration, but is clearly inferior to GBPUSD and GBPJPY. Undoubtedly, the big volatility of GBP pairs was influenced by events related to Brexit;

- the volatility for most couples during the Asian session is low, and in the case of detruing it encourages the use of scalping;

- during the European and American sessions, volatility is almost doubled.





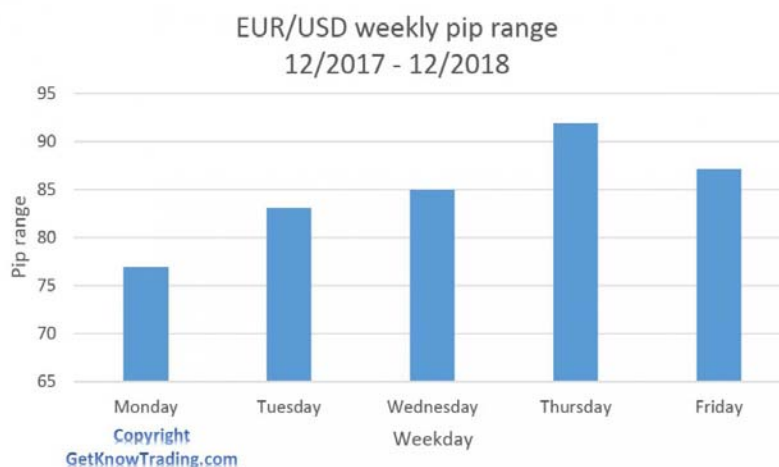
Picture 2 – The average range of EUR/USD quotes by day of the week

EUR/USD – the average range in points by the days of the week (Monday, Tuesday, Wednesday, Thursday, Friday).

Having analyzed these graphs, we can draw the following conclusions:

- the pair has the highest volatility during the London trading session;
- during the intersection with the New York session, the couple increases volatility;

If you look at the clock, then the greatest volatility is observed in the London and New York sessions, a decrease in volatility at 12–13 hours (due to lunch break).



Picture 3 – Weekly average daily volatility

EUR/USD volatility on certain days of the week:

- lowest volatility on Mondays; then it gradually increases until Thursday;
- it is clear that Thursdays are the most volatile day of the week for the EUR/USD pair;
- The chart shows that investors are down on Friday. Many traders close their positions and take profits. Some of them do not want to have open positions for the weekend, because they want to relax without thinking about what will happen when the market opens on Sunday evening.

Monthly, over the past 20 years, January is the most volatile month. And no wonder, because many close deals in December; the holiday period also does not contribute to the conclusion of new transactions, therefore, with the advent of the New Year, activity in all markets increases.

It turns out that the largest average volatility of January in the last twenty years was in January 2009. This was probably influenced by the global crisis that started in 2008.

Conclusion. To summarize this study, we note that the exchange rate regime determines government exchange rate policy rules. In a fixed exchange rate regime, for example, government obligations to

intervene in the market to prevent the exchange rate from changing relative to declared parity, while in a floating exchange rate regime, the government refuses to intervene, allowing the exchange rate to float according to demand and the offer of economic agents. The exchange rate regime is closely linked to the monetary policy of the central bank.

The undisputed leader in the financial market in terms of trading volume (turnover) is the EUR/USD currency pair, which ranks first in the list of personal preferences of most traders. Euro (EUR) is included in this currency pair as the base currency, while the US dollar (USD) is included in the quoted currency. The growth of the EUR/USD currency pair means that the euro is strengthening against the US dollar (more and more dollars are required to buy one euro). At the same time, the depreciation of this financial instrument means that the American dollar is strengthening, and the euro is losing ground. The quote is “direct”, and the currency pair itself tops the list of “majors”.

The first component of the EUR/USD currency pair was the euro. The euro became available to financial market participants as a settlement currency in 1999, while the first banknotes and coins appeared only in 2002. By 2006, the total mass of cash in euros exceeded 610 billion, which made this currency the world record holder for this indicator. No other currency (including the US dollar) can boast such a volume of cash. The European currency has become very interesting for traders from the very beginning of its turnover in two aspects: firstly, as a counterweight to the US dollar as a universal payment and exchange medium (the euro is the second reserve currency in the world), and secondly, as a tool for investing in very stable and confidently developing economies of Europe (the euro is the state currency for 17 of the 27 (at the time of this writing) Eurozone member countries).

The second component of the EUR/USD currency pair is the US dollar. The American dollar is the main world reserve currency, and like the euro, it is used in many countries both as the main state currency, and as a universal payment/exchange medium or means of saving/storing capital. It can be noted that the design of banknotes has repeatedly changed, however, to this day all federal banknotes issued since 1861 are legal tender.

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АҚШ ДОЛЛАРЫ МЕН ЕУРО ВАЛЮТА БАҒАМЫНЫҢ ҚАЛЫПТАСУЫНЫҢ ЗАМАНАУИ ЕРЕКШЕЛІКТЕРІ

Аннотация. Зерттеу тақырыбының өзектілігі біздің елімізге, сондай-ақ айналамыздағы елдер мен олардың экономикаларына үлкен әсер ететін жаһандану процестерімен анықталады. Қазіргі жағдайда бір елдің қаржылық қиындықтары жаһандық дағдарысты тудыруы мүмкін. Ақша жүйесін сапалы талдау мәселелері елдер экономикасының тұрақтылығы үшін маңызды. Мақала авторлары валюталық қатынастарды реттеу үшін ақша жүйесі қажет екенін баса айтады. Авторлар EUR/USD жұбын кездейсоқ таңдамады – бұл Форекс нарығында ең көп сатылатын валюта жұбы (жалпы күнделікті сауда-саттық көлемінің шамамен 29 %). Мұндай танымалдылық, ең алдымен, АҚШ пен Еуропалық Одақтың әлемдегі ең мықты екі экономиканың бірі болып табылады. Сонымен қатар, бұл жұп АҚШ пен Еуропалық Одаққа қатысты негізгі экономикалық көрсеткіштерге нақты жауап береді.

Талдау негізінде авторлар қорытынды жасады, сауда стратегиясын нарықтық құбылмалылыққа бейімдеу қажеттілігі туралы ұсыныстар жасады. Әр түрлі сағаттарда, күндерде және айларда EUR/USD бағаларын қалыптастыру тәртібі зерттелген. EUR/USD басқа бірнеше валюта жұптарымен және олардың жекелеген сауда сессияларындағы ауқымымен салыстырылады. Келесі тұжырымдар жасалады: EUR/USD басқа жұптармен салыстырғанда орташа өзгергіштігі бар, бірақ GBPUSD және GBPJPY-ден төмен; азиялық сессия кезінде көптеген ерлі-зайыптылардың құбылмалылығы төмен, ал тозған жағдайда скальпингті қолдануға итермелейді; Еуропалық және Американдық сессиялар кезінде құбылмалылық екі есе артады.

Түйін сөздер: валюта жүйесі, EUR/USD жұбы, құбылмалылық, сессия.

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СОВРЕМЕННЫЕ ОСОБЕННОСТИ КУРСООБРАЗОВАНИЯ ВАЛЮТ НА ПРИМЕРЕ ПАРЫ ДОЛЛАР США – ЕВРО

Аннотация. Актуальность темы исследования определяется глобализационными процессами, которые оказывают огромное влияние как на нашу страну, так и на окружающие нас страны и их экономику. В современных условиях очевидно, что финансовые трудности одной страны могут вызвать глобальный кризис. Вопросы качественного анализа денежно-кредитной системы имеют важное значение для стабильности экономик стран. Авторы статьи подчеркивают, что денежная система необходима для того, чтобы регулировать валютные отношения. Авторы не случайно выбрали пару EUR/USD – это самая торгуемая валютная пара на рынке Форекс (около 29% от общего дневного объема торгов). Такая популярность обусловлена, прежде всего, тем, что Соединенные Штаты и Европейский Союз являются двумя сильнейшими экономиками в мире. Кроме того, эта пара вполне предсказуемо реагирует на основные экономические показатели, касающиеся США и Евросоюза.

На основе проведенного анализа авторы сделали выводы, дали рекомендации о необходимости адаптации торговой стратегии к волатильности рынка. Изучена процедура формирования котировок EUR/USD в различные часы, дни и месяцы. EUR/USD сравнивается с несколькими другими валютными парами и их диапазонами в отдельных торговых сессиях. Сделаны следующие выводы: EUR/USD обладает средней волатильностью по сравнению с другими рассматриваемыми парами, но явно уступает GBPUSD и GBPJPY; волатильность для большинства пар во время азиатской сессии низкая, и в случае детрудинга она поощряет использование скальпинга; во время европейской и американской сессий волатильность почти удваивается.

Ключевые слова: валютная система, пара EUR/USD, волатильность, сессия.

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MODERN IMPERATIVE FOR THE FORMATION AND DEVELOPMENT OF THE COMPANY'S PERSONNEL MANAGEMENT SYSTEM BASED ON DETERMINING THE IMPACT OF FACTORS

Abstract. Our country has accumulated considerable experience in the study of quality management problems, and there is also a large number of works on the problems of personnel management. However, very few attempts were made to apply a systematic approach to the problem under study, the analysis of personnel management as the most important factor in quality assurance. Currently, management sciences lack fundamental research that provides a holistic view of quality management.

The purpose of the study is to develop the key principles of the Kazakhstan model of personnel management that are adequate to modern requirements for product quality and take into account the specifics of Kazakhstan on the basis of understanding domestic and foreign experience.

The theoretical and methodological basis of the study was the conceptual provisions on the unity of man and the social environment; on the individual as a subject of joint activity and personal development; on the determinism of the functioning and development of the individual by the system of national value priorities, spiritual and material needs.

The scientific article proposes measures to improve personnel management, concerning: reorientation of the worldview of modern Kazakh managers on the quality of products, works and services; creation of a favorable business social and managerial environment for their respective activities; orientation of the main functions of personnel management to the general model of quality management; formation of an effective mechanism for involving employees in the quality management process; motivation of personnel activities to ensure quality.

Key words: management system, personnel management, management efficiency, personnel management model, adaptation of foreign experience, quality management model.

Introduction. Among the many complex socio-economic problems that modern Kazakhstan has to solve, one of the main ones is the problem of low quality of products, works and services. Its presence is primarily due to the country's traditional lag in quality, as well as the slow process of adaptation of domestic commercial organizations to the market and global competition. Today, Kazakh organizations often ignore approaches to product development based on compliance with international quality standards. Many modern Kazakh managers do not understand that without compliance with certain standards, it will be difficult for their organizations to promote any products to the market, to the international arena, and even more so to win a market segment.

In Kazakhstan's history, the problem of quality became more acute in the Soviet period. At the enterprises there was a certain plan, which was expressed in pieces per shift, in the production of products per hour, etc. The worker was mainly interested in the «shaft», that is, in the production of more products regardless of their quality. Manufacturers usually did not take into account that during the planning period, customer demand for both the product range and its quality could change. This led to a situation where large warehouses were crammed with goods that almost no one needed.

In previous years, the quality problem was considered by us as mainly technical, primarily related to the imperfection of equipment and technologies, the role of personnel in quality management was underestimated.

In the context of the development of market relations, the former model of personnel management has become clearly ineffective. There was a need to rationally change the old or form a new model of personnel management, focused on quality management. In this regard, many Kazakhstani managers were forced to improve their skills at various quality management courses, participate in international programs, and actively exchange experience at seminars and trainings. However, this did not always have a positive impact on production efficiency, since many of the existing training courses, programs, seminars and trainings paid little attention to the behavioral aspects of quality management, human resource management.

One of the main social obstacles to the introduction of effective foreign and domestic quality management concepts in modern Kazakhstan is the lack of attention to human resources.

Summarizing the above, it can be noted that the relevance of the research topic is determined both by the primary importance of personnel management for quality management, and by the very weak development of this issue in domestic and, in many respects, foreign literature.

Methods. The paper uses methods of modeling and comparative analysis. To solve individual tasks, the methods of the «tree» of goals and expert assessments were used. The information and empirical base of the research is normative legal acts of the state and regional levels; official data of republican and regional authorities; methodological, scientific, educational and reference literature, Internet materials, as well as research conducted by the authors.

Methodological research is a general method of scientific knowledge-analysis and synthesis, content-media analysis of sociography, a system-comparative method that allows to determine the genesis, sequence and functioning of the stages of development of the company's personnel management and the effectiveness of adapting foreign experience.

Research works in the field of development and effective adaptation of the mechanism for building a model of personnel management.

Results and discussion. The world economy of the XXI century is characterized by a tendency to revise the management approaches used over the past decades. The focus on innovation requires a change in the priorities when making management decisions. In these conditions, it is the personnel as a carrier of the ability to innovate that comes to the fore in ensuring the competitiveness of the organization.

This statement is true both for enterprises operating in a market economy and for organizations operating in transformational economic systems. The ability of an employee to perform effectively is manifested, first of all, by providing him with favorable working conditions, increasing the level of humanization of the latter. In these circumstances, it is the perception of the employee as a core value of the organization, the attitude in terms of the concept of «human capital» can allow to achieve the effective functioning of the latter in terms of openness of the economies of various countries and high level of competition.

The effectiveness of an organization's functioning depends on the «configuration» and consistency of all its subsystems. This fully applies to the personnel management system of the enterprise. The philosophy of working with «human capital» adopted in the organization, which is expressed in optimizing its structure, cost, and development, determines the principles that should be used as the basis for building a personnel management system. Any organization is not a static system. It is in the process of constant development. And the degree of sustainability of this development depends on the flexibility of the enterprise, its mobility in managing its resources. An employee as an «element of the total human capital of the organization» must have a whole set of characteristics that allow the business entity to effectively achieve its goals. Such characteristics at the present stage include not only traditional qualities of the labor force (qualifications, education, work experience), but also new requirements (innovative abilities, ability to work in a team, self-leadership, etc.).

At the present stage of development of the theory and practice of personnel management, quite a lot of concepts have been formed, characterized by varying degrees of approbation and reliability. The whole set of developed concepts, arranged in chronological order, allows us to study the genesis of scientific thought in the field of personnel management. «Personnel management» as a constituent element of the science of «management», was formed under the influence of a number of sciences: in fact, management itself, psychology, sociology (including labor sociology, industrial sociology), ethics, organization econo-

mics, labor law, conflictology, etc. The basis of the periodization of the development of personnel management as a science is, first of all, the genesis of management and those concepts that were formed and used since the end of the XIX century.

In management theory, there are traditionally several schools that have had the greatest impact on its development. First of all, it is a school of scientific management, administrative (classical) school of human relations, school of behavioral Sciences, school of management science (quantitative school).

It should be noted that in management, there was not a sharp change of approaches and principles based on the emerging new school, but their joint coexistence took place. In fact, each newly emerging school at the initial stage supplemented the existing ones.

For example, in the 60s of the XX century. in the practice of management, in fact, four schools were used together: administrative, human relations, behavioral sciences and quantitative. In our opinion, this is largely due to the complexity of the control object itself. It is impossible to take into account only the economic or only the socio-psychological component in management. Therefore, it is an integrated approach that uses the achievements of all schools, the results of their research in practice, that allows management to effectively solve the tasks facing it.

Applied throughout the XX – early XXI centuries, the concepts of personnel management are largely the result of not only theoretical research, but also numerous applied studies in all the above-mentioned branches of knowledge. Summarizing the main research, we can distinguish the following basic concepts (schools) of the science of personnel management:

1. Use of labor resources. The provisions of this concept were actively used in the practice of management activities from the end of the XIX century to the 60s of the XX century. Proponents of this concept were the theorists of the «School of Scientific Management», which considered not the person engaged in production, but his function – work. Labor, in turn, as a factor of production was measured by two parameters: the cost of working time and the amount of remuneration.

2. Personnel management. The concept has been developing since the 30s of the XX century. It was based on the theory of bureaucratic organization by A. Fayol. A person in the organization was perceived through his formal role-position. Personnel management was carried out through numerous administrative mechanisms (principles, methods, powers, functions).

3. Human resource management. This direction considered a person as a «non-renewable resource» – «an element of social organization in the unity of three main components-the labor function, social relations, and the state of the employee» [1]. In the Soviet system of government, this concept was applied in fragments for about 30 years and during the years of perestroika was called «activation of the human factor».

4. The management of the person. Proponents of this concept are moving away from the «resource approach in human perception». A person not only comes to the fore in the organization's management system, but he begins to be considered as a «special object of management» [2].

5. Human capital management. The direction, formulated initially as a synthesis of the economic and social components in the consideration of the organization's activities, later developed into a full-fledged concept that considers «human capital» as a set of not only skills, knowledge, skills, but also the level of health, the environment of human activity, etc., which jointly meet the needs of both a person and society. In fact, there was a transition to the consideration of human capital as the main factor of competitiveness of the country's economy.

Today, «industrial psychology» is rightfully considered one of the most important and significant areas of interest of Munsterberg, which the scientist considered quite widely, including almost all components of modern personnel management at the enterprise: career guidance, increasing labor motivation, creating conditions for overcoming the negative impact of monotony of work, improving production discipline, proper selection and placement of personnel, etc.

However, if we consider the formation of the science of «personnel management» as an integral part of management, then it is indisputable that it is connected, first of all, with the works of F. Taylor and his theory of «scientific management».

His main work is «Principles of Scientific Management» (1911). The author considered management as «a process that requires constant optimization, which is based on specific laws, rules, and principles» [108].

The main object in the management system was the production staff. The task of the employee was to accurately perform work tasks.

It should be noted, however, that in contrast to G. Munsterberg, F. Taylor did not consider a person, but his function «work». Like any factor of production, labor should bring the maximum possible effect at its minimum cost. Scientific personnel management was further developed in the works of the followers of F. Taylor, among notably H. L. Gantt, F. and L. Gilbert. G. L. Gant singled out personnel among other factors of production, pointing out that production personnel play an important role not just in the implementation of the production process, but in its rationalization [2]. F. and L. Gilberts laid the foundation for microelement planning.

L. Gilbert became one of the founders of research in the field of personnel management using modern technologies, in particular, she studied the practical aspects of recruitment, placement and training of personnel [3,4]. In general, the approaches to human resource management of F. Taylor and his followers can be characterized by the following main aspects:

- 1) personalization of responsibility, each employee of the organization is responsible for the work and the responsibilities that he performs;
- 2) vertical division of labor, in which specific functions are assigned to each hierarchical level;
- 3) in the organization and promotion of labor, the individual prevails over the collective;
- 4) rationalization of labor based on minimizing time spent;
- 5) labor rationing;
- 6) orientation to economic methods in the system of labor stimulation;
- 7) predominance of authoritarian management style [5].

Thus, the School of scientific management formed the principles and approaches that served as the basis for the formation of a new science «management» and its component part «personnel management».

In the future, these approaches were developed, modified, and improved.

Many of the principles proposed by F. Taylor, they cannot be applied in their original form, but the foundations laid by the School of scientific Management continue to be used fragmentally, of course, with some adjustments.

According to modern scientists, the main weaknesses of the theory of F. Taylor is represented by the following:

- focus exclusively on economic and administrative levers (methods) of management;
- decision-making in the field of rationing and labor stimulation was based on the capabilities of the «best» employee in the phase of the highest sustainable performance;
- limiting the initiative of the employee;
- focus on individual rather than team work.

The founder of the classical school of management is undoubtedly A. Fayol (1841-1925). Many modern scientists believe that A. Fayol made the greatest contribution to the development of management theory in the first half of the XX century.

His main work «General and Industrial Management» (1916) is a generalization of practical experience and theoretical views on how to manage an enterprise (first of all, it means the highest level of management).

Classical approaches to administration in the organization were proposed by A. Fayol as 14 principles of administrative activity of the head: division of labor; power-responsibility; discipline; unity of management; subordination of private interests to general ones; remuneration of personnel; centralization; hierarchy; order; justice; constancy of personnel composition; initiative; unity of personnel. In addition to the basic principles of management, the author also developed the basics of functional management («Control elements») [6].

At the same time, the administrative function of A. Fayol involves not only the selection of employees, but also «coordination of their efforts» and «harmonization of actions».

In particular, A. Fayol distinguished the elements of qualification of managers and employees, which included health and physical endurance, intelligence and mental performance, moral qualities, general knowledge, administrative knowledge and awareness in the field of other functions.

A. Fayol himself believed that his principles can be applied not only in the management of an enterprise, but also in any other sphere, including in state institutions, in the army, etc., since they are «universal in nature».

The theory of A. Fayol was actively used and was dominant until the 60s of the XX century. Nevertheless, its management principles are still used in the practice of personnel management.

The formation of the theory of «human relations» is based on the theoretical and practical developments of E. Mayo, C. I. Bernard, M. P. Follet, B. S. Rountree. Theorists of this school conducted a number of experiments (for example, the «Hawthorne experiment» by E. Mayo, M. P. Follet) and on their basis formulated psychological approaches and ways to increase productivity, improve the microclimate in organizations, and manage conflicts (including vertically).

Thanks to the representatives of this school, the employee was considered not as a «part of the production line», but as a person [7].

E. Mayo (1880-1949) described the «Hawthorne Experiment» in his work «Human Problems of Industrialization» (1933). The experiment was based on the approaches of the school of scientific management, since it was one of the dominant schools at that time. During the experiment, the influence of factors such as lighting, working hours, and wages on changes in labor productivity was studied.

However, during the experiment, it was found that labor productivity changes not only depending on the above-mentioned physical factors, but also under the influence of socio-psychological factors (group norms, interest in the labor process, etc.). In his research, E. Mayo, in fact, pointed out that the behavior of an employee in the labor process is largely determined by the influence of those formal and informal groups of which he is a member. Moreover, the influence of the informal group is much stronger.

Thus, the orientation towards individual remuneration, mainly economic and administrative levers of management, inherent in the concept of «use of labor resources» does not bring the proper result. Therefore, the manager must not only take into account the individual needs of the employee, but also the system of social relations in which the employee is involved, as well as his social needs.

Thus, according to many authors, it was by the end of the twentieth century that the concept of «human resource management» was finally formed in Western management theory. Theorists of this school, developing its main provisions, nevertheless continued research, concentrating their attention on the possibility of identifying strategic aspects in personnel management that can ensure its further improvement. The main representatives of this school can be attributed to J. Douglas, S. Klein, D. Hunt, et al. One of the factors that has received attention in recent years is the impact on personnel of scientific and technical progress, the development of information technologies and other external conditions [8,9].

In the XXI century, there is a further change in the economic conditions. Communications are becoming more complex, the volume of information flows is growing, and integration processes are strengthening. The modern economy is a «knowledge economy», «information economy», which imposes new requirements on personnel.

For the first time, human capital was discussed in the 60s of the XX century. However, on the formation of a full-fledged theory («Theory of Human Capital») We can speak from the works of G. Becker, T. Schultz and S. Kuznets. Human capital is a set of knowledge, skills and abilities that are used to meet the needs of a person and society as a whole. In fact, the theory of human capital implies constant investment in the development of a person, his competencies, the creation of a favorable environment for his life.

And, therefore, this term is understood much more broadly than just employees of the enterprise. Today, science is not talking about the employee, but about his potential, which must be constantly developed. At the same time, the classics of the theory of human capital insist on an economic approach to managing it.

In other words, we need more than just investments in professional development, creating favorable working conditions, etc. It is necessary to invest in health, growth of living standards, knowledge. And, importantly, like any investment, investment in human capital requires evaluation from the point of view of their economic and social effectiveness. In this case, it is fundamentally wrong to talk only about one of the effects.

Thus, the Western theory of personnel management has passed through several key stages in its development and is currently represented by several dominant concepts in theory and practice: human resource management, human behavior management, human capital management and system empirics.

One of the most difficult processes that take place in domestic enterprises is the transition from awareness of the need for a specific theoretical concept to its practical use. As practice shows, many progressive theories are applied only in fragments or not at all.

The process of building a personnel management system in an enterprise has its own consumers, performers and suppliers. In the personnel management system, traditionally process suppliers are

personnel management services, performers are direct managers of departments and the enterprise as a whole, and consumers are employees of the enterprise [10].

In this case, this approach as a whole can be maintained. However, it should be understood that any changes require the formation of a group of performers responsible for making changes. It is also necessary to take into account the fact that changes cause serious opposition from the employees of the organization.

Using the proposed approaches will allow you to configure the personnel management system of the enterprise taking into account the requirements of the external and internal environment. In accordance with the above approaches, it is advisable to identify the following stages of the algorithm for building a personnel management system.

Consider their characteristics.

Stage 1 - awareness of the need. Without the awareness of the top management of the need for transformation, it is impossible to transform the SUP in accordance with the ISO methodology. It is the top management that should be the initiator of transformation. The implementation of this stage depends on many factors, in particular on the dominant management style, on the specific problems faced by the company and which determine the transformation of the company.

Stage 2 - Building the commitment of senior management. The top management (usually the manager) should not only be committed to the new concept of SUP, but also provide the necessary resources, define goals, powers, and responsibilities. At this stage, the management should formulate the main goal of the SUP for the enterprise. In accordance with the ISO principles, the role of the manager is also defined as fundamental.

Stage 3 - conducting explanatory work with employees of the company, forming a sense of ownership of changes. At this stage you need to explain to your staff the need for changes in the personnel management system, to form a group of supporters of the process by which it is possible to involve and other employees in the transformation process so that fully respected the principle of participation, defined in this paper.

The management of the enterprise should take into account the fact that, as with any changes in the organization, there are always at least three categories of employees in the enterprise (in this context): supporters, indifferent and opponents of transformation [11]. The main task of management in this case should be to neutralize the impact of such factors of influence as the fear of employees before everything new, the threat of changes in the content of work, the threat of staff reduction.

The fundamental point here is the organization of effective bilateral communications using such methods as meeting with all employees of the enterprise, meetings, briefings, etc. Awareness of employees, among other things, contributes to the formation of a sense of belonging to the enterprise. At this stage, it is also necessary to create an initiative group that will carry out work on the transformation of the personnel management system.

Stage 4 - analysis of the existing personnel management system in the enterprise. It involves a comprehensive assessment of the existing personnel management system in the enterprise in the context of indicators defined in the evaluation methodology proposed by us in the second chapter.

Stage 5 - analysis of influence factors. At this stage of the transformation of the personnel management system, the initiative group of employees should conduct an analysis of the influence factors that were identified above.

The specifics of a particular enterprise may affect the appearance of additional factors of influence. At the same time, it is advisable to conduct an analysis based on the direction and strength of influence, for example, using a matrix. For analysis it is necessary, first, to determine the direction of influence, i.e. whether it is a factor of a positive orientation (+) or negative orientation (-); secondly, it is necessary to assess the impact of specific factors on the process of transition from traditional system to the proposed model on a scale; Third, it is necessary to assess the probability of the implementation of a particular factor in the future.

The product of these parameters will give the value of a particular factor for the implementation of the process of forming a personnel management system.

Stage 6 - drafting a personnel management system for the enterprise. It involves determining the main directions of changes to the existing system in the enterprise, identifying the necessary resources, resolving the issue of performers and deadlines for the execution of a specific task.

At this stage, it is necessary to decompose the main goal of the personnel management system, determined at the third stage, into components and assign an executive employee to each sub-goal.

The procedure for forming a tree of goals and assigning performers should be carried out in accordance with the concept of goal management. The latter contributes to the formation of a sense of ownership and increase the responsibility of employees in the enterprise.

The project should be executed in pronounced time coordinates and have the form of a calendar plan. Also at this stage it is necessary to solve the issues of numerical adaptation of personnel and the possibility of transferring some functions to specialized organizations.

Conclusion. In accordance with the methodology under consideration, we recommend considering the personnel management system at enterprises as a set of the following key elements: personnel formation, personnel development, personnel evaluation and providing personnel with the necessary resources.

This approach, superimposed on the generally accepted theory of management, formed the basis for building a model that links the goals, objectives, levels and elements of the human resource management system in the enterprise.

Further research allowed us to formulate a model of the functioning and development of the personnel management system in the organization, which is organically integrated into the management system of the production and economic activities of the enterprise. The model identifies critical points in the functioning of the personnel management system, the tracking of which will allow the business entity to quickly respond to changes in both negative and positive directions.

When considering the possibility of using modern management technologies in the personnel management system, special attention should be paid primarily to the numerical adaptation of personnel to the conditions of economic activity of the enterprise. In particular, we propose the use of personnel leasing, the transfer of part of management and production functions to outsourcing, the use of the possibility of consolidation of enterprises through reorganization.

Our proposed system is based on linking current and prospective motivation and covers both collective and individual incentives.

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ФАКТОРЛАРДЫҢ ӘСЕРІН АНЫҚТАУ НЕГІЗІНДЕ КОМПАНИЯ ҚЫЗМЕТКЕРЛЕРІН БАСҚАРУ ЖҮЙЕСІН ҚАЛЫПТАСТЫРУ МЕН ДАМУДЫҢ ҚАЗІРГІ ЗАМАНҒЫ ИМПЕРАТИВИ

Аннотация. Біздің елімізде сапаны басқару мәселелерін зерттеуде айтарлықтай тәжірибе жинақталған, сонымен қатар қызметкерлерді басқару мәселелері бойынша көптеген жұмыстар бар. Алайда, зерттелетін проблемаға жүйелі көзқарасты қолдануға, сапаны қамтамасыз етудің маңызды факторы ретінде персоналды басқаруды талдауға аз әрекет жасалды. Қазіргі уақытта менеджмент ғылымдары сапаны басқару туралы тұтастас түсінік беретін іргелі зерттеулердің жетіспеушілігін сезінуде.

Зерттеудің мақсаты отандық және шетелдік тәжірибені ұғыну негізінде өнімнің сапасына қойылатын заманауи талаптарға сәйкес Қазақстанның ерекшелігін ескеретін персонал басқарудың Қазақстандық моделінің негізгі қағидаттарын әзірлеу.

Зерттеудің теориялық және әдіснамалық негізі адам мен әлеуметтік ортаның бірлігі туралы тұжырымдамалық ережелер; жеке тұлға бірлескен іс-әрекеттің субъектісі ретінде және өзін-өзі дамыту; ұлттық құндылық басымдықтары, рухани және материалдық қажеттіліктер жүйесімен жеке тұлғаның жұмыс істеуі мен дамуының детерминизмі болды.

Ғылыми мақалада персонал менеджментін жетілдіру бойынша: қазіргі Қазақстандық менеджерлердің дүниетанымын өнім, жұмыс және қызмет көрсету сапасына қайта бағдарлауға; олардың тиісті қызметі үшін қолайлы іскерлік әлеуметтік-басқарушылық орта құруға; персонал менеджментінің негізгі функцияларын сапаны басқарудың жалпы моделіне бағдарлауға; қызметкерлерді сапаны басқару процесіне тартудың тиімді тетігін қалыптастыруға; сапаны қамтамасыз ету бойынша персонал қызметін уәждеуге қатысты шаралар ұсынылған.

Түйін сөздер: басқару жүйесі, персоналды басқару, басқару тиімділігі, персоналды басқару моделі, шетелдік тәжірибені бейімдеу, сапаны басқару моделі.

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СОВРЕМЕННЫЙ ИМПЕРАТИВ ФОРМИРОВАНИЯ И РАЗВИТИЯ СИСТЕМЫ УПРАВЛЕНИЯ ПЕРСОНАЛОМ КОМПАНИИ НА ОСНОВЕ ОПРЕДЕЛЕНИЯ ВЛИЯНИЯ ФАКТОРОВ

Аннотация. В нашей стране накоплен значительный опыт в исследовании проблем управления качеством, а также существует большое количество работ по проблематике управления персоналом. Однако предпринималось совсем мало попыток применения системного подхода к исследуемой проблеме, анализа менеджмента персонала как важнейшего фактора обеспечения качества. В настоящее время управленческие науки испытывают недостаток фундаментальных исследований, дающих целостное представление об управлении качеством.

Цель исследования заключается в разработке ключевых принципов казахстанской модели менеджмента персонала, адекватных современным требованиям к качеству продукции и учитывающих специфику Казахстана на основе осмысления отечественного и зарубежного опыта.

Теоретико-методологической основой исследования явились концептуальные положения о единстве человека и социальной среды; о личности как субъекте совместной деятельности и собственного развития; о детерминированности функционирования и развития личности системой национальных ценностных приоритетов, духовных и материальных потребностей.

В научной статье предложены меры по совершенствованию менеджмента персонала, касающиеся: переориентации мировоззрения современных казахстанских менеджеров на качество продукции, работ и услуг; создания благоприятной деловой социально-управленческой среды для их соответствующей деятельности; ориентации основных функций менеджмента персонала на общую модель управления качеством; формирования эффективного механизма вовлечения работников в процесс управления качеством; мотивации деятельности персонала по обеспечению качества.

Ключевые слова: система управления, менеджмент персонала, эффективность управления, модель управления персоналом, адаптация зарубежного опыта, модель управления качеством.

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MODEL FOR EVALUATING THE EFFECTIVENESS OF EXTERNAL MUNICIPAL FINANCIAL CONTROL BODIES

Abstract. External municipal financial control bodies based on the existing models of the evaluating the effectiveness of their activities. The authors of this article have developed the model of the effectiveness of the external municipal financial control bodies, composed of complex criteria for control and expert-analytical activities, including the system of indicators for comprehensive assessment of performance, efficiency, intensity and dynamism of the activities of external municipal financial control bodies. The features of the activities of the external municipal financial control bodies of the different subjects of the Russian Federation, their powers, scale and differences in the level of economic development, quantitative results of the activities, the quality of external municipal financial control, as well as scientific approaches of Russian and foreign authors were taken into account. In order to exclude the impact on the comprehensive assessment of the effectiveness of the external municipal financial control bodies of the dimension of indicators, the method was chosen for normalizing the values of indicators relative to the highest and lowest values, with the conversion of the values of indicators to the point scale in the range from 1 to 10. The convolution of point values of indicators into the complex criterion is carried out on the basis of normalization of the sum of actual point values relative to the sum of the maximum possible point value of the indicator. On the basis of complex criteria, generalized criterion for the effectiveness of the external municipal financial control bodies is determined; it is calculated as the geometric weighted average of complex criteria. For the purpose of analyzing the effectiveness of the external municipal financial control bodies, the discriminant function divides them into more or less effective ones.

Keywords: external financial control, performance assessment model, external municipal financial control bodies, control and accounting bodies, discriminant function, municipal financial control, budget process, complex criteria, strategic planning, performance assessment models.

The relevance of the topic. Today the bodies of external municipal financial control are faced with the task of defining new strategic directions of the activity. In this regard, it is necessary, first of all, to increase the effectiveness of the external municipal financial control systems and determine the main ways to improve the activities of the external municipal financial control bodies, as well as to further improve the legislation on external municipal financial control, develop new methods, forms and types of control, aimed to the increasing the role of the external municipal financial control bodies and their full inclusion in the procedure of strategic planning of the budget process. Improving the efficiency of the control and accounting bodies of municipalities is one of the tasks of developing external municipal financial control [1, P.17]. In order to analyze the effectiveness of control and accounting bodies, it is necessary to introduce the methods for evaluating the effectiveness of control and expert-analytical activities of external municipal financial control bodies, aimed to constantly improving their activities and developing the entire system of the external financial control.

Materials and methods of research. The methodological basis of the research is the method of system analysis, multidimensional statistical cluster and discriminant analyses; expert method of hierarchy analysis, matrix method, on the basis of which three-dimensional model of BCG was built. The authors also used the results of the research, presented in the works of leading scientists in the field of state and municipal financial control.

Research results. In order to assess the effectiveness of the bodies of the external municipal financial control on the basis of analysis of existing models for assessing the effectiveness of their activities, the author developed the model of efficiency of the activity of audit bodies, composed of the complex of criteria of monitoring and expert-analytical activities of the organs of the external municipal financial control, including the system of indicators of integrated assessment of productivity, effectiveness, intensity, efficiency and dynamism of the activities of audit bodies. Among the indicators of the complex criteria, effectiveness, efficiency, intensity, economy and dynamism are highlighted [2, P.43].

The performance criterion shows the level of performance control and accounting bodies, taking into account the qualitative and quantitative performance indicators. Criterion validity shows the degree of the regulated solutions and audit bodies on elimination of violations or performance requirements and perceptions to the objects of control for appropriate action, per the employee's control and audit bodies. The intensity criterion shows the performance of qualitative and quantitative indicators of the activities of control and accounting bodies per employee of control and accounting bodies. The cost-effectiveness criterion shows the ratio of the achieved result of activity to the cost of maintaining control and accounting bodies. The dynamism criterion shows the level of implementation of the decisions on elimination of violations, execution of instructions and representations, application of comments for all activities of control and accounting bodies.

The complex criteria include several indicators that most fully reflect the indicative feature of the criterion. In order to exclude the influence of the scale of control and accounting bodies and the volume of budget funds, it was proposed to use specific, relative indicators. Indicators of integrated criterion of efficiency is proposed to evaluate the per employee regulatory and auditing bodies, including: the specific number of resolved violations; the proportion of funds, returned to the budget, the results of control and expert-analytical activities in the reporting period to the number of employees of control and audit bodies; the specific number of completed views (requirements); the specific number of resolved comments.

The indicators of the efficiency criterion are proposed to be evaluated per control and accounting body, including: the specific turnover of activities; the specific performance of activities; the specific profitability of activities. It was proposed to evaluate the indicators of the dynamic activity criterion, using the results of both control and expert-analytical activities: the coefficient of elimination of violations; the coefficient of fulfilled representations; the coefficient of considered proposals. The set of indicators of complex criteria, used to assess the effectiveness of the control and accounting bodies, can be supplemented, which indicates the universality of the proposed methodology and its further filling in the process of improving the activities of control and accounting bodies.

In order to exclude the influence of the complex estimation on efficiency of the activity of audit bodies in the dimension of different indicators was the method of normalization values of indicators for the maximum and minimum values, with the transfer values of the indicators in the scoring scale [3, P.20]. The score values of the indicators are defined in the range from 1 to 10. If the growth of the indicator increases the complex criterion for the effectiveness of the control and accounting bodies, the score is calculated, using the formula (1) below [4, P.74], which constructed three-dimensional matrices of Boston Consulting Group and evaluating the company's marketing positions.

$$Z_{ik} = T_{\min} + \frac{P_{\text{факт}}^{ik} - P_{\text{ниж}}^{ik}}{P_{\text{верх}}^{ik} - P_{\text{ниж}}^{ik}} \cdot \frac{T_{\max} - T_{\min}}{1}, \quad (1)$$

where Z_{ik} - score of the k-th indicator of the i-th criterion, the growth of which increases the effectiveness of control and audit bodies; T_{\min} and T_{\max} are the upper and lower bound of the interval of points, which in our case is equal to $T_{\min} = 1$ and $T_{\max} = 10$; the actual, lower and upper value of the k-th indicator of the i-th criterion, calculated by the control and audit bodies of the territorial entities.

If the growth of the indicator reduces the complex criterion for the effectiveness of the control and accounting body, the score is calculated, using the formula (2)

$$Z_{ik}^* = T_{\min} + \frac{P_{\text{факт}}^{ik} - P_{\text{ниж}}^{ik}}{P_{\text{верх}}^{ik} - P_{\text{ниж}}^{ik}} \cdot \frac{T_{\max} - T_{\min}}{T_{\max} - T_{\min}}, \quad (2)$$

where Z_{ik}^* - score of the k-th indicator of the i-th criterion, the growth of the effectiveness of control and audit bodies; T_{\min} and T_{\max} are the upper and lower bound of the interval of points, which in our case is equal to $T_{\min} = 1$ and $T_{\max} = 10$; the actual, lower and upper value of the k-th indicator of the i-th criterion, calculated by the control and audit bodies of the territorial entities.

In our case, Q_1 - the first quartile of the variation series of this indicator for the group of control and accounting bodies, corresponds to the specific subject of the Russian Federation or the overall total volume of control and accounting bodies of the Russian Federation. For the upper limit Q_3 - third quartile range of variation of this indicator by group control and audit bodies, relevant to the specific subject of the Russian Federation or the total volume of control and audit bodies of the Russian Federation [5, P.67].

In this case, formulas (1) and (2) are not quite suitable, because the values of indicators less than the lower border and more than the upper border. First quartile is equal to the minimum value of the criterion, and more than the third quartile, which is equal to the maximum value of the criterion:

$$Z_{ik} = \begin{cases} P_{\text{факт}}^{ik} < P_{\text{ниж}}^{ik}, & 1 \\ P_{\text{ниж}}^{ik} \leq P_{\text{факт}}^{ik} \leq P_{\text{верх}}^{ik}, & T_{\min} + \frac{P_{\text{факт}}^{ik} - P_{\text{ниж}}^{ik}}{P_{\text{верх}}^{ik} - P_{\text{ниж}}^{ik}} \cdot \frac{T_{\max} - T_{\min}}{T_{\max} - T_{\min}}, \\ P_{\text{факт}}^{ik} > P_{\text{верх}}^{ik}, & 10 \end{cases} \quad (3)$$

$$Z_{ik}^* = \begin{cases} P_{\text{факт}}^{ik} < P_{\text{ниж}}^{ik}, & 10 \\ P_{\text{ниж}}^{ik} \leq P_{\text{факт}}^{ik} \leq P_{\text{верх}}^{ik}, & T_{\min} + \frac{P_{\text{верх}}^{ik} - P_{\text{факт}}^{ik}}{P_{\text{верх}}^{ik} - P_{\text{ниж}}^{ik}} \cdot \frac{T_{\max} - T_{\min}}{T_{\max} - T_{\min}}, \\ P_{\text{факт}}^{ik} > P_{\text{верх}}^{ik}, & 1 \end{cases} \quad (4)$$

The experts considered the criterion of cost-effectiveness of the control and accounting bodies. The weight coefficients of the complex W_i criteria, presented in table 1.

Table 1 – Weight Coefficients of Complex Criteria

Name	Designation	Weighting Factor, W_i
Result	R_1	0,157
Effectiveness	R_2	0,249
Intensity	R_3	0,221
Efficiency	R_4	0,062
Dynamism	R_5	0,311

Thus, the final score of the k-th indicator of the i-th criterion for the effectiveness of the control and accounting body S_{ik} , taking into account the weight of W_{ik} , where $\sum_{i=1}^n w_{ik} = 1$, is calculated by the formula (5 or 6):0

$$S_{ik} = Z_{ik} \cdot w_{ik}, \quad (5)$$

$$S_{ik} = Z_{ik}^* \cdot w_{ik}, \quad (6)$$

where Z_{ik} and Z_{ik}^* are the value of the k -th indicator of the i -th efficiency criterion of the control and accounting body, calculated using the formulas (3) or (4).

The value of the i -th complex criterion for the effectiveness of control and accounting bodies is calculated using the formula:

$$R_i = 100 \cdot \frac{\sum_{i=1}^n S_{ik}}{\sum_{i=1}^n S_{ik}^{\max}}, \quad (7)$$

where $S_{ik}^{\max} = 10 \cdot w_{ik}$ is the best value of the i -th criterion.

There are three ranges of complex criteria, corresponding to the low, normal and high degree of efficiency:

R_i changes from 0 to 33 – low efficiency of the control and accounting body, according to the i -th criterion (level 3);

R_i changes from 34 to 67 – effective activity of the control and accounting body, according to the i -th criterion (level 2);

R_i changes from 68 to 100 – high performance of the control and accounting body, according to the i -th criterion (level 1).

For the purposes of performance analysis, you can increase the number of performance levels to 35=243 levels. If you represent the level of efficiency of the control and accounting body, use the set of performance levels [n_1 ; n_2 ; n_3 ; n_4 ; n_5] (table 2).

Table 2 – Compliance of Complex Criteria with the Level of Efficiency of the Control and Accounting Body

Efficiency [n_1 ; n_2 ; n_3 ; n_4 ; n_5]	Performance level (n_1)	Level of effectiveness (n_2)	Level of intensity (n_3)	Level of economic activities (n_4)	Level of dynamicness (n_5)
11111	[0;33]	[0;33]	[0;33]	[0;33]	[0;33]
11112	[0;33]	[0;33]	[0;33]	[0;33]	[34;67]
...
12312	[0;33]	[34;67]	[68;100]	[0;33]	[33;67]
...
33333	[68;100]	[68;100]	[68;100]	[68;100]	[68;100]

On the basis of complex criteria, the generalized criterion for the effectiveness of control and accounting bodies was determined. It is calculated as the geometric average weighted of complex criteria:

$$R_{\mathcal{G}} = \sum w_i \sqrt[N]{\prod_{i=1}^N R_i^{w_i}}, \quad (8)$$

where R_i is the i -th complex criterion, and W_i is the weight contribution of the i -th complex criterion to the generalized performance characteristic ($\sum_{i=1}^N W_i = 1$).

The discriminant function has the form:

$$Z = 0,0435741 \cdot R_1 + 0,0337995 \cdot R_2 + 0,00937661 \cdot R_3 + 0,0306479 \cdot R_4 + \\ + 0,0242221 \cdot R_5 - 7,31904$$

Analysis of the significance of the discriminant function showed, that it has significant canonical correlations 0.905 and low values of the λ -Wilkes statistics 0.182, which, converted to χ^2 -statistics, is equal to 14.504; indicates the significance of the discriminant function at the level above 5 % [6, P.4].

The first group of the most efficient control and accounting bodies includes control and accounting bodies, whose value of the discriminant function is greater, than or equal to zero: $Z \geq 0$. The second group with less efficiency includes the control and accounting bodies, which have negative values of the discriminant function: $Z < 0$ [7, P.173].

The model was tested on the basis of performance indicators for the control and accounting bodies of municipalities of the Yamal-Nenets Autonomous District of the Russian Federation. Based on the analysis of the calculated values of generalized performance criteria R_E on the basis of three-dimensional efficiency scale, two control and accounting bodies (Yamal district and New Urengoi) have high performance (level 1), the activities of nine control and accounting bodies (Labytnangi, Salekhard, Nadym District, Priuralskiy District, Gubkinskiy, Shuryshkarskiy District, Muravlenko, Purovskiy District, Krasnoselkupskiy District) can be assessed as effective (level 2), and the effectiveness of two control and accounting bodies (Tazovskiy District and Noyabrsk) is assessed as low (level 3) (table 3) [8, P.18].

Table 3 – Testing of the model on the control and accounting bodies of the Yamal-Nenets Autonomous district of the Russian Federation

Name of Control and Accounting Body	Generalized criterion	Three-Dimensional Performance Scale	Discriminant Analysis	Discriminant Function
Yamal District	79,4	1	1	3,83802
New Urengoi	67,9	1	1	3,50896
Labytnangi	66,7	2	1	2,38752
Salekhard	66,3	2	1	1,98487
Nadym Region	49,5	2	1	0,43779
Priuralskiy District	45,4	2	2	-1,046
Gubkinskiy	45	2	2	-0,1652
Shuryshkarskiy District	42,7	2	2	-1,6188
Muravlenko	41,2	2	2	-1,1467
Purovskiy District	36,4	2	2	-1,546
Krasnoselkupskiy District	33,4	2	2	-2,9927
Noyabrsk	32,9	3	2	-2,4069
Tazovskiy District	29,5	3	2	-1,2348

Clustering of audit bodies on the basis of discriminant scores assigned to five audit bodies in the group with the most efficient operation [9, P.145]: control and audit bodies of the Yamal District, New Urengoy, Labytnangi, Salekhard, Nadym District and the remaining eight control and audit bodies in the group with the lowest efficiency. The efficiency limit is higher than 49 points (table 3) [10, P.194].

Conclusion. As the result of determine the levels of efficiency of the control and accounting bodies, based on generalized or complex criteria, it is possible to determine the management decisions, aimed to improving the efficiency of the control and accounting bodies. The values of complex criteria into the levels each assessed control and accounting body falls into one of 35 possible positions in the five-dimensional matrix of the effectiveness of control and accounting bodies, depending on the gradations of complex criteria. Number of the levels of complex criteria [n1, n2, n3, n4, n5] will allow formulating the management decisions, aimed to improve the effectiveness of the control and expert-analytical activities of the control and accounting bodies in the relation to five criteria: effectiveness, efficiency, intensity, economy and dynamism. Regular assessment of the effectiveness of the control and accounting bodies, accompanied by certain motivation, activates the processes of improving the effectiveness of activities, will generally improve the effectiveness of the local government. The allocation of more effective control and accounting bodies will allow you to define the control and accounting bodies for benchmarking. In the conclusion we would like to note, that two main processes of benchmarking-evaluation and comparison can be based on the author's proposed model in this article.

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СЫРТҚЫ МУНИЦИПАЛДЫ ҚАРЖЫЛЫҚ БАҚЫЛАУ ОРГАНДАРЫНЫҢ ТИІМДІЛІГІН БАҒАЛАУ МОДЕЛІ

Аннотация. Авторлар сыртқы муниципалды қаржылық бақылау органдарының тиімділігін бағалаудың қолданыстағы модельдерін талдау негізінде сыртқы муниципалды қаржылық бақылау органдарының тиімділігін бағалау үшін сыртқы муниципалды қаржылық бақылау органдарының бақылау және сараптамалық-аналитикалық қызметінің кешенді критерийлерінен, оның ішінде тиімділікті, қарқындылықты, жан-жақты бағалау индикаторларының жүйесінен тұратын сыртқы муниципалды қаржылық бақылау органдарының тиімділігі моделін жасады; сыртқы муниципалды қаржылық бақылау органдарының тиімділігі мен динамикасы көрсетілген. Кешенді критерийлердің индикаторларын таңдау кезінде Ресей Федерациясының әртүрлі құрылтай субъектілерінің сыртқы муниципалды қаржылық бақылау органдары қызметінің ерекшеліктері, олардың өкілеттіктері қарастырылған. Экономикалық даму деңгейіндегі ауқымы мен айырмашылықтары, сыртқы муниципалды қаржылық бақылаудың сапасын ескере отырып, қызметтің сандық нәтижелері, сондай-ақ Ресейлік және шетелдік авторлардың ғылыми тәсілдері ескеріледі. Көрсеткіштердің өлшемділігін сыртқы муниципалды қаржылық бақылау органдарының тиімділігін жан-жақты бағалауға әсерін болдырмау үшін индикаторлардың мәндерін 1-ден 10-ға дейінгі диапазондағы балл шкаласына қайта есептей отырып, ең үлкен және ең кіші мәндерге қатысты индикатор мәндерін нормалау әдісі таңдалды. Индикаторлардың нүктелік мәндерін кешенді өлшемге жинақтау көрсеткіштің мүмкін болатын максималды нүктелік мәнінің қосындысына қатысты нақты нүктелік мәндердің қосындысын қалыпқа келтіру негізінде жүзеге асырылады. Күрделі критерийлер негізінде сыртқы муниципалды қаржылық бақылау органдарының тиімділігінің жалпыланған критерийі анықталған, ол күрделі өлшемдердің орташа геометриялық өлшенген өлшемі ретінде есептеледі. Ең тиімді жұмыс істейтін бақылау және есептеу органдарының бірінші тобына дискриминанттық функцияның мәні нөлге тең немесе одан көп болатын органдар жатады. Қызметінің тиімділігі төмен екінші топқа дискриминанттық функцияның теріс мәні бар бақылау және есеп органдары жатады. Сыртқы муниципалды қаржылық бақылау органдарының тиімділігін үнемі бағалау жергілікті өзін-өзі басқарудың тиімділігін арттыруға мүмкіндік беретін қызмет тиімділігін арттыру процесстерін жандандыратыны дәлелденді.

Түйін сөздер: сыртқы қаржылық бақылау, тиімділікті бағалау моделі, сыртқы муниципалды қаржылық бақылау органдары, бақылау және есеп органдары, дискриминанттық функция, муниципалды қаржылық бақылау, бюджеттік процесс, кешенді критерийлер, стратегиялық жоспарлау, тиімділікті бағалау модельдері.

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МОДЕЛЬ ОЦЕНКИ ЭФФЕКТИВНОСТИ ДЕЯТЕЛЬНОСТИ ВНЕШНИХ МУНИЦИПАЛЬНЫХ ОРГАНОВ ФИНАНСОВОГО КОНТРОЛЯ

Аннотация. Органы внешнего муниципального финансового контроля базируются на существующих моделях оценки эффективности своей деятельности. Авторами данной статьи разработана модель эффективности деятельности органов внешнего муниципального финансового контроля, состоящая из комплекса критериев контрольно-экспертно-аналитической деятельности, включающая систему показателей комплексной оценки результативности, эффективности, интенсивности и динамичности деятельности органов внешнего муниципального финансового контроля. Учитывались особенности деятельности органов внешнего муниципального финансового контроля различных субъектов Российской Федерации, их полномочия, масштабы и различия в уровне экономического развития, количественные результаты деятельности, качество внешнего муниципального финансового контроля, а также научные подходы российских и зарубежных авторов. С целью исключения влияния на комплексную оценку эффективности деятельности органов внешнего муниципального финансового контроля размерности показателей был выбран метод нормирования значений по

казателей относительно наибольших и наименьших значений с пересчетом значений показателей на балльную шкалу в диапазоне от 1 до 10. Свертка точечных значений показателей в комплексный критерий осуществляется на основе нормализации суммы фактических точечных значений относительно суммы максимально возможного точечного значения показателя. На основе комплексных критериев определяется обобщенный критерий эффективности деятельности органов внешнего муниципального финансового контроля, рассчитываемый как геометрическое средневзвешенное значение комплексных критериев. С целью анализа эффективности деятельности органов внешнего муниципального финансового контроля дискриминантная функция делит их на более или менее эффективные.

Ключевые слова: внешний финансовый контроль, модель оценки эффективности, внешние муниципальные органы финансового контроля, контрольно-счетные органы, дискриминантная функция, муниципальный финансовый контроль, бюджетный процесс, комплексные критерии, стратегическое планирование, модели оценки эффективности.

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E-mail: alvaverchev.1020@gmail.com**THE CURRENT STATE OF BUCKWHEAT MARKET IN UKRAINE**

Abstract. The purpose of the article is to study the current state of buckwheat market in Ukraine and the world. Dynamics of buckwheat growing in 2015, 2016, 2017, 2018 and its impact on the domestic and foreign buckwheat market in Ukraine are analyzed. The research is based on the statistics of the State Statistics Committee of Ukraine.

The analysis of the buckwheat origin and the area of its growing in the world is conducted. It is established that buckwheat is grown both in Eurasia and America. In Europe, Asia and America, buckwheat is gaining in popularity every year. Due to the fact that this crop is used not only for food and feed purposes, it is also a valuable medicinal plant and a good honey plant.

It is proved that Ukraine has all the necessary economic, natural and agro-climatic conditions for the buckwheat growing and not only to satisfy the internal market but also to be a leader among exporters in sales of this crop and products of its processing.

It is established that a significant decrease in the buckwheat-growing areas has been observed in recent years, which leads to a decrease in the gross output of the crop. This situation contributes to the rise in retail prices of buckwheat and the loss of positions in the foreign market as a leading exporter in the world.

Key words: market, buckwheat, buckwheat groats, export, import, dynamics of production, growing, production.

Target setting. There are constant dynamic changes at the present stage of development of the Ukrainian economy agrarian sector. These processes take place under the influence of changes in supply and demand in the agricultural market and price disparities in the agro-industrial complex. Equally important factors influencing the formation of the agricultural market are global climate changes. They require not only changes to the elements of technology of crops growing, but also the introduction of niches and replacement crops into the rotation structure. Buckwheat is an important replacement crop due to its biological characteristics.

Ukraine's membership in the World Trade Organization, as well as the prospects of joining the European Union, impose changes on the structure of crop rotations of agricultural producers and the corresponding functioning of the processing industry.

Despite the current challenges of socio-economic processes and natural changes, the main task of the agro-industrial complex is to increase the level of food security of the country and, in particular, to provide the population with high-quality, environmentally safe food products of domestic production.

The cereal crops market is an important segment of the global grain market.

Groats are the product of cereals, which are on the second place in terms of importance and processing volume. The share of cereal crop production in the total volume of grain crops is 2.2-3.0%.

Buckwheat is one of the crops that can quickly adapt to market demands, provide food security, and satisfy the population's demands for healthy nutrition while preserving the national nutrition culture of Ukrainians. Buckwheat is made from the fruits of the herbaceous plant (*Fagopyrum*).

Recent research and publications analysis. Well-known Ukrainian scientists, such as V. Demyanenko, M. Malik, L. Marmul, O. Orlenko, P. Sabluk, V. Sviridov, V. Sytnik, L. Khudoliy, and O. Spychak have been engaged in the issues of grain market development and its state regulation. Features of functioning of the cereal crops market as a segment of the grain market were investigated in the works of O. Averchev, Y. Bunziak, R. Morozov, I. Mykolenko, O. Nyshodovskaya, and others.

However, in the works of scientists, more attention is paid to the whole market of grain and cereal crops, but the analysis of all segments of the buckwheat market participants in Ukraine and abroad is not fully conducted.

The purpose of the article is to study the current state of buckwheat market in Ukraine and in the world. Dynamics of buckwheat growing in 2015, 2016, 2017, 2018 and its impact on the domestic and foreign buckwheat market in Ukraine are analyzed. The research is based on the statistics of the State Statistics Committee of Ukraine.

Statement of basic materials. Market of cereal crops (buckwheat) is a system of economic relations between market entities that arise in the process of crops growing, cereals production, storage, sale and consumption of cereals under free competition and market pricing, the choice of directions, forms and methods of sales and state regulation of the market and quality control of products [5].

Buckwheat growing is one of the major segments of the cereal crops market, and the crop itself is a key one.

Common buckwheat – *Fagopyrum esculentum* Moench. (Synonyms: *Fagopyrum fagopyrum* (L.) Karst., *Fagopyrum sagittatum* Gilib., *Fagopyrum vulgare* Hill, *Polygonum fagopyrum* L.), belongs to the order Polygonales, Polygonacea family, *Fagopyrum* P. Mill genus.

Until recently, two species of domestic buckwheat (common buckwheat, Tatar buckwheat) and seven wild species were known. However, the collection of species is updated annually, and the updated classification of buckwheat testifies to the existence of 14 species of buckwheat [2].

Buckwheat belongs to the Polygonaceae family. In production conditions, common buckwheat (*Fagopyrum esculentum* Monch), grown for grain and as a honey crop, has become widespread [1]. Buckwheat is an annual plant that easily adapts to environmental changes [3]. The most characteristic feature in the biology of buckwheat, which distinguishes it from many other plants, is that along with flowering and fruiting, the growth of vegetative mass is observed. The homeland of buckwheat is considered the north of India, where even today there is an opportunity to find wild forms of it.

Most researchers believe that the homeland of buckwheat is the mountainous area of the eastern Asian continent. The largest number of geographic populations of Tatar buckwheat (*F. tataricum*) with greenish small flowers and common buckwheat (*F. esculentum*) with white and pink flowers are still present in Mongolia, Siberia, and Primorye. Thus, M.I. Vavilov [1] states that buckwheat comes from China. Other scientists express the opinion of the buckwheat origin from the Himalayas [3]. In particular, they indicate a large number of buckwheat forms of varying states of cultivation on the slopes of the Himalayas and in Tibet. They assume that large-fruited forms of buckwheat have come from these forms, which nowadays are widespread in Japan, China, Korea, and North America. Yu. B. Kononov, based on the botanical and biological features of buckwheat, tends to think of its origin from the northern regions of India, adjacent to the Himalayas.

In the Eastern countries, like China, Japan, and Korea, buckwheat has been grown since ancient times. It is likely that from these countries it gradually moved to Central Asia, where traces of its crop were discovered in the second half of the XI century in ancient monuments preserved from the disappeared agricultural peoples of Mongolia, Gobi, Xinjiang, Fergana (eg, the Uighurs) [3].

This crop is relatively young in Europe. It is most likely that it was brought to Europe, in particular, to Ukraine, during the invasion of the Tatars, in the XIII century. The assumptions that the Tatars brought buckwheat to Ukraine are borne out by the fact that Poles and Slovaks, for example, call buckwheat as "Tatar" [5]. It is also believed that the Bulgarians, who shared buckwheat with Tatars, transported it in Europe. However, there is reason to believe that the buckwheat appeared earlier in Bashkir, Chuvash and Tatar peoples who lived in the basins of the southern Kama with the inflows of White and Sura River, than on the main Dnieper massif. This is evidenced by the ancient monuments of these peoples. Buckwheat was developed in the VI-VII centuries BC among Bashkir and Chuvash peoples, that is, before the Bulgarians moved to the Danube. The literature also indicates that the Slavs had buckwheat in the culture even before settling in the Russian lowland. Information about buckwheat, dating to the VIII century, recorded in "Domostroy" – the first Russian guide about farm management, authored by a clergyman Sylvester.

In the second half of the XI century in Ukraine, the former Chernihiv province became the center of buckwheat crops. It occupied more than 25% of the total acreage in this province. In some districts, such

as Novgorod-Siversky and Glukhiv, it held the first place among the agricultural crops. However, its yields at that time were very low – 0.3–0.4 t/ha. In the future, its importance in comparison with other crops decreased.

Currently, its geography includes Russia, Ukraine, Belarus, Kazakhstan, Serbia, Croatia, Poland, as well as Japan, China, Mongolia, Korea, USA, Canada, Bhutan, and Brazil. In other countries, buckwheat is grown on small areas, mainly as a replacement or sidereal crop, given to it less attention and often attributed it to low-yielding cereal crops [5,6,7].

In fact, buckwheat is not inferior to the main grain crops in the national economy, and in some biochemical indicators and dietary characteristics, buckwheat grain exceeds them. In addition, buckwheat products are environmentally friendly and low investment in production, which is of particular importance in the modern world [2]. Intercrop buckwheat is attributed to the environmentally friendly direction of intensification of agricultural production in Ukraine. Thus, the word "green", which labels organic products and indicates its environmentally friendly origin, is associated with a narrow range of crops, among which buckwheat is on the leading position [9].

Due to growing demand for environmentally friendly grain and relatively high-profit earnings, buckwheat has been displacing spring wheat in the United States from year to year [8], as well as many other crops in crop rotations, where it prevents the development of harmful organisms [11] and helps to clear fields from weeds. Thus, buckwheat intercrops in Missouri (USA) provide more additional income than soybeans [7]. In the Czech Republic, the ecological and dietary properties of grain led to an increase in organic buckwheat production in 1997 (more than 200% compared to 1990), and in 1999, the share of organic buckwheat grain was 520 tonnes of the total yield – 1500 tonnes [9]. Recently, buckwheat is in a high demand in Japan, where 20.000 tonnes of grain per year is produced and up to 110.000 tonnes of grain is consumed, and the rest is imported from China, the US, and Canada. Buckwheat sowings are expanding in Australia, where new areas in the south are being cultivated. Thus, in 1995, its sowings first appeared in the arid state of Victoria [8].

In Ukraine, the development of the buckwheat market is directly dependent on the volume of its growing, crop yields, and the availability of grain reserves.

The climatic conditions contribute to the development of the cereal crop industry and allow the production of high-quality grain cereals in volumes sufficient to meet domestic needs and generate export potential.

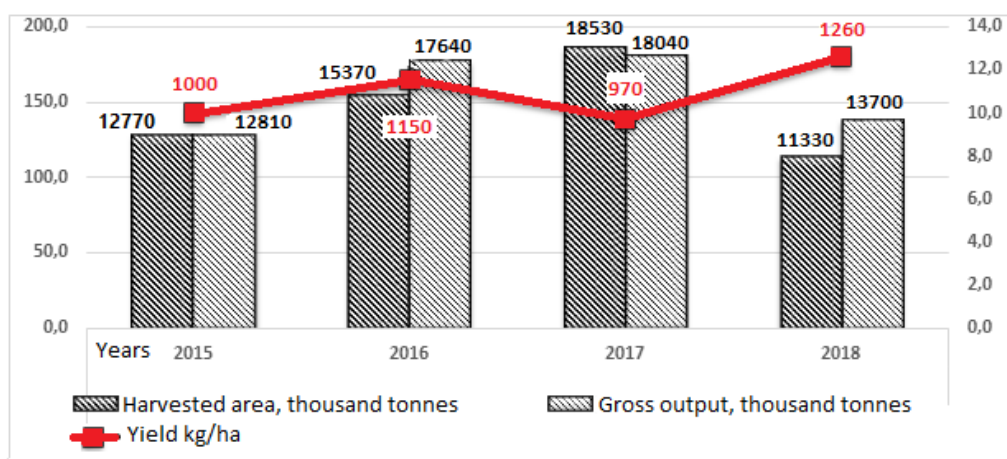


Figure 1 – Dynamics of buckwheat production in Ukraine

According to the official statistics, harvested area of buckwheat in 2018 decreased by 72 thousand hectares to 113.3 thousand hectares. At the same time, the average yield increased by 290 kg/ha and amounted to 1260 kg/ha, which led to an increase in the gross output to 137 thousand tons.

According to the Institute of Agriculture of the North-East of the NAAS, the sowings areas of buckwheat have significantly decreased in Ukraine over the last 10 years. Considering the current state of development of cereal crop seed production, the situation is critical. Two-thirds of the enterprises

producing high-quality buckwheat seeds have abandoned such business because of the unprofitableness of this type of activity, and one-third of the varieties listed in the State Register ceased to maintain them in primary seed production.

Of the 18 seed companies listed in the State Register of Seed Producers in 2019, 15 are scientific institutions and enterprises of the National Academy of Agrarian Sciences of Ukraine, which produced 85% of the total volume of basic and certified buckwheat seeds.

The poor competitiveness of domestic breeding and seed production, the lack of state support for this sector and the low level of protection of intellectual property rights for plant varieties have led to a critical situation. The current situation on the seed market in Ukraine is a gradual deterioration of seed quality and, as a result, a decrease in production. The growing of elite and reproductive buckwheat seeds has decreased by 4-6 times today [14].

In 2019, buckwheat sowings areas have declined by 59% compared to 2018. So, even with the most optimistic forecasts, taking into account the favorable soil and climate conditions, the yield of 45.000 thousand hectares (in 2018 – 103.4 thousand hectares), will be no more than half the volume of last year.

The leaders in the gross collection of buckwheat among the oblasts in 2018 are Zhytomyr (28.0 thousand tons), Khmelnytsky (18.6 thousand tons), Sumy (11.6 thousand tons), Kyiv (10.7 thousand tons), Kharkiv (10.4 thousand tons) and Vinnytsia (10.1 thousand tons) oblasts. Transcarpathian farms (19.2 c / ha), Khmelnytsky and Kyiv oblast (15.6 c / ha) received the highest yield. For comparison, the buckwheat yield in the south is about 1200 kg/ha. [3].

If to follow the dynamics of changes in buckwheat growing locations in agricultural enterprises in 2016 and in 2018, it is possible to note some changes (figures 2, 3).

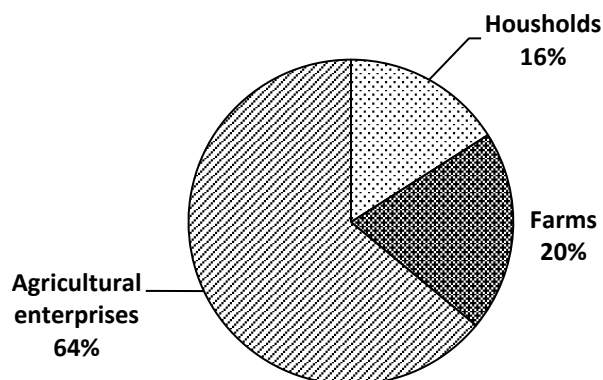


Figure 2 – Structure of buckwheat growing in Ukraine by categories of farms in 2016

This chart shows that in the structure of buckwheat growing is dominated by agricultural enterprises – 64%, farms – 20%, and the smallest share are households – 16%. In 2018, the structure of buckwheat growing has undergone some changes (figure 3).

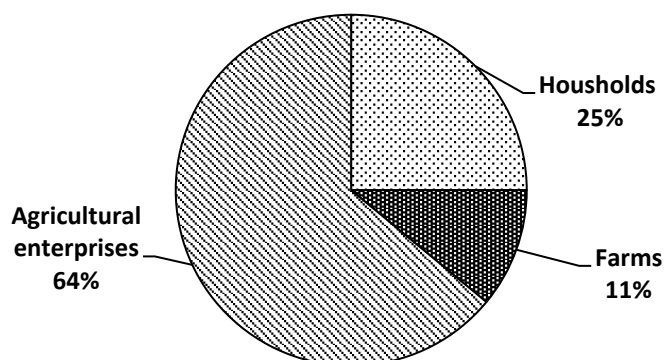


Figure 3 – Structure of buckwheat growing in Ukraine in 2018

In 2018, agricultural enterprises remained the leaders in buckwheat growing with a constant 64%. But farms reduced the volume of cultivation by 9%, while households increased their share in the structure of buckwheat growing in Ukraine. Large agricultural enterprises do not engage in labor-intensive crops because they have low profits.

This is due to the influence of several factors: fluctuations in grain prices, changes in supply and demand on the world grain market, including cereal crops, price disparity in the agricultural sector.

But the consumption of buckwheat is projected to remain at the level of previous years. This situation will increase the prices of buckwheat by at least 20-30%.

Buckwheat is a valuable cereal crop that has a high-demand and a large market but is significantly dependent on the socio-economic situation in Ukraine. The Ukrainian cereal crops market is internally oriented. Buckwheat is a leader in the consumer basket of cereals. In one year during the studied period (2015-2019), Ukrainians consume up to 120.000 tonnes in 2015, and about 100.000 tonnes in 2019 [4].

In 2015, after a sharp decline in buckwheat production, there was a gradual rise in prices for grain and groats. In the period from September 2015 to June 2016, buckwheat grain went up from 11 to 20 thousand per 1 tonne on EXW conditions, and buckwheat groats increased from 19 to 32 thousand hryvnias. The increase in domestic prices for groats was caused by a significant decrease in its production in 2015. At that time, it amounted to 66.9 thousand tonnes, which is 24% less than the previous year.

In the 2016-2018 marketing years, the price situation was more stable. The minimum purchase prices for buckwheat grain and, consequently, for buckwheat groats were observed during the harvesting period, that is, at the beginning of the season, and their maximum growth was at the beginning of March. Thus, the purchase prices for buckwheat grain in 2016 ranged from 13.5 to 18 thousand UAH/t, and for buckwheat groats, it was from 23 to 27.5 thousand UAH (figure 4). [12].

The lowest price for buckwheat was observed in 2018 – 16.3 UAH. The highest price was in 2016 – 36.5 UAH.

Unfortunately, every year there is a negative tendency to decrease the production of buckwheat in Ukraine. The situation on the market of cereal crops leads to a loss of positions in the foreign market.

In 2016, Ukraine took fourth place in buckwheat growing; in 2018 it took fifth place. The main producers of buckwheat in the world are China, Russia, Belarus, Ukraine, USA, Lithuania, Poland, France (figure 5).

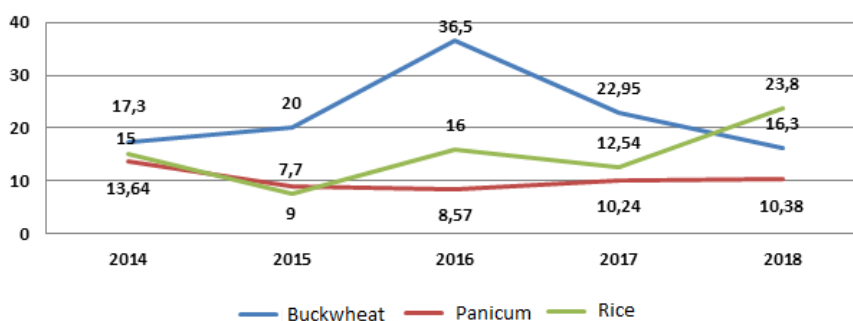


Figure 4 – Price dynamics in 2014–2018, UAH

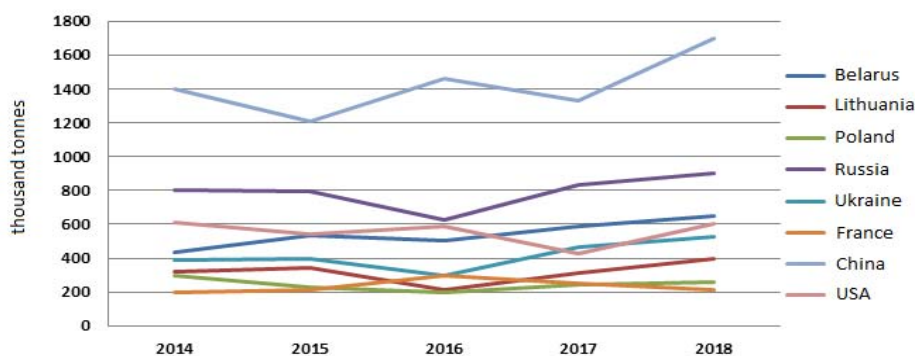


Figure 5 – Buckwheat production volumes in major producing countries, thousand tonnes

However, Ukraine continues to export significant amounts of buckwheat and remains at the top of five exporting countries. The export volume of buckwheat increased by more than half (56%) during the period under review, amounting to 3.85 thousand tonnes. A considerable part of the Ukrainian export of cereals, including buckwheat, is shipped to Asia and Africa. Nowadays, Ukraine import of buckwheat is twice as much as its exports.

Imports of buckwheat show a significant increase in 2017-2018 marketing years and amount to 87.2 thousand tonnes. The least imported buckwheat was in 2014 – 23.5 thousand tonnes. The average import in 2015-2016 marketing years was 74.7 thousand tonnes. The analysis shows that buckwheat imports are increasing every year. The largest importers are Kazakhstan, Netherlands, Belarus, Russia, and China.

At the same time, imports from January to April 2019 amounted to 7.34 thousand tonnes. In the 2017-2018 season, Ukraine imported 48 thousand tonnes of buckwheat and processed products, mainly from the Commonwealth countries [5].

Conclusions. The analysis of the origin of buckwheat and the area of its production in the world shows that buckwheat is grown both in Eurasia and America. In Europe, Asia and America, buckwheat is gaining more and more popularity every year both in the world and in the domestic market and has a steady upward trend. The main reason is, first, the change in the culture of consumption of the population, and secondly, this crop is used not only for food and feed purposes but also as a valuable medicinal and honey plant.

Taking into account the above statements, buckwheat products can become a significant export item of Ukraine to the world market. However, sowing areas occupied by buckwheat in Ukraine has tended to decline during recent years, due to a number of technological and economic reasons. This is caused by poor competitiveness of domestic breeding and seed production, lack of state support of this sector and low level of protection of intellectual property rights for plant varieties. The growing of elite and reproductive buckwheat seeds has decreased by 4-6 times to date. This situation leads to the fact that Ukrainian producers use grain with inadequate sowing qualities and low plasticity potential for sowing, which in turn leads to decrease in yield and grain quality.

The share of farms is decreasing every year, and large agricultural enterprises are not engaged in labor-intensive and low-yield crops at all. Households have increased the sowing areas for buckwheat in the last three years, but yields and quality indicators are much lower than in buckwheat farms. In our opinion, one of the ways to improve the situation is to establish a cooperative for small farms, which will create opportunities for reducing the costs of purchasing material resources, processing and sale of products.

The analysis shows that Ukraine has an outdated and underdeveloped material base for buckwheat processing. The small number of enterprises that process buckwheat to groats in accordance with the requirements of the Hazard Analysis and Critical Control Points significantly impede not only the export of buckwheat but also the consumption of safe products in the domestic market. About 87% of total production is sold domestically. However, Ukraine continues to export significant amounts of buckwheat and remains in the top five exporting countries.

In general, the buckwheat market has a wavy development trend with a tendency to decrease the growing and production of cereals in recent years.

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УКРАИНАДАҒЫ ЖАҢА НАРЫҚТЫҢ АҒЫМДАҒЫ ЖАҒДАЙЫ

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СОВРЕМЕННОЕ СОСТОЯНИЕ РЫНКА ГРЕЧКИ В УКРАИНЕ

Аннотация. Целью статьи является изучение современного состояния рынка гречневой крупы в Украине и мире. Проанализирована динамика выращивания гречихи в 2015, 2016, 2017, 2018 годах и ее влияние на внутренний и внешний рынок гречихи в Украине. Исследование основано на статистических данных Государственного комитета статистики Украины.

Проведен анализ происхождения гречихи и ареала ее произрастания в мире. Установлено, что гречиха выращивается как в Евразии, так и в Америке. В Европе, Азии и Америке гречка с каждым годом набирает все большую популярность. Благодаря тому, что эта культура используется не только в пищевых и кормовых целях, она также является ценным лекарственным растением и хорошим медоносом.

Доказано, что Украина имеет все необходимые экономические, природные и агроклиматические условия для выращивания гречихи и не только для удовлетворения внутреннего рынка, но и для того, чтобы быть лидером среди экспортеров по реализации этой культуры и продуктов ее переработки.

Установлено, что в последние годы наблюдается значительное сокращение посевных площадей гречихи, что приводит к снижению валовой продукции данной культуры. Такая ситуация способствует росту розничных цен на гречку и потере позиций на внешнем рынке как ведущего экспортера в мире.

Ключевые слова: рынок, гречиха, гречка, гречневая крупа, экспорт, импорт, динамика производства, выращивание, производство.

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TRANSFORMATION OF THE LABOR MARKET IN THE CONDITIONS OF THE ECONOMY'S DIGITALIZATION

Abstract. Recent decades have been characterized by a vast increase in computing power, reducing the cost of automating so-called routine tasks that follow precise rules and can thus be incorporated into computer code. This has led to a polarisation of labor markets in advanced economies, with a reduction in the proportion of middle-paid, routine intensive occupations, and an increase in the proportion of both high and low-paid jobs.

Although this computerization has not led to a reduction in employment, whether this will be true of the consequences of further technological progress in the near future remains open. While previous automation methods were limited to tasks that are well enough understood to include defined steps in algorithms, now even less structured problems seem to be automated using big data and machine learning.

The constant increase in computing power, the growing availability of big data, and significant advances in machine learning methods are shifting the boundaries of what can be automated by machines. Thus, some studies predict that about half of the US workforce is "at risk of automation," which has raised public concerns about mass unemployment caused by technology.

The organization of production and labor on a scientific basis requires conducting production progress at a high technical and economic level, to bring to a new, higher level of organization, rationing, and remuneration.

The study of labor economics is aimed at understanding the relationship between employees and employers. This is important for society because it determines wages, the causes of discrimination, the impact of migration on employment, and how governments should manage recessions.

Digitalization is fundamentally changing the economy and our society. This encourages entrepreneurial innovation, productivity, and regional economic growth. It also matters for growth, the labor market, and political participation. And this produces new demands on education and training – not only in the field of information and communication technologies. In the future, the main interest will be the question of how quickly digitalization is penetrating the German and European industry (industry 4.0) and how it changes productivity, employment, and competitiveness in various companies and sectors. Especially in terms of the economics of education, the ability of people to adapt to the changing world of work through education and training is fundamental.

Keywords: labor Economics, the digitalization of the labor market, power, transformation of the labor market.

Introduction. The main directions of labor market transformation in the conditions of digitalization of the economy are: expanding the labor supply through participation in economic activities of various socio-demographic groups of the population, increasing the volume of information about the labor market and its openness through electronic resources; sectoral changes in the structure of labor demand, job polarization, rapid updating of professions and skills.

Labor Economics seeks to understand the functioning and dynamics of wage markets. Labor is a commodity supplied by workers in exchange for wages paid by consumer firms. Labor markets function through the interaction of employees and employers.

Analysis of publications. Yaojun Li and Anthony Heath in their works consider the dynamics of the labor market in unity and complexity [2], [22], [33]. Nicu Marcu, Marian Siminică, Grațela Georgiana Noja, Mirela Cristea, Carmen Elena Dobrotă have a similar view [5]. In our opinion, the most complete definition is provided by Greenwald: «Adverse selection in the labor market, considered as part of a three-way interaction between employees, their current employers, and a range of alternative employers, can seriously undermine an employee's freedom to change jobs» [33].

A number of scientists think that the effectiveness of the labor market is understood as cooperation with the employer/labor relations, salary flexibility, practice, remuneration, productivity, professional support, management, and others: Niyazbekova Sh., Grekov I. E., Blokhina T. K., Mussirov G., Aetdinova R., Suleimenova B. B., Bunevich K. G., Burkaltseva D. D., Ribokene E.V., Rudenko L.G., Sanaliev L.K., Kengzhegalieva G. B., Idelbayeva A. S., Sobol T.S., Salikhova I.S., Vankevich A., Zueva I.A., Volkova O., Beschetnova O., Ananchenkova P. [22], [24], [21], [27], [23], [28-33].

The results of the research. Digital technologies are rapidly being introduced into our daily lives, for example, through digital payment systems and widespread broadband infrastructure. But what impact does digitalization have on the world of work? How does this change the design of work and affect the nature of employment in different regions of the world? What role can and should different types of data (such as Big data, Google search data, and molecular genetic data) play in decision-making in labor markets and our future societies? Will robots take up all our jobs? Answering these questions and finding a solution to how we close the inevitable skills gap between digital illiterates and digital natives will pose many interesting challenges for policymakers in the years ahead.

The relative scarcity of labor is also an incentive to develop labor-saving technologies and promote digitalization. This reduces the cost of international trade and outsourcing certain stages of production, which in turn increases or accelerates the globalization of the economy. The associated higher competitive pressure then increases the need for technological progress and faster digitalization to counter international competition.

Digitalization – the process by which digital technologies are used to change business practices – has an enormous impact on economies around the world, and many governments have already started programs to support the digitalization of their industries and government operations. Since digitalization is moving at such an unprecedented pace, global and national decision-makers must understand what drives digital development and where digital trends will shape the global economy and society.

Understanding the interaction of the driving forces of digitalization is necessary to inform policymakers and enable them to make informed decisions.

Conclusion. The digitalization process has created opportunities for new products, technologies, and processes. However, on the other hand, digitalization or so-called digital destruction brings with it threats. These threats, as in any other industrial revolution, present new challenges for employers and employees. Digital technologies, as well as digital services, are changing the rules of employment and the requirements for the competencies, knowledge, skills, and relationships of employees: starting to promote online work platforms.

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ЭКОНОМИКАНЫ ЦИФРЛАНДЫРУ ЖАҒДАЙЫНДАҒЫ ЕҢБЕК НАРЫҒЫНЫҢ ТРАНСФОРМАЦИЯСЫ ТУРАЛЫ

Аннотация. Соңғы онжылдықтар есептеу қуатының үлкен өсуімен, күнделікті тапсырмаларды автоматтандыруға кететін шығындардың төмендеуімен сипатталды, олар нақты және айқын ережелерді ұстанады және осылайша компьютерлік кодқа енгізілуі мүмкін. Бұл орташа төленетін, күнделікті қарқынды кәсіптер үлесінің қысқаруымен және жоғары және төмен жұмыс орындарының үлесінің өсуімен экономикасы дамыған елдерде еңбек нарықтарының поляризациясына алып келді.

Бұл компьютерлендіру жұмыспен қамтудың қысқаруына әкеп соқпаса да, бұл таяу болашақта техникалық прогрестің салдарларына қатысты әділ бола ма деген мәселе ашық болып қала береді. Алдыңғы Алдыңғы автоматтандыру әдістері алгоритмдерге нақты анықталған қадамдарды енгізу үшін жеткілікті түрде түсінілген тапсырмалармен шектелгенімен, қазір тіпті аз құрылымдалған проблемалар үлкен деректер мен машиналық оқытуды қолдана отырып автоматтандырылған болып көрінеді.

Есептеу қуатын үнемі артуы, үлкен деректерге қол жетімділіктің өсуі және машинаны оқыту әдістеріндегі елеулі прогресс машиналармен автоматтандыруға мүмкін шекараларды ығыстырады. Осы тұрғыда кейбір зерттеулер АҚШ-тың жұмыс күшінің жартысына жуығы "автоматтандыру тәуекеліне ұшырайды" деп болжайды, бұл технологиялар жаппай жұмыссыздық туралы алаңдаушылық тудырды.

Еңбек экономикасын зерттеу қызметкерлер мен жұмыс берушілер арасындағы қарым-қатынасты түсінуге бағытталған. Бұл қоғам үшін маңызды, себебі ол жалақыны, кемсітушіліктің себептерін, көші-қонның жұмыспен қамтуға әсерін және үкіметтердің құлдырауды қалай басқаратынын анықтайды.

Сандық технологиялар біздің күнделікті өмірімізге, мысалы, сандық төлем жүйелері және кең жолақты инфрақұрылымды кеңінен тарату арқылы жылдам енгізіледі. Бірақ цифрландыру еңбек әлеміне қандай әсер етеді? Бұл жұмыстың дизайнын қалай өзгертеді және әлемнің түрлі аймақтарындағы жұмыспен қамту сипатына әсер етеді? Еңбек нарығында және біздің болашақ қоғамдарда шешімдер қабылдауда әртүрлі деректер түрлері (мысалы, "үлкен ДЕРЕКТЕР", Google іздеу қызметінің деректері және молекулярлық-генетикалық деректер) қандай рөл атқара алады және атқаруы тиіс? Роботтар шынымен біздің барлық жұмыс орындарын алады ма? Бұл сұрақтарға жауаптар және сандық сауатсыз және сандық аборигендердің арасындағы дағдылардағы сөзсіз алшақтықты қалай жоюдың шешімін табу алдағы жылдары саясаткерлердің алдына көптеген қызықты міндеттер қояды.

Түйін сөздер: еңбек экономикасы, еңбек нарығын цифрландыру, қуат, еңбек нарығын трансформациялау.

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О ТРАНСФОРМАЦИИ РЫНКА ТРУДА В УСЛОВИЯХ ЦИФРОВИЗАЦИИ ЭКОНОМИКИ

Аннотация. Последние десятилетия характеризовались огромным ростом вычислительной мощности, снижением затрат на автоматизацию так называемых рутинных задач, которые следуют четким и ясным правилам и, таким образом, могут быть включены в компьютерный код. Это привело к поляризации рынков труда в странах с развитой экономикой с сокращением доли среднеоплачиваемых, рутинно интенсивных профессий и ростом доли как высоко-, так и низкооплачиваемых рабочих мест.

Хотя эта компьютеризация не привела к сокращению занятости, вопрос о том, будет ли это справедливо в отношении последствий дальнейшего технического прогресса в ближайшем будущем, остается открытым. В то время как предыдущие методы автоматизации были ограничены задачами, которые достаточно хорошо поняты для включения в алгоритмы четко определенных шагов, теперь даже менее структурированные проблемы кажутся автоматизируемыми с использованием больших данных и машинного обучения.

Постоянное увеличение вычислительной мощности, растущая доступность больших данных и существенный прогресс в методах машинного обучения смещают границы того, что может быть автоматизировано машинами. На этом фоне некоторые исследования предсказывают, что около половины рабочей силы в США «подвержены риску автоматизации», что вызвало опасения общественности в отношении массовой безработицы, вызванной технологиями.

Изучение экономики труда направлено на понимание взаимоотношений между работниками и работодателями. Это важно для общества, поскольку оно определяет заработную плату, причины дискриминации, влияние миграции на занятость и то, как правительства должны управлять рецессиями.

Цифровые технологии быстро внедряются в нашу повседневную жизнь, например, с помощью цифровых платежных систем и широкого распространения широкополосной инфраструктуры. Но какое влияние оказывает цифровизация на мир труда? Как это меняет дизайн работы и влияет на характер занятости в разных регионах мира? Какую роль могут и должны играть различные типы данных (например, «Большие

данные», данные поисковой деятельности Google и молекулярно–генетические данные) в принятии решений на рынках труда и в наших будущих обществах? Действительно ли роботы займут все наши рабочие места? Ответы на эти вопросы и нахождение решения того, как мы ликвидируем неизбежный разрыв в навыках между цифровыми неграмотными и цифровыми аборигенами поставит перед политиками много интересных задач в предстоящие годы.

Ключевые слова: экономика труда, цифровизация рынка труда, мощность, трансформация рынка труда.

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COMPETITIVENESS OF BUSINESS STRUCTURES IN THE INNOVATION ENVIRONMENT AND DEFINITION OF THE CONCEPT OF «INNOVATION FORESIGHT» SYSTEMATIC APPROACH

Abstract. The problems of ensuring effective management and forming competitiveness of industrial enterprises are relevant regardless of the conditions for conducting business activities.

The fact is that the competitiveness of business structures in modern conditions is not ensured by simply owning factors of production (labor, capital, land), and even entrepreneurial talent is not currently a source of obtaining stable or exclusive competitive advantages.

In order to obtain sustainable or exclusive competitive advantages that constitute strategic competitiveness, the business structure needs to have an intellectual (educational) component of development, including the production and implementation of innovations, as well as readiness for changes.

Subject of research. On the basis of innovative foresight, ensuring the competitiveness of business structures of the production industry is a set of organizational, managerial and economic relations that arise in the process of formation.

Purpose and objectives of the study. Development of proposals to improve the competitiveness of business structures based on innovative foresight.

A number of theoretical, methodological and practical issues related to the formation and implementation of a strategy for managing the innovative development of entrepreneurial structures based on innovative foresight remain insufficiently studied and require further development of rules for its creation and functioning.

At the same time, despite a detailed description of the problems of strategic management of innovative development of business structures, the research of foreign scientists was carried out in relation to the relatively stable conditions of the economy of developed countries, the practical application of the mechanisms proposed by them in the conditions of the Kazakh economy requires mandatory revision, taking into account the specifics of the modern economy and industry.

Key words: entrepreneurship, competitiveness, innovation, innovative environment, innovative foresight, economic efficiency.

Introduction. Updating the concepts and paradigms of management of modern business structures is an objective and legal phenomenon based on a new picture of the strategy and tactics of development of small, medium and large socio-economic systems.

Over the past two or three decades, not only the specifics of the evolution and development of society have changed, but also the specifics of the development of the business environment.

At present, business is an incoming, irregular phenomenon, the organization of business, conducting business activities is no longer one of the main drivers of social, economic and scientific progress. At the same time, one of the most important tasks is to ensure the stability of the development of business structures, maintain and increase their competitiveness.

Here, the ability of the management of business structures to anticipate changes in the external environment, identify signals about these changes and correctly interpret them comes to the fore.

In practice, here is the task of predicting the future state of the entrepreneurial structure, as well as the task of active actions in the present, so that the future state is described as close to what it wants [1].

It should be understood that predicting the future or looking into the future is not an occult thing, on the contrary, the study of the future is based on objective current trends in changes in the external environment and, first of all, on social, scientific, technical and technological aspects. The formation of a comprehensive picture of the future state of a particular object or system, including the business structure, is based on scenarios that characterize possible changes in society, economics and science that may occur after the identified changes.

Methods. The paper uses methods of modeling and comparative analysis. To solve individual tasks, we used the methods of the «tree» of goals and expert assessments. The information and empirical base of the study is the normative legal acts of the regional and municipal levels; official data of the republican and regional authorities; methodological, scientific, educational and reference literature, Internet materials, as well as research conducted by the authors.

Methodological research is a general method of scientific cognition-analysis and synthesis, content-media analysis of sociography, system-comparative method, which allows to determine the Genesis, sequence and functioning of the stages of development of competitiveness of pre-entrepreneurial structures in an innovative environment.

Research and development work in the field of development and effective adaptation of foreign experience in managing the development of innovative foresight.

Results and discussion. Currently, demand is focused not on quantitative or price parameters, but on a new quality of supply. And here the new quality of the offer can only be provided by an entrepreneurial structure that has some specific (not marketing) unique or distinctive abilities and capabilities.

And since the specifics of the functioning of two relatively identical business structures in an individually acquired area are approximately equal (in the aspect of factors of production), and the availability of resources is always limited, it became clear that the best offer is able to provide a structure that can more effectively conduct recommendations of factors of production and resources in order to obtain a unique or unique result under the given restrictions. This conclusion, achieved as a result of effective recombination of factors and resources, is that a particular entrepreneurial structure has a new unique or significant ideal market offer [3].

Such a phenomenon as innovation was later identified by J. Schumpeter. The concept of innovation has long been firmly embedded in scientific and business circulation. As a rule, innovations are understood as the first practical application of theoretical knowledge, which is implemented in the form of technical organizational and economic, industrial or other solutions, including those used to intensify the development and increase the competitiveness of business structures.

In particular, according to the control data of the state statistics service for three years, the number of innovatively active enterprises in all segments

The ability and ability of an entrepreneurial structure to predict its own future based on an innovative type of development is based on the theory and practice of foresight.

The modern theoretical interpretation of the term «foresight» as a general scriptural vision of the future follows from the semantics of the word «foresight» – «looking to the future». Foresight's approach, based on a comprehensive and systematic representation of the development of a particular object, distinguishes socio-economic systems at the macro and micro levels from other tools, methods and mechanisms of management [4,5,6].

Experience, diversification of the economy of Kazakhstan, the introduction of another component based on high-tech knowledge in the political, economic and cultural picture of the country require active participation of the state, science and business in the processes of forming a modern and effective innovation system:

1. It should be noted that such a concept, in contrast to the prevailing view, does not involve abandoning the raw material and energy development of the economy, but only creates another point of development, which is very necessary for the political and economic stability of the country. In the strategy of increasing the competitiveness of the national economy, as well as Russian business structures on world markets, in addition to consistent and targeted investments, it is necessary to assess technological capabilities and identify priority areas of activity to respond to the system of threats and threats that arise to Russia.

2. Critical (nonlinear) development zones are often associated with the dynamics of three environments of human activity (one natural and two artificial.

3. First of all-modeling climate changes of natural and artificial origin: tectonic movement, death, storm formation, Typhoon formation, Mountain Formation, natural cyclones and anticyclones, climate mythology, the impact of near space on the Earth's sociosphere, etc.

The internal boundaries of state structures run along their contours: within the community, state legislation, as well as public morality and ethics, is no more than an external framework. Foresight of small social circles assesses the expected level of creativity of society and the framework for setting the educational task.

These three medium dynamics form the basis for studying the future at the national macroeconomic and microeconomic corporate level. Vision for the Future (Foresight) is necessary for comparing current decisions with the consequences of their implementation, which allows us to assess the quality of previously made decisions, as well as assess the impact of decisions on maintaining conditions for sustainable development of small and large socio-economic systems.

Since foresight as a tool, technology and method of studying the future is the most sought-after management tool, it is necessary to study in detail the general theoretical framework accumulated at the moment in terms of the essence and content of the foresight definition. It should be noted that foresight as a means of management and as a way to form the future state of systems and objects, including business structures, does not yet have clear scientific definitions, while many scientists perceive foresight, in particular, futurology as a whole, fictional, without a scientific basis.

On the contrary, E. V. Balitsky believes that forecasting, planning futurology and foresight are four main approaches (figure 1) that determine the specifics of the vision of the future and the features of its impact on the future in the present.

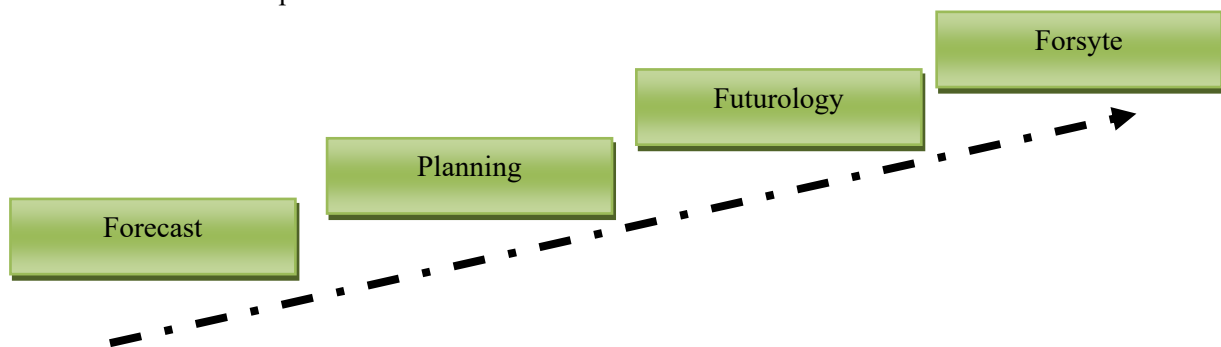


Figure 1 – Four consistent approaches to studying the future state of objects and systems.

Note. Made by the author on the basis of the materials studied.

It should be agreed with E. V. Balitsky that, on the one hand, futurology and foresight are scientific categories that do not have sufficient experience in their Applied use. But on the other hand. «Traditional forecasting gives successful results, and Orthodox planning causes rejection at both the macro and micro levels of the economic system. All this creates a methodological confusion, an unnecessary struggle of opinions, and requires reasonable harmony...» [7].

We are not talking about replacing forecasting and planning procedures and technologies with foresight technologies, but about determining the continuity and sequence of use of these technologies and procedures in order to invariantly distinguish the presence of links between these approaches, as well as managing the sustainable development of macro-and micro - level socio-economic systems.

Initially, it should be noted that the scientific subject and phenomenon we are considering (foresight) has a deep philosophical basis. In this concept, we can distinguish two empirical components – vision of the future and stability of development, which allows us to come to the desired future. These two components form the imperative of change or change, which is now considered as conditionally stable socio-economic and scientific-technical processes.

The imperative of change determines the need to identify trends and predisposition to current changes in order to achieve the desired state in the future. I. Ansoff also pointed out that in the second half of the XX century, when the management of business structures was often based on strict plans, their effective identification (correct reading) [8].

These plans were usually formed on the basis of the indicators achieved by the business structure during the analysis, or on the basis of some forecasts, as a result of which possible scenarios for its further functioning were developed. These assumptions were determined by a large number of certain indicators. Forecasting, apparently, was the first econometric tool that had access to the ruling subsystem in the second half of the XX century, when forecasting technologies were scientifically based procedures based on an advanced mathematical apparatus.

Subsequently, planning tools were used at the macroeconomic and microeconomic levels. It should be noted that the system of Macroeconomic Planning until the last quarter of the XX century, relying to a lesser extent on forecast data, was actively developed corporate planning at the microeconomic level or at the level of entrepreneurial structures, which initially took into account Industry Market Forecasts and, first of all, consumer demand and the capacity of market segments.

According to E. V. Gontarenko, «... constant attention was paid to planning issues [6]. In the former Soviet Union, the main method of state regulation of the socialist economy was centralized planning...». In countries with a market economy (capitalist economy), macro-level planning is state programming.

Currently, planning is a tool and function of management activities in terms of creating and implementing a strategy, and the process of managing the activities of business structures itself.

According to E. N. Ilyin, «... strategic business planning is, first of all, a process of modeling the future, in which the goals should be defined and the concept of long-term development of a particular business structure (or their associations) should be formulated» [9].

Secondly, it is a managerial process of creating and maintaining a strategic correspondence between the goals of the business structure, its potential opportunities and future opportunities.

From a material point of view, planning should also be considered as actions aimed at developing a document for the development of the business structure (activity) in the coming period. This document approves the planned indicators, as well as the list of measures and decisions that need to be implemented to achieve the planned indicators of development (activity) of the business structure.

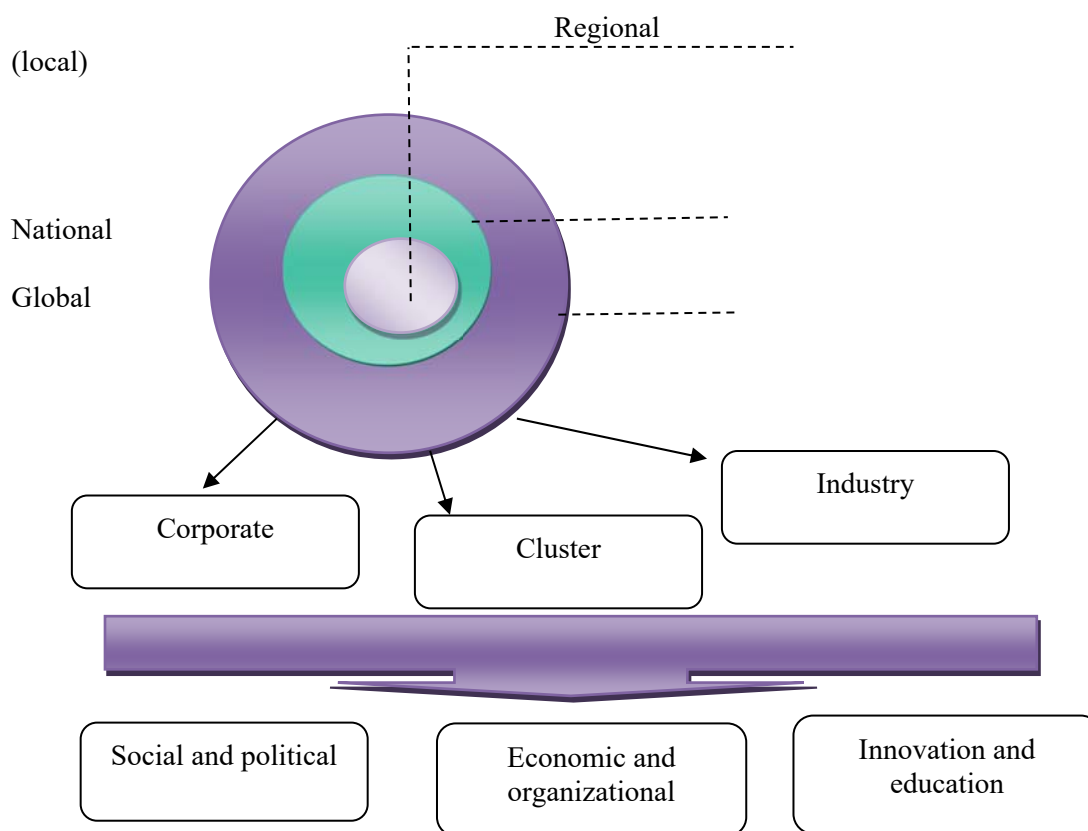


Figure 2 – Foresight classification.

Note. Made by the author on the basis of the materials studied.

Thus, planning should be understood as the process of making an informed management decision. This process is based on the processing of primary information (input), defines goals, tasks, tools and ways to achieve the goal (conversion of primary information) and, in invariant terms, forms the solution itself, which is then implemented as some actions aimed at achieving the goal.

So foresight is its essence-a true vision of the future. Since foresight combines in its definition the conditions for sustainable development of certain objects and systems and ways to achieve the desired growth rate, then this tool can often be considered in the strategic aspect of managing complex objects and/or systems. Moreover, after the general definition, foresight is always a convergence of Science and practice.

And in the context of ensuring strategic sustainable and competitive development of business structures, foresight is primarily a convergence of scientific, technical and technological knowledge and innovative - oriented practical activities [10]. Thus, as for ensuring strategic sustainable competitive development of business structures, we will consider foresight as a corporate tool that ensures dynamic growth, focused on the future and based on innovation. Nevertheless, foresight should be considered innovative as a tool and tool for managing the development of entrepreneurial structures (figure 2).

The sequence of development of procedures and approaches to the study of future business structures is based on the fact that initially possible forecasting and deterministic planning methods are used, which in general lead to the creation of a general picture of the future situation, that is, it can be said that in this case passive futuristic reasoning is formed.

Therefore, the relationship between the four main approaches to studying the future state of business structures can be presented as follows, according to the scheme shown in figure 3 below.

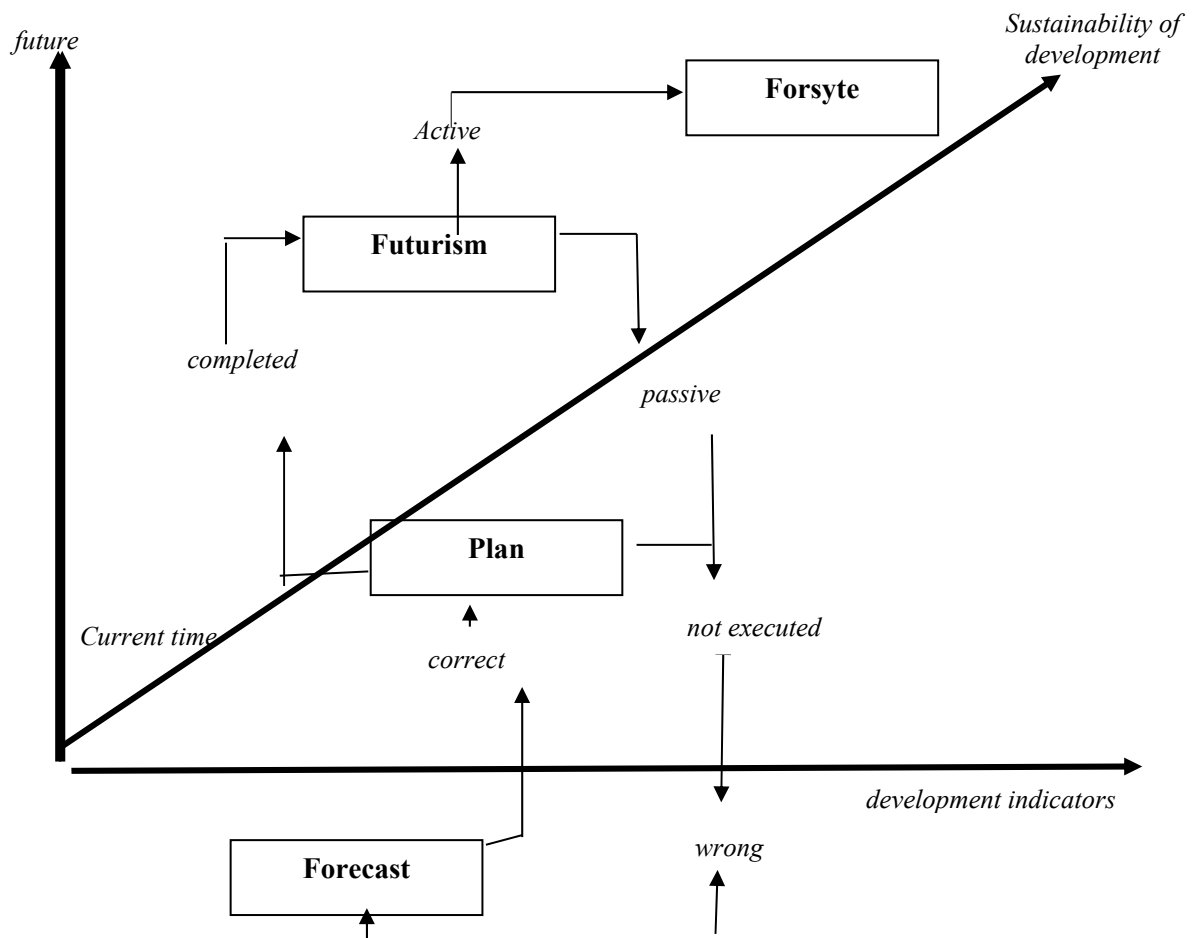


Figure 3 – Historical sequence of procedures and approaches to the study of future business structures.
 Note. Made by the author on the basis of the materials studied.

However, in the event that the passive futuristic approach is replaced by an active futuristic design and there is a formation of Foresights, including innovative Foresights that contribute to ensuring the competitiveness of business structures [11].

Next, we will consider only one type of foresight – innovation-it is necessary to give its author's definition.

Conclusion. In our understanding, the innovative foresight is a unique tool for shaping the future state of the entrepreneurial structure through the convergence of actions and thinking based on the vision of the sustainability of the development of these structures, which is achieved by obtaining qualitatively new results in innovative - practical and scientific-technical activities. Yu. Yakovets to the classification of innovations proposed by yakovets, with the foresight classification (epochal, basic, improving, micro -, counter -, and pseudo-innovations), it can be seen that foresight on a global scale is aimed at providing the basis for creating epochal innovations, foresight at the macroeconomic level allows you to create fundamental innovations, foresight at the micro level (at the level of corporate or entrepreneurial structures) creates enhancers or micro-innovations [12].

The totality of all innovative efforts, including those made and implemented through foresight, must lead to a change in the social formation or technological order. That is, the creation of local innovations at the expense of the scale effect potentiates the creation of complex or systemic innovations.

We believe that strategic stability is the ability of an entrepreneurial structure to maintain equilibrium - sustainable development, or to quickly return to a state of relative equilibrium when leaving it, since the system receives an impulse of development only when leaving the state of equilibrium. In turn, the competitiveness of the business structure should be considered as the ability to occupy and maintain the best positions in the chosen industry.

At the same time, such positions provide the business structure with economic and non-economic benefits that are not available to direct competitors.

Thus, it becomes clear that the formation and retention of the best competitive positions in the chosen field of activity depends on many factors, but the main one of these factors is innovation and active construction of the future state. Thus, the main essence of our research is the competitiveness of business structures in the market, including through innovative active or innovative-oriented development. Accordingly, there is a need to study the basics of competitiveness of business structures and present the main factors influencing ensuring competitiveness in the context of current and long-term development.

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ИННОВАЦИЯЛЫҚ ОРТАДАҒЫ КӘСІПКЕРЛІК ҚҰРЫЛЫМДАРДЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІНЕ ЖҮЙЕЛІ КӨЗҚАРАС ЖӘНЕ "ИННОВАЦИЯЛЫҚ ФОРСАЙТ" ҰҒЫМЫН АНЫҚТАУ

Аннотация. Өндірістік кәсіпорындардың тиімді басқарылуын қамтамасыз ету және бәсекеге қабілеттілігін қалыптастыру проблемалары кәсіпкерлік қызметті жүргізу шарттарына қарамастан өзекті болып табылады.

Кәсіпкерлік құрылымдардың қазіргі жағдайда бәсекеге қабілеттілігі өндіріс факторларына (еңбек, капитал, жер) жай ие болуымен қамтамасыз етілмейді, тіпті кәсіпкерлік талант қазіргі уақытта тұрақты немесе айрықша бәсекелестік артықшылықтарды қол жеткізу көзі болып табылмайды.

Стратегиялық бәсекеге қабілеттілікті құрайтын тұрақты немесе айрықша бәсекелестік артықшылықтарға қол жеткізу үшін кәсіпкерлік құрылымға дамудың зияткерлік (білімдік) компоненті, оның ішінде инновацияларды өндіру және енгізуді, сондай-ақ өзгерістерге әзірлікті иелену қажет.

Зерттеу пәні. Инновациялық форсайт негізінде өндірістік саланың кәсіпкерлік құрылымдарының бәсекеге қабілеттілігін қамтамасыз ету, қалыптастыру процесінде туындайтын ұйымдастырушылық-басқарушылық және экономикалық қатынастардың жиынтығы болып табылады.

Зерттеудің мақсаты мен міндеттері. Инновациялық форсайт негізінде кәсіпкерлік құрылымдардың бәсекеге қабілеттілігін арттыру бойынша ұсыныстарды әзірлеу болып табылады.

Инновациялық форсайт негізінде кәсіпкерлік құрылымдардың инновациялық дамуын басқару стратегиясын қалыптастыру және іске асырумен байланысты бірқатар теориялық-әдістемелік және практикалық мәселелер жеткілікті зерттелмеген болып қала береді және оны құру мен жұмыс істеу ережелерін одан әрі әзірлеуді талап етеді.

Сонымен қатар, кәсіпкерлік құрылымдардың инновациялық дамуын стратегиялық басқару проблемаларының егжей-тегжейлі сипатталуына қарамастан, шетелдік ғалымдардың зерттеулері дамыған елдер экономикасының салыстырмалы тұрақты жағдайларына қатысты жүргізілді, Қазақстандық экономика жағдайында олар ұсынатын тетіктерді іс жүзінде қолдану қазіргі экономика мен өнеркәсіптің ерекшеліктерін ескере отырып, міндетті түрде қайта қарауды талап етеді.

Түйін сөздер: кәсіпкерлік, бәсекеге қабілеттілік, инновациялар, инновациялық орта, инновациялық форсайт, экономикалық тиімділік.

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СИСТЕМНЫЙ ПОДХОД К КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИНИМАТЕЛЬСКИХ СТРУКТУР В ИННОВАЦИОННОЙ СРЕДЕ И ДЕФИНИЦИЯ ПОНЯТИЯ «ИННОВАЦИОННЫЙ ФОРСАЙТ»

Аннотация. Проблемы обеспечения эффективного управления и формирования конкурентоспособности производственных предприятий являются актуальными независимо от условий ведения предпринимательской деятельности.

То, что конкурентоспособность предпринимательских структур в современных условиях не обеспечивается простым обладанием факторами производства (труда, капитала, земли) и даже предпринимательский талант в настоящее время не является источником получения устойчивых или исключительных конкурентных преимуществ.

Для получения устойчивых или исключительных конкурентных преимуществ, составляющих стратегическую конкурентоспособность, предпринимательской структуре необходимо владение интеллектуальным (образовательным) компонентом развития, в том числе продуцирование и внедрение инноваций, а также готовность к изменениям.

Предмет исследования. Обеспечение конкурентоспособности предпринимательских структур производственной сферы на основе инновационного форсайта представляет собой совокупность организационно-управленческих и экономических отношений, возникающих в процессе формирования.

Цель и задачи исследования. Разработка предложений по повышению конкурентоспособности предпринимательских структур на основе инновационного форсайта.

Ряд теоретико-методических и практических вопросов, связанных с формированием и реализацией стратегии управления инновационным развитием предпринимательских структур на основе инновационного форсайта, остается недостаточно исследованным и требует дальнейшей разработки правил его создания и функционирования.

Вместе с тем, несмотря на подробное описание проблем стратегического управления инновационным развитием предпринимательских структур, исследования зарубежных ученых проводились относительно относительно стабильных условий экономики развитых стран, практическое применение предлагаемых ими механизмов в условиях казахстанской экономики требует обязательного пересмотра с учетом особенностей современной экономики и промышленности.

Ключевые слова: предпринимательство, конкурентоспособность, инновации, инновационная среда, инновационный форсайт, экономическая эффективность.

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APPLICATION OF NEW METHODS AND FORMS OF FINANCIAL SECURITY FOR AIC OF KAZAKHSTAN IN THE CONDITIONS OF ECONOMIC MODERNIZATION

Abstract. Kazakhstan, due to its inherent natural, climatic and geographical features, as well as specific conditions and traditional labor skills of the indigenous population, has long been considered one of the largest livestock countries. In Kazakhstan, almost half of the population lives in the countryside, but it is agriculture that has become the weakest sector, which requires a properly selected consistent approach to reform. In order to create conditions for the development of the innovative potential and innovative activity of the agricultural sector and the formation of a saturated market for products and services, it is necessary to determine the factors of the crisis state of agriculture and justify ways to overcome them, given the existing prerequisites and opportunities. There is always a lag of the actual results of agricultural production from the possibilities of obtaining them with the full and correct use of scientific and technical achievements. This is also true for the present. For example, the productive potential of plants and animals is realized at a level not exceeding 35-40% genetically determined. The possibilities of increasing soil fertility are used at the same level. Along with the development of scientific research, this requires increasing the innovative potential in all other areas, increasing the possibilities for a wider and more efficient use of the existing and expected in the future scientific and technological achievements.

Keywords: new methods, forms, finance, provision, modernization, innovation, investment.

Introduction. The agro-industrial complex (AIC) unites all sectors of the economy involved in the production of agricultural products, their processing and delivery to the consumer. Its significance is not only in ensuring the food security of the state, but also in the fact that it significantly affects the employment of the population and the efficiency of the entire national production.

The agricultural sector of the economy of Kazakhstan pays great attention not only to the industrial safety of the country in the face of the global economic crisis and the search for ways to overcome it, but also to the social status of the population of the state.

Intensification of investment activity is one of the main tasks of economic development. Sustainable development of branches of the agro-industrial complex in the conditions of the formation of market relations requires investment activity, in increasing the provision of agricultural enterprises of all forms of ownership with the necessary material and financial resources. The increase in the size of the productive capital is carried out at the expense of additional investments of material and monetary funds allocated to expand the production potential in agriculture.

An important aspect of enhancing innovation is expanding its funding, including by enhancing the contribution of private enterprises. The experience of foreign countries shows that for this it is necessary that the financial support of the state be supplemented by tax incentives for investments of private enterprises in this area.

The global demand for food will increase. More investments will go into this sector. Therefore, today's farmers should be concerned with increasing production, rather than be content with short advances in weather. Competition in global agricultural production will increase. First of all, those who introduce new technologies and continuously increase productivity should work on the ground, working on the basis of the best world standards [2].

Main part. The development of investment activities is one of the main tasks of economic development. Sustainable development of branches of the agro-industrial complex in market conditions requires investment activity, in increasing the provision of agricultural enterprises of all forms of ownership with the necessary material and financial resources. The increase in the size of production capital is carried out at the expense of additional, material and monetary funds allocated to expand the production potential of the agro-industrial complex.

Based on the goals of innovative development of the agro-industrial complex, innovation policy in agriculture should be based on:

- selection and implementation of simple innovations that have a great impact on improving production efficiency and product competitiveness;
- forecasts of strategically important areas of industrial development of scientific and technological achievements in the sectors of the agro-industrial complex for the short, medium and long term;
- creation of economic and legal directions of innovation policy, improvement of tax legislation;
- creation of a support system for innovative activities;
- development of the infrastructure of the innovation process, including a system of information and consulting support for commodity producers, training, support and development of scientific and technical potential;
- promoting the development of small innovative businesses.

The world experience of scientific and technological progress in agriculture gives the picture that the industry has significant and important innovation potential, has a great opportunity to diffuse innovations, provided there is sufficient investment and effective organization.

The agricultural sector of Kazakhstan has enormous potential for further increasing production volumes, subject to attracting appropriate investment and introducing advanced technologies and scientific achievements.

This happens for the following reasons:

1. In rural areas 43.5% of the total population of the country lives;
2. Agricultural production provides self-employment for many households;
3. In the rural sector, export potential is formed in the form of grain farming and the growth of Kazakhstan's competitiveness with the help of certain types of agricultural raw materials and products of its processing;
4. The agricultural sector provides more opportunities for the development of domestic food markets as markets for essential goods in comparison with goods from other sectors of the state economy;
5. In order to ensure sustainable development of agriculture, there is a need to develop an effective economic mechanism for state regulation of the economy, including a system of interdependent forms and methods of influencing the behavior of commodity producers in order to stimulate production, financial, investment activities and saturation of the market with competitive products.

Challenges to ensuring sustainable physical availability of food in Kazakhstan. One of the limiting factors in providing the rural population with drinking water is the fragmentation of functions between state bodies. In this regard, it is necessary to work out the issue of assigning the competence for water supply and sanitation in rural settlements to one central state body.

This will provide an integrated approach to the one-time construction and reconstruction of water supply systems both inside and outside rural settlements and guaranteed high-quality maintenance and operation of the constructed drinking water supply facilities.

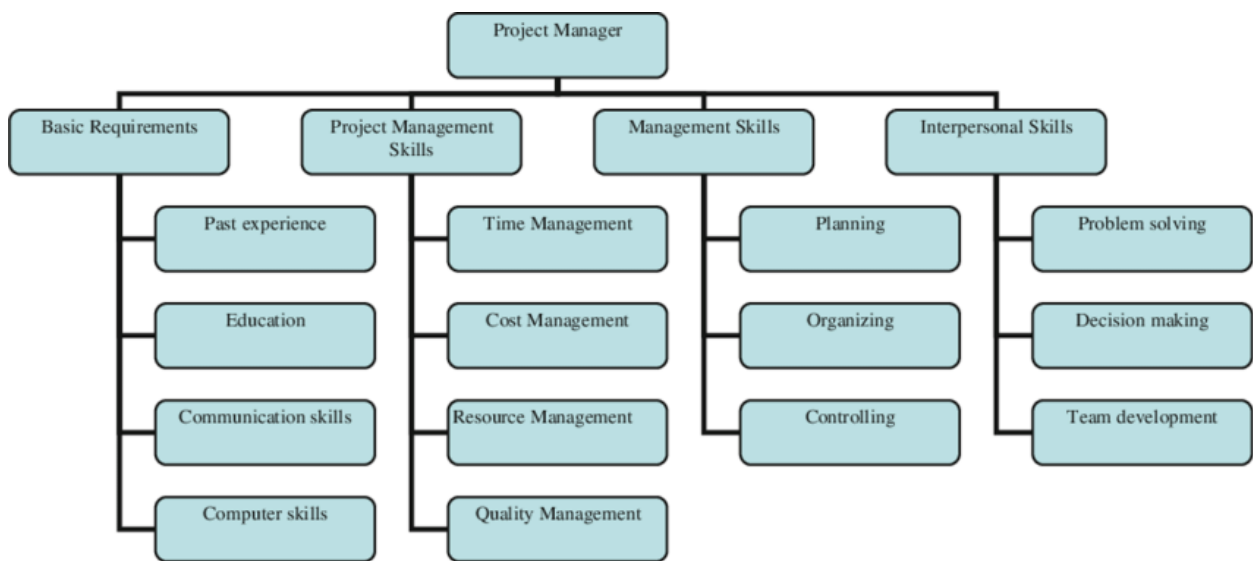
In addition, in Kazakhstan, the factoring market is practically not developed, as a result, the efficiency of the financial and economic activities of suppliers and producers of agricultural products decreases.

Since 2014, in order to increase the availability of goods, works and services as part of the implementation of investment projects in the priority areas (sectors) of the agro-industrial complex by reducing capital intensity and increasing the return on investment, a subsidy program has been implemented to

reimburse part of the costs incurred by the agro-industrial complex entity with investment investments. About 30% or 35.9 billion tenge were directed to subsidize investment projects in the field of animal husbandry.

19.7 billion tenge or 16% were allocated to support projects in the field of crop production, 13.5 billion tenge or 11%, respectively, in the processing sector. The remaining 1.8 billion tenge (2%) were used to subsidize agricultural cooperatives.

Using the experience of Nazarbayev University, a gradual transformation of the Kazakh National Agrarian University (hereinafter - KazNAU) and the Kazakh Agrarian and Technical University named after Saken Seifullin (hereinafter - KazATU) into research universities is underway. Since 2015, KazNAU and KazATU have been participating in training personnel for the implementation of projects of the State Program for Industrial and Innovative Development (hereinafter - SPIID).



Source: Official Internet resource www.stat.gov.kz of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan.

Sectoral system of project management

The economic mechanism is a complex system, which in our understanding is considered as part of the economic mechanism and as a form of organizational and economic relations. Its essence lies in the establishment of optimal ratios of various methods and levers, including price and financial and credit mechanisms, insurance and tax systems, budgetary support and investments in the agro-industrial complex.

In the agriculture of Kazakhstan, there are such elements of the economic mechanism of state regulation as financial, credit and budgetary, tax, price, investment, etc., aimed at implementing both current and future tasks of the development of the agro-industrial complex. The point is their effective and targeted use and understanding that the standard of living of the rural population largely depends on the development of the agricultural economy. It is supposed to reliably ensure the country's food security and to develop sustainably the production potential of agriculture in real market conditions.

Attraction of borrowed funds for the implementation of economic activities can have different efficiency, which depends on the rational formation of the structure of the sources used. In addition, business in market conditions requires enterprises at any time to be able to repay short-term debts, that is, to be liquid.

Agriculture creates about 5% of the country's gross domestic product (hereinafter referred to as GDP), while in Russia it is 3.9%. Consider the strengths and weaknesses of agriculture, as well as opportunities and threats.

SWOT analysis of the agro-industrial complex

Strengths	Weaknesses
<p>in terms of area, Kazakhstan ranks ninth in the world; in terms of arable land per capita, Kazakhstan ranks second in the world; availability of 1.4 million hectares of irrigated land; Kazakhstan is among the largest exporters of grain and flour; growing demand for food products in neighboring countries (CIS, Central Asia, China)</p>	<p>low share of agricultural products in the country's GDP (4.8%); low labor productivity against the background of a high share of the employed (18% of the employed population) and a large rural population (43% of the total population); low share of exports; underdeveloped trade and logistics infrastructure and the virtual absence of e-commerce; low level of technology transfer; scientific research is poorly focused on the needs of agricultural production; the virtual absence of private funding for research and technology transfer; insufficient level of veterinary, phytosanitary and food safety; high capital intensity; long payback period; insufficient financing of the agro-industrial complex, including the lack of "cheap and long-term" money; dependence on natural and climatic conditions; limited water resources and the formation of 44% of the runoff on the territory of neighboring states; low level of competitiveness and profitability of agribusiness entities; in the total volume of production, a high share is taken by uncompetitive products of low quality, produced by personal subsidiary plots</p>
Features	Threats
<p>increase in production volumes for all types of agricultural products; creating conditions for the introduction of technologies and attracting investment, including large-scale digitalization of the agro-industrial complex; expanding the geography of supplies and export volumes in promising industries; high potential for the production and export of organic products; increasing the area of irrigated land and improving their efficiency; creating conditions for the transformation of agrarian science into a driver for increasing labor productivity and competitiveness of the agro-industrial complex; deep processing of eggs and obtaining liquid and powder products</p>	<p>instability of weather conditions, unfavorable changes in natural and climatic conditions, shortage of water resources; spread of diseases of animals and plants, pollution of the natural environment; increased competition in international markets for certain types of products in connection with the entry into the WTO, the EAEU; the risk of ineffective government regulation of the industry</p>

The situation that has developed in the agriculture of the republic in the course of agrarian reforms makes it necessary to develop fundamentally new and clear approaches to financial and credit policy, corresponding to the active role of the state in the economic regulation of agrarian and all agro-industrial production, taking into account the patterns adequate to the market economy. In this regard, while maintaining solvency, liquidity and creditworthiness, carrying out the bankruptcy procedure, it is necessary to take into account that the ultimate goal of business in market conditions is to make a profit that would allow the enterprise to carry out expanded reproduction.

The amounts allocated from the state budget to support agriculture do not contribute to a radical improvement in the situation. In the absence of financial resources, it becomes necessary to search for additional sources of funding. Analysis and generalization of research results also makes it possible to single out non-state sources of support such as investments, leasing, mortgages, and insurance.

The problem of sources of credit resources for agriculture requires a comprehensive solution, which is possible on the basis of cooperation between agricultural producers through the centralized use of traditional internal sources (land rent, insurance payments, free funds of the population). Due to these sources, it is possible to annually accumulate in the republican budget and subsequent targeted use of

credit resources for the needs of agriculture in an amount covering about half of the needs of agricultural producers.

In the context of diversified agricultural production, an increasingly important role is played by small-scale rural entrepreneurship, which includes peasant farms, households, consumer cooperatives, without whose support it is impossible to achieve the revival of agriculture and improve the life of the rural population.

Peasant farming allows its subjects to overcome and eliminate alienation from the means of production, to become their true owner with the development of motivation for effective work on the land, and the organization of corporate governance allows you to maintain this motivation and at the same time strengthen it through collective labor aimed at combating market competition and to achieve an increase in the effectiveness of its results by combining all types of resources and accumulating their potential in larger volumes providing significantly greater opportunities for sustainable development of production in agricultural formations than it allows small peasant industries operating in a market environment.

Conclusion. The main formulation hypothesis can be put forward the position that the policy of modernization of the agricultural sector must be formed taking into account the specifics of the functioning of this industry, epistemological roots and impulses for its development. The modernization of the sphere of functioning of the agrarian sector must be carried out in stages and with the correct target orientation. It is supposed to use an integrated, systematic approach to innovative modernization of industrial relations and productive forces of the agricultural sector of the Republic of Kazakhstan. In this case, the innovative trend in the development of the agro-industrial complex will be a real and effective direction.

At present, research is underway to improve the forms of farming, with the help of selection methods and genetic engineering, new species of plants and animals are being developed that are more resistant to pests, viable, and have higher productive qualities. There are also already existing methods of farming and special technologies that mitigate, and sometimes even completely eliminate negative factors. These include precision farming technologies.

Consequently, one of the main tasks ensuring the innovative development of agriculture is the creation of favorable conditions for the formation of a fund of innovations and their development in production while smoothing out the existing differences between the results obtained in production and the potential of scientific and technical developments. This refers to both the available and available to consumers a quantitative set of innovations, and their ability to improve production, economic and other indicators of agro-industrial activity.

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ЭКОНОМИКАЛЫҚ ЖАҢҒЫРУ ЖАҒДАЙЫНДА ҚАЗАҚСТАН АБАСЫ ҮШІН ҚАРЖЫЛЫҚ ҚАУІПСІЗДІКТІҢ ЖАҢА ӘДІСТЕРІ МЕН НЫСАНДАРЫН ҚОЛДАНУ

Аннотация. Қазақстан өзінің табиғи, климаттық-географиялық ерекшеліктеріне, сондай-ақ жергілікті халықтың ерекше жағдайлары мен дәстүрлі еңбек дағдыларына байланысты ежелден ірі мал шаруашылығы елдерінің бірі болып саналды. Қазақстанда халықтың жартысына жуығы ауылда тұрады, бірақ дәл осы ауылшаруашылығы әлсіз салаға айналды, бұл реформаға дұрыс таңдалған дәйекті тәсілді қажет етеді. Аграрлық шаруашылығы саласының инновациялық әлеуеті мен инновациялық белсенділігінің дамуы мен өнімдер мен қызметтердің қаныққан нарығын қалыптастыру үшін жағдайлар жасау үшін ауыл шаруашылығының дағдарыстық жағдайының факторларын анықтап, бар алғышарттар мен мүмкіндіктерді ескере отырып, оларды жеңу жолдарын негіздеу қажет. Ауылшаруашылық өндірісінің нақты нәтижелерінің ғылыми-техникалық жетістіктерді толық және дұрыс қолдана отырып алу мүмкіндігінің артта қалуы әрдайым болады. Бұл қазіргі уақытқа да қатысты. Мысалы, өсімдіктер мен жануарлардың өндірістік әлеуеті генетикалық тұрғыдан анықталған 35-40%-дан аспайтын деңгейде жүзеге асырылады. Топырақтың құнарлылығын арттыру мүмкіндіктері бірдей деңгейде қолданылады. Ғылыми зерттеулерді дамытумен қатар, бұл барлық басқа салаларда инновациялық әлеуетті арттыруды, қолда бар және болашақта күтілетін ғылыми-техникалық жетістіктерді кеңірек және тиімді пайдалану мүмкіндіктерін арттыруды талап етеді.

Түйін сөздер: жаңа әдістер, формалар, қаржыландыру, қамтамасыз ету, жаңарту, инновация, инвестиция.

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**ПРИМЕНЕНИЕ НОВЫХ МЕТОДОВ И ФОРМ ФИНАНСОВОГО ОБЕСПЕЧЕНИЯ АПК
КАЗАХСТАНА В УСЛОВИЯХ МОДЕРНИЗАЦИИ ЭКОНОМИКИ**

Аннотация. Казахстан, в силу присущих ему природных, климатических и географических особенностей, а также специфических условий и традиционных трудовых навыков коренного населения, издавна считается одной из крупнейших животноводческих стран. В Казахстане почти половина населения живет в селе, но именно сельское хозяйство стало самой слабой отраслью, которая требует правильно подобранного последовательного подхода к реформированию. В целях создания условий для развития инновационного потенциала и инновационной активности сельскохозяйственной отрасли и формирования насыщенного рынка продукции и услуг необходимо определить факторы кризисного состояния сельского хозяйства и обосновать пути их преодоления при имеющихся предпосылках и возможностях. Всегда имеет место отставание фактических результатов сельскохозяйственного производства от возможностей их получения при полном и правильном использовании научно-технических достижений. Это справедливо и в отношении настоящего времени. Например, продуктивный потенциал растений и животных реализуется на уровне, не превышающем 35-40% генетически обусловленного. На таком же уровне используются возможности повышения почвенного плодородия. Наряду с развитием научных исследований это требует увеличивать инновационный потенциал по всем остальным направлениям, повышать возможности более широкого и эффективного использования имеющихся и ожидаемых в будущем научно-технических достижений.

Ключевые слова: новые методы, формы, финансы, обеспечение, модернизация, инновации, инвестиции.

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ҚАЗАҚСТАНДАҒЫ НЕГІЗГІ КАПИТАЛҒА ИНВЕСТИЦИЯЛАР

Аннотация. Нарықтық экономикалық жағдайда кез-келген компания мен ұйымдар бәсекеге қабілетті болу үшін негізгі құралдарын үнемі жаңартып отыру қажет. Негізгі құралдарды қайта өңдеу процесі компанияның меншікті және қарыз капиталы қаражаттары есебінен қаржыландырылуы мүмкін елеулі күрделі салымдарды талап етеді.

Мақалада көптеген елдер үшін өзекті мәселелердің бірі болып табылатын Қазақстандағы негізгі капиталға салынған инвестициялардың көлемі, динамикасы бағаланады, негізгі құралдарды өндіруге салынған инвестициялар көздерінің құрылымы және салалар бойынша негізгі капиталға салынған инвестицияларға талдау жасалады.

Қазақстандық компаниялардың инвестициялық қызметін әртараптандыру бағыттары анықталады. ЖІӨ-дегі негізгі капиталға салынған инвестицияның үлесі салыстырмалы түрде беріледі. Инвестициялық ресурстардың ел ішінде өз деңгейінде болмауы, экономиканың жекелеген салаларында шектелуі болуы кезінде инвестициялық жетіспеушіліктерді шетелдік инвестициялар арқылы реттеп, толықтырып отырады. Осыған байланысты инвестициялық белсенділіктің өсуі ЖІӨ-нің өсуіне әкеледі. Мақалада осы аталған сұрақтар мен ЖІӨ-нің өсу динамикасы сурет түрінде қарастырылады.

Ғылыми мақала тақырыбының өзектілігі қазіргі әлемде көптеген елдерде мемлекеттік дағдарысқа қарсы жоспарды іске асырудың негізгі бағыттарының бірі салалар бойынша негізгі капиталға инвестициялаудың инновациялық көздерін іздеу проблемаларын және олардың тиімділігін бағалау мәселесі болып отыр. Осыған байланысты мақалада компанияның инвестициялық стратегиясын әзірлеу қажеттілігі, сонымен қатар олардың сыртқы және ішкі орта жағдайларының өзгеруімен анықталатындығы қарастырылады.

Мақалада авторлар Қазақстанда инвестицияны негізгі капиталға салудың басты мақсаты мен факторларын атап өтеді. Өйткені, болашақта пайда табуды арттыру және бизнесті одан әрі жетілдіру үшін нарықта мықты бәсекеге қабілеттілігін арттыру мақсатымен инвестициялар салу қажетті болып табылады.

Түйін сөздер: инвестициялар, инвестициялық қызмет, бәсекелестік, негізгі капиталға инвестициялар, нарықтық экономика, бағалы қағаздар.

Кіріспе. Негізгі капиталға салынған инвестицияларды күрделі салымдар ретінде түсінуге болады. Ал, жаңадан бастаған инвесторлар компанияның акцияларын сатып ала отырып, өндіріс құралдарына ақша салады деп санайды. Осы ретте егерде компания банкроттық жағдайға ұшыраған кезде, акция мүлікке иелік ету құқығын береді, яғни бұл іс жүзінде инвестициялардың әртүрлі бағыттары. Жалпы, негізгі капиталға инвестициялар ұғымы бизнесті дамыту және ұйымның кірісін арттыру мақсатында компанияның жабдықтарын, ғимараттарын, көлігін жаңғыртуға ақшалай қаражат салу [1]. Кәсіпорынның табыстылығы бүгінгі таңда қаржы ресурстарының қаншалықты сауатты бөлінуіне байланысты. Сондықтан инвестицияны кез-келген компанияның өміріндегі маңызды сәттердің бірі ретінде анықтауға болады. Бәрімізге белгілі, кез-келген кәсіпорын жұмысының тиімділігі оның негізгі капиталының жағдайымен байланысты, ол ұйымның өндірістік мүмкіндіктерін, оның даму жылдамдығы мен ауқымын анықтайды [2]. Негізгі капиталдың көлемі мен сапасы ұйымның бәсекеге қабілеттілігіне, оның нарықтағы орнына, сондай-ақ ұйымның жұмыс істеуінің қаржылық нәтижелеріне тікелей әсер етеді. Сонымен қатар, ұйымның барлық мүлкінің ақшалай эквивалентіндегі құны оның негізгі капиталы болып табылады.

Әдістері. Инвестиция тиімділігі бойынша, инвесторлар компанияның негізгі капиталына қаражат салу арқылы ұйымның жұмысын алдын-ала бағалайды. Демек ұйымның сәттілік деңгейі оның негізгі қорларына инвестициялардың тиімділігін анықтайды. Сондықтан, ақша салмас бұрын, инвестициядан қайтарым дәрежесін есептеп алған дұрыс болар еді.

Қазіргі бәсекелестік жағдайында өз еркімен жұмыс істейтін компаниялар өздерінің нарықтағы сегменттерін кеңейтуге, қосымша пайда табуға мүдделі. Олардың әрқайсысы нарықтық механизмнің күрделі өзара әрекеттесуінде нақты бағдарлануға, өндірістік даму перспективаларын, қаржылық тұрақтылықты дұрыс бағалауға тырысады. Осыған байланысты, компанияның болашақта пайдаға кенеліп, өнімдерінің саны мен сапасын арттыру үшін инвестициялық қызмет маңызды рөл атқарады. Әсіресе бүгінгі әлемдік проблема пандемияға байланысты дағдарыс кезеңінде шиеленіскен өндірістің құлдырауын тоқтата тұру, инвестициялық қызметті жетілдіру, оның тиімділігін арттыру проблемасын шешпеу мүмкін емес [3].

Сонымен қатар, Қазақстанда компаниялардың басым бөлігі инвестициялық қызметті жүзеге асыру барысында негізгі жауапкершілік басшылыққа қатысты болады және олардың тиімділігін атқаратын дайындықтың жоқтығы, демек бағалау жүргізілмейді және талдаусыз инвестициялық шешімдер қабылдайтындығымен айқындалады. Нарықтық экономика қаржы нарығының ең жоғарғы мүмкіндіктерін пайдалануды көрсетеді. Бағалы қағаздар нарығын нарықтық экономикадағы көптеген жағдайлы процестерді реттеуші құралы ретінде қарастыруға болады. Бұл, біріншіден, капиталды инвестициялау процесіне қатысты болып табылады. Бағалы қағаздар нарығы капиталдың нақты нысандарын несие ұсынушылар мен қарыз алушыларға тиімді бағамен нақтыланған жүйелі жобаларды жүзеге асыру барысында қажетті қаражатты қалыптастыруға және сатуға мүмкіндік береді.

Нарықта бәсекеге қабілеттілігін арттыру барысында кез келген компания технологияларды жаңғырту, экономикалық тиімділіктің деңгейін жетілдіру және маңызы бар пайдалы жобаларды қаржыландыруды арттырумен қызмет етеді. Сонымен қатар, компанияны болашақта дамыту мақсатымен, пайданы арттыру үшін ұзақ мерзімді міндет жасалады.

Компания өндірісін жүргізу кезінде түрлі ресурстарды жұмсайды, нәтижесінде нарықта жаңа өнім пайда болады. Нарықта тұтынылатын ресурстар атқаратын қызметіне қарай әртүрлі болуы мүмкін (ақша және активтер: материалдық, нематериалдық емес) [4,5]. Аталған факторлар негізгі капиталмен қамтамасыз етіледі. Сондықтан осы салаға компанияны ұстап тұру үшін және нарықта мықты бәсекеге қабілеттілігін арттыру мақсатымен инвестициялар салу қажетті болып табылады [5].

Кез келген елде экономикалық қайта құруларды жүзеге асырудың аса маңызды алғышарты өндірісті, әлеуметтік саланы, кадрлық әлеуетті дамыту мен жетілдіруге салымдарды қамтамасыз етуге қабілетті инвестициялар болып табылады. Бұл фактор сапалы және құрылымдық жағынан жаңа экономика құрылған кезде нарықтық қатынастарға өтпелі кезең үшін өте маңызды.

Осыған байланысты қойылған мақсатты, өтпелі кезең стратегиясын жоғарғы деңгейде орындау туралы бағдарламалар мен іс-шараларды атқару үшін едәуір ақша қаражаттарын, өндірістердегі ескірген техникаларды жанартуға, жаңа технологияларды енгізуге, нарықтық инфрақұрылымды қалыптастыруға пайдаланудың қажеттігі туындайды.

Қазіргі кезде Қазақстан экономикасын дамытудың басым бағыттарының бірі шетелдік инвестицияларды тарту болып табылады. Көптеген елдердің әлемдік тәжірибесі көрсетіп отырғандай, шетелдік капиталдың құйылуы және оны пайдалануды мемлекеттік реттеу экономикаға оң әсерін тигізеді. Инвестициялар экономикалық даму деңгейі орташа және төмен елдерде жеке кәсіпкерліктің қалыптасуына және өз қаржылық жағдайының тұрақтануына әсер етеді, күрделі жобаларды іске асыруда капиталды жұмылдырады [6]. Негізгі капиталға салынған инвестициялар өсу үрдісін сақтап келеді, 2019 жылы олардың көлемі 12,7%-ға артып, 12546,0 млрд теңгеге жетті. Бұл ретте кәсіпорындар қаржылық орнықтылықты күшейтті, бұл жобаларды қаржыландыруға мемлекеттің қатысу үлесін азайтуға мүмкіндік берді [7].

Әлемдік экономиканың жаһандануы жағдайында Қазақстан экономикасында инвестициялар маңызды рөл атқарады, өйткені олар экономика салаларын тиімді дамытуды, базалық инфрақұрылымның тұрақты жұмыс істеуін, сондай-ақ елдің тұрақты экономикалық өсуіне қол жеткізуді қамтамасыз етудің қажетті шарты болып табылады. Қазақстанда соңғы жылдары инвестициялық

саясат негізгі капиталға салынған инвестициялардың орташа жылдық өсімін 14% деңгейінде қамтамасыз етті. Соңғы жылдары негізгі капиталды қаржыландырудың қарқынды өсуі байқалады: 2014 жылы күрделі қаржы көлемі тек 7 трлн теңгені құрағандығын атап айтуға болады.

Кәсіпорындар кірістерінің өсуі және жинақтардың инвестицияларға трансформациясы Қазақстанның инвестициялық әлеуетінің артуына және экономикалық өсудің жеделдеуіне алып келеді. Яғни, кәсіпорындар кірістілігінің артуы капитал жинақтаудың жоғары қарқынын қамтамасыз етеді, бұл өз кезегінде еңбек өнімділігінің өсуіне әсер етеді және нәтижесінде ЖІӨ өсу қарқынының жеделдеуіне әкеледі.

Негізгі капиталға салынған инвестициялардың басты міндеттерінің бірі негізгі қорларды (ғимараттар, құрылыстар, жабдықтар, көлік құралдары, компьютерлік және бағдарламалық қамтамасыз ету, ғылымды қажетсінетін өнеркәсіптік технологиялар және т.б.) жаңарту болып табылады. Әдетте, жаңартулар әр 7-8 жыл сайын қажет болады, әйтпесе ескірген қорлар бәсекеге қабілеттілігін жоғалтып кәсіпорындардың экономикалық өсуін баяулатады [8].

Экономиканың неғұрлым инвестициялық тартымды секторы тау-кен өндіру саласы бойынша инвестициялар көлемі 2019 жылы 5600,4 млрд теңгеге жетіп, 2018 жылмен салыстырғанда 24,5%-ға өскен. Сонымен қатар, 2019 жылы инвестициялар көлемі бойынша тартымды салалардың ТОП-5-не кіретіндер: жылжымайтын мүлікпен жасалатын операциялар 1637,9 млрд теңге, көлік пен қойма жұмыстары бойынша 1637,9 млрд теңге, өңдеу өнеркәсіптері бойынша 994,0 млрд теңге және электр жабдықтау, газ, бу беру, ауаны баптау бойынша 910 млрд теңге. Осы ретте өңдеу өнеркәсібіндегі инвестициялық ағындар ұлттық экономиканы әртараптандыру процесін жеделдетуге мүмкіндік береді. Аталған салалардың ЖІӨ-ді қалыптастыруға қосқан үлесі 2019 жылы 18%-ды құрады [12].

1-кесте – Салалық бөлімдер бойынша негізгі капиталға инвестициялар (млрд теңге)

№	Аталуы	2018 жыл		2019 жыл		Өсім, %
		Барлығы:				
		11130,2	100	12546,0	100	12,7
1	Тау кен өндіру саласы бойынша	4499,6	40,4	5600,4	44,6	24,5
2	Жылжымайтын мүлікпен операциялар	1424,2	12,8	1637,9	13,0	15,0
3	Көлік пен қойма жұмыстары бойынша	1408,9	12,6	1156,1	9,2	-17,9
4	Өңдеу өнеркәсіптері бойынша	1247,2	11,2	994,0	8,0	-20,3
5	Электр жабдықтау, газ, бу беру, ауаны баптау бойынша	523,5	4,7	910,0	7,2	73,8
6	Ауыл, орман, балық шаруашылықтары	395,6	3,5	501,6	4,0	26,8
7	Сумен қамту, канализация, қалдықтарды жинау және таратылуын бағылау жұмысы	292,4	2,6	309,6	2,4	5,9
8	Көтерме және бөлшек сауда бойынша	216,0	2,0	234,2	1,8	8,4
9	Білім беру саласы бойынша	204,9	1,8	212,1	1,6	3,5
10	Өнер, ойын сауық пен демалу қызметтері	105,1	0,9	153,7	1,2	46,2
11	Денсаулық сақтау және әлеуметтік қызметтер	122,2	1,1	137,7	1,0	12,7
12	Құрылыс саласы бойынша	116,5	1,0	124,4	0,9	6,7
13	Тамақтандыру қызметтері(қонақ күту)	158,5	1,5	116,7	0,9	-26,4
14	Әкімшілік және қосалқы қызмет көрсету	137,2	1,2	116,6	0,9	-15,0
15	Ақпарат және байланыс саласы бойынша	92,5	0,8	102,7	0,8	11,0
16	Қаржы және сақтандыру қызметтері бойынша	65,0	0,5	89,7	0,7	38,1
17	Кәсіби, ғылыми-техникалық қызмет	43,2	0,4	71,4	0,5	65,1
18	Мемлекеттік басқару және қорғаныс, міндетті әлеуметтік сақтандыру бойынша	54,3	0,4	58,9	0,4	8,6
19	Басқадай қызмет түрлерімен	23,5	0,2	18,4	0,1	-21,6
<i>Ескерту:</i> ҚР ҰЭМ Статистика комитетінің деректері негізінде [12].						

Алайда, кейбір жағдайларда экономика салаларының басым бөлігі инвестициялық жобаларды қаржыландыруда қаражаттан тапшылық көруде. Қаражаттардың жетіспеуі ұлттық экономиканың даму қарқынын бәсеңдетіп, Қазақстанның әлемдік инвестициялық кеңістіктерге өтуіне кедергі туғызады. Бұл проблемаларды қор нарығы әлеуетін пайдалану есебінен шешуге болады.

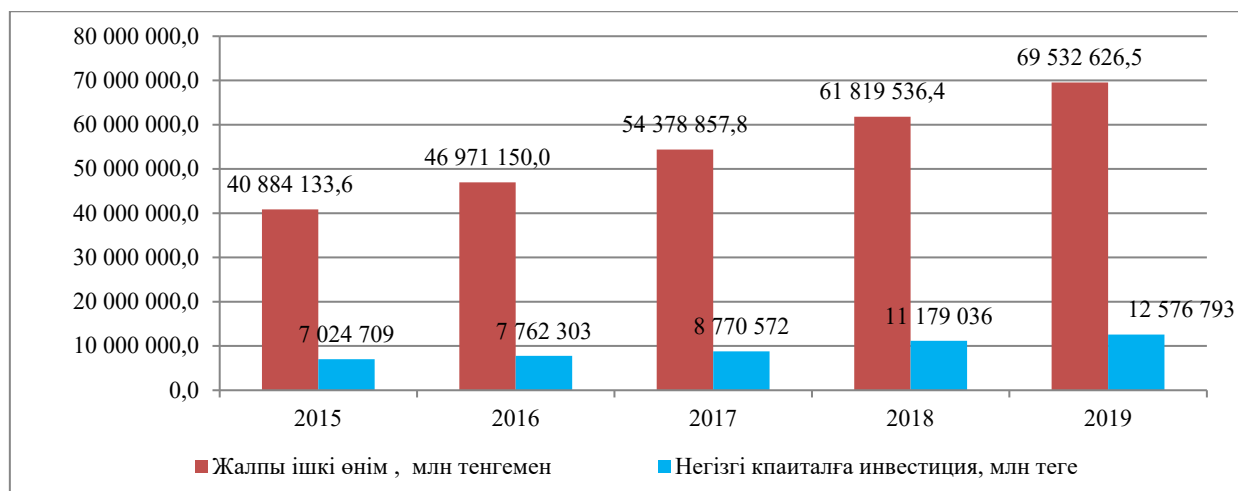
Қазақстанда Astana International Exchange (AIX) АХҚО биржасы қызмет етуде, оның жуырдағы перспективадағы әлеуеті ұлттық өндірісті дамыту және жаңғырту проблемаларын шешуде маңызды рөл атқаруы мүмкін. Биржа мүмкіндіктері кәсіпорындарға қосымша капитал, соның ішінде инновацияларды, бизнес шешімдерді және кәсіби кадрларды тартуға жол ашады [9].

Сонымен қатар, кез-келген компанияға инвестициялық қызмет қандай да бір дәрежеде әсер етеді және маңызды аспектілері болып табылады. Компанияда материалдық-техникалық базаны жаңарту, өндіріс көлемінің шығаруын ұлғайту, көрсетілетін қызмет пен өнімнің жаңа түрлерін игеру сияқты жұмыстар инвестициялардың қажеттілігін негіздейтін себептердің маңыздысы болып отыр.

Компанияда инвестиция түрлерінің үлкен таңдауымен үнемі инвестициялық шешімдерді таңдау міндетіне байланысты болады. Осыған байланысты, инвестициялық шешімді қабылдау кезінде мынадай факторларды ескерудің қажеттігі туындайды: инвестиция түрі, инвестициялық жобаның құны, қол жетімді жобалардың көптігі, инвестициялау үшін қол жетімді қаржы ресурстарының шектеулі болуы, белгілі бір шешім қабылдауға байланысты тәуекел және т.б. яғни компанияның инвестициялық стратегиясын әзірлеу керек [10].

Сондай-ақ, компанияның инвестициялық стратегиясын әзірлеу қажеттілігі сыртқы және ішкі орта жағдайларының өзгеруімен анықталады. Инвестицияларды тиімді басқару сыртқы инвестициялық орта факторларының мүмкін болатын өзгерістеріне бейімделген инвестициялық стратегия болған кезде ғана мүмкін болады, әйтпесе компанияның жекелеген бөлімшелерінің инвестициялық шешімдері бір-біріне қайшы келуі мүмкін, бұл инвестициялық қызметтің тиімділігін төмендетеді. Компанияның ішкі орта факторларының өзгеруі оның операциялық қызметінің мақсаттарының түбегейлі өзгеруімен немесе өмірлік цикл кезеңіндегі алдағы өзгерістермен байланысты болуы мүмкін. Ашылған жаңа коммерциялық мүмкіндіктер компанияның операциялық қызметінің мақсаттарын өзгертеді. Бұл жағдайда әзірленген инвестициялық стратегия компанияның инвестициялық белсенділігінің артуының болжамды сипатын және оның инвестициялық қызметін әртараптандыруды қамтамасыз етеді.

Инвестициялық ресурстардың ел ішінде өз деңгейінде болмауы, жалпы алғанда экономиканың жекелеген салаларында шектелуі болуы кезінде инвестициялық жетіспеушіліктерді шетелдік инвестициялар ішінара реттеп, толықтырып отырады. Осы ретте инвестициялық белсенділіктің өсуі ЖІӨ-нің өсуіне әкеледі (сурет). Қазақстанда перспективада негізгі капиталға салыныатын инвестициялар көлемі 2025 жылға қарай ЖІӨ-нің 30% үлесіне жету болжанған.



Жалпы ішкі өнім және негізгі капиталға инвестиция көлемі [12]

2-кесте –Аймақтар бойынша негізгі капиталға салынған инвестициялар көлемі, 2020 ж.

Аталуы	Млн тенге	Үлесі, %	2020ж./2019 ж. қаңтар–қыркүйек, %
Қазақстан бойынша	8 291 604	100	95,1
Ақмола	297 614	3,5	123,0
Ақтөбе	410 401	5,0	108,8
Алматы	437 903	5,3	108,8
Атырау	2 445 629	29,5	75,6
Батыс Қазақстан	327 458	3,9	82,6
Жамбыл	230 303	2,7	108,2
Қарағанды	484 236	5,8	88,5
Қостанай	234 086	2,8	114,9
Қызылорда	181 316	2,2	69,5
Маңғыстау	382 305	4,6	102,1
Павлодар	328 254	4,0	109,5
Солтүстік Қазақстан	174 211	2,1	114,5
Түркістан	414 052	5,0	166,7
Шығыс Қазақстан	484 355	5,8	107,3
Нұр-Сұлтан қ.	668 878	8,0	107,4
Алматы қ.	608 173	7,3	112,5
Шымкент қ.	182 430	2,2	136,2

Ескерту: ҚР ҰЭМ Статистика комитетінің деректері негізінде [12].

2020 жылдың қаңтар-қыркүйек айларында аймақтар бойынша негізгі капиталға салынған инвестициялар көлемінің барлығы 8291 604 млн теңгеге жетіп, 2019 жылдың тиісті кезеңімен салыстырғанда 95,1% (-4,9 % кеміген). Маңызды қала Алматы 608 173 млн тенгені құрап, Қазақстан бойынша аймақтардағы үлесі 7,3 %. Алматы қаласы бойынша қаржыландырудың негізгі көздері инвесторлардың өз қаражаты болып табылатынын атап өтуге болады. Аймақтар бойынша негізгі капиталға салынған инвестициялар көлемінің ең жоғарғы үлесін Атырау облысындағы компаниялар (өйткені, әлемдегі ең ірі мұнай кен орындарының бірі) 29,5%, 2445 629 млн теңгеге жеткен. Керісінше, ең төмен үлесті қамтитын аймақтар: Солтүстік Қазақстан (2,1%), Қызылорда (2,2%), Жамбыл (2,7%). Бағалау бойынша 2019 жылдың тиісті кезеңімен салыстырғанда Солтүстік Қазақстан 14,5 % және Түркістан 66,7%-ға өскен.

Қорытынды. Жалпы бизнесті кеңейтуге және дамытуға мүмкіндік беретін жалғыз тәсіл бұл - негізгі капиталға салынған инвестициялар, Тартылған капитал жабдықтарды жаңғырту, жоғары білікті мамандарды тарту және нарыққа жаңа тауарлар шығару үшін пайдаланылады. Әрине, негізгі капиталға салынған инвестицияларды жаңа серіктестер тартудың және кәсіпорынның кірістілігін арттырудың ауыр және қиын әдісі ретінде анықтауға да болады. Табысты, сәтті нәтиже алу үшін ақша алғаннан кейін инвестицияларды дұрыс бөлу керек, бірақ алдымен мәміленің барлық аспектілерін мұқият талдап, содан кейін теңгерімді шешім қабылдаған жөн деп есептейміз.

Қазақстандық кәсіпорындар болашақта табысын дамыту үшін инвестициялық салымдарды ұтымды пайдалануға, оларды дұрыс үйлестіруге және пайдалануға қатысты шаралар, яғни келе-сідей инвестициялық саясатты жүзеге асыру керек [11]:

компанияның даму қажеттілігін бағалау (бұл жерде компания дамуының тиімді бағыттарын анықтауды қамтиды);

инвестициялық жобаларды әзірлеу (инвестицияларды белсенді тарту жүреді және негізгі капиталға салымдардың басым салалары айқындалады);

тиімді жобаны таңдау (тиімді даму үшін іс-әрекеттерді түпкілікті бекіту қажет: болашақ инвестициялардың сомасын тағайындау, жобаның тиімділік деңгейін және ықтимал тәуекелдерді есептеу).

Осылайша, Қазақстанда инвестицияны негізгі капиталға салудың басты мақсаты: болашақта пайда табуды арттыру және бизнесті одан әрі жетілдіру. Кәсіпорын өндірісін жүргізу кезінде түрлі ресурстарды жұмсайды, нәтижесінде нарықта жаңа өнім пайда болады. Нарықта тұтынылатын ресурстар атқаратын қызметіне қарай әртүрлі болуы мүмкін (ақша және активтер: материалдық, материалдық емес). Аталған факторлар негізгі капиталмен қамтамасыз етіледі. Сондықтан осы салаға компанияны ұстап тұру үшін және нарықта мықты бәсекеге қабілеттілігін арттыру мақсатымен инвестициялар салу қажетті болып табылады.

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ИНВЕСТИЦИИ В ОСНОВНОЙ КАПИТАЛ В КАЗАХСТАНЕ

Аннотация. В условиях рыночной экономики любые компании и организации должны постоянно обновлять свои основные инструменты, чтобы быть конкурентоспособными. Процесс переработки основных средств требует значительных капитальных вложений, которые могут быть профинансированы за счет средств собственного и заемного капитала компании.

В статье оцениваются объемы, динамика инвестиций в основной капитал в Казахстане, что является одной из актуальных проблем для многих стран, анализируется структура источников инвестиций в производство основных средств и инвестиции в основной капитал по отраслям.

В данной статье определены направления диверсификации инвестиционной деятельности казахстанских компаний. Доля инвестиций в основной капитал в ВВП представлена относительно. При нехватке инвестиционных ресурсов внутри страны на своем уровне, ограниченности в отдельных отраслях экономики инвестиционные дефициты регулируются и восполняются иностранными инвестициями. В связи с этим рост инвестиционной активности приведет к росту ВВП. В статье рассматриваются перечисленные вопросы и динамика роста ВВП в виде рисунка.

Актуальность темы научной статьи в современном мире одним из основных направлений реализации государственного антикризисного плана во многих странах является проблема поиска инновационных источников инвестирования в основной капитал по отраслям и оценка их эффективности.

В связи с этим в статье рассматривается необходимость разработки инвестиционной стратегии компании, а также то, что они определяются изменением условий внешней и внутренней среды.

В статье авторы отмечают основные цели и факторы вложения инвестиций в основной капитал в Казахстане. Ведь для увеличения прибыли в будущем и дальнейшего совершенствования бизнеса необходимо инвестировать с целью повышения его сильной конкурентоспособности на рынке.

Ключевые слова: инвестиции, инвестиционная деятельность, конкуренция, инвестиции в основной капитал, рыночная экономика, ценные бумаги.

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INVESTMENTS IN FIXED ASSETS IN KAZAKHSTAN

Abstract. In a market economy, any companies and organizations must constantly update their main tools in order to be competitive, the process of processing fixed assets requires significant capital investments, which can be financed from the company's own and borrowed capital.

The article assesses the volume and dynamics of investment in fixed assets in Kazakhstan, which is one of the urgent problems for many countries, analyzes the structure of sources of investment in the production of fixed assets and investment in fixed assets by industry.

This article defines the directions of diversification of investment activities of Kazakhstani companies. The share of investment in fixed assets in GDP is presented relatively. If there is a lack of investment resources at the domestic level, or if there are limitations in certain sectors of the economy, investment deficits are regulated and filled by foreign investment. In this regard, the growth of investment activity will lead to GDP growth. The article discusses these issues and the dynamics of GDP growth in the form of a figure. By investing in the company's fixed

capital, the investor pre-evaluates the organization's performance. It is the level of success of a company that determines the effectiveness of investments in its fixed assets. Therefore, before investing money, it is advisable to calculate the degree of return on investment.

Investments in fixed assets allow you to expand and develop your business. This is the main, and sometimes the only way to develop your business and expand it to new market territories. The raised capital is used to upgrade equipment, attract highly qualified specialists, and launch new products on the market. You need to invest in fixed assets professionally, consistently and carefully. Therefore, investment in fixed assets is the most important factor in the implementation of economic activities for enterprises and organizations. Currently, the final results of financial and economic activities of companies directly depend on the volume of investment in fixed assets. In this regard, one of the urgent tasks is to conduct a detailed and comprehensive economic analysis of the level, structure, and directions of investment, as well as to improve the efficiency of production of fixed assets.

Relevance of the topic of the scientific article in the modern world one of the main directions of implementation of the state anti crisis plan in many countries is the problem of finding innovative sources of investment in fixed assets by industry and evaluating their effectiveness.

In this regard, the article discusses the need to develop an investment strategy of the company, as well as the fact that they are determined by changes in the external and internal environment.

In the article, the authors note the main goals and factors of investment in fixed assets in Kazakhstan. After all, in order to increase profits in the future and further improve the business, it is necessary to invest in order to increase its strong competitiveness in the market.

Keywords: investment, investment activity, competition, investment in fixed assets, market economy, securities

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STATUS AND CLASSIFICATIONS OF SLOGANES IN ADVERTISING COMMUNICATION

Abstract. An advertising slogan is a special genre of advertising text that acts as a connecting link in the entire advertising campaign. In addition, slogans also perform a number of other functions, being the most important unit of advertising communication, they influence the recipients of information, affect their emotions and behavior. The relevance of the topic is due to the increased interest in the rapidly developing language of advertising.

The article is devoted to general issues of the functioning of an advertising slogan in the structure of advertising activities, classification of slogans in advertising communication.

Research methods are determined by the goals and objectives of the work. In a complex linguistic analysis, the following general scientific theoretical methods are used: the continuous sampling method, the descriptive-analytical method, the comparative-comparative method.

The theoretical significance of this study lies in the expansion, deepening and systematization of theoretical information about the concept of an advertising slogan.

The scientific and practical significance of the work lies in the fact that the materials of the study can be used in theoretical courses on advertising in the study of intercultural communication.

Results. The totality of the typological characteristics of the slogan distinguishes it from the background of other verbal units of advertising appeal. These are laconicism and imagery of form, expressiveness, focus on dialogue with the addressee. The slogan of a product that is just entering the market must contain the brand name. This will allow the consumer to be remembered faster.

Having analyzed the functions and typological characteristics of the slogan, we came to the conclusion that the slogan is a key autonomous element of the advertising message and can be used both in the context of advertising, being its component, and separately, having semantic, structural, compositional features. The slogan can act as a linguistic unit, independent of other elements of the advertising text, expressing the essence of the advertising campaign, the company's image, the dominant idea. Thus, the changes caused by extralinguistic factors inevitably lead to the creation of new advertising images, which in turn requires a qualitative transformation of the nature of the advertising text and the emergence of new advertising slogans.

Key words: slogan, advertising communication, advertising text, information, advertising language, emotions, behavior.

Introduction. In the information age, advertising has become an integral part of human life. Having originated as a purely economic phenomenon, modern advertising is a socio-cultural phenomenon that gives a civilizational cross-section of society's life: the state of its culture, the way of life of people, the current state of its language and changes in it-and at the same time forming it using a wide range of methods and techniques. The most important role of advertising in the life of modern society makes it necessary to study the processes occurring in the modern text advertising space.

Advertising activities in the Russian Federation are regulated by legal acts of Federal legislative authorities. Currently, the basis for advertising in Russia is the Federal law of the Russian Federation "on advertising" dated March 13, 2006, No. 38-FZ.

The Federal law "on advertising" defines advertising: "Advertising – information distributed in any way, in any form and using any means, addressed to an indefinite circle of persons and aimed at attracting

attention to the object of advertising, forming or maintaining interest in it and its promotion on the market" [1].

Creative idea is an important component of the process of creating advertising, and in connection with the growth of competition between manufacturers of goods and services, its importance has acquired a Grand scale. Today, a well-formed creative idea can bring huge profits to a company by creating ads, slogans, characters, and ideas that are memorized by the audience. At the same time, unsuccessful advertising can lead to loss of profit, as well as to the formation of a negative attitude on the part of consumers to the product/service or company.

Today, advertisers have replaced the term "creative idea" with the word "creative", which continues to carry the same creativity, the ability to create non-standard ideas.

The degree of scientific development of the problem. Today, there is a lot of research experience devoted to studying the features of the advertising language, but not all the research issues are fully disclosed, so this research needs to be provided with the necessary sources and literature. This is primarily due to the process of studying advertising as an objective phenomenon of the modern intercultural communication space. In addition, this process is also affected by the lack of developed concepts that allow us to study the impact of advertising on the consciousness of an individual, and on the formation of a language picture of the world of society as a whole. These and a number of other difficulties are objective in nature and undoubtedly actualize the problem of research.

The advertising text continues to attract the attention of both domestic and foreign linguists, which is reflected in the growing number of works devoted to this phenomenon. There is a growing interest in the study of patterns of resources use language in different areas of advertising communication, the steadily growing number of works devoted to the study of various aspects of the advertising text in the framework of linguistic disciplines and journalism on the material of different languages in different directions.

Literature review. The theoretical basis of the research was the works of domestic and foreign scientists:

- General linguistic description of the features of the advertising text (Zelinskaya A. I., 2002 [2]; Kovalenko N. L., 2006 [3]; Kohtev N. N., 1997 [4]; Rosenthal D. E., 1981 [5]; Ryabkova N. I., 2009 [6]; Chernyavskaya V. E., 2009 [7] and others);
- research of individual stylistic techniques in advertising text (hyperbole, litota, impersonation, phraseology, language game) (Ilyasova S. V., Amiri L. P., 2018[8]; Grilikhes I. V., 1978 [9]; Kurdyukova L. A., 2010 [10]; Solganik G. Ya. 2016 [11]and others.);
- syntactic features of advertising slogans (Bernadskaya Yu. S., 2008 [12]; Zolina O. E., 2006 [13]; Melnik O. A., 2010 [14], etc.);
- linguistic and cultural aspects of advertising (Zilberg B. A., 1986 [15]; Medvedeva E. V., 2008 [16], etc.);
- study of advertising communication in the following aspects: translation of values [Goncharova L. M., 2020 [17]]; training of advertising specialists [Savchenko L. V., 2019 [18]]; study of case statements [Shilina A. G., 2015 [19]]; cross-cultural marketing [Subbotina O., 2015 [20]]; analysis of outdoor advertising [Grigorenko A. A., Yablonovskaya N. V., 2016, [21]].

Thus, the purpose of this work is to determine the functioning of the advertising slogan in the structure of advertising activities, classification of slogans in advertising communication.

To achieve this goal, the following tasks were set:

- analyze and systematize existing definitions of the term "advertising slogan" in the works of domestic and foreign scientists;
- investigate the classification of slogans in advertising communication.

Results and discussion.

Slogan status in the structure of advertising activities.

1. The status of a slogan in the structure of promotional activities

Today, the world depends on advertising. Without advertising, manufacturers and distributors would not be able to sell their products, and buyers would not have the opportunity to learn about the product and service. More than a hundred years ago, the term "advertising" meant everything that was associated with the dissemination of information about goods (services) in society using all possible means of communication at this stage. However, the development of advertising and effective work with all the processes that accompany it, positively influenced the fact that the following communication areas were separated from it, while becoming independently developing: public relations, marketing, product promotion (including in social networks), advertising at points of sale, exhibition and fair activities, sponsorship, branding, packaging and corporate identity.

The success of any ad depends to a certain extent on how much it is trusted and remembered by consumers. Not the least role in this is played by the illustration and, of course, such a component of the advertising text as the slogan. A slogan is an integral part of an ad.

In this regard, studies of the slogan and its structural and linguistic features are particularly relevant. When used successfully, the slogan helps to create a bright advertising image and increases the impact of advertising on potential consumers.

In Russian, the word "slogan" has both a linguistic and an encyclopedic interpretation.

Let's consider the linguistic dynamics of the formation of its meaning.

One thousand eight hundred ninety four "Slogan (shotl. military cry) - the ancient rhythmic military cry of the Scots; the collective call of soldiers" [22, p. 807].

1998 Slogan [English slogan-appeal, motto]. " 1. a Memorable phrase that expresses the essence of the advertising attractiveness of the product. // A slogan or motto that expresses a basic, essential idea. 2. Bright, but the insipid phrase" [23].

Two thousand eight Slogan [English slogan] – "1) advertising memorable short phrase that contributes to the implementation of a project, which is the motto of a company, firm 2) template speech turnover, noisy phrase" [24].

Two thousand ten Slogan [English. slogan < to slogan strongly hit]. «Slogan. "Do you hear?" she shouted to <Jessie>. – This is not a dream, this is the slogan of the Scots (the war cry of the Scots from fabulous times) ; we are saved, we are saved!". SEV. bee 29. 11. 1857 // Poghosyan 172. "Slogans" on city streets are a characteristic sign. "Hello, native school" - hangs over Gorky street (by September 1). 1. 9. 1969. V. Lakshin. // N 2003 5 172 [25, p. 4163].

2014 [English slogan] "(com.). Advertising formula in the form of an aphoristic, easy-to-remember short phrase " [26, p. 631].

As we can see, the word "slogan" is used in the formation of the linguistic dictionary meaning there were three stages:

the first stage (XIX century) is historical: the slogan is a rallying cry (call) of warriors;

the second stage (the end of the XX century – the first decade of the XXI century) is a contact setting: a slogan is a bright phrase that serves as a slogan or motto;

the third stage (XXI century) is consumerist: the slogan is an advertising driver, an explicator of a commercial idea.

Let's move on to the encyclopedic dynamics of the formation of the meaning of the "slogan" lexeme.

1999. Slogan - "an advertising slogan, a motto containing a concise, easily perceived, effective formulation of an advertising idea" [27].

2001. Slogan - "an advertising slogan, a motto aimed at creating an image of a company or advertising a product. It is a concise and easily understood formulation of an advertising idea (eg: "Just add water!"). It is subject to copyright" [28].

2004. Slogan - "(from the English slogan <to slog - to hit hard) is an advertising formula, a constant advertising motto. A clear, clear and concise formulation of the main topic of the advertising appeal. Firm S. defines the characteristic unique features of the advertiser and is an element of the corporate identity. A successful S. can be no less effective than a trademark. It is easier to remember, because it affects not only vision, but also hearing. S. - an optional element of corporate identity. S. is registered as the property of the firm, like a trademark" [29].

2007. Slogan - "(from the English slogan - slogan, call, motto) advertising motto in the form of an emotionally charged phrase used as an element of corporate identity. Unlike an advertising headline, it is intended to express not the specific merits of a product, but the ideology of a company that produces goods or provides services. For example, the slogan "We care about you and your health" by Jonson and Jonson" [30].

2010. Slogan "[from Gallic sluagh-ghairm - battle cry; English: Tagline] - advertising slogan or motto; a clear, clear and concise formulation of the advertising idea, which is designed to briefly and succinctly reflect how this product or company differs from other similar ones. At the same time, it is also the essence of the advertising concept, compressed to a formula, brought to linguistic perfection, a well-remembered idea used to identify a company or a product. S. can also designate and promote a promotion, a holiday (event). In 1880 the concept of "S." was first used in a modern sense" [31, p. 197].

2014 Slogan - "a slogan, appeal, motto, used as a headline of advertising text or as a trademark. As a rule, it expresses the main ideas of the advertising message and consists of no more than 6-8 words. It should be short, dynamic, rhythmic and euphonic. For example, the slogan "Yandex" - "there is

everything", the slogan "Beeline" - "it is convenient with us", the slogan "RGGU" - "age-old traditions - modern technologies" [32, p. 380].

So, in modern advertising research there are several definitions of the slogan. According to OA Feofanov, the slogan is "the essence of the advertising concept compressed to a formula, a memorable thought brought to linguistic perfection. <...> a verbal portrait of a company, corporation, politician, political association, various government, financial, commercial and other institutions" [33].

I. Morozova understands the slogan as "a short independent advertising message that can exist in isolation from other advertising products and is a collapsed content of an advertising company" [34].

The creation of an effective and therefore effective slogan is a guarantee of product promotion. The researcher of advertising slogans VA Zakharchuk [35] writes that "an effective slogan stimulates the consumer to take the desired action and / or active involvement in the brand. A successful slogan becomes a key element of the brand's advertising campaign. It supports in the minds of the target group of consumers that motivating idea that was embedded in the brand" [35, p. 26].

Much depends on the components that underlie the two most important parameters of the overall value of the slogan:

- marketing value;
- artistic value.

The marketing value of a slogan consists in meaningful information about the object of advertising - a brand or an organization. It is up-to-date, truthful and convincing information about the most significant elements. Special care should be taken when identifying important marketing information, as it may be replaced by an actual artistic solution rather than a functional advantage. Only after highlighting important information, you can proceed to the second part of the work on the slogan - providing it with artistic value [37].

The artistic value of the advertising phrase lies in the artistic techniques that the author used when creating it. In conditions when two, three or more messages in advertising of competing brands contain information equally important and useful for the consumer, a successful artistic solution makes the slogan easy to understand and remember.

In addition to marketing and artistic parameters, one can name the components embedded in the slogan by the author himself, which give the result of influence in the surrounding advertising environment (comparison with previous advertising materials for the same trademark; background created by slogans and advertising concepts of competitors, etc.) [38, p. 25].

One of the first and major challenges facing slogan creators is the selection of product information to include in the slogan. It is important to select the information you need, and then decide which parts of it are the most significant and which can be neglected to ensure the slogan is concise and memorable.

Researcher Ulitina N. A. [39,40] believes that the main units of information of an advertising slogan included in the total volume of information about a product include:

- USP - a unique selling proposition;
- brand name [40].

A brand name is, as a rule, the registered name of a trade or trade mark indicated on the packaging of a product under which it is marketed and under which the consumer should know it. The name of the brand can be the name of the store, if the latter is the object of advertising, and the name of the manufacturer, if we are talking about a corporate advertising campaign, the purpose of which is to create a favorable image and form a positive attitude towards the company as a whole.

So, the slogan, as you can see, is one of the prerequisites for successful advertising. But in print media, slogans with errors are often found, which is unacceptable, since this immediately reduces the authority of the company, product or service.

So, the slogan is a short verbal expression of the main idea of the whole advertising text, concentrated in one or two sentences and designed to attract the attention of the addressee, as well as to influence his consciousness and emotions. In other words, the most important features of the advertising text determine, in our opinion, not only the very presence of the slogan in it, but also all the known functions of the slogan, as well as the specifics of its language design. All that has been said is also relevant in relation to outdoor advertising, the slogan of which acts as the semantic core of the entire message, moreover, the core that concentrates the essence and purpose of advertising argumentation.

As noted above, a slogan is an autonomous unit of advertising communication, which is characterized by a number of specific features. Summarizing the features of a working (influencing) slogan, we highlight the main requirements for an advertising slogan:

- brevity; high readability and memorability; the inclusion of the brand name; the ability to fully translate into other languages; originality and expressiveness; absolute compliance with the general advertising theme; compliance with the target audience; inviting, but not aggressive.

Moreover, according to the researcher R. M. Blakar [41], it is generally impossible to speak neutrally, since any, "even an informal conversation presupposes the exercise of power," that is, the impact on the perception and structuring of the world by another person. " We support these points of view and believe that it is the slogan in the advertising text that is the core of the argumentation and impact.

As can be seen from the definitions we have given, there is no common approach among researchers in understanding the advertising slogan. But they are all convinced that the advertising slogan expresses the main idea of the entire advertising campaign or a separate advertising object, while convincing, arguing, summing up, summarizing, embodying, actualizing, identifying, engaging and attracting attention.

Classification of slogans in advertising communication.

Today in advertising communication there are many classifications of slogans, but there is no single classification of types of advertising slogans. The division of advertising slogans into types is rather arbitrary, since living advertising practice is always richer than scientific ideas about them. First of all, slogans can be divided into three main groups: corporate, product and image slogans.

1. Corporate slogans are aimed at image advertising aimed at public and private organizations.
2. Product slogans target brands.
3. Image slogans of advertising campaigns can be replaced by others, more accurate for the company at this stage of development.

Distinctive features between corporate and product slogans are determined by unequal advertising objects. Enterprises targeting corporate slogans have less impressive status in themselves, in contrast to their products. As a rule, these are large companies and holdings that are not associated with one product or service. Unlike corporate goods, consumer goods are more specific and appear as well-defined and visible objects.

The types of slogans are diverse, but all of them are united by a common goal - to change the attitude of the target audience to the advertised product in a favorable direction, to encourage it to make a purchase or purchase a service.

The functions of advertising slogans proposed in the framework of theoretical sloganistics are not exhaustive. Advertising slogans presented in various formats: in the Internet space, in the press and on billboards, realize a much wider range of functions: edifying and patriotic function (advertising slogans appeal to historical events that cause pride of citizens); the militaristic function of advertising slogans appeals to the valiant victories of the Russian army, the heroic past; discriminatory function (advertising slogans contain content that is aimed at discriminating some members of society by others by gender, age, ethnicity); the hedonistic function is implemented in advertising slogans aimed at attracting the attention of buyers by obtaining positive emotions, good mood and pleasure from the use / consumption of advertising products; the consumerist function is differentiated in the context of advertising slogans, the main idea of which is to get the consumer benefits from a purchase.

Conclusions. We investigated the status of the advertising slogan. A slogan is a bright advertising slogan that reflects the main idea of an advertising campaign and can function as part of an advertising text or as an independent advertising text. The right slogan expresses the idea of the company and helps to attract consumers. It can make a firm successful, or it can bring failure. Most often, the slogan is at the end of the advertising message, next to the brand name. It sums up everything said in the advertising message and performs an integrating function within the advertising discourse. For better memorization, the slogan should be short, rhythmic, not more than 7 words. It should not include difficult to pronounce words and phrases.

The totality of the typological characteristics of the slogan sets it apart from other verbal units of advertising appeal. These are laconicism and imagery of form, expressiveness, focus on dialogue with the addressee. The slogan of a product that is just entering the market must contain the brand name. This will allow the consumer to be remembered faster.

Today, there are many classifications of advertising slogans. In our work, we examined the following: corporate slogans that are aimed at image advertising, product slogans, they are aimed at brands, image slogans of advertising campaigns that can be replaced by others that are more accurate for the company at this stage of development. You can also divide slogans into literal slogans, which are used, playing around, the name of the product as part of the verbal and sound structure of the slogan, specific

slogans that do not play up anything, but inform about specific properties of the product, reveal its merits, special qualities and abstract slogans - a special type, with the help of which a successful phrase is created that expressively represents the product. You can also distinguish the classification of advertising slogans with a linguistic aspect: related - contain the names of the advertised product / service, direct - they contain a direct appeal to the potential consumer, tied - are combined with the name using rhythm and phonetics, or rather not so much with the name as with its linguistic appearance, free - they are independent and independent.

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ЖАРНАМАЛЫҚ КОММУНИКАЦИЯДАҒЫ ҰРАНДАРДЫҢ МӘРТЕБЕСІ МЕН ЖІКТЕЛУІ

Аннотация. Жарнамалық ұран-бұл жарнамалық мәтіннің ерекше жанры, ол бүкіл жарнамалық науқанның байланыстырушы буыны ретінде әрекет етеді. Сонымен қатар, ұрандар жарнамалық коммуникацияның маңызды бірлігі бола отырып, бірқатар басқа функцияларды орындайды, олар ақпарат алушыларға әсер етеді, олардың эмоцияларына және мінез-құлқына әсер етеді. Тақырыптың өзектілігі тез дамып келе жатқан жарнама тіліне деген қызығушылықтың артуына байланысты.

Мақала жарнамалық қызмет құрылымында жарнамалық ұранның жұмыс істеуінің жалпы мәселелеріне, жарнамалық коммуникациядағы ұрандарды жіктеуге арналған.

Зерттеу әдістері жұмыстың мақсаттары мен міндеттеріне негізделген. Кешенді лингвистикалық талдау кезінде мынадай жалпы ғылыми теориялық әдістер қолданылады: тұтас іріктеу әдісі, сипаттау-аналитикалық әдіс, салыстырмалы-салыстырмалы әдіс.

Бұл зерттеудің теориялық маңыздылығы жарнамалық ұран ұғымы туралы теориялық мәліметтерді кеңейту, тереңдету және жүйелеу болып табылады.

Жұмыстың ғылыми-практикалық маңыздылығы жүргізілген зерттеу материалдары мәдениетаралық коммуникацияны зерттеу кезінде жарнама бойынша теориялық курстарда қолданылуы мүмкін.

Нәтижелері. Ұранның типологиялық сипаттамаларының жиынтығы оны жарнамалық айналымның басқа ауызша бірліктерінен ерекшелендіреді. Бұл форманың қысқа және бейнелі, экспрессивті, адресатпен диалогқа бағытталу. Нарыққа шығатын өнімнің ұраны брендтің атауын қамтуы керек. Бұл тұтынушыны тез есте сақтауға мүмкіндік береді.

Ұранның функциялары мен типологиялық сипаттамаларын талдай отырып, біз ұран жарнамалық хабарламаның негізгі дербес элементі болып табылады және оның құрамдас бөлігі бола отырып, сондай-ақ жеке, мағыналық, құрылымдық, композициялық ерекшеліктері бар жарнама контекстінде де қолданыла алады деген қорытындыға келдік. Ұран жарнамалық мәтіннің басқа элементтеріне тәуелсіз жарнама науқанының мәнін, компанияның имиджін, басты идеяны білдіретін тілдік бірлік ретінде әрекет ете алады. Осылайша, экстралингвистикалық факторлардан туындаған өзгерістер сөзсіз жаңа жарнамалық бейнелерді құруға әкеледі, бұл өз кезегінде жарнамалық мәтіннің сипатын сапалы өзгертуді және жаңа жарнамалық ұрандардың пайда болуын талап етеді.

Түйінсөздер: ұран, жарнамалық коммуникация, жарнамалық мәтін, ақпарат, жарнама тілі, эмоциялар, мінез-құлық.

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СТАТУС И КЛАССИФИКАЦИИ СЛОГАНОВ В РЕКЛАМНОЙ КОММУНИКАЦИИ

Аннотация. Рекламный слоган - это особый жанр рекламного текста, который выступает связующим звеном во всей рекламной кампании. Кроме того, слоганы выполняют и ряд других функций, являясь важнейшей единицей рекламной коммуникации, они воздействуют на реципиентов информации, влияют на их

эмоции и поведение. Актуальность темы обусловлена возросшим интересом к быстро развивающемуся языку рекламы.

Статья посвящена общим вопросам функционирования рекламного слогана в структуре рекламной деятельности, классификации слоганов в рекламной коммуникации.

Методы исследования определяются целями и задачами работы. В комплексном лингвистическом анализе используются следующие общенаучные теоретические методы: метод непрерывной выборки, описательно-аналитический метод, сравнительно-сопоставительный метод.

Теоретическая значимость данного исследования заключается в расширении, углублении и систематизации теоретических сведений о понятии рекламного слогана.

Научная и практическая значимость работы заключается в том, что материалы исследования могут быть использованы в теоретических курсах по рекламе при изучении межкультурной коммуникации.

Результаты. Совокупность типологических характеристик слогана выделяет его на фоне других вербальных единиц рекламного обращения. Это лаконичность и образность формы, выразительность, направленность на диалог с адресатом. Слоган продукта, который только выходит на рынок, должен содержать название бренда. Это позволит потребителю быстрее запоминаться.

Проанализировав функции и типологические характеристики слогана, мы пришли к выводу, что слоган является ключевым автономным элементом рекламного сообщения и может использоваться как в контексте рекламы, являясь ее составной частью, так и отдельно, обладая семантическими, структурными, композиционными особенностями. Слоган может выступать как языковая единица, независимая от других элементов рекламного текста, выражающая суть рекламной кампании, имидж компании, доминирующую идею. Таким образом, изменения, вызванные экстралингвистическими факторами, неизбежно приводят к созданию новых рекламных образов, что в свою очередь требует качественного преобразования характера рекламного текста и появления новых рекламных слоганов.

Ключевые слова: слоган, рекламная коммуникация, рекламный текст, информация, язык рекламы, эмоции, поведение.

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THE MAIN ASPECTS OF SUSTAINABLE TOURISM DEVELOPMENT IN THE BORDER AREAS OF KAZAKHSTAN AND KYRGYZSTAN

Abstract. An important factor in the development of tourism within transboundary territories may be unique tourist resources, or special areas. Border territories often turn into gambling zones, especially in those cases when the industry of gambling entertainment is prohibited in neighboring countries. In addition, a tourist product can be formed on the basis of unique tourist resources, united by a common idea or historical plot. You can get to know them only by traveling from a neighboring or nearby country. Tourists are attracted to the border space by duty-free trade, a large selection of goods, lower prices, convenient opening hours.

On the basis of the Agreement, the Republic of Kazakhstan and the Kyrgyz Republic will contribute to expanding cooperation in the field of tourism in order to familiarize citizens of their states with achievements in the field of economics, social development, culture, nature and sights, as well as historical monuments and national traditions of the peoples of the three countries. The parties will cooperate in the development of international tourism on the basis of equality, mutual benefit and, in order to increase the tourist flow, facilitate the simplification of visa and customs formalities, exchange lists of travel agencies. The Parties will facilitate the exchange of experience in all areas of international and domestic tourism, promote cooperation between the national tourism administrations of the Parties and other organizations involved in tourism and its development. The parties will also facilitate the dissemination of tourist information to attract the flow of tourists through the publication of promotional materials, the exchange of information, print media, exhibitions, films and the holding of various symposia and seminars. The parties will provide mutual assistance in the training of personnel of tourist complexes and facilitate the exchange of specialists of the relevant tourism authorities, assist the relevant departments and interested organizations in the creation of joint ventures and in the implementation of other investment projects in the tourism sector. The parties through the relevant tourism authorities will exchange views on cooperation, work experience in activities in international tourism organizations.

Keywords: tourism, sustainable development, border areas, Kazakhstan, Kyrgyzstan, cooperation.

Introduction. Tourism is one of the promising forms of successful cooperation between neighboring countries. Under favorable conditions, cross-border territories contribute to the development of tourism in neighboring countries. The development of cooperation between the border regions of the country with neighboring states is of great importance both in general for improving the economy, and for the effective attraction of foreign tourists and the dynamic development of the tourism industry.

Most often, cross-border tourist territories (TTT) are formed on the basis of a common tourist resource - a common natural or historical-cultural heritage, the joint use of which becomes more attractive for tourists and more beneficial for participants in such cooperation. The contrast of natural geosystems

can also be a unique tourist resource especially within transboundary territories. Cultural features and differences on both sides of the border are one of the most important motives for traveling abroad. Tourists cross the border to get acquainted with an unknown culture, customs and traditions, try the national cuisine of neighbors and participate in various events and competitions. Contrast of natural, cultural and economic factors: cross-border shopping, the effect of “price discrimination”; contrast of natural resources and geosystems; cultural characteristics and differences

In the WTO, sustainable tourism is defined as “tourism that is built with a clear understanding of its current and future economic, social and environmental impacts and meets the needs of visitors, the tourism industry, the environment and host communities”.

Thus, sustainable tourism is not a specific type of tourism (for example, ecotourism) or any scale of tourism (small tourism or community-based tourism). Therefore, our review will not be based on what is sustainable or unsustainable tourism. Instead, we will accept the postulate put forward by Clarke (1997), which emphasizes that all types and scales of tourism can be made more sustainable. The definition of eco-tourism that is best suited for the purposes of this report is: “a responsible approach to travel to natural areas that contributes to nature conservation and improves the well-being of the local population.”

From recent definitions, the sustainable development of mountain regions can be cited by the United Nations Food and Agriculture Organization - “development in which the development of mountain ecosystems is carried out in such a way that such ecosystems can provide goods and services for the livelihoods of the local population and the population of lower regions in the present and in the future. ”The poor quality of tourism services and facilities limits the economic potential of the tourism industry. This statement is especially true in relation to the quality of the hotel rooms and sanatoriums and the insufficient level of quality of services provided by airports.

The agreement between the Government of the Republic of Kazakhstan and the Government of the Kyrgyz Republic on the regime of the Kazakh-Kyrgyz border was made in Astana on December 25, 2017. In accordance with the agreement, the maintenance of the state border is carried out by the authorized bodies of the parties and is aimed at ensuring and maintaining the state border regime.

The authorized bodies of the parties take measures to protect border signs, prevent their damage, displacement, destruction or loss, and are also responsible for the maintenance of established border signs and equipped border crossings. The agreement stipulates the procedure for crossing the state border by persons, vehicles and moving goods and other property across the state border, as well as the procedure for passing people, vehicles, goods and other property through the state border.

Passing through the state border of persons, vehicles, goods and other property from the state of one side to the state of the other side is carried out at checkpoints established and opened in accordance with the national legislation of the parties and international treaties to which both states are parties. The agreement stipulates the procedure for flying over the state border and border lanes and the procedure for conducting economic, fishing or other activities, conducting socio-political, cultural or other events at the state border, border lanes, as well as within the border waters.

The resolution of border incidents is carried out by border representatives by conducting unilateral or joint investigations, exchanging information or reviewing their results, making joint decisions, eliminating the consequences and causes, bringing the perpetrators to justice, and also restoring the state border regime in accordance with the agreement...

The deterioration of infrastructure and services following the collapse of the Soviet Union in Kyrgyzstan and Kazakhstan.

Kazakhstan, occupying an advantageous geopolitical position, possessing significant natural and recreational resources and objects of world cultural and historical heritage (11 objects are included in the UNESCO World Heritage List), has unique natural diversity, has the potential to develop new tourism products and all the necessary basic prerequisites to become large player on the world tourism map.

Kazakhstan has carried out relevant work to attract Kyrgyz entrepreneurs to participate in regional investment activities in the regions of the Republic of Kazakhstan (Atyrau-Invest, Ertis-invest, Altai Agro-Invest, OntustikTourism-2016, etc.) The 5th Kazakhstan-Kyrgyz Business Forum was organized on September 6-7, 2016 in Bishkek.

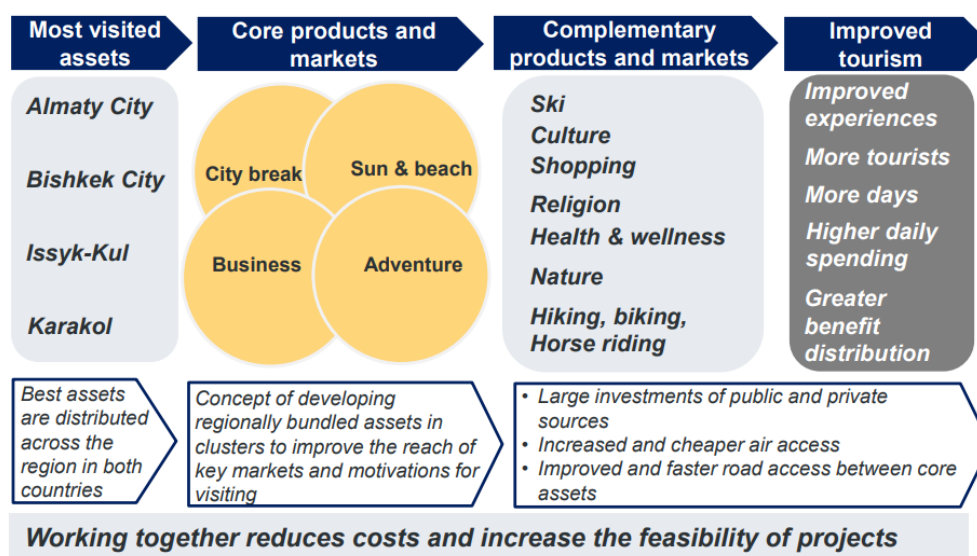
However, at present, the tourism industry is developing at a moderate pace with little social and economic effect on a national scale. In order to increase tourist flows to the Republic of Kazakhstan, it is

necessary to create favorable conditions for the development of the industry’s potential by reducing barriers and strategic planning of the industry.

At the beginning of this year, 10 more guest houses were opened in the Almaty region as part of the project “Strengthening the potential of rural tourism and tourism business organizations based on communities for inclusive economic development in Central Asia, 2017 - 2019” of the European Center for the Development of Eco and Agrotourism (ECEAT , The Netherlands).

Main part. This project is carried out simultaneously in 4 countries of Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan), and the ultimate goal of the project is to create a unified Central Asian network of communities for tourists to make cross-border travels in the Central Asian region. Khan Tengri International Climbing Camp is a key tourist transport and transshipment point, an air port for helicopter transportation of groups to the foot of Khan Tengri peak.

The State Tourism Agency of Kyrgyzstan pays special attention to the issue of introducing the Silk Road Visa Institute for tourists from far abroad on the basis of the Schengen agreement regarding the use of a range of measures to ensure security, counteract illegal migration, as well as manifestations of terrorism and separatism. The Silk Road Visa will help create favorable conditions for increasing tourist flows to the country.



Joint efforts to reduce costs in the sustainable development of tourism in Kyrgyzstan and Kazakhstan

The tourism sector has the opportunity to provide work to a large number of people, which also applies to the mountainous regions of the country, where employment is low, due to the narrow scope of labor. It is advisable to support and develop small and medium-sized businesses in this area by creating a “healthy” tax climate and providing certain benefits to companies doing business in the tourism sector.

Currently, in the Republic of Kyrgyzstan, licensing of tourism activities is not carried out, which was canceled at the request of travel agencies themselves. This policy has complicated the control over the activities of travel agencies. The number of firms without legal status and qualifications has risen sharply. The quality of tourism services has worsened, the levers of control over activities in the tourism sector have been lost, and the safety mechanism for tourist trips has been violated. The shadow market for tourism services has grown.

Also in the country there is an urgent need to adopt a new basic law, review the current regulatory framework, which should be aimed at creating favorable conditions for the development of domestic and inbound tourism. In the Republic of Kyrgyzstan it is advisable to develop a set of measures to strengthen the role of executive bodies of state power and local self-government in the formation of an effective mechanism for the functioning of the tourism market.

At the same time, it is necessary to provide some support and freedom of action for entrepreneurs in organizing tourist trips.

According to new bills in the tourism sector of Kyrgyzstan, the state plans to establish mandatory certification of tourism services, accreditation of guides and a unified system of travel forms.

In accordance with a study of the situation in the development of cross-border tourism of the Republic of Kazakhstan and the Kyrgyz Republic, a number of problems that inhibit this industry can be distinguished:

1. The lack of an integrated approach to the development of a system of tourist routes, as a result of which there is not enough opportunity for organizing trips to mountain areas of great recreational importance.

2. Poorly developed infrastructure and weak material and technical base.

3. Insufficient investment for the construction of tourism industry facilities.

4. Ineffective training of tourism professionals.

5. Imperfection of normative legal acts and existing legislation on privatization, investment and taxation, stimulation of attraction of foreign and domestic capital in the development of tourism infrastructure and simplification of customs and visa formalities.

6. An imperfect system of advertising and information support and promotion of the national tourism product in the domestic and foreign markets.

7. Lack of direct air links with a number of foreign countries and insufficient service on existing airlines.

8. Promising areas for solving the problems existing in the tourism sector of Kazakhstan and Kyrgyzstan are as follows:

- improvement of the legislative framework and its steady compliance;

The introduction of a licensing mechanism for travel agents and tour operators in order to protect the rights of consumers of tourism services:

- simplification of the procedure for entry and stay of foreign tourists;

- liberalization of border and customs requirements and regulations;

- maintaining and disseminating the image of Kyrgyzstan as a country favorable for the development of tourism and business;

- participation in tourism fairs (expansion of tourism ties);

- reconstruction of existing and construction of new accommodation facilities

- Classification and certification of hotels, camp sites, boarding houses and rest houses;

- Reforming the hotel management system;

- Creation of campsites, family and private pensions;

- training and advanced training for hotel staff and other tourism industry enterprises;

- reconstruction of highways, as well as roads leading to historical, architectural and historical sights of the country.

Significant investments are required in its repair, modernization and updating. The quality and range of services offered in many tourist destinations are deservedly criticized. "Kyrgyzstan, and especially the Issyk-Kul region, were widely known in Soviet times due to the high quality of services offered in sanatoriums and rest homes. At that time, the sanatoriums were under the jurisdiction of the trade unions and they carried out strict control on compliance with sanitary and other quality standards.

Bokontaeva (2004) in her study concluded that after the 1990s, most of the sanatoriums and resorts were privately owned or corporatized, which led to the loss of a unified quality control system and caused a deterioration in the quality of infrastructure and standards of tourism services. Thus, there is a clear understanding that in the light of the rapidly growing demand for package tours in Central Asia, guest houses are today a very popular service. If Kyrgyzstan and Kazakhstan want to become internationally significant tourism destinations, then they will have to comply with international standards.

Conclusion. In addition, the practice of opening guest houses to serve tourists is a good business case for the development of mass entrepreneurship in regions and rural areas. In this regard, it is necessary to consider the possibility of further implementation of projects to open guest houses in the regions by analogy with the second direction of the "Productive Employment Program", including the possibility of training eco-tourism services providers in the regions and promoting their services in the future.

Tourism will be economically viable only if enterprises that provide tourism services have the technical skills. There is a need for a professional education system for tourism enterprises. The lack of technical skills and the inadequacy of the vocational education system have been identified in several publications as an obstacle to ensuring the economic viability of the tourism industry. Community-based eco-tourism and tourism are effective means of promoting the prosperity of local communities.

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ҚАЗАҚСТАН МЕН ҚЫРҒЫЗСТАННЫҢ ШЕКАРАЛАС АУМАҚТАРЫНДА ТУРИЗМНІҢ ТҰРАҚТЫ ДАМУЫНЫҢ НЕГІЗГІ АСПЕКТІЛЕРІ

Аннотация. Траншекаралық аумақтардағы туризмнің маңызды факторы ерекше туристік ресурстар немесе ерекше аймақтар болуы мүмкін. Шекаралас аумақтар көбінесе ойын аймақтарына айналады, әсіресе көршілес елдерде ойын-сауық индустриясына тыйым салынған жағдайларда. Сонымен қатар, туристік өнімді жалпы идея немесе тарихи сюжетпен біріктірілген бірегей туристік ресурстар негізінде құрылуы мүмкін. Сіз олармен тек көрші немесе жақын елден саяхаттау арқылы таныса аласыз. Туристерді шекара кеңістігіне бажсыз сауда, тауарлардың үлкен сұранысы, төмен бағалар, ыңғайлы жұмыс сағаттары қызықтырады.

Келісім негізінде Қазақстан Республикасы мен Қырғыз Республикасы өз мемлекеттерінің азаматтарын экономика, әлеуметтік даму, мәдениет, табиғат және көрнекті орындар саласындағы жетістіктермен, сондай-ақ үш ел халықтарының тарихи ескерткіштері мен ұлттық дәстүрлерімен таныстыру мақсатында туризм саласындағы ынтымақтастықты кеңейтуге ықпал етеді. Тараптар халықаралық туризмді теңдік, өзара тиімділік қағидаттары бойынша дамыту және туристік ағымды арттыру, визалық және кедендік рәсімдерді жеңілдетуді жеңілдету, туристік агенттіктердің тізімдерін алмасу мақсатында ынтымақтасады. Тараптар халықаралық және ішкі туризмнің барлық салаларында тәжірибе алмасуға жәрдемдеседі. Тараптардың ұлттық туристік әкімшіліктері және туризммен айналысатын басқа да ұйымдар арасындағы ынтымақтастықты дамытады. Тараптар жарнамалық материалдарды жариялау, ақпарат алмасу, баспа БАҚ, көрмелер, кинофильмдер мен түрлі симпозиумдар мен семинарлар өткізу арқылы туристер ағынын тарту үшін туристік ақпаратты таратуға ықпал етеді. Тараптар туристік кешендердің кадрларын даярлауда өзара көмек көрсетеді және туризм саласындағы тиісті органдардың мамандарымен алмасуға жәрдемдеседі, тиісті ведомстволар мен мүдделі ұйымдарға бірлескен кәсіпорындар құруға және туризм саласындағы басқа да инвестициялық жобаларды жүзеге асыруда көмектеседі. Тараптар тиісті туризм департаменттері арқылы ынтымақтастық туралы, халықаралық туристік ұйымдардағы жұмыс тәжірибесі туралы пікір алмасады.

Түйін сөздер: туризм, тұрақты даму, шекаралас аймақтар, Қазақстан, Қырғызстан, ынтымақтастық.

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ОСНОВНЫЕ АСПЕКТЫ УСТОЙЧИВОГО РАЗВИТИЯ ТУРИЗМА НА ПРИГРАНИЧНЫХ ТЕРРИТОРИЯХ КАЗАХСТАНА И КЫРГЫЗСТАНА

Аннотация. Важным фактором развития туризма в пределах трансграничных территорий могут быть уникальные туристские ресурсы, или особые районы. Приграничные территории нередко превращаются в игорные зоны, особенно в тех случаях, когда в соседних странах индустрия азартных развлечений запрещена. Кроме того, туристский продукт может формироваться на основе уникальных туристских ресурсов, объединенных общей идеей или историческим сюжетом. Познакомиться с ними можно, лишь совершив путешествие из соседней или близко расположенной страны. Туристов привлекают в пограничное пространство беспопышная торговля, большой выбор товаров, более низкие цены, удобные часы работы.

На основании Соглашения Республика Казахстан и Кыргызская Республика будут способствовать расширению сотрудничества в сфере туризма с целью ознакомления граждан своих государств с достижениями в области экономики, социального развития, культуры, природы и достопримечательностей, а также с

историческими памятниками и национальными традициями народов трех стран. Стороны будут сотрудничать в развитии международного туризма на принципах равноправия, взаимной выгоды и, в целях увеличения туристического потока, способствовать упрощению визовых и таможенных формальностей, обмениваться списками туристических агентств. Стороны будут способствовать обмену опытом во всех сферах международного и внутреннего туризма, развивать сотрудничество между национальными туристическими администрациями Сторон и другими организациями, занимающимися туризмом и его развитием. Стороны также будут способствовать распространению туристической информации для привлечения потока туристов посредством публикации рекламных материалов, обмена информацией, печатных СМИ, выставок, фильмов и проведения различных симпозиумов и семинаров. Стороны будут оказывать взаимную помощь в обучении персонала туристических комплексов и способствовать обмену специалистами соответствующих органов по туризму, оказывать содействие соответствующим ведомствам и заинтересованным организациям в создании совместных предприятий и в реализации других инвестиционных проектов в сфере туризма. Стороны через соответствующие туристические ведомства обмениваются мнениями о сотрудничестве, опытом работы в международных туристических организациях.

Ключевые слова: туризм, устойчивое развитие, приграничные территории, Казахстан, Кыргызстан, сотрудничество.

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ANALYSIS OF THE AGRO-INDUSTRIAL COMPLEX OF CRIMEA: FOOD SECURITY OF THE REGION

Abstract. The study of the system of relations between participants in agricultural relations that ensures active quality reproduction processes and profitability of activities, reduces internal and external risks and threats to business and guarantees food security of the municipality, the region and the country as a whole. **Goal.** To analyze the agro-industrial complex of the Republic of Crimea as a component of the region's industrial safety. **The hypothesis of the study.** Agricultural producers are gradually adapting to the new conditions in the Republic of Crimea during 2014-2017, and there are some problems in the production of agricultural products. **Method or methodology of the work.** The authors used structural-logical sequence of analysis of indicators of agro-industrial complex, considering the General characteristics of agro-industrial complex of the Republic of Crimea, the structure of the agricultural products of the Crimea, advanced agricultural enterprises.

Using a structural-logical sequence of analysis of indicators of agro-industrial complex, it can be noted that, in general, the agricultural potential of Crimea is huge, however, the instability of some components, at the end of 2017, a decline, a decrease in the rate of growth of crop, livestock, thus we see the net profit and increased share of profitable enterprises. This dynamics suggests that agricultural producers are gradually adapting to new conditions, but there are some problems that hinder more fruitful development, primarily in terms of resource provision, logistics aspects and technological upgrades. The strategy for the development of the agro-industrial complex of the Republic of Crimea, as a component of the region's industrial security – is to create safe conditions for development, improve the quality and volume of agricultural production, and its competitiveness in the Republic of Crimea.

The scope of the results. The results obtained are of practical significance and can be used by economic entities in the agricultural industry, implementation of investment projects at the level of the Republic of Crimea. Further research should be directed to the development of methods for assessing the economic security of the agro-industrial complex with the choice of indicators proposed in this study as a component of economic security.

Key words: region, Republic of Crimea, investment potential, agricultural business development, food security, agriculture, agricultural producers, crop production, animal husbandry, economic security.

Introduction. The interaction of social institutions defines a new vector of development and new levels of economic security of the state, in which ensuring food security in the context of globalization is clearly expressed at the macro and meso levels of the organization of the socio-economic system, while being an important component of the economic security of the state, affects the interests of each social group of the population and each person in society.

It is relevant to study the system of relationships between participants in agricultural relations, which ensures active high-quality reproduction processes and profitability of activities, reduces internal and external risks, as well as threats to doing business, and ensures food security in the administrative-territorial unit and the country as a whole. At the same time, the agro-industrial complex (hereinafter referred to as the agro-industrial complex) is of particular importance in the country's economy, since it

belongs to the main economic complexes that determine the conditions for ensuring the life of society. In the system of the national economy, the agro-industrial complex refers to the sectors that ensure the food security of the state. Food security is the level of the economy at which stability in providing each person with the amount of food in accordance with scientifically based parameters and conditions of consumption, taking into account medical standards, acts as a guarantee.

The purpose of the article is to analyze the agro-industrial complex of the Republic of Crimea as a component of the industrial safety of the region.

Literature review. Considering the decomposition of economic security, scientists and experts stop at the study of the components of food security [1] as part of economic security in the context of the mega-level, macro-level, meso-level and human [2-9]. Especially interesting is the work on investment activity in agribusiness, state aid at the regional level [10-19]. Difficulties in implementation, including innovative projects, are sometimes caused not by a lack of financial capabilities, but, first of all, by the quality of management, institutional support in the implementation of national projects in the context of digitalization, as well as the associated risks of implementation and efficiency of technology use [19-34] ... We also note the publications of other scientists, whose views also need to be used to assess the sustainability of the agroindustry market [25-39].

At the same time, despite the impressive backlog of research, the structural and logical sequence of the analysis of the agro-industrial complex indicators was not used to assess the agroindustry market as a component of the industrial safety of the region, to analyze the agro-industrial complex of the region.

Agro-industrial complex - a set of sectors of the country's economy, including agriculture and industries associated with the production of agricultural products. The agro-industrial complex is a complex functional structure of macroeconomics, in which industrial and agricultural production are directly linked.

The economic security of the agro-industrial complex is an optimal interaction, stable from external and internal factors, in the process of providing means of production, production of agricultural products, in the process of processing agricultural products, marketing products, final consumption, which will contribute to the solution of providing the population with food in terms of existing and scientifically based standards, species diversity, quality.

Results and discussion.

DATA AND METHODS. To assess the agroindustry market as a component of the industrial safety of the region, to analyze the agro-industrial complex of the Republic of Crimea, we used the structural and logical sequence of the analysis of agro-industrial complex indicators, considering the general characteristics of the agro-industrial complex of the Republic of Crimea, the structure of agricultural products in Crimea, advanced enterprises of the agro-industrial complex, products of the Republic of Crimea for 2014-2017, the dynamics of the average monthly wages of agricultural producers in Crimea for 2014-2017, the dynamics of the ratio of profit and loss before taxation of agricultural producers in the Republic of Crimea for 2014-2017, the share of profitable enterprises in the Republic of Crimea in 2014-2017, the dynamics of profit from sales of agricultural products in the Republic of Crimea in 2014-2017, the dynamics of the operating profitability of products sold in the Republic of Crimea in 2014-2017, the dynamics of the gross regional product Of the Republic of Crimea in 2014-2017, growth rates of the gross regional agricultural product of the Republic of Crimea in 2014-2017, labor productivity of agricultural workers in the Republic of Crimea in 2014-2017, dynamics of output per hectare in the Republic of Crimea in 2014 -2017, capital productivity of agriculture in the Republic of Crimea in 2014-2017, growth rate of crop production in the Republic of Crimea in 2014-2017, growth rates of livestock production in the Republic of Crimea in 2014-2017, growth rates of agricultural land appointments of the Republic of Crimea in 2014-2017, the growth rate of animals in the Republic of Crimea for 2014-2017.

Characteristics of the agro-industrial complex of the Republic of Crimea. The Republic of Crimea, on a sectoral basis, can boast of the possibility of developing tourism and agro-industrial complexes. The agro-industrial complex in the Republic of Crimea occupies one of the leading industry positions in the region, this is due not only to climatic conditions, but also to sufficient soil fertility.

Agriculture is one of the most important components of the national economy of any country, on the development of which the well-being of the country's population and its food security depend. The Republic of Crimea, which is part of the Russian Federation, is no exception.

The Crimean peninsula has a variety of natural resources that have a beneficial effect on agriculture. For example, natural and climatic conditions favor the cultivation of rare varieties of grapes, grain crops, and the development of animal husbandry. We proceed from the climatic potential of the Republic of Crimea for the development of agricultural production. Namely: the sum of active temperatures 3300-4000 ° C; the average winter temperature is +3 ° C; the average summer temperature is + 22 ° C; the maximum number of sunny days is 260; the amount of precipitation per year - up to 600 mm; the number of days with temperatures over + 10 ° C is 240 days. [35]

A high proportion of agricultural land has been preserved in the republic. Agricultural lands account for about 70% of the total area of Crimea. Since 2014, the production volumes in the agricultural sector of the Republic of Crimea have tended to increase.

It should be noted that over the past 5 years, crop production dominates in the structure of agricultural products produced by the Republic of Crimea.

Particular attention is paid to the development of horticulture, viticulture and the cultivation of essential oil crops (lavender, rose, sage). Today the total area of vineyards is 47.7 thousand hectares, of which 16.3 thousand hectares are fruit-bearing; orchards - 74.0 thousand hectares, of which 10.3 thousand hectares are fruit-bearing. The largest areas of gardens are in Bakhchisarai - 102 hectares, Nizhnegorsk - 24 hectares and Simferopol - 29 hectares; vineyards in Saki - 80 hectares and Bakhchisaray - 69 hectares. In 2015, the area of vineyards increased by 600 hectares and orchards by 500 hectares. [34]

New orchards and vineyards were laid in the Republic of Crimea. At the same time, the installation of a drip irrigation system was carried out (currently 4 thousand hectares). This approach increases the reliability of growing grapes and fruit crops.

The main task of the agricultural industry in the Republic of Crimea is to ensure the production of products in the required quality, sufficient quantity and range, taking into account the potential, as well as the needs of the domestic and foreign markets.

For the Republic of Crimea, it is very important to restore the previously lost storage capacities for fruits and grapes. In 2016, 37 refrigerators are in operation in 7 regions of the Republic of Crimea, with a total storage capacity of 43,000 tons.

In 2014, the production of livestock products decreased by 4.3%. This is primarily due to a change in the structure of the forage ration, since most of the farms have switched to growing drought-resistant crops due to lack of water. In 2015, as a result of the beginning of adaptation to the prevailing conditions, the volume of livestock production increased by 0.27%, and in 2016 - by another 1%. [25-34]

In the overall structure of the livestock and poultry population in the Republic of Crimea, poultry livestock prevails, with cattle taking the smallest share.

Changes in the political situation in the Republic of Crimea led to the formation of a raw material shortage and a decrease in demand for products, and this, in turn, led to a reduction in production in agriculture.

In 2014, the growth in demand for agricultural products produced in the region increased, as the volume of supplies from other countries decreased. The government of the Russian Federation creates optimal conditions for the production of agricultural products, and the industry of this production is recognized as a priority, since it is it that ensures the country's food security. A new problem arises for enterprises engaged in the production of agricultural products - the need to expand the base of enterprises capable of storing or processing agricultural products produced. Today the food industry accounts for 45.5% in the structure of the processing industry of the Republic of Crimea, being the leading industrial sector.

The production of wine products demonstrates a stable positive trend: grape wine, champagne, cognac. The prospects for the development of this industry include the opening of two largest innovative primary wine-making plants: the Chernomorets agrofirma and the Invest Plus gravitational wine plant in the Bakhchisarai region. [30-34]

To support producers of agricultural products in Crimea, the Ministry of Agriculture of the Republic of Crimea developed the State Program for the Development of Agriculture and Regulation of Agricultural Products, Raw Materials and Food Markets of the Republic of Crimea for 2015-2020. Financing of the State Program will amount to 28298437.7 thousand rubles.

Leading enterprises of the agro-industrial complex: State Unitary Enterprise of the Republic of Kazakhstan "Krymkhleb" (Bakery products); FSUE PJSC Massandra (still dry and semi-sweet, fortified strong, dessert and liqueur wines); LLC Crimean Milkman (Dairy products); LLC "Novator" (Dairy products); LLC "Proliv" (Canned fish); JSC "Beer and non-alcoholic plant" KRYM "(Beer, soft drinks); LLC "MPK" Skvortsovo "(Sausages); Druzhba Narodov - Nova JSC (Poultry meat); LLC Veles-Crimea (Pig breeding); GUP RK "UO PPZ named after Frunze "(Pedigree poultry farming), SPK "Karkinitsky "(Pedigree dairy cattle breeding; cereals); JSC Crimean Fruit Company (Fruits); OJSC "Pobeda" (Fruit); LLC Yarosvit-Agro (Fruit); LLC "Agro / farm" Zelenogorsk "(Cereals, meat, milk); Obriy LLC (Cereals, meat, milk). [39]

Crisis phenomena continue in the agriculture of the Republic of Crimea. In 2014, the production of agricultural products for some of its types fell sharply, which is primarily due to the cessation of water supply from the territory of Ukraine. In the field of plant growing, the production of vegetable growing, fruit growing, viticulture, and essential oil production decreased. Lack of water has forced agricultural producers to switch to growing drought-resistant plants, which influenced the change in the structure of feed for the livestock industry.

Agricultural producers on their own cannot get out of this situation, and in order to support them, the Ministry of Agriculture of the Republic of Crimea developed the State Program for the Development of Agriculture and Regulation of Agricultural Products, Raw Materials and Food Markets in the Republic of Crimea for 2015-2020. Its implementation will allow in Crimea to develop agricultural activities, a system of production links between households, farms and personal subsidiary plots, to develop self-government processes, to expand the labor market and will help to improve the living standards of the population in rural areas.

Analysis of the main indicators of the Crimean agro-industrial complex. Let us consider in more detail and analyze the dynamics of the main indicators characterizing various aspects of the Crimean agro-industrial complex. Let's start with the indicators characterizing the activities of agricultural organizations.

In the period from 2014 to 2016, the indicator under consideration had a positive trend. In 2014, it amounted to 47,095.9 million rubles, which is below the average optimal value, and in 2015 and 2016 it increased, which exceeded the average value. However, in 2017, production decreased by 9,581.8 million rubles. to 57518.8 million rubles, while falling below the average by 1290.9 million rubles. The decline in 2017 was due to the impact of threats related to logistics and high energy prices.

The indicator of the average monthly wage of agricultural workers for the period under review had a positive trend from 2014 to 2017 (Fig. 3), it increased from 13,116 rubles. up to 18452 rubles, despite the fact that the average optimal value of this indicator for 4 years was 16033.1 rubles. Next, consider the ratio of profit and loss before tax.

In 2015, the indicator increased to 1.6173 due to an increase in profit before tax and a decrease in losses. In 2016, there was an increase of 3.1788 to 4.7961 due to a significant decrease in losses, and in 2017 the ratio decreased to 3.9098 due to a strong decrease in profit before tax with a decrease in the loss before tax. It can be assumed that the decrease in profits in 2017 contributed to a decrease in the level of competition for agricultural products in the Crimea due to the overestimated cost of production.

The share of profitable enterprises in 2014 was 68%, in the period from 2015 to 2017 there was a positive trend and at the end of 2017 the share was 77.3%. Based on these positive dynamics, we can say that during the period under review, there is an increase in profitable enterprises and a gradual adaptation of agricultural producers to the prevailing conditions.

Profit from sales for the period under review had volatile dynamics.

In 2015, profit increased by RUB 2,853.1 million. relative to 2014 and amounted to 4865.8 million rubles. In 2016, it decreased to 2,832.2 million rubles, and in 2017, there was an increase again to 3,359.7 million rubles, which is above the average optimal value.

The operating profitability indicator is one of the tools for determining operating efficiency and shows the ability to generate profit from activities before deducting costs that are not related to operating efficiency. In 2014, this indicator was 0.0458, in 2015 due to an increase in profit from sales and at the same time a decrease in the gross regional product, it increased by 0.0686 to 0.1143. In 2016, operating margin decreased by 0.0465 due to a significant decrease in sales profit. In 2017, thanks to an increase in

profit from sales, the profitability increased by 0.0109 to 0.0787. The standard for this indicator is 0.1 and it was observed only in 2015.

Further, considering the indicators of the block of agricultural efficiency, let us highlight that one of the indicators of the block under consideration is gross regional product. This indicator reflects the gross value added and is determined by separating the volumes of its intermediate consumption from the total value of the gross product. In 2014, it was in the amount of 43,957.7 million rubles, from 2015 to 2016 the indicator decreased and at the end of 2016 amounted to 67,100.6 million rubles, and in 2017 it increased by 926.3 million rubles. ... relative to 2016 and amounted to 42,666.6 million rubles.

The growth rate of the gross regional agricultural product in 2014 was 2.8240, in 2015 - 0.9681, that is, there was a decrease in the gross regional product, in 2016 - 0.9808 for the same reason, and in 2017 the growth rate amounted to 1.0222, which indicates an increase in the gross regional product by 0.0222%.

The main indicator and source of increasing the efficiency of the use of labor resources is labor productivity. In the period from 2015 to 2017, we observe a negative trend in the indicator under consideration, this trend continues due to a significant increase in the number of employees relative to the level of the gross regional product. In 2016 and 2017 labor productivity has fallen below the optimum average.

The next indicator is production from 1 hectare, this indicator reflects the amount of products grown. In 2014, this indicator amounted to 33.6950 million rubles / ha, in 2015-2016. it increased and at the end of 2016 amounted to 53.0676 million rubles / ha, this happened due to a significant increase in crop production with a decrease in the area of sown areas. In 2017, we observe a decrease in output by 5.6066 million rubles / ha to 47.4609 million rubles. due to a significant decrease in crop production, while the sown area also had a slight decrease.

Capital productivity is an indicator of the efficiency of using fixed assets, which is defined as the ratio of output to the average annual value of fixed assets (fixed production assets with which these products are produced). Throughout the period under review, capital productivity decreased due to an increase in fixed assets, while the gross regional product until 2017 had a negative trend, and in 2017 the increase was insignificant relative to an increase in fixed assets.

The third block is represented by indicators reflecting the development of agriculture.

Let us first consider the indicator of investment in fixed assets of agricultural enterprises. In the period from 2014 to 2016, investments had a positive trend due to significant state support for agriculture in Crimea, in 2015 they increased by 67.8 million rubles. up to 1169.9 million rubles, in 2016 by 1407.1 million rubles, and in 2017 there was a decrease in investments by 143.3 million rubles. up to 1,263.8 million rubles, while their level remained not lower than the average optimal value.

The growth rate of crop production during the entire period under review was declining. In 2015, it decreased to 1.4826, in 2016 to 1.1237, and in 2017 the growth rate of crop production was 0.8888 and became below the average standard value. This trend indicates a decrease in the level of crop production. However, one should not take into account the data of 2014, since it was a transitional year, when prices were much higher than subsequent periods and, due to this, the indicator is of high importance.

The growth rate of livestock production in 2014 was 3.0691, in 2015 the growth was 1.1888, in 2016 it also had a downward trend and amounted to 0.9559, in 2017 the growth rate was 0.8018. In the period from 2014 to 2016, the growth rate corresponded to the optimal value, and in 2017 it became lower due to a decrease in livestock production.

The growth rate of agricultural land in 2014 was 0.9437%. In 2015 and 2016, there was an increase due to the growth of perennial plantations and the growth rate of arable land, and at the end of 2016 the growth rate was 1.0640%. The growth rate in 2017 decreased to 1.0245%. This decrease was facilitated by both a decrease in the growth rate of perennial plantations and a decrease in the growth rate of arable land.

In 2014, the growth rate of animals was 0.8371%. This is below the optimal value of 1.02%. In 2015, it grew to 1.0589% due to an increase in the growth rate of the livestock and poultry population, then in 2016 it decreased to 0.8272%, which is below the optimal value, and in 2017 the growth rate recovered to 1.0813.

Conclusions. Based on the results of the analysis, it can be noted that, in general, the agricultural potential of Crimea is huge, however, some components are unstable, by the end of 2017, many indicators

have decreased, there is a decrease in the growth rate of crop and livestock production, while we observe an increase in profit from sales and an increase in the share of profitable enterprises. This dynamics suggests that agricultural producers are gradually adapting to new conditions, however, there are some problems that hinder more fruitful development, and first of all it concerns resource provision, logistics aspects and technological upgrades.

Further research should be directed to the development of a methodology for assessing the economic security of the agro-industrial complex with a choice of indicators proposed in this study.

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ҚЫРЫМНЫҢ АГРОӨНЕРКӘСІПТІК КЕШЕНІН ТАЛДАУ: АЙМАҚТЫҢ АЗЫҚ-ТҮЛІК ҚАУІПСІЗДІГІ

Аннотация. Белсенді сапалы репродуктивті процестер мен қызметтің рентабельділігін қамтамасыз ететін аграрлық қатынастарға қатысушылар арасындағы қатынастар жүйесін зерттеу ішкі және сыртқы тәуекелдер мен бизнес қаупін азайтады және муниципалитеттің, аймақтың және тұтастай елдің азық-түлік қауіпсіздігіне кепілдік береді.

Мақсаты. Қырым Республикасының агроөнеркәсіптік кешеніне аймақтың өндірістік қауіпсіздігінің құрамдас бөлігі ретінде талдау жүргізу.

Зерттеу гипотезасы. 2014-2017 жылдар аралығында Қырым Республикасында ауылшаруашылық тауар өндірушілері жаңа жағдайларға біртіндеп бейімделуде, ауылшаруашылық өнімдерін өндіруде кейбір проблемалар бар.

Жұмысты жүргізу әдісі немесе әдістемесі. Авторлар Қырым Республикасының агроөнеркәсіптік кешенінің жалпы сипаттамасын, Қырымның ауылшаруашылық өнімдерінің құрылымын және алдыңғы қатарлы ауылшаруашылық кәсіпорындарын ескере отырып, агроөнеркәсіптік кешеннің көрсеткіштерін талдаудың құрылымдық және логикалық тізбегін қолданды.

Агроөнеркәсіптік кешен көрсеткіштерін талдаудың құрылымдық-логикалық дәйектілігін қолдана отырып, жалпы Қырымның аграрлық әлеуеті зор екенін атап өтуге болады, алайда кейбір компоненттердің тұрақсыздығы байқалады, 2017 жылдың қорытындысы бойынша көптеген көрсеткіштер төмендеді, өсімдік шаруашылығы мен мал шаруашылығының өсу қарқыны төмендеді, ал біз сатудан түскен пайданың өсуін және пайдалы кәсіпорындар үлесінің өсуін байқаймыз. Бұл динамика ауыл шаруашылығы өндірушілерінің жаңа жағдайларға бейімделуі біртіндеп жүріп жатқанын көрсетеді, алайда жемістердің дамуын тежейтін кейбір проблемалар бар, бірінші кезекте бұл ресурстық қамтамасыз етуге, логистикалық аспектілерге және технологиялық жаңғыртуға қатысты.

Қырым Республикасының агроөнеркәсіптік кешенін дамыту стратегиясы аймақтың өндірістік қауіпсіздігінің құрамдас бөлігі ретінде дамудың қауіпсіз жағдайларын жасау, ауылшаруашылық өнімдерінің сапасы мен көлемін, оның Қырым Республикасында қоршаған ортаға ұқыпты қарау арқылы бәсекеге қабілеттілігін арттыру болып табылады.

Нәтижелерді қолдану саласы. Алынған нәтижелер практикалық маңызды, оны ауылшаруашылық индустриясында шаруашылық жүргізуші субъектілер қолдана алады, Қырым Республикасы деңгейінде инвестициялық жобаларды жүзеге асырады.

Қосымша зерттеулерді экономикалық қауіпсіздіктің құрамдас бөлігі ретінде осы зерттеуде ұсынылған көрсеткіштерді таңдай отырып, агроөнеркәсіптік кешеннің экономикалық қауіпсіздігін бағалау әдістемесін жасауға бағытталуы қажет.

Түйін сөздер: аймақ, Қырым Республикасы, инвестициялық әлеует, аграрлық бизнестің дамуы, азық-түлік қауіпсіздігі, ауыл шаруашылығы, ауылшаруашылық тауар өндірушілер, өсімдік шаруашылығы, мал шаруашылығы, экономикалық қауіпсіздік.

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АНАЛИЗ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА КРЫМА: ПРОДОВОЛЬСТВЕННАЯ БЕЗОПАСНОСТЬ РЕГИОНА

Аннотация. Изучение системы взаимоотношений участников аграрных отношений, обеспечивающей активное качество воспроизводственных процессов и рентабельность деятельности, снижает внутренние и внешние риски и угрозы для бизнеса и гарантирует продовольственную безопасность муниципального образования, региона и страны в целом.

Цель. Проанализировать агропромышленный комплекс Республики Крым как составляющую промышленной безопасности региона.

Гипотеза исследования. Сельхозтоваропроизводители постепенно адаптируются к новым условиям в Республике Крым в течение 2014-2017 годов, и есть определенные проблемы в производстве сельскохозяйственной продукции.

Метод или методология работы. Авторами использована структурно-логическая последовательность анализа показателей агропромышленного комплекса, учитывающая общую характеристику агропромышленного комплекса Республики Крым, структуру производства сельскохозяйственной продукции Крыма, передовые сельскохозяйственные предприятия.

Используя структурно-логическую последовательность анализа показателей агропромышленного комплекса, можно отметить, что в целом аграрный потенциал Крыма огромен, однако при нестабильности отдельных составляющих, по итогам 2017 года наблюдается спад, снижение темпов роста растениеводства, животноводства, при этом мы видим чистую прибыль и увеличение доли прибыльных предприятий. Такая динамика говорит о том, что сельхозтоваропроизводители постепенно адаптируются к новым условиям, но есть некоторые проблемы, препятствующие более плодотворному развитию, прежде всего в плане ресурсного обеспечения, логистических аспектов и технологической модернизации. Стратегия развития агропромышленного комплекса Республики Крым как составляющая промышленной безопасности региона – это создание безопасных условий для развития, повышения качества и объемов сельскохозяйственной продукции, ее конкурентоспособности в Республике Крым.

Объем полученных результатов. Полученные результаты имеют практическое значение и могут быть использованы хозяйствующими субъектами в агропромышленном комплексе, при реализации инвестиционных проектов на уровне Республики Крым. Дальнейшие исследования должны быть направлены на разработку методики оценки экономической безопасности агропромышленного комплекса с выбором показателей, предложенных в данном исследовании в качестве компонента экономической безопасности.

Ключевые слова: регион, Республика Крым, инвестиционный потенциал, развитие аграрного бизнеса, продовольственная безопасность, сельское хозяйство, сельскохозяйственные производители, растениеводство, животноводство, экономическая безопасность.

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ВЕНЧУРЛЫҚ ҚАРЖЫЛАНДЫРУ ИННОВАЦИЯЛЫҚ ДАМУ ФАКТОРЫ НЕГІЗІ

Аннотация. Мақала елдің тұрақты және тиімді дамуын қамтамасыз ету үшін Қазақстанда венчурлық қаржыландыру тетіктерін жетілдіру қажеттілігін негіздейді. Венчурлық қаржыландырудың шет елдердің инновациялық дамуындағы рөлі АҚШ, Канада, Еуропа, Үндістан мен Қытайдың тиісті тәжірибесін зерделеу негізінде баяндалған. Өртүрлі аспектілердегі венчурлық қаржыландыруға арналған ғылыми жұмыстарға шолу жасалған. Қазақстан Республикасындағы инновациялық белсенділік пен венчурлық инвестицияларды талдау жүзеге асырылды.

Мақалада Қазақстандағы венчурлық қаржыландырудың ерекшеліктері қарастырылған. Зерттеу нәтижелері Қазақстандық венчурлық инвестициялау жүйесі өзінің дамуының бастапқы кезеңінде екені және венчурлық саланың дамуының нақты нәтижелері әлі алынғанбағанын көрсетеді. Зерттеу Қазақстандағы венчурлық капиталдың дамуын шектейтін факторларды анықтауға мүмкіндік берді, оларға мыналарды жатқызуға болады: мемлекеттік институттар салған қаражат тиімділігінің әлсіз жүйелік мониторингі; венчурлық қаржыландырудың тиімді стратегиясының болмауы; төмен инновациялық белсенділік және венчурлық капиталдың пайда болу қарқындылығының төмендігі; венчурлық қаржыландыруға қатысты нормативтік-құқықтық базадағы белгісіздіктер мен олқылықтар; арнайы экономикалық аймақтар немесе технопарктерге байланысты емес салықтық жеңілдіктер мен преференциялардың болмауы; венчурлық капиталға мықты институционалды инвесторлардың болмауы; бағалы қағаздар нарығының төмен сыйымдылығы және оның құралдарының шектеулігі.

Венчурлық қаржыландыруды жандандыруға бағытталған шаралар кешені әзірленді. Ұсынылған шараларды іске асыру квазимемлекеттік құрылымдардың инвестициялары мен венчурлық кірістерінің тиімділігіне бақылауды күшейтуді, сондай-ақ венчурлық қаржыландыруды дамыту үшін жағдайлар жасауды көздейді.

Зерттеу нәтижелері елдің инновациялық дамуы тұрғысынан венчурлық капиталды қаржыландыру тақырыбын одан әрі зерттеу үшін бастапқы нүкте бола алады.

Түйін сөздер: венчурлық қаржыландыру, инновациялық даму, венчурлық қорлар, жоғары тәуекелді жобалар.

Кіріспе. Елдің инновациялық дамуын зерттеу мен әзірлемелердің нәтижелерін тиімді коммерцияландыруға айтарлықтай байланысты, алайда технологиялық компаниялардың қаржы ресурстарына қол жеткізуі инновациялық процестің негізгі факторы болып табылады. Осыған байланысты венчурлық қаржыландыру кәсіпкерлердің перспективалық идеяларына уақтылы қаржылық қолдау көрсетуді қамтамасыз етеді және жалпы ұлттық экономиканың бәсекеге қабілеттілігінің өсуіне ықпал етеді. XX ғасырдың екінші жартысында микроэлектроника, есептеу техникасы, информатика, биотехнология және өндірістің басқа да ғылыми сыйымды салаларында ірі ғылыми-техникалық жаңалықтарды іске асыруда өзіне тән ерекше белгілері бар, венчурлық капитал маңызды рөл атқарды. Бұл таңқаларлық емес, өйткені жоғары тәуекелді жобалар серпінді болып, инвестициялардан бірнеше рет қайтарымды қамтамасыз еткенде, жоғары тәуекелді жобалар қарапайым дәстүрлі инвесторлардың назарынан тыс қалады. Жоғары ақпараттық технологиялар саласындағы қарқынды дамып келе жатқан компаниялардың көпшілігі венчурлық қаржыландырудың арқасында қызмет нәтижелеріне қол жеткізді. Сондықтан венчурлық бизнестің дамуына бірқатар жетекші елдердің мемлекеттік органдары белсенді түрде ықпал етуде.

Бұл зерттеуде венчурлық қаржыландыру деп салынған капитал құнының өсімінен жоғары пайда алу мақсатында технологиялық өнімдерді әзірлеуге және өндіруге бағдарланған жаңа жоғары технологиялық перспективалы компанияларға капиталдың жоғары тәуекелді инвестицияларын түсінеміз [1].

Нәтижелер және талқылау. Қазіргі уақытта венчурлық қаржыландыру саласында көптеген ғылыми жұмыстар бар және бір мақаланың шеңберінде барлық зерттеулерге шолу жасау мүмкін емес. Соның салдарынан авторлар салыстырмалы түрде жаңа (2016 ж.ерте емес), сонымен қатар осы зерттеу тақырыбына тікелей қатысты жұмыстарды ғана таңдады.

Қазақстан Республикасындағы инновациялық белсенділіктің венчурлық қаржыландыруды дамытуға әсері, сондай-ақ олардың себеп-салдарына байланыстары А.Ж. Баймухаметованың жұмысында талданған [2]. Сонымен қатар С.М. Молчанова керісінше венчурлық қаржыландыруды инновацияны дамытудың негізгі факторы ретінде қарастырады [3]. М.Чечелашвили венчурлық қаржыландыру үшін жаңа құбылыс болып табылатын краудфандингті зерттеп, Грузияның мысалында оның дамуын қарастырған [4]. Л.Н. Гумилев атындағы ЕҰУ авторлар тобы Қазақстанда инновацияларды қаржыландыру модельдерін «қайта жүктеу» үшін мүмкіндіктер ұсынып, олардың арасында, атап айтқанда, венчурлық қаржыландыруды қарастырған [5].

Стеблякова Л.П. институционалды және салалық тұрғыда венчурлық қаржыландырудың дамуын зерттеді. Өз жұмысында ол мемлекет венчурлық қаржыландыру процестерінің белсенді қатысушысы болуы керек, әсіресе оның дамуының алғашқы кезеңдерінде деген қорытындыға келді [6]. Өнеркәсіптік дамуды талдауға үлкен бейімділікпен Қарағанды экономикалық университетінен Те А.Л. осындай зерттемелермен айналысты [7]. Антипкина О.В. Ресей, Еуропа және Солтүстік Америка елдерінде венчурлық қаржыландыру трендтерін талдады [8]. Безрукова Т.Л. және т.б. зерттеулер көрсеткендей, венчурлық кәсіпкерлік, оның ерекше жағдайы стартаптар, біртіндеп Ресей экономикасын модернизациялаудың маңызды факторларының біріне айналуға [9].

Невматулина К.А. Қазақстандағы венчурлық қаржыландыру проблемаларын қарастыра отырып, венчурлық қаржыландыру тетігінің ұйымдастырушылық, институционалдық және құқықтық негіздерін қалыптастырудан тұратын мемлекеттің осы саладағы айқын саясатын әзірлеудің орындылығы туралы қорытындыға келді [10].

Бірқатар жұмыстар Қазақстан мен Ресей экономикасының жұмыс істеуінде венчурлық қаржыландырудың рөліне арналған және олардың барлығы венчурлық қордың (ВҚ) дамуын және оның негізгі көрсеткіштерін қандай да бір түрде қарастырады, сондай-ақ ВҚ-ды, негізінен бағдарламалық, заңнамалық және институционалдық қолдау саласындағы мемлекеттік бастама арқылы дамыту жолдарын ұсынады [11], [12], [13], [14], [15].

Дереккөздерді талдау сонымен қатар венчурлық қаржыландыру мен венчурлық капитал шет елдердегі инновацияларды дамытуда маңызды рөл атқаратынын көрсетеді.

АҚШ және Канада. Ұлттық венчурлық капитал қауымдастығының (National Venture Capital Association, NVCA) соңғы зерттеуінде венчурлық инвесторлардың үштен екісінен астамы (69%) өсуді болжауда. Канадалық компаниялар көбінесе американдық фирмалармен байланысты, бірақ олар көптеген тәуелсіз венчурлық қорлар құрды. NVCA 1970 жылдан 2000 жылға дейін ұзақ уақыт бойы АҚШ экономикасына венчурлық инвестициялаудың нәтижелерін тұжырымдады. Осы зерттеуге сәйкес венчурлық қаржыландыру 7,5 миллионнан астам жұмыс орындарын құруға ықпал еткен, ал 2000 жылдың аяғында осындай капиталы бар компаниялардың жалпы кірісі 1,3 трлн долл. асқан [16].

2000 жылы венчурлар өндірісі АҚШ ЖІӨ көлемінің шамамен 15% құрады. Инвестициялардың ең көп ағындары ақпараттық технологиялар, денсаулық сақтау, өнеркәсіп, энергетика, электроника және биотехнология салаларына бағытталды. Венчурлық қаржыландыру АҚШ-тағы барлық инвестициялық ағындар көлемінің 1%-дан азын құрайтынын ескере отырып, оны ұзақ уақыт бойы АҚШ экономикасының дамуына қосқан үлесі маңызды деп атауға болады. Ұқсас процестерді Еуропа елдерінде де байқауға болады.

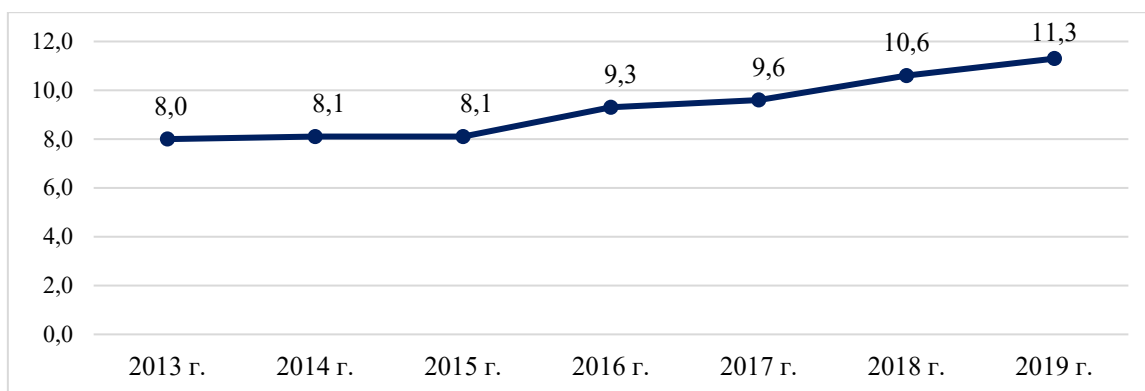
Еуропада давенчурлық қаржыландырудың дамуы байқалады. Мысалы, Ұлыбританияда венчурлар құрған жұмыс орындарының саны барлық жұмыспен қамтылғандардың шамамен 10% құрайды. XX ғасырдың 80-ші жылдарының ортасынан бастап венчурлық қаржыландыру 18 мыңнан астам шағын және орта кәсіпкерлік кәсіпорындарын құруға мүмкіндік берді.

Үндістан. 2006 жылдың бірінші жартысында Үндістан өнеркәсібіндегі венчурлық капитал инвестициялары 3 миллиард долларды құрады, ал жыл соңына қарай 6.5 миллиард долларға дейін өсті.

Қытай. Қытайда венчурлық қаржыландыру 2009 жылғы 420 миллион доллардан 2010 жылы 1 миллиардқа дейін екі есе өсті. 2010 жылдың бірінші жартысында венчурлық инвестициялар 2009 жылмен салыстырғанда 32%-ға өсті.

Осылайша, әлемнің неғұрлым дамыған елдерінде венчурлық инвестициялауды дамытуға, сондай-ақ осы елдердің экономикаларында осы саланың өсуіне үлкен назар аударуға болады. Бұл Қазақстанға тұрақты және тиімді даму үшін венчурлық қаржыландыруды, әсіресе инновацияларды дамыту қажет деп айтуға мүмкіндік береді.

Қазақстанда басым міндеттердің бірі әлемдегі бәсекеге барынша қабілетті отыз елдің қатарына кіру болып табылады. Бұл міндетке уақытында инновацияны белсенді дамыту арқылы ғана қол жеткізуге болады, бұл үшін инновациялық инфрақұрылымды үнемі жетілдіріп отыру қажет. Мысал ретінде ЭБДҰ-ға кіретін елдердің тәжірибесін алуға болады, өйткені бұл топқа инвестициялық ағындарды тартуға және инновациялық белсенділік индикаторларын ұлғайтуға әкелетін экономикаларды жаңғырту тиімділігіне таласы жоқ әлемнің ең дамыған елдері кіреді [17]. Қазақстан Республикасындағы инвестициялық ағындарды бастапқы талдау үшін кәсіпорындардың инновациялық белсенділігінің көлемі – венчурлық қаржыландырудың дамығандығының тікелей салдары, сондай-ақ венчурлық қорлардың басым бөлігін қамтитын саладағы инвестициялар көлемі ретінде қарастыруға болады.



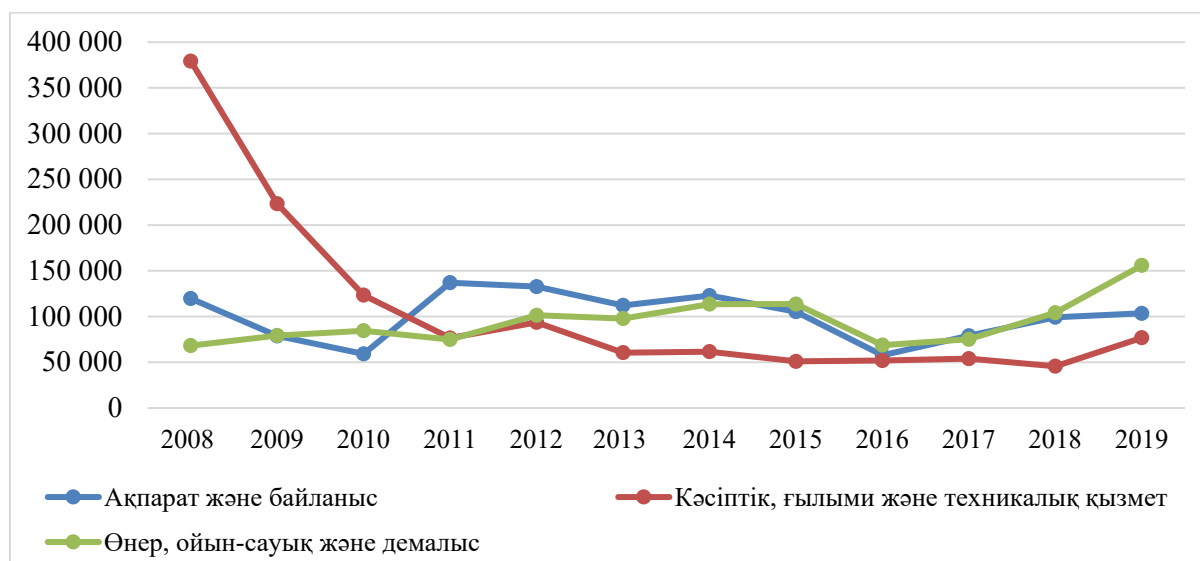
Ескерту: ҚР ҰЭМ Статистика комитетінің деректері бойынша автор құрастырған
<https://stat.gov.kz/api/getFile/?docId=ESTAT098612>

1-сурет – ҚР инновациялардың барлық түрлері бойынша кәсіпорындардың инновациялық белсенділігі, %

1-суреттен көріп отырғанымыздай, Қазақстан кәсіпорындарының инновациялық белсенділігі өсіп келеді, 7 жыл ішінде 3,3% немесе 1,4 есе өсімді құрады. Алайда, бұл көрсеткіштің өзі елдегі венчурлық қаржыландырудың дамуын сенімді түрде растай алмайды, бұл тек венчурлық қаржыландыруға ғана әсер етпейтін инновациялық белсенділіктің динамикасын ғана көрсетеді. Сондықтан венчурлық капиталға жақын инвестициялардың көлемін мүмкіндігінше дәл қарастыру қажет.

2-суреттің деректері 12 жыл ішінде көптеген венчурларды қамтитын салаларға салынған инвестициялар көлемі жалпы төмендегенін көрсетеді. Ең елеулі теріс инвестициялық динамика «Кәсіптік, ғылыми және техникалық қызмет» саласында байқалады, оған инвестициялар көлемі 4 еседен астам төмендеген. «Ақпарат және байланыс» саласында инвестициялар көлемі де төмендеген, бірақ айтарлықтай емес. Өсім байқалған жалғыз сала – «Өнер, ойын-сауық және демалыс». Осылайша, осы деректерді негізге ала отырып, Қазақстан Республикасындағы кәсіпорындардың инновациялық белсенділігі венчурлық (және жалпы капиталдық) инвестициялардың өсуі есебінен емес, осы жұмыстың фокусына кірмейтін басқа да факторлар есебінен дамып келеді деп айтуға болады. Осыдан Қазақстанда венчурлық қаржыландыруды дамыту үшін әлеует әлі де өте жоғары деген қорытынды жасауға болады. Қазақстанның қысқа мерзімді кезеңдегі инновациялар саласындағы салыстырмалы прогресіне қарамастан, кәсіпорындардың инновациялық белсенділік дең-

гейі, мысалы, Беларусьте инновациялық белсенділік деңгейі 21,1%, ал дамыған елдерде – 50-70%, ал Қазақстанда – тек 9,3% құрайтын дамушы елдермен салыстырғанда, тұтастай алғанда өте төмен деңгейде қалып отыр [18].



Ескерту: ҚР ҰЭМ Статистика комитетінің деректері бойынша автор құрастырған
<https://stat.gov.kz/api/getFile/?docId=ESTAT100695>

2-сурет – Венчурлық инвестициялау неғұрлым кең таралған салалардағы инвестициялар көлемі, млрд теңге

Дегенмен, Қазақстан Республикасындағы инвестициялық қорлардың қызметі тәуелсіздік алғаннан кейін бірден басталды. Алайда, 1998 жылғы қаржы дағдарысынан туындаған экономикалық тұрақсыздықтың салдарынан қорлардың бір бөлігі қаржы нарығынан өз қаражатын қайтарып алуға мәжбүр болды. Капиталды ұлғайту сатысында тұрған қорлардың басқа бөлігі жойылды немесе инвестициялық бағдарламаларды іске асырудан едәуір алшақтады. Келесі он жыл – 2008 жылғы жаңа қаржы дағдарысына дейін инвестицияларды дамыту үшін өте қолайлы болды.

2011 жылы 2003 жылы құрылған «Ұлттық инновациялық қор» АҚ негізінде «Технологиялық даму жөніндегі ұлттық агенттік» АҚ құрылды. «Даму институттарын, қаржы ұйымдарын басқару жүйесін оңтайландыру және ұлттық экономиканы дамыту жөніндегі кейбір шаралар туралы» Қазақстан Республикасы Президентінің 2013 жылғы 22 мамырдағы №571 Жарлығына сәйкес Қоғамның жалғыз акционері «Бәйтерек» Ұлттық басқарушы холдингі» АҚ болып табылады. «Бәйтерек» ҰБХ» АҚ-ның 2019 жылғы 30 қаңтардағы №07/19 шешімі негізінде «ТДҰА» АҚ «QazTech Ventures» АҚ болып қайта аталды.

Сараптамалық бағалауларға сәйкес, бүгінгі таңда Қазақстандық венчурлық қорлар өз қаражатының 60%-ға жуығын игерді және бұл бірінші кезекте отандық әзірлемелердің төмен сапасымен байланысты, бұл кезде венчурлық қорлардың саны да, сапасы да төмен болып қалады [6]. Қазақстан ЭЫДҰ елдері деңгейінде венчурлық қаржыландыру мен инновацияларды дамытуға ұмтылып отырғанына қарамастан, бүгінде оған венчурлық капиталды жинақтау мен іске асыруға кедергі келтіретін бірқатар тосқауылдар бар.

Қазақстан Республикасындағы венчурлық қаржыландырудың маңызды проблемаларының бірі (квази) мемлекеттік қорлардың немесе кәсіпорындардың көмегімен бөлінген инвестицияларға тұрақты мониторинг пен бақылаудың болмауы болып табылады. Аудит ең төменгі деңгейде жүзеге асырылады және біз жалпы инвестициялардың тиімділігін бақылау және бақылау емес, тек ресми қаржылық есептілік аудитін айтып отырмыз. Қорларды басқарудың венчурлық инвестицияларын дамытудың жалпы динамикасын білместен, тиімді басқару шешімдерін қабылдай алмайды.

Бұдан басқа, Қазақстанда жобаға қаражат салатын инвестор дамудың барлық негізгі бағыттарын реттеп, компанияда билікті басып алуға ұмтылады, ал венчурлар, әдетте, мұндай араласуды қабылдамайды, өйткені бұл олардың кейіннен үстеме пайда көзіне айналатын идеяларын іске

асыруға кедергі келтіруі мүмкін. Егер инвестор кәсіпорынның стратегиялық серіктесі болуға ұмтыла отырып, венчурларға зиян келтірсе, мұндай инвестициялық стратегия өте қолайлы, себебі оларға басқарушылық шешімдер қабылдауда белгілі бір еркіндік деңгейі қажет, ал инвестордың тәуекелдерін жеке кәсіпорынды бақылау есебінен емес, инвестициялық венчурлық портфельді әртараптандыру есебінен жүргізіледі [19].

Қазақстандағы венчурлық қорлардың қызметі кәсіпорынның дамуын бақылауға ұмтылыс салынған қаражаттың өсу мониторингімен шектелетін Солтүстік Америка және Еуропа елдеріндегі инвестициялау стратегиясынан айтарлықтай ерекшеленеді. Факті бойынша Қазақстанда «венчурлық қаржыландыру» деп жедел немесе ауыртпалықты кредиттеуден ерекшеленетін және инвестор қол жеткізілуі тиіс нысаналы көрсеткіштердің тұтас тобын (өсу ғана емес) қойған кезде жобалық қаржыландыруды еске салатын кез келген қаржыландыру түрі түсініледі. Егер жоғарыда аталған Қазақстан Республикасының венчурлық қорларының портфелін қарайтын болсақ, онда инвестициялық жобалардың ешқайсысын дамыған елдерде қолданылатын мағынада венчурлық деп атауға болмайды. Осы портфельдердегі венчурлар ҒЗТҚЖ-ға жұмсалатын жоғары шығыстармен сипатталмайды, материалдық емес активтердің басым санына ие болмайды және т.б. [20].

Осыдан мынадай байланысты проблема туындайды: Қазақстан Республикасындағы венчурлық қорлар, құралдар арасында мәлімделген «венчурлық қаржыландыруға» қарамастан, дәл венчурлық қаржыландырумен айналыспайды, өйткені олар дамудың жобалық моделін белгілеу есебінен қаражат салу тәуекелдерін өндірушілерге ауыстыруға ұмтылады, демек олар инвестордың тәуекелдерді қабылдауын білдіретін венчурлық қаржыландырудың экономикалық мәнін ауыстырады.

Венчурлық қаржыландыруға қатысты заңнамадағы оққылықтардың алатын орны ерекше. 2020 жылы венчурлық бизнесті, оның ішінде инновациялық қызметті реттейтін нормативтік-құқықтық базаға бірқатар түзетулер енгізілді. Қазақстан Республикасының кәсіпкерлік кодексіне толықтырулар енгізіліп, «венчурлық қор» және «венчурлық қаржыландыру» ұғымдарына анықтама берілді [21]. Сонымен қатар кәсіпкерлік кодексте венчурлық қаржыландыру басқа түрлерден венчурлық қаржыландырудың бөлігі бола отырып, оның барлық мүмкіндіктерін сарқылтпайтын инновациялық жобаларға қатысты қолданылатындығымен ерекшеленеді.

Қазақстан Республикасының салық кодексінде инновациялық бағдарланған кәсіпорындар мен венчурлық кәсіпорындар үшін қандай да бір салықтық жеңілдіктердің немесе преференциялардың жоқтығын жеке атап өту қажет. Әрине, оларда жұмыс істеп тұрған кәсіпорындар үшін жеңілдіктер жиынтығына ие технопарктер мен арнайы экономикалық аймақтар (АЭА) туралы есте сақтау қажет, алайда сол және басқалары жеңілдіктерге қолжетімділікті осы АЭА немесе технопарктердің аумағында болу қажеттілігімен шектейді. Салықтық ынталандыру шараларын енгізу кәсіпкерлерді венчурлар құруға ынталандыруға мүмкіндік берер еді, өйткені бұл дегеніміз олардың белгіленген шығындарын азайтылып, олардың жұмыс істеуінің әлеуметтік пайдасы әлі де сақталады. Мысалы, Қытайдағы жоғары инновациялық белсенділік факторларының бірі салықтық жеңілдіктер болып табылады, онда инновациялық компаниялардағы табыс салығының мөлшері 25%-дан 15%-ға дейін төмендетілуі мүмкін. Сонымен қатар Қытайдың инновациялық кәсіпкерлері алғашқы табыс алғанға дейін 2-5 жыл бойы салық төлемдерінен босату құқығын ала алады [22].

Іс жүзінде кез келген дамыған елдің тәжірибесі венчурлық капитал жеке немесе квазимемлекеттік инвесторлардың қаражатынан ғана емес, зейнетақы және қайырымдылық қорлары сияқты таза мемлекеттік институттардың есебінен де қалыптасатынын көрсетеді. Қазақстанда, өз кезегінде, формальды сектордың венчурлық капиталына салымшылардың түрлері шектеулі. Оған негізінен даму институттары мен жеке инвесторлар кіреді.

Қорытындылай келе, біздің ойымызша, Қазақстанда венчурлық инвестициялауды дамытуды шектейтін соңғы маңызды фактор бағалы қағаздар нарығының төмен сыйымдылығы болып табылады. Венчурлық қаржыландыру дамыған елдерде ол көбінесе ауқымды қор нарығының арқасында елдің инновациялық дамуына белсенді ықпал етеді. Инновациялық жобаны дамытудың кейінгі кезеңдеріндегі венчурлық инвестициялар көбінесе бастапқы жария орналастыру (IPO) арқылы жүзеге асырылады. Кірістілікті бір мезгілде белгілей отырып, инновациялық жобадан шығу процесінің қарапайымдылығы – венчурлық инвестордың жобаны қаржыландыру туралы түпкілікті шешіміне әсер ететін маңызды фактор [23].

Қазақстандық венчурлық инвестициялау жүйесі өзінің дамуының бастапқы кезеңінде екенін және венчурлық саланы дамытудың елеулі нәтижелері әлі жоқ екенін атап өту қажет. Отандық инновациялық саланың негізгі проблемалары:

1. Мемлекеттік институттар салған қаражаттың тиімділігіне жүйелі мониторинг пен бақылаудың әлсіздігі.
2. Венчурлық қаржыландырудың өзіндік мәдениеті мен тиімді стратегиясының болмауы.
3. Инновациялық белсенділіктің төмендігі және венчурлардың пайда болу қарқындылығы.
4. Венчурлық қаржыландыруға қатысты нормативтік-құқықтық базадағы белгісіздік пен олқылықтар.
5. АЭА немесе технопарктерге байланбаған салықтық жеңілдіктер мен преференциялардың болмауы.
6. Мықты институционалдық венчурлық инвесторлардың болмауы.
7. Бағалы қағаздар нарығының төмен сыйымдылығы және оның құралдарының шектеулілігі.

Кедергілерді тікелей талдаудан басқа, оң трендтерді, сондай-ақ қалған, «классикалық құралдардың» даму деңгейіне және қолжетімділігіне қарамастан қолданылуы мүмкін венчурлық қаржыландырудың жаңа мүмкіндіктерін қарастыру қажет.

Қорытынды. Жоғарыда айтылғандарға сүйене отырып, Қазақстанда венчурлық қаржыландыруды дамытудың бірнеше ықтимал шараларын ұсынуға болады. Бірінші кезекте, бұл венчурлық капиталдың кіруі үшін қауіпсіз орта құруға мүмкіндік беретін заңнамалық базаны дамыту. Бұл, әсіресе, венчурмен байланысты тәуекелдер венчурлық қаржыландырудан бөлінбейтіндігін, яғни барлық басқа тәуекелдер (заңды, саяси, әлеуметтік) бақылауда болуы керек екенін ескерумен өте маңызды.

Екіншіден, ҒЗТКЖ-ның дамуы жаңа, серпінді идеялардың пайда болу мүмкіндігін арттырады, олар кейіннен венчурлық капитал үшін негіз бола алады және жоғары пайда әкеледі сондай-ақ халықтың өмір сүру сапасын арттырады. Венчурлық қаржыландыру ҒЗТКЖ-ны ынталандыру факторы ретінде жаңа идеялардың пайда болуы үшін әлеует болған кезде ғана жұмыс істейді, өйткені венчурлық қаржыландыру бұл әлеуетті жасамайды, тек оны іске асыруға мүмкіндік береді.

Үшіншіден, венчурлық қаржыландыруды ынталандырудың экономикалық әдістерін енгізу, әсіресе, салық жеңілдіктерін енгізу және қаржы институттарын дамыту қажет.

Төртіншіден, әртүрлі типтегі венчурлық инвесторлардың пайда болуына кедергілерді жою: ірі, институционалды және кіші, жеке. Бұған краудфандинг те кіреді.

Бесіншіден, мемлекеттік венчурлық қаржыландыру қорларының қызметін қаржыландырудың барлық басқа түрлерінен нақты ажырату және венчурлық бақылауды тікелей алуға ұмтылмай, венчурлық капиталдың өсу қарқынын бақылауды міндетті түрде белгілеу қажет.

Негізгі көрсеткіштердің, әсіресе (квази)мемлекеттік құрылымдар инвестицияларының тиімділігі мен венчурлық кірістерден түсетін кірістердің мониторингін сақтай отырып, бақылауды жанама төмендетумен венчурлық қаржыландыруды дамыту үшін жағдай жасаудағы мемлекеттің негізгі рөлі шешуші жағдай болып табылады.

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ВЕНЧУРНОЕ ФИНАНСИРОВАНИЕ КАК ФАКТОР ИННОВАЦИОННОГО РАЗВИТИЯ

Аннотация. В статье обоснована необходимость совершенствования механизмов венчурного финансирования в Казахстане для обеспечения устойчивого и эффективного развития страны. Обозначена роль венчурного финансирования в инновационном развитии стран на основе изучения опыта США, Канады, Европы, Индии и Китая. Проведен обзор последних научных работ, посвященных венчурному финансированию в различных аспектах. Осуществлен анализ инновационной активности и венчурных инвестиций в Республике Казахстан.

В статье исследованы особенности венчурного финансирования в Казахстане. Результаты исследования показывают, что казахстанская система венчурного инвестирования находится на начальном этапе своего развития, и ощутимые результаты развития венчурной сферы еще не получены. Проведенное исследование позволило выявить факторы, ограничивающие развитие венчурного инвестирования в Казахстане, к которым можно отнести: слабый системный мониторинг эффективности вложенных государственными институтами средств; отсутствие эффективных стратегий венчурного финансирования; низкая инновационная активность и интенсивность возникновения венчуров; неопределённость и пробелы в нормативно-правовой базе, касающейся венчурного финансирования; отсутствие налоговых льгот и преференций, не привязанных к СЭЗ или технопаркам; отсутствие сильных институциональных венчурных инвесторов; низкая ёмкость рынка ценных бумаг и ограниченность его инструментов.

В работе предложен комплекс мер, направленных на активизацию венчурного финансирования. Реализация предложенных мер предполагает увеличение контроля над эффективностью инвестиций квазигосударственных структур и доходов от венчуров, а также создание условий для развития венчурного финансирования. Результаты исследования могут служить отправной точкой для проведения дальнейших исследований по теме венчурного финансирования в аспекте инновационного развития страны.

Ключевые слова: венчурное финансирование, инновационное развитие, венчурные фонды, высокорисковые проекты.

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VENTURE CAPITAL FUNDING AS A FACTOR OF THE INNOVATIVE DEVELOPMENT

Abstract. The paper justifies the necessity to improve the mechanisms of venture capital funding in Kazakhstan for sustainable and effective development of the country. The role of venture capital funding in the innovative development of the countries is investigated on the base of study of the experience of such countries as USA, Canada, Europe, India, and China. The recent research works related to the venture capital funding in different aspects are reviewed. The innovative activity and venture investments in the Republic of Kazakhstan were analyzed.

The paper investigates the features of venture capital funding in Kazakhstan. The investigation results show that Kazakhstan system of venture investment is at its initial stage of development, and there are no tangible results of venture field development yet. The conducted research allowed revealing the factors limiting the development of venture investment in Kazakhstan, these are: poor systematic monitoring of funds efficiency invested by the national institutes; lack of effective strategies of venture capital funding; low innovative activity and intensity of venture appearance; uncertainty and gaps in the legislative base related to venture financing; absence of tax concessions and preferences not tied to FEZ or technological parks; absence of strong institutional venture investors; low capacity of securities market and scarcity of its instruments.

The work suggests a set of measures directed on activation of venture financing. The implementation of the suggested measures assumes the increased control over the effectiveness of quasi-public structures investments and venture incomes, and creation of conditions for venture capital funding development. The research results can be a cut-off point for further investigations in the field of venture capital funding related to the innovative development of the country.

Key words: venture financing, innovative development, venture funds, high-risky projects.

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EFFICIENCY OF SOYBEAN PRODUCTION AS AN ALTERNATIVE SOURCE OF BIOFUEL IN THE ENERGY MARKET

Abstract. Active management in the oil and gas industry needs to take in account knowledge not only about fossil fuels but also various types of alternative fuels like biofuels. This thesis goal is to analyze the economics of producing Bio-Crude oil from a plant called *Jatrophae curcadis*, (or also known as “purging nut”). It is nowadays growing around subtropical regions of the North American continent, especially in Mexico, and southern Asia, and with lower yield can grow even in arid wastelands of Central Asia (in arid Mali it is grown to hold wildlife from plants). It is the very undemanding plant so the biofuel produced from it can be very cheap compared to other biofuels.

Biofuels are viewed as a possible fuel of the future. Concerning energy for cars there is intense “competition” stemming from electricity and rising in popularity due to modern research is also hydrogen. In general, biofuels are nowadays strongly supported in the European Union as well as in the United States of America and many other regions of the world.

The oil produced from this plant is not being traded on commodities markets yet but is viewed as biofuel of the future as currently sold soybean oil and palm oil are according to my analysis more expensive in many areas of the world. Production of the plant seeds (nuts) when pressed leads to bio-crude oil which can be processed to biocrude.

Economic analysis showed that given irrigation and good genetic selection of the plants to give higher production of seeds (price of the kg would be determining factor), the biocrude produced from the seeds has the potential to successfully compete with alternative fuels made from soybean or palm oils.

Keywords: diesel, gas, management, economic analysis, *jatrophae curcadis*, bio-crude, oil.

The USA used to be producing subsidized biocrude and export it to the EU and this act has led to bankruptcies of biocrude producers across the EU.

Germany has recently removed all subventions for biocrude production, causing its local biocrude producers to be un-competitive against the US imports. At the other end of the spectrum, Spain, another EU nation continues to have subventions, but local producers there too are unable to compete as loop holes in the current biocrude system allows imports to receive subventions too. This has created a general dissatisfaction that US biocrude producers are getting “double” subventions thus creating unfair competition.

European Trade Commissioner to the US, John Bruton (bioenergy-business.com) is quoted as saying, *“What we are witnessing here is US taxpayers effectively subsidizing European motorists to the tune of around \$300m last year, and that figure is set to be even higher this year - all while Americans themselves are suffering at the pump”* (bioenergy-business.com).

The United States has been subsidizing biocrude production at USD\$0.26 per liter for blended biocrude. This has caused another issue where countries such as Malaysia and Indonesia have been exporting to the USA their biocrude, mostly palm oil, and blending them with petroleum diesel in the US to qualify for the subventions and then exporting the blended fuel to Europe to collect the EU subventions. This has made it even more difficult for EU biocrude producers to be competitive. The European Biocrude Board (EBB) said that the fuel was cheaper when sold on the internal EU market than price for which the local EU producers can buy resources to produce it (bioenergy-business.com).

The EC has threatened to bring the issue to the World Trade Organization (WTO) and has also threatened legal action. There have also been proposals that subventions for biocrude into the EU be removed for already subvented imported biocrude.

Argentina is just another country that has been benefiting from these subventions. The Argentinean biocrude producers have also joined the bunch of producers trying to make profits of its own subventions and also double subventions from the EU.

Escape clauses of various trade agreements have been taken advantage off to the horror of the European biocrude producers. Measures were taken by the US Congress to change the Energy law in regards to biocrude, but when the Energy Law was signed by the president, the biocrude trade and subventions clauses were left out. The problem continues and probably will end only in 2020 (grainet.com).

The EU is currently working on setting trade barriers and regulations in relation to biocrude. Limiting subventions and setting environmental limits on the bio-diesel products are possibilities. The EU currently is looking into biocrude producing countries, and is now stating that they might ban biocrude that is produced by raw materials that could cause environmental issues such as deforestation to grow biocrude plants.

At present, biocrude production has an issue where the low-cost supply of raw materials is not easily available. In the USA, soybean biocrude is not cost effective unless government subventions and in place. Currently, algae are said to have the greatest potential to be the largest source of biocrude raw material (Spinks, 2013), but that has yet to be proven as to production and also costs involved. Work is currently being done on *Jatropha curcas* as a possible low-cost resource. According to news.mongabay.com it is quite possible that alternative primary bio-crude sources as vegetable oils may have worse environmental impact than classic fossil fuels.

The EU plans to implement tariffs to stop foreign entities profiting from its subventions but on the other hand may offer Latin America a deal to be able to import cheaper goods of other type like citrus fruits at subvented prices. Nevertheless, this would need agreement of all EU member states and that is very unlikely. Implementation of high import tariffs has much higher probability.

WTO negotiations generally take a long time to materialize and possible preferential trade agreements between these countries would probably happen in order to solve this issue. As these geopolitical issues are discussed and decided on, the work towards a source of raw material for biofuel continues. *Jatrophae curcadi* has been marketed and publicized heavily as the future of bio-diesel with very little thought or planning in the agronomy and logistical issues involved. Currently, the second wave of *Jatrophae curcadi* investors is moving in with more research and information and with the hope and perseverance that this time it will be more successful.

There is no doubt that subventions do help, but it would be so very helpful for this very young industry that the countries involved with or whom are within their political influence to work out the geopolitical issues to help start an industry that could very well change the political climate around the world.

Bio-fuel Economics. As the world's population become more dependent on the motorized vehicle and with markets such as India and China grows, so does the demand for fuel. Biofuels will play a critical role in providing the supply with the increased demands. The use of biofuels is not new but just needs to be streamlined in terms of production and logistics. The production of biofuels will also in turn take advantage of the earth's most valuable assets, its population and land availability. Creating and taking advantage of human skills such as farming would be a socioeconomic event where villages to countries can be more independent. With large swaths of land currently with poor arable soil, with its millions of inhabitants in these areas, such a plant such as *Jatrophae curcadi* would be able to provide a significant socioeconomic impact.

All that requires different or new energy sources while bio crude being one the the prominent candidates, the processes used and investments done may not always be necessarily financially efficient. According to Tao and Aden (2009), current production process of biodiesel using ethanol made of corn, sugarcane, or soybean, the raw materials costs is the major contributor to the overall production cost, while the overall capital costs are not particularly large when compared to other processes or industries. Tao and Aden (2009) also added that future biofuels that require cellulosic processes and other advanced biofuels processes, such as butanol, would not only still face the high cost of raw material but also the high investments needed for the deconstruction of these materials.

Whether ethanol or biocrude is used, it is in nowadays view a move in the right direction. The proven warming climate and the persistent degradation of the living environment, offers us a choice to look at greener ways to power our engines. Hydro power has been used but is limited to many areas in the world. Solar and wind power has also been used and although getting popular, still quite expensive and also limited to only specific places around the world.

Anyway, the vast majority of our power plants and from the smallest of engines to the largest, fuel is still needed. Unfortunately, electricity batteries cannot be used everywhere. Bio-fuel is not going to completely substitute fossil fuel energy, at least this or next decade, but will definitely complement our current resources.

Sustained Competitive Advantage. Using resource-based theory, Barney and Clark (2007) present the concept that it is possible for a firm to possess a sustained competitive advantage over competitors. "*A firm is said to have a sustained competitive advantage when it is creating more economic value than the marginal firm in its industry and when other firms are unable to duplicate the benefits of this strategy*" (Barney and Clark 2007, 52). Sustained competitive advantage is possible when firm resources are heterogeneous and immobile as opposed to homogeneous and perfectly mobile. For the purpose of this thesis, "farm" can conveniently be substituted for "firm". If farm resource heterogeneity and immobility exists, then it may be possible for specific farm resources to be sources of sustained competitive advantage.

The alternative to at least some farm resources being heterogeneous and immobile is for all farm resources to be homogeneous and perfectly mobile. Under such a scenario every farm should behave exactly the same way in every respect because all farm resources have the potential to be identical. Since farms are clearly diverse in numerous ways, at least some farm resources must be heterogeneous and immobile.

Farm resources must be valuable, rare, imperfectly imitable, and exploitable in order to be potential sources of sustained competitive advantage. Farm resources can be imperfectly imitable (or costly to imitate) for one or a combination of three reasons:

- a) the ability of a farm to obtain a resource is dependent on unique historical conditions,
- b) the link between the resources possessed by a farm and a farm's sustained competitive advantage is causally ambiguous, or
- c) the resource generating a farm's advantage is socially complex.

Sustained competitive advantage does not equal permanent competitive advantage. Competitive advantage can be sustained for a period of time and then lost due to resources becoming obsolete or irrelevant. Competitive advantage can be sustained only as long as a farm's resources meet the criteria previously described (Barney and Clark 2007).

Benchmarking. Robert C. Camp of xerox said the formal definition for benchmarking is "*finding and implementing the best business practices*" (1993, 25). Xerox uses "*the continuous process of measuring our products, services and practices against those of our toughest competitors or companies renowned as leaders*" for their benchmarking definition (Camp 1993, 23-24). Another informative definition is "*a method for identifying aspects of an organization's activity that could be more efficient and/or effective by comparison with other relevant organizations' performance*" (Francis and Holloway 2007, 172).

In their literature review on benchmarking, Dattakumar and Jagadeesh (2003, 176) said: "*Benchmarking is recognized as an essential tool for continuous improvement of quality.*" They identified more than 350 publications pertaining to benchmarking. Francis and Holloway

(2007, 171) said "*Twenty years of widespread use have seen benchmarking become an accepted management practice rather than just another management fad.*"

They also described 12 types of benchmarking, one of which is competitive benchmarking. Competitive benchmarking is the process of "*comparison to the best of the direct competitors*" (Francis and Holloway 2007, 174). Yeager and Langemeier (2009, 112) said "*...internal and external benchmarking is extremely important in gauging the competitiveness of individual farms and for determining the impact of a change in the farm operation.*" Besides benchmarking the study identified key factors related to financial performance measurement identified as farm size or economies of scale; input costs, particularly machinery cost; and plant yields. Plant price, though not as important historically, is starting to become a more important factor.

Jatrophae curcadis and its Uses. *Jatrophae curcadis* is a perennial plant belonging to the Euphorbiaceae family. It is commonly known as the physic nut. More common plants in the euphorbiaceae family include the rubber tree (*hevea brasiliensis*), cassava, castor oil plant, and the poinsettia plant. *Jatrophae curcadis* is native to Central America and the Caribbean. It has always been looked upon as a multipurpose plant that is drought resistant. Among the most common function of the *Jatrophae curcadis* is its use as fencing as it prevents animals from getting through when planted close together. If carefully planted, *Jatrophae curcadis* hedges not only protect gardens from hungry livestock but also reduce damage and erosion from wind and water (Henning, 1998).

Ochse (1980) writes that young leaves can be eaten and are favored for cooking with goat meat, to counteract the specific goat smell. The nuts are even eaten sometimes, although it is known they can be harmful to health. Sometimes leaves are used to repel flies. The oil has been used for illumination, cleaning, candles, adulteration of olive oil, and making Turkey red oil. Nuts can be strung on grass and burned like candlenuts (Watt and Breyer-Brandwijk, 1962).

In Central America people grow the plant as a host for the mealy insect bug. The plant is then harvested and processed to obtain paint type material. Ashes of the burned plant roots can be used as a substitute for salt (Duke, 2000). Agaceta et al. (1981) conclude that it has strong solvent activity.

Duke and Wain (1981) list it for homicide, piscicide, and raticide as well. The bark may be used as a fish poison (Watt, Breyer-Brandwijk, 1962). In South Sudan, the seed as well as the fruit is used as a contraceptive (List, Horhammer, 1969–1979) and its sap stains linen, and can, therefore, be used for marking (Mitchell and Rook, 1979).

According to Hartwell (1971), the extracts of *Jatrophae curcadis* are used in folk remedies for cancer. Reported to be abortifacient, anodyne, antiseptic, cicatrizant, depurative, diuretic, emetic, hemostat, lactagogue, narcotic, purgative, rubefacient, styptic, vermifuge, and vulnerary, physic nut is a folk remedy for alopecia, anasarca, ascites, burns, carbuncles, convulsions, cough, dermatitis, diarrhea, dropsy, dysentery, dyspepsia, eczema, erysipelas, fever, gonorrhoea, hernia, incontinence, inflammation, jaundice, neuralgia, paralysis, parturition, pleurisy, pneumonia, rash, rheumatism, scabies, sciatica, sores, stomachache, syphilis, tetanus, thrush, tumors, ulcers, uterosis, whitlows, yaws, and yellow fever (Duke and Wain, 1981; List and Horhammer, 1969–1979).

Its wax may be applied topically to bee and insect stings (Watt and Breyer-Brandwijk, 1962). It also has specific use in different cultures. Colombians drink the leaf decoction for venereal disease (Duke, 2000) while Bahamans drink the decoction for heartburn. Costa Ricans poultice leaves onto erysipelas and splenosis and Guatemalans place heated leaves on the breast as a lactagogue. Cubans apply the wax to toothache while Colombians and Costa Ricans apply the wax to burns, hemorrhoids, ringworm, and ulcers. Barbadians use the leaf tea for marasmus, Panamanians use it for jaundice and Venezuelans take the root decoction for dysentery (Duke, 2000).

The seeds are used also for drops and skin ailments (Watt and Breyer-Brandwijk, 1962). While its leaves are regarded as antiparasitic, applied to scabies; rheumatism; also applied to hard tumors (Hartwell, 1971). Perry (1980) reports that its wax is used to dress sores and ulcers and inflamed tongues while its seed is viewed as aperient; the seed oil emetic, laxative, purgative, for skin ailments. Root is used as a disinfectant for bleeding gums and toothache. Otherwise used for rashes, shingles, and other skin diseases (Perry, 1980; Duke and Ayensu, 1984). Four antitumor compounds are reported from other species of *Jatropha* (Duke and Ayensu, 1984). The plant is sometimes used for cold sweats, colic, collapse, cramps, cyanosis, diarrhea, leg cramps.

Agronomy of the *Jatrophae curcadis*. The *Jatrophae curcadis* is a small tree with a gray bark which releases white watery wax when cut. Under perfect conditions the plant might grow to a height of 6-9m, but most commonly the plant would grow to 3-5m. The fruits may produce several plants during the year if conditions are right. The inflorescences yield a bunch of 10 or more ovoid fruits which have a fleshy exocarp which turns yellow and dries, the fruit matures and so does the seed. There are three to four seeds in the fruit and would eventually mature to dark oblong shaped seeds.

Jatrophae curcadis grows almost anywhere – even on gravelly, sandy and saline soils. It can thrive on the poorest stony soil. It can even grow in the crevices of rocks (Lele, 2006). The leaves shed during the winter months and form mulch around the base of the plant. The organic matter from shed leaves enhance earth worm activity in the soil around the root zone of the plants, which improves the fertility of the soil.

Climatically, *Jatrophae curcadis* is found in the tropics and sub-tropics and likes heat, although it does well even in lower temperatures and can withstand a light frost. Its water requirement is extremely low and it can stand long periods of drought by shedding most of its leaves to reduce transpiration loss (Lele, 2006).

Jatrophae curcadis can be cultivated between latitude 30°N and 35°S, which is a much larger belt around the earth compared to that of oil palm which is only within the latitude of 4°N and 8°S (Jongschaap et al., 2007). The potential of the amount of ground that could be cultivated with *Jatrophae curcadis* is astounding and has the ability to change the socioeconomic conditions of those regions.

Unfortunately, electricity batteries cannot be used everywhere. Bio-fuel is not going to completely substitute fossil fuel energy, at least this or next decade, but will definitely complement our current resources.

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ЭНЕРГЕТИКА НАРЫҒЫНДАҒЫ БИООТЫННЫҢ БАЛАМА КӨЗІ РЕТІНДЕ СОЯ ӨНДІРІСІНІҢ ТИІМДІЛІГІ

Аннотация. Мұнай-газ саласындағы белсенді басқару органикалық отын туралы ғана емес, сонымен қатар биотын сияқты альтернативті отынның әртүрлі түрлері туралы білімді ескеруі керек. Бұл дипломдық жұмыстың мақсаты - *Jatrophae curcadis* (немесе «тазартқыш жаңғақ» деп те аталады) деп аталатын зауыттан алынатын био-шикі мұнай өндірісінің экономикасын талдау. Қазіргі уақытта ол Солтүстік Америка континентінің, әсіресе Мексика мен Оңтүстік Азияның субтропикалық аймақтарының айналасында өседі, тіпті Орталық Азияның құрғақ шөлдерінде аз өніммен өсе алады (құрғақ Малиде ол өсімдіктерден жабайы табиғат алып өседі). Бұл өте дәстүрлі емес өсімдік, сондықтан одан жасалған биотын басқа биотындармен салыстырғанда өте арзан болуы мүмкін.

Биотын болашақ ықтимал отын ретінде қарастырылады. Автокөліктерге арналған энергетика туралы айтатын болсақ, электр энергиясының әсерінен болатын «бәсекелестік» және қазіргі заманғы зерттеулердің арқасында танымалдылықтың артуы да сутегі болып табылады. Жалпы алғанда, биотын қазіргі кезде Еуропалық Одақта, сондай-ақ Америка Құрама Штаттарында және әлемнің көптеген басқа аймақтарында белсенді қолдау табуда.

Бұл зауытта өндірілген мұнай әлі тауар нарықтарында сатылмайды, бірақ болашақтың биотыны ретінде қарастырылады, өйткені қазіргі уақытта сатылған соя майы мен пальма майы, менің талдауым бойынша, әлемнің көптеген бөліктерінде қымбатқа түседі. Өсімдік тұқымын (жаңғақты) биологиялық есепке дейін өндеуге болатын био-шикі майға әкелу арқылы өндіру.

Осылайша, биотын өндіріс үшін экономикалық жағынан тиімді, сонымен қатар ол экологиялық таза және қоғам үшін қауіпсіз.

Экономикалық талдау көрсеткендей, жоғары тұқым өндіруге арналған өсімдіктерді суару және жақсы генетикалық іріктеу (килограмның бағасы айқындаушы фактор болады) тұқымнан алынған биорент соя немесе пальма майының баламалы отындарымен бәсекеге түсе алады.

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ЭФФЕКТИВНОСТЬ ПРОИЗВОДСТВА СОИ КАК АЛЬТЕРНАТИВНЫЙ ИСТОЧНИК БИОТОПЛИВА НА РЫНКЕ ЭНЕРГЕТИКИ

Аннотация. Активное управление в нефтегазовой отрасли должно учитывать знания не только об ископаемом топливе, но и о различных типах альтернативных видов топлива, таких как биотопливо. Целью этого тезиса является анализ экономики производства био-сырой нефти с растения под названием *Jatrophae*

curcadis (или также известного как «гайка очистки»). В настоящее время он растет вокруг субтропических регионов североамериканского континента, особенно в Мексике и Южной Азии, и с меньшей урожайностью может расти даже в засушливых пустынях Средней Азии (в засушливом Мали он выращивается для содержания дикой природы с растений). Это очень нетрадиционное растение, поэтому биотопливо, произведенное из него, может быть очень дешевым по сравнению с другими видами биотоплива.

На сегодняшний день биотопливо рассматривается как возможное топливо будущего. Что касается энергии для автомобилей, то интенсивная «конкуренция», вызванная электричеством, и рост популярности благодаря современным исследованиям также является водородом. В целом, биотопливо в настоящее время активно поддерживается в Европейском союзе, а также в Соединенных Штатах Америки и во многих других регионах мира.

Нефть, добываемая на этом заводе, еще не торгуется на товарных рынках, но рассматривается как биотопливо будущего, поскольку в настоящее время проданное соевое масло и пальмовое масло по моему анализу дороже во многих районах мира. Производство семян растений (орехов) при прессовании приводит к био-сырой нефти, которая может быть обработана до биоучета.

Тем самым биотопливо является экономический выгодным для производства и экологический чистым и безопасным для общества.

Экономический анализ показал, что при условии орошения и хорошего генетического отбора растений для получения более высокой продукции семян (цена на килограмм будет определяющим фактором) биорента, полученная из семян, может успешно конкурировать с альтернативными видами топлива из сои или масла пальмы.

Ключевые слова: дизель, газ, менеджмент, экономический анализ, *Jatropha curcadis*, био-сырая нефть.

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WAYS TO OPTIMIZE THE CASH RESOURCES MANAGEMENT AT THE ENTERPRISE

Abstract. To maintain the financial stability of the enterprise at a stable high level and increase it, it is necessary to increase the accumulation speed of its own sources. To do this, it is necessary to find reserves, as well as provide material working capital from own sources. In addition, it is necessary to find an optimal balance of financial resources, the free flow of funds of the enterprise can ensure a continuous process of production and sale of products through their effective use.

In the conditions of financial stability of the enterprise, we would like to note that effective cash flow management is the most important developed system. The cash flow management system of an enterprise is a system of tasks and methods for the formation, use and distribution of funds, as well as the development and implementation of management decisions related to the implementation of the company's turnover. The main objectives of cash management are not only to increase cash flows, but also to ensure the financial balance and stability of the enterprise in the course of its operation. This is done by balancing the amount of received and spent money and by coordinating it.

It provides the mechanisms and indicators of financial stability of the enterprise, as well as the factors affecting cash to ensure the financial sustainability of the enterprise, methods and mechanisms of management of cash flows in terms of financial stability. Also, the effectiveness of cash management plays an important role in assessing the company's financial stability indicators. In order to achieve financial stability of the company, the factors affecting cash were considered. Any organization should choose methods for increasing, balancing, and synchronizing cash flows appropriate to its condition. The analysis reveals shortcomings in the company's activities and measures aimed at improving the efficiency of its work.

Keywords: turnover, balance, debt, funds, capital, financial resources, sustainability, loan, equity, debt capital.

One of the most important factors for increasing the company's capital turnover is the cash flow management through the rational use of its own funds, including reducing dependence on borrowed funds. The effectiveness of the enterprise depends on the cash management system. The proposed system is necessary for the implementation of strategic and short-term plans of the enterprise and, in fact, for the effective use of insolvency, financial stability, assets and financing sources and reducing costs.

Effective cash flow management as part of the company's organizational and financial strategy forms a special management policy. Effective cash management leads to financial flexibility of the organization, as well as optimization of expenses associated with increased accounting and expenditure of inventory, sales volumes, real distribution of resources, obtaining effective loans and a stable financial position, including the cost optimization related to increasing the liquidity of the enterprise [1-2].

The main purpose of cash flow management of the enterprise is aimed at solving the tasks of its implementation, and this is shown in table 1.

Now let's look at the content of these objectives:

1. Formation of sufficient financial resources in accordance with the needs of the enterprise in the upcoming economic activity. This task shall be carried out in the future by determining the required amount of funds of the enterprise, creating a system of sources for their formation in the prescribed amount, and minimizing the cost of attracting them (debt).

2. Optimization of the distribution of the existing volumes of monetary resources of the enterprise on the types of economic activities and areas of use. In order to develop the company's operating, investment

Table 1 – The main purposes and objectives of cash management of the enterprise

Purposes	Objectives
To ensure the stable financial balance of the enterprise	1. Formation of sufficient financial resources in accordance with the needs of the enterprise in the upcoming economic activity; 2. Optimization of the distribution of the existing volumes of monetary resources of the enterprise on the types of economic activities and areas of use; 3. Ensuring a high level of financial stability in the process of enterprise development; 4. Ensuring stable financial solvency of the enterprise; 5. Increasing the cash flows that ensure the pace of economic development provided on the basis of self-financing of the enterprise; 6. Ensuring the reduction of losses in the value of funds when using them in economic activities at the enterprise.
<i>Note:</i> compiled by the author.	

and financial activities, it is necessary to ensure adequate balance in the course of the company's cash flows for implementation of these tasks.

3. Ensuring a high level of financial stability in the process of enterprise development. Such financial stability of the enterprise is provided by the formation of rational structure of sources of funds: first of all, optimization of the amount of raising funds for their payback period in the future as the ratio of borrowed funds to the company's own funds; formation of sufficient amount of monetary funds raised on a long term basis; restructure of the liabilities on monetary funds in the enterprise's development during the crisis.

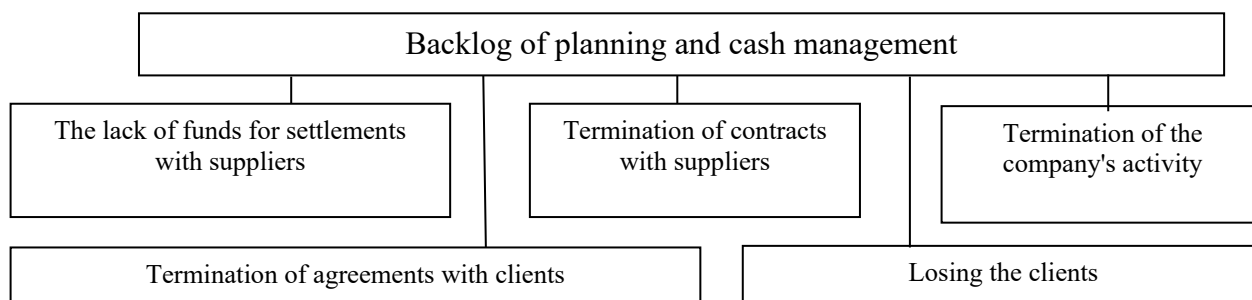
4. Ensuring stable financial solvency of the enterprise. This task: first of all, it is solved by effective management of cash and cash equivalents; forming a sufficient volume of their insurance part; ensuring uniformity of cash flows to the enterprise; ensuring synchronization of incoming and outgoing cash flows; choosing the best payment instruments for settlements with suppliers for conducting business operations.

5. Increasing the cash flows that ensure the pace of economic development provided on the basis of self-financing of the enterprise. Ways to implement this task: formation of the company's cash turnover; formation of the maximum size of its financial activities; selection of an effective depreciation policy of the company; timely liquidation of unused assets; investment of temporarily available funds.

6. Ensuring the reduction of losses in the value of funds when using them in economic activities at the enterprise. Cash and cash equivalents lose value due to temporary factors, inflation, risk, and so on. Therefore, in the process of organizing the monetary circulation of an enterprise, it is necessary to avoid the formation of excessive funds (if it is not associated with the need for economic practice), diversification of directions and forms of using monetary resources, prevention of certain types of financial risk or provision of insurance.

The above-mentioned tasks are proposed as a way to ensure the financial stability of the enterprise [3-5].

The company's activities are closely related to the income and expenditure of monetary funds. The continuous process of timely activation of cash is called cash flow for the enterprise. The following figure shows the issues of lack of ineffective cash management that can affect the company's operations.



Main issues arising from no or ineffective cash management.

Note: compiled by the author.

Proper management of the company's funds ensures a constant budget balance and availability of free funds necessary for the proper functioning and development of the company. To do this, it is necessary to strictly control and forecast the income and expenses for financing the enterprise within the established time frame. Therefore, we offer types of forecasting as a solution to the issues of the enterprise related to monetary funds.

According to scientists in the sphere of business, there are more than 150 types of forecast. However, only 15-20 methods are used. There are many recommended sources for classifying forecasting methods. The first method of classification can assess the degree of formalization. It uses forecasting methods from all sides. The second place corresponds to the General principle of the forecasting method. In the third classification method, it is considered that information can be obtained based on forecasts.

We distinguish the most common classification from many methods and types of excess forecasting of cash flows of the enterprise, and it is also used in forecasting methods in the future at the research stage. The statement of cash flows reflects future transactions expressed as monetary funds, income and expenses for a specific period.

Forecast results allow to forecast excess or shortage of inventory before they appear and, if necessary, adjust the behavior of the enterprise. In the event of unforeseen circumstances in the financial year, it requires immediate changes to the goals that meet current obligations. The necessary new indicators are calculated based on the financial condition of the company. In the following table 2, we will focus on methods of economic forecasting.

Table 2 – Methods of economic forecasting

Methods	Reasons for selection
Average weighted method	Suitable for creating express forecasts
The method of neural networks	Calculating delays for use in a typical firm or Corporation
Coefficient method	For making express forecasts per week, month, quarter, or several years
аҕымыһThe method of expert evaluation	No problems that experts can't help. The subjectivity of reviews
Extrapolation method	Suitable for determining a popular trend with economic forecasting
Average moving method	Suits for express forecasts
A method of constructing a multiple regression model	Determining factors that affect the amount of cash flows
Exponential method of grinding	As a result, a single value predicts three values, so you can find the average accuracy
<i>Note:</i> compiled by the author.	

Average weighted method. This method is based on determining the expected data using the arithmetic mean of data from the previous period. In this case, the highest weight is transferred to the forecast and close to that time periods of previous years (seasonal report).

To calculate this forecast, It is necessary to know the specific indicators for the last few stages. The minimum weight for the price is considered the most distant from the assigned periods. After that, the sum of all the values of the forecast indicators for the periods is determined and divided by the sum of the weight. For ease of calculation, it is recommended to use table 3, compiled during the investigation.

Table 3 – Calculation according to average method (net cash flow from operating activities)

Indicators	2017	2018	2019	2020 Forecast
Specific weight	0.1	0.6	0.8	1.5
Revenue	487 827	904574	1 115 800	
Accrued income	48782	542744	892640	1484166
Forecast of net cash flows from operating activities				989444
<i>Note:</i> compiled by the author.				

The result of the forecast indicator of net cash flow from operating activities by 2020, which will amount to 989444 thousand tenge, was obtained using this method of forecasting. Then, using the obtained indicators, we make a forecast calculation for subsequent periods. As a result, we get the data shown in table 4.

Table 4 – Forecast of net cash flows from operating activities for 2020-2023

Indicators	2020	2021	2022	2023
Forecast of net cash flows from operating activities	989444	1034328	1021805	1024656
<i>Note:</i> compiled by the author.				

Later the forecast of net cash flows from investment activities of the enterprise is made. It is provided in table 5.

Table 5 – Forecast of net cash flows from investment activities for 2020 by average weighted method

Indicator	2017	2018	2019	2020 Forecast
Specific weight	0.1	0.6	0.8	1.5
Revenue	-482054	726478	93687	
Accrued income	-48205	435886	74949	
Forecast of net cash flows from investment activities				30842
<i>Note:</i> compiled by the author.				

From the data obtained, it can be assumed that the net cash flow from investment activities in 2020 will be 30842 thousand tenge. Thus, the forecast data for the coming years is calculated in table 6.

Table 6 – Forecast of net cash flows from investment activities for 2020-2023

Indicator name	2020	2021	2022	2023
Forecast of net cash flows from investment activities	30842	375595	494896	434743
<i>Note:</i> compiled by the author.				

After forecasting net cash flow from investment activities, we see that it is possible to increase the revenue from investment activities. In the next step, let's forecast the dynamics of the amount of net cash flow from financial activities, which we see in the following table 7.

Table 7 – Forecast of net cash flows from financial activities for 2020

Indicators	2017	2018	2019	2020 Forecast
Specific weight	0.1	0.6	0.8	1.5
Revenue	26254	-1583102	87707	
Accrued income	2625	-949861	70166	
Forecast of net cash flows from operating activities				-584713
<i>Note:</i> compiled by the author.				

Forecasting the net cash flows from financing activities can be done by using the weighted average method. As a result, in 2020 it showed (-584713) thousand tenge. The forecast of net cash flow of financial activities for 2020-2023 can be found in table 8.

Table 8 – Forecast of net cash flow of financial activities for 2020-2023

Indicators	2020	2021	2022	2023
Forecast of net cash flows from investment activities	-584713	-382304	-431933	-422266
<i>Note:</i> compiled by the author.				

The use of this method in forecasting future cash flows will depend mostly on determining the weight of periods. Long-term forecast deviations shall decrease. Forecasting helps an enterprise manage its cash flow correctly and spend it in the appropriate direction. Therefore, it can be the solution of spending monetary funds in correct direction.

Whatever measures are taken to improve the financial situation, they never bring good results without the participation of the company's employees. In its activities, it is not possible to make various financial decisions, as well as to properly analyze the results of financial and economic activities at the internal and external levels [6-11].

In the management structure of the enterprise, the key role is played by working with personnel, since they are the main resources of the enterprise. Thanks to the qualified work of employees, as well as on the basis of their professional skills, as well as proper management of work with personnel, it is possible to increase the success of the enterprise.

Accountants keep records of the company's assets and calculate the necessary indicators of financial and economic activity, but they are not competent in terms of planning and drawing up ways to prevent problems. As measures to improve the financial condition of the company, we suggest creating a financial department that, performs the following tasks by taking various decisions:

- providing the enterprise with the necessary amount of economic resources, searching for sources of cost reduction, increasing the profitability to the budget, increasing the profitability to fulfill the obligations imposed on suppliers of credit institutions;
- study of modern production activities of the organization;
- assistance in the implementation of financial and economic activities;
- constant analysis and supervision of tax obligations, control over regular payments of taxes and other mandatory payments to the budget. Monitoring of obligations imposed on the budget and off-budgetary funds;
- study of the securities market, sale and purchase of securities, control over long-term and short-term investments of the company;
- continuous monitoring of receivables and payables, analysis of agreements and contracts;
- ensuring the continuity of information about the funds flow on the company's accounts.

Of course, when organizing a new structural division, the company can spend additional financial sources, including the increase of the production cost. However, after this event is completed, the result will be significantly improved.

The Finance department is divided into two groups:

- Department of financial planning;
- Department of accounting of financial receipts.

The first department will initially have one staff member, and in the future, if necessary, can be staffed with additional staff with Development department. The inefficient structure of the company's assets, including the growth of accounts receivable and accounts payable, requires urgent measures to restore and improve the financial condition of the enterprise. The effectiveness of the Department's functioning is mainly affected by any of the work performed and done by the Department's specialists [12-14].

After analyzing the financial condition of the company, we see that the advances from customers and buyers comprises the main part of the enterprise's cash proceeds from operating activities. For any enterprise, the main task is to increase revenue from the sale of basic goods and services. The cooperative operates at a high level of risk, having received an advance (credit) from customers and buyers.

Advance funds from customers and various buyers are also referred to as other pre-export financing. Under the condition of pre-export financing, the enterprise can receive pre-export financing in the form of a loan, in the case of relationships with buyers of goods. This loan is used for seasonal financing and is actually a prepayment of the buyer for the delivery of a specific product.

Many industrial resource suppliers offer farmers a non-bank form of loan, i.e. a supplier's loan (advance) to maximize sales. In this case, they provide the enterprise with the means of production in the established direction, including the cost of financing goods for a certain period. Most of the supplier's loans are not secured by collateral and represent 100% of the non-refundable risk to the supplier. The decision to issue a loan is based the company's creditworthiness, i.e. on history of payment of the debt owed to the supplier. As a rule, the beginning of such relationship is an offer to credit only a certain part of the total cost of production resources provided by the supplier.

In terms of financial stability of the company, we would like to note that this is an important system for effective cash flow management. The cash flow management system of an enterprise is a system of tasks and methods for formation, use and distribution of funds, as well as the development and implementation of management decisions related to the implementation of the company's turnover. The main objectives of cash management are not only to increase cash flows, but also to ensure the financial balance and stability of the enterprise in the course of its operation. This is done by balancing the amount of money received and spent and coordinating it.

It provides mechanisms and indicators of financial stability, as well as the factors affecting monetary resources to ensure the financial sustainability of the enterprise, methods and mechanisms of cash flow management in terms of financial stability. Also, the effectiveness of cash management plays an important role in assessing the company's financial stability indicators. In order to achieve financial stability of the company, the factors affecting cash were considered. Any organization should choose methods for increasing, balancing, and synchronizing cash flows that are appropriate to its condition. The analysis identifies shortcomings in the company's activities and measures to improve the efficiency of its work [15-17].

When identifying problems and shortcomings in the cash flow system, the company should choose the most appropriate methods of working with them and start implementing them.

To sum up, the author shall perform the following actions to ensure financial stability:

- to increase as much as possible the company's financial stability coefficients, i.e. achieving a proper level of liquidity and profitability;

- available funds should be used to provide the financial services;

- to use all possible opportunities to increase the revenue from operating activities.

Also, the policy for effective cash flow management is proposed as a way to optimize the financial position of the enterprise. Methods and ways of solving cash forecasting were demonstrated. In order to increase the profitability of the enterprise, it is necessary to attract qualified financial specialists with professional experience and, if possible, form a Finance department. Also, in order to increase revenues from main activities, the ways will be proposed to reduce dependence on advances pre-paid by customers and recipients, to familiarize themselves with measures for financing enterprises, and to address issues of financial stability of the enterprise.

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КӘСІПОРЫНДА АҚША ҚАРАЖАТТАРЫН БАСҚАРУДЫ ОҢТАЙЛАНДЫРУ ЖОЛДАРЫ

Аннотация. Кәсіпорынның қаржылық тұрақтылығын бірқалыпты жоғары деңгейде ұстап тұру және оны арттыру үшін, меншікті көздердің жинақтау жылдамдығын арттыру қажет. Ол үшін резервтерді табу, сондай-ақ меншікті көздер бойынша материалдық айналым қаражатын қамтамасыз етуі тиіс. Сонымен қатар, қаржы ресурстарының оңтайлы теңгерімін табу қажет, кәсіпорынның ақша қаражаттарының еркін айналымы, оларды тиімді пайдалану арқылы өнімді өндірудің және сатудың үздіксіз үдерісін қамтамасыз ете алады.

Кәсіпорынның қаржылық жәнетұрақтылығы жағдайында ақша қаражаттарының қозғалысын тиімді суреттен басқарудың маңызды дамыған жүйе екендігін байланысты ескеріп өткіміз келеді. Кәсіпорынның ақша қаражаттарының қозғалысын жылы басқару жүйесі осыған ақша қаражаттарын қалыптастыру, пайдалану бойынша және бөлу, теңгеге сондай-ақ етіледі кәсіпорын айналымын ықпал жүзеге асырумен тиімді байланысты басқарушылық ағындарын шешімдерді әзірлеудің және енгізудің міндеттері осылайша мен әдістерінің жүйесі теңдестіру болып табылады. ресурстарының Ақша қаражаттарын басқарудың операциялық негізгі міндеттері – ақша ағындарын ұлғайту ғана түрлерін емес, сондай-көрсетілгенәк оның ағындарының жұмыс істеуі барысында жалпы кәсіпорынның қаржылық тепе-шараларға теңдігін және тұрақтылығын қамтамасыз ету. болмауы Бұл ақша қаражаттарының жұмсаудың түсуі мен оның жұмсалуды көлемін болмауы теңдестіру және төмендеп оларды үйлестіру арқылы барлық жүзеге асырылады.

Кәсіпорынның қаржылық тұрақтылығының азайту көрсеткіштері мен механизмдері, сонымен қатар алмайды кәсіпорынның қаржылық тұрақтылығын қамтамасыз жылдар етуде ақша қаражаттарына әсер жылдар етуші факторлар, суретке кәсіпорынның қаржылық тұрақтылық жағдайында ақша қаражаттарының қозғалысын басқарудың әдістері мен механизмдері қарастырылған. Сондай-ақ, кәсіпорынның қаржылық тұрақтылығы көрсеткіштерін пайдаланылмайды бағалауда ақша қаражаттарын сатылым басқарудың тиімділігі үлкен активтер рөл атқарады. тіркелгенКәсіпорынның қаржылық тұрақтылығына қол табыстылықты жеткізу үшін ақша қаражаттарына әсер республиканың етуші факторлар қарастырылған. Кез келген кәсіпорын өзінің әлеуетіне сәйкес келетін ақша қаражатының ағындарын жоғарылату, экономика теңдестіру және үндестіру әдістерін төлеуге таңдауы керек. тұрақтылығы Таңдау барысында ресурстардың кәсіпорын қызметіндегі кемшіліктер және оның жұмысының мәселелерді тиімділігін арттыруға саясатын арналған іс-шаралар айқындалды.

Түйін сөздер: айналым, баланс, берешек, қаражат, капитал, қаржы ресурстары, тұрақтылық, қарыз, меншікті капитал, қарыз капиталы

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ПУТИ ОПТИМИЗАЦИИ УПРАВЛЕНИЯ ДЕНЕЖНЫМИ СРЕДСТВАМИ ПРЕДПРИЯТИЯ

Аннотация. Для поддержания финансовой устойчивости предприятия на стабильно высоком уровне и ее повышения необходимо увеличить скорость накопления собственных источников. Для этого необходимо изыскать резервы, а также обеспечить материальный оборотный капитал из собственных источников. Кроме того, необходимо найти оптимальный баланс финансовых ресурсов, свободный поток средств предприятия может обеспечить непрерывный процесс производства и реализации продукции за счет их эффективного использования.

В условиях финансовой устойчивости предприятия хотелось бы отметить, что наиболее важной развитой системой является эффективное управление денежными потоками. Система управления денежными потоками предприятия – это система задач и методов формирования, использования и распределения денежных средств, а также разработки и реализации управленческих решений, связанных с осуществлением оборота предприятия. Основными задачами управления денежными средствами являются не только увеличение денежных потоков, но и обеспечение финансового баланса и стабильности предприятия в процессе его деятельности. Это делается путем балансирования количества полученных и потраченных денег и их координации.

Приводятся механизмы и показатели финансовой устойчивости предприятия, а также факторы, влияющие на денежные средства для обеспечения финансовой устойчивости предприятия, методы и механизмы управления денежными потоками в условиях финансовой устойчивости. Кроме того, эффективность управления денежными средствами играет важную роль в оценке показателей финансовой устойчивости компании. Для достижения финансовой устойчивости компании были рассмотрены факторы, влияющие на денежные средства. Любая организация должна выбирать методы увеличения, балансирования и синхронизации денежных потоков, соответствующие ее состоянию. Проведенный анализ выявляет недостатки в деятельности общества и меры, направленные на повышение эффективности его работы.

Ключевые слова: оборот, баланс, задолженность, средства, капитал, финансовые ресурсы, устойчивость, заем, собственный капитал, заемный капитал.

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ASSESSMENT OF THE COMPANY'S SOLVENCY USING FOREIGN EXPERIENCE

Abstract. In modern conditions, the issue of liquidity and solvency of the enterprise is very relevant. And effective management of liquidity and solvency of the enterprise is the allocation of resources that allow you to convert assets into cash in the short term. In order to increase the efficiency of solvency management, it is necessary to constantly analyze and objectively assess its level. The solvency of the enterprise is determined to be able to repay short-term liabilities in a timely manner and continue to operate through current assets. Therefore, the solvency of an enterprise can be attributed to the fact that the amount of current assets exceeds current liabilities. Identify a system of financial indicators that affect the solvency of the enterprise and conduct a comprehensive scientific analysis on the example of the enterprise. During the analysis period, it is possible to identify the factors that affect the loss of solvency of the enterprise, respectively, to organize countermeasures, as well as to organize an optimal financial model of the company to increase solvency.

The stability of the company's financial indicators also affects the borrowed capital. If an enterprise has more financial attractiveness, its capabilities increase. However, there is an increase in its financial risk. Because the company may threaten the preliminary loss of debts. It is necessary to optimize the inventory of goods intended for the sale of finished products and control the consumption of material resources of the enterprise in the process of providing services, manufacturing products and performing work. In the case of timely payment for services provided by the enterprise (rejection of low-income customers and consumers), it is necessary to develop measures that ensure the possibility of individual impact on the consumer, depending on his ability to pay.

Keywords: balance, solvency, liquidity, funds, loss, income, asset, liability, service, production, product.

The main purpose of the analysis of balance sheet liquidity and solvency is to timely identify and correct the deficit of financial activities and identify reserves to improve these main indicators.

Although the reasons for the decline in liquidity and solvency are separate for all organizations, several ways of growth can be considered:

- cost reduction;
- sales promotion;
- optimization of cash flows;
- reforming the policy of working with debtors and commercial lending;
- restructuring of accounts payable.

Let's look in more detail in the above areas.

1. The cost reduction. To increase the profitability of sales and further increase the flow of cash, it is necessary to reduce costs. In order to reduce costs during a crisis, it is necessary to encourage lower employee costs and lower costs that are not related to the main profession of the company.

2. Sales promotion. One of the most common mistakes is that during a crisis, companies tend to increase cash flows and increase product prices without first studying the market.

3. Optimization of cash flows. This is one of the most important tasks of anti-crisis financial management. This requires the following:

- introduction of the procedure for daily reconciliation of the cash balance;
- compiling an inventory of current payments and the establishment of priority;
- maintaining low balances on current accounts in different banks, which protects the company from such risks as bankruptcy;

- considering the possibility of increasing operating income;
- termination or closure of long-term investment projects that do not generate income in the future;

4. Reforming the policy of working with debtors and commercial lending. An enterprise during a financial crisis should not completely abandon the sale of products in installments, as this leads to a sharp decline in sales.

5. When restructuring accounts payable, various concessions are provided for by the lender, for example, the company can be attributed to reducing the amount of the corresponding debt or converting the interest rate on the loan into assets.

As explained above, the company's managers will conduct anti-crisis management impact on the business processes and resources of the organization to increase liquidity and strengthen solvency. If the company intends to make a profit, it will have to sell products, so look for a buyer, determine their needs, create appropriate products, and agree on prices associated with their introduction to the market.

Indicators of a firm's market stability can be successfully developed in a changing external and internal environment. To do this, financial resources must have a flexible structure, and if necessary, the ability to attract debt and be creditworthy.

Various indicators of liquidity with a different degree of accounting for liquidity satisfy not only the multifaceted characteristics of the stability of the financial position of the enterprise, but also the interests of analytical information of various external users [1-4].

A special problem is to increase the efficiency of the company's activities in the sale of products. First of all, it is necessary to pay special attention to increasing the speed of current assets, reducing all types of inventory, and quickly reaching the finished product from the manufacturer to the consumer. Of course, the management of this method of product quality and delivery organization is completely different. For example, the absolute liquidity ratio is the most interesting for suppliers of raw materials. If interbank lending is required, the Bank pays special attention to the liquidity ratio. Investors and founders of the enterprise evaluate the financial stability of the enterprise by the current liquidity ratio.

For many businesses, it should be noted that a low ratio of the intermediate liquidity ratio is a high universal coverage ratio. This is due to excessive raw material stocks of enterprises, mainly with unfair large-scale work-in-progress.

The unsubstantiated nature of these costs leads to a cash shortfall in the final analysis. Therefore, along with a high overall coverage ratio, it is necessary to determine the state and dynamics of its components, especially items included in the third group of assets on the balance sheet. If an enterprise has a low intermediate liquidity ratio and a high overall coverage ratio, the deterioration of the above indicators indicates a decrease in the solvency of this enterprise [5-7].

At the same time, consumers need to generalize the reasons for the delay in payment for products and services, the stock of finished products, raw materials, etc. These reasons may be external, additional or less independent expert enterprises, and internal.

To create an optimal structure of current assets, it is necessary to calculate the actual level of the total liquidity ratio. The calculation does not require the book value of accounts receivable, part of VAT on pre-paid expenses and purchased valuables.

Balance reserves should be estimated at the prices of possible sales. In this case, the situation may be more than the book value of funds at prices.

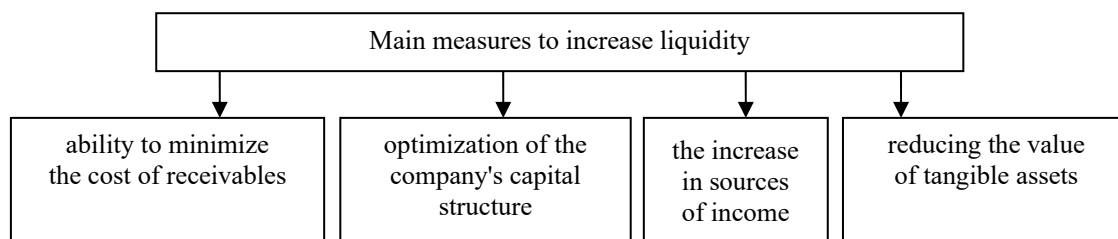
Based on all these circumstances, the value of current assets should be reflected in accordance with the actual state of the market. Of course, the explanation must involve communication and marketing specialists, warehouse workers who can assess the quality of balance sheet assets, identify technologies, and so on. It is also necessary to assess the liquidity of accounts receivable with a maturity of less than 12 months, included in the current assets of the enterprise. To do this, you should take into account the turnover of production stocks, finished products, and working capital.

First of all, to increase the company's liquidity, it is necessary to increase the volume of the most liquid assets, including cash and short-term cash investments. First of all, this is due to the reduction of excess inventory and the accumulation of receivables. Earlier, during the analysis of the company's financial statements, a significant amount of inventory was determined.

From an economic point of view, restoring solvency is the main debt, since it affects the characteristics of the financial and economic situation by making changes.

A special problem is to increase the efficiency of the company's activities in the sale of products. First of all, it is necessary to pay special attention to increasing the speed of current assets, reducing all types of inventory, and delivering finished products from the manufacturer to the consumer.

As mentioned above, the main thing that led to a decrease in the balance sheet liquidity due to the high share of reserves in the balance sheet structure, not forgetting that this is a serious problem that must be solved to strengthen the balance sheet liquidity and solvency of the enterprise. Therefore, improving the organization's solvency and liquidity plays an important role for the owner. This can be done through comprehensive solutions aimed at increasing the financial capacity of the organization and reducing debt (figure).



Measures to increase liquidity.

Note: compiled by the author.

The company's insolvency is largely related to long-term financial difficulties, the main reasons for which are:

- incomplete provision of financial resources;
- late receipt of payments from clients;
- violation of financial and accounting discipline;
- non-fulfillment of the production and sales plan;
- cost increase;
- non-fulfillment of the revenue plan [8-10].

According to table 1, the company's assets differ significantly in comparison with the domestic and foreign methods. Since in foreign practice, the indicators of commodity turnover, the use of invested capital in production, determining productivity, etc. are characterized as characteristics of the property status of an enterprise.

Table 1 – Asset turnover Analysis

Indicator name	Calculation formula	
	National experience	National experience
Long-term asset turnover ratio	Revenue from sales of products / Amount of non-current assets	Revenue from sales of products / Cost of fixed capital
Turnover ratio of accounts receivable	Net income from sales / Average annual amount of accounts receivable	Accounts receivable / Annual sales
Turnover ratio of accounts payable	Net sales revenue / Average annual amount of accounts payable	Cost of sales / Accounts payable
Fixed asset turnover ratio	Net sales revenue / Average annual cost of fixed assets	Revenue from sales of products / Average annual cost of fixed assets
Working capital turnover ratio	Volume of products sold for the period / Average working capital for the same period	Sales revenue / Current assets – Current liabilities

Note: compiled by the author.

The profitability of an enterprise is the main indicator of the efficiency of enterprises as the ratio of income and costs in General. There are several modified types of returns used in connection with accrual of income and resources (costs) (table 2). Profitability indicators play an important role at the stage of analyzing the financial condition of an enterprise.

Table 2 – Profitability analysis

Indicators	Calculation formula	
	National experience	National experience
Return on equity (ROE)	Net income / Equity x 100%	Net income / Average equity
Return on assets (ROA)	Net income / Assets x 100%	Total net income / Assets
Return on sales	Net income / Revenue from sales x 100%	Gross income / Revenue from sales
<i>Note:</i> compiled by the author.		

Methods for determining the profitability of an enterprise by foreign and domestic authors are the same and differ in the methodology only depending on the specifics of tax and accounting at enterprises in foreign countries. Any user of financial statements is primarily interested in the question of the company's liquidity and solvency. To do this, the estimated amount of indicators on the company's balance sheet is determined. In the practice of developed countries, the definitions of liquidity and solvency are combined into one analytical division (table 3).

Table 3 – Liquidity and solvency analysis

Indicators	Calculation formula	
	National experience	National experience
Current liquidity ratio	(Current assets + Deferred expenses) / (Current liabilities + Deferred income)	Current assets / Current liabilities
	(Current assets-inventory + Deferred expenses) / (Current liabilities + Deferred income)	Current assets – Average annual cost of fixed assets / Current liabilities
Quick liquidity ratio	Cash and cash equivalents / (Current liabilities + Deferred income)	Cash and cash equivalents / Current liabilities
Absolute liquidity ratio	Own circulating assets / Equity capital	Own current assets / Total assets
<i>Note:</i> compiled by the author.		

For this purpose, as a rule, the coefficients of quick and current liquidity ratios, the method of calculation is almost equal to the domestic experience. The analysis of comparative values that characterize the financial stability of the enterprise corresponds to the analysis of obligations in foreign practice. One of the important areas of analysis of the financial condition of an enterprise in the course of foreign practice is the analysis of their market value (table 4).

Table 4 – Financial stability analysis

Indicators	Calculation formula	
	National experience	International experience
Financial dependency ratio	Common sources of reserves / Equity	Total liabilities / Total assets
The ratio of financial activities (financial handle, the coefficient of financial risk)	Borrowed funds / Total equity	Total debt / Equity
Long-term borrowing ratio	Long-term liabilities / long-term liabilities + Equity	Long-term liabilities / long-term liabilities + Equity
<i>Note:</i> compiled by the author.		

As a rule, the actual value of the company is significantly less than its market value.

Market value analysis is performed by calculating and analyzing the following indicators:

- share yield-determines how much is deducted from net income per issued share, which is determined by dividing net income by the volume of issued shares;
- price/cash flow ratio-determines the return of shares in the cash flow.

Market price coefficient-describes how much the market price of a stock exceeds its book value.

Table 5 shows the analysis of asset turnover in 2019 based on domestic and foreign experience:

Table 5 – Turnover of assets by National and International experience

Indicator name	Calculation formula	
	National experience	International experience
Long-term asset turnover ratio	0,2	3,2
Turnover ratio of accounts receivable	0,4	0,03
Turnover ratio of accounts payable	0,03	6,9
Fixed asset turnover ratio	0,3	0,3
Working capital turnover ratio	1,3	0,9
<i>Note:</i> compiled by the author.		

As you can see, it is established that the turnover ratio of fixed assets in domestic and foreign practice shows the same formula and has the same indicators. In the rest, they have different values. Table 6 below shows the liquidity and solvency analysis for 2019.

Table 6 – Analysis of liquidity and solvency by National and International experience

Indicators	Calculation formula	
	National experience	International experience
Current liquidity ratio	0,9	1,3
Quick liquidity ratio	0,8	0,02
Absolute liquidity ratio	0,7	0,4
The shunting ratio of capital	0,5	0,03
<i>Note:</i> compiled by the author.		

Thus, there is a certain difference in the list of indicators for determining the financial condition of enterprises. In particular, the difference between the shortcomings of domestic and foreign authors in the methods of diagnosing the financial situation is related to the accounting of transactions by the production activity of the enterprise [11-16].

Internal mechanisms for improving the financial condition of the company will be aimed primarily at restoring the liquidity and solvency of the company's current assets. To eliminate the current insolvency, it is necessary to take operational measures to improve the financial condition of the enterprise and reduce the value of current assets. After that, it is necessary to take tactical measures to ensure the financial stability of the enterprise in the future.

The main condition for the company's financial position is to ensure long-term economic balance. Therefore, all strategic measures should be aimed at long-term financial stability. The company will develop a business plan to restore external and internal mechanisms for stabilizing the situation to save from the crisis.

If solvency is the external appearance of the financial condition of the enterprise, then financial stability is its internal side, which reflects the balance of cash and commodity flows, income and expenses, reserves and sources of their formation.

A number of measures are proposed to improve the company's financial position and financial stability.

The financial stability:

- acceleration of the capital turnover in current assets, resulting in a relative decrease in the turnover of tenge;

- the intelligent reduction of redundant and costs (up to the standards);

- replenishment of own working capital at the expense of internal and external sources.

One way to reduce the capital deficit is to increase capital expenditures. Assessment of the financial stability of the enterprise is based on the analysis of the ratio of equity and debt capital.

The main factors affecting the financial position of an enterprise in practice:

- low solvency of the enterprise, that is, lack of cash. This evidence is insufficient financing of the enterprise, creditors and debtors;

- not to satisfy the interests of the owners, which means that the owners' income is lower than their savings.

Restoration of solvency is carried out through the implementation of the following measures:

- cost reduction based on the assessment of the feasibility study, optimization, as well as normalization of all costs and strict control over the implementation of established standards;

- activation of sales: search for new customers, development of relations with existing customers, signing contracts for working with raw materials, expanding the range of paid services and products provided by the company, sale of waste and illiquid products, as well as benefits for customers through the revision of the current discount system at the enterprise;

- optimization of cash flows: determining priorities for current payments, introducing daily reconciliations on the company's current account and on the cash balance to obtain objective reliable information about the flow of funds by the company's management personnel and current account balances for cash divisions of the company;

- increasing work with accounts receivable and reforming the commercial lending policy: improving the effective assessment of the solvency of future debtors, Inventory of accounts receivable and increasing work with debt.

The decline in financial stability or independence. Indeed, a low level of financial stability may cause difficulties in reducing liabilities in the coming period, which will depend on the company's creditors. Based on the above analysis of the first two issues, our company concluded that the company's activities are not primarily related to creditors, that is, financial stability in connection with financing from its own funds.

When analyzing the solvency and profitability of an enterprise, it becomes necessary to apply long-term obligations. On the one hand, non-application of long-term obligations determines the independence and stability of the organization, on the other hand, improves the solvency and profitability of the enterprise. Financial stability, liquidity and profitability of the enterprise mainly depend on the speed of monetary circulation of current assets.

The following methods of increasing liquidity and funds are suggested:

- restructuring of short-term liabilities for long-term liabilities. As a result, the company can increase the liquidity of assets;

- increase funds by reducing inventory.

Thus, increasing the liquidity of assets is an effective method.

Stability of financial indicators of an enterprise is the state of financial resources that reflects the development of the enterprise due to the successful growth of its creditworthiness and solvency in the level of threshold risk. It is closely related to the stability of production, as well as the results of its activities. A decrease in production volumes and an increase in production costs leads to a decrease in the company's stability. This is influenced by many external and internal factors.

Internal factors are directly related to the organization of its activities and external factors do not depend on the organization. Of course, the stability of business activity depends on the structure and composition of products and services.

In addition, the company is invited to pay special attention to the following internal analysis issues:

- study of the dynamics of the balance sheet currency, the structure of liabilities;

- analysis of the structure and sources of current assets formation;

- analysis of the balance sheet liquidity, as a result of which it is possible to take measures to improve the financial condition of the enterprise.

One of the main factors for the financial stability of the enterprise, directly related to production technologies, is the effectiveness of the composition and structure of assets, as well as the choice of enterprise management strategy.

If the company has large funds and net income, it can maintain its financial position in the market. An important role is played not only by the size of net income, but also by the structure of its use as part of the development of production.

The stability of the company's financial indicators also affects the borrowed capital. If an enterprise has more financial attractiveness, its capabilities increase. However, there is an increase in its financial risk. Because the company may threaten the preliminary loss of debts.

And now to external factors-the economic situation in the country, modern mechanisms and technologies, the level of income of the population or consumers, financial, credit and tax policy, foreign economic relations, etc.

To increase the return on capital, the borrower needs to raise funds. The main sources of borrowing are commercial banks and credit institutions [17-21].

In General, the problem of increasing the competitiveness of products and adapting to new markets increases during the year. To improve the competitive advantage of a product, it is necessary to bring it to a new market. In this regard, each company needs to conduct an audit on this issue. These new markets may reduce the competitiveness of products and its profitability.

Any company strives to achieve its goals. To do this, they must be constantly on the move. Business traffic is the only way to achieve success. But the movement itself is not enough. If your organization is in the right direction, it is developing well.

Summing up, it is necessary to ensure control over the consumption of material resources of the enterprise in the process of providing services, manufacturing products and performing work, and optimize the inventory of goods for the sale of finished products. In the case of timely payment for services provided by the enterprise (rejection of low-income customers and consumers), it is necessary to develop measures that ensure the possibility of individual impact on the consumer, depending on his ability to pay.

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ШЕТЕЛДІК ТӘЖІРИБЕНІ ҚОЛДАНУ АРҚЫЛЫ КӘСІПОРЫННЫҢ ТӨЛЕМ ҚАБІЛЕТТІЛІГІН БАҒАЛАУ

Аннотация. Қазіргі жағдайда кәсіпорынның өтімділігі және төлем қабілеттілігі мәселесі өте өзекті. Ал кәсіпорынның өтімділігін және төлем қабілеттілігін тиімді басқару – қысқа мерзім ішінде активтерді ақша қаражаттарына айналдыруға мүмкіндік беретін ресурстарды бөлу болып табылады. Төлем қабілеттіліктің басқару тиімділігін арттыру барысында оның деңгейін үнемі талдауға және объективті бағалауға тура келеді. Кәсіпорынның төлем қабілеттілігі қысқа мерзімді міндеттемелерді өз мерзімінде өтеуге қабілеттілігі анықталып, ағымдағы активтері арқылы жұмыс істеуді жалғастырады. Сондықтан кәсіпорынның төлем қабілеттілігін ағымдағы активтердің ағымдағы міндеттемелерден асып кетуімен түсіндіруге болады.

Кәсіпорынның төлем қабілеттілігіне әсерін тигізетін қаржылық көрсеткіштер жүйесін анықтау және осы кәсіпорын мысалында кешенді ғылыми талдау жүргізу. Талдау кезеңінде кәсіпорынның төлем қабілеттілігін жоғалтуына әсер ететін факторларды анықтауға, сәйкесінше осыған қарсы іс-шараларды ұйымдастыруға, сонымен қатар, төлем қабілеттілікті жоғарылату үшін компанияның оңтайлы қаржылық моделін ұйымдастыруға мүмкіндік береді.

Кәсіпорынның қаржылық көрсеткіштерінің тұрақтылығы да қарыз капиталына әсер етеді. Кәсіпорынның қаржылық тартымдылығы неғұрлым көп болса, оның мүмкіндіктері де арта түседі. Сонымен қатар, оның қаржылық тәуекелінің артуы байқалады. Себебі, кәсіпорын қарыздарын алдын-ала жоғалтуға қауіп тудыруы мүмкін. Кәсіпорынның қызмет көрсету, өнім өндіру және жұмыстарды орындау барысында материалдық ресурстардың тұтынылуын бақылауды және дайын өнімдерді сатуға арналған тауарлар қорларын оңтайландыру қажет. Кәсіпорынның ұсынатын қызметтерді мерзімінде төлеу жағдайында (төлем қабілеттілігі төмен клиенттерден және тұтынушылардан бас тарту), оның төлем қабілеттілігіне байланысты тұтынушыға жеке әсер ету мүмкіндігін қамтамасыз ететін іс-шараларды әзірлеуі қажет.

Түйін сөздер: баланс, төлем қабілеттілік, өтімділік, қаражат, шығын, табыс, актив, міндеттеме, қызмет көрсету, өнім өндіру, тауар.

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ОЦЕНКА ПЛАТЕЖЕСПОСОБНОСТИ ПРЕДПРИЯТИЯ С ИСПОЛЬЗОВАНИЕМ ЗАРУБЕЖНОГО ОПЫТА

Аннотация. В современных условиях вопрос ликвидности и платежеспособности предприятия является весьма актуальным. А эффективное управление ликвидностью и платежеспособностью предприятия заключается в распределении ресурсов, позволяющих конвертировать активы в денежные средства в кратко-

срочной перспективе. Для повышения эффективности управления платежеспособностью необходимо постоянно анализировать и объективно оценивать ее уровень. Платежеспособность предприятия определяется как способность своевременно погашать краткосрочные обязательства и продолжать функционировать за счет оборотных активов. Поэтому платежеспособность предприятия можно объяснить тем, что сумма оборотных активов превышает текущие обязательства. Определить систему финансовых показателей, влияющих на платежеспособность предприятия, и провести комплексный научный анализ на примере предприятия. В течение анализируемого периода можно выявить факторы, влияющие на потерю платежеспособности предприятия, соответственно организовать контрмеры, а также организовать оптимальную финансовую модель предприятия для повышения платежеспособности.

Стабильность финансовых показателей компании также влияет на заемный капитал. Если предприятие обладает большей финансовой привлекательностью, его возможности возрастают. Однако наблюдается рост его финансового риска. Потому что компании может грозить предварительная потеря долгов. Необходимо оптимизировать товарно-материальные запасы, предназначенные для реализации готовой продукции, и контролировать расход материальных ресурсов предприятия в процессе оказания услуг, изготовления продукции и выполнения работ. В случае своевременной оплаты услуг, оказываемых предприятием (отказ от малообеспеченных клиентов и потребителей), необходимо разработать меры, обеспечивающие возможность индивидуального воздействия на потребителя в зависимости от его платежеспособности.

Ключевые слова: баланс, платежеспособность, ликвидность, средства, расходы, доходы, актив, обязательство, обслуживание, производство продукции, товар.

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ESSENCE OF SOCIAL INSURANCE, ITS ROLE AND PLACE IN THE SYSTEM OF SOCIAL PROTECTION OF THE POPULATION

Abstract. This article discusses the formation of the social protection system in the Republic of Kazakhstan and its component such as social insurance, the place and role of the Head of State - the Leader of the Nation in the implementation of these reforms in Kazakhstan. The essence, goals, principles of social insurance were determined in this article. The points of view of the scientists and experts were studied. The interpretation of the social insurance, comparative analysis of the concepts of social security, social assistance, benefits and compensation was researched. The state could not stay out of this complex process and began to actively participate in it. Moreover, this participation has been carried out in two directions. The first is the creation of the state insurance system, which either protects the states', mainly property interests, or protects certain socially vulnerable groups of the population. The second is the creation of the mechanism for legal regulation of insurance relations as the special group of the public relations. In the legislation of any country extensive block called legislation on insurance. In the market economy, based on the private property, the main driver of insurance is the desire of the owner to protect his property. At the same time, the growth of welfare causes the individual to take care of himself, which expands the scope of personal insurance.

Key words: social insurance, social security, quality of life, social benefits, economy, public administration, social risks, benefits, compensation, social protection of the population.

The relevance of the topic. The level of the development of insurance is an indicator of the civilization of the society. Knowledge of insurance law is an indicator of the legal culture of the members of any society. The development of the insurance business always corresponds to the level of economy and life. In each country, insurance bears the imprint of characteristic features of public life. Insurance as the system of the protection of the property interests of the citizens, organizations and the state as the necessary element of the modern society. It provides guarantees for the restoration of violated property interests in the event of natural and man-made disasters and other unforeseen events. Insurance allows not only compensating for losses incurred, but also is one of the stable sources of the financial resources for investment. All this determines the strategic position of insurance in the countries with the market economy. In the sovereign state, an important task is to establish the civilized insurance market. The latter is unthinkable without the presence in insurance organizations of highly qualified specialists with deep knowledge of the theory and practice of insurance, but also potential clients of insurance companies, policyholders must have at least the general idea of the basics of insurance, the conditions for its individual types, and the specifics of insurance contracts [1, P.11].

In the Message of the President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan dated January 29, 2010 “New decade – new economic growth – new opportunities of Kazakhstan”, was noted: “The most important task of the coming decade is to improve the quality and standard of life of all citizens of Kazakhstan, strengthen social stability and security” [2]. In the recent Address of the ex-Head of the State, dated January 10, 2018, along with summing up the results of the implementation of the “Nurly Zhol” Program in the social sphere, ex-President N.A. Nazarbayev set new tasks in the terms of improving the quality of life of Kazakhstanis, in particular, involving the citizens in full-fledged economic

life through the legalization of their work, and in the social insurance system-strengthening the relationship between work experience and the amount of the payments. For disabled citizens, the social support measures should be significantly improved.

The importance of the social insurance for the social stability and protection of the citizens of our state is to provide the legal, economic, socio-psychological, organizational and technical means and levers to support the groups of the population and individual citizens. Social insurance is designed to protect the population in the cases of the social risks: illness, unemployment, old age, labor injury, occupational disease, pregnancy, childbirth, loss of breadwinner, child care. The term "social insurance" consists of two components: social security and insurance. The first component sets the main social guidelines for the development of the society, the second-forms the organizational and economic mechanism for achieving the goals. The need to improve social insurance of the population of Kazakhstan is caused by the transition to the civilized market relations in the society.

The main prerequisites for its development are changes in ownership forms; changes in the system of distribution of the material goods and services and the formation of new relations between the members of the society; the need to solve the number of the social problems (unemployment, guarantees of the social protection in old age, the necessary level of the social protection of the citizens, medical care, etc.), social stratification of the society, as well as ensuring the legal framework for the social protection of human rights and freedoms. The main goals of social insurance of the citizens are to compensate for the loss of labor income as the result of the certain type of the social risk, to provide the material assistance to the population in times of the social and material instability, and to help for the socially vulnerable groups to adapt to the conditions of the market economy. There are the following basic principles of the social insurance:

- universality of adherence and enforcement of the legislation, setting forth standards for the social insurance;
- guarantee by the government of the measures to ensure the social benefits;
- mandatory participation of the population in the social insurance system;
- targeted use of the social contributions for the social payments;
- mandatory social payments;
- differentiation of the sizes of the social payments;
- transparency in the activities of the state body, working in this area [3].

The main goal is to achieve the solution of the specific socio-economic tasks and performed the various functions. First of all, the social insurance performs economic functions are:

- accumulation of funds in the special Fund for providing the social assistance to the population;
- mandatory deductions of part of the wages and individual income for the public consumption, caused by the social risks;
- distribution and redistribution of income of the population at the onset of adverse events that reduce individual labor incomes of citizens;
- investment in the financial assets temporarily free from the liabilities of the financial resources in the national economy and receiving the investment income that strengthens the financial stability and solvency of the social insurance fund. Second, the social insurance performs purely social functions, since compensation for the loss or decrease in income of the citizens is important in the context of maintaining the social status of each person.

In this regard, the social insurance:

- implements the most important rights of the citizens to work, health care, child rearing, secure old age, and others;
- implements the principles of the social equity in the distribution of the social assistance, based on individual previous labor contributions, as opposed to the social solidarity, which generates the social dependency;
- conducts preventive measures to reduce the level of the social risk, reduce its manifestations, and prevent potential damage. Third, the mechanism for managing the social risks, social insurance performs, organizational and regulatory functions includes:
- regulation and coordination of the financial participation of the citizens, employers and the state in the implementation of the principles of the social partnership in the provision of the social assistance;

- development and implementation of the special social programs for the population groups that have critical indicators of the level of the social risk or specific forms of its manifestation;

- formation and development of the public control by policyholders and insured persons over the implementation of the tasks for the social protection of the population. Social insurance has the following characteristics;

- contributions are centralized revenues of the state, since extra-budgetary funds belong to the state form of ownership and the procedure for establishing and paying contributions is regulated by the state;

- insurance premiums, accumulated in the special funds are used specifically for the social deductions, when the social risks occur;

- insurance premiums are repayable in the nature, but the repay ability is not adequate to the paid amounts;

- attracted insurance premiums are depersonalized, there is no personification;

- temporarily available funds can be invested to the generate additional income and finance the activities of the social insurance funds. It should be noted, that the material basis of the social insurance is specialized funds of money. The process of forming social insurance funds is carried out, in accordance with the requirements of the legislative and regulatory framework for extended reproduction.

Relations, concerning the formation and use of the social insurance funds mediate the distribution of the national income and the accumulation of its parts in the specialized funds. The subjects of the relations are the state, enterprises and organizations of various forms of ownership, and the population. In addition, there are approaches to the interpretation of the social insurance. The first approach, the classic one, defines the social insurance as the mechanism, which provides for receiving the social benefits, when the certain events occur in exchange for periodically made deductions from the employee's earnings. This direction was described by most fully and fully by W. Beveridge in his famous work "Social Insurance and Allied Services". He wrote, that "social insurance means the providing cash payments due to mandatory contributions, made fully or partially insured, regardless of the individual's resources at the time of the damage" [4, P.120]. As the main principles, on which the entire social insurance system should be based, he identified the following:

- contributions, correspond to the degree of the protection of the citizens;

- contributions are determined by the amount and terms of payment of the insurance premiums;

- right to receive the payments is determined only by the obligation to pay the contributions and social risk without any verification of income need;

- social insurance is introduced by the state and is mandatory for all citizens [4, P.11-12]. In addition, the main ideas of W. Beveridge, regarding social insurance, became the basis for the Convention of the International Labor Organization (ILO) and were developed in the works of such western scientists, as A.B. Atkinson, J.A. Brittain, P. Larocque, E.D. Berkowitz, R.M. Ball. The second approach, which is considered by L.I. Pronin, is characterized by the concept, which denies any significant difference between the social insurance and direct budget, financing and offers the single system, called either social security or social insurance. Some equate insurance premiums to indirect taxes, for example, they point out that social security funds were formed "by concentrating indirect taxes (insurance premiums of enterprises), which are immediately distributed in the impersonal form (according to the type of transfer system), among disabled citizens" [5, P.25].

The latter believe that the real effect of insurance premiums and taxes is the same for the cost of labor and the amount of the social benefits [6, P.100]. Still others explain the identity of the social security and social insurance by the fact that the first represents payments ex post risks (after the onset of risk), and the second – ex ante risks (before the onset of risk), and the mechanism for distributing damage from the risks is still the same: from those, who do not have risk – to those who have it [7, P.18]. And finally, the third approach defends the insurance principles of the social insurance. Its representatives associate the concept of "social" not so much with the social significance and social regulation of the development of the society – "social risk".

Therefore, all systems that use the insurance tool to protect against the effects of the social risks are combined in the concept of "social insurance". The emergence of such interpretations is explained by the modern two-way process of reducing state social programs and prioritizing the development of additional

corporate forms of employee protection. As the result, social insurance from the sphere of mandatory extends to the sphere of voluntary insurance [8, P.81]. In this regard, “the concept of the social insurance, therefore, covers various forms of the public insurance of the population against various types of the social risks, associated with the loss of work, ability to work and income”.

Social insurance is the form of the social protection of the economically active population from various risks, associated with loss of work, ability to work and income on the basis of collective solidarity of compensation for damage [9, P.91]. In turn, Duisembayeva N.B. gives the social insurance the following definition: “It is the system of the institutions that allow citizens to fully or partially compensate for the changes in their financial situation due to loss of work, disability, illness, injury, occupational disease, pregnancy and childbirth, loss of working capacity” [9, P.92]. She believes, that “social insurance is the mechanism for implementing social policy of the state, the basis of the social protection system of the population” [9, P. 93].

Materials and methods of research. The research methodology is based on the dialectical method, freed from materialistic or idealistic monism and based on the pluralistic, multilinear interdependence of all social phenomena. We also used the method of dialectical interdependence and interaction of methods: theoretical and empirical, historical and logical, induction and deduction in the study of the formation and development of social insurance in our country. The theoretical basis is based on existing theoretical and empirical publications on social insurance and social security. The study was comprehensive and based on available sources of information on the adaptation and integration of social insurance. This study is based on statistical data published by official statistical agencies of the Republic of Kazakhstan, the World Bank and the International organization for social insurance, as well as data from international research centers and institutes that publish the results of sociological surveys.

The paper uses descriptive-analytical and historical research methods, the method of observations and analysis of documents. The research methodology consists of two stages: the first stage uses official statistical data to analyze the current social insurance situation in the Republic of Kazakhstan. At the second stage, the measures taken by the Government of the Republic of Kazakhstan to provide social insurance and social security.

Research results. Yuldashev A.R., Adamchuk N.G. consider the social insurance as “the form of insurance, related to the management of macroeconomic, social and demographic risks in the society”. Vigdorichik N.A. believes that social insurance is “the special form of organized mutual assistance, in which the risk of the certain misfortune is taken into account in advance, the financial burden, associated with this risk is distributed among all participants of the organization”. According to Zholdasbayev S.I. “compulsory social insurance is the mechanism for protecting against risks, associated with the social production: loss of working capacity, loss of employment, loss of breadwinner, requiring financial resources that may not be available at the right time”. Social insurance is “one of the most important levers that ensure stable employment and reduce the adverse consequences of unemployment in the market economy” [10, P.5].

Conclusion. In the conclusion it should be noted that the social insurance must to be the protection of the employee’s property interests, the social guarantee and protection of working citizens in the event of social risk. The legislation of the Republic of Kazakhstan uses not just the term ‘social insurance’, but “mandatory social insurance”, thereby emphasizing its state-regulated nature. The Law “On compulsory social insurance”, adopted on April, 25, 2003, establishes the legal, economic and organizational basis of the compulsory social insurance as the form of the social protection of the citizens. This law provides the following definition of social insurance: “set of measures organized, controlled and guaranteed by the state to compensate for the part of the income due to disability, loss of employment, breadwinner, pregnancy and childbirth, adoption of the newborn child, in connection with the care of the child up to the age of one year; the system of compulsory social insurance is the set of the rules and regulations, established and guaranteed by the state, regulating relations between the participants in the system of compulsory social insurance”. So the essence of the social insurance as the social institution is disclosed by using its functions. Based on the main characteristics of the social insurance in the economic literature and generalizing existing points of view, there are 3 main functions of the social insurance: guarantee, economic and regulatory. Pursuing the main goal compensation for loss of labor income as the result of the onset of the certain type of the social risk, social insurance performs its main function is to protect the human reproduction.

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**ӘЛЕУМЕТТІК САҚТАНДЫРУДЫҢ МӘНІ,
ОНЫҢ ХАЛЫҚТЫ ӘЛЕУМЕТТІК ҚОРҒАУ ЖҮЙЕСІНДЕГІ РӨЛІ МЕН ОРНЫ**

Аннотация. Бұл мақалада Қазақстан Республикасында халықты әлеуметтік қорғау жүйесін қалыптастыру және оның әлеуметтік сақтандыру сияқты құрамдас бөлігі, мемлекет басшысының – ұлт көшбасшысының осы реформаларды Қазақстанда жүзеге асырудағы орны мен рөлі туралы мәселелер қарастырылады. Сонымен қатар әлеуметтік сақтандырудың мәні, мақсаттары, принциптері анықталған. Ғалымдар мен сарапшылардың көзқарастары зерттелді. Әлеуметтік сақтандыру тұжырымдамасының түсіндірмесі, әлеуметтік қамсыздандыру, әлеуметтік көмек, жеңілдіктер мен өтемақылар ұғымдарының салыстырмалы талдауы зерттелді. Мемлекет бұл күрделі процестен тыс қала алмады және оған белсенді қатыса бастады. Бұл қатысу екі бағыт бойынша жүзеге асырылды. Біріншісі-мемлекеттің мүдделерін, негізінен мүліктік мүдделерін қорғайтын немесе халықтың белгілі бір әлеуметтік қорғалмаған топтарын қорғайтын мемлекеттік сақтандыру жүйесін құру. Екіншісі-әлеуметтік қатынастардың ерекше тобы ретінде сақтандыру қатынастарын құқықтық реттеу тетігін құру. Кез келген елдің заңнамасында ауқымды блок сақтандыру туралы заңнама деп аталады. Жеке меншікке негізделген нарықтық экономикада сақтандырудың негізгі қозғаушы күші-меншік иесінің өз мүлкін қорғауға деген ұмтылысы. Сонымен қатар әл-ауқаттың өсуі индивидтің өзіне қамқорлық жасауына мәжбүрлейді, бұл жеке сақтандыру саласын кеңейтеді.

Түйін сөздер: әлеуметтік сақтандыру, әлеуметтік қамсыздандыру, өмір сапасы, әлеуметтік төлемдер, экономика, мемлекеттік басқару, әлеуметтік тәуекелдер, жеңілдіктер, өтемақылар, халықты әлеуметтік қорғау.

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**СУЩНОСТЬ СОЦИАЛЬНОГО СТРАХОВАНИЯ,
ЕГО РОЛЬ И МЕСТО В СИСТЕМЕ СОЦИАЛЬНОЙ ЗАЩИТЫ НАСЕЛЕНИЯ**

Аннотация. В данной статье рассматриваются вопросы формирования системы социальной защиты населения в Республике Казахстан и такой ее составляющей, как социальное страхование, место и роль Главы государства – Лидера нации в реализации этих реформ в Казахстане. В данной статье определены сущность, цели, принципы социального страхования. Были изучены точки зрения ученых и экспертов. Исследована трактовка понятия социального страхования, сравнительный анализ понятий социального обеспечения, социальной помощи, льгот и компенсаций. Государство не могло остаться в стороне от этого сложного процесса и стало активно в нем участвовать. Причем это участие осуществлялось по двум направлениям. Первый – это создание системы государственного страхования, которая либо защищает интересы государства, в основном имущественные, либо защищает определенные социально незащищенные группы населения. Второе – создание механизма правового регулирования страховых отношений как особой группы общественных отношений. В законодательстве любой страны обширный блок называется законодательством о страховании. В рыночной экономике, основанной на частной собственности, основной движущей силой страхования является стремление собственника защитить свое имущество. В то же время рост благосостояния заставляет индивида заботиться о себе, что расширяет сферу личного страхования.

Ключевые слова: социальное страхование, социальное обеспечение, качество жизни, социальные выплаты, экономика, государственное управление, социальные риски, льготы, компенсации, социальная защита населения.

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MIGRANT WORKERS AS A RESOURCE FOR THE DEMOGRAPHIC DEVELOPMENT OF RUSSIA AND THE REPUBLIC OF KAZAKHSTAN

Abstract. The article discusses the features of the demographic development of Russia and Kazakhstan in modern conditions and the medium term. The scientific problem of the study is to identify the features of the current stage and prospects of demographic development and the contribution of migration to the formation of the population and labor resources of Russia and the Republic of Kazakhstan. It was revealed that Russia and the Republic of Kazakhstan became the two largest countries for the reception of migrants in the Eurasian space.

The prerequisites for large-scale and active labor migration to these states are demographic trends, growing labor requirements and the relatively successful economic development of the two countries. The key labor donors for both countries are currently Central Asian states.

So, between the countries of the region on the one hand, Russia and the Republic of Kazakhstan, on the other hand, the Eurasian migration corridor has formed, which is currently one of the largest on a global scale. In both countries, it is necessary to strengthen the direction of migration policy associated with attracting labor migrants as a resource for demographic development.

Despite the temporary stay in the host countries, many labor migrants pass into the category of permanent residents of Russia and the Republic of Kazakhstan. Russia, as the main host country, has not yet fully benefited from the demographic advantages of the Euro-Asian migration corridor.

The country's migration policy remains quite tough and inadequate in the demographic situation. Although the approach seems to be declared at the state level that migration should be one of the development resources, many obstacles to the integration of migrants, including migrants from Central Asian countries, the main donor region, remain in the system of migration policy itself, in its mechanisms and implementation tools.

The Republic of Kazakhstan, although it has not yet encountered the demographic problem in a form like Russia, can already consider labor migration as a resource for future development in pragmatic interests. It is noted that both Russia and the Republic of Kazakhstan, as countries receiving labor migrants, should emphasize in their migration policy the integration of part of labor migrants into the host society.

Keywords: demographic situation, socio-economic demographic policy of Russia and the Republic of Kazakhstan, COVID-19, depopulation, immigration, labor, student and forced migration, labor resources, Russia, the Republic of Kazakhstan, Central Asia, USA, UN, the USSR, republics of the former USSR.

Introduction. The forecasts of the UN and the Federal State Statistics Service of Russia indicate that the population of Russia will decline in the near future. At the beginning of 2020, about 147,000,000 people lived in the country, which corresponded to the ninth place in the world. However, forecasts show that the size of the Russian population will be reduced in the future. For example, a forecast by the United Nations Department of Population suggests that by 2050, Russia's population will be 129,000,000. This means that Russia will move into the second ten countries of the world in terms of population.

Foreign newspapers and magazines in recent years have come up with very eloquent headlines on this subject:

- 1). "There is more ambition - less and less population" ("The New York Times", USA);
- 2). "Russia: An Endangered Population" (Los Angeles Times, USA);
- 3). "Russia: a space without a people" ("Die Welt", Germany);
- 4). "The Last Russian" ("Wprost", Poland);
- 5). "Russia is doomed to the role of a "sick person" in Europe" ("The Times", Great Britain);
- 6). "Russia is brave, but actually falling apart - the population is shrinking" ("The Washington Post", USA);
- 7). "Dangerous trend: systemic decline threatens Russia due to population decline" ("The Boston Globe", USA);
- 8). "A Dying Bear: A Russian Demographic Disaster" (Foreign Affairs, USA).

Indeed, population decline for Russia will have serious geopolitical and economic consequences, given the proximity and common border with populated China. First of all, it will be quite difficult to develop and retain border areas in the Far East that are losing their population as a result of migration. The process of actively reducing the population in the eastern part of the state can be called the "demographic contraction of Russia in the East". The maximum population losses between the censuses of 2002 and 2010 were experienced by the Magadan and Kamchatka Regions [15, 18].

Also, many regions located in central Russia with the exception of the Capital Region and Belgorod Region, the Volga Region and the Urals (Sverdlovsk Region) found themselves in a similar situation. In addition, there are population losses in small towns and rural settlements, a shortage of labor resources is exacerbated, the number of university entrants and conscripts for the army is reduced, the proportion of children and youth is reduced, and the proportion of the elderly population in the general population structure is growing. In these conditions, Russia needs to intensify its demographic and migration policies, which will be oriented towards replenishing the population through various sources, including labor migration [15, 18].

Kazakhstan is in a more favorable demographic situation: at the beginning of 2019, the country's population was 18.4 million. According to the UN forecast, while maintaining modern fertility and mortality rates, the population of Kazakhstan will reach 24 million people by 2050 [22].

The most significant growth is observed in cities and oil-producing regions of the country. However, against the background of seemingly positive demographic dynamics, several demographic problems are hiding, which are more likely to aggravate in Kazakhstan in the near and medium term. First of all, the population of Kazakhstan is aging, the proportion of people of retirement age is increasing in it: by 2050, the indicator of demographic load will leave 3.5 able-bodied people per 1 pensioner (while in 2018 6.8 able-bodied citizens fell on 1 pensioner). The rural population is practically not growing and there is an active migration outflow to the cities. In fact, there is an irreversible oversupply of the Kazakh population in large cities and the extinction of the countryside.

So, by 2050 it will be about 9,000,000 people, they will live in the three largest cities of Kazakhstan: Nur-Sultan - 3,100,000 people, Alma-Ata - 3,300,000 people, Chimkent - 2,600,000 people (there is an increase in population with 7.5% of 2018 to 14.1% in 2050). The most significant population growth will occur in the oil producing regions of the country: in 2050, 1 360 000 (669 thousand in 2018) and 1 100 000 (627 000) people will live in the Mangistau region[22].

Also, in front of the sovereign state of the Republic of Kazakhstan, the problems of reducing the birth rate, over-mortality of the working-age population, and the emigration of youth and the population as a whole will become more acute.

Migration trends in Russia and Kazakhstan, their socio-economic consequences. In this demographic context, Russia and Kazakhstan have become the two largest countries for receiving migrants in the Eurasian space. The prerequisites for large-scale and active labor migration to these states are demographic trends, growing labor requirements and the relatively successful economic development of the two countries. The key labor donors for both countries are currently Central Asian states.

So, between the countries of the region on the one hand, Russia and the Republic of Kazakhstan, on the other hand, the Eurasian migration corridor has formed, which is currently one of the largest on a global scale. The basis of this migration corridor is precisely labor migration, in which, according to various estimates, from 2,700,000 to 4,200,000 people participate, which makes up 10 to 16% of the economically active population of the region [16].

Migrant workers, despite the temporary position in the country, make a significant contribution to economic development and demographic processes in Russia and Kazakhstan. For example, in 2001-2016, more than 2,000,000 citizens of Central Asian countries became Russian citizens. Many of them, being labor, return and study migrants, refugees, significantly expanded the demographic and labor potential of Russia. As a result of large-scale emigration, numerous diasporas from Central Asian states in Russia and Kazakhstan have formed, which play an existing economic and socio-cultural role in the development of the entire Eurasian region.

Thus, the volume of remittances from migrants to Central Asian countries in 2018 amounted to 59 billion US dollars [11].

For example, the Tajik diaspora has made Tajikistan the leading country in the world in terms of the share of remittances in the country's GDP. The contribution of migrant remittances to the Tajik economy in 2008 reached a maximum of 4.8 billion US dollars, which amounted to 49% of the country's GDP. In 2018, the volume of remittances from migrants amounted to 2.8 billion US dollars, or about 29% of the country's GDP [8].

For the Russian economy, labor migration from Central Asian countries is of great economic importance. First of all, labor migration from Central Asian countries remains for the Russian labor market an important source of replenishment of labor resources, replenishes the population of regions and settlements. According to expert estimates, labor migrants produce about 8% of Russia's GDP, including 2/3 of the GDP that may come from Central Asian countries. Migrant workers also reduce the shortage of labor resources, stimulate the development of certain sectors of the economy, and replenish the population of regions and settlements in Russia where depopulation is taking place [16].

The bulk of labor migrants is registered on the Russian labor market through a system of patents. The annual income from patents of labor migrants in the Russian economy is very significant. About 1,700,000 labor patents are issued annually in Russia, which brings about 60 billion rubles to the budgets of the Russian regions [12].

So, in 2019, the Moscow Multifunctional Migration Center granted 263,700 labor patents. According to the Department of Economic Policy and Development of Moscow, in 2019, the city budget received 18.3 billion rubles for the sale of patents. Most patents in Moscow were received by citizens of Uzbekistan and Tajikistan (50% and 38%, respectively).

Thus, the citizens of the two Central Asian countries who received patents replenished the budget of Moscow by 16.1 billion rubles. In total, for the period 2015 - 2019, foreign citizens in Moscow received more than 2 million patents, replenishing the city budget by 77 billion rubles. Thus, according to our calculations, the contribution of Central Asian citizens is 67.8 billion rubles of direct revenues to the Moscow budget. Moscow Mayor S.S. Sobyenin notes that the budget of the city of Moscow receives more money from the sale of labor patents to migrants than taxes from oil companies [10].

The unprecedented scale of migration in the Eurasian region significantly changes the values, attitudes, demographic behavior of the population of the countries of the region, and the population of both sending and receiving states. Unfortunately, at present, labor migration from Central Asian countries continues in a spontaneous mode and is largely undocumented. Many labor migrants in Russia and Kazakhstan do not have a fully legal status and permits, as a result of which they are exploited by employers. The lack of legal status and the presence of labor migrants in the shadow economy leads to several negative consequences from the point of view of the socio-economic development of Central Asian countries. The spontaneous nature of migration determines the goals of labor migration and remittances - increasing exclusively the level of current consumption.

Migrants do not particularly think about savings and long-term investments beyond meeting their daily needs (food, clothing), expenses for treatment, education, home improvement, weddings, holidays, etc. The presence of a large part of migrants in the shadow economy reduces the opportunities for their earnings, and therefore money transfers to their homeland. But more importantly, they make their earnings extremely irregular, unstable, creating risks for remittances and consumption at home. In a situation where migrants accumulate certain funds, the problem of the lack of investment opportunities arises [15, 18].

Today, banks are not trusted and do not always cope with the task of concentrating small, scattered amounts of migrants (the average transfer size is about 200-300 US dollars, and millions of transfers take

place during the year) and investing in productive industries. Thus, buying real estate (or building a house) and buying an expensive car are practically the only options for “investment”.

Thus, the governments of most Central Asian countries (with the exception of Kyrgyzstan) are rather wary of local initiatives (at least insist on compliance with many procedures and approvals), which makes the prospects for infrastructure investments even more illusory (given the large amount of required investments and the need to concentrate funds) [15, 18].

Migrant workers in Russia: situation on the labor market. Currently, the Russian labor market in terms of regulating access for Central Asian citizens has several levels, such as:

The first level - a simplified registration procedure has developed for citizens of the states that are members of the EAEU, including Kazakhstan and Kyrgyzstan;

The second level - registration on the basis of patents concerns citizens of two countries of Central Asia - Uzbekistan and Tajikistan, who can enter Russia without a visa. Within 90 calendar days, you must obtain a patent for the right to work with Russia;

The third level is clearance based on work permits. According to this scheme, migrant workers from Turkmenistan are registered.

So, initially the employer must get a quota and permission to attract foreigners. Then, citizens of Turkmenistan are sent an invitation to work in Russia and a contract on the basis of which they receive a work visa.

Otherwise, citizens of all Central Asian countries who have a temporary residence permit and a residence permit in Russia should not apply for work permits, but their employers must notify the migration authorities of the conclusion of the contract. And a similar situation will be with foreign students of Russian higher educational institutions from August 2020. Until then, they can work without special work permits inside their universities. Highly qualified specialists (VKS) - citizens of Turkmenistan - can also be hired outside the quota system.

The main source of information on the number of labor migrants in Russia is the data of the General Directorate for Migration, including:

- 1) the number of registrations at the place of stay for the purpose of work;
- 2) the number of work permits and patents;
- 3) the number of notifications from employers about the conclusion of an employment contract with foreign citizens.

The maximum value is the number of registrations at the place of stay for the purpose of work. But it must be borne in mind that the same labor migrant can renew or change registration during the year, therefore, he can get into the statistics twice, or even three times [9, 15, 18].

According to the data of the Main Directorate for Migration of the Ministry of Internal Affairs of Russia in 2019, about 3,900,000 person-registrations of citizens of Central Asian countries in Russia at the place of stay for the purpose of carrying out labor activities were recorded. Most of them were citizens of Uzbekistan - 2,100,000, Tajikistan - 1,200,000, and Kyrgyzstan - 450,000 registrations.

So, in 2019, 1,600,000 patents were issued to citizens of Central Asian countries, including 1,100,000 to citizens of Uzbekistan and 530,000 to citizens of Tajikistan. It should be noted that Russian employers sent to the Ministry of Internal Affairs of Russia only 1,460,000 notifications of the conclusion of employment contracts with foreign citizens. It is possible that a significant difference (2,400,000) between the number of registrations at the place of stay and notifications of the conclusion of an employment contract is due to the reasons described above [19]. The difference between issued permits and notifications by employers was about 130,000.

Also, according to official data from the Ministry of Internal Affairs, before the start of the COVID-19 pandemic on April 1, 2020, the total number of labor migrants in Russia amounted to 4,170,000 [20, p.14].

Considering that migrants from Central Asian countries account for about 76% of the total population of labor migrants in Russia, at the time of the pandemic in Russia there could be about 3,200,000 documented labor migrants from Central Asia.

In addition, about 2,500,000 migrant workers were employed in the informal and informal sectors of the Russian economy, without registration and a written contract, were deprived of passports, restricted in their freedom of movement, lived in workplaces and were unable to leave the construction site or

enterprise. Many migrants come from Central Asian countries - perhaps their number could be about 1,900,000 undocumented migrants? [17, p.107].

The main regions of the concentration of labor migrants in Russia in 2019 were such regions as: Moscow (1,879,000), St. Petersburg and the Leningrad Region (1,032,000), Moscow Region (494,000), Sverdlovsk Region (127,000), Krasnodar Territory (107,000), Krasnoyarsk Territory (87,000), Samara Region (82,000), Novosibirsk Region (81,000), Tatarstan (76,000), Irkutsk Region (74,000 labor migrants).

In relative terms, the share of labor migrants among the total number of migrants was such regions as: Kaliningrad region (80%), Nenets and Chukotka Autonomous Districts (77% each), Altai Territory (75%), Republic of Tuva (72%), Novgorod Region (69%), Kirov Region (67%), Tver Region (64%), Tambov Region (63 %), Yakutia (60%), Primorsky Krai (56%), Samara and Belgorod regions (55% each), the Republic of Dagestan (53%), Orenburg and Voronezh regions (52% each), North Ossetia (52%), Stavropol Territory (51%), Kaluga Region (50%).

In April, May, August, September 2019, the Federal State Statistics Service of Russia (FSSS of Russia) carried out selective monitoring of migrant labor. As part of the observation, over 130,000 households were surveyed in all regions of Russia, in which people aged 15 years and over live (0.24% of the total number of households). Information on the employment of migrants in households is given by type of work and services for which the most time was devoted.

Also, the FSSS of Russia regularly conducts sample surveys of the labor force in Russia. As a result, there is information about the labor activity of migrants by type of economic activity by the prevailing type of economic activity of the entrepreneur.

According to the FSSS of Russia, the majority of labor migrants are employed in the following sectors of the economy: construction and repair work (60% in households and 22% in entrepreneurs), trade (32% in entrepreneurs), industry (18% for entrepreneurs), agriculture (12% in households and 7% for entrepreneurs), transportation (8% in households and 4% for entrepreneurs), elderly care (6% in households), hotels and catering (7% of entrepreneurs) [7].

Unfortunately, to date, there is no detailed information on the employment of labor migrants by industry in the Russian economy. There are expert opinions. For example, 8,900,000 people work in construction, including 1 - 2 million people - migrants from the countries of the former USSR.

Vice Prime Minister of Russia M.Sh. Khusnullin recommended not stopping construction sites where migrants and shift workers work during the pandemic: "Today, migrants live, as a rule, in dormitories, in crowded conditions of 8-12 people in a room of 10-12 square meters [6]. It will be better if they are at work than in dormitories. Many migrants can no longer leave Russia. It is recommended that the regions build separate premises for quarantined workers" [6].

Ethno-geographical specialization of employment of labor migrants in Russia has developed:

- citizens of Uzbekistan and Tajikistan work mainly in construction, agriculture, industry, and transport;
- citizens of Kyrgyzstan - in trade, services, catering, as domestic workers, take care of sick, elderly, children in Russian families;
- citizens of Turkmenistan are mainly employed in industry; citizens of Kazakhstan - in the non-productive sphere.

Labor migrants in Kazakhstan: the situation in the labor market. In recent years, Kazakhstan has also become a significant host country for labor migrants from Central Asia. However, the scale of labor migration to the country is an order of magnitude smaller than to Russia. Attraction of foreign labor, as well as labor activities by foreigners in Kazakhstan, is carried out on the basis of the permission of the local executive body or internal affairs bodies, unless otherwise provided by the legislation of Kazakhstan in the field of population migration and / or international treaties of Kazakhstan [1, 2, 3].

In Kazakhstan, foreigners arriving for the purpose of employment are divided into the following categories:

- 1) foreign workers - immigrants who arrived or are attracted by employers to carry out labor activities, including as part of an internal corporate transfer;
- 2) business immigrants - immigrants who have arrived for the purpose of carrying out entrepreneurial activity;

3) seasonal foreign workers - immigrants employed by employers to perform seasonal work, which, due to climatic or other natural conditions, are performed for a certain period (season), but not more than one year;

4) labor immigrants - immigrants who have arrived as domestic workers in order to perform work (provide services) from employers - individuals in the household on the basis of a permit to a labor immigrant.

In Kazakhstan, data on registration of migrants at the place of stay are available. Registration of foreigners is carried out by the internal affairs bodies on the basis of information from the receiving parties, as well as the National Security Committee of the Republic of Kazakhstan, coming from checkpoints across the state border. Registration of citizens arriving in Kazakhstan from countries with which there are ratified international agreements on visa-free entry and stay is made for the period during which visa-free stay is allowed. If a specific deadline is not established, registration is issued for a period not exceeding 30 days, and for citizens of EAEU member states - 90 days from the date of entry into the Republic of Kazakhstan [14].

Registration of foreigners in respect of whom there is a permit issued in accordance with the legislation of Kazakhstan in the field of population migration for foreign labor, a permit for a labor immigrant, and also members of their families is issued for the duration of this permit.

Registration of foreigners who, in accordance with the legislation of the Republic of Kazakhstan in the field of population migration and / or international treaties do not require obtaining permits, as well as their family members, is issued for one year, with the possibility of annual renewal, but cannot exceed the term of the employment contract or civil legal contract for the performance of work (provision of services) [14].

So, in 2019, 1,800,000 foreign citizens were registered in Kazakhstan, including 420,000 migrant workers. The main groups of labor migrants are migrants from Uzbekistan - 360,000 people were registered for the purpose of work. Also, 59,000 Tajik citizens were registered, including 11,000 for work purposes, as well as 55,000 Kyrgyz citizens, including 5.5,000 for work purposes (see: table).

The number of registered foreign citizens at the place of stay in Kazakhstan,
including for the purpose of labor activity, in 2019, people

	The total number registered at the place of stay	Including for the purpose of work
Central Asian countries, including:	1 568 162	378 532
- Kyrgyzstan	55 110	5493
- Tajikistan	59 404	11 053
- Uzbekistan	1 453 648	361 986
Other countries	244 276	42 263
Total:	1 812 438	420 795
<i>Source:</i> Data from the Ministry of Internal Affairs of the Republic of Kazakhstan.		

So, according to the expert political scientist, Institute of World Economy and Politics under the Foundation for the First President of the Republic of Kazakhstan-Elbasy A. Zhusupova, the number of Kazakhstanis working abroad is growing steadily. The main host country for workers from Kazakhstan is Russia, which is facilitated by geographical proximity, the absence of a language barrier, and not only a visa-free regime, but also a relatively free labor market within the EAEU. According to the Eurasian Economic Commission, the number of labor migrants from Kazakhstan in Russia over the past 7 years has increased 4 times: in 2012 - 34,100 people, and in 2019 - 136,200 people [9].

In the shade is a significant amount of labor migration from Kazakhstan in the border regions of Russia. Also, many Kazakhstanis work in the United States, Canada, Britain, Czech Republic, Croatia and Montenegro. According to the Ministry of Foreign Affairs of Kazakhstan, in the Republic of Korea, about 19,000 Kazakhstanis are officially registered and working, or are located for other reasons. And about 12,000 Kazakhstanis are in Korea in violation of the migration regime [21].

Kazakhstan during the COVID-19 pandemic closed its borders and introduced a state of emergency. At the same time, all recipient countries and donor countries of labor migrants, including the Central Asian republics, began to close their state borders. As a result of travel restrictions, international mobility

declined sharply, and by the beginning of April it had practically stopped. The borders are virtually completely closed by Tajikistan and Uzbekistan. Kyrgyzstan accepts only emergency flights with its citizens.

Thus, many labor migrants from Central Asian countries were left without work in Russia or “hung up” at the borders and could not return to their countries. As a result, the situation of both categories of migrants - citizens of Central Asian countries remains difficult, people are left without means of subsistence, sources of income, cannot pay for housing and food.

Recommendations on improving the migration policy of Russia and Kazakhstan regarding regulation of labor migration. First of all, it should be noted that in both countries it is necessary to strengthen the direction of migration policy associated with attracting labor migrants as a resource for demographic development. Despite the temporary stay in the host countries, many labor migrants pass into the category of permanent residents of Russia and Kazakhstan.

Russia, as the main host country, has not yet fully benefited from the demographic advantages of the Euro-Asian migration corridor. The country's migration policy remains quite tough and inadequate in the demographic situation. The country has been experiencing a new wave of depopulation since 2016. And although the approach seems to be declared at the state level, that migration should be one of the development resources.

But in the system of migration policy itself, in its mechanisms and tools for implementation, many obstacles remain for the integration of migrants, including migrants from Central Asian countries - the main donor region.

And so, Kazakhstan, although it has not yet faced the demographic problem in such a form as Russia, it can now consider labor migration as a resource for future development in pragmatic interests.

Russia and Kazakhstan, as countries that host migrant workers, should emphasize their migration policies focused on the integration of part of migrant workers in the host society:

1) remove administrative bureaucratic “barriers” on the way to obtaining a work permit, temporary residence permit, residence permit, citizenship for the necessary categories of migrants, such as: students, graduate students, scientists, highly qualified and rare professions, top managers, cultural and art workers, athletes, businessmen, investors, etc.;

2) to provide the possibility of obtaining a temporary residence permit, residence permit and citizenship for migrants and labor migrants for a long time (more than five years) located in Russia and Kazakhstan (if there is evidence of work and payment of taxes or, if you wish, to pay taxes for the specified period in case of non-payment earlier).

In practice, this will mean conducting a campaign to legalize immigrants who did not violate laws, worked for a long time and were actually integrated into the host society;

– ensure the implementation of integration programs for Russian migrants legally residing in the country through state funding of projects of various educational, cultural, scientific institutions, grants for non-governmental organizations (free training in the Russian and Kazakh languages, legal support for migrants, cultural projects);

– ensure free access for children of migrant workers in the country to secondary schools.

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Демографиялық зерттеулер институты – «Ресей ғылым академиясының федералды зерттеу орталығы»
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ЕҢБЕК МИГРАНТТАРЫ РЕСЕЙ МЕН ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ДЕМОГРАФИЯЛЫҚ ДАМУЫНЫҢ РЕСУРСЫ РЕТІНДЕ

Аннотация. Мақалада қазіргі және орта мерзімді кезеңдегі Ресей мен Қазақстанның демографиялық даму ерекшеліктері қарастырылған. Зерттеудің ғылыми міндеті - қазіргі кезеңнің ерекшеліктерін және демографиялық дамудың перспективаларын және Ресей мен Қазақстан Республикасының тұрғындары мен еңбек ресурстарының қалыптасуына миграцияның үлесін анықтау. Ресей мен Қазақстан Республикасының Еуразиялық кеңістіктегі мигранттарды қабылдауға арналған екі ірі мемлекет екендігі анықталды.

Бұл мемлекеттерге ауқымды және белсенді еңбек көші-қонының алғышарты демографиялық тенденциялар, өсіп келе жатқан еңбекке деген қажеттілік және екі елдің салыстырмалы түрде сәтті экономикалық дамуы болып табылады. Қазіргі уақытта екі ел үшін де негізгі еңбек донорлары - Орталық Азия мемлекеттері.

Мәселен, бір жағынан аймақ елдері, Ресей және Қазақстан Республикасы арасында Еуразиялық көші-қон дәлізі қалыптасты, ол қазіргі кезде бүкіләлемдік масштабтағы ең үлкен болып табылады. Екі елде де демографиялық даму көзі ретінде еңбек мигранттарын тартуға байланысты көші-қон саясатының бағытын күшейту талап етіледі.

Қабылдаушы елдерде уақытша болуына қарамастан, көптеген еңбек мигранттары Ресей мен Қазақстан Республикасының тұрақты тұрғындары санатына енеді. Ресей негізгі қабылдаушы ел ретінде, Еуразиялық көші-қон дәлізінің демографиялық артықшылықтарынан әлі толық пайда таба алмады.

Елдің көші-қон саясаты демографиялық ахуалға байланысты өте қатал және жеткіліксіз болып қала береді. Бұл тәсіл мемлекеттік деңгейде көші-қон даму ресурстарының бірі болуы керек деп жарияланғанымен, көші-қон саясатының жүйесінде, оны іске асыру тетіктері мен құралдарында мигранттардың, оның ішінде негізгі донор аймақ - Орталық Азия елдерінен келген мигранттардың бірігуіне көптеген кедергілер бар. Қазақстан Республикасы, әлі де Ресей сияқты демографиялық проблемаға тап болмағанымен, еңбек көші-қон боллашақтағы прагматикалық мүдделер үшін даму көзі ретінде қарастыра алады. Ресей де, Қазақстан Республикасы да еңбек мигранттарын қабылдайтын елдер ретінде өздерінің көші-қон саясатында еңбекші мигранттардың бір бөлігін қабылдаушы қоғамға интеграциялануы керек деп атап өтілген.

Түйін сөздер: демографиялық жағдай, Ресей мен Қазақстан Республикасының әлеуметтік-экономикалық демографиялық саясаты, COVID-19, депопуляция, иммиграция, еңбек, студенттік және мәжбүрлі көші-қон, еңбек ресурстары, Ресей, Қазақстан Республикасы, Орта Азия, АҚШ, БҰҰ, КСРО, бұрынғы КСРО республикалары.

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ТРУДОВЫЕ МИГРАНТЫ КАК РЕСУРС ДЕМОГРАФИЧЕСКОГО РАЗВИТИЯ РОССИИ И РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. В статье рассматриваются особенности демографического развития России и Казахстана в современных условиях и среднесрочной перспективе. Научной проблемой исследования является выявление особенностей современного этапа и перспектив демографического развития и вклада миграции в формирование численности населения и трудовых ресурсов России и Республики Казахстан. Выявлено, что Россия и Республики Казахстан стали двумя крупнейшими странами по приему мигрантов в Евразийском пространстве.

Предпосылками масштабной и активной трудовой миграции в данные государства являются демографические тренды, растущие потребности в трудовых ресурсах и относительно успешное экономическое развитие двух стран. Ключевыми донорами рабочей силы для обеих стран являются в настоящее время государства Центральной Азии.

Так, между странами региона с одной стороны, Россией и Республикой Казахстан с другой стороны, сформировался Евразийский миграционный коридор, который является в настоящее время одним из крупнейших в мировом масштабе. В обеих странах требуется усиление направления миграционной политики, связанного с привлечением трудовых мигрантов как ресурса демографического развития.

Несмотря на временность пребывания в принимающих странах, многие трудовые мигранты переходят в категорию постоянных жителей России и Республикой Казахстан. Россия как основная принимающая страна пока не извлекает в полной мере демографических плюсов от существования Евразийского миграционного коридора.

Миграционная политика страны остается достаточно жесткой и неадекватной демографической ситуации. Хотя на государственном уровне вроде бы декларируется подход, что миграция должна быть одним из ресурсов развития, но в самой системе миграционной политики, в ее механизмах и инструментах реализации сохраняется множество препон для интеграции мигрантов, в том числе мигрантов из стран Центральной Азии – основного региона донора. Республика Казахстан, хотя пока и не столкнулся с проблемой демографической проблемой в таком виде как Россия, но уже сейчас в прагматических интересах может рассматривать трудовую миграцию как ресурс будущего развития. Отмечается, что и Россия, и Республикой Казахстан как принимающие трудовых мигрантов страны должны сделать упор в своей миграционной политике на интеграцию части трудовых мигрантов в принимающее общество.

Ключевые слова: демографическая ситуация, социально-экономическая демографическая политика России и Республика Казахстан, COVID-19, депопуляция, иммиграция, трудовая, студенческая и вынужденная миграция, трудовые ресурсы, Россия, Республика Казахстан, Центральная Азия, США, ООН, СССР, республики бывшего СССР.

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ENVIRONMENTALLY INDUCED MIGRATION IN THE CONTEXT OF THE CORONAVIRUS PANDEMIC

Abstract. The purpose of this article is to identify the specific trends of migration flows induced by negative environmental changes in the context of the COVID-19 pandemic. First of all, based on an analysis of meteorological data it was proved that in the near future, the risk of dangerous natural disasters that might cause large-scale population movements remains no less high than in the past few years. A temporary reduction in CO2 emissions due to a reduction in industrial production and transportation along with restrictive infection control measures will be short-term and insufficient to slow down climate change. Consequently, we can expect that during the pandemic the number of environmental migrants throughout the world will not decrease and might reach about 20 million people a year only due to forced relocations caused by weather-related hazards. In this study, we use the term environmental migrants to refer to both those people who have been forced to leave their place of residence due to natural or technological disasters, and those people who have voluntarily decided to migrate under amid slow-onset environmental degradation. Both of these categories of migrants are already exposed to the risks posed by adverse environmental conditions. In the context of a coronavirus pandemic, additional risks begin to affect each group differently. Internally displaced people will face problems caused by restrictions on movement imposed in most countries, as well as poor sanitary and hygienic conditions during evacuation and at temporary accommodation centers, which greatly increase the risk of infection and further spread of the virus. Voluntary environmental migrants in most cases move because of the inability to continue their usual economic activities in the changing environmental situation in their home region and the need to find a job in a sphere which does not depend directly on natural and climatic conditions. Most often these are farmers who look for temporary employment in cities. This category of migrants will be adversely affected by the economic consequences of the coronavirus pandemic, namely, the reduction of jobs and wages in a number of industries, especially ones that are related to public services and transportation. A cut in remittances will reduce the adaptive potential of their environmentally vulnerable home areas, and lead to further deterioration of the environment and living conditions of the population.

Keywords: environmental migration, coronavirus pandemic, ecology, climate change, disasters, migration, epidemic, COVID-19, risks, security, migrant rights.

The coronavirus pandemic has had a tremendous impact on all spheres of life around the globe, causing extreme concern among national governments, international organizations, and ordinary citizens. According to the American Johns Hopkins University, by June 2020, coronavirus has already caused deaths of more than 500 thousand people in the world [1]. There is no doubt that such an emergency which poses a threat to the life and health of the population requires increased attention and urgent action. However, unfortunately, it does not cancel out the existence of other global threats, such as climate change and environmental deterioration. Thus, according to the report of the World Health Organization (WHO), these problems led to the death of at least 150 thousand people in 2000, and in 2030 – 2050 they will cause about 250 thousand deaths per year [2, p. 13]. In addition, according to the statistics for 2008 – 2019, natural hazards are causing on average displacement of 21 million people a year [3]. At the same time, the annual number of natural disasters in the world steadily increases and more than tripled in the period from 1980 to 2018 (from 240 to 798 events per year) [4]. There is a consensus among leading

climate specialists that the cause of this negative trend is global climate change which is developing due to the increased anthropogenic impact on the environment [5, p. 13-14].

1. Ecological situation in the time of the coronavirus crisis. The restrictive measures taken by the governments of most countries to combat the coronavirus pandemic led to a reduction in industrial production and transportation, which are the main sources of carbon dioxide emissions into the atmosphere causing the greenhouse effect and global warming. Thus, according to scientists from the Centre for Research on Energy and Clean Air (CREA), during the epidemic in China, CO₂ emissions decreased by quarter [6]. However, with a high degree of certainty in the long term, the economic downturn and quarantine measures will affect negatively the implementation of programs to reduce pollutant emissions and preserve biological diversity. Firstly, the implementation of such programs requires significant financial investments which will bring benefits only decades later. According to the estimates by Bloomberg NEF, in 2019 the volume of global investments in “clean energy” amounted to \$282.2 billion [7]. The economic crisis and the policy to overcome it, as well as the need to invest in other sectors during a pandemic will deprive countries of the opportunity to fully support environmental projects. This situation has already been observed after the financial crisis of 2009, when global CO₂ emissions decreased by 1%, but already in 2010 they increased by 5% again [8]. Secondly, the pandemic and restrictive measures impede international dialogue and cooperation on climate change issues. For example, a key UN conference, COP26, was postponed until November 2020 [9]. Thirdly, energy market experts have already expressed concern that prices for carbon emissions in the ETSs will fall following reduction in the demand during the pandemic [10] which might lead to their mass purchase and subsequent increase in greenhouse gas emissions.

In addition, a few months of reducing atmospheric pollution is not enough to eliminate the effects of centuries-long anthropogenic impact on the environment and stop the systemic processes which have been launched by it. According to the US National Center for Environmental Information (NCEI), May 2020 was the warmest May on record for the globe in the entire history of observations since 1880 [11]. Droughts and record heatwaves are observed in Europe and the southern US states. The temperature of the Pacific Ocean is 1.5°C higher than average, which means an increased risk of the formation of powerful hurricanes. On 12-13 April 2020 tornadoes in the US states of Texas and Maryland claimed lives of 36 people [12]. In May 2020, Cyclone Amphan hit Bangladesh and eastern India killing up to 20 people [13]. Due to the warm and rainy winter in the Horn of Africa locust populations have increased to unprecedented size [14]. Locust summer seasonal migration routes pass through the countries of West Africa, the Persian Gulf, Iran, Pakistan, and India. The UN Food and Agriculture Organization predicts that the locust invasion will be a serious blow to the food security of the poorest countries in the region, while international organizations and economically developed countries may not be able to provide them with enough humanitarian aid due to the consequences of the coronavirus pandemic. The risks associated with natural disasters are exacerbated by their potential ability to provoke man-made disasters, such as breakthroughs of dams, accidents at nuclear, thermal and hydroelectric power plants, chemical plants, transport and pipelines. On 29 May 2020, in Russian city of Norilsk over 20 tons of diesel fuel leaked from a tank at Nor Nickel thermal power plant polluting the Dal'dykan and Ambarnaya rivers. Office of the Prosecutor General of the Russian Federation claims the reason might be surface subsidence [15] which is known to be caused by Arctic permafrost thaw. Thus, an analysis of the current environmental situation shows that a high probability of natural disasters persists during the period of the coronavirus pandemic.

2. Theoretical approach to the study of environmental migration. In order to understand how the infection and measures aimed at combating it will affect environmental migrants it is necessary first to identify how natural and man-made disasters affect the population on endangered territories. In 2020, experts of the World Economic Forum called climate action failure and extreme weather the most serious long-term risks in terms of their impact and likelihood correspondingly [16, p. 29-37]. In 2017, weather-related hazards caused record-high direct economic damage amounting at \$334 billion [4]. But the main danger of both natural and man-made disasters is that they make the environment itself unfit for human habitation, which leads to an increase in morbidity and deaths [2], lower productivity of labour [17, p. 26-27], and mass migrations, since the first natural reaction to worsening living conditions is the desire to flee from the dangerous area. According to the World Bank estimates, if no action is taken, by 2050 over 143 million people could be forced to move within their own countries to escape the slow-onset impacts of

climate change – such as declining agricultural yields, water shortages and rising sea levels – in three most vulnerable regions: sub-Saharan Africa, South Asia and Latin America [18].

In this study, we understand environmental migration as a movement of people induced by negative changes in the environment of any type – climate change and natural disasters, gradual deterioration of the environment, or technological disasters. In the first case, such displacees can be referred to as climate migrants. However, given the specificity of the topic of this research and the close relationship between all these phenomena, we find it reasonable not to discuss subtypes of environmental migration by its causes separately. Our previous studies have shown that the trends of environmentally induced migration flows in spatial and temporal dimensions depend mainly not on the nature of the event that caused them (natural or technological), but on the character of the onset of such event: sudden, catastrophic, or slowly progressing [19, 20].

The first category of events includes natural disasters (floods, droughts, hurricanes, extreme temperatures, wildfires, mudflows, etc.), as well as man-made disasters (radiation and chemical accidents, breakthroughs of dams, major transport accidents, fires, etc.). In this case, the displacement of the population from the emergency zone is forced and carried out urgently. Often it is organized, that is, proceeds in the form of evacuation. As a rule, such migrations are short-term, return and take place within the borders of a state. Since migration is always fraught with risks, in such cases people who did not plan to change their place of residence do not want to move further than necessary, and for a longer time than necessary for their safety. Cross-border migrations usually happen only from settlements located on the state borders. Practice shows that most migrants prefer to return to their habitual place of residence, if possible, and rebuild their houses. In the scientific literature and public discourse, such migrants are sometimes referred to as “environmental refugees” or “climate refugees” [e.g. 21], however, in reality such migrants do not fall under the legal definition of a refugee in accordance with the international law [22, p. 14].

Migrations induced by slowly progressing adverse environmental changes – such as soil degradation, desertification, water shortages, various kinds of pollution, sea level rise, extreme temperatures – proceed in a fundamentally different way. Such slow-onset hazards can sometimes develop for decades before people begin to feel their negative impact on their state of health and the conditions of economic activity. In such cases, migrations are not forced and their flows are not massive. The decision to migrate is most often prompted by economic considerations, as environmental degradation noticeably reduces the productivity of agriculture, forestry, fisheries, and livestock. Empirical studies and expert surveys that we conducted earlier in the regions of the Far North of Russia showed that often migrants themselves do not identify the environmental situation as the root cause of migration [23]. Such migrations can be seasonal – for example, during the periods of drought in the southern regions – and are often performed by only one member of a household. Since they involve agricultural workers to the greatest extent, such population movements are usually directed from rural to urban areas, where there is a chance of employment in industries that are not dependent on environmental conditions [24]. Such migrants can move both within their own countries and across the borders. For example, in Russia there is a significant influx of migrants from Central Asian countries. Some of them left their homes due to environmental degradation [25]. It should be noted that statistical accounting or estimation of the size of this category of environmental migrants is extremely difficult and possible only on the basis of complex mathematical models. Attempts to create such models have been made, in particular, by the World Bank [18]. A number of researchers have expressed doubts that this type of migration could be separated from economic migration [26].

3. Risks of coronavirus pandemic for environmental migrants. Regardless of whether a resettlement from an ecologically unfavorable zone was forced or not, and whether ecological troubles were perceived as its main reason, such migrants are already exposed to risks associated with negative environmental changes. In the context of the coronavirus pandemic, they are subjected to additional risks associated with the danger of infection, on the one hand, and quarantine measures, on the other hand. These risks will affect the participants of the two subtypes of environmental migration that we have identified in different ways, although to a certain extent these problems are common to all migrants. In general, they have already been identified by researchers [e.g. 27] and representatives of international organizations [e.g. 28].

First of all, most countries have introduced temporary restrictions on movement at the local or national level, many state borders remain closed [29]. This situation is most difficult for refugees and displaced persons, for whom migration is a matter of their safety, health, and sometimes life. Given the

fact that natural and man-made disasters tend to develop suddenly and often cannot be predicted in advance, affected individuals are not able to plan their movements, choosing a more favorable time. Such migrations will occur spontaneously despite of any degree of restriction on movement and any epidemiological situation. This means, on the one hand, an increase in the risk of infection for migrants themselves, and on the other hand, an increase in the risk of spreading the infection to new territories along with a wave of displacees.

Researchers have already noted that due to the large crowding of people and poor sanitation on the road and in temporary camps, refugee health is at risk during the coronavirus pandemic [e.g. 30]. The same is true for environmental migrants who were forced to leave their places of residence due to natural or man-made disasters, especially if there are wounded among them. For example, during a flood in the Irkutsk region of Russia in June-July 2019, more than a thousand people were evacuated from Tulun. All of them were temporarily placed at only two points in the walls of educational institutions in safe areas [31]. Obviously, the spread of infections in such conditions will be extremely high, since they exclude the possibility of social distancing and compliance with hygiene norms. When Cyclone Amphan hit South Asia in May 2020, Bangladesh had to prepare almost 10,500 additional shelters to accommodate evacuees with a measure of social distancing [32] and avoid a surge in new cases of COVID-19. Also, the return of such immigrants to their habitual places of residence will be delayed due to the complexity of the work on liquidating the consequences of the emergency and the reconstruction of the housing stock in a pandemic.

It is worth noting that a number of factors simultaneously increase both the risk of mass migrations in the event of a natural or man-made disaster, as well as the risk of widespread viral infections. These include the high population density of the territory, the insufficient level of infrastructure development, the presence of problems in the organization and operation of emergency services, the functioning of public warning systems, and the failure to manage migration flows.

As for the environmental migrants who decided to relocate under the influence of slow-onset hazards, in the event of a pandemic, they will generally face the same problems as labour migrants, but the worsening of their position will negatively affect the environmental situation in their home regions as well over some time. The specificity of this subtype of environmental migration lies in the fact that it serves as the most important strategy for communities' adaptation to negative changes in natural and climatic conditions [e.g. 33]. As we have already noted above, in this case migration involves mainly those employed in agriculture who move with the aim of finding a job in other sectors of production. In the context of the coronavirus pandemic, not only borders, but also many enterprises are in lockdown, especially those working in the service sector and the transportation. According to economists, both in Russia [34] and around the world [35] the negative impact of the coronavirus pandemic on the labor market and population incomes will be noticeable and will continue after the pandemic is over. Migrants are particularly vulnerable in this regard for a number of reasons. First of all, a significant part of them are employed in the most affected by the pandemic sectors of economy. According to statistics by the Organization for Economic Co-operation and Development (OECD), in the OECD countries, about 14% of foreign migrants were engaged in trade and repair services, 6% – in the hotel and restaurant business, 6% – in the transport industry, 6% – in various public services [36]. In addition, the employment of migrants is often vulnerable and unstable, that is, they are at increased risk of dismissal and reduction in wages, as well as violation of workers' rights, including due to their illegal or semi-legal position in the labor market because of the lack of official registration, official labour contracts, and officially paid wages [37]. Thus, it is possible to predict with high confidence that due to the coronavirus pandemic, migrants will lose their jobs and income, and new arrivals will not be able to find a job.

This situation poses great risks for environmental migrants, since the restrictive measures taken to combat the spread of infection have mostly affected employment in cities where trade, service, transport, and garment industry enterprises are concentrated. Migrants who seek employment in these sectors because of declining agricultural productivity due to climate change and environmental degradation will not be able to get enough jobs. As a result of this and due to lower incomes, they will not be able to send enough remittances back home, which previously allowed their families to use this money for investments in new agricultural equipment and technologies. Doing so the population of environmentally vulnerable territories increased farm productivity, reduced the environmental load and adapted to climate change. Some migrants will be forced to return to marginal and dangerous areas, increasing anthropogenic pressure on already damaged ecosystems and thus increasing the risks of their further deterioration. The

“poverty trap” and inequality among the inhabitants of these territories will deepen, more and more people will not have enough money to move, even if their life and health are in danger due to the ongoing deterioration of natural and climatic conditions [38].

Conclusion. Thus, the spread of coronavirus infection COVID-19 has become a serious additional risk of environmental migration. In cases when the displacement was caused by sudden natural or man-made disasters, there is a high risk of infection of a large number of people during the evacuation and in temporary accommodation centers. Restrictions on movement across and within the countries might also be a threat to the safety of endangered populations if evacuation is not organized by local authorities. In the case of slow-onset environmental degradation, which makes it impossible to continue the usual economic activities, migrants will face also risks caused by the economic consequences of the pandemic. It will reduce the adaptive capacity of environmentally vulnerable areas. An analysis of the latest meteorological data allows to predict that in the near future the likelihood of large-scale natural hazards around the globe will not decrease compared to previous years. Natural disasters, in their turn, are potentially capable of provoking technological disasters. The danger of infection, restrictive measures and the economic consequences of the pandemic will impede the process of migration itself, the adaptation of migrants at the places of settlement, as well as the rectification of the consequences of natural or man-made disasters and reconstruction work. They will require additional precautionary measures, and additional costs from the state budget in addition to spending on combating infection and supporting the population and economy during the pandemic, as well as additional attention to protecting the rights of migrants, who will face especially acute issues of access to health services and employers’ compliance with labor contracts. Since the COVID-19 pandemic in many respects has become an unprecedented challenge in the modern history of all mankind, it requires new responses in the fields of healthcare, legal practice, economic and social policies, climate change action, etc. It is necessary to continue research and search for scientifically based approaches to these problems in order to use the crisis as an opportunity for making decisions that will contribute to sustainable development in future.

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КОРОНАВИРУСТЫҚ ПАНДЕМИЯ ЖАҒДАЙЫНДАҒЫ ЭКОЛОГИЯЛЫҚ КӨШІ-ҚОН

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ЭКОЛОГИЧЕСКАЯ МИГРАЦИЯ В УСЛОВИЯХ ПАНДЕМИИ КОРОНАВИРУСА

Аннотация. Целью данной статьи является выявление особенностей протекания миграционных процессов, спровоцированных негативными изменениями окружающей среды, в условиях пандемии коронавирусной инфекции COVID-19. Прежде всего, на основе анализа данных метеонаблюдений было установлено, что риск серьезных природных катастроф, способных вызвать масштабные перемещения населения, в ближайшей перспективе остается не менее высоким, чем в последние несколько предшествующих лет. Временное снижение выбросов CO₂ в атмосферу вследствие сокращения объемов промышленного

производства и транспортных перевозок на фоне ограничительных мер по борьбе с инфекцией окажется краткосрочным и недостаточным для того, чтобы замедлить климатические изменения. Следовательно, можно ожидать, что во время пандемии численность экологических мигрантов в мире не уменьшится и может составить порядка 20 млн. человек в год только за счет вынужденных переселений, вызванных стихийными бедствиями. В данном исследовании под экологическими мигрантами понимаются как лица, вынужденные покинуть своё место жительства из-за природных или техногенных катастроф, так и добровольно принявшие решение о миграции под воздействием медленно прогрессирующей деградации окружающей среды. Обе эти категории мигрантов уже подвергаются рискам, порожденным неблагоприятными природно-климатическими условиями. В условиях пандемии коронавируса на них начинают воздействовать дополнительные риски, которые по-разному сказываются на каждой из групп. Вынужденные переселенцы будут сталкиваться с проблемами, вызванными ограничениями передвижения, введенными в большинстве стран, а также плохими санитарно-гигиеническими условиями во время эвакуации и в пунктах временного размещения, которые многократно повышают риски их заражения и дальнейшего распространения вируса. Добровольные экологические мигранты в большинстве случаев переезжают из-за невозможности продолжать привычную хозяйственную деятельность в изменившейся экологической ситуации в их домашнем регионе и необходимости поиска работы в сферах, чье функционирование не зависит напрямую от природно-климатических условий. Чаще всего это фермеры, отправляющиеся на временные заработки в города. На данной категории мигрантов отрицательным образом скажутся экономические последствия коронавирусной пандемии, а именно сокращение рабочих мест и оплаты труда в целом ряде отраслей, особенно связанных с обслуживанием населения и транспортными перевозками.

Ключевые слова: экологическая миграция, пандемия коронавируса, экология, изменение климата, катастрофы, миграция, эпидемия, COVID-19, риски, безопасность, права мигрантов.

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BACKGROUND AND FACTORS OF MUSLIM IMMIGRATION TO THE COUNTRIES OF THE EUROPEAN UNION

Abstract. The article analyzes the prerequisites, factors and consequences of immigration to the European Union from countries with a predominantly Muslim population. The main typological characteristics of the recipient countries of migrants from predominantly Muslim countries are highlighted. The problems studied in this article attract the attention of a wide range of specialists due to its relevance and at the same time due to the lack of any adequate answers to the modern challenges faced by the de facto multicultural societies of developed industrial countries. The results of consideration of the rights and freedoms of migrants in various EU countries are also important in scientific and practical terms.

Special attention is paid to the analysis of the situation in Germany, as the most attractive country for migrants. In the context of the ongoing changes in the ethnodemographic structure of the population, the forecast of the number and gender and age structure of the Muslim population in Germany by 2050 is given. This forecast suggests that the population of Muslim origin in Germany will increase from 4.3 million in 2014 to at least 5.8 million by 2050. The increase will be achieved mainly due to a higher fertility rate than that of the Germans.

According to the theory of E. Lee, the authors distinguish two groups of factors, "pushing factors" and "attraction factors", which contribute to the immigration of Muslims to more economically developed countries. The push factors in the countries of origin of migrants are mainly related to the unstable political situation, economic crises, and high unemployment, especially among the young population. Attracting factors are mainly related to the ability to receive certain economic preferences in the country of reception, to get educated, to have a stable income and medical care.

Along with certain benefits, expressed in an increase in the share of the working-age population, Muslim migration also carries certain risks for EU countries: socio-cultural, religious, criminal, economic, political and geopolitical factors that can significantly affect the balance of political forces in the EU countries.

The problems that arose with the adaptation and integration of Muslim migrants as a result of the largest migration crisis in the twenty-first century showed that the host country, in this case, the member States of the European Union, found themselves in a paradoxical situation. On the one hand, resolutions were prepared and adopted at the European level, and a set of measures was developed to accept migrants and provide them with financial and social assistance, which was expected to facilitate the process of adaptation and further lay the foundation for the assimilation of young Muslims. It was assumed that these steps will help, to some extent, to spread democratic values and principles for immigrants. On the other hand, in reality, the situation turned out to be much more complex and ambiguous, a number of EU States actually refused to accept migrants on their territories. The countries of the Visegrad group can be cited as an example. The split within the EU on migration issues calls the very existence of the European Union into question.

This paper uses data from Eurostat, the International organization for migration, the German statistical office, the European Commission, the European Statistical Office, and a number of other reputable statistical agencies as input data.

The material presented in the article does not contain information (information) related to state secrets of the countries of the European Union and the Russian Federation.

Keywords: international migration, migration crisis in the EU, Muslim migrants, proportion of Muslims in the EU, factors of immigration to the EU, integration of migrants, demographic consequences of immigration to the EU, demographic structure of the population of EU countries, non-integrated Muslim migrants, consequences of the migration crisis.

Introduction. Nowadays migration processes are an inherent part of world development. This phenomenon is caused by uneven economic development of states, high levels of poverty and unemployment in the context of globalization, and numerous inter-ethnic conflicts. At the beginning of 2018, every thirtieth person on the planet, which is a total of about 260 million people, lived outside their country of origin [1,2]. According to official statistics, the main migration flows consist of labor migrants heading to developed industrial countries to improve standards of living. In addition, it is important to point out that one of the most powerful factors for migration is the increase in the number of civil wars in various regions of the world. For example, 57% of refugees worldwide are from Syria (6.3 million), Afghanistan (2.4 million) and South Sudan (2.3 million) [1, 4].

It is noteworthy that all three countries have been actively engaged in hostilities for several years, and political and socio-economic stability in the short and medium term seems unlikely. In addition to the overall annual increase in the number of migration flows, the relevance of this issue can be traced through the prism of disputes between political elites and the lack of consensus on the issue. A notable example was the conflict between representatives of EU countries and the Turkish authorities regarding the reception of refugees being in a situation of forced migration found themselves in an extremely difficult situation and became hostages of political disputes [2].

The migration problem reached its peak in 2015, when due to the massive influx of refugees from Muslim countries in North Africa and the Middle East, the European Union committed itself to their accelerated distribution and granting of asylum [13]. The consequences for the European region were very mixed: on the one hand, immigration provides a large-scale flow of labor resources; on the other hand, due to cultural differences, a significant increase in the number of foreign unskilled labor undermines the national security of EU countries, a large number of terrorist attacks and robberies on the streets of Europe prove this fact.

Over time a gradual integration of migrants which to some extent represents a "humanitarian catastrophe" comes. This process is taking place against the backdrop of complex social problems faced by third-generation Muslim migrants and the challenges they pose to European countries. For example, the difference in the process of adaptation and attitudes of the first and third generation Muslims is significantly aggravated, since the latter behave aggressively and do not seek to adopt European values and lifestyle. Politicians are concerned that non-integrated Muslim migrants will form their own enclaves within European States, where they will revive their cultural environment, traditions and foundations, and thus will not pass through the integration process. This can lead to the emergence of criminal ethnic communities and, in general, can negatively affect the national security of individual countries and the region as a whole.

Results. The proportion of Muslims in the European Union (EU) is a relative minority: according to statistics, 9% of the population of the whole of France is Muslim, 5.7% is in the Netherlands, about 5.5% of Muslims live in Germany, in Austria there are about 4.4% of representatives of Islam among the local population. The total number of Muslims in Europe is from 5 to 7 percent, and they are mainly concentrated in Western Europe [2, 3, 4]. It is extremely important that many experts on migration processes in Europe state with full confidence that the number of representatives of the Muslim population may increase by about two or three times by 2030 [3].

Let's consider the change in the ethnodemographic structure of the population due to Muslim immigration in more detail on the example of Germany. According to the 2011 population census, there were 4.3 million Muslims living in Germany (5% of the total population), of which approximately 1.9 million have German nationality [3]. About 2.9 million of the Muslims were born in Turkey, 1.5 million of them have German citizenship [4]. It should be noted that the average age of Turks in Germany as of 2014 was 42.3 years. A cohort-component method can be used to predict the gender and age structure of the German population. For the accuracy of the forecast, several population groups are taken into account separately: 1) those who have German citizenship; 2) the foreign population of Germany from non-Muslim countries; 3) the foreign population of Germany from predominantly Muslim countries. For people with German citizenship, the gender and age structure at the end of 2014, age-specific mortality rates calculated according to the 2011 population census: the total birth rate of 1.4 (this corresponds, rather, to a negative scenario), the average mother age at birth of the first child is 30.5 years, the life expectancy of women is 83.4 years, men – 78.8 years. The foreign population from non-Muslim countries comes mainly from other EU countries and Russia, which is the fourth largest donor country for migrants.

To calculate the forecast, the average characteristics of the countries of origin of immigrants were used. The gender and age structure and age-specific mortality rates are quite close to the corresponding characteristics for Germany. The most significant difference is the total birth rate of 1.8. for the population from non-Muslim countries, immigration is set at the level of 50 thousand people per year for the entire forecast period. For foreign populations from Muslim countries, the gender and age structure, as well as other demographic characteristics, are very different from European ones, so different scenario parameters must be taken into account for different groups of origin countries of immigrants. Having made such assumptions, it can be determined that by 2050, the foreign population from Muslim countries will have reached 6% of the total population of Germany, which would double the number from 2014 (3%) [4].

Turkey has been taken up as a specific focus of the research, since the Turkish Diaspora is the most numerous one in Germany (about 1.9 million people have German citizenship, and over 1 million are non-German citizens) [12]. The gender and age structure of Turkish immigrants in Germany at the end of 2014 was published by German statistical office, while age-related mortality rates, the total birth rate, the average age of the mother at birth, the life expectancy of women and men - according to official statistics for Turkey published by the world Bank. Immigration from Turkey to Germany from 2015 to 2019 is planned for 50 thousand people, then - annually for 10 thousand people [12]. Similar data was also set by the German statistical office (Statistisches Bundesamt Deutschland) when building a forecast of the population of Germany until 2060. Given the trends of recent years (the rate of population growth from Muslim countries is significantly higher compared to the rest of the countries of origin of immigrants in Germany), as well as the assumption that in the future Germany will somehow limit the influx of immigrants, is plausible [12]. According to the forecast, the number of Muslims in Germany will increase from 4.3 million in 2014 to 5.8 million in 2050. In reality, the total number of people from Muslim countries may be higher due to a combination of factors, such as maintaining immigration at a fairly high level throughout the forecast period, as well as maintaining a high birth rate in the second and subsequent generations of immigrants.

Despite the current significant gender imbalance, which is characterized by a preponderance of men in the age groups of 20-45 years for immigrants from predominantly Muslim countries, by 2050, the gender and age structure is leveled in this regard. Moreover, in the older age groups (65 years and older), there is a preponderance of women from Muslim countries, which is typical for European countries. Thus, one can expect that in 35 years the demographic structure of immigrants from Muslim countries will become similar to the German population. There will be a gradual transition from a progressive (in the country of origin) to a stationary (in the host country) age structure of the population.

Despite the fact that the European migration crisis has passed its peak, the percentage of the Muslim population in the EU is only increasing every year. The European Union is one of the most attractive places for migrants. If we take into account the low fertility rate, which is clearly characteristic of European countries, we can conclude that this situation may lead to a change in the ratio of the population on religious grounds. In addition, it is very difficult to calculate the exact percentage of representatives of Islam in the EU countries due to the prohibition in various surveys to ask about the religious and ethnic affiliation of respondents.

It is also important to point out that when it comes to immigration of Muslims to EU member states, there are usually two types of factors that influence the decision of migrants to leave their homeland. "Push factors" in countries of origin and "pull factors" in host countries [8]. Both groups of factors must be taken into account for a full and comprehensive assessment of migration processes taking place on the European continent. The "push factors" include deep political crises, protracted civil wars, instability and insecurity in all its manifestations in the countries of origin of Muslims [8]. It is no secret that a number of countries in the Middle East and North Africa, where mass flows of Muslim migrants come from, have been a pocket of instability for a long time. However, the true turning point was the events of the end of 2010, namely the self-immolation of the Tunisian merchant Mohamed Bouazizi, who became a symbol of the phenomenon of the "Arab spring", and whose act marked the beginning of numerous demonstrations, protests and actions for regime change in many Muslim countries [10]. It is noteworthy that along with political mass protests, there was an active increase in the influence of terrorist groups, especially ISIL, which had an extremely negative impact on the security and stability of the development of the Muslim population [8, 10]. The next "pushing factor" is the unstable economic situation in the countries of origin

of Muslims, namely high unemployment, poverty and inappropriate working conditions. In addition, demographic factors can be identified [10]. The Arab States are the main donors of Muslim migrants to the EU and are characterized as countries with a (young) growing population and a predominantly progressive age structure [8, 10]. Thus, the proportion of young people aged 15 to 29 in Islamic countries is one of the highest in the world and is approaching 30 %. For comparison, in most Western countries it is less than 20 %. Half of the population of Syria, the West Bank (Palestine) and Iraq is younger than 21 years, Egypt – 24 years, Afghanistan – 18 years [5, 8].

Young people leave their native lands in order to get a quality European education and a prestigious job, which the Arab States can not offer them. The next and no less important factor is the environmental situation and various natural disasters that force the Muslim population to move to safer habitats [8]. In the Middle East, there is a problem of lack of clean drinking water due to a dry climate, low rainfall and inefficient agriculture; water in this region is becoming more expensive than oil. The factors listed above significantly influence the decision to leave the country for more favorable places of residence.

The next block of factors specific to host countries can be marked as “attraction factors” [8]. They encourage migrants to make a choice in favor of the prospects of living in European countries and leave their native countries. The list of these attractive factors includes: stable economic development of the EU member states, low unemployment rate, better working conditions, high wages, social benefits, the opportunity to get an elite European education, the absence of civil wars and political crises, a high frequency of terrorist attacks, and the security and stability of the European continent [8]. Therefore, one can conclude that there is a large set of factors that affect Muslim immigration to the European Union. Of course, economic reasons in a normal situation prevail over others.

As for the legal and institutional framework, the EU has long sought to unify legislation that regulates the status of third-country nationals arriving in EU member states for long-term residence. It should be noted that the member States themselves determine the conditions for obtaining residence permits and citizenship of a member state for third-country nationals. In 2004, the Council of the EU adopted the General basic principles for the integration of migrants, which were the responsibility of the EU member states. Migrants should be provided with the same access to education, health, and employment as EU citizens. In turn, migrants must comply with the laws of the host country, respect the established values, traditions and customs of the country, accept social and cultural norms, and know the official language and history of the host state. However, EU member States have the right to independently determine the method of granting asylum [13]. The conditions and social benefits provided to persons in need of asylum differ in one way or another in the EU member States [9, 13]. For example, in Austria, the state provides 50 euro a day for people living in public housing and 5 euro a day for food [9].

Also, after receiving refugee status, a work permit is issued. In Germany, refugees receive free meals at various reception centers throughout the country and about 145 euro per month to meet basic human needs [9]. One year and three months after applying for official refugee status or after receiving asylum, the state guarantees a basic income of 400 euro per month and covers all living expenses and heating of houses [9]. In the Czech Republic, after acquiring the status and obtaining all documents, full financial support is provided for obtaining a job in the country and finding suitable housing. In Denmark, about half of the Danish monthly unemployment benefit is allocated [9]. Asylum seekers can also apply for a job. In Norway, when applying for asylum, individuals receive travel documents, accommodation is paid by the state for up to five years, and money is also handed over in order to cover the cost of food and accommodation for two years [9, 13].

Due to the fact that many EU countries provide quite attractive social preferences for migrants and a fairly simple process for obtaining refugee status, this makes the European area a more desirable destination than developing countries such as Turkey, Iran, Jordan and a number of other states with lower economic indicators that also accept refugees. It should also be noted that those who share Islamic values in Europe can be divided into three groups: citizens of other origin, their children who were born on the territory of the EU, and indigenous Europeans who themselves have decided to adopt a different faith (this group is a minority). Until the middle of the last century, before the mass labor immigration of labor, Muslims came from the colonies and countries of the British Commonwealth. In the beginning, economically active migrants were perceived by native European citizens as ordinary foreigners, that is, not through a religious, but through an ethno-racial prism. The religious distinctive factor became apparent only in the 1990s. According to statistics, "European" Muslims do not form a single Islamic community.

Also there are different ethnic origins of Muslims in the EU: in Germany, most of them are Turks; in France and Italy - migrants from the regions of North Africa and the Middle East, and in the beginning of the new century, more and more immigrants from Bosnia and Albania were recorded; in the UK Muslims came mainly from Pakistan and Indonesia [5]. Scientists from the United States and Canada note that in Europe there was no unity on any pressing issue among the Islamic religious group, the so-called fragmentation of opinions may have a positive impact on European integration, but many consider this point controversial.

The presence of Islamic migrants in European countries has been noticeable for a long time. In the mid-1990s, some EU documents noted: "Intolerance towards Muslim communities in Europe is increasing", inter-ethnic tensions and ethnic-political tensions began to increase, and social problems were gaining momentum. The fact is that Muslims in EU countries, which have grown relatively quickly in number, are significantly poorer than the indigenous population. The local population began to perceive all of the above factors as a potential socio-political threat. In recent years, there has been a threat of inter-ethnic instability and tension throughout the European continent, which has forced the political elite of each EU member take issues of national security more seriously.

Discussion. We can identify several main consequences of Muslim immigration to European countries. First of all, we should note the *socio-cultural consequences* expressed by the transformation of the economy and the transformation of the service sector. Cities and districts of European countries are becoming similar to the appearance of the countries of origin of migrants (ethnically oriented cafes, restaurants, shops and markets). As a result, this leads to a gradual change in the features of European cities, which is the main way for immigrants to adapt to life in the host society.

Next and no less important are the religious consequences. They imply the rapid growth of the number of Muslims and the rapid spread of Islamic values and traditions in the EU countries. It is worth reminding that Muslim communities in European countries are not homogeneous – they profess different currents of Islam: Sunni (65 % of Muslims in Europe), alawites (14%), Shiites (7%), Salafists (represent 4% and are the most dangerous Islamic direction) [6, 11]. The representatives of Salafism originating from Saudi Arabia include numerous terrorist organizations and communities, among them such as «The Muslim Brotherhood», which is known around the world [6]. Today, Salafism is widespread in Qatar, Kuwait, Iraq, the United Arab Emirates, Yemen, in Russia in the North Caucasus, in the Republic of Tatarstan, in the countries of Central Asia, especially in Kazakhstan [6]. The Salafist Ennahda party in Tunisia has a majority in the Parliament [6, 11].

Criminal consequences. After 2015, due to a sharp increase in the number of radical representatives of Islam, cases of violence, extremism and terrorism in the EU States increased. According to a study by the British newspaper Sunday Express, more than 4,000 fighters of the universally banned Islamic state group have entered Europe. Unfortunately, the EU does not yet have an effective way to identify individuals engaged in terrorist activities. As a result, the number of terrorist attacks and criminal offences committed by Muslim migrants who adhere to radical Islam has increased dramatically over the past five years. Many are simply not going to put up with European values and established ways of life, they feel the dominant position in the new land and behave extremely inappropriately and disrespectfully, which causes a negative attitude of the local population. Radical right-wing parties are emerging in the EU, which are in favor of deporting migrants from European countries and reducing quotas for obtaining refugee status, fearing the undermining of European culture and the loss of its identity. These parties have been actively gaining in popularity in the European arena in recent years.

One of the largest terrorist attacks occurred in the winter of January 2015, Europe was shocked by such a brutal armed attack on the editorial office of the newspaper Charlie Hebdo in Paris, which claimed the lives of twelve people. People were panicking after the largest terrorist attacks in France, which occurred on the night of November 14-15, 2015, where explosive devices were set off, resulting in the death of 153 people. One can also list the various terrorist attacks that took place one after another in Brussels in March 2016. Muslims belonging to the third generation of immigrants often commit crimes and have a tendency to actively participate in the criminal sphere due to the relatively low level of education received or due to its complete absence, are unemployed and do not seek a job, without knowledge of the language of the host society. According to news sources, the Muslim suburbs of Paris became the points of rallies and protests of unemployed youth who committed violent acts, Muslims

resisted the demands of the police, set fire to various public facilities and engaged in robbery. Social exclusion also plays an important role here. In France and Belgium, Muslim migrants are considered to be "second-class" citizens: they are not accepted for work, they do not have the opportunity to get a decent education, and they are often left to fend for themselves. These facts influence the decision of "deprived" migrants to switch to the path of radical Islam.

Political consequences. The indigenous population of Europe is beginning to express sharp dissatisfaction because of the actions of migrants, which gives rise to the growing popularity of radical movements, uprisings, and right-wing parties, which, as a rule, advocate tougher tolerant immigration policies of EU States. The local population is resisting the massive flows of refugees and criticized their governments for the unbalanced inclusion of migrants. Examples are the far-right „Alternative for Germany“ and „PEGIDA“ (Patriotic Europeans against the Islamization of the West) in Germany, “Wilders ' freedom” party gaining popularity among the population of the Netherlands, “The Swedish Democrats“ in Sweden, and the „National Front” in France. It should also be noted that the electoral geography has changed significantly in many EU regions. Angela Merkel and her “CDU” party have significantly lost their popularity in the German Parliament.

Economic consequences. It should be recognized that at the moment the EU member states bear only significant financial costs when accepting forced migrants to the territory of their countries. It is interesting that for the first time it was possible to calculate how much the EU countries will cost the migration crisis, in 2016, by order of the IMF. According to the analysis, the spending of the European Union countries will increase at least twice – from 0.08 to 0.19% of the total GDP of the European Union, which in general does not pose a threat to the economy of the region [7]. However, the calculations were very inaccurate. Analysts did not take into account irregular migrants who arrived by sea, which is almost 365 thousand people, considering that more than 1 million people entered the EU a year earlier. In addition, the costs of refugee education, social assistance, and the costly deportation process were not included in the calculation [7]. Currently, Europe is experiencing economic difficulties, which directly affects the population. Citizens of European countries expect additional support, subsidies, and state benefits [7]. The usual generous program of social benefits leads to the fact that it is more profitable for people to stay at home and not work. As a result, many refugees find it difficult to adapt to the labor market, simply declare themselves unemployed and live on state money. According to statistics, during the migration crisis, Germany alone spent a total of almost 110 billion euro on the reception and social security of migrants.

Demographic consequences. In view of the migration crisis, there is a sharp change in the demographic structure of European society, experts highlight the most important of them: the visible disparity by gender (the proportion of the male population), by age in religious groups (there are more Muslim children of preschool and school ages), by status (increasing the number of single males). These trends may seem positive, especially given the influx of young people in an aging population. According to the forecasts of the European Statistical Office from 2025 to 2050, the entire population of the EU will significantly decrease by one-fifth to approximately 450 million people, and the number of economically active people (aged 15 to 64 years) will decrease to 57% by 2050 from 67% at the beginning of the two thousandth [8, 15]. It should be noted that Canada based on the experience of European countries, has restricted the admission of single men from Muslim countries, especially from Syria. Now the country is only accepting women with children or men with families. Unaccompanied minors and unmarried men are restricted from entering and receiving refugee status in Canada.

The geopolitical consequences. On migration policy, the European Union is divided into two camps: those who view the reception of migrants positively and those who oppose the "open door" policy. The European migration crisis has caused a sharp contradiction between EU member states, which are used to sharing common political and national interests. First of all, it is worth highlighting that Denmark and Austria, which have taken a very tough position regarding the acceptance of a mass flow of foreigners to their territory, are seeing this as a potential threat to the security of the region [9]. Austria has started building barriers on its borders, imposed strict border controls, introduced strict regulations and rules for refugees, and reduced quotas. The Austrian authorities, represented by the Prime Minister of Austria B. Sobotka, blamed the migration crisis on German Chancellor A. Merkel, who actively called on the EU to accept refugees. Similarly, Denmark has introduced strict controls at its border checkpoints and introduced a law on the obligation of migrants to pay for their stay on the territory of the state, even with their

personal belongings. In addition, the countries of the Visegrad group (Poland, Czech Republic, Slovakia, Hungary) supported a sharp restriction of the flow of immigrants to their countries [9].

Conclusion. Consequently, we can conclude that the upheaval associated with the European migration crisis of 2014-2016 and the active flow of population from Muslim countries significantly changed the ethno-cultural structure of the population of European States, which led to significant socio-economic and socio-political consequences, which were highlighted in the articles [14, 15, 16]. The problems associated with the adaptation of Muslim migrants and the dire consequences of the largest in the twenty-first century migration crisis, described as the biggest crisis after the Second World war, showed that the receiving party, in this case, members of the European Union were in a contradictory situation. A number of documents were prepared, as well as a set of measures to accept migrants, but this did not help facilitate the process of migrants adaptation and integration, and in the future lay the foundation for the assimilation of young Muslims [14, 17]. Also taking into account the fact that the number of the native population of Germany is declining due to aging, as well as the extremely low fertility rate among the local population, the obtained forecasts in the article indicate a very significant increase in the share of the Muslim population not only in Germany, but also throughout Western Europe over the next 35 years.

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ЕУРОПАЛЫҚ ОДАҚ ЕЛДЕРІНЕ МҰСЫЛМАНДЫҚ ИММИГРАЦИЯНЫҢ НЕГІЗДЕРІ МЕН ФАКТОРЛАРЫ

Аннотация. Мақалада негізінен мұсылман халқы бар елдерден Еуропалық Одақ елдеріне көшудің алғышарттары, факторлары мен салдары талданады. Мұсылман елдерінен мигранттарды қабылдаушы елдердің негізгі типологиялық сипаттамалары көрсетілген. Осы мақалада зерделенген мәселелер өзектілігіне байланысты және дамыған индустриалды елдердің іс жүзінде мультимәдениетті қоғамдары тап болатын қазіргі заманғы сын-қатерлерге тиісті жауаптардың болмауына байланысты көптеген мамандардың назарын аударады. Еуропалық Одақтың әртүрлі елдеріндегі мигранттардың құқықтары мен бостандықтарын қарастырудың нәтижелері ғылыми және практикалық тұрғыдан маңызды.

Жұмыста Германиядағы ахуалды талдауға ерекше көңіл бөлінеді, өйткені мигранттар үшін ең тартымды ел. Халықтың этно-демографиялық құрылымындағы жалғасып жатқан өзгерістер жағдайында 2050 жылға қарай Германиядағы мұсылман тұрғындарының мөлшері, жасы және гендерлік құрылымына болжам жасалады. Жасалған болжам Германиядағы мұсылмандықтардың саны 2014 жылы 4,300,000 адамнан 2050 жылға қарай кем дегенде 5 800 000 адамға дейін артады деген қорытынды жасауға мүмкіндік береді. Бұл көбінесе немістерге қарағанда туудың жоғары болуымен қамтамасыз етіледі.

Э. Лидің теориясына сәйкес, авторлар мұсылмандардың экономикалық тұрғыдан дамыған елдерге көшуіне ықпал ететін факторлардың екі тобын ажыратады: «итеруші факторлар» және «тарту факторлары». Мигранттар шыққан елдерде қозғаушы факторлар негізінен тұрақсыз саяси жағдаймен, экономикалық дағдарыстармен, жұмыссыздықтың жоғары деңгейімен, әсіресе жас тұрғындармен байланысты. Тартымды факторлар негізінен қабылдаушы елде белгілі бір экономикалық жеңілдіктер алу, білім алу, тұрақты табыс және медициналық көмек алу мүмкіндігіне байланысты.

Бұл жұмыста бастапқы деректер ретінде біз Еуропалық статистика бюросының, Халықаралық көші-қон ұйымының, Германия статистикалық бюросының, Еуропалық комиссиясының, Еуропалық статистикалық бюроның және басқа да беделді статистикалық агенттіктердің деректерін қолданамыз.

Мақалада ұсынылған материалда Еуропалық Одақ және Ресей Федерациясының елдерінің мемлекеттік құпияларына қатысты ақпарат жоқ. Барлық материалдар Еуропалық Одақ елдерінің ресми ресми көздерінен алынды.

Түйін сөздер: халықаралық көші-қон, Еуропалық Одақтағы миграциялық дағдарыс, Мұсылман мигранттары, Еуропалық Одақ елдеріндегі мұсылмандардың үлесі, Еуропалық Одаққа иммиграция факторлары, мигранттардың интеграциясы, Еуропалық Одаққа иммиграцияның демографиялық әсерлері, Еуропалық Одақ елдері халқының демографиялық құрылымы, интеграцияланбаған мұсылман мигранттары, көші-қон дағдарысының салдары.

Мақала жас ғалымдардың ғылыми жұмыстарды докторлар мен кандидаттардың жетекшілігімен Ресейдің СІМ ММХМО № КМУ-10/01 гранты бойынша дайындалды.

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ПРЕДПОСЫЛКИ И ФАКТОРЫ МУСУЛЬМАНСКОЙ ИММИГРАЦИИ В СТРАНЫ ЕВРОПЕЙСКОГО СОЮЗА

Аннотация. В статье дается анализ предпосылок, факторов и последствий иммиграции в страны Европейского Союза из стран с преимущественно мусульманским населением. Выделяются основные типологические характеристики стран-реципиентов мигрантов из преимущественно мусульманских стран. Проблематика, исследуемая в данной статье, привлекает внимание широкого круга специалистов в силу ее актуальности и одновременно из-за отсутствия сколько-нибудь адекватных ответов на современные вызовы, с которыми столкнулись ставшие де-факто мультикультурными общества развитых индустриальных стран. Важными в научно-практическом плане представляются также результаты рассмотрения прав и свобод мигрантов в различных странах Европейского Союза.

Особое место в работе уделяется анализу ситуации в Германии как стране, наиболее привлекательной для мигрантов. В контексте происходящих изменений в этнодемографической структуре населения дается прогноз численности и половозрастной структуры мусульманского населения на территории Германии к 2050 году. Выполненный прогноз позволяет заключить, что численность населения мусульманского происхождения в Германии возрастет с 4 300 000 человек в 2014 году как минимум до 5 800 000 человек к 2050 году. Прирост будет обеспечиваться в основном за счет более высокого, нежели у немцев, уровня рождаемости.

В соответствии с теорией Э. Ли, авторами выделяется две группы факторов, «выталкивающие факторы» и «факторы притяжения», которые способствуют иммиграции мусульман в более развитые в экономическом плане страны. Выталкивающие факторы, действующие в странах происхождения мигрантов, преимущественно связаны с нестабильной политической ситуацией, экономическими кризисами, высоким уровнем безработицы, в особенности среди молодого населения. Притягивающие же факторы в основном связаны с возможностью получать определенные экономические преференции в стране приема, получать образование, иметь стабильный заработок и медицинскую помощь.

В качестве исходных данных в настоящей работе используются данные Европейского статистического ведомства, Международной организации по миграции, Немецкого статистического ведомства, Европейской Комиссии, Европейского Статистического Бюро, ряда других авторитетных статистических агентств.

Материал, представленный в статье, не содержит сведений (информацию), относящихся к государственной тайне стран Европейского союза и Российской Федерации. Весь материал был взят из открытых официальных источников стран Европейского Союза.

Ключевые слова: международная миграция, миграционный кризис в Европейском Союзе, мигранты-мусульмане, доля мусульман в странах Европейского Союза, факторы иммиграции в Европейский Союз, интеграция мигрантов, демографические последствия иммиграции в Европейский Союз, демографическая структура населения стран Европейского Союза, неинтегрированные мигранты-мусульмане, последствия миграционного кризиса.

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INTEGRATION OF LABOR MIGRANTS AS AN ELEMENT OF THE MIGRATION POLICY OF THE REPUBLIC OF KAZAKHSTAN

Abstract. The economic growth of the Republic of Kazakhstan causes an increasing need for the migrants, and the key task of the government of the Republic of Kazakhstan is to develop the measures to integrate migration resources into the national economy. The purpose of this article is to develop the priority measures, to create the conditions for the successful integration of labor migrants in the Republic of Kazakhstan. A review of the migration situation and analysis of the regional migration dynamics in the Republic of Kazakhstan showed that stable economic development and the emergence of opportunities for small business allowed Kazakhstan to become the regional center of attraction for migrant workers. At the moment, the regulatory framework, regulating internal and external migration in terms of conditions and procedures for foreign citizens' stay in the territory of the Republic of Kazakhstan is mostly formed. The main flow of the migrant workers is made up of the citizens of Uzbekistan, Kyrgyzstan and Tajikistan, most of them work illegally and do not have social rights. Despite the measures, taken by the Government of the Republic of Kazakhstan to adapt and integrate labor migrants, the problems of their awareness, regarding employment, social protection, pension provision, and limited access to health services are quite acute. Taking into account the identified problems, measures of the state integration policy should include: information support for potential migrants in the framework of pre-departure events; creating conditions for improving the language competence of migrants and ensuring the portability of social rights of migrants, in particular, ensuring the mobility of the pensions within the framework of the integration Association of the EAEU.

Key words: migration flows, integration of migrants, protection of rights, migration policy, support for migrants, integration services, social accessibility, cross-border migration, globalization, migration processes.

The relevance of the topic. The ILO Declaration on social justice for fair globalization considers migration as one of the characteristics of globalization that changes the world of work in the very direct way [1]. Globalization, combined with increasing differences in living conditions both within and between states, has led to an increase in cross-border migration worldwide. International migration is already an integral part of the modern life and an indispensable resource for the development of any society. First, because in most developed countries there is decline in the birth rate, which creates long-term social and economic problems. Secondly, the interaction of cultures and the enrichment of human capital through immigration have always been and remains the powerful incentive for progress, renewal and, ultimately, increasing the competitiveness of civilizations and individual states. International migration has the significant impact on the country's economic and social development, international trade, employment, human rights, health care, etc. It is no accident that there is already an active competition in the modern world to attract certain categories of migrants; there is every reason to believe that this competition will only become more intense over time.

The ability to move and choose one's place of residence is essential for human economic, social and cultural development. Migration can be one of the factors for the development of individual abilities, increasing income and education of the population. For example, according to the 2009 human development report, migrants, who moved from the countries with a low human development index (HDI) to the

countries with a higher HDI, achieved 15-fold increase in income; a doubling of educational attainment and 16-fold reduction in child mortality [2].

Migration must be managed and controlled, because the interests of new arrivals and those already in the country of destination are at stake; personal, humanitarian, economic and national interests and international security issues. The Republic of Kazakhstan, as an active participant in global migration processes, notes the growth of cross-border migration flows and at the same time faces the number of problems that require constant search for new solutions. The main problems include:

- Difficulties in harmonizing international, regional and national migration processes, as well as insufficient development of inter-state dialogue on migration issues;
- Inadequate legal and social framework for the protection of the migrants, in particular their human rights, and the creation of conditions for the social, economic and cultural integration of migrants;
- Poor coordination and lack of mechanisms for collecting migration data make it difficult to understand the scale of migration correctly;
- Weak potential to increase the benefits of migrant remittances for the economic development of their country.

Kazakh legislation distinguishes between the following forms of migration: a) repatriation to the original country (“historical homeland”) of ethnic Kazakhs since 1991); b) family reunification; c) migration for the purpose of obtaining an education or specialty; d) labor migration.

The growing need to compete with other States for quality labor has led to the need to pay more attention to social adaptation and further integration of new immigrants. The existence of state integration policy is necessary to ensure the sustainable development of the Republic of Kazakhstan and is one of the prerequisites for the implementation of the number of other state strategies.

The term “integration” is defined as the process of mutual adaptation between the host society and migrants. This term refers to the formation of the sense of duty and respect for the basic norms and values that bind migrants and their host communities to achieve common goal. Integration has the great importance to all stakeholders, not only as the tool for ensuring economic and cultural benefits, but also as the way to achieve security and stability in the society as a whole [3].

The purpose of this study is to search for possible measures for the integration of labor migrants in the Republic of Kazakhstan, taking into account the best international practices.

In order to achieve this goal it is necessary to solve the number of tasks:

- To provide an overview of the migration situation in the Republic of Kazakhstan, and to analyze the regional migratory dynamics;
- Assess the measures taken by the government of the Republic of Kazakhstan to facilitate the integration of migrants;
- Develop set of measures for the integration of migrants in the Republic of Kazakhstan.

Materials and methods of research. The research methodology is based on the dialectical method, freed from materialistic or idealistic monism and based on the pluralistic, multilinear interdependence of all social phenomena. We also used the method of dialectical interdependence and interaction of methods: theoretical and empirical, historical and logical, induction and deduction in the study of the formation and development of education in the world philosophical heritage, which takes into account the main ideas of Plato, Aristotle, Abu Nasr al-Farabi and other classics of world philosophy on the problems of migration and education. The theoretical basis is based on existing theoretical and empirical publications on the migration and human potential assessment. The study was comprehensive and based on available sources of information on the adaptation and integration of migrant workers. This study is based on the statistical data published by official statistical agencies of the Republic of Kazakhstan, the World Bank and the International Organization for Migration, as well as data from international research centers and institutes that publish the results of sociological surveys.

The paper uses descriptive-analytical and historical research methods, the method of observations and analysis of documents. The research methodology consists of two stages: the first stage uses official statistical data to analyze the current migration situation in the Republic of Kazakhstan. At the second stage, the measures taken by the Government of the Republic of Kazakhstan to integrate migrants are evaluated.

Research results. The Republic of Kazakhstan is one of the most popular migration destinations in the Central Asian region. The country is located in the center of Eurasia and is the crossroads of various migration flows, continues to be the country of destination, transit and origin for migrants.

According to the UN, Kazakhstan is home to more than 3.5 million migrants of all categories. These figures include both repatriation of “oralmans” and migration for personal reasons or as part of the University exchange, as well as labor migration flows, both regulated and unsettled. According to these data, migrants represent 20% of the population of Kazakhstan, which is equal to 17.5 million people in 2015. In the Post-Soviet space, Kazakhstan ranks third in the number of accepted migrants, after Russia and Ukraine.

In the first years of sovereignty, Kazakhstan was mainly the country of the emigration and transit of migrants going to Russia, the migration outflow exceeded the inflow, so the balance of the migration flow was negative. The migration boom of the 90s of the XX century was caused primarily by ethno-political and ethno-cultural factors that had significant impact on the increase in external migration. During the transition of the country from the socialist economy to the market economy, significant part of the population of Kazakhstan emigrated abroad in search of work. Migration flows consisted mainly of repatriated Russians, Ukrainians and Germans [4]. After the collapse of the USSR, more than 1/3 of its Slavic population left the Republic, which was the majority of the country’s inhabitants by the time of independence. As the result, according to the 1999 census, the population of the Republic of Kazakhstan decreased by 7.7% in 1989-1999.

Since 2000, the migration outflow has been replaced by an influx, and the country’s population has been growing under the influence of migration. The improvement of the economic situation, as well as the implementation of voluntary repatriation of oralmans living abroad (mainly in Uzbekistan), made it possible to overcome the negative trend. Economic success led to an increase in the labor market and shortage of labor, so the Republic of Kazakhstan gradually began to become a country of immigration. Since 1991, 260325 families or 955894 ethnic Kazakhs have returned to their historical homeland and received the status of oralman, which is 5.5% of the total population of the country.

The majority of ethnic Kazakhs (61.6%) came from Uzbekistan, China – 14.2%, Mongolia – 9.2%, Turkmenistan – 6.8%, and the Russian Federation – 4.6%. The remaining 3.7% of oralmans came from the other foreign countries.

The scale of internal migration in the Republic of Kazakhstan significantly exceeds external migration [5]. Thus, at the end of 2015, the ratio of external, interregional and regional migration flows is 3.5%; 43% and 53.5%, respectively. The intensity of internal migration flows is due to the relocation of the economically active part of the population from rural areas and environmentally unfavorable areas to the regions with more favorable economic and environmental situation. In 2015, due to other regions of the country, West Kazakhstan, Kostanay, Mangistau regions, Nur-Sultan and Almaty have the positive balance in inter-regional migration of the population [6].

The largest negative balance is observed in South Kazakhstan (-14,250 people), Almaty (-11,469 people), Zhambyl (-8463 people), and East Kazakhstan (-4216 people) regions.

If current trends continue, by 2050, non-settlement in the Northern regions of Kazakhstan will decrease by 0.9 million people, and in the southern regions it will increase by 5.2 million people. As the result, the density of settlement in the southern sectors will exceed that in the Northern regions by almost 4 times. This requires urgent measures to manage internal migration flows in order to address demographic imbalances.

The external immigration flow is formed mainly by the Republic of Uzbekistan (45.8%), the Russian Federation (23.6%), and China (7.5%). External emigration is carried out mainly to neighboring countries (81.5%, including the Russian Federation – 77.6%). In 2015, 9.2% of emigrants from Kazakhstan went to the foreign countries, including 2196 people (6.6% of the total emigration flow) – to Germany, 265 people (0.8%) – to the United States.

It should be noted that the replacement flows of immigration to Kazakhstan are mainly in the direction of ethnic repatriation. At present, the emphasis is on encouraging ethnic immigration through the tools of simplified citizenship for oralmans and providing material assistance in moving and settling down. Here, Kazakhstan’s strategic partners are the countries, where there is significant Kazakh Diaspora: Uzbekistan, China, and Mongolia.

The main countries of exodus of labor migrants are: China – 13,075 people (36.1%); Turkey – 5,177 people (14.3%); Uzbekistan – 2,268 people (6.2%); Serbia – 1,587 people (4.3%); India –

1,117 people (3%). Uzbekistan, Kyrgyzstan, and Tajikistan are the leaders in terms of quotas for attracting IRS for seasonal work and permits for individuals.

The main areas of employment of migrant workers are usually construction (67.8%); mining and quarrying (5.9%); manufacturing (4.6%); wholesale and retail trade (3.7%); agriculture, forestry and fishing (3.6%).

When examining official statistics on migration flows, it should be noted that they do not include migrants who live and /or work in the territory of the Republic of Kazakhstan with an unregulated status. While migrants can enter the country legally thanks to the regional visa-free regime, a significant portion of Central Asian migrant workers in Kazakhstan work illegally: they do not have official registration or work permits. According to various estimates, between 200 and 400 thousand illegal labor migrants may be present in the country. Most migrants with an irregular status do not have any legal means to resolve it and receive minimal protection.

Ensuring the protection of migrants working on the territory of the country is the responsibility of the Republic of Kazakhstan as the state party to the main international human rights treaties. Kazakhstan has ratified eight major conventions of the International Labor Organization (ILO). With the ratification of these international treaties, Kazakhstan has undertaken to adopt measures and laws at the national level that are consistent with its international obligations as defined by these instruments.

Kazakhstan has not yet joined the International Convention on the protection of the rights of all migrant workers and members of their families and the ILO Conventions on the protection of the rights of migrant workers. Throughout the 2000s, Kazakhstan has several occasions, discussed the possibility of accession to the above Conventions. Non-adherence to the UN Convention on the protection of the rights of all migrant workers and members of their families is the official position of the Kazakh government, which noted in its national and international documents that such an act is premature at this time.

The legislation of the Republic of Kazakhstan provides for free access to medical care for migrants with the regulated status in the event of infectious diseases that pose the threat to the population. Migrants from CIS countries (including Kyrgyzstan, Uzbekistan and Tajikistan) have access to free medical care in emergency cases, regardless of their migration status. In other cases, migrant workers have paid access to health services. The majority of migrant workers, who work without employment agreements and without the social package, are at risk and do not have free access to medical care.

Kazakhstan's legislation ensures equal access to general education for the children of migrant workers with permanent residence permits. Secondary education institutions offer additional and optional classes, consultations, and special educational programs to address gaps in their knowledge, improve their knowledge of the Russian and Kazakh languages, and adapt to the educational programs of the Republic of Kazakhstan. However, it should be noted that in 2015, the UN Committee on the rights of the child noted the fact of refusal to accept children of asylum seekers, refugees and migrant workers and recommended that the Kazakh authorities ensure that all children are admitted to school, regardless of their parents' administrative status and registration.

In the sociological survey conducted by the Children's Fund of Kazakhstan in December 2011 and April 2012, out of 360 migrant parents (internal and external) surveyed, about 24% said that their children did not go to school. Among them, in turn, 45% explained that the main reason for this situation was the lack of registration [7].

Surveys of migrant workers show that the main difficulties faced by migrants in Kazakhstan are legal and social problems: the difficulty of temporary registration for registration with the migration police; obtaining the residence permit; non-payment of wages by the employer and lack of free access to medical services [8, P.81].

The problems of social insurance of migrants are quite acute, since the rights to receive it depend on the period of employment and payments of deductions. Due to their absence, migrant workers may lose their right to social benefits in their country, and they have limited access to the national social insurance system in the Republic of Kazakhstan.

In general, migrants are exposed to occupational health risks to greater extent or greater severity than their non-migrant employees. Living and working conditions are poor: about 20% of workplaces are not equipped with the facilities such as access to drinking water, places to eat or toilets [9, P.91].

In addition to the current restrictive rules for legalizing status, there are other difficulties that hinder the socio-economic integration of migrants from Central Asia in Kazakhstan [10, P.5].

Conclusion. In the conclusion, it should be noted that an effective migration policy in the sphere of integration of migrants will help to strengthen the positive impact of immigration in the Republic of Kazakhstan (ensuring demand in the labor market, acquiring human capital, compensating for negative demographic trends, increasing cultural diversity, etc.). In addition, state measures to integrate migrants into the host society will prevent the negative consequences of immigration (social stratification, security issues, brain drain, labor exploitation, etc.), as well as help immigrants implement their life plans and aspirations, build their lives and find new future in the host countries.

Undoubtedly, the proposed measures for the integration of migrants in the Republic of Kazakhstan will require financial and other resources. At the same time, we can say with a high degree of confidence that the state's integration policy and well-designed integration measures represent high-return investment.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ЕҢБЕК МИГРАНТТАРЫН КӨШІ-ҚОН САЯСАТЫНЫҢ ЭЛЕМЕНТІ РЕТІНДЕ ИНТЕГРАЦИЯЛАУ

Аннотация. Үкіметтік емес ұйымдарды (ҰЕҰ) шектеулі қаржыландыру және Қазақстан Республикасындағы кадр агенттіктерінің қызметтерінің құны болғандықтан көшіп-қонушылардың олардың көмегін пайдалануға мүмкіндігі жоқ. Бұл кемшіліктерді көшіп-қонушылар арасында сенімді пайдаланатын және олармен бейресми байланыстарды табысты қолдайтын этникалық диаспораларды тарту арқылы жиі өтеуге тырысады. Еңбек мигранттары мен олардың отбасыларын қолдауға Қызыл Жарты Ай халықаралық қоғамдық ұйымы елеулі көмек көрсетеді. Бұл бағытта Қызыл Жарты Ай жұмысы Астана, Алматы, Талдықорған, Ақтөбе, Атырау, Семей, Шымкент және Қарағанды қалаларында іске асырылады. Бұл қалаларда ақпараттық-оқыту орталықтары (АОО) құрылған. Бұл мекемелер психологиялық және әлеуметтік көмек (көшіп-қонушылардың проблемаларын шешу үшін мемлекеттік қызметтермен және басқа да ұйымдармен өзара іс-қимыл жасау, медициналық көмек алу), құқықтық мәселелер бойынша кеңестер, гуманитарлық көмек, іздестіру қызметі ұсынады, жұқпалы аурулардың және СӨС алдын алу жөніндегі ақпаратты таратады, алғашқы көмек көрсету дағдыларына үйретеді. Қазақстан Республикасындағы осы орталықтар жұмысының нәтижелілігін зерттеу олардың қызметі көшіп-қонушылардың басымдықтарына толық сәйкес келетінін көрсетті. Ақпараттық-білім беру орталықтары жобамен қарастырылған қызметтер тізбесіне сәйкес қызмет көрсетеді. Қызметтер жоспарға сәйкес, сондай-ақ өтініш білдіруіне қарай үнемі ұсынылады. Құқықтық мәселелер бойынша кеңестер, гуманитарлық көмек және әлеуметтік проблемаларды шешуге көмек көрсету сияқты қызметтер алушылардың қажеттіліктеріне толық сәйкес келеді. Қазақстан Республикасында көшіп-қонушыларды интеграциялау саласында сапалы нәтижелерге қол жеткізу үшін көшіп-қонушыларды ақпараттық қолдау жөніндегі шаралар кешенін іске асыру; көшіп-қонушылар мен олардың балаларының тілдік интеграциясын жақсарту; көшіп-қонушылардың әлеуметтік құқықтарының көшірілуін қамтамасыз ету қажет. Көшіп-қонушыларды ақпараттық қолдау келу алдындағы кезеңде де жүзеге асырылуы тиіс. Жұмысқа орналастыру мақсатында заңды түрде келу және тұру болжамды тағайындалған елде көші-қон рәсімдерін және тиісті талаптарды білуді ғана емес, сондай-ақ қызметтің нақты саласын, еңбек жағдайларын және басқа да әлеуметтік-экономикалық аспектілерді білуді талап етеді. Осылайша, әлеуетті көшіп-қонушыларды қауіпсіз және заңды көші-қон үшін, сондай-ақ олардың Қазақстан Республикасының аумағында болуы және жұмысқа орналасуы үшін қажетті ақпаратпен қаруландыру өте маңызды.

Түйін сөздер: көші-қон ағындары, көшіп-қонушылардың интеграциясы, құқықтарды қорғау, көші-қон саясаты, көшіп-қонушыларды қолдау, интеграциялық қызметтер, әлеуметтік қолжетімділік, трансшекаралық көші-қон, жаһандану, көші-қон процесстері.

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ИНТЕГРАЦИЯ ТРУДОВЫХ МИГРАНТОВ КАК ЭЛЕМЕНТ МИГРАЦИОННОЙ ПОЛИТИКИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Ввиду ограниченного финансирования неправительственных организаций (НПО) и высокой стоимости услуг кадровых агентств в Республике Казахстан мигранты не имеют возможности пользоваться их помощью. Эти недостатки часто пытаются компенсировать путем привлечения этнических диаспор, пользующихся доверием среди мигрантов и успешно поддерживающих неформальные связи с ними. Существенную помощь в поддержке трудовых мигрантов и их семей оказывает Международная общественная организация Красного Полумесяца. В данном направлении работа Красного Полумесяца реализуется в городах Астана, Алматы, Талдықорған, Ақтөбе, Атырау, Семей, Шымкент и Караганда. В этих городах созданы Информационно-обучающие центры (ИОЦ). Данные учреждения пре-

доставляют психологическую и социальную помощь (взаимодействие с государственными службами и прочими организациями для решения проблем мигрантов, получения медицинской помощи), консультации по правовым вопросам, гуманитарную помощь, услуги службы розыска, распространяет информацию по профилактике инфекционных заболеваний и ЗОЖ, обучает навыкам оказания первой помощи. Исследование результативности работы данных центров в Республике Казахстан показало, что их деятельность полностью соответствует приоритетам мигрантов. Информационно-образовательные центры оказывают услуги согласно перечню услуг, предусмотренных проектом. Услуги предоставляются регулярно согласно плану, а также по мере обращения. Такие услуги, как консультации по правовым вопросам, гуманитарная помощь и помощь в решении социальных проблем вполне соответствуют потребностям получателей. Для достижения качественных результатов в сфере интеграции мигрантов в Республике Казахстан необходимо реализовать комплекс мер по информационной поддержке мигрантов; улучшению языковой интеграции мигрантов и их детей; обеспечить переносимость социальных прав мигрантов. Информационная поддержка мигрантов должна осуществляться еще на предотъездном этапе. Легальный въезд и проживание в целях трудоустройства не только требует знания иммиграционных процедур и соответствующих требований в предполагаемой стране назначения, но и конкретной области деятельности, условий труда и различных других социально-экономических аспектов. Таким образом, чрезвычайно важно вооружить потенциальных мигрантов информацией, необходимой для безопасной и законной миграции, а также для их пребывания и трудоустройства на территории Республики Казахстан.

Ключевые слова: миграционные потоки, интеграция мигрантов, защита прав, миграционная политика, поддержка мигрантов, интеграционные услуги, социальная доступность, трансграничная миграция, глобализация, миграционные процессы.

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GEOPOLITICAL TRANSFORMATION AND NEW TRENDS OF RUSSIAN FOREIGN POLICY IN THE CONDITIONS OF GLOBALIZATION

Abstract. The article analyzes the process of globalization and the role of the Russian Federation in this process. The relevance of considering the current stage of globalization is due to the strengthening of the interconnectedness and interdependence of the world, which requires the improvement of interstate relations and mechanisms of global governance with the primacy of the economic aspect of the development of society in the conditions of the functioning of the global scale of production. The historiography presents the regulation of international relations from the Westphalian system (state-centrist model of the world) to the Vienna Congress and the attempt to create a system of collective security and regulation of international relations: to the League of Nations and the United Nations.

The formation of global governance institutions is shown: the largest international intergovernmental organizations (UN, WTO, IMF, IBRD, G-8, G-20, etc.), the most important function of which is to determine the norms and rules of interstate interaction.

The main idea of the authors of the article is to show the historical conditionality of the transition to a polycentric model of development, as it most fully meets the needs of society on a global scale.

The main purpose of this work was to substantiate and confirm the characteristics of the role of Russia in the international arena at the present stage of development by empirical material obtained during international surveys of experts from sixteen APR countries (VIPs and decision-makers).

Thus, among the current trends in global development, the authors highlight the dilemma globalism - sovereignty and the correlation of globalism - transregionalism, in particular, the concept of the Indian-Pacific region (Indo-Pacific) instead of the Asia-Pacific region, put forward by the United States, Japan, Australia and India and the concept of "One belt is one road", initiated by China.

Another trans-regional structure, such as BRICS, remains largely insufficiently structured, institutionalized and little realized in the specific political and economic activities of the countries that gave the name to this abbreviation.

Keywords: globalization, global governance and its mechanisms, APR, Westphalian system, Bretton Woods system, UN (United Nations - UN Headquarters, New York), WTO (World Trade Organization), IMF (International Monetary Fund), IBRD (International Bank for Reconstruction and Development - a specialized agency of the United Nations), BRICS (composition: a group of five countries: Brazil, Russia, India, China, South Africa), Trans-Pacific Partnership, "One Belt - One Way", Indo-Pacific, Council of Europe, Parliamentary Assembly of the Council of Europe – PACE, FIFA, WADA.

Introduction. Before talking about the place and significance of our country in the international arena, it is necessary to analyze the mechanisms of global governance and the foreign policy environment in which Russia is developing, to touch upon topical issues of the globalizing world and the challenges that need to be answered.

The relevance of considering the current stage of globalization is primarily due to the strengthening of the interconnectedness and interdependence of the world, which requires the improvement of interstate relations in the political and economic spheres. To maintain the accuracy of the analysis, I would like to

start with a comparative terminological description of the processes of globalization and global governance, made by domestic and foreign scientists and indicate the position of the research authors.

As noted by R. Robertson and H. Hondker, globalization is a process of contraction of the world and intensification of world consciousness as a whole, leading to a specific global interdependence" [17, p.58]. We share the point of view of Yu.V. Zinkina, I.V. Ilyina, A.I.Andreev, I.A.Aleshkovsky, A.V. Korotaev, who focus on the complexity and versatility of globalization and highlight in it, first of all, economic components [8, p.11].

In the interpretation of this concept, Castells M. also, first of all, highlights the economic aspect of globalization: "the emergence and rise of the global economy, within which the main types of economic activities (production, consumption and circulation of goods and services), as well as their components (capital, labor, raw materials, management, information, technology, markets) are organized on a global scale" [9, p.81].

These trends are clearly reflected in the systematic review by al-Rodan N. and Stoudman G., in which out of one hundred and fourteen definitions of globalization, sixty-seven are economic in nature [2].

As Russian experts note, and their conclusions do not contradict the opinion of their foreign colleagues, "global governance" is viewed "as a mechanism for countering global challenges and as a prototype of the future world order" [25, p.110].

However, not all Russian scientists adhere to the term "global governance". The scientific director of the Institute of Latin America of the Russian Academy of Sciences, Corresponding Member of the Russian Academy of Sciences Davydov V.M., believes that "... there is a change of paradigms, and the spontaneity of history is only increasing, therefore, the term "global regulation" is preferable - the ability to control global processes, correct their trajectories, using a rigid and soft power, international law and international institutions". Professor V.M. Davydov concludes that "... the previous system of global regulation has exhausted itself, and society is looking for new ways" [6, p.56].

Research methods, purpose and objectives. To analyze the eastern direction of Russian foreign policy and the conditions in which it is carried out and to which it must respond promptly, we summarize the results of international research conducted from 2005 to 2019 using sociological methods within the framework of the international project "Dialogue partnership as a factor of stability and integratio". The name of the project is "Bridge between West and East" ISPI FCTAS RAS, which included "pilotage" in 2005 [the descriptive part of the study is presented in the abstract of the article]. International expert surveys from 2005 to 2016, control and express interviews in 2015-2019, as well as content analysis of the media and scientific publications on the development of the Asia-Pacific region. Professor Ruban L.S. She was the author-developer of the methodology, tools and supervised the conduct of expert surveys throughout the period from 2005 to 2019, in which Corresponding Member of the Russian Academy of Sciences, Doctor of Economics Ryazantsev S.V. took an active part as a direct participant and project manager. Also, it should be noted that these studies are original and have no analogues in our country and abroad.

Since these sociological studies were carried out in the mainstream of the study of global processes and international relations, the regional and national characteristics and characteristics of foreign partners were taken into account, their attitude to Russia and its activities was considered. Leading Russian and foreign scientists were invited as experts, and among decision-makers in Russia and abroad: diplomats, military, government officials, business representatives. The polls also included journalists and representatives of non-governmental organizations. For fifteen years we have interviewed experts from sixteen APR countries, such as: Brunei, Vietnam, India, Indonesia, China, Malaysia, Mongolia, Myanmar, Nepal, Republic of Korea, Russia, Singapore, USA, Thailand, Philippines and Japan".

Sociological methods (polls in writing - questionnaires and verbally - interviews) were chosen by the authors because the main purpose of this study was to determine the optimal areas of cooperation between Russia and the countries of the Asia-Pacific solution in these countries.

Description of the survey methodology and tools: "Pilotage" in 2005 was carried out on 25 experts, then from 2006 to 2016. 126 experts took part in expert surveys annually. In the polls, 75% of the longitude was used, that is, 75% of the respondents remained the same. Surveys were conducted orally - interviews and in writing - using a questionnaire. The poll was anonymous (the experts indicated only their type of activity), that is, the principle of confidentiality was observed, since the polls were attended by VIPs and high-level decision-makers. If the experts so desired, their names were disclosed and made public when the empirical data based on the survey results were published.

Questionnaires and questionnaires included 8 thematic blocks of questions: 1) - according to a comprehensive description of the situation in the APR; 2) - by the characteristics of the security level in the APR countries: risks and threats, the possibility of military or armed conflicts; 3) - about the role of Russia in the APR; 4) - about the importance of the Far East for Russia; 5) - about the positive changes in the APR that have occurred since the end of the 90s. XX century to the beginning of XXI century; 6) - according to the characteristics of the intercountry hierarchy and the leadership of countries in the APR; 7) - about the possibility of concluding an agreement between the Russian Federation and Japan and the regulation of relations between these countries (this block was used from 2005 to 2014); 8) - by choosing the most effective areas of cooperation between Russia and the Asia-Pacific countries, including the choice of optimal routes for the export of Russian energy resources abroad.

All questions were open-ended, which required the use of a laborious process of manual processing of questionnaires and questionnaires, but with a double verification system, it gave a zero level of error.

When conducting express interviews and control interviews in 2008-2009 and 2017-2019 proportional focus groups of experts (USA, RF, PRC) were formed, to which a number of experts from other countries of the Asia-Pacific region were added on a random sample. The experts were interviewed on the territory of their countries, the Russian Federation and a third party (Honolulu, USA, such as, in research centers and universities of this city, the intellectual, military and government elites of all APR countries are trained).

Globalization and mechanisms of global governance in the assessments of Russian and foreign scientists: theoretical and methodological analysis. The leadership of the countries was conditioned by the establishment of advanced economic structures, fixed by political and legal mechanisms, that is, the political and institutional change in the world order was determined by the development of the economy. Here is a detailed historiography of this process [4, p.58].

The first bourgeois revolution in 1566-1609 (first stage) and 1641-1648 (second stage), which took place in the Netherlands, and the victory of this country in the war with Spain for independence led to the formation of the Republic of the United Provinces, the active accumulation of initial capital, the rapid development of intermediary trade relations. All this made the Netherlands by the 17th century the most powerful European maritime and commercial power, owning 60% of Europe's merchant fleet.

The bourgeois revolution in Great Britain in 1640-1660 and the active development of this country along the capitalist path contributed to the formation of a new world leader who won a series of Anglo-Dutch wars in the 17th-18th centuries, who proved his dominance at sea, and after the Battle of Waterloo and in international relationship.

After the end of the Thirty Years War in Europe and the signing of the Peace of Westphalia in 1648, the Westphalian system was formed. The principle of national sovereignty was recognized as one of the key ones, the Peace of Westphalia gave rise to a system of political relations, which was named - the state-centrist model of the world. A system of internal and interstate relations began to form [14, p.598].

After the victory over Napoleon I Bonaparte, the coalition of the victorious countries at the Congress of Vienna (1814-1815) made a new attempt to create a system for regulating interstate relations, including for the prevention of wars. At this congress, for the first time in international legal practice, the concept of "great power" is introduced to designate countries - political leaders.

In the 19th century, the "British World" or "Pax Britannica" was formed, which included the United Kingdom of Great Britain and Northern Ireland with its many colonies. The pinnacle of the "British World" was the Victorian era. The pound sterling became the basis of the world monetary system, and Britain was the world leader not only in technological development and trade, but also in the export of capital abroad. Pax Britannica existed until the middle of the twentieth century (until 1945), and was replaced by the Pax Americana (World of America).

The end of the 19th and the beginning of the 20th centuries were marked by the struggle between the Entente, which included Great Britain, France, and Russia, and the Triple Alliance, which included Germany, Italy and Austria-Hungary. This confrontation led to the First World War, after which the League of Nations was created, that is, mankind again tried to create an international organization to prevent wars and regulate inter-country relations.

The formation of a bipolar system in the world dates back to October 1917, when the world split into two rigidly opposing camps, capitalist and socialist, after the victory of the socialist revolution in Russia. In a period of growing international tension, the USSR joined the League of Nations in 1934 after Japan and Germany left this organization, but was expelled from it in 1939 after the "White Finnish" campaign. By 1946, the League of Nations had ceased to exist. She could not prevent the Second World War, after

the end of which the United Nations Organization was created - an international organization of a global scale, and five countries received the status of "great powers": the USSR, the USA, Great Britain, France and China" [1, p.38].

As noted by Academician of the Russian Academy of Sciences N.P. Shmelev, the bipolar system of world governance with the participation of international organizations - the UN, the International Monetary Fund and others as a whole provided the conditions for world equilibrium in the last century, although this equilibrium was often violated. The global economic system has also faltered from time to time. By the end of the 20th century, the bipolar control system was replaced by a unipolar system. And, academician N.P. Shmelev concluded that neither the bipolar nor the unipolar system of global governance could adequately respond to the world challenges of their time. They were replaced by a new system - a multipolar world, multilateral regulation with the preservation of many elements of previous systems, including the UN Security Council, the IMF, and the WTO, etc. [27, p.8-9].

The new stage of globalization is clearly shown in the collective monograph of the IMEMO RAS "Russia in a polycentric world" (2011) - it is "... the strengthening of new leaders of the world economy, the completion of the formation of global markets: resource and commodity, financial, technological and information, the emergence of new risks and threats".

The authors noted that "... at the present stage, the dynamism of the world economy is determined not by the developed, but by the large developing countries: China, India, Brazil. They are mastering new growth trajectories for them based on the globalization of innovation, combining an active policy of attracting foreign investment in their knowledge-intensive industries, first with trade expansion, and then with the implementation of their own innovative high-tech projects. Modernization in countries where most of the world's population lives is fundamentally changing the picture of global development" [19, p.13].

At the moment, according to Russian and foreign experts, a new world order is being formed - Pax Sinika (World of China) with the dominance of a new world leader - the People's Republic of China.

Europe in the twentieth century was characterized by a strong trend towards integration, the apotheosis of which was the formation of the European Union, which included 28 countries. The background to the formation of the European Union is as follows: In 1947, the General Agreement on Tariffs and Trade (GATT) was concluded, in 1952 - European Coal and Steel Community; and in 1957 the European Economic Community was formed. After the conclusion of the Maastricht agreements in 1992, the European Economic Area was formed, which also includes non-EU members. In 1999, the Eurozone was formed on a non-cash basis, and from January 1, 2002, the first banknotes and coins for cash payments appeared.

In addition, there is the European Free Trade Association, and a number of organizations operate on a global scale, including the International Monetary Fund and the International Bank for Reconstruction and Development, created in 1944 [3]. Organization for Economic Cooperation and Development (OECD), World Trade Organization (WTO), which was formed in 1995 following the results of the so-called. Uruguay Round negotiations under the General Agreement on Tariffs and Trade (GATT) to liberalize regional trade. The WTO is based on the General Agreement on Trade in Services (GATS) and the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). In addition, there is a single economic space, which includes 34 countries.

It should be noted that at the moment European integration is experiencing a crisis associated with the uneven economic development of the members of the European Union, which began to be clearly divided into leaders (Germany, France) and outsiders (Greece, with its colossal financial debt, Spain, Italy). The apotheosis was the results of the June 2016 referendum in the United Kingdom, when 51.9% of its citizens voted to leave the European Union, thereby triggering a new integration crisis in the EU.

In 1996, the Russian Federation joined the Council of Europe, and takes part in the work of the Parliamentary Assembly of the Council of Europe (PACE), an advisory body in which parliamentarians from EU member states are represented. Economically, Russia is closely linked with European countries, especially as a supplier of energy resources.

Thus, Germany and Italy are leading importers of Russian natural gas. European countries, for example, the Netherlands and Germany, are traditionally among the main Russian trading partners, although since 2015 they have been ousted by China, which has become Russia's No. 1 trading partner. But the RF receives the largest foreign exchange earnings from its exports to Europe. It is in this area that the interests of the Russian Federation and the United States clash most acutely, which after the successful implementation of the shale revolution took the first place in the world in gas production and got rid of

external hydrocarbon dependence. However, Russia continues to occupy the first place in the world in gas export, which, of course, does not suit the United States.

In March 2014, after the annexation of Crimea to the Russian Federation, the United States adopted a package of sanctions (to which the European Union joined) against Russia and imposed a ban on the export of a number of goods to our country and a suspension of licenses for the export of military and dual-use goods and services. In connection with Western sanctions, 1,300 companies left Russia alone from Germany. According to German experts, the sanctions pose a potential threat to economic growth throughout Europe and bring losses to all countries. According to the Vienna Institute for Economic Research, "in 2014-2016, Germany lost 14 billion euros, Italy 3.7 billion, and Poland 3 billion euros. Russia's losses amounted to 1% of the annual GDP or 100 billion euros" [7, p.63].

The first series of US and EU sanctions against Russia, affecting mainly the banking sector, the activities of a number of state-owned energy companies and individuals, was followed by a new series covering the transport sector, technology and trade restrictions and tougher sanctions on banking. Thus, asserting its dominance, the United States took the path of unfair competition. They seek to oust Russia from interaction with the European Union (a striking example is the long-term collisions around the Nord Stream 2). This is what economic sanctions against Russia serve. To eliminate its successful natural gas export competitor, the United States is demanding that the European Union stop imports of Russian natural gas.

According to experts, the United States is trying to discredit our country. This is due to attempts to present Russia as an unscrupulous and unreliable economic partner, targeted work with foreign investors, a corruption scandal in FIFA and an anti-doping scandal in WADA.

Russia through the eyes of foreign experts. In the context of the crisis in relations between the Russian Federation and the countries of the European Union and the United States, an intensification of the implementation of Russia's eastern foreign policy and foreign economic strategy has begun, thereby due to the APR. So, in our opinion, the APR is the most rapidly developing and densely populated region of the modern world, which occupies a special place in the system of international relations due to the scale, influence, and rates of economic and technological development [21, p.149].

In the monograph "Prospects for energy cooperation between Russia and the APR (in expert assessments)" (2010), data for five years of surveys from 2005 to 2010 were introduced into scientific circulation, then in the monograph "Russia - APR: horizons of energy cooperation" (2013) - data for 2012, in the book "Socio-political communities of the planet and leadership in the modern world (energy aspect) (2014) - up to 2014 with a comparison of the opinions of not only Russian, but also European, Asian and American experts.

The monograph "Comprehensive characteristics of the situation in the APR" (based on the results of international expert surveys in 2005-2014) (2016) - presents the results of our research in 2016 and in the final monograph "APR through the eyes of experts (international expertise 2005-2019)" (2019), summed up the results of international expert surveys over fifteen years in sixteen countries of the Asia-Pacific region.

Turning to the analysis of the situation in the APR and the place of Russia in this region, it should be noted that the following organizations are actively working here: The Association of Southeast Asian Nations - ASEAN (the most active and effective, according to experts, organization in the Asia-Pacific region), ASEAN + 3, ASEAN + 6, the Asia-Pacific Economic Cooperation Forum (APEC) and the Shanghai Cooperation Organization (SCO), which along with ASEAN, according to experts, are among the top three organizations in the region, the East Asian Union (EAS), Asia Pacific Security Forum (ARF), Pacific Islands Federation, South Asian Association for Regional Cooperation (SAARC), Organization of Islamic Conference. The Russian Federation is a member of the SCO and actively cooperates with APEC and ASEAN, taking part in the forums of these organizations.

In the course of our surveys, experts in the form of ranking determined the leading countries and the positive changes that took place in the APR. Experts pointed out, "as the main positive, that the strategic balance of forces in Northeast Asia and the APR has changed compared to the period of tough confrontation between the United States and the USSR. The most important triangle in the region used to be the USA - the PRC - the USSR, now it is: the USA - the RF - the PRC, and Russia is now playing the role that the PRC played in the previous period. According to experts, China has become a leader in the Asia-Pacific region since 2006, and the Russian Federation has moved from hostile relations with it to a strategic partnership" and supported the Chinese initiative to develop the "One Belt - One Road" project [22, p.15, 32].

However, close cooperation with China is fraught with certain risks for Russia. Experts emphasize that by tying itself with giant pipelines (ESPO - oil and Power of Siberia - gas) to China, the Russian Federation becomes dependent on the development of the economy of importer No. 1, which toughly and pragmatically defends its interests. This was the case in the electric power industry, when the Russian Federation built and launched a power line from the Amurskaya substation to the border with China, then the PRC reduced the payment for electricity by 50%. A similar situation occurred after the launch of a branch from ESPO to Daqing. Currently, due to the coronavirus epidemic, Russian exports to China have decreased by 7% (oil exports decreased by 36%, and oil products - by 20%). In all these cases, we incur significant losses, since we failed to “hedge” risks, experts emphasize.

Despite the growing activity of Russia in the Far East and in the APR, most experts note that the position of the Russian Federation in the intercountry hierarchy of the region has decreased from the fourth place, which it occupied from 2005 to 2014, to the fourth or fifth - in 2015-2016 and up to the fifth - in 2017-2019.

During the entire survey period (2005-2019), most experts emphasized that “... Russia has lost in the region the positions that the USSR held (36% - 2005 and 70% - 2016-2019); determined her place as a balancer between China and the United States (38% - 2005 and 5% - 2016); and yet, Russia was considered a “great power” or a country playing a small role in the APR by 1%, respectively” [1, p.34].

Experts point out that there are three "great powers" in the APR: the United States, China and Russia. However, their positions in the region are not comparable. The United States has tremendous influence in the Asia-Pacific region; many countries in the region regard them as an “umbrella of security” as opposed to China. The attitude towards China is ambivalent: on the one hand, it is making investments, on the other, it is huge, and small countries are afraid of its economic expansion and military might. The interaction of the Asia-Pacific countries with Russia is not great. Apart from China, none of the NEA and Southeast Asian countries is included in the top ten Russian trading partners. And although there is a small amount of hydrocarbon exports from Russia to Southeast Asia, these countries have their own sufficient oil and gas resources.

Of course, experts say, the plus is that Russia does not cause, fear associated with a possible military threat, the huge internal market of the Russian Federation is attractive for the APR countries. Throughout the entire survey period, Chinese experts speak of close and fruitful cooperation with Russia. They point out that this is mutually beneficial cooperation, and insist that in NEA the energy partnership of the Russian Federation should be, first of all, with China, differentiating it in the following directions: the supply of oil, gas and electrical equipment is a won position of Russia, and micro-energy and the commercialization of innovations and technology is the won position of the PRC.

Since our study was not abstract, but specific, based on the answers of the interviewed experts, the authors made appropriate recommendations about the need to “improve the image” of the Russian Federation in the international arena, expand the knowledge of the APR states about our country so that its actions are understandable and the Russian energy policy was not perceived as a tough energy expansion, forcing them to take certain actions under the pressure of the “energy switch”. Russia's foreign policy should be pragmatic, aimed at pursuing its own interests, using its advantages, such as Russian mineral and energy resources, economic potential and a huge market, which are a positive factor for the development of the region” [1, p.36]. These recommendations, together with empirical data, were promptly transmitted to the Ministry of Foreign Affairs and the Ministry of Energy of Russia, the Ministry of Economic Development, the Ministry of Industry and Trade and the Administration of the President of the Russian Federation.

Discussion. The mobility and variability of the world order. So, the modern world order includes the presence of global governance institutions - the largest international intergovernmental organizations (UN, WTO, IMF, IBRD, G-8, G-20 and others), the most important functions of which are to determine the norms and rules of interstate interaction, joint leadership of collective efforts in solving global problems [8, p.18-19].

There has been an evolution from the Westphalian system, based on the principle of national sovereignty and based on the state-centrist model of the world, to a polycentric model, in which some states voluntarily agree to limit their sovereignty.

However, a number of researchers point out that “it cannot be unequivocally asserted that the nation-state is leaving the international arena and its erosion occurs, since for states - new centers of power - the special role of the central government is one of the prerequisites for their advancement to the forefront. In their case, as noted by Corresponding Member of the Russian Academy of Sciences VM Davydov, on the

contrary, there is a strengthening of the functions of the state, its consolidation (in China, India, Brazil). The new structuring of the world gives rise to new management mechanisms" [17, p.56].

The evolution of the positions and statuses of the largest countries of our time has always been in the center of attention of Russian and foreign researchers, who discussed in different periods about the bipolarity, multi-or unipolarity of the modern world.

For example, R. Cohen admitted that "the United States as the hegemon of the modern world could contribute to the development of international cooperation" [10]. And also, a number of well-known world scientists, namely: Weiss L., Kar E. G., Krugman P., Thomson J., Hirst P., and others "pointed to the degradation of the system of management of international relations, and, conversely, to inadequacy of the actions of the United States as a subject of global power with a claim to the leadership of world affairs" [16].

It should be noted that there is no longer the former unanimity between the United States and the EU countries. The American "unipolar" vision of the world is less and less consistent with the changing configuration of world forces, although a number of Russian scientists insist on the unipolarity of the modern world order.

Thus, the authors of the report "Russian-Chinese Dialogue 2016" pointed out that the United States is still the only superpower [20, p.6], also professor of Moscow State University V.B. Kuvaldin claims that to this day, we live in a unipolar global world: the leading role is played by one country - the United States [12, p.64-65].

As we noted in our previously published monograph "Asia-Pacific through the Eyes of Experts" (international expertise 2005-2019), estimates of Russia's leadership in the Asia-Pacific region also decreased among Russian experts from 50% in 2007 to 9-8% in 2013-2019 biennium and for the Chinese: from 96% in 2007 and up to 35% in 2017-2019. American experts excluding 2007, 2009 and 2010 they did not at all assess the Russian Federation as a leader in the APR [1, p.41].

Thus, a number of domestic and foreign researchers (for example, Lebedeva, Kuznetsov 2019, Voskresensky, Koldunova, Kireeva 2017, Aggarwal 2004 and others), consider the phenomenon of transregionalism as the next stage of globalization, manifested in the creation of a number of projects, in particular, the Transatlantic trade and investment partnership (TTIP), the Trans-Pacific Partnership (TPP), launched in 2009 as a multilateral free trade and investment area, with the declared participation of the USA, Australia, Brunei Darussalam, Canada, Chile, Malaysia, Mexico, New Zealand, Peru, Singapore, Vietnam and Thailand.

However, in 2017, the United States withdrew from this project as not in line with the interests of the United States. The administration of the President of the United States - Donald Trump has taken the path of sovereignty quite firmly, which is confirmed not only by the statements of the President of the United States to revise the North Atlantic Free Trade Agreement (NAFTA), but also by the construction of a wall between Mexico and the United States to prevent illegal migration. As we can see, in this case, when faced with the dilemma of globalism-sovereignty, sovereignty in the actions of the country - the global leader (USA) outweighed.

The implementation of another project "One Belt - One Road", actively promoted by China in the EAEU space with access to partnership with the European Union, has successfully started and immediately began to give a high economic effect. But it was dramatically slowed down by the 2019-nCoV (NCP) / COVID-19 / coronavirus epidemic, which began in October 2019, which spread to China and a number of European and Asian countries, and then Russia.

In our opinion, it is not yet necessary to talk about the universality and global nature of these projects, since the road to the Trans-Pacific Partnership (TPP) was closed for China, and the US participation in the Belt and Road project was not a priori and is not expected. In the concept of the Indian-Pacific region, instead of the Asia-Pacific region proposed by the United States, Japan, Australia and India, there was no place for two Pacific powers on a global scale: China and Russia (as "non-democratic states"), and the ASEAN countries invited to it are unlikely whether, instead of the more familiar free conditions of the Association of Southeast Asian Nations, we are ready to move to tougher military-political obligations of the Indo-Pacific.

Another transregional structure, such as the BRIC, formed in 2006 at the initiative of Russia and transformed in 2011 into the BRICS, includes Brazil, the Russian Federation, India, China and the Republic of South Africa. Together, these countries have colossal potential: 45% of the population and 30% of the entire territory of the Earth, they account for 21% of world GDP and 20% of international trade, but in general, BRICS remains an insufficiently structured and institutionalized organization, little implemented in specific political and economic activities.

So far, we can talk about making a decision on the use of national currencies in mutual trade transactions and settlements (such agreements were signed by Russia with China and Brazil in 2011), about the organization of important financial institutions: the New Development Bank (NDB) BRICS, an agreement the establishment of which and the Contingent Reserve Arrangement were signed at the 6th annual BRICS summit in Fortaleza in Brazil on July 14-16, 2014 and are intended to stimulate trade and economic cooperation between the BRICS countries. A number of promising projects on rare earth metals and food security have also been launched.

Conclusion. So, speaking about the state of global interaction, it should be mentioned that the model that was supposed to regulate relations between countries through the United Nations and economic and financial relations through the IMF, IBRD, WTO, through regional organizations such as the European Union, is failing and is not working properly at the moment.

According to experts, "... the instability of world development processes is increasing, which are aggravated by the financial and economic crises, the policy of the NATO powers aimed at using military force bypassing the UN Security Council" [13, p.20].

Although "... there is no longer unanimity among NATO countries as to whether NATO is a regional organization for collective defense or a global organization for expeditionary operations?" [26, c.64-65] At the same time, experts emphasize that in the modern world "economic, not military potential determines the political status of a state" [18, p.82].

I would like to conclude with an accurate description of the current situation, foresightfully made by Corresponding Member of the Russian Academy of Sciences A.A. Gromyko, - "In the modern world, international relations are becoming more complicated, they carry not only new opportunities, but also risks - civilizational, social, economic, financial and, what is especially alarming, military, and messianic sentiments and imperial ambitions used by the elites of strong states destroy confidence in future. In a state of high turbulence, the world community runs the risk of being drawn into the abyss of social chaos" [5, p.11-14].

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ГЕОСАЯСИ ЖАҒДАЙДЫҢ ӨЗГЕРУІ ЖӘНЕ ЖАҒАНДАНУ ЖАҒДАЙЫНДАҒЫ РЕСЕЙДІҢ СЫРТҚЫ САЯСАТЫНЫҢ ЖАҢА ТЕНДЕНЦИЯЛАРЫ

Аннотация. Мақалада жаһандану процесі және Ресей Федерациясының осы процесітегі рөлі талданады. Жаһанданудың қазіргі кезеңі қарастырудың өзектілігі жаһандық өндіріс ауқымының жұмыс істеуі жағдайында қоғам дамуының экономикалық аспектісімен мемлекетаралық қатынастар мен жаһандық басқару тетіктерін жетілдіруді талап ететін әлемнің өзара байланысы мен өзара тәуелділігінің күшеюіне байланысты. Тарихнамада Вестфалия жүйесінен (әлемнің мемлекеттік-центристік моделі) Вена конгресіне дейінгі халықаралық қатынастардың реттелуі және ұжымдық қауіпсіздік пен халықаралық қатынастарды реттеу жүйесін құруға талпыныс берілген: Ұлттар Лигасы мен Біріккен Ұлттар Ұйымы. Әлемдік басқару институттарының құрылуы көрсетілген: ең ірі халықаралық үкіметаралық ұйымдар (БҰҰ, ДСҰ, ХВҚ, ХҚДБ, G-8, G-20 және т.б.), олардың ең маңызды функциясы мемлекетаралық өзара іс-қимылдың нормалары мен ережелерін анықтау болып табылады. Мақала авторларының негізгі идеясы - дамудың көпорталықты моделіне көшудің тарихи шарттылығын көрсету, өйткені ол қоғамның жаһандық ауқымда қажеттіліктеріне толық сәйкес келеді.

Бұл жұмыстың негізгі мақсаты APR он алты елінің (VIP және шешім қабылдаушылар) сарапшыларының халықаралық сауалнамалары барысында алынған эмпирикалық материалдармен, қазіргі даму кезеңіндегі Ресейдің халықаралық аренадағы рөлінің сипаттамаларын негіздеу және растау болды.

Осылайша, жаһандық дамудың қазіргі тенденцияларының арасында авторлар глобализм - егемендік және глобализмнің қосымшасы - трансрегионализм, атап айтқанда, АҚШ, Жапония, Австралия және Үндістан ұсынған Азия-Тынық мұхиты аймағының орнына Үнді-Тынық мұхиты аймағының (Үнді-Тынық мұхиты) тұжырымдамасын және тұжырымдаманы ерекше атап көрсетеді.

БРИКС сияқты басқа бір аймақаралық құрылым, бұл қысқартуды атаған елдердің нақты саяси және экономикалық қызметінде жеткіліксіз құрылымдалған, институционализацияланған және нашар іске асырылған.

Түйін сөздер: жаһандану, жаһандық басқару және оның тетіктері, жылдық, Вестфалия жүйесі, Бреттон-Вуд жүйесі, БҰҰ (Біріккен Ұлттар Ұйымы - БҰҰ штаб-пәтері Нью-Йорк), ДСҰ (Дүниежүзілік сауда ұйымы), ХВҚ (Халықаралық валюта қоры), ХҚДБ (Халықаралық қайта құру және даму банкі - БҰҰ-ның мамандандырылған мекемесі), БРИКС (құрамы: бес елдің тобы: Бразилия, Ресей, Индия, Қытай, Оңтүстік Африка), Транс-Тынық мұхиты серіктестігі, «Бір белдеу - бір жол» Үнді-Тынық мұхиты, Еуропа Кеңесі, Еуропа Кеңесінің Парламенттік Ассамблеясы - ЕКПА, FIFA, WADA.

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ТРАНСФОРМАЦИЯ ГЕОПОЛИТИЧЕСКОГО ПОЛОЖЕНИЯ И НОВЫЕ ТРЕНДЫ ВНЕШНЕЙ ПОЛИТИКИ РОССИИ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ

Аннотация. В статье анализируется процесс глобализации и роль Российской Федерации в этом процессе. Актуальность рассмотрения современного этапа глобализации обусловлена усилением взаимосвязанности и взаимозависимости мира, требующим совершенствования межгосударственных отношений и механизмов глобального управления с приматом экономического аспекта развития общества в условиях функционирования глобального масштаба производства. В историографии представлено регулирование международных отношений от Вестфальской системы (государственно-центристская модель мира) к Венскому конгрессу и попытке создания системы коллективной безопасности и регулирования международных отношений: к Лиге Наций и Организации Объединенных Наций. Показывается формирование институтов глобального управления: крупнейших международных межправительственных организаций (ООН, ВТО, МВФ, МБРР, G-8, G-20 и др.), важнейшей функцией которых является определение норм и правил межгосударственного взаимодействия. Главная идея авторов статьи заключается в показе исторической обусловленности перехода к полицентричной модели развития, как наиболее полно отвечающей потребностям общества в глобальном масштабе.

Основной целью данной работы было обоснование и подтверждение эмпирическим материалом, полученным в ходе международных опросов экспертов из шестнадцати стран АТР (VIP-персон и лиц, принимающих решение), характеристики роли России на международной арене на современном этапе развития.

Так, среди современных тенденций глобального развития авторами выделяется дилемма глобализм – суверенизм и соотношение глобализм – трансрегионализм, в частности, концепция Индийско-Тихоокеанского региона (Индо-Пацифика) вместо Азиатско-Тихоокеанского региона, выдвинутая США, Японией, Австралией и Индией и концепция «Один пояс – один путь», инициированная Китаем.

Другая же трансрегиональная структура, такая как БРИКС, пока остается в значительной мере недостаточно структурированной, институционализированной и мало реализованной в конкретной политической и экономической деятельности стран, давших название этой аббревиатуре.

Ключевые слова: глобализация, глобальное управление и его механизмы, АТР, Вестфальская система, Бреттон-Вудская система, ООН (Организация объединенных наций - Штаб-квартира ООН г. Нью-Йорк), ВТО (Всемирная торговая организация), МВФ (Международный валютный фонд), МБРР (Международный банк реконструкции и развития — специализированное учреждение ООН), БРИКС (состав: группа из пяти стран: Бразилии, России, Индии, КНР, ЮАР), Транстихоокеанское партнерство, «Один пояс – один путь», Индо-Пацифика, Совет Европы, Парламентская ассамблея Совета Европы – ПАСЕ, FIFA, WADA.

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FORMATION OF ETHNODEMOGRAPHIC COMPOSITION OF POST-SOVIET KAZAKHSTAN AND INTERNATIONAL AGREEMENT

Abstract. The article discusses the description of the history of the ethnic composition of Kazakhstan. A large cycle of materials is based on the data from population censuses and materials of Kazakhstani researchers. A special study of the ethno-demographic growth of post-Soviet Kazakhstan was carried out. Ethno-demographic growth is divided into periods based on history. The arrival of many peoples in Kazakhstan and their history, political decisions of independent Kazakhstan on the way to interethnic harmony are considered. The emergence of ethnic groups in Kazakhstan is a great political event. The decline of the Kazakh population and the increase in the number of representatives of other nationalities have led to a change in the ethnodemography of Kazakhstan. The country has created a unique and effective mechanism for implementing national policy, interethnic and interreligious dialogue through the Assembly of the People of Kazakhstan. Special attention is paid to the description of the activities of the Assembly of the People of Kazakhstan. The Institute has come to the conclusion that it ensures the revival of ethnic identity and culture, forms a single political, legal and cultural platform for ethnic processes and contributes to the preservation of peace and harmony in the country. In general, thanks to the work of the Assembly in our country there is a unique model of interethnic and interfaith harmony, a special atmosphere of trust, solidarity, mutual understanding, where every citizen, regardless of nationality and religion, can fully enjoy the civil rights and freedoms guaranteed by the Constitution, all necessary conditions for the development of traditions. It was noted that the activities of the Assembly contribute to increasing the international prestige of Kazakhstan as a country that effectively solves issues of interethnic relations.

Keywords: ethnos, nation, ethnodemography, kazakh, growth, Kazakhstan, USSR.

Today Kazakhstan has chosen a prudent policy of its development, which allows us to preserve stability and interethnic harmony, while preserving the ancestral and universal traditions. Peace and harmony in the country, its security and stability largely depend on the stability, tolerance and positive orientation of interethnic relations. On September 2, 2019 the President of the Republic of Kazakhstan Tokayev Kasym-Zhomart Kemelovich in his address to the People of Kazakhstan «The criticism of the public dialogue is the basis of Kazakhstan stability and prosperity» said: In this regard, the specific measures must be taken in order to differentiate the political processes and strengthen our unity. We have to strengthen the Kazakhstani people as a national state and create an inter-ethnic peace and inter-religious understanding», - he stated [1].

In the direction of the national mental upgrading, initiated by the Head of State N.A. Nazarbayev, one of the most important issues, facing the Kazakhstani society since the first years of independence is the issue of maintaining the unity and security of the country in a multinational environment. Speaking at the Forum in 1992, he initiated the following points: «Do we listen for the voice of every person, every nation and every people on a daily basis? I regret to inform you that, this is not true in all cases. We can create a new public institution - the Assembly of Concord and Unity of the Nations of Kazakhstan, acting neither as a political nor a governmental organization, and dealing with the task of strengthening the all-national inter-ethnic harmony», - he said [2].

On the initiative of the Head of State, the Assembly of the People of Kazakhstan was established in 1995. In order to strengthen the unity and solidarity of the people of Kazakhstan, 1997 was declared the Year of National Peace and Commemoration of Victims of Political Repressions by Presidential Decree, and the year 1998 was declared the Year of People's Unity and National History [3].

At the time when the regeneration of historical awareness is rapidly progressing, the year 1999 was declared the Year of Unity and Continuity of Generations by a Decree of the President of Kazakhstan in order to estimate the achievements of the previous generation objectively and to avoid unjustified criticism. On the initiative of N. A. Nazarbayev towards the national spiritual renovation in 2004 under the program «The Cultural Heritage» the historical and cultural monuments and buildings on the territory of Kazakhstan have been upgraded [4].

The numerous historical data were brought from the former Soviet Union and elsewhere, books were published in volumes on the history of Kazakhstan in Persian and Turkish written sources, under the titles «History of Kazakhstan in Persian sources», «History of Kazakhstan in Russian sources» translated by B. Ezhenkhanuly, Zh. Oshan [5].

This is really a good achievement. For the growth of a sovereign country, it is very important to make a mark in the national history and an inventory of the lost, it is very important to have a look at the history of representatives of other nationalities who came to the Kazakh land for various reasons: in the first group of settlers Ermak Timofeyev in the 80s of the XVI century conquered the Siberian Khanate, allowing for the arrival of Russian peasants, merchants and entrepreneurs to the territory and land of the Kazakhs. At that time, about 200 thousand Russian Cossacks arrived to Kazakhstan. The construction of military settlements started [6].

Since the incorporation of Kazakhstan to the Russian Empire as a result of administrative-territorial reforms, the ethnic population changed significantly in the history of the Kazakh steppe during the second wave of settlers. From the second half of the 1860s, the peasants from Russia migrated to Kazakhstan. The planned resettlement of Russian and Ukrainian peasants in almost all regions of Kazakhstan happened at the beginning of the 1870s and was widely practiced by the end of the 19th century. Based on the 1897 general census report conducted by the Russian Empire in Kazakhstan, three main ethnic groups can be identified: 74-78% of the population were Kazakhs, 10-13% were Russians, and 1-2% were Ukrainians [7].

The establishment of a multinational population was also related with the migration of Dungans and Uighurs from the Kulja region of the manchu. The anti-Qing nationalist movement in Xinjiang played an important role in the life of this region. The resettlement of Uighurs and Dungans to Zhetysu and Northern Kyrgyzstan took place in 1881-1883. The total number of Uighurs arrived here was 45 thousand and 5 thousand of Dungans [8].

From the perspective of the ethnic makeup of the population, Kazakhstan is also a place of dislocation of prisoners of war during World War I. At the end of 1914 there were nearly 20 thousand prisoners of war of different nationalities in the north-eastern regions of the steppe territory and at special posts of the Governorate General of Turkestan. It is evident that during the Soviet period, the process of polyethnicity of Kazakhstan increased at the time of the third wave of settlers. This was related with the industrial development, collectivization, repression, forced displacement of the whole population, evacuation during the war, the mass displacement of people during the development of virgin lands. On December 17, 1926 the second All-Russian census of the population was conducted. According to the data, the ethnic makeup of Kazakhstan is as follows: Kazakhs 58.5%, Russians 20.6%, Ukrainians 13.9%, Uzbeks 2.1%, Tatars 1.3%, Uighurs 1%, Germans 0.8%. According to the census records, the number of Kazakhs was 3 627 612, Russians - 1 275 056, Ukrainians - 860 201, Germans - 51 094, Tatars - 79 758, Uzbeks - 129 399, Belarusians - 25 584, Uighurs - 63 432, Koreans - 42, and other nationalities - 86 290 people. In total, there were 6 million 198 thousand people in Kazakhstan [8].

During the Soviet period, the displacement of other nationalities into the territory of Kazakhstan began between the 1920s and 1940s. The Soviets had started the forced displacement of some nations from their native lands. The first experience of the Bolsheviks in implementing the forced displacement in the USSR was in 1920, when representatives of the opposition, the media and the religious community, former officials of the tsarist administration were displaced to Siberia, the Urals, and Kazakhstan. Between 1937 and 1940, Soviet Koreans, Germans, Crimean Tatars, Kalmyks, Barkars, Chechens, Ingush, Karachays, Meskhetian Turks, and other peoples were deported under fabricated suspicions [8].

In November 1929, a decision was made to establish the Corrective Labor Camps for people who were considered as «dangerous» to the Soviets. In 1928-1936, about 360 thousands of people from Russia, Ukraine, and Belarus were deported to Kazakhstan. The immigration of Polacks to Kazakhstan began in 1936. The reason was a confidential Decree of the USSR No. 776-120SS on the deportation of 52 thousand Polacks from the western region of Ukraine [9].

The reason for this was the distrust of Stalin to the Polacks in the war with Germany. A whole group of the Polacks was deported from Ukraine. It is known that the resettlement of the Polacks continued in 1937. Nevertheless, the number of people displaced during that year was not so great. They also were called «Specially Displaced Person». In 1937-1938, the forced displacement of the Polacks as politically unreliable nation had been continued. Since 1937 the Korean people were forcefully displaced to Central Asia from the Far East, not far from the state border. In 1940-1945 a new wave of special immigrants started to arrive to the republic. According to the Decree of the Supreme Soviet of the USSR dated August 28, 1941 «On the resettlement of the German population residing in the Volga region», in the autumn of 1941 more than 1 million Germans were resettled from the Volga region, 420 thousand of them settled in Kazakhstan. In June 1942, about 25,000 Greeks and about 29,000 people of other nationalities immigrated to Kazakhstan from the Krasnodar Territory, the Crimean SSR, Armenia, Azerbaijan, and Georgia. From 1940 to 1941 around 100 thousand Polacks were deported to Kazakhstan [10].

In 1943-1944, 507 thousand Balkars, Karachais, Ingush, and Chechens, 110 thousand Meskhetian Turks, and 180 thousand Crimean Tatars were deported to Kazakhstan. From 1937 to 1944, 1 million 209 thousand people were deported to Kazakhstan, and including those who were resettled, the number was 1 million 740 thousand [11].

During the first months after the forced displacement, tens of thousands of people had died of starvation and disease. Those who survived were not allowed to leave their new place of settlement, otherwise they would have been sent to imprisonment at hard labor. The Great Patriotic War (1941-1945) caused a new wave of ethnic changes in the population of Kazakhstan, regiments and battalions were organized and sent. There was relocation of industry from the western fronts of the Soviet Union to the East. More than 200 enterprises from Ukraine and Central Russia have been placed in Kazakhstan. Moreover, the evacuated people began to arrive to Kazakhstan - by the end of 1941 - 386.5 thousand people, and by the end of 1942 - more than 500 thousand people. The resettlement after the war was due to the development of virgin lands [12].

The Virgin Lands Campaign happened at the same time as the beginning of major industrial construction. In 1954 the Central Committee of the Party adopted a decision «On further increase in the production of wheat in the country and the development of virgin and fallow lands». During 1954-1962, 1.7 million people were involved in the development of virgin lands. Most of them were immigrants from the European part of the USSR. Most of the people arrived from Russia, Ukraine, Belarus, Moldova, and Lithuania. Kazakhstan by the will of fate became a multinational republic. In January 1970 the regular census of enumeration was conducted. For the last 11 years the population of Kazakhstan became 13 million people, i.e. there was a 40% increase, including Kazakhs - 32.6%, Russians - 42.5%, Ukrainians - 7.2%, Germans - 6.6%, Tatars - 2.2%, Uighurs - The population of Kazakhstan in 1979 was 14 million 684 thousand people. Among them Kazakhs - 36%; Russians - 40.8%, Germans - 6.2%; Ukrainians - 6.1%; Tatars - 2.2%; Uzbeks - 1.8%; Belarusians - 1.2%; Uighurs - 1.0%; Koreans - 0.6%; Azerbaijanians - 0.5% and representatives of other nationalities - 3.6% [13].

The polyethnicity of the population also increased: there were 38 ethnic groups in Kazakhstan in 1920, according to the 1970 census statistics, there were 114 nationalities and in 1986 - 120 nationalities. The Kazakhs have created the necessary conditions for settlers to survive and preserve their self potential [14].

Nowadays, Kazakhstan is a country of more than 18 million people with more than 140 nationalities and around three thousand religious associations that practice more than 40 religions, and that has greatly encouraged both inter-ethnic and inter-religious harmony and stability [15].

Since independence, Kazakhstan has demonstrated the effectiveness of this strategy and the importance of the Kazakhstani model of the interaction of peoples in the development of all humanity. Geographically situated at the crossroads of the three great civilizations of humanity, the Christian, Muslim, and Buddhist worlds, this nation has gained this great knowledge over the centuries. Our

multilateral, politically focused efforts in Kazakhstan to implement the interfaith dialogue allowed us to maintain the interfaith peace and harmony in the country. Kazakhstan is not only the member of many international organizations around the world, especially the OSCE (Organization for Security and Cooperation in Europe), CSTO (Collective Security Treaty Organization), CICA (Conference on Interaction and Confidence-Building Measures in Asia), OIC (Organization of Islamic Cooperation), that are committed to regional and global security, but also contributes to the future development of these organizations by leading them. In conclusion, mainly due to the work of the Assembly, a unique model of interethnic and interfaith harmony has been created in our country, a special atmosphere of trust, solidarity and mutual understanding so that every citizen can fully enjoy the civil rights and freedoms guaranteed by the Constitution. The republic has all the necessary conditions for the development of culture, language and traditions of all ethnic groups in Kazakhstan. The activity of the Assembly contributes to the international prestige of Kazakhstan as a country that effectively addresses issues of interethnic relations.

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ПОСТКЕҢЕСТІК ҚАЗАҚСТАННЫҢ ЭТНОДЕМОГРАФИЯЛЫҚ ҚҰРАМЫНЫҢ ҚАЛЫПТАСУЫ ЖӘНЕ ҰЛТАРАЛЫҚ КЕЛІСІМ

Аннотация. Мақалада Қазақстанның этникалық құрылымының тарихын жан-жақты сипаттаған, халық санағының мәліметтеріне, Қазақстандық зерттеушілердің материалдарына негізделген ауқымды дәйекті материал келтірілген. Посткеңестік Қазақстанның этнодемографиялық өсіуіне ерекше зерттеу жүргізген. Этнодемографиялық өсіуін тарихқа сүйеніп, кезеңдерге бөлген. Көптеген ұлттардың Қазақстан жеріне келуі және олардың тарихы, тәуелсіздік алған Қазақстанның ұлтаралық келісім жолындағы саяси шешімдері қарастырылған. Қазақстанда этностардың пайда болуы үлкен саяси оқиға. Қазақ халқының саны азайып, басқа ұлт өкілдерінің көбеюі Қазақстанның этнодемографияның өзгеруіне алып келді. Елімізде Қазақстан халқы Ассамблеясы арқылы ұлттық саясатты, ұлтаралық және дінаралық диалогты жүзеге асырудың бірегей әрі тиімді тетігі құрылды. Қазақстан халқы Ассамблеясы қызметін сипаттауға айырықша көңіл бөлінген. Аталған институт этникалық сана мен мәдениеттің жаңғыруын қамтамасыз етті, этникалық процестердің бірыңғай саяси, құқықтық, мәдени алаңын қалыптастырып, елде бейбітшілік пен келісімнің сақталуына септігін тигізді деген қорытынды жасаған. Жалпы, Ассамблея жұмысының арқасында біздің елімізде этносаралық және конфессияаралық келісімнің бірегей моделі, әрбір азамат этникалық және діни ерекшелігіне қарамастан Конституцияда кепілдік берілген азаматтық құқықтары мен бостандықтарын толық пайдалана алатындай ерекше сенім, ынтымақ, өзара түсініктік ахуалы қалыптасқандығы, Қазақстан Республикасының барлық этностарының мәдениетін, тілін, дәстүрін дамыту үшін қажетті жағдайдың бәрі жасалғаны. Ассамблея қызметі этносаралық қатынастар мәселелерін тиімді шешетін ел ретінде Қазақстанның халықаралық беделін арттыруға ықпал ететіні баяндалған.

Түйін сөздер: этнос, ұлт, этнодемография, қазақ, өсімі, Қазақстан, КСРО.

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ФОРМИРОВАНИЕ ЭТНОДЕМОГРАФИЧЕСКОГО СОСТАВА ПОСТСОВЕТСКОГО КАЗАХСТАНА И МЕЖДУНАРОДНОГО СОГЛАШЕНИЯ

Аннотация. В статье рассматривается история этнического состава Казахстана, большой цикл материалов, основанный на данных переписей населения, материалах казахстанских исследователей. Было проведено специальное исследование этнодемографического роста постсоветского Казахстана. Этнодемографический рост делится на периоды на основе истории. Рассмотрены приход многих народов в Казахстан и их

история, политические решения независимого Казахстана на пути к межнациональному согласию. Возникновение этносов в Казахстане – большое политическое событие. Убыль казахского населения и рост числа представителей других национальностей привели к изменению этнодемографии Казахстана. В стране создан уникальный и эффективный механизм реализации национальной политики, межнационального и межрелигиозного диалога через Ассамблею народа Казахстана. Особое внимание уделено описанию деятельности Ассамблеи народа Казахстана. Институт пришел к выводу, что он обеспечивает возрождение этнического самосознания и культуры, формирует единую политическую, правовую и культурную платформу этнических процессов и способствует сохранению мира и согласия в стране. В целом, благодаря работе Ассамблеи в нашей стране существует уникальная модель межнационального и межконфессионального согласия, особая атмосфера доверия, солидарности, взаимопонимания, где каждый гражданин, независимо от национальности и вероисповедания, может в полной мере пользоваться гражданскими правами и свободами, гарантированными Конституцией, созданы все необходимые условия для развития традиций. Было отмечено, что деятельность Ассамблеи способствует повышению международного престижа Казахстана как страны, эффективно решающей вопросы межнациональных отношений.

Ключевые слова: этнос, нация, этнодемография, казах, динамика, Казахстан, СССР.

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MODERN LEGISLATION REGULATING STATUS OF LEGAL ENTITY

Abstract. The article analyzes using the normative and systematic methods, as well as analysis and synthesis, the content of the statements of Constitution of the Kyrgyz Republic, Civil Code of the Kyrgyz Republic, Criminal Code of the Kyrgyz Republic, the Law of the Kyrgyz Republic «About Normative Legal Acts of the Kyrgyz Republic», the Law of the Kyrgyz Republic «On the Regulations of the Jogorku Kenesh of the Kyrgyz Republic» and the works of the legal scholars.

It examined the provisions of laws adopted for general regulation and concludes they are serious problems, because of them there is a "blurring" of the contour of the legislation on legal entities in the article.

The publication supports the opinion of the authors of the Concept for Development, according to which the regulation of the status of legal entities in the civil legal field can be characterized by a set of the laws and regulations in force in the Kyrgyz Republic, which do not always correspond to each other, as well as to the Civil Code. The low legal and technical level and ineffectiveness in practice are also shown by some adopted laws.

It noted the Civil Code of the Kyrgyz Republic, adopted on May 8, 1996, created the new foundation for the regulation of legal entities, which was supplemented by many new laws over the next decades in the article.

The authors come to the conclusion the fairly honest assessment can be applied to the established regulation – that with the main vector of development of the Concept of Civil Legislation in Kyrgyzstan, in general, there is an economic, social and well-grounded the logic and generally justifiable modern civil law in relation to legal entities. But at the same time, for many problems, correct solutions have not yet been found and no efficiency ratings have been given.

Keywords: civil law, legal entity, founders, society, state, capital, charter.

Introduction. Today, in the Kyrgyz Republic, the registration of legal entities, their activities, responsibility, as well as rights and obligations, and the termination of their activities are governed by the following regulatory legal acts - the Civil Code of the Kyrgyz Republic, the Laws of the Kyrgyz Republic "On State Registration of Legal Entities, Branches (Representative Offices)", "On Brands"; "On Licensing And Permitting System in the Kyrgyz Republic", "On Non-Profit Organizations"; "On Bankruptcy"; "On Joint Stock Companies" and "On Business Partnerships and Companies". Without coherent strategy or concepts, the situation in this sphere is complicated by the fact laws that have already been adopted are constantly changing. The unevenness of closing legislative lacunas is increasing: the legal regulation of two organizational legal forms - Joint-Stock Companies and Limited Liability Companies - is developing, far ahead of others (more precisely, the second is significantly ahead of the first). As a result, it turns out institutions that are important for other forms (for example, reorganization) of all provisions in general are developed in detail and lobbied only for joint-stock companies (Abdrakhmanova, Egorova, 2015, p. 4). For other forms of legal entities, everything is in an absolutely immobile state (Civil Law, 2002, vol. 1, p. 231). There are regular discussions directly affect development of legislation on legal entities in general.

For example, in public law, on criminal responsibility of legal entities, their status, control by state, and other forms of economic dependence of legal entity. A couple of years ago, they even talked about at

least two options for changing the legislation on legal entities. And even then the question arose about clear boundary and concept (legal definition and its interpretation) of legal entity due to the regulation of the moment of responsibility of legal entity. The result of the needs of modern society and international standards was to appear major reform of civil legislation. Just large share of which were to be reforms on legal entities. The problems of introducing and applying criminal liability to legal entities are also relevant in other countries of the Commonwealth of Independent States, for example, in Kazakhstan (Rustemova, Bytymbayev, 2015, p. 85), as well as in Indonesia (Ali, 2019, p. 158-167), Iran (Beygizadeh, Moazenzadegan, Kooshki, 2020, p. 43) and Serbia (Dragan, 2016, p. 71).

Methods. The article analyzes using the normative and systematic methods, as well as analysis and synthesis, the content of the statements of Constitution of the Kyrgyz Republic, Civil Code of the Kyrgyz Republic, Criminal Code of the Kyrgyz Republic, the Law of the Kyrgyz Republic «About Normative Legal Acts of the Kyrgyz Republic», the Law of the Kyrgyz Republic «On the Regulations of the Jogorku Kenesh of the Kyrgyz Republic» and the works of the legal scholars.

Discussion. In 2009-2010, the beginning of the reform of civil legislation was laid. Then the President of the Kyrgyz Republic expressed ideas on improving the Civil and Civil Procedure Codes. In connection with the then new reform of national legislation (in particular, questions about codification), as well as creating directions for development of civil legislation of the Kyrgyz Republic, as well as novels on amendments to the Civil Code of the Kyrgyz Republic. The direction of development was taken on the vector of changes in the legislation on legal entities. Also, this act was recommended for publication on the official website of rule-making and in the media for the purpose of further public discussions. Further, the general Concept for reforming the civil legislation of the Kyrgyz Republic is approved. With this general Concept, within the framework of codification, the first draft for the Civil Code was proposed and published. He, unlike the Concept itself, dealt with the reformation directly, but did not go through single attentive meeting with discussions, and not enough time had passed for him to "insist", then he suffered serious criticism. Also, the reason for the skepticism towards this document was the realization the Concept is not some projected norm, but only an idea. The project only adds to the interpretation.

All of the above applies exclusively to civil law. However, the draft of the new Criminal Code of the Kyrgyz Republic contains Chapter 20, which subsists norms on measures of criminal and legal pressure in relation to legal entities, in cases where they violate the criminal legislation of our country.

Throughout the territory of the Commonwealth of Independent States, there are still discussions and disputes about the need to consolidate in legislation at the national level such a thing as an "institution for bringing legal entities to criminal responsibility" (Repyev, Reutsky, 2019, p. 282). Scientists supporting this direction of legislative novelties point to the ratification by the Kyrgyz Republic of international legal treaties, in which, according to them, the institution of criminal liability of legal entities is nothing more than planning and taking on obligations by the republic to fulfill international agreements.

Those experts who express negative attitude argue there are simpler possibilities for increasing volume and measure of liability of legal entities.

In general, disputes over this category in law (responsibility of legal entity) arose due to the fact that such an "entity" does not have a mental attitude to acts, because on this basis, it is impossible to use such an understanding of legal entity as guilt in standard sense of a criminal rights. Since there is no moment of will and intellect itself. In fact, in this case, only activities and illegal acts of its legal representatives can be recognized as guilty.

There is the basis for criminal liability is commission of socially dangerous act containing signs of *corpus delicti* provided for by the criminal law in Art. 4 of the Criminal Code of the Kyrgyz Republic. The *corpus delicti* is the result of subjective and objective signs that can be used to describe act as dangerous or as crime. Offense is a composition of four elements, one of which is a subject with specific characteristics only for him, and it is they are considered as reason for responsibility in criminal law. A mandatory feature is the sanity and awareness of actions, as well as the wording "sane natural person".

From the above it follows intellect and will in relation to committed act can only be in a person, and not in a legal entity, which is by nature a fiction, an abstract concept behind which there is a person.

Another point deserves attention is punishment applied to legal entities. The measure of state coercion is precisely punishment - as a means of re-educating criminal, correcting him or simply restricting his rights and freedom of movement (Selyutin, 2019, p. 118). Despite physical limitations, the first thing the

legislator implies is mental punishment of person. Therefore, the question arises - how and is it possible at all to intimidate or re-educate a legal entity? In our opinion, the answer is simple.

Different controversial point is the fact this bill contradicted the main principle on which the criminal legislation is built - the principle of personal responsibility.

It turns out legal entity must be prosecuted for offenses and actions of specific individuals - managers. And at the same time it turns out this also applies to entire legal entity - all its other members - employees. In the event decision is made by means of vote, responsibility also passes to those who are in the minority who disagree with decision. And since collective of workers is legal entity, results and consequences of criminal punishment will be felt first of all by people who will be forced to leave their jobs because of imposition of sanctions on the enterprise or firm.

This raises questions - what is the definition of a legal entity's status? Does the concept of "complicity" apply to him or to several enterprises? From what moment or "age" does responsibility come? Also, the question of the concept of "attempt", competition between the norms of criminal and civil law and conflicts with administrative responsibility, the code of which has recently lost its force.

Based on the foregoing, in order to give the institution of responsibility of legal entity in criminal law weight, it is necessary to restructure the entire system of criminal law and process. There are also doubts about the expediency of this institution in general, because the potential for administrative (for example, the new code of misconduct) and civil liability has not yet run out. It would be wiser to aggravate liability of legal entity with help of civil, financial or administrative law, since within the framework of the latter, legal entity is perfectly recognized as a subject (Torkhov, 2019, p. 521). That will help to avoid restructuring, collisions, a radical revision of the foundation of criminal law, will not allow large financial costs will fall on the country's budget.

On August 30, 2020, the Law "On Amendments to the Code of the Kyrgyz Republic on Violations" came into force and also affected legal entities. It was developed at the initiative of the Government by the Ministry of Justice in June this year. This law amended the Code of Violations - in particular, in the area of the established liability of legal entities for violations in the sphere of the requirements of the legislation on their registration, registration of branches and representative offices in Chapter 40 of the Code: «Thus, the implementation of activities by legal entities, their branches (representative offices) without state re-registration and notification of changes in data that do not entail state re-registration, in the manner and terms established by the legislation of the Kyrgyz Republic in the field of state registration of legal entities, branches (representative offices), as well as the provision of inaccurate information required for inclusion in the Unified State Register of Legal Entities, branches (representative offices), entail the imposition of fine of the first category, the amount of which is 50 calculated indicators, that is, five thousand soms (USD 59)».

These amendments are also aimed at strengthening responsibility of legal entities, and therefore the Ministry of Justice is working to introduce unified register of violations (subordinate to the Ministry of Internal Affairs) and improve qualifications of staff of the central ministry of smaller regional divisions.

Also, in November 2020, the current state of the legislation of the Kyrgyz Republic Code of Violations again began to draw increased attention to itself. In particular, according to the lawyers of one of the legal clinics, laws adopted after October 28 may be challenged in future, since they have no legal force. The reason - the adoption of dozens of laws and the election of officials in violation of the Constitution - failure to provide information to the public. There were no projects posted for public societal discussion and it turns out that the population of the Code of the Kyrgyz Republic on violations does not have the opportunity to familiarize themselves with the regulatory legal acts or somehow express their opinion about them.

For example, on October 28, 2020, the parliament adopted number of regulatory legal acts without constitutional quorum, which is necessary for making any decisions. With all this, this text was not published anywhere and it was not known by whom it was initiated, what is its purpose and whether it violates constitutional or other norms.

In our country, the Constitution must guarantee all citizens the right to participate in the discussion and adoption of laws and decisions of republican and local significance (clause 1 of part 1 of article 52). Everyone should be guaranteed access to information held by state bodies (part 4 of article 33). These guarantees represent generally recognized principles and norms of international law, enshrined in the main international human rights treaties.

To realize the Law "On Normative Legal Acts of the Kyrgyz Republic" and to ensure the implementation of world international standards, draft normative legal acts that directly affect citizens or legal entities and their interests need public discussion - for example, publication on official sites on rule-making. Also, even in the cases provided for by law, the legislator's novels can be published in the media.

The deadlines for public discussions of short stories are set at one month, exceptions are those regulatory legal acts are aimed at regulating the rights and the obligations of citizens and legal entities in the presence of any force majeure (part 1 of article 23).

Also, the Law "On the Rules of the Jogorku Kenesh of the Kyrgyz Republic" gives the right to legal entities and citizens to discuss regulatory legal acts adopted by the Parliament or pending laws or other documents. You can, for example, attend open sessions of the Jogorku Kenesh and its bodies, you can also submit proposals or recommendations. In particular, this is important for legal entities for number of reasons: their rights and obligations, responsibility for offenses, legal status, tax and other fees, regulation of their activities or other security (for example, environmental or medical as in quarantine). The expression by people and legal entities of their position in relation to the laws proposed by the authorities is natural, and is protected by the Constitution of the Kyrgyz Republic on violations and international law.

Such an attitude and facts call into question validity of these laws and subsequent decisions of the authorities based on them. In addition to this, such actions run counter to international legal requirements and undermine the reputation of our country in the international arena.

Back in 2020, legal entities were affected by the transfer of fines in the absence of compulsory civil liability insurance policy for vehicle owners. This year, due to the coronavirus pandemic and deterioration of incomes for people and businesses across the country, the Government decided to postpone the terms of liability for non-compliance with the requirements for this type of insurance, the State Service for Regulation and Supervision of Financial Markets under the Government of the Kyrgyz Republic was the first to report on this.

In fact, according to the law on compulsory civil liability insurance of vehicle owners in accordance with the new amendments, drivers and owners of vehicles and automobiles registered in the territory of the Kyrgyz Republic until 2023 receive the grace period. For foreigners, the date is until July 2021, and for vehicles owned by legal entities (state bodies, local governments also entered the same place) - from January 2022. This law was adopted in 2015 and signed by the President, the Ministry of Internal Affairs is it also made additions to the provisions and foundations for admission to vehicles and road safety officials to update the current legislation.

It has long been proposed to add corporate relations in the direction of the development of civil legislation of the Kyrgyz Republic to the subject of civil legislation. For example, as in the Russian Federation, where, on the basis of this provision, the Federal Law of December 30, 2012 No. 302-FZ "On Amendments to Chapters 1, 2, 3 and 4 of Part One of the Civil Code of the Russian Federation". The Civil Code was changed, and a new definition of corporate relations appeared - these are pertinences associated with corporate organizations and their relationship with their management. This summed up long debate about the cause of this relationship. What are these relationships in terms of content? This is not all clear, for example, who are the subjects of such pertinences?

The Civil Code (almost fully corresponding to the conceptual proposals) retained the fundamental division of all organizations into two groups. The first is commercial, the second is non-commercial. In general, the division of public corporation is still far from perfect, and it is very difficult to understand how it is applied to already existing companies. Article 66.3 of the Code says: "public corporation is a joint-stock company whose shares and securities convertible into its shares are publicly placed (by public subscription) or publicly traded under the conditions established by the laws on securities". If we are talking about public law companies, we must also say that the updated Code does not fully cover all questions about legal entities in public law. To be more precise, presumably: document solved it at current stage in such way that certain kinds of legal entities are not recognized by the Code. Despite this, as already described above, the idea itself has not gone anywhere and remains the main topic of the day for all researchers of law.

Results. In conclusion, it is worth summing up: if one of the tasks of the reform was to streamline the legislation on legal entities in the form of reducing their kinds, their classes and types, then this vector was not fully implemented. On the other hand, the regulation of types and forms, which was carried out with

the help of special federal laws, is now “simply sent” to the level of the Civil Code of the Russian Federation (as in the Kyrgyz Republic). And all this despite the fact foundation for displacement of certain and precise forms of legal entities is not entirely clear. Moreover, their legal status is not clearly described. As a result, this situation did not become norm, but it began to be sharply criticized by legal entities in business and business community as a whole. It is quite obvious with all the feigned fidelity of reforms and innovations proposed then, this would eventually lead to strong bureaucratization of process of creating legal entities, as well as increase in frequency and volume of corruption.

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ҚҰҚЫҚТЫҚ ТҮЛҒАНЫҢ МӘРТЕБЕСІН РЕТТЕЙТІН ЗАМАНАУИ ЗАҢНАМА

Аннотация. Мақалада нормативтік және жүйелік әдістер, сондай-ақ Қырғыз Республикасының Конституциясы, Қырғыз Республикасының Азаматтық кодексі, Қырғыз Республикасының Қылмыстық кодексі, «Қырғызстан Республикасының нормативтік құқықтық актілері туралы» Қырғыз Республикасының Заңы, «Қырғыз Республикасы Жогорку Кенешінің Регламенти туралы» Қырғыз Республикасының заңдарының ережелерінің мазмұны талданды. Мақалада жалпы реттеу үшін қабылданған заңдардың ережелері қарастырылады және олар маңызды мәселе болып табылады, өйткені олар заңды тұлғалар туралы заңнаманың контурын “бұлдыратады”.

Басылымның авторлары Даму тұжырымдамасының авторларын қолдайды, оған сәйкес азаматтық-құқықтық саладағы заңды тұлғалардың мәртебесін реттеу елдегі қолданыстағы құқықтық актілер жиынтығымен сипатталуы мүмкін, олар сондай-ақ әрдайым Азаматтық кодекске және бір-біріне сәйкес келе бермейді. Құқықтық және техникалық деңгейдің төмендігі мен іс жүзіндегі тиімсіздігін кейбір қабылданған заңдар да көрсетеді.

Мақалада 1996 жылы 8 мамырда қабылданған Қырғызстан Республикасының Азаматтық кодексі заңды тұлғаларды реттеудің жаңа негізін жасады, ол келесі онжылдықтарда көптеген жаңа заңдармен толықтырылды.

Авторлар қалыптасқан реттеу үшін өте адал бағалауды қолдануға болады деген қорытындыға келеді, бұл Қырғызстандағы азаматтық заңнама тұжырымдамасын дамытудың негізгі векторымен, тұтастай алғанда, экономикалық, әлеуметтік және логикаға негізделген және заңды тұлғаларға қатысты қазіргі заманғы азаматтық құқықты негіздейді. Бірақ көптеген мәселелер үшін әлі дұрыс шешімдер табылған жоқ және тиімділік бағалары берілмеген.

Түйін сөздер: азаматтық құқық, заңды тұлға, құрылтайшылар, қоғам, мемлекет, капитал, жарғы.

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СОВРЕМЕННОЕ ЗАКОНОДАТЕЛЬСТВО, РЕГУЛИРУЮЩИЕ СТАТУС ЮРИДИЧЕСКОГО ЛИЦА

Аннотация. В статье проанализированы с применением нормативного и системного методов, а также анализа и синтеза, содержание положений Конституции Кыргызской Республики, Гражданского кодекса Кыргызской Республики, Уголовного кодекса Кыргызской Республики, Законов Кыргызской Республики «О нормативных правовых актах Кыргызской Республики» и «О Регламенте Жогорку Кенеша Кыргызской Республики».

В статье рассматриваются положения законов, принимаемых для общего регулирования и делается вывод, что они являются серьезной проблемой, из-за них происходит «размывание» контура законодательства о юридических лицах.

Авторы статьи поддерживают авторов Концепции по развитию, в соответствии с которой регулирование статуса юридических лиц в гражданско-правовом поле можно охарактеризовать совокупностью действующих в стране нормативных правовых актов, не всегда соответствующих друг другу, а так же Гражданскому кодексу. Низкий юридический и технический уровень и неэффективность на практике показывают и отдельные принимаемые законы.

В статье отмечается, что принятый 8 мая 1996 года Гражданский кодекс Кыргызской Республики создал новый фундамент для регулирования юридических лиц, который за последующие десятилетия был дополнен многими новыми законами.

Авторы приходят к выводу, что к сформировавшемуся регулированию можно применить довольно честную оценку, что при основном векторе развития Концепции гражданского законодательства в Кыргызстане, в целом, складывается экономическое, социальное и обоснованное логикой и в целом оправдывающее себя современное гражданское право в отношении юридических лиц. Но при этом для многих проблем ещё не было найдено верных решений и не дано оценок эффективности.

Ключевые слова: гражданское право, юридическое лицо, учредители, общество, государство, капитал, устав.

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LEGAL PERSONALITY OF PUBLIC LEGAL FORMATION

Abstract. In article public legal formation is studied as the organizational and legal embodiment of state and in the publication analyzes using the normative and systematic methods, as well as analysis and synthesis, the content of the Russian legislation and the works of legal scholars.

The author came to a conclusion that «to be a subject of legal relations» means only to have ability to enter them. Therefore nothing and nobody can treat a sort of such phenomena as a legal entity or subject of legal relationship as ability is one of attributes. When public formation is called legal entity, often on a background the fact it is officials and bodies of public government (public administration and local government) ordered in structure and that the most important function of public formation – right ensuring.

According to the author legal personality of public formation and legal personality of its bodies also mutually depend on each other. On the one hand, public formation as phenomenon, ideal in terms of philosophy, cannot carry out any actions as legal entity without actions of people – bodies and officials. On the other hand, state and municipal bodies and officials or act as legal entities – representatives of state or municipality (for example, governor in relations with legal entities which exist out of state), or their legal personality is based on they are recognized as a part of public formation, entering relations with its population or with other bodies and officials of this public formation. At the same time legal personality of public formation is not the sum of legal personality of all public bodies neither particular bodies of public formation, nor all of them combined are legal entities of state or municipal property.

Keywords: public legal formation, Russian Federation, subject of the Russian Federation, municipality, legal personality, legal entity, legal entity of public law, bodies of state, local governments.

Introduction. Public legal formation is organizational and legal embodiment of state. In everyday life, it is often claimed we enter into relations with state, however, legal practice is such law relations arise with a part of public legal formation, with federal organization of state – with a part of federation, a subject of federation and municipality, a unitary organization – with a part of state, which is a public legal entity, an administrative unit of state and municipality.

Methods. The article analyzes using the normative and systematic methods, as well as analysis and synthesis, the content of the statements of the Constitution of the Russian Federation, the Civil Code of the Russian Federation, the Budget Code of the Russian Federation, the Federal Law of the Russian Federation of October 6, 2003 No. 131-Ф3 «On the General Principles of the Organization of Local Self-Government in the Russian Federation», the Federal Law of November 14, 2002 № 161-Ф3 «On State and Municipal Unitary Enterprises» and the works of legal scholars about public law formation.

Discussion. Legal science has not sufficiently studied the institution of public law formation. This concept is used in legislation, for example, in the Budget Code of the Russian Federation (Article 6), when determining what phenomena the Russian Federation, subjects of the Russian Federation and municipalities belong to. Some legal scholars are expanding the group of public law entities at the expense of other state entities of law, however, it is preferable to focus on the legislator in the question of what is public law formation.

In Russian legal science, as a rule, aspects of the participation of public law formation in civil relations are studied, there are no dissertations in the database of the leading Russian library «Russian State Library» in which this institute was studied as a whole. The only monographic research in the catalog of this library devoted to the contemplation of issues of public law formation is the monograph by V.E. Chirkin, published in Moscow in 2011 and later reprinted under the title «Public Law Formation», with the volume of 336 pages. The author of this publication refers to public law formations of state, federal subjects, territorial autonomies, municipalities, community public law entities of indigenous ethnic groups and reservation of tribe (siblings). The scientist considers public law formation as a territorial structural and functional form of organization of territorial public collective, which has its own public authority, uses it (along with actions in this territory, except for state, other public authorities) to organize and regulate life of this territorial public collective, which is a de facto or de jure legal entity of public law, responsible for the actions (inaction) of its bodies and officials (Chirkin, 2011, p. 59-61).

Describing qualities, or differently attributes, public formation, V.E. Chirkin notes it is special formation of territorial and social character as which basis on territorial public collective acts (as a rule, citizens of this state); unites certain territorial group of population for organization and regulation of its public life, implementing public power; possesses this type of power which sources root in will of its population, people, proves in three main qualities: as certain public community, as organization and as system of administrative personnel; creates control system in territorial public collective (institutes of direct democracy, representative, executive bodies, etc.); establishes obligatory rules, issues legal acts; using powers of authority and levers, will organize, orders public territorial collective; acts and in other ways governs public relations, activity of territorial public collective, carrying out in different forms, different methods and for different purposes administrative function; is official representative of territorial public collective; bears legal responsibility for actions of bodies and officials (Chirkin, 2011, p. 56-57).

As the Russian researcher notes S.A. Sesareva, public law formation are special subjects of civil legal relations, which include the state represented by the Russian Federation as a federal state entity consisting of subjects of the Russian Federation, and municipal entities. Public law formations engage into civil relations on an equal footing with other entities (citizens and legal entities), but at the same time they have special legal capacity, in particular they acquire and dispose of property on special grounds, in addition to general ones, and can also own things are restricted or prohibited in circulation (Sesareva, 2020).

It is necessary to tell what is valid, besides legal personality, public law formation has such features as main act; competence, including responsibility and the rights to adopt legal acts and to impose taxes; territory; property; budget; capital or administrative center; name and official symbols. It is necessary to distinguish legal entities of state, administrative or municipal property at establishment in main acts and in civil relations. In the first case this subject is people, population or local community, and in the second – public formation can be proclaimed. For example, state, townships, towns, cities, and counties are specified in the legislation as those (Sztranyiczki, 2016, p. 118-119). As a rule, public formation has capital or administrative center, but at some formations it is absent, for example, narrow states or capitals having status of federation's subject.

Legal personality of public formation is its major property. The legislator always gives public formation with this property and all kinds of public formations belong to a sort of such phenomena as subject of legal relations. However, it is necessary to specify «to be a subject of legal relations» means only to have ability to enter them. Therefore anything and nobody can treat a sort of such phenomena as a legal entity or subject of legal relationship as ability is one of attributes. Also it is necessary to notice when public formation is called legal entity, often on a background the fact it is officials and bodies of public government (public administration and local government) ordered in structure and that the most important function of public formation – right ensuring. For example, according to Article 18 of the Constitution of the Russian Federation the rights and freedoms of man and citizen shall operate directly and determine the essence, meaning and implementation of laws, the activities of the legislative and executive authorities, local self-government and shall be ensured by the administration of justice. Therefore public formation is not only legal entity or local governments and also institute guarantying human rights, first of all the rights of citizens to participation in state power and local government and many other rights and freedoms ensured within municipal unit. Moreover, these rights out of public formation cannot be realized.

It is impossible to present public formation by not having potential to be a legal entity and being only a part of political construction. For example, municipality already in Ancient Rome was created as subject of relations which in the present are called civil which as notes the Polish researcher of B.W. Sitek, had more autonomy, than modern municipalities (Sitek, 2018, p. 127). Cities and towns won by Romans or other territory could perform before them duties and out of regularly existing rules, and only on the basis of particular instructions of officials on encumbrances (about monetary and other material contributions or enslavement of inhabitants, etc.), but development of Ancient Rome as the uniform state mechanism uniting the metropolis and colonies demanded to include the last in the civil relations in this state and to allocate attached cities with legal personality. In sphere of civil relations it became obvious legal personality of representatives of Roman municipalities and legal personality of municipalities are interconnected, but are not identical.

In modern Russia legal personality of public formation and legal personality of its bodies are also mutually depend on each other. On the one hand, public formation as phenomenon, ideal in terms of philosophy, cannot carry out any actions as legal entity without actions of people – bodies and officials. On the other hand, state and municipal bodies and officials or act as legal entities – representatives of state or municipality (for example, governor in relations with legal entities which exist out of state), or their legal personality is based they are recognized as a part of public formation, entering relations with its population or with other bodies and officials of this public formation. At the same time legal personality of public formation is not the sum of legal personality of all public bodies as neither particular bodies of public formation, nor all of them combined are legal entities of state or municipal property.

As it is a few scientific works about public formation, studying legal personality of public formation, it is necessary to address researches of legal personality of municipality and legal entity. Enquiring legal personality of municipality of O.I. Bakzhenov allocates the following elements: first, the general legal, indivisible on branch legal capacity as abstract ability to have subjective rights and duties, the including and abstract ability to carry out their (volatility), and, secondly, capacity as ability to carry out concrete rights and duties (set of intimate subjective rights and duties) (Bazhenova, 2010, p. 109-111). O.A. Yastrebov, studying structure of legal personality of legal entities, includes in it legal capacity and efficiency as which important element of tortivity which is subdivided into public (administrative and criminal) and civil acts. Capacity of potestar legal entities, according to this researcher, is subdivided into ability to exercise state power and tortivity (Yastrebov, 2010, p. 16). The scientist does not specify what he understands as the term «potestar legal entities», but as in Latin potestas is meant «by force, power», it is possible to draw a conclusion capacity of public formation having powers of authority includes also ability to carry out power.

One of aspects of legal personality of public formation is its ability to sign treaties, and not only civil. This property of public formation can be disclosed on the example of municipality. It is remarkable that, revealing the concept of the public contract in municipal law, researchers specify as sign of treaty of this type that on it municipalities (Semicheva, 2011, p. 9), but not local governments which signed contract assume obligations. Recently more and more questions are regulated by contracts in the sphere of public law or on the verge of public and private law. The Russian legislation allows the conclusion of treaties about:

formation of intermunicipal associations, establishment of companies and other intermunicipal organizations in order to pool finances, material and other resources for solution of issues of local importance according to federal laws and regulations of representative bodies of municipal units;

transfer by local governments of certain settlements which are a part of municipal district, to local governments of municipal district of implementation of a part of powers according to solution of issues of local importance at the expense of the interbudgetary transfers provided from budgets of these settlements in budget of municipal district according to the Budgetary Code of the Russian Federation;

transfer of settlements by local governments to municipal district which part specified settlements, in whole or in part powers on regulation of tariffs for connection to system of municipal infrastructure, tariffs of utility companies for connection, extra charges to tariffs for goods and services of utility companies, extra charges to the prices, tariffs for consumers are;

implementation of economic activity on improvement of territory, other economic activity directed to satisfaction of social household needs of citizens with bodies of territorial public self-government with use

of means of local budget. Besides, relationship of local governments with public authorities of territorial subject of the Russian Federation, enterprises and organizations, citizens and organizations representing other forms of local government can be a subject of municipal legal instrument. Unlike civil contracts relations in the field of management with participation of the municipal unit (Arbuzov, 2007, p. 37-38) can be a party to public municipal treaty. I.V. Babichev, N.M. Mironov and E.S. Shugrina provide data during a transition period of entry into force of the Federal Law of the Russian Federation «About the General Principles of the Organization of Local Self-Government in the Russian Federation» in full validity of nearly 80% of settlements in the territory of the country concluded treaties with municipal districts, having referred them for the decision a number of key issues of local importance, including budgetary matters (I.V. Babichev, N.M. Mironov, E.S. Shugrina, 2010, p. 625-626).

Unfortunately, some standards of the Russian legislation are formulated so that not clearly what local government has right to conclude treaties. Only in 2014 there was a norm according to which the order of the conclusion of treaties on transfer of implementation of powers by local governments on the solution of issues of local importance is defined by the charter of the municipal unit and (or) regulations of representative body of municipality (Paragraph 4 of Part 1 of Article 15 of the Federal Law of the Russian Federation «About the General Principles of the Organization of Local Government in the Russian Federation»). It is also necessary to note in this act there is no mechanism of an approval by representative body of the municipal formation of contracts signed by local governments. In the called law there has to be a norm according to which the listed contracts on behalf of municipal unit can be signed only by head of municipality or other representative in the order established by the legislation the person, and contracts should not come into force to publication of the act of representative body of the municipal unit which approved them. Other order can break special powers of representative body of municipal unit, for example on budget adoption. The contract signed by head of municipality can oblige the municipal formation to carry out expenses which are not provided by the municipal budget.

In the civil laws of Russia, the following specifics of responsibility of public legal formation are established:

1) the Russian Federation, subjects of the Russian Federation and municipalities are not liable for each other's obligations (Paragraph 4–5 of Article 126 of the Civil Code of the Russian Federation).

The only exceptions are cases when the relevant software has accepted a guarantee (surety) for the obligations of another software (Paragraph 6 of Article 126 of the Civil Code of the Russian Federation);

2) Public legal formations are not responsible for the obligations of legal entities created by them, unless otherwise provided by law (Paragraph 3 of Article 126 of the Civil Code of the Russian Federation). So, for example, according to Paragraph 2 of Article 7 of the Federal Law of November 14, 2002 № 161-ФЗ «On State and Municipal Unitary Enterprises», public legal formation is liable for the obligations of the state or municipal enterprise if the insolvency (bankruptcy) of such an enterprise is caused by the owner of its property (i.e. public legal formation).

In turn, the legal entities created by public legal formation are not liable for formation's obligations;

3) Public legal formation is liable for its obligations with its property, which belongs to it by right of ownership, with the exception of property:

- assigned to legal entities created by the public legal formation on the basis of economic management or operational management;

- property that can only be in state or municipal property (Clause 1, Article 126 of the Civil Code of the Russian Federation) (Sesareva, 2020).

Results. Legal science has not sufficiently studied the institution of public law formation. There is an uncertainty what public formation is and what its attributes are. Public law formation has such features as main act; competence, including responsibility and the rights to adopt legal acts and to impose taxes; territory; property; budget; capital or administrative center; name and official symbols.

The most important attribute of public formation is legal personality. «To be a subject of legal relations» means only to have ability to enter them. Therefore anything and nobody can treat a sort of such phenomena as a legal entity or subject of legal relationship as ability is one of attributes. When public formation is called legal entity, often on a background the fact it is officials and bodies of public government (public administration and local government) ordered in structure and that the most important function of public formation – right ensuring.

Legal personality of public formation and legal personality of its bodies are also mutually depend on each other. On the one hand, public formation as phenomenon, ideal in terms of philosophy, cannot carry out any actions as legal entity without actions of people – bodies and officials. On the other hand, state and municipal bodies and officials or act as legal entities – representatives of state or municipality (for example, governor in relations with legal entities which exist out of state), or their legal personality is based they are recognized as a part of public formation, entering relations with its population or with other bodies and officials of this public formation. At the same time legal personality of public formation is not the sum of legal personality of all public bodies as neither particular bodies of public formation, nor all of them combined are legal entities of state or municipal property.

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ЖАРИЯ-ҚҰҚЫҚТЫҚ БІЛІМ БЕРУДІҢ ҚҰҚЫҚ СУБЪЕКТІСІ

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ПРАВОСУБЪЕКТНОСТЬ ПУБЛИЧНО-ПРАВОВОГО ОБРАЗОВАНИЯ

Аннотация. В статье публично-правовое образование исследуется как организационно-правовое во- площение государства, а в публикации анализируется с использованием нормативных и системных методов, а также анализа и синтеза содержания российского законодательства и трудов ученых-правоведов.

Автор пришел к выводу, что «быть субъектом правоотношений» означает лишь иметь возможность вступать в них. Поэтому никто и ничто не может трактовать вид такого явления, как юридическое лицо или субъект правоотношения, поскольку способность является одним из атрибутов. Когда общественное образо- вание называют юридическим лицом, часто на фоне того, что это должностные лица и органы публичной власти (публичное управление и местное самоуправление) упорядочены в структуре и что важнейшая функция общественного образования – обеспечение права.

По мнению автора, правосубъектность общественного образования и правосубъектность его органов также взаимно зависят друг от друга. С одной стороны, общественное образование как явление, идеальное с точки зрения философии, не может осуществлять никаких действий как юридическое лицо без действий людей – органов и должностных лиц. С другой стороны, государственные и муниципальные органы и долж- ностные лица либо выступают в качестве юридических лиц – представителей государства или муниципаль- ного образования (например, губернатор в отношениях с юридическими лицами, которые существуют вне государства), либо их правосубъектность основана на том, что они признаются частью общественного обра- зования, вступая в отношения с его населением или с другими органами и должностными лицами этого общественного образования. При этом правосубъектность общественного образования не является суммой правосубъектности всех государственных органов, ни отдельные органы общественного образования, ни все они вместе взятые не являются юридическими лицами государственной или муниципальной собственности.

Ключевые слова: публично-правовое образование, Российская Федерация, субъект Российской Феде- рации, муниципальное образование, правосубъектность, юридическое лицо, юридическое лицо публичного права, органы государственной власти, органы местного самоуправления.

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PROTECTION OF THE RIGHT TO RESPECT FOR PRIVATE LIFE IN THE COURSE OF EDUCATIONAL ACTIVITIES IN THE PRACTICE OF THE EUROPEAN COURT OF HUMAN RIGHTS

Abstract. The development of digitalization processes and their implementation in educational activities, the establishment of certain legal and ethical requirements for its participants determine the importance of ensuring privacy, identifying and preventing the actions that can be considered as interference with it, and specifying the limits of admissibility of such interference. The purpose of the article is to identify, analyze and generalize the rulings of the European Court of Human Rights regarding the protection of the right to respect for private life in relation to educational activities. Conclusions were made about broad understanding of private life and interference with it by the European Court of Human Rights in the framework of educational activities. It was pointed out that its content includes questions related to the teacher's professional activity, the compliance of the participants in the educational activity with certain requirements for appearance and behavior, and control over their behavior using modern technologies. It was revealed that interference with private life in the course of educational activities is possible provided that certain criteria for its admissibility, connected with both moral attitudes of the subjects of such activities and with the developed international standards, are met.

Key words: private life, respect for private life, European Court of Human Rights, educational activities.

Introduction. «The globalization of education brought the questions about the use of information technologies and systems (ITS) in universities to the first place» [19, p. 155]. The development of digitalization processes involving all actors in education, the increasing importance of the electronic environment in the organization and implementation of educational activities, on the one hand, definitely simplify the organization and implementation of the learning process, however, on the other hand, they account for increasing relevance of ensuring privacy, defining the interference with it and the limits of its admissibility.

The problem of ensuring privacy can arise in the educational sphere also not in connection with the use of information technology and the learning process itself. For example, “when using certain psychological techniques, the right of a school student to privacy may be violated. Many questionnaires are aimed at revealing private aspects of life and relationships in a child's family as well as the status of their parents, etc.” [2].

Despite the objective practical need to develop some general approaches to ensure the inviolability of privacy in the course of learning activities, at a theoretical level, this problem has not almost been studied.

It seems that the standards established by the European Court of Human Rights (hereinafter referred to as “the ECHR”) as a result of interpretation and application of Article 8 of the Convention for the Protection of Human Rights and Fundamental Freedoms [3] (hereinafter also referred to as “the Convention”) are very useful for the formation and development of such approaches. It developed approaches to understanding private life and interference with it as well as the criteria for the admissibility of such interference.

Such general international standards for the protection of private life should be taken into account and implemented in specific states when carrying out educational activities in accordance with the assumed contractual obligations.

It should be noted that the protection of private life is quite in demand among citizens of the countries parties to the Convention for the Protection of Human Rights and Fundamental Freedoms. From 1959 to 2019, the European Court of Human Rights issued 1475 decisions connected with the violation of the right to respect for private and family life. The biggest number of violations was registered in Russia (220), Italy (170), Turkey (123), Poland (116), Romania (96) [24].

In modern science, quite a lot of attention is paid to the understanding of privacy and ensuring its inviolability, including protecting the right to respect for private and family life at the European Court of Human Rights [1; 5; 7; 18; 21]. However, there have been almost no research on the application of such international standards in educational activities. Certain aspects were analyzed, for example, in terms of assessing the legitimacy of medical students' participation in delivering healthcare services [22; 25].

Therefore, while preparing this article, priority was given to the study of the judgments issued by the European Court of Human Rights on complaints of violation of the right to respect for private and family life in the context of educational activities. The ECHR judgments featuring general provisions on the understanding of private life and the admissibility of interference with it were also used.

The purpose of the research is to identify, analyze and generalize the rulings of the European Court of Human Rights regarding the protection of the right to respect for private life in relation to educational activities.

Methods. To summarize and analyze the practice of the European Court of Human Rights in this domain, a dialectical method of cognition was used, as well as such scientific methods as logical, formal legal and other methods, provided that in general the systematic approach was observed.

Results. *The concept of private life and interference with it in the practice of the European Court of Human Rights in the context of educational activities.* According to the ECHR, private life is a broad concept incapable of exhaustive definition that includes a person's physical, psychological and moral integrity, privacy, as well as identity and autonomy [6, § 65, 70]. Based on this understanding of private life, its following aspects that relate to the implementation of educational activities can be identified.

First of all, the teaching activity itself is considered as one of the elements of a person's private life, since professional activity enables most people to develop relationships with the outside world [6, § 130-134].

That is why the cancellation of an internship abroad, which had been planned as a reward for winning the competition, due to the circumstances not related to the professional qualities of the teacher (for example, the traditions he adheres to in everyday life, his wife's clothes), was considered interference with private life [17, § 43-49].

Cancelling or amending the certificate of equivalence of foreign education documents giving the right to carry out teaching activities is also regarded as interference with private life, affecting a person's relationship with other people, resulting in negative consequences for the well-being of their family [16, § 34-37].

Specific aspects related to the implementation of educational activities include both issues that are "traditional" for education, which have been reinvented in terms of protecting privacy, and problems that have arisen in connection with the development of information and communication technologies and their increasing application in the educational process and in the administrative and managerial activities of the educational institution.

Such interference with private life includes, for example, the participation in or presence of students during the delivery of medical care, the obligation of parents to inform school administration about their religious and philosophical beliefs, the rules regarding the preferred appearance of the student, video surveillance in classrooms, and monitoring Internet access and correspondence.

The presence of medical students during the delivery of medical care can be considered as interference with private life, since one of the aspects of a person's private life is physical integrity, while "the human body is the most intimate aspect of private life, and medical intervention, even if it is of minor importance, constitutes an interference with this right" [11, § 40]. Healthcare and treatment are considered by the ECHR as components of the physical, psychological and moral integrity of a person [6, § 90-96], and information on human health as an element of confidentiality [6, § 169 -173]. Moreover, when it comes to the presence of students during labour, it is highlighted that "the right of choosing the circumstances of becoming a parent" is included in the concept of private life [11, § 39].

«The basis of the worldview, the attitude of the emerging person to reality are laid in the childhood, adolescence and youth» [23, p. 123]. The problem of obliging students' parents to provide school administration with detailed information about their religious and philosophical beliefs was raised in the case of *Folgere and Others v. Norway* in conjunction with Article 9 of the Convention for the Protection of Human Rights and Fundamental Freedoms, 1950 (freedom of thought, conscience and religion) and Article 2 of Protocol No.1 to it (the right to education). Parents of students who want to partially exempt their children from studying a subject, which includes the basics of Christianity, other religions and philosophies, could be forced to report on their religious and philosophical preferences according to the established procedure. This, in the opinion of the European Court of Human Rights, relates to the intimate aspects of private life and, therefore, can be considered as interference with it [10, § 98].

The student's appearance was studied, for example, in the Decision in the *Tiğ v. Turkey* Case [4], adopted on a complaint about a violation of the right to respect for private and family life related to the prohibition of wearing a beard at university. The court recognized the beard as belonging to an appearance that forms part of a person's private life (namely, such an element as identity and autonomy). But in this particular case, the complaint was declared inadmissible, since the measure of the university authorities was relatively limited in scope: the applicant was admitted to the university within a year after the issuance of the order prohibiting the wearing of a beard on his territory, and was able to complete his studies by shaving his beard.

Video surveillance in classrooms in terms of interference with private life was raised at the European Court of Human Rights in the case of *Antovic and Mirković v. Montenegro* [8]. The complaint was filed by professors of the University of Montenegro after video surveillance had been installed in the classrooms where they conducted classes, with recording being accessible to the faculty dean. When considering this case, the Court recalled that video surveillance of the employee at the workplace (hidden or not) is a significant interference with employee's personal life. With regard to video surveillance in the classroom, it was noted that, firstly, the classroom is the workplace of the teacher, where he is obliged to be present, and, secondly, the teachers not only teach students in the classroom, but also interact with them, developing relationships and constructing their social identity. Thus, proceeding from a wide understanding of private life in the practice of the ECHR, interference with private life was identified [8, § 44-45].

The issue of monitoring the correspondence and use of the Internet and, to a certain extent, the collection and storage of personal data obtained at the educational institution received coverage, for example, in the case of *Copland v. the United Kingdom* against a college employee. The commission of these actions by the deputy rector and other persons on his behalf was considered an interference with the right to respect for the employee's privacy [9, § 44].

Criteria for admissibility of interference with private life in the implementation of educational activities. The problem of building certain "boundaries" of private life, when the interference can be recognized as admissible, has several aspects. Of course, we are not talking about situations where a person voluntarily agrees to commit such an action. If such consent is not obtained, we can speak, on the one hand, about the moral criteria for the admissibility of such an interference in terms of certain ethical requirements that apply in educational activities, the development of a culture of relationships in the virtual digital environment in the field of education, and somewhere even about the need of such interference [20].

On the other hand, there are certain criteria that have been developed in the legal sphere on the basis of standards established in the practice of implementing international acts in the field of human rights protection, which are largely related to universal humanistic values.

According to paragraph 2, Article 8 of the Convention for the Protection of Human Rights and Fundamental Freedoms, they include: interference in compliance with the law, pursuing one or more of the legitimate goals specified in this article, the need for a democratic society to achieve these legitimate goals.

At the same time, within the first criterion, not only the existence of a legal norm, but also its quality is important [14, § 228-230], the opportunity to independently familiarize oneself with the text of a legal norm and be consulted if necessary [13, § 26].

For example, when assessing the legitimacy of the medical students' presence while delivering medical care, the guaranteed protection of the patient's private life, as well as the circumstances of presenting the information on the participation of students in assisting the patient are important.

Firstly, the volume of information about the alleged student participation stated in the notification is crucial. The patient should be informed not only about the intended participation of students in delivering a certain procedure, but also about the actual volume and extent of such participation.

Secondly, the patient must have a real choice whether to agree to or refuse the participation of students in the delivery of medical care, as well as the possible alternatives in case of refusal.

Thirdly, the information on the intended participation of students should be provided to the patient in advance.

Fourth, the patient's condition should allow for an informed decision on this issue [11, § 46-48].

In the case of *Antovic and Mirković v. Montenegro*, it was acknowledged that the video surveillance introduced in classrooms did not comply with the conditions for its organization, as provided for in the national Law on the Protection of Personal Data, including, for example, a threat to the safety of people and property in the classroom [8, § 11, 56-60].

The second criterion of admissibility of interference with private life – the focus on achieving one or more legitimate goals – the compliance of the interference objectives with the list specified in paragraph 2 Article 8 of the Convention for the Protection of Human Rights and Fundamental Freedoms is assessed: interests of national security and public order, economic welfare of the country, preventing unrests or crime, protecting health or morals, or protecting the rights and freedoms of others.

Thus, the regulation of access to the profession of a teacher in terms of establishing certain requirements for the educational background of the applicant is aimed at ensuring a high level of teaching in schools and may be related to the goals of protecting public order together with the rights and freedoms of others (students) [16, § 44-45].

In the above-mentioned Decision in the case of *Antovic and Mirković v. Montenegro*, the ECHR indicated that monitoring the teaching process is not such a legitimate goal [8, § 59].

Finally, state interference must be necessary in a democratic society, correspond to an urgent social need, be proportionate to the legitimate goal pursued [15, § 116]. States are vested with the margin of appreciation, which, however, has certain limits, taking into account several factors: the circumstances of a particular case, the nature of the affected sphere of public relations, the presence or absence of consensus among the Council of Europe member states either on the importance of the interest raised in the case, or regarding the best means for its defense [12, § 108-111].

For example, "the monitoring of an employee's telephone, e-mail or Internet usage at the place of work may be considered "necessary in a democratic society" in certain situations in pursuit of a legitimate aim" [9, § 48].

The decision not to send a competitively selected teacher to work abroad only for reasons related to his private life may be prescribed by law and may pursue a legitimate goal, but is not necessary in a democratic society [17, § 48].

Conclusions. Educational activity cannot be carried out without following certain rules of conduct, including, among other things, privacy. The international standards for the protection of private life, implemented in the course of educational activities within the framework of contractual obligations between states, occupy an important place among such rules.

The ECHR is constantly introducing new aspects in its understanding of private life, also those related to educational activities. On the one hand, the teacher's professional activity itself is already considered as an element of private life, and, on the other hand, it includes other issues both "traditional" for education, and those arising in connection with the development of information and communication technologies, for example, following certain requirements for appearance and behavior by participants of the educational process, control over their behavior using modern technologies.

The impossibility of maintaining complete and unconditional privacy in the implementation of educational activities in modern society accounted for the need to develop certain criteria for the admissibility of such interference, both ethical and legal. The general approaches to the admissibility of interference with the right to respect for private and family life, established in the practice of the ECHR on

the basis of the Convention for the Protection of Human Rights and Fundamental Freedoms standards, are also largely based on common moral guidelines and humanistic values. They are also used in educational activities, allowing such interference, provided that it is carried out in accordance with the law, legitimate goals, and, if necessary, in a democratic society.

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**АДАМ ҚҰҚЫҚТАРЫ ЖӨНІНДЕГІ ЕУРОПАЛЫҚ СОТ ПРАКТИКАСЫНДА
БІЛІМ БЕРУ ҚЫЗМЕТІН ЖҮЗЕГЕ АСЫРУ КЕЗІНДЕ
ЖЕКЕ ӨМІРДІ ҚҰРМЕТТЕУ ҚҰҚЫҒЫН ҚОРҒАУ**

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**ЗАЩИТА ПРАВА НА УВАЖЕНИЕ ЧАСТНОЙ ЖИЗНИ
ПРИ ОСУЩЕСТВЛЕНИИ ОБРАЗОВАТЕЛЬНОЙ ДЕЯТЕЛЬНОСТИ
В ПРАКТИКЕ ЕВРОПЕЙСКОГО СУДА ПО ПРАВАМ ЧЕЛОВЕКА**

Аннотация. Развитие процессов цифровизации и их внедрение в образовательную деятельность, установление определенных правовых и этических требований к ее участникам определяют важность обеспечения неприкосновенности частной жизни, выявления и предупреждения действий, которые могут рассматриваться как вмешательство в нее, и уточнения пределов допустимости такого вмешательства. Целью статьи является выявление, анализ и обобщение постановлений Европейского Суда по правам человека относительно защиты права на уважение частной жизни в связи с образовательной деятельностью. Были сделаны выводы о широком понимании частной жизни и вмешательстве в нее Европейского Суда по правам человека в рамках образовательной деятельности. Было отмечено, что его содержание включает вопросы, связанные с профессиональной деятельностью педагога, соответствием участников образовательной деятельности определенным требованиям к внешнему виду и поведению, а также контролем за их поведением с использованием современных технологий. Выявлено, что вмешательство в частную жизнь в процессе образовательной деятельности возможно при условии соблюдения определенных критериев ее допустимости, связанных как с нравственными установками субъектов такой деятельности, так и с разработанными международными стандартами.

Ключевые слова: частная жизнь, уважение частной жизни, Европейский суд по правам человека, образовательная деятельность.

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О НАУЧНОМ ОТКРЫТИИ «ЗАКОНА СОХРАНЕНИЯ И РАЗВИТИЯ ЭТНОСОВ ПОСРЕДСТВОМ СПАСИТЕЛЬНОЙ ГАРМОНИИ НА ИСТИННО-ДУХОВНОЙ ОСНОВЕ»

Аннотация. В статье освещается научное открытие автора. При этом используется категория о дуальности мира «Гармония-дисгармония», который и духовен, и материален одновременно. Придается особое значение духовно-ориентированному мировоззрению.

Цель жизни человека в нашей земной жизни задана нашим Творцом и заключается в успешном прохождении испытаний на вероисповедание в земной жизни. Это позволяет человеку надеяться на вечную жизнь.

Понятие Гармонии имеет огромное методологическое значение для гуманитарной науки. Приводится сравнительный анализ двух форм жизни индивидов и социумов. Излагается роль спасительной Гармонии, ее законы, включая данный, вновь открытый.

Гармония означает сущностную связь, соразмерность, соответствие, единство различных сфер общества непременно на основе истинной духовности и нравственности. Парадигма Гармонии есть системное совмещение демоэтики «D» как основной сферы с тремя другими сферами общества (демографией «D», демократией «D» и демоэкономикой «D») по формуле «D + 3D». Отсутствие или отставание одной из этих сфер означает дисгармонию, особенно пагубны бездуховность и безнравственность. В Гармонии действует экономический Закон доминантного возвышения истинных духовных потребностей над разумными материальными и нематериальными потребностями и желаниями индивидов.

Ключевые слова: духовное, материальное, сохранение, развитие, этносы, спасительная Гармония, дисгармония, парадигма, закон, мировоззрение, демоэтика, демография, демократия, демоэкономика.

Настоящая статья представляет собой продолжение предыдущих исследований автора с тем, чтобы довести их до логического итога в виде открытия нового Закона сохранения и развития этносов посредством спасительной Гармонии на истинно-духовной основе. По этой причине в ней широко используются наши предыдущие публикации [1–9].

Новый Закон был впервые открыт в науке при изучении Божественных Заповедей. О том, что Вселенная создана Единым Творцом, наука давно признала. Данный вывод открывает широкую дорогу ученым глубже познавать окружающий мир и общество, развивать все сферы жизни людей. Важнейшее значение для гуманитарной науки имеет познание отпавного положения, что цель жизни человека, для чего люди были сотворены и с каким смыслом жизни они пришли в этот мир, задана Творцом в священной книге «Коран». Земная жизнь дана для испытаний каждого человека. И наука должна руководствоваться этим положением.

Отпавное методологическое значение имеет использование категории о дуальности мира. В обществе дуальностей много. Они есть везде. Одна из них та, которая понимается с античности до наших дней как существование материального и духовного.

Принципиальное значение имеет духовность человека или ее отсутствие. Духовность – это, понятно, вероисповедание. Поэтому люди делятся в обществе на верующих или не верующих, или сомневающих, или не определившихся. Вера в Единого Бога, служение ему составляют смысл

жизни верующих людей, образующих мир Гармонии, где духовное доминантно возвышается над материальным. Это закон их жизни. Увы, многие корифеи науки, которые были материалистами, на это не обращали внимания, ограничившись материальными благами для людей.

В наших исследованиях мы учли односторонность материалистического подхода к обществу, дополнили изучением духовности людей. Тем самым мы исходим из дуальности мира. Он и духовен, и материален одновременно, дуальность мира – это «Гармония – дисгармония». Если человек своей целью жизни избирает духовное совершенствование, т.е. признание Единого Бога и жизнь по его Заповедям, то он по своему выбору входит в мир Гармонии, а если он отдает приоритет материальным благам, возвышает их над духовностью, то он оказывается в мире дисгармонии.

В современных условиях актуальной задачей ученых стало изучение особенностей и стадий развития рассматриваемой дуальности, ее изучение требует синтеза духовных, в частности, Исламской доктрины как основы жизни человека с современными научными знаниями, к примеру, теорией метасистемного анализа. Известно, что Ислам всегда считал религию и науку сестрами-близнецами [3]. Существенное методологическое значение имеет отношение индивидов и социумов в целом к духовному и материальному, определение того, что из них является главным, наиболее важным, т.е. целью жизни человека. Обе противоположности не могут одновременно быть целевыми установками, выбор здесь неизбежен.

Как следует из духовных знаний, в частности, Исламской доктрины, цель жизни у каждого человека изначально одна – духовное совершенствование. В процессе жизнедеятельности она у одних в результате воспитания сохраняется, реализуется, составляя основу Гармонии; у других – напротив, она остается недостигнутой, «забытой» и роль целевой установки переходит к потреблению материальных благ – к условиям существования человека. Такая подмена цели жизни средствами ее достижения, у тех, которых называют заблудшими, как показывает история человечества, приводит к роковым последствиям [10]. Вспомним о народах, исчезнувших из-за неверия в Единого Творца. Увы, этот процесс происходит и в нашей современности!

В результате малая величина – короткая, ближняя жизнь, оказывается у заблудшего больше, чем бесконечность (вечная, дальняя жизнь). Такова астрономическая цена незнания и неверия в Творца, стремления к счастливой короткой жизни на Земле, под которой понимается, главным образом, накопление материальных благ и денег по принципу «здесь и сейчас». При этом, как можно понять из Исламской доктрины, заблудший добровольно готовит сам себя к вечным мукам, лишая вечного счастья во второй жизни. Совокупность подобных заблудших, неверующих людей, в основном, образует мир дисгармонии.

Итак, из исходной дуальности «духовное - материальное» образуется производная дуальность «Гармония - дисгармония». Слово «Гармония» в нашем понимании, для отличия от других ее толкований, мы пишем с большой буквы.

Истина познается полнее в сравнении явлений. Поэтому ниже приводится сравнительный анализ двух форм жизни индивидов и социумов в целом [10].

Сравнение особенностей дуальности
«Гармония-дисгармония»

Вопросы сравнения	Социально-экономическая дуальность	
	Гармония «G»	Дисгармония «D»
I. Мировоззрение	Духовно-ориентированное. Цель жизни человека задана единым Творцом и заключается в успешном прохождении испытаний на вероисповедание в земной жизни. Это позволяет человеку надеяться на вечную жизнь в раю.	Материалистическое. Цель жизни определяет сам человек и заключается в материальном обогащении и получении удовольствий от различных развлечений.
II. Определения категорий	Означает сущностную связь, соразмерность, соответствие, единство различных сфер общества непременно на основе истинной духовности и нравственности.	Означает нарушение сущностной связи, соразмерности, соответствия, единства различных сфер общества, отсутствие или недостаток его духовно-нравственной основы.

<p>III. Парадигма</p>	<p>Гармония есть системное совмещение демоэтики «D» как основной сферы с тремя другими сферами общества (демографией «D», демократией «D» и демоэкономикой «D») по формуле «D + 3D». Отсутствие или отставание одной из этих сфер означает дисгармонию, особенно пагубны бездуховность и безнравственность.</p>	
<p>IV. Законы дуальности в социуме</p>	<p>Закон доминантного возвышения истинных духовных потребностей над разумными материальными и нематериальными потребностями и желаниями индивидов.</p>	<p>Закон деструктивного возвышения материальных и нематериальных потребностей и желаний над истинными духовными потребностями индивидов.</p>
<p>Закон взаимного ограничения Гармонии и дисгармонии</p>		
<p>V. Особенности сферы демоэтики</p>	<p>Истинная религия и связанная с ней нравственность составляют основу формирования и развития Гармонии, духовное совершенствование является целью жизни индивидов, главным условием сохранения и устойчивого развития цивилизаций. При этом человек ощущает себя счастливым. Его девиз: «Не в деньгах счастье, а в духовности». Материальное положение народа на уровне умеренного потребления. Развитие образования, науки, языка, культуры, литературы, искусства синтезировано с господствующей истинной религией, высокой нравственностью. Дозволенное и запретное в жизни социума находятся в полном соответствии с Вероуставом Творца.</p>	<p>Отсутствие или существенное снижение роли религии, материальные блага рассматриваются как цель жизни человека, что породило идеологию нескончаемого потребительства. Девиз: «Деньги решают все». Развитие образования, науки, языка, культуры, литературы, искусства во многом необходимо для достижения материального обогащения и получения сиюминутных удовольствий. Большие риски морально-нравственной деградации личности и этноса в целом, вследствие чего возникла угроза исчезновения цивилизаций и народов, что в истории человечества было неоднократно. Увы, это происходит и в современных условиях. Дозволенное и запретное в жизни социума не соответствуют Вероуставу Творца.</p>
<p>VI. Особенности сферы демографии</p>	<p>Кризисные явления отсутствуют, расширенное воспроизводство населения за счет достаточной рождаемости, снижение заболеваемости и смертности населения, искусственного прерывания рождения не происходит, миграционные процессы возможны по природно-климатическим, семейно-родственным причинам.</p>	<p>Глубокие кризисы вследствие снижения рождаемости, старения и сокращения этносов, угроза исчезновения цивилизации, тренд которого уже начался и усиливается, массовые миграции населения из зон военно-политических, вооруженных и идеологических, межэтнических и межконфессиональных конфликтов, экономических кризисов, катаклизмов.</p>
<p>VII. Особенности сферы демократии</p>	<p>Политические процессы в условиях развитости истинной духовности, гармоничное сочетание свобод и ответственности граждан, дозволенного и запретного, межэтническое и межконфессиональное согласие, политическая модернизация, сильные институты гражданского общества. Развитие межкультурных коммуникаций, взаимопонимание и миролюбие, консолидация усилий прогрессивных сил в различных странах мира для избежания угрозы Третьей мировой войны, с применением ядерного оружия. Агрессивные военные конфликты исключаются в силу торжества высокой духовно-нравственной основы государства и общества. Наведение мостов между Востоком и Западом, между всеми континентами. Диалог и сотрудничество между государствами.</p>	<p>Демократия представляет, несомненно, главную ценность многих государств, однако она порою приобретает форму вседозволенности. При отсутствии высокой духовно-нравственной основы чрезмерная либерализация образа жизни, прав и свобод людей несет в себе большие риски деградации личности (алкоголизм, табакокурение, наркомания, азартные игры, распушенность, аборт, однополые браки, падение роли брака и семьи и др.), создает угрозу исчезновения этносов, их цивилизаций. Политическая модернизация не имеет истинной духовно-нравственной основы, органы власти и управления подвержены коррупции. Политика гегемонизма, захвата чужих территорий, военно-политические конфликты, стремление распространять демократию по странам мира переросло свои пределы, что породило теорию и практику управляемого хаоса, чреватого конфликтами. Образование повторяющегося замкнутого круга «агрессия - ее отражение» с глобализацией террора, конфронтация стран по политическим системам, усиление реальной угрозы Третьей мировой войны.</p>

<p>VIII. Особенности сферы демо-экономики</p>	<p>Сочетание коллективистского («это наше») и индивидуалистского («это мое») начал, гуманизм в поведении индивидов составляют преимущества гармоничной экономики.</p> <p>Активная экономическая деятельность гармонично совмещается с духовными ценностями, включая важнейшие - религия, семья, репродукция и воспитание человека, защита природы, социальные связи.</p> <p>Экономические решения индивидом принимаются на основе ограниченного экономического рационализма с учетом влияния неэкономических факторов (религия, идеология, политика, менталитет народа, мораль, культура и др.), т.е. в широком культурно-духовном формате.</p> <p>Она обеспечивает стабильное развитие, расширенное воспроизводство ВВП с достаточными темпами, формирование и развитие гармоничной национальной экономики по исламской экономической модели и финансам, включая совмещение инвестиций с беспроцентными кредитами, умеренная неравномерность в распределении национального дохода, стимулирование государством развития малого и среднего бизнеса, отсутствие безработицы, нищеты и бездомности, продовольственная безопасность, достаточно высокая инновационность развития, образование доходов исключительно за счет труда и социальных выплат с исключением теневого бизнеса, коррупции, кредитов с процентами, валютных спекулятивных операций, аренда земли с распределением фактического урожая или другой продукции (издолящина) между экономическими субъектами-партнерами, развитие благотворительности в бизнесе и в социуме в целом и материальная помощь бедным от богатых, установление партнерских отношений в бизнесе, государственно-частное предпринимательство, корпоративные отношения, развитие халал-индустрии, исключение вредных для здоровья людей товаров и услуг.</p> <p>Развитие «зеленой» экономики не по принуждению, а по побуждению, что обеспечивает надежную защиту окружающей среды.</p> <p>Разумность материальных потребностей исключает расточительство в использовании всех видов ресурсов, усиливает демонетизацию в жизни людей.</p>	<p>Чрезмерный эгоизм («это мое») в поведении индивидов господствует.</p> <p>С одной стороны, развитый дух предприимчивости, инициативности и свободы деятельности «человека экономического», склонность к риску, нацеленность на инновации и получение высокой прибыли.</p> <p>С другой стороны, односторонний рационализм при принятии экономических решений.</p> <p>При этом активная экономическая деятельность преобладает над важнейшими духовными ценностями, такими, как религия, семья, репродукция и нравственное воспитание человека, защита природы, социальные связи, что приводит к старению населения и социальной отчужденности, техногенным катаклизмам.</p> <p>Прекращение экономической деятельности при крайне ограниченной духовной жизни, в основном, в рамках собственного микромира индивида чревато одиночеством, глубоким морально-психологическим кризисом (депрессией) личности.</p> <p>Существующим экономическим моделям присущи высокая нестабильность, волатильность, несправедливость. Использование инноваций, человеческого капитала, природных ресурсов и других благоприятных условий и факторов для развития порою нездоровой конкуренции и монополизма.</p> <p>Односторонняя целевая установка – материальное обогащение, построение общества потребления, гипертрофированная роль денег вплоть до превращения их в товар и в критерий счастья человека, чрезмерная поляризация социальных групп и регионов по размерам доходов без духовно-нравственной основы, что чревато, в конечном счете, исчезновением этносов и их цивилизаций, высокий уровень безработицы и бедности. Перманентные финансово-экономические кризисы и высокая инфляция, социальные конфликты, спекулятивный и теневой бизнес, сокрытие доходов, уход от налогов, коррупция, производство вредных для людей товаров и услуг, загрязнение окружающей природной среды и учащение экологических катаклизмов, стремление к получению чрезмерной прибыли, монополия ТНК, аферы и финансовые пирамиды, процентомания как социальная болезнь, высокая кредитозависимость, кредиты с процентами, аренда земель и имущества с твердой денежной платой независимо от фактических результатов бизнеса, «мыльные пузыри», большой разрыв между реальным и финансовым секторами, рост суверенных долгов и угроза дефолта государств и компаний. Рост стоимости жизни при сверхпотреблении товаров и услуг, прежде всего, вредных для здоровья людей.</p> <p>Опасность разрушения генофонда наций и природной среды, «зеленая экономика» возможна лишь по принуждению в силу наивысших угроз природных катаклизмов, что недостаточно для сохранения цивилизации.</p>
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О Б Щ И Е В Ы В О Д Ы	
Гармония спасет мир, она набирает силу. В ней действует вновь открытый научный Закон сохранения и развития этносов посредством спасительной Гармонии на истинно-духовной основе.	Дисгармония разрушает мир. Данный процесс происходил в истории и происходит в современности.
<small>*Систематизировано автором по результатам собственных исследований, опубликованных в печати (с дополнениями).</small>	

Человечество стоит перед дилеммой – в погоне за материальным богатством любой ценой (войны, террор, коррупция, финансовые пирамиды и сферы, спекуляция, наркотрафик и т.п.) продолжать идти дальше по пути голого рационализма, не базирующегося на прочной духовности и нравственности, т.е., в сущности, это падение в пропасть. Или мир повернется в сторону движения к спасительной Гармонии, которая начала оказывать влияние на жизнь миллиардов людей на нашей Земле.

Урок очевиден – необходим переход на путь современной эволюции общества к Гармонии во всем от индивида до социума на основе истинной духовности и нравственности. Другой разумной альтернативы, очевидно, не существует.

Подытоживая вышесказанное, хотелось бы подчеркнуть: Гармония олицетворяет, словно грани бриллианта, свет и красоту, доброту и мир, любовь и дружбу, благополучную семью и детей, духовное богатство и материальное состояние, т.е. вечное счастье человека в обеих жизнях.

Наша общечеловеческая надежда: **«Гармония спасет мир!»**

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«ШЫНАЙЫ РУХАНИ НЕГІЗІНДЕ ГАРМОНИЯ АРҚЫЛЫ ЭТНОСТАРДЫ САҚТАУ ЖӘНЕ ДАМЫТУ ЗАҢЫН АШУ»

Аннотация. Мақалада автордың ашқан ғылыми жаңалықтары ерекше көрсетілген. Мұнда әлемнің екі жақтылығы «Гармония-дисгармония» категориясы қолданылады. Әлем әрі рухани және материалдық құндылықтардан құралады. Адамның осы өмірдегі мақсатын Жаратушымыз белгіледі, ол сынақтардан сәтті өтуден тұрады. Бұл адамға жұмақта мәңгі өмір сүруге үміттенуге мүмкіндік береді.

Гармония тұжырымдамасының гуманитарлық ғылымдар үшін орасан зор маңызы бар. Жеке адамдар мен қоғамның «Гармония-дисгармония» дуалды өміріне салыстырмалы талдау жасалған. Сақтау Гармониясының рөлі анықталды, оның заңы жаңадан ашылды.

Гармония дегеніміз - шынайы руханилық пен адамгершілік негізінде қоғамның әр түрлі салаларының өзара байланысы, сәйкестігі, бірлігі. Гармония парадигмасы - бұл демоэтикасын «D», «D + 3D» формуласы бойынша қоғамның басқа үш сферасымен (демография «D», демократия «D» және демоэкономика «D») негізгі сала ретінде жүйелі түрде үйлестіру. Осы салалардың біреуінің болмауы немесе артта қалуы дисгармонияны, шынайы руханилық пен әдептіліктің жетіспеушілігін білдіреді. Гармонияда нақты рухани қажеттіліктерді жеке адамдардың рациональды материалдық және материалдық емес қажеттіліктерін үстемдік етудің экономикалық заңы бар.

Түйін сөздер: рухани, материалдық, сақтау, даму, этникалық топтар, сақтау Гармониясы, дисгармония, парадигма, заң, дүниетаным, демоэтика, демография, демократия, демоэкономика.

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ON THE DISCOVERY OF THE "LAW OF PRESERVATION AND DEVELOPMENT OF ETHNOS BY MEANS OF SAVING HARMONY ON A TRUE SPIRITUAL BASIS"

Abstract. The article highlights the scientific discovery of the author. In this case, the category of the duality of the world "Harmony-disharmony" is used, which is both spiritual and material at the same time. Spiritually oriented worldview is given special attention.

The purpose of a person's life in our earthly life is set by our Creator and consists in successfully passing the tests for confession in earthly life. This allows a person to hope for eternal life in paradise.

The concept of Harmony has tremendous methodological significance for humanities. A comparative analysis of two forms of life of individuals and societies is given. The role of saving Harmony, its laws is stated, including the newly discovered one.

Harmony means an essential connection, dimensionality, conformity, unity of various spheres of society, without fail on the basis of true spirituality and morality. The paradigm of Harmony is a systemic combination of demoethics "D" as the main sphere with three other spheres of society (demography "D", democracy "D" and demoeconomics "D") according to the formula "D + 3D". The absence or lagging behind of one of these spheres means disharmony, lack of spirituality and immorality are especially pernicious. In Harmony, there is an economic Law of dominant elevation of true spiritual needs over reasonable material and non-material needs and desires of individuals.

Key words: spiritual, material, conservation, development, ethnic groups, salvific harmony, disharmony, paradigm, law, worldview, demoethics, demography, democracy, demoeconomics.

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CORRELATION BETWEEN SELF-ESTEEM AND STATE ANXIETY IN PROFESSIONAL SELF-DETERMINATION FORMATION

Abstract. The study focuses on professional self-determination formation in high school students as a correlation between their anxiety and self-esteem is considered to be highly important in the study of human resources. The purpose of the study is to determine on the basis of theoretical arguments a correlation between self-esteem and state anxiety in students in the process of professional self-determination and prove it with an experiment.

The study was conducted in Kuzino State School 36 of the Sverdlovsk Region. The study was carried out in three stages: desktop analysis, experimental research, and data analysis. The research comprised empirical methods in the form of an ascertaining experiment and testing, statistical and mathematical methods in the form of Spearman's rank correlation coefficient, and three techniques: the Dembo-Rubinstein technique for self-esteem evaluation modified by A.M. Prikhozhan, the Kazantseva technique for general self-esteem assessment, and the State-Trait Anxiety Inventory, developed by C.D. Spielberger and modified by Yu.L. Khanin.

The research on self-esteem of students in the process of professional self-determination showed the following findings. Based on the Dembo-Rubinstein technique, average self-esteem prevails among study subjects (67%); moreover, the Kazantseva technique demonstrated the prevalence of average self-esteem among high school students as well (63%). The State-Trait Anxiety Inventory also showed that most of the subjects (68%) had an average level of anxiety.

In the study, experiments were performed and levels of self-esteem and state anxiety in professional self-determination formation were determined; a correlation between self-esteem and state anxiety was proven. Study findings demonstrated that most students had average self-esteem and average state anxiety. Thus, according to Spearman's rank correlation coefficient, there is indeed a correlation between self-esteem and state anxiety in students in the process of professional self-determination.

Keywords: self-esteem, state anxiety, high school students, professional self-determination, identity, behaviour.

Introduction. Modernization of the educational system forces students to adapt to a modified learning environment. However, it is highly difficult to provide students with systematic and qualified counselling support, therefore many children fail to adapt to new educational processes successfully and become more anxious [1-3].

High anxiety in students in the process of professional self-determination can be caused by poor emotional stability and lack of experience in making professional choices, which results in self-doubt and insecurity [4-7]. Many researchers dedicated their studies to this issue in psychology and pedagogy, among them are works on:

- various types of fears and phobias [8-10];
- individual characteristics, such as temperaments and personality types; nervous system properties;
- individual differences in behavioural pattern; efficiency of an activity based on a person's individual characteristics; correlations between one's individual characteristics and a predisposition to different diseases [11];
- typical patterns of the establishment of one's motivational sphere in development and various types of behaviour and activity, as well as a lack of motivation in pathology [12, 13];
- psychology of creativity, imagination and genius [14];
- physiological, psychological and social differences in people of different sexes and genders [15, 16];

- aggressive behaviour, vandalism and violence in modern society [17, 18];
- crisis of confidence, that also results in trust being one of the highest values in society [19];
- jealousy, hostility, vanity, pridefulness and ambition in modern society [20, 21];
- communication, interpersonal relationships and love [22];
- helping behaviour, personal characteristics that contribute to or hinder such behaviour (altruism, egoism, others) and helping occupations [23, 24];
- an analysis on the structure of the emotional sphere and its components, such as emotions, the emotional background, emotion-related personality traits, feelings and emotional types [25].

These and many other works were used as a theoretical basis for the research.

Self-esteem determines the value that a person places on themselves as well as on certain aspects of their personality, work and behaviour. It also serves as a relatively stable structural entity of self-awareness and as a component of self-concept. Anxiety has an adverse effect on the personality development in general and, in particular, impacts many areas of human activity, such as communication, personal behaviour and work. It also affects mental and physical health of an individual.

Anxiety as a personality trait and anxiety as a state seem to be co-existing, as trait anxiety is often exhibited through state anxiety occurrences. Therefore, anxiety can be considered to be a systemic phenomenon.

The described-above age group can be seen as the transitional period in one's development that is associated with radical changes in all previously established primary anatomic, psychological and physical characteristics of a person, as well as with development of the foundations for conscious behaviour patterns and establishment of moral values and social attitudes. It should be noted that it is during adolescence that anxiety emerges and gets established as a permanent personality trait due to one's need to be treated in an adequate and proper way. Inner conflicts, which indicate errors in self-concept and self-perception, continue to play a central role in the said process. Moreover, with time, one's anxiety may expand by absorbing those elements of self that are of the greatest importance at each particular stage of development.

Materials and methods. The study on a correlation between self-esteem and state anxiety in high school students was conducted in Kuzino State School 36 of the Sverdlovsk Region. The study comprised 19 students of the 10th grade.

The study was conducted in three stages:

1. Desktop analysis included the choosing of a research topic, specification of a research area and a subject, a statement of a hypothesis, an analysis of literature on psychology and pedagogy, selection of study subjects, selection of research methods and techniques, and development of a research programme.

2. The conducting of an experiment stage involved realisation of the research programme and observation of subjects before and after its realisation based on three techniques: the Dembo-Rubinstein technique for self-esteem evaluation modified by A.M. Prikhozhan, the Kazantseva technique for general self-esteem assessment, and the State-Trait Anxiety Inventory, developed by C.D. Spielberger and modified by Yu.L. Khanin.

3. Data analysis included the analysing and the interpreting of the findings, the drawing of conclusion, and the making of recommendations.

In order to fulfil the outlined objectives, the following methods were used [26, 27]: an ascertaining and an educational experiments, observation and testing.

Findings and discussion. In the study, findings were obtained with the use of three techniques: the Dembo-Rubinstein technique for self-esteem evaluation modified by A.M. Prikhozhan, the Kazantseva technique for general self-esteem assessment, and the State-Trait Anxiety Inventory, developed by C.D. Spielberger and modified by Yu.L. Khanin.

Figure 1 shows the findings obtained with the use of the Dembo-Rubinstein technique modified by A.M. Prikhozhan.

The Dembo-Rubinstein technique modified by A.M. Prikhozhan showed that only 2 students (11%) had very high self-esteem. Such individuals believe they are better and more important than other people; they often bite off more than they can chew, which results in stress and subsequently in a neurosis. When failing, they believe it is due to other people's actions targeted at them or because of disadvantageous circumstances that cannot be changed. They refuse to acknowledge that their failures are caused by their

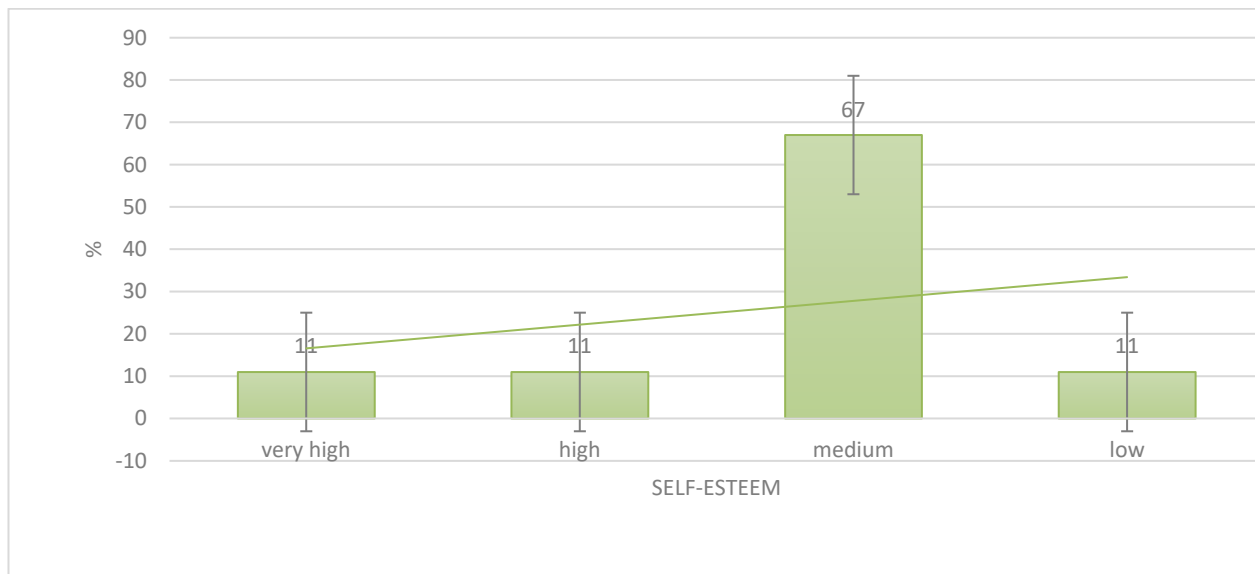


Figure 1 – Findings obtained with the use of the Dembo-Rubinstein technique modified by A.M. Prikhozhan

own mistakes, lack of knowledge or skills, and inadequate behaviour. These findings are supported by other studies [28-29].

The study revealed that 2 students (11%) had high self-esteem. Such individuals idealize their image and talents and overestimate their value to others. It is rather difficult for them to establish good relationships with other people and treat them as equals.

13 students (67%) had average self-esteem. Such individuals display flexibility, leadership and adaptability to new conditions. Proper and adequate self-esteem allows individuals to correctly evaluate their opportunities and skills, be rather critical of themselves, acknowledge their failures and achievements and set attainable and realistic objectives.

2 students (11%) had low self-esteem. Such individuals tend to undervalue themselves. Low self-esteem is a sign of unsuccessful and poor personality development.

Thus, according to the Dembo-Rubinstein technique, average self-esteem prevails in teenagers.

Figure 2 shows the findings obtained with the use of the Kazantseva technique for general self-esteem assessment.

The research on self-esteem demonstrated the prevalence of average self-esteem as it was found in 12 students (63%). Such individuals rarely display inferiority complex and seldom change their opinions to blend in with others. Adequately average self-esteem allows a teenager to enjoy flexibility, leadership and adaptability to new conditions. With proper and adequate self-esteem, a teenager is able to correctly

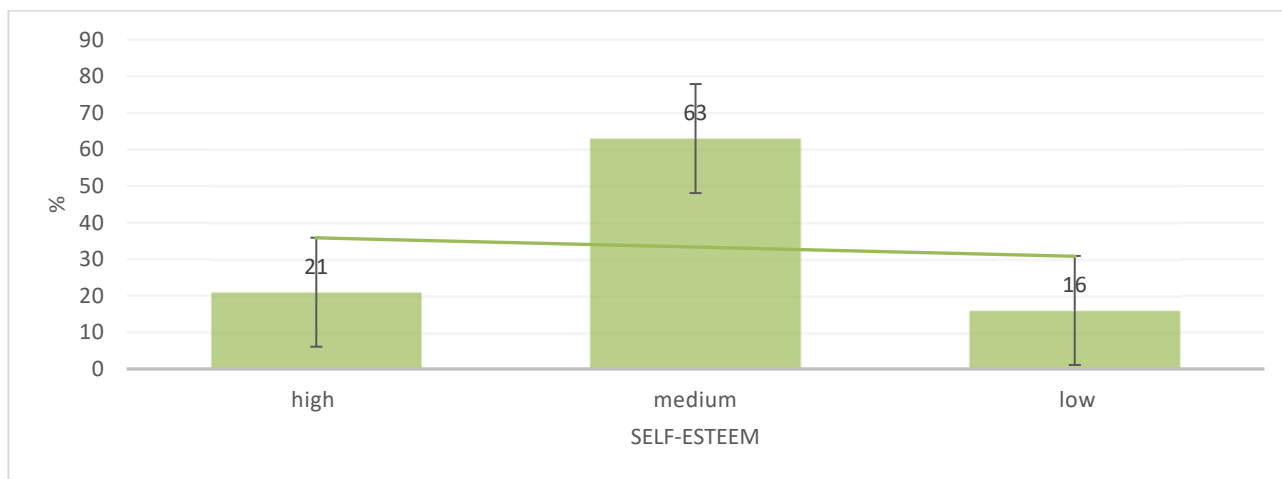


Figure 2 – Findings obtained with the use of the Kazantseva technique

evaluate their opportunities and skills, be rather critical of themselves, acknowledge their failures and achievements and set attainable and realistic objectives.

3 students (16%) had low self-esteem. Such individuals cannot take criticism well, often tend to change their opinions to blend in with others, and display inferiority complex. Low self-esteem is seen as a sign of undervaluing oneself and may indicate rather poor personality development.

High self-esteem was found in 4 students (21%). Such individuals are not subject to inferiority complex, are able to take criticism well and rarely doubt their own decisions.

Thus, the Kazantseva technique demonstrated the prevalence of average self-esteem among high school students in the process of professional self-determination as it was found in 12 subjects (63%).

Figure 3 shows the findings obtained with the use of the State-Trait Anxiety Inventory developed by C.D. Spielberger and modified by Yu.L. Khanin.

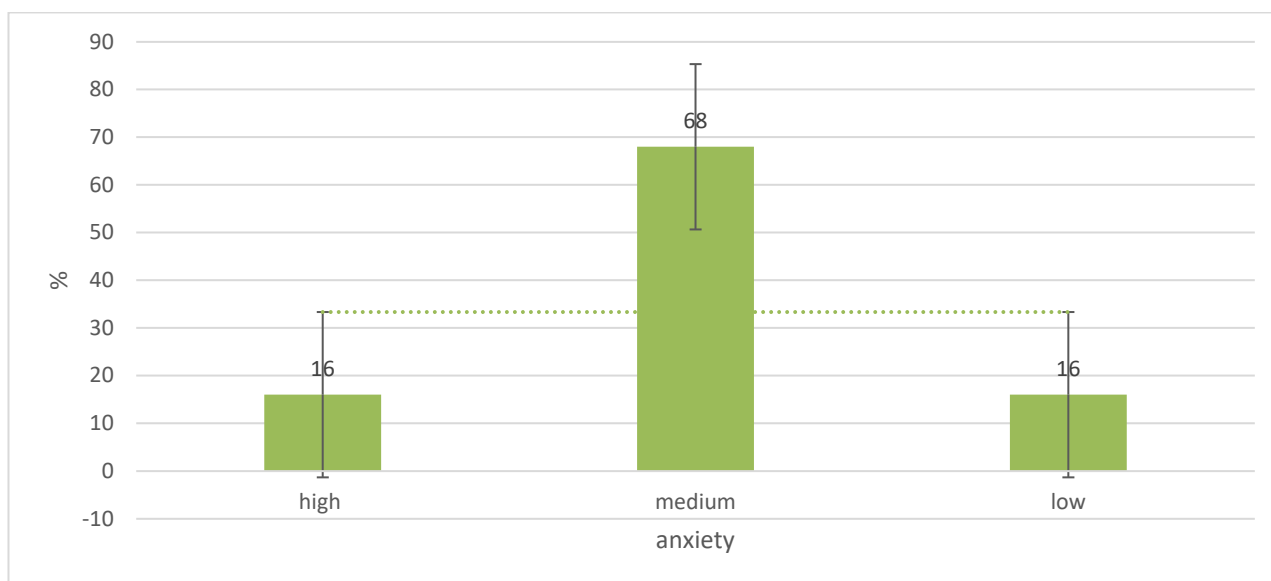


Figure 3 – Findings obtained with the use of the State-Trait Anxiety Inventory developed by C.D. Spielberger and modified by Yu.L. Khanin

An analysis of the findings revealed that 3 students (16%) had high anxiety. Such individuals tend to experience state anxiety when being evaluated based on their competences and knowledge.

3 students (16%) had low anxiety. It is recommended that such individuals analyse their motivation and be more responsible. However, it should be noted that sometimes, when test results indicate low anxiety in a subject, it can be a sign of suppression of high anxiety by a subject in order to present themselves better than they are.

The majority of subjects displayed average anxiety as it was found in 13 students (68%).

Thus, the findings show that most high school students have average anxiety.

Therefore, the applied techniques (the Dembo-Rubinstein technique modified by A.M. Prikhozhan, the Kazantseva technique and Spielberger's State-Trait Anxiety Inventory modified by Yu.L. Khanin) proved to be effective in the analysis of self-esteem and anxiety in high school students.

Next, Spearman's rank correlation coefficient was applied to determine a correlation between self-esteem and state anxiety in high school students. In the analysis, the findings on self-esteem obtained with the use of the Dembo-Rubinstein technique modified by A.M. Prikhozhan and the findings on state anxiety obtained with the use of Spielberger's State-Trait Anxiety Inventory modified by Yu.L. Khanin were used.

The analysis of a correlation between self-esteem and state anxiety in subjects in the process of professional self-determination demonstrated that the vast majority of the study subjects had both average self-esteem and average anxiety. Therefore, the study hypothesis is proven to be correct. According to Spearman's correlation analysis, there is indeed a correlation between self-esteem and state anxiety. As the correlation coefficient is positive, the correlation between self-esteem and state anxiety is seen as direct.

The research on a correlation between self-esteem and state anxiety in high school students in the process of professional self-determination was conducted in three stages: desktop analysis, experimental research, and data analysis. The purpose of the study was to determine on the basis of theoretical arguments a correlation between self-esteem and state anxiety in students in the process of professional self-determination and prove it with an experiment.

In the research, findings obtained with the use of the Dembo-Rubinstein technique modified by A.M. Prikhozhan, the Kazantseva technique and Spielberger's State-Trait Anxiety Inventory modified by Yu.L. Khanin were analysed. The analysis revealed that the vast majority of the study subjects in the process of professional self-determination had average state anxiety and average self-esteem. A correlation between self-esteem and state anxiety was proven based on statistical and mathematical methods in the form of Spearman's correlation analysis (Spearman's rank correlation coefficient).

The study revealed that 2 students (11%) had high self-esteem. Such individuals idealize their image and talents and overestimate their value to others. It is rather difficult for them to establish good relationships with other people and treat them as equals.

13 students (67%) had average self-esteem. Such individuals display flexibility, leadership and adaptability to new conditions. Proper and adequate self-esteem allows individuals to correctly evaluate their opportunities and skills, be rather critical of themselves, acknowledge their failures and achievements and set attainable and realistic objectives.

2 students (11%) had low self-esteem. Such individuals tend to undervalue themselves. Low self-esteem is a sign of unsuccessful and poor personality development.

Thus, according to the Dembo-Rubinstein technique, average self-esteem prevails in teenagers.

Conclusion. The research on a correlation between self-esteem and state anxiety in high school students in the process of professional self-determination was conducted in three stages: desktop analysis, experimental research, and data analysis. The purpose of the study was to determine on the basis of theoretical arguments a correlation between self-esteem and state anxiety in students in the process of professional self-determination and prove it with an experiment.

In the research, findings obtained with the use of the Dembo-Rubinstein technique modified by A.M. Prikhozhan, the Kazantseva technique and Spielberger's State-Trait Anxiety Inventory modified by Yu.L. Khanin were analysed. The analysis revealed that the vast majority of the study subjects in the process of professional self-determination had average state anxiety and average self-esteem. A correlation between self-esteem and state anxiety was proven based on statistical and mathematical methods in the form of Spearman's correlation analysis (Spearman's rank correlation coefficient).

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КӘСІБИ ӨЗІН-ӨЗІ АНЫҚТАУДАҒЫ ӨЗІН-ӨЗІ БАҒАЛАУ МЕН МЕМЛЕКЕТТІК АЛАҢДАУШЫЛЫҚТЫҢ АРАСЫНДАҒЫ БАЙЛАНЫС

Аннотация. Зерттеу жоғары сынып оқушыларының бойында кәсіби өзін-өзі анықтауды қалыптастыруға бағытталған, өйткені олардың қорқынышы мен өзін-өзі бағалауы арасындағы байланыс адам ресурстарын зерттеуде өте маңызды болып саналады. Зерттеудің мақсаты - теориялық дәлелдер негізінде студенттердің кәсіби өзін-өзі анықтау үдерісіндегі өзін-өзі бағалауы мен күйзелісі арасындағы байланысты анықтау және оны эксперимент арқылы дәлелдеу.

Зерттеу Свердлов облысының 36 Кузино мемлекеттік мектебінде жүргізілді. Зерттеу үш кезеңмен жүргізілді: жұмыс үстелін талдау, эксперименттік зерттеу және деректерді талдау. Зерттеу эксперимент пен тестілеуді анықтайтын эмпирикалық әдістерді, Спирманнің дәрежелік корреляция коэффициенті түріндегі статистикалық және математикалық әдістерді және үш техниканы: өзін-өзі бағалауды Дембо-Рубинштейндік әдісті А.М. өзгерткен. Прихожан, өзін-өзі бағалауды жалпы бағалауға арналған Казанцеваның әдістемесі және С.Д. Шпилбергер жасаған және Ханин жасаған.

Кәсіби өзін-өзі анықтау үдерісіндегі студенттердің өзін-өзі бағалауы жөніндегі зерттеулер келесі нәтижелерді көрсетті. Дембо-Рубинштейн әдістемесі негізінде зерттелушілер арасында орташа өзін-өзі бағалау басым (67%); Сонымен қатар, Казанцева техникасы орта мектеп оқушыларының арасында өзін-өзі бағалаудың орташа таралуын көрсетті (63%). Мазасыздықтың жай-күйін зерттеу, сонымен қатар зерттелушілердің көпшілігінде (68%) орташа алаңдаушылық деңгейі бар екенін көрсетті.

Зерттеу барысында эксперименттер жасалды және кәсіби өзін-өзі анықтауды қалыптастырудағы өзін-өзі бағалау мен күйзеліс деңгейлері анықталды; өзін-өзі бағалау мен күйзеліс арасындағы байланыс дәлелденді. Зерттеу нәтижелері студенттердің көпшілігінде өзін-өзі бағалау және күйдің орташа мазасыздығы бар. Сонымен, Спирманның дәрежелік корреляция коэффициентіне сәйкес, студенттерде кәсіби өзін-өзі анықтау үдерісінде өзін-өзі бағалау мен мемлекеттік мазасыздық арасындағы байланыс бар.

Түйін сөздер: өзін-өзі бағалау, мемлекеттің мазасыздығы, жоғары сынып оқушылары, кәсіби өзін-өзі анықтау, сәйкестілік, мінез-құлық.

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ВЗАИМОСВЯЗЬ САМООЦЕНКИ И СИТУАТИВНОЙ ТРЕВОЖНОСТИ В ПРОЦЕССЕ ПРОФЕССИОНАЛЬНОГО САМООПРЕДЕЛЕНИЯ

Аннотация. В центре внимания исследования - формирование профессионального самоопределения у старшеклассников, поскольку взаимосвязь между их тревожностью и самооценкой считается очень важной при изучении человеческих ресурсов. Цель исследования - определить на основе теоретических рассуждений взаимосвязь между самооценкой и состоянием тревожности у студентов в процессе профессионального самоопределения и доказать это экспериментально.

Исследование проводилось в Кузинской государственной школе №36 Свердловской области. Исследование проводилось в три этапа: настольный анализ, экспериментальное исследование и анализ данных и включало в себя эмпирические методы в виде констатирующего эксперимента и тестирования, статистические и математические методы в виде коэффициента ранговой корреляции Спирмена и три метода: метод Дембо-Рубинштейна для оценки самооценки в модификации А. Прихожан, методика Казанцевой для общей оценки самооценки и Опросник состояния-черты тревожности, разработанный К. Спилбергера и в доработке Ю.Л. Ханин.

Исследование самооценки студентов в процессе профессионального самоопределения позволило сделать следующие выводы. По методике Дембо-Рубинштейна у испытуемых преобладает средняя самооценка (67%). Более того, методика Казанцевой продемонстрировала преобладание средней самооценки и у старшеклассников (63%). Исследование состояния-черты тревожности также показало, что большинство испытуемых (68%) имели средний уровень тревожности.

В ходе исследования были проведены эксперименты и определены уровни самооценки и государственной тревожности в формировании профессионального самоопределения; доказана корреляция между самооценкой и состоянием тревожности. Результаты исследования показали, что у большинства студентов – средняя самооценка и средняя тревожность. Таким образом, согласно коэффициенту ранговой корреляции Спирмена, действительно существует корреляция между самооценкой и состоянием тревожности у студентов в процессе профессионального самоопределения.

Ключевые слова: самооценка, тревожность состояния, старшеклассники, профессиональное самоопределение, идентичность, поведение.

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DIGITAL EDUCATION AND DEVELOPMENT

Abstract. The education system is gradually getting changed according to the advancement of digital technologies and due to the global increase in the influence of the Internet, the role of e-learning has grown significantly in recent years. The purpose of this study is to analyse education to the social development (development of science, industry and communities worldwide) and to identify gaps in e-learning in the context of training tasks for science and industry. The authors offer the Triple Helix model as a key aspect of education. This approach to education offers value for all model components and, in terms of education, facilitates overcoming deficiencies of traditional education; It also enables to development of human beings, to develop a person as a subject of his own life and development, as a professional and a subject of the production process, and as a subject of science and the developed community as a whole. Methodology: In this paper, the Triple Helix model is presented as the suitable method for collaboration among Universities-Industry-Government, with the overall objective to promote online education in higher educational institutions. Findings: The research identified that online education with a certain way of organizing it, fosters collaborative work which develops students' key skills such as communication skills, creative thinking, critical and systematic thinking, analytical skills, and cognitive abilities. Contributions: This study contributes to theory development of education and some ideas for further research in order to develop human beings in the society of today and tomorrow. Recommendations are given in an economy with low absorption potential. Authors highlighted that harmonization of relations between education, science and industry is an important condition for the modernization of human life.

Keywords: education, e-learning, model, industry, university, innovation, digital, teachers.

Introduction. Digitalization in educational sciences from the historical perspective has a huge effort of pioneers. Educators and e-learning creators are attempting to improve e-learning and e-teaching to achieve an effective result in education and to prepare competent specialists in the society of today and tomorrow; some European educational institutions from eight countries such as Great Britain, Ireland, Portugal, Spain, Greece, Finland, Cyprus, and the Czech Republic conducted a research work on Open and Distance Learning Network for Exchange Experiences to clarify its theoretical base. The project purpose was to exchange experiences among e-learners, e-teachers, and e-programmers of new forms of study (Berikkhanova, et al, 2017; Bordianu, 2011; Parker, Tazhina, 2013). However, recreation of the traditional didactics plays a crucial role in the digital age towards the engineering of learning. For instance, laboratory experiments can not be conducted in virtual environments (Panichkin et al., 2020; Kuldeev et al., 2020; Kenzhaliev et al., 2019a/b; Volodin et al., 2020; Beisembetov et al., 2015; Zhabbasbayev et al., 2016). E-learning materials are well adapted in the humanitarian sciences such as linguistics and pedagogy (Fauzi et al., 2020; Kassymova et al., 2019, 2018; Atayeva et al., 2019; Gasanova et al., 2020; Akhmetova et al., 2020).

Another research work is being conducted by a German Heidelberg University of Education. Digital education should start at higher education but not in schools. For this reason, Heidelberg University of Education has anchored the area of digitalization as a central task directly in the rectorate and given the appropriate space in the current structure and development plan. Since June 2019, the university has been the first university of teacher education in Germany to adopt a "Strategy for an educational science

university in an increasingly digital world". The aim is to research how digitalization is used in the context of education, to design its teaching accordingly in an innovative way and to transfer its expertise to society (Flindt and Ritter, 2020),

At the moment, the distance format is a new option in the field of higher education. Its popularity and relevance will depend on a number of factors: on the availability of the Internet in the regions of our country, on the university positioning of the distance learning format, on the political and economic situation in country, and on other factors. There is currently no information on the quality of distance learning. The effectiveness of distance learning can be measured in 10 - 20 years. The new training format carries both opportunities and limitations (Pekker, 2015).

Distance education in Kazakhstan is not particularly widespread, however, it is gaining more and more popularity every year. Already today, a number of universities in Kazakhstan offer distance education (Dalayeva, 2013; Kerimbayev, 2012; Nurgaliev, Syrymbetova, 2013; Nurgalieva, 2013; Spirina et al., 2013; Yessenova et al., 2020). For instance, one of the leading technical research universities is Satbayev University who provides the opportunity to study at a remote distance by using e-learning materials. This institute was established in 2004 as the Center for Distance Learning at the Institute of Information Technologies. In 2015, the university became an honorary member of the European Association of Global Universities in Distance Education in Rome, Italy. Like in Germany, in Kazakhstan distance education is available in higher educational settings. According to the latest information, 71 universities represent distance learning in Kazakhstan¹. Despite the fact that contributions are being done by researchers and educators in the e-learning system, there is still a gap in online education. In the following section, we review the digital education system results in higher education.

E-learning or digital learning at the university takes an important place in the training of specialists who can work effectively and efficiently in the field of science and industry for the benefit of the community. However, it is important to understand what this place is like. It is important not to overestimate and underestimate the role of e-learning in the development of science and industry, as well as society as a whole (Amoore, & Piotukh, 2016; Loh, 2018). The main aspects and related problems of digital learning in the context of the development of science and industry are related to the fact that:

1) Digital training of future specialists, as well as specialists undergoing retraining and advanced training at a university, with its high-quality and metered organization, an important addition to traditional classroom training, it can significantly enrich the content and methodological base of education, that is, significantly affect quality improvement training and retraining of specialists.

2) Digital education, with its low-quality and excessive exploitation, can destroy education, sharply reducing the quality of training and retraining of specialists (Danaev et al., 2014; Kenzhebayev, Dalayeva, 2014; On Education, 2018; Parker, Tazhina, 2013; Yessenova et al., 2020).

3) Throughout the modern world (Welzer, 2016), including Kazakhstan (Berikkhanova, et al, 2017; Bordianu, 2011; Danaev et al., 2014; Kenzhebayev, Dalayeva, 2014; Parker, Tazhina, 2013; Yessenova et al., 2020), digital learning is actively promoted, but it faces problems of technological and, most importantly, methodological support (the most relevant and problematic are the issues of psychological, axiological, ergonomic plans).

4) As numerous publications show, the problems of digital learning in Kazakhstan are expressed no less sharply than in the whole world (Dalayeva, 2013; Kassymova, et al., 2019c; Kerimbayev, 2012; Nurgaliev, Syrymbetova, 2013; Nurgalieva, 2013; Spirina et al., 2013).

5) The use of digital technologies in the training of specialists for science should be focused on supporting the formation and development of research abilities and readiness (competencies) of a specialist. Such competencies are formed among students of master's degrees, postgraduate studies, and, to a lesser extent, bachelor's degree. Thus, digital learning in the training of future scientists and the use of digital technologies in the work of scientists is part of a special stage of education, and, moreover, a specific area of training, which is not always singled out as a separate task. Now the training of young scientists in many countries, including Kazakhstan, is happening sporadically and accidentally rather than purposefully. (Berikkhanova, et al, 2017; Bordianu, 2011; Carr-Chellman, and Duchastel, 2000; Danaev et al., 2014; Hinchliffe, 2001; Kenzhebayev, Dalayeva, 2014; Lavrinenko V., et al., 2019; Parker, Tazhina, 2013; Yessenova et al., 2020).

¹ Read more: <https://www.nur.kz/1720482-distancionnoe-obucenie-v-kazahstane-spisok-vuzov.html>

6) When training industry specialists, the leading points are to ensure access of the future specialist to the traditional and modern knowledge and skills, models and technologies of production that he needs, along with information about the prospects for the development of industry, including its technological, managerial, socio-psychological and axiological aspects. Obviously, modern programs are more focused on providing the future specialist with information about the technological aspects of professional work, but they ignore the axiological, managerial and socio-psychological aspects.

7) A separate issue is the development by young specialists of science and industry of digital technologies, programs, etc., created for scientists and industrial workers (Aoun, 2017).

8) Scientists consider existing in this context issues mainly within the framework of declarations of the importance of digital learning and its prospects. The substantive aspect of the problem posed by us remains unsolved. Our previous studies indicate, however, that a deep meaningful development of the problem is needed (Arpentieva, 2018a; Kassymova et al, 2018; Kassymova et al, 2019a; Minghat et al., 2020; Kassymova et al, 2019b).

The triple helix model for solving the issue we are considering was chosen because the development of education, science and industry is a single synergistic process in which there is a constant exchange of information and technologies, which needs not only *de facto* comprehension, but also substantive development and intensification. H. Etzkowitz (2008), describing the Triple Helix: University-Industry-Government Innovation model, believes that only when education, industry and science work as a single complex (including under state control), stable real progress is possible community. Digital learning should be part of the work of universities and other vocational education institutions, part of scientific research and industrial technology, as well as part of local and public administration of universities, science and industry. This is the main hypothesis of our research.

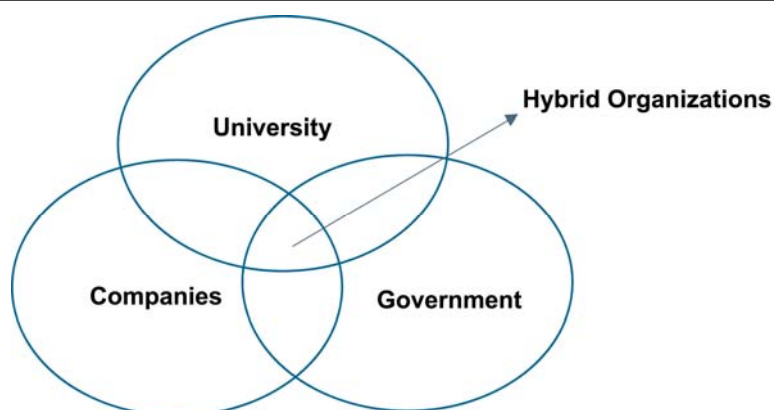
The research methodology and purpose of the study. The purpose of our research is to highlight the contribution of education to the development of science, industry and communities.

The research methodology is based on the principle of systematic analysis of the problem. The work is predominantly theoretical in nature, focused on critical understanding of the problems and prospects of digital education at the university as a factor of social development, primarily in such areas as science and industry. We highlight the existing lines of research and their critical review to highlight the main research trends and underlying problems. In this sense, our research is meta-analytical. Our research is of a projective nature: we outline the contours of further theoretical and empirical study of the problem. For these purposes, a theoretical study and primary collection of empirical data are carried out.

The importance of the research results is associated with the development of the author's model for the interaction of digital technologies in education, science and industry. The practical significance of the study is associated with the search for new areas of interaction between industry and education under the guidance of science, with the development of areas for improving education and its digital components in the university, as well as in industry and science.

Helix models in the society. As in the previous subsection, we have mentioned that employers still suspect the quality of online education. In order to solve this issue, we suggest organizing online education based on the famous triple helix model (university, industry, and government).

With the transition from industrial to the digital era, the competitiveness of employment has started depending on the access and possibility to use relevant knowledge, competences, and skills of employee's knowledge. Traditional disciplinary professions were surpassed by a cross-disciplinary approach. Consequently, the preferred skills of workers were highlighted by employers, such as intensive collaboration and communication skills, creative thinking, critical and systematic thinking, analytical skills (Cvetković et al., 2017), and cognitive competence (Kassymova, et al., 2019). However, the traditional education system was failing to shape graduates with described competences and skills. As a response to that, the online education system provides many opportunities to collaborate and to combine education and industry; and additional support is needed from the government in order to enable workers to advance their knowledge by online education. Engagement on real-world projects and complex problem-solving has proved to be valuable for the transition of students into successful knowledge workers. In order to facilitate these initiatives, the Triple Helix model (figure), with the presented defined role of all the components (Universities, Industry, and Government), their relationship (Networking) and functions inside the model is recommended (Cvetković et al., 2017). This model represents valuable support for online education.



Triple Helix Model (De Almeida Borges et al., 2020)

Within the framework of Triple Helix Model, interdisciplinary attainments are generated made by interdisciplinary teams united for a short time to work on a specific problem of the real world. During this period of the Triple Helix concept, as it can be seen from the Figure 1, hybrid organizations such as incubators, technology parks and venture capital firms, elements of the national system of innovation can be created by the interaction between universities, companies and governments (Etzkowitz, 2008; De Almeida Borges et al., 2020). This process may lead to effective outcomes of the whole educational system. We propose, however, to slightly adjust the triple helix model: in the triad "industry, university and government", we replace the last component with "science". In our opinion, science is a more long-term and important aspect of the management of industry and education than the state. The state, by virtue of its mission, exerts an intensive external influence on the development of technologies, including digital ones, in education and industry. However, science provides development management "from within" the community. These are the realities of the informational and post-informational stage of the development of civilization. The role of government now in many countries is increasingly reduced to comprehending scientific achievements and concepts of community development: this is evidenced by the models of "sustainable development", "technological orders", etc.

Research results and discussion. In fact, everyone should do their own thing, and do it professionally, informatively, efficiently, and not formally and "in between". Moreover, cooperation focused on the development of man and humanity is very important. "Human capital" is qualitatively different, different from financial and material capital: it cannot be scattered among banks (industrial zones — concentration camps), depriving a person of not only independence, but also self-awareness. However, modern foresights are largely meaningless because they ignore the layers of methods and theories of training and education accumulated over the centuries, reducing it to the simplest models. Education as one of the most difficult areas of human activity requires people with a vocation, people who see the productivity and effectiveness of their work. Education is the duty of the present generation to the future. Without glorifying the future, but with responsibility and care for children, grandchildren and great-grandchildren, people need to clearly understand: what they pass on to their descendants, what "debt" they pay to their ancestors and whether they pay it.

An alternative to the "official", "greenfield" foresight of education, the development of its future, including with respect to digital education, includes "reanimation", restoration of the cultural and moral foundations of education, including ethnopedagogical rights. Practitioners and theorists do not need to try to reverse the changes and go back: the main line of transformation in the transition to a new "technological" structure is not just a much more sophisticated exploitation of man and society as "capital", to which the bourgeois-colonial world of the West is used, but the priority of these types of "capital" in themselves. The concept of "capital" still has a consumer model of attitude towards people, but in reality, a person should be the goal and value of education, production, state activity, and not vice versa. It is not education that should serve the interests of corporations and the state, as some illiterate researchers who do not know either their own or those of others in pedagogy and psychology believe, but corporations are the interests of people, of humanity.

N. Carr's and J. Danaher critiques of the rise of digitalization and automation is entitled "the degeneration effect": it consists the effects of automation on the quality of decision-making (the outputs of decision-making), and the effects of automation on the complexity of human thought. In modern technologies a computer algorithm takes over a decision-making function that was once performed by a human being (Carr 2014). There is question: does automation always succeed in realizing benevolent aims? It frequently does not: most people adhere to something called the 'substitution myth': the nature of the activity loop does not fundamentally change through the process of automation. But the automated component of the loop a radically different way and changes both other elements, stages, and the result of the loop, it changes the behavior of the humans. there is the automation complacency: people afford too much weight to comfort, they allowing the technologies to take complete control. There is such a cognitive fallacy as automation bias: people place a high value on the evidence and recommendations of the computer. This suggests that digital technologies in education, science and production require the development of methodological approaches to their use, verification and correction of their data, processes and results of the work (Danaher, 2015). A person should not refuse to manage his life, trusting all computers. The automation complacency and automation bias can lead to mistakes. The automation has deleterious effects for the degeneration of their cognitive functioning.

Digital security in the modern world arose not only because there is no culture of relationships in the digital environment. It arose because moral, conventional ritual and legal norms both in the real and in the "virtual" world ceased to be real regulators of relations. The real regulators in this environment are the norms of the community that modifies all aspects of its existence. The challenge for teachers, administrations, the state is to restore education as the best education in the world, restore circulation as a sphere of culture, not business, reorient education to develop personality and culture, and not serve even the best "direct" needs of production and economics, really complicated. Morally meaningful and based on moral standards, participatory, developing technologies education, however, is not an unattainable future, but a developed tradition, which researchers and teachers are ready to support and restore.

The challenge facing teachers, administrations, and the state is to restore domestic education as the best education in the world, restore circulation as a sphere of culture, not business, reorient education to the development of personality and culture, and not serve even the best "direct" needs of production and the economy, really complicated. Morally meaningful and based on moral norms, participatory, technology-developing education, however, is not an unattainable future, but a developed tradition, which researchers and teachers are ready to support and restore (Arpentieva, 2018b; Kassymovaea al., 2018). The main condition is not to prevent them from fulfilling their duties, overloading their lives with the need to deal with quasi-business issues, which are actively imposed in the process of trade in "educational services" to the detriment of the practice of training and education as a process of socio-cultural reproduction and development of society. Thus, the innovative potential of a nation depends not only on individual participants in the innovation system (companies, universities, government), but, more importantly, on the links between these players and on educational system, personal development (Arpentieva et al., 2019). Delivery of education should be connected with the real industry workforce and applied science. Thus, knowledge will be a great value of importance in the future.

Conclusion. At the present stage, humanity is learning to live with technologies that, as it sometimes seems, are capable of completely absorbing a person and blocking his development. The end result will depend on what hands the technologies are in, and for what purposes they are used, how competently the relationships of people with technologies and digital devices are built. The state may try to solve this problem, but the main contribution to its solution is made by the people themselves: their desire or unwillingness to learn, including learning how to learn by using digital technologies. The development of education, science and industry is a synergistic process in which there is a constant exchange of information and technologies between different aspects of the life of the community. Only when education, industry and science work as a single complex, stable real progress of the community is possible. Digital learning should be part of the work of universities and other vocational education institutions, part of scientific research and industrial technology, and part of local and state governance of universities, science and industry.

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ЦИФРЛЫҚ БІЛІМ ЖӘНЕ ДАМУ

Аннотация. Сандық технологиялардың дамуына сәйкес білім беру жүйесі біртіндеп өзгеріп отырады және ғаламтордың ықпалының әлемдік артуына байланысты электронды оқытудың ролі соңғы жылдары едәуір өсті. Бұл зерттеудің мақсаты - әлеуметтік дамуға (бүкіл әлем бойынша ғылымның, өндірістің және қоғамдастықтардың дамуына), білім беруді талдау және ғылым мен өндірісті оқыту міндеттері тұрғысынан электронды оқытудағы олқылықтарды анықтау. Авторлар білім берудің негізгі аспектісі ретінде Triple Helix моделін ұсынады. Бұл білім беру тәсілі барлық модель компоненттері үшін құндылық ұсынады және білім тұрғысынан дәстүрлі білім берудің кемшіліктерін жоюға ықпал етеді; Ол сонымен қатар адамның дамуына, адамның өмірі мен дамуының субъектісі ретінде, кәсіпқой ретінде, өндіріс процесінің субъектісі ретінде, ғылымның субъектісі ретінде және дамыған қоғамдастық ретінде дамуына мүмкіндік береді. Бұл жұмыста үштік спираль моделі жоғары оқу орындарында онлайн-білім беруді алға жылжыту мақсатымен университеттер-индустрия-үкімет арасындағы ынтымақтастық үшін қолайлы әдіс ретінде ұсынылған. Ғаламтордағы білім оны ұйымдастырудың белгілі бір тәсілімен бірлесіп жұмыс істеуге ықпал ететіндігі анықталды, бұл студенттердің коммуникативті дағдылар, шығармашылық ойлау, сыни және жүйелі ойлау, аналитикалық дағдылар мен танымдық қабілеттер сияқты негізгі дағдыларын дамытады. Бұл зерттеу білім беру теориясының дамуына, қазіргі және ертенгі қоғамдағы адамдарды дамыту мақсатында қосымша зерттеулерге арналған бірнеше идеяларға ықпал етеді. Мақалада зерттеуге байланысты ұсыныстар беріледі. Авторлар білім, ғылым және өндіріс арасындағы қатынастарды үйлестіру адамзат өмірін модернизациялаудың маңызды шарты екенін атап өтті. Авторлар сандық білім берудің артықшылықтары мен кемшіліктерін, оның түрлері мен әдістерін асығыс және негізінен біржақты зерттеуді көріп отыр, бірақ ғалымдар мен оқытушылар үшін сандық білім берудің әдістері мен технологияларын дамыта бастайтын уақыт келеді. Авторлардың болжамы бойынша сандық технологиялар білім беру жүйесін өзгертеді.

Түйін сөздер: білім, электронды оқыту, модель, индустрия, университет, инновация, цифрлық, мұғалім.

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ЦИФРОВОЕ ОБРАЗОВАНИЕ И РАЗВИТИЕ

Аннотация. С развитием цифровых технологий система образования постепенно меняется, и роль электронного обучения в последние годы значительно выросла из-за растущего влияния Интернета. Целью данного исследования является анализ образования в интересах социального развития (развития науки, промышленности и сообществ во всем мире) и выявление пробелов в электронном обучении с точки зрения целей науки и промышленного образования. Авторы предлагают модель Тройной спирали в качестве ключевого аспекта образования. Такой образовательный подход обеспечивает ценность для всех компонентов модели и помогает преодолеть недостатки традиционного образования с точки зрения образования. Это также позволяет человеческое развитие, развитие человека как субъекта его жизни и развития, как субъекта профессиональных и производственных процессов, а также как субъекта науки и развитого сообщества. В этой статье трехсторонняя спиральная модель представлена как удобный способ сотрудничества между университетами, промышленностью и правительством с целью продвижения онлайн-образования в высшем образовании. Было обнаружено, что онлайн-образование способствует сотрудничеству с особым способом его организации, который развивает у учащихся базовые навыки, такие как коммуникативные навыки, творческое мышление, критическое и систематическое мышление, аналитические навыки и когнитивные способности. Это исследование способствует развитию теории образования и ряду идей для дополнительных исследований с целью развития людей в сегодняшнем и завтрашнем обществе. В статье даны исследовательские рекомендации. Авторы отмечают, что согласованность взаимоотношений между образованием, наукой и производством является важным условием модернизации жизни человека. Цифровое образование – это не самоцель, а средство достижения гармонии в общественных отношениях, в том числе счастья людей, которые являются частью этого сообщества. Авторы видят успешное и во многом одностороннее исследование достоинств и недостатков цифрового образования, его видов и методов, но пришло время ученым и учителям начать разработку методов и технологий цифрового образования. По мнению авторов, цифровые технологии изменят систему образования.

Ключевые слова: образование, электронное обучение, модель, промышленность, университет, инновации, цифровой, учитель.

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ТЕОРЕТИЧЕСКИЕ МОДЕЛИ ПОДХОДОВ К ИНВАЛИДНОСТИ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Цель статьи заключается в разработке отечественной модели отношения общества к инвалидности в Республике Казахстан. Для достижения поставленной цели проанализированы труды ряда зарубежных и отечественных ученых, посвященные отношению общества к лицам с ограниченными возможностями здоровья, имеющим нарушения или отклонения в развитии. Проанализированы существующие модели подходов к инвалидности в странах ближнего и дальнего зарубежья, а также в Казахстане. Установлено, что в мировой практике существуют более десяти моделей подходов к инвалидности. Отмечено, что существующие модели отношения к инвалидности имеют не только определенное сходство, но и различие. Практика показала, что отношение общества к инвалидности зависит от социальных, политических условий, экономических возможностей государства, законодательства в сфере образования, ценностных ориентаций и принятых культурных норм общества. Исследование показало, что информации об отечественных научных работах до 70-х годов XX века, посвященные вопросам обучения и воспитания лиц с ограниченными возможностями здоровья, в Казахстане не имеются. Выявлено, что имеются исследования по проблемам обучения и воспитания лиц с ограниченными возможностями здоровья, нормативно-правового обеспечения, формирования гуманистического потенциала инклюзивного образования. Однако теоретические модели отношения общества к инвалидам и инвалидности в Казахстане не разработаны. В результате проведенных исследований авторы разработали теоретические модели подходов к инвалидности в Республике Казахстан, которые охватывают временной отрезок от начала XX века по настоящее время и наиболее подходящие историческому развитию Республики Казахстан: медицинская модель (начало XX века и 70-е годы XXI века), социальная модель (80-е годы XX века и начало XXI века), модель инклюзии (начало XXI века и по настоящее время). Разработанные теоретические модели подходов к инвалидности способствуют успешности развития инклюзивного образования в Казахстане. В заключении авторы делают вывод о том, что разработанные модели отношения к инвалидности в Республике Казахстан внесет значительный вклад в развитие инклюзивного образования и будет иметь практическую значимость для педагогов инклюзивного образования, педагогов-психологов, научных сотрудников, исследователей, работников организаций образования по подготовке педагогических.

Ключевые слова: инвалидность, подходы, отношение, общество, нарушения, отклонения, лица с ограниченными возможностями здоровья, медицинская, социальная, модель, инклюзия.

Теоретические основы. В обществе особое место занимают лица с ограниченными возможностями здоровья, имеющие физические, умственные, сенсорные нарушения или психические отклонения. Существуют различные модели подходов к инвалидности, к пониманию и определению инвалидности. В нашей стране для определения степени сложности заболевания и для назначения социальных льгот и выплат лицам с ограниченными возможностями здоровья в нормативно-правовых документах используется слово «инвалид». В Законе Республики Казахстан «О социальной защите инвалидов в Республике Казахстан» (2005) указано, что «инвалид - лицо, имеющее нарушение здоровья со стойким расстройством функций организма, обусловленное заболеваниями, увечьями (ранениями, травмами, контузиями), их последствиями, дефектами, которое приводит к ограничению жизнедеятельности и необходимости его социальной защиты», а «инвалидность - степень ограничения жизнедеятельности человека вследствие нарушения здоровья со стойким расстройством функций организма» [1].

Основной документ о правах инвалидов «Конвенция о правах инвалидов» (2006) считает, что «инвалидность - это эволюционирующее понятие и что инвалидность является результатом взаимодействия, которое происходит между имеющими нарушения здоровья людьми и отношенческими и средовыми барьерами и которое мешает их полному и эффективному участию в жизни общества наравне с другими» [2].

Различные модели подходов к инвалидности, к пониманию инвалидности рассмотрены в работах ряда зарубежных и отечественных ученых. В трудах Н.Н. Малофеева (1996), Н.М. Назаровой (2000), Clough и Corbett (2000) Н. Грозной (2006), S. Reindal (2009), С.П. Амиридзе (2012), С.В. Алёхиной (2013), Н.А. Мёдовой (2013), Claudia Castillo (2015), Даниэль Г. Дель Торто (2016), Н.Г. Сигал (2016) модели подходов к инвалидности представлены с медицинской, социологической, экономической, политической, культурной и образовательной точек зрения. Изучение научной литературы по теме показало, что в мировой практике имеются более десяти моделей подходов к инвалидности. Ниже приведем некоторые из них.

Предложенная Н.Н. Малофеевым (1996) модель отношения общества к инвалидности охватывает временной отрезок от 1500 г. до н.э. до наших дней и делится на 5 периодов. Автор каждый период развития связывает с историческими событиями, происходящими в стране. По Н.Н. Малофееву путь от нетерпимости и агрессии к людям с выраженными отклонениями в развитии до первого осознания государством необходимости их защищать охватывает временной отрезок от 1500 г. до н.э. по 1198 г. и соответствует времени открытия первого приюта для слепых. Путь от призрения людей с отклонениями в развитии до осознания возможности и целесообразности обучения глухонемых и слепых во временной отрезок с 1198 г. по 70-80-е гг. XVIII в. Соответствует времени открытия первой школы для глухонемых (1770), слепых (1774) во Франции. В третьем периоде говорится о пути от осознания возможности и целесообразности обучения детей с сенсорными нарушениями к пониманию необходимости организации системы специального образования во временном отрезке с 70-80-е гг. XVIII в. по первую четверть XX в. и соответствует времени охвата обязательным всеобщим начальным образованием, начальной системой специального образования. Четвертый период - путь от понимания необходимости специального образования глухих, слепых, умственно отсталых детей до осознания наличия других категории детей с проблемами и необходимости их охвата системой специального образования во временном отрезке с первой четверти XX в. по 70-е гг. XX в. и соответствует времени совершенствования специального образования, нормативно-законодательной базы, принимаются законы о специальном образовании. Пятый период - путь переосмысления основ организации системы специально образования под влиянием либерализации и демократизации общества во временном отрезке с 1971-1975 по 1996 гг. отражает переход к принципиально новым интегративным формам обучения. Анализируя эти периоды, он утверждает, что каждый из них связан с экономическим, правовым и социальным развитием и государственной идеологией страны [3].

Периодизация подходов к инвалидности Н.М. Назаровой (2000) отличается формулировкой и содержанием. Автор рассматривает уникальные особенности отношения общества к инвалидности с точки зрения психологии. По мнению ученого, агрессия и нетерпимость постепенно переходят на осознание необходимости обучения лиц с ОВЗ; от агрессии и нетерпимости – к осознанию необходимости призрения инвалидов; от осознания необходимости призрения инвалидов – к осознанию возможности обучения глухих и слепых детей; от осознания возможности обучения детей с сенсорными нарушениями – к признанию права аномальных детей на образование; от осознания необходимости специального образования для отдельных категорий детей с отклонениями в развитии – к пониманию необходимости специального образования для всех, нуждающихся в нем; от равных прав – к равным возможностям [4].

Н. Грозная (2005) модели подходов к инвалидности условно разбила на 3 этапа: медицинская модель – сегрегация, охватывающая начало XX века и середину 60-х годов, когда инвалиды были помещены в специальные учреждения, у инвалидов были все права, но не было защиты их прав, и лицо с особенностями развития - больной, ему необходим долговременный уход и лечение, которые лучше всего осуществлять в специальном учреждении; модель нормализации - интеграция, охватывающая середину 60-х и середину 80-х годов, где лицо с особенностями развития - человек развивающийся, способный осваивать различные виды деятельности, и воспитание ребенка долж-

но осуществляться в духе культурных норм, принятых обществом, в котором он живет; модель включения - включение, охватывающая середину 80-х годов и настоящее время, где лицо не обязано быть «готовым» для того, чтобы участвовать в жизни семьи, учиться в школе, работать и отношении к инвалидам как к равным членам общества, нуждающихся в более внимательном отношении, заботе и лечении [5].

С.П. Амиридзе (2012) предложено 6 моделей: «Больной человек», «Недочеловек», «Угроза обществу», «Объект жалости», «Объект обременительной благотворительности» и «Развитие». Исследователь считает, что лица с ограниченными возможностями здоровья должны получить образование и развиваться, так как они имеют те же права и привилегии, что и все остальные члены общества: право жить, право учиться, право работать в своей местности, жить в своём доме, выбирать друзей, право быть такими же, как все [6].

М.Ю. Перфильева, Ю.П. Симонова, С.А. Прушинский (2012) предлагают 3 модели отношения общества к инвалидности: Традиционная модель - инвалидность некое «проклятье» или «наказание» инвалидов или их родителей, согрешивших или делающих что-то «не так, как нужно», форма колдовства, магии или божественного провидения. Медицинская модель - человека с инвалидностью следует «лечить» в обязательном порядке, а для этого – поместить в специальный институт. Социальная модель – человек становится инвалидом из-за существующих в обществе физических, организационных или отношенческих барьеров, предрассудков и стереотипов [7].

Н.А. Мёдова (2013) предлагает 5 этапов: первый этап – динамика ценностных ориентаций в обществе и системе образования; второй этап – формирование системы специального образования; третий этап – развитие международного законодательства; четвертый этап – развитие интеграционных процессов, кризис системы специального образования; пятый этап – зарождение инклюзивного образования [8].

Claudia Castillo и Nuria Garro-Gil (2015) различают 4 этапа подходов к инвалидности. Для 1 этапа характерно отчуждение: люди с какой-либо формой инвалидности или особой образовательной необходимостью были исключены из всех социальных сфер (семья, школа, сообщество); 2 этап сегрегации: ограниченными возможностями или особыми потребностями нуждаются и, вероятно, будут образованы, но все же остаются отделенными от остальной части общества; 3 этап интеграции: государственные школы должны создать новые помещения для учащихся с особыми потребностями с тем, чтобы они могли общаться с другими учащимися, не являющимися инвалидами. 4 этап включения: социально-образовательные структуры, действия и практика задумываются с самого начала с учетом лиц с особыми образовательными потребностями. Социальные структуры (классы, школы, пространства, общины) с самого начала адаптируются к инвалидам, поскольку они разрабатываются на их основе [9].

Даниэль Г. Дель Торто (2016) рассматривает отношение общества к инвалидам через призму понимания инвалидности и предлагает 5 модели: медицинская модель (биологическая) подчеркивает, что последствия заболевания нарушают функционирование человека и лишают его возможности для нормальной жизни; политическая модель (активист) считает, что инвалиды являются членами групп меньшинств и подвергаются дискриминации; всеобщая модель инвалидности утверждает, что инвалидность не является атрибутом, который отличает одну часть населения от другой, а является неотъемлемой особенностью человеческого состояния; модель bio-psyco (социальная) предусматривает борьбу за преодоление маргинализации и стигматизации, а также за обеспечение равенства и универсальности в условиях инвалидности; социальная модель инвалидности утверждает, что инвалидность является не только следствием существующего дефицита, но и результатом множества условий, деятельности и межличностных отношений [10].

Н.Г. Сигал (2016) выделяет 3 этапа: первый этап (до середины XVIII в.) характеризуется социальной и педагогической изоляцией детей с ограниченными возможностями здоровья, что нашло свое отражение в полном отрицании права данных детей на образование и отсутствии медицинской и социокультурной их поддержки. Второй этап (середина XVIII – начало XX вв.) характеризуется формированием научно-методологической основы для их включения в массовые школы и наблюдаются первые избирательные попытки совместного обучения, направленные целом на формирование у них детей социальных компетенций. Третий этап (40-е гг. XX в. – 90-е гг. XX в.) – время кардинальной трансформации идеологии зарубежного общества по отношению к детям с

ограниченными возможностями здоровья, принятия значимых правовых основ инклюзивного образования [11].

Методология. Методологию исследования составляют теоретические методы исследования: работа с научными фактами; анализ и обобщение фактов; изучение философской, социологической, психолого-педагогической и учебно-методической литературы; теоретический анализ литературы. Изучены и проанализированы труды зарубежных и отечественных ученых, посвященные моделям отношений общества к инвалидности. Обобщены различные подходы к инвалидности, выдвинутые зарубежными и отечественными учеными. Изучение нормативно-правовых документов позволило обосновать правовую сторону исследования. Сравнительно-сопоставительный анализ зарубежных и отечественных источников выявил разность моделей отношения общества к инвалидности.

Результаты. Проанализировав исторические процессы в области отношения общества к инвалидам в зарубежных странах, автор задалась вопросами:

Каково было отношение общества к инвалидам в Казахстане?

Была ли создана отечественная модель подходов к инвалидности в Казахстане?

В произведениях фольклора, сохранных исторических документах, нет информации о нетерпимом или агрессивном отношении к лицам, имеющим физические, умственные нарушения или психические отклонения. Это связано с тем, что казахский народ всегда с уважением относился к людям с различными нарушениями здоровья, оберегал их и всегда давал садаху. Народная мудрость гласит: «Здоровье – самое главное богатство», «Удачливого больного любое средство вылечит», «Беды человека одного – лишь беды времени его», «Болезнь приходит с ветром, выходит с потом», «Здоровью цены нет», «Здоровье – клад бесценный», «Хорошо, когда все двенадцать членов здоровы».

Изучение трудов отечественных ученых А.О. Измаилова (1991), К.Жарыкбаева (1995), Р.А. Сулейменовой (1997), С.Калиева (2004), С.А. Узакбаевой (2004), Ж.Ж. Жахан (2008), Д.Ж. Адизбаевой (2015), Г.И. Салгараевой (2015), Г.Г. Барлыбаевой (2016), К.А. Сыздыкова (2016) позволило сделать вывод, что на протяжении длительной истории казахи накопили богатый опыт воспитания подрастающего поколения. У казахского народа особое место занимала забота о здоровье ребенка и его нормальном развитии. Казахский народ в воспитании детей всегда учитывал индивидуальность ребенка. В древнем Востоке детей-инвалидов убивали, так как считали, что они связаны с нечистой силой. После появления Ислама изменилось отношение к инвалидам. В Коране говорится о необходимости нормального отношения и оказания помощи инвалидам.

Известно, что в древних городах Исфиджаб, Тараз, Отырар, Түркестан были открыты религиозные школы и медресе [12]. Первая русская школа была открыта в орде Жангир хана в 1841 году. В 1864 году Ы. Алтынсарин в Тургае открыл школу, где обучались 14 казахских детей. В 1883 году в Тургае открыта ремесленная школа для детей казахов. В 1887 году в Ыргызе, в 1891 году в Торгае, в 1893 году в Кустанае были открыты женские училища. Однако информации об обучении детей с нарушениями здоровья не имеется.

Ы.Алтынсарин в «Хрестоматии» отметил, что «основная задача школы и родителей обращать внимание на формирование у детей душевного, умственного воспитания». Передовые мысли Ы.Алтынсарина предусматривают обучение и воспитание детей с различными нарушениями в развитии, проведение коррекционной работы [13].

Впервые в Казахстане было обращено внимание на обучение и воспитание лиц с нарушениями здоровья во время Советской власти, были созданы специальные учреждения, где их обучали и воспитывали. В 1921 году в Оренбурге впервые состоялась национальная просветительская конференция, посвященная вопросам организации работы с детьми с отклонениями в развитии. На конференции рассматривались вопросы обследования детей с отклонениями, принимаемых в детский дом, их обучение и подготовка к труду. Также в этом году в Оренбурге впервые открылся детский дом для умственно отсталых и глухих детей. В 1922 году в Акмолинской губернии был открыт детский дом для детей с отклонениями в развитии. В этом году в 5 детских домах воспитывались 169 детей. В 1946-1970 годах в Казахстане были построены специальные школы для детей с ограниченными возможностями здоровья. В городах Алматы, Семей, Шымкент, Караганда были открыты школы-интернаты для детей с нарушениями зрения и слуха, вспомогательные школы-

интернаты, где обучались 1190 умственно-отсталых, 620 глухих и 209 незрячих детей. В 1960 году был издан указ «Об улучшении состояния и работы школ для умственно отсталых, глухих и незрячих детей» [14].

Исследование показало, что нет информации об отечественных научных работах до 70-х годов XX века, посвященных вопросам обучения и воспитания лиц с ограниченными возможностями здоровья в Казахстане. Ж.И. Намазбаева, Р.А. Сулейменова, К.К. Умирбекова, К.Ж. Бектаева, Н.М. Буфетов занимались исследованием проблем обучения и воспитания лиц с ограниченными возможностями, вопросами здоровья занимались отечественные ученые. А.Т. Исакова, З.А. Мовкебаева, Г. Закаева А.Б. Айтбаева, А.А.Байтурсынова в своих трудах рассматривали проблемы гуманно-философского отношения, нормативно-правового обеспечения, создания комфортной среды для лиц с ограниченными возможностями здоровья, их адаптации к образовательному процессу, работы с семьей детей-инвалидов. В трудах А.М. Ерсариной, И. Г. Елисейевой исследована роль и место общения в развитии личности, основные виды деятельности в самопознании и самооценки личности. Р.К. Айтжанова, Н.М. Аксарина, А.Н. Аутаева, З.Н. Бекбаева, Е.А. Екжанова, А.К. Жалмухамедова, Ж.О. Жилбаев, М.М. Лепесова, М.У. Мукашева, К.К. Өмірбекова, Е.А. Стребелева, Х.Т. Шерьязданова изучали вопросы предотвращения негативного отношения в обществе к лицам с ограниченными возможностями здоровья, развития механизмов создания инклюзивного общества, формирования гуманистического потенциала инклюзивного образования [15].

В годы независимости Казахстан присоединился к Декларации ООН о правах человека, Конвенции ООН о правах инвалидов, Конвенции о правах ребенка и обязался обеспечить право на образование детей с особыми потребностями. В 2010 году в Закон Республики Казахстан «Об образовании» внесены изменения и дополнения, касающиеся вопросов совместного обучения и воспитания лиц с ограниченными возможностями (п. 21-3 ст. 1) [16].

В 2006 году ученые А.Е. Думбаев и Т.В. Попова предложили свою модель подходов к инвалидности. Авторы выделяют: *Моральную (религиозную) модель инвалидности*, где инвалидность (глухота, слепота, сумасшествие, врожденное уродство) понимается как позор и религиозное наказание за грехи. *Медицинская модель* рассматривает инвалидность как проблему, где инвалид - «больной», ему необходим уход и лечение. *В социальной модели* инвалидность рассматривается как социальная проблема. Авторы также предлагают четвертый вид модели «*новейшую*» парадигму инвалидности, где отвергается понятие инвалидности вообще. А.Е. Думбаев и Т.В. Попова отмечают, что в будущем в научном мире возможна ликвидация понятия «инвалид» [17].

Также попытка создания модели отношения общества к инвалидами были сделаны Г.Ж. Нурмухановой (2016), К. Роллан (2019).

Обсуждение. В результате проведенных исследований авторы пришли к выводу, что из всех проанализированных моделей отношений к инвалидности, предлагаемых зарубежными и отечественными учеными самими близкими к историческому развитию образования и истории отношения общества к инвалидности в Казахстане являются модели ученых, предлагаемые Н. Грозной (2005), М.Ю.Перфильевой, Ю.П. Симоновой, С.А.Прушинским (2012) и Даниэль Г. Дель Торто (2016).

На основе вышеназванных моделей отношений к инвалидности нами предложена авторская теоретическая модель подходов к инвалидности в Казахстане.

Теоретические модели подходов к инвалидности в Республике Казахстан

Название модели	Периоды	Содержание
Медицинская модель	Начало XX века и 70-е годы	Лица с ограниченными возможностями здоровья - больные, за ними нужен уход, они не могут позаботиться о себе, не способны за себя отвечать, не способны к труду
Социальная модель	80-е годы и начало XXI века	Лица с ограниченными возможностями здоровья - полноценный член общества, имеет такие же права, как и все остальные
Модель инклюзии	Начало XXI века и по настоящее время	Лица с ограниченными возможностями здоровья - равноправный член общества

Медицинская модель отношения общества к инвалидности в Казахстане, по нашему мнению, охватывает начало XX века и 70-е годы XX века. Только во время Советской власти в нашей стране официально и открыто стали говорить о проблемах лиц с ограниченными возможностями здоровья. Впервые государство стало заниматься лечением, обучением и воспитанием лиц с нарушениями в развитии. С медицинской точки зрения человек, имеющий нарушения здоровья, считается «инвалидом». Инвалид - значит «больной человек», «человек с тяжелыми физическими увечьями», «человек с нарушениями здоровья», «человек с недостаточным интеллектуальным развитием», он не может делать то, что сможет обычный человек. Так как человек с ограниченными возможностями – больной, ему необходим долговременный уход и лечение в специальном учреждении. Таким образом, по медицинской модели, если человек имеет физические или умственные нарушения, то его необходимо лечить, однако вылечить не всегда получается или иногда невозможно вылечить [18].

Социальная модель отношения общества к инвалидности в Казахстане охватывает 80-е годы XX века и начало XXI века. В 80-е годы началось внедрение демократических идей в различные сферы жизнедеятельности человека, в том числе и в образование. Наша страна в развитии образования опиралась на общемировые ориентиры, учитывая этническую многомерность казахстанского социума. Именно в это время возникла концепция системы образования лиц с ограниченными возможностями здоровья совместно со здоровыми детьми. Практика показала, что физическое, сенсорное или психическое нарушение развития не только медицинское, но и социальное явление. В социальной модели инвалидность рассматривается не как заболевание, а как форма социального неравенства, как стереотипы, имеющие место в обществе, как результат отношения общества к их особым потребностям. Инвалидность - препятствия и барьеры, не позволяющие человеку участвовать в жизни общества. Ограниченные возможности - это результат социального, экономического и политического притеснения внутри общества. Человек с инвалидностью ограничен условиями окружающей среды и отношением со стороны общества. Такие ограничения можно постепенно устранить, убрать физические барьеры, изменить отношение окружающих [19].

Модель инклюзии охватывает начало XXI века и по настоящее время. По модели инклюзии лица с ограниченными возможностями здоровья - равноправный член общества. Инклюзия – вовлечение ребёнка в общество, в адаптированную образовательную среду. На современном этапе инклюзия является ведущей тенденцией в развитии системы образования во всем мировом сообществе [20]. В настоящее время только инклюзия может предоставить для лиц с ограниченными возможностями здоровья адекватную форму обучения. Все социальные и образовательные мероприятия должны разрабатываться с учетом особых потребностей лиц с ограниченными возможностями. Общество стало выступать за сокращение количество специальных интернатов и школ, потому что в них лица с ОВЗ теряли способности, круг их общения ограничился. Известно, что лица с ограниченными возможностями здоровья имеют те же права, что все остальные члены общества: жить, учиться по месту жительства, работать, жить в своем доме, выбирать друзей. Они не должны приспосабливаться к правилам общества, а должны включаться в общество.

Предложенная нами теоретическая модель отношения общества к инвалидности устанавливает связь истории развития страны с развитием образовательных и социальных отношений.

Выводы. В результате исследований выявлено, что имеются исследования по проблемам обучения и воспитания лиц с ограниченными возможностями здоровья, по проблемам гуманно-философского отношения, нормативно-правового обеспечения, создания комфортной среды, адаптации к образовательному процессу, работы с семьей детей-инвалидов, по вопросам предотвращения негативного отношения в обществе к лицам с ограниченными возможностями здоровья, развития механизмов создания инклюзивного общества, формирования гуманистического потенциала инклюзивного образования. Однако теоретические модели отношения общества к инвалидам и инвалидности в Казахстане не разработаны и не имеются научно обоснованной теоретической модели подходов к инвалидности в Казахстане.

Отмечено, что отношение общества к инвалидности зависит от социальных, политических условий, ценностных ориентаций, экономических возможностей государства, законодательства в сфере образования и принятых культурных норм общества. Исторические события страны связаны

с отношением государства к инвалидности, однако исторические предпосылки у каждой страны разные. Теоретические модели подходов, отношения к инвалидности имеют определенное сходство и различие. Несмотря на определенное сходство, различия очевидны. Исследование показало, что каждая страна разрабатывает свои национальные модели подходов, отношения к инвалидности в связи с своей историей.

В результате проведенных исследований авторы разработали теоретические модели подходов к инвалидности в Республике Казахстан, которые охватывают временной отрезок от начала XX века по настоящее время и наиболее подходящие историческому развитию Республики Казахстан: медицинская модель (начало XX века и 70-е годы XXI века), социальная модель (80-е годы XX века и начало XXI века), модель инклюзии (начало XXI века и по настоящее время). Авторы рассматривают отношения общества к инвалидности в разрезе исторического развития нашей страны и образования лиц с ограниченными возможностями здоровья.

Разработанные авторами теоретические модели подходов к инвалидности способствуют успешности развития инклюзивного образования в Казахстане, позволяют оценить состояние внедрения, развития и становления инклюзивного образования в Казахстане.

Разработанные модели отношения к инвалидности в Республике Казахстан внесет значительный вклад в развитие инклюзивного образования и будет иметь практическую значимость для педагогов инклюзивного образования, педагогов-психологов, научных сотрудников, исследователей, работников организаций образования по подготовке педагогических кадров в возможности использования результатов исследования.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА МҮГЕДЕКТІККЕ КӨЗҚАРАСТЫҢ ТЕОРИЯЛЫҚ МОДЕЛЬДЕРІ

Аннотация. Мақаланың мақсаты Қазақстан Республикасында қоғамның мүгедектікке көзқарасының отандық моделін әзірлеу болып табылады. Зерттеу мақсатына жету үшін дамуында ауытқулары немесе бұзылулары бар мүмкіндігі шектеулі тұлғаларға қоғамның көзқарасына арналған бірқатар шетелдік және отандық ғалымдардың еңбектері талданды. Алыс және жақын шет елдерде, сондай-ақ Қазақстанда мүгедектікке қатысты тәсілдердің қолданыстағы үлгілері талданды. Әлемдік тәжірибеде мүгедектікке көзқарастардың оннан астам моделі бар екені анықталды. Мүгедектікке қатысты қолданыстағы модельдердің белгілі бір ұқсастықтарымен қатар, айырмашылықтар да бар екендігі айтылды. Тәжірибе көрсеткендей, қоғамның мүгедектікке қатынасы әлеуметтік, саяси жағдайларға, мемлекеттің экономикалық мүмкіндіктеріне, білім беру саласындағы заңнамаларға, қоғамның құндылық бағдарларына және қоғамда қабылданған мәдени нормаларға байланысты болады. Зерттеу Қазақстанда XX ғасырдың 70-ші жылдарына дейін мүмкіндігі шектеулі тұлғаларды оқыту және тәрбиелеу мәселелеріне арналған отандық ғылыми жұмыстар туралы ақпараттың жоқ екендігін көрсетті. Мүмкіндігі шектеулі тұлғаларды оқыту және тәрбиелеу мәселелері, нормативтік-құқықтық қамтамасыз етілуі, инклюзивті білім берудің гуманистік әлеуетін қалыптастыру мәселелері бойынша зерттеулер бар екені анықталды. Алайда Қазақстанда қоғамның мүгедектер мен мүгедектікке көзқарасының, қатынасының теориялық модельдері жасалынбаған. Жүргізілген зерттеулер нәтижесінде авторлар Қазақстан Республикасында мүгедектікке көзқарастың XX ғасырдың басынан қазіргі уақытқа дейінгі қамтитын және Қазақстан Республикасының тарихи дамуына барынша сәйкес келетін теориялық модельдерді жасады: медициналық модель (XX ғасырдың басы және XXI ғасырдың 70-жылдары), әлеуметтік модель (XX ғасырдың 80-жылдары және XXI ғасырдың басы), инклюзия моделі (XXI ғасырдың басы және қазіргі уақытқа дейін). Мүгедектікке көзқарастың әзірленген теориялық модельдері Қазақстанда инклюзивті білім беруді дамытудың табыстылығына ықпал етеді. Қорытындылай келе, авторлар Қазақстан Республикасында мүгедектікке көзқарастың әзірленген модельдері инклюзивті білім беруді дамытуға айтарлықтай үлес қосады және зерттеу нәтижелері инклюзивтік білім беру педагогтары, педагог-психологтар, ғылыми қызметкерлер, зерттеушілер, білім беру ұйымдарының қызметкерлері үшін практикалық маңызы болады деп тұжырымдайды.

Түйін сөздер: мүгедектік, қатынас, көзқарас, қоғам, ауытқулар, бұзылулар, мүмкіндігі шектеулі тұлғалар, медициналық, әлеуметтік, модель, инклюзия.

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THEORETICAL MODELS OF APPROACHES TO DISABILITY IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The purpose of the article is to develop a domestic model of society's attitude to disability in the Republic of Kazakhstan. To achieve this goal, the works of a number of foreign and domestic scientists devoted to the attitude of society towards persons with disabilities or developmental disabilities were analyzed. Existing models of approaches to disability in the countries of near and far abroad, as well as in Kazakhstan, were identified and analyzed. It has been established that in world practice there are more than ten models of approaches to disability. It is noted that the existing models of attitudes towards disability have not only certain similarities, but also differences. Practice has shown that society's attitude towards disability depends on social, political conditions, economic opportunities of the state, legislation in the sphere of education, value orientations and accepted cultural norms of society. The study showed that there is no information about domestic scientific works devoted to the issues of training and education of persons with disabilities in Kazakhstan until the 70s of the twentieth century. It was revealed that there are studies on the problems of education and upbringing of persons with disabilities, regulatory support, the formation of the humanistic potential of inclusive education. However, theoretical models of society's attitude towards disabled people and disability have not been developed in Kazakhstan. As a result of the research, the authors have developed theoretical models of approaches to disability in the Republic of Kazakhstan, which cover the time period from the beginning of the 20th century to the present and are most suitable for the historical development of the Republic of Kazakhstan: a medical model (early 20th century and 70s of the 21st century), a social model (80s of the XX century and the beginning of the XXI century), model of inclusion (the beginning of the XXI century to the present). The developed theoretical models of approaches to disability contribute to the success of the development of inclusive education in Kazakhstan. In conclusion, the authors conclude that the developed models of attitudes towards disability in the Republic of Kazakhstan will make a significant contribution to the development of inclusive education and will have practical significance for teachers of inclusive education, educational psychologists, researchers, employees of educational institutions on the training of teaching staff.

Keywords: disability, approaches, attitude, society, violations, deviations, persons with disabilities, medical, social, model, inclusion.

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ON THE PROBLEM OF SUBJECTIVITY (AGENCY) OF CONSUMPTION OF EDUCATIONAL SERVICES

Abstract. Many researchers agree that the main activity of the university is the provision of educational services. But they do not give an unambiguous definition in what form the service exists, what is meant by the product or product of the university, as well as how the concepts of "educational service" and "quality of education" are related and also practically do not ask the question of what role the subjectivity of the consumer plays (students, etc.) in the consumption of these services. On the one hand, it is obvious that the problem of consumption of educational services is largely a problem of the quality and price of education: the quality of educational services and prices for educational services. Experts who talk about the development of a person's creative and predictive abilities in relation to the ethical component in the changing educational and social conditions believe that at present, especially, more and more new requirements are imposed on the quality of education. Taking into account the constant variability of the social environment, the very concept of "quality of education" in the future will constantly transform. On the other hand, the problem of formulating the concept of "educational services" has not yet been resolved. In general, an educational service is a complex process aimed at transferring knowledge and skills (competencies) of a general educational, professional nature to the consumer in order to satisfy and develop personal, group and social needs. The quality of educational services changes due to changes in the qualifications of personnel, material and technical base and other elements inherent in the educational process, as well as the quality of students, including their learning ability and other characteristics. The purpose of the study is to analyze the problems of subjectivity in the context of the consumption of educational services.

Keywords: agency, subjectivity of consumption, consumer of educational services, professional training, professional retraining, self-education, values of the subject, human development.

Introduction. Many Russian, Kazakh and world researchers agree that the main activity of the university is the provision of educational services, but they do not give an unambiguous definition of the exact form in which the service exists, what is meant by the product or product of the university, as well as how the concepts of "educational service" and "quality education" are related. They also practically do not ask the question of what role the subjectivity (agency) of the consumer (students, etc.) plays in the consumption of these services. On the one hand, it is obvious that the problem of consumption of educational services is largely a problem of the quality and price of education: the quality of educational services and prices for educational services.

Analysis of scientific research works on this issue, both foreign and domestic theorists and practitioners in the field of assessing the qualities of education, methods of assessing it shows the impossibility of deriving a universal definition, since there are many different approaches to the concept of "quality". For example, V.N. Pugach (2013) believed that the quality of education should not be divorced from the components of the educational process, but it should also not be studied from the standpoint of material production, both the needs and the process are not possible without relations in the field of

education between participants in educational relations as subjects, actors, which are a set of social relations, the purpose of which, on the one hand, is the development of the content by students educational programs, on the other - creating conditions for the realization of citizens' rights to education [1]. In this context, the participants in relations in the field of education are students, parents (legal representatives) of juvenile students, pedagogical workers and their representatives, organizations carrying out educational activities, federal state bodies, state authorities of the constituent entities of the Russian Federation, local government bodies, employers and their associations. D.V. Makarychev (2006) believed that the main competitive advantage of one or another educational institution and individual entrepreneurs, providing educational services is the quality of education [2]. The term "quality of education" is usually used to denote the degree of satisfaction of the expectations of various participants in the educational process from the educational services provided by an educational institution" or "the degree of achievement of goals and objectives set in education". A.I. Adamskiy (2009) emphasized that it is the level of success and socialization of a citizen, the level of conditions for mastering the educational program of the school that are the quality of education [3]. At the same time, the results that ensure a high level of quality are academic knowledge, social and other competencies, social experience acquired by students in the course of mastering the educational program of the school. Specialists speaking about the development of a person's creative and prognostic abilities in relation to the ethical component in changing educational and social conditions, believes that nowadays, especially, new and new requirements are being imposed on the quality of education. Taking into account the constant variability of the social environment, the very concept of "quality of education" will be continuously transformed in the future.

However, the problem of formulating the concept "educational services" is still not solved. In general, an educational service is a complex process aimed at transferring knowledge and skills (competencies) of a general educational, professional nature to the consumer, in order to meet and develop personal, group and social needs. The term "service" has a number of definitions: services include various types of useful activities that do not create material values or an independent material product; services are (labor) functions or operations for which there is demand; service - any useful action or performance that one party can offer to the other and which is mostly intangible and does not lead to the seizure of anything; a service is an intangible asset produced for the purpose of marketing; service - a process that includes a series of intangible actions that, if necessary, occur in the interaction between customers and service personnel, physical resources, systems of the company - service provider.

The question of what exactly the educational service consists of is one of the most problematic:

1) The concept of educational services is the result of the consumerist perception of the world, in which everything is subject to commercialization and commodification, including cultural transmission as part of the care of older generations for younger ones. The service becomes a part of production and economic relations, is reduced to a special area of business. This drastically reduces not only the status of education, but also the person himself.

2) The concept of an educational service is difficult to define due to the fact that it is "sold out", "it turns out" that in reality is a joint process, the result of which is largely the result of the efforts of the subject himself. It is his subjectivity, activity, abilities and other characteristics that are the decisive moment in the very possibility of using the service.

Educational services are classified as public goods. Let us recall that public goods are goods that satisfy the needs of both individual individuals and the whole of society, and have the properties of indivisibility and nonexclusion from consumption. Due to these properties, the market cannot produce public goods. The provision of public goods, and therefore payment and responsibility for their production, is assumed by the state.

Most scholars classify educational services as a "quasi-public good". For example, S. Fisher emphasizes that the state's concern for the production of public goods does not exclude cooperation with the business sphere: the state should not produce public goods; it has only to determine how much each of these goods should be produced. To ensure real production, it can rely on private contractors (Fischer S., Dornbusch R., Schmalenzi R., 1995) [4, p. 65].

J. Stiglitz believes that "education is not a purely public good. The marginal cost of education per child is far from zero.... And it is not difficult to establish a fee for an individual for using this service" (Stiglitz J. Yu., 1997) [5, p. 352]. J. Stiglitz considers education a special area of state attention for the following reasons: first, "there are important externalities associated with the presence of educated members of society. A society in which everyone can read develops more successfully than a society where few can do it" (Stiglitz J. Yu., 1997) [5, p. 353]; second, "concern for equality of opportunity has

led to an almost unanimous agreement that the state should play a role in providing education” [5, p. 354]. However, he considers it inappropriate to state the education sector, since it contradicts the theory of human capital. L.I. Yacobson refers to education as a good with special merit [6]. These are private goods, the consumption of which society as a whole would like to make obligatory for all its members. Such benefits are characterized by significant positive externalities, which makes public funding appropriate. Such goods are not always easy to separate from mixed ones, therefore, various public goods are created within the education system: part of educational services - basic general and (or) secondary general education - can be attributed to pure public goods, and the other part - secondary vocational education and (or) education according to vocational training programs, higher education - to quasi-social benefits. Thus, the structure of the products of the modern educational system is not homogeneous and includes at least two parts unequal in volume: 1) public goods provided by the main part of educational organizations; 2) non-public, individually oriented product.

E. Canetti, A. Malraux (2015) note: “Educational services have the properties of internal and external effects. The internal effect manifests itself at the level of individual citizens; the external effect affects the entire society. Thus, the internal effect of education leads to the fact that everyone with an increased educational and professional potential and level of culture has the opportunity to receive a greater income compared to others. The external effect is expressed through the growth rate of labor productivity, economic recovery, making the right political and economic decisions, etc. A negative effect can be manifested in the fact that the growth of educational level leads to excessive migration of rural residents to cities” [7]. Educational services are provided, as a rule, in conjunction with the creation of spiritual values, the transformation and development of the student's personality. The unity of educational services and the creation of spiritual values ensures the realization of the cognitive interests of students, satisfies the needs of the individual in spiritual and intellectual development, contributes to the creation of conditions for self-determination and self-realization of individuals, participates in the formation, preservation and development of various human abilities for work, specialization, professionalization and the growth of his qualifications. Thus, educational services are a means of building human capital.

The main feature of the provision of educational services is the absence of any specific ready-made service - each time in the process of education of an individual, the acquisition of new knowledge, skills and abilities is accompanied by the active participation of the consumer and in many respects the specific content of the educational service depends on the participation, the role of the consumer (individual). Therefore, on the one hand, educational services and the process of their provision presuppose the openness of this sphere for information, personnel and other exchange, and increase competition between providers of educational services. On the other hand, the specificity of educational services, their uniqueness in general (since the teacher's personality changes during the educational process) limits the effectiveness of competition between educational services producers.

Educational services, like no other kind of activity, are under the scrutiny of society and outside the market pressure. This is most clearly manifested in political campaigns, in which the issue of public education is usually viewed as an element of ensuring national security, the prospects for the survival and development of the nation.

Various approaches to the concept of "educational service" were considered by Russian and foreign authors. And the qualitative aspect of the educational service is regulated by the normative legal documents of the educational policy of each country or association of countries (educational standard of one or another level).

Theoretical generalization of the provisions of well-known pedagogues and other scientists and practitioners who studied education in this text allows us to highlight various approaches that determine the essence of educational services (acmeological, personological, memitic, economic, legal). Most promising for research is an acmeological approach that reveals an educational service from the standpoint of the results of participants in educational relations and the entire school, which allows us to consider a person to achieve the desired professional position through the implementation of internal potential and with active interaction with the environment. The main characteristics of an educational service are as follows: a low degree of tangibility, inextricable connection from the source, non-persistence, intangibility, duration, assessment, active participation of the consumer in the process of providing educational services, obtaining "income" of the result. The "quality of educational services" should be understood as a set of characteristics aimed at meeting the educational needs and interests of the

participants in educational relations provided in the process of carrying out educational activities, the result of which is the achievement of a certain level of educational results of students.

The purpose of the study is to analyze the problems of subjectivity in the context of the consumption of educational services. The research method is a theoretical analysis of the problems of subjectivity in the context of the consumption of educational services. The subjectivity (agency) of the consumer of educational services is the leading condition for the possibility of obtaining (buying) and consuming them for the purposes of personal, partnership and professional development.

Results. The object of consumption psychology in the consumption of educational services is consumption as a social process. We do not consider the consumer as an object, since the consumer is one of the social roles of a person, and consumption of educational services is influenced by the same complex of factors as other social processes, only to a different extent and in a different way. The subject of consumption psychology is the psychological patterns of consumption of educational services. In our opinion, the central theme of the psychology of consumption is the attitude to the educational services. Consumer behaviour in the consumption of educational services in itself cannot be the subject of the psychology of consumption, since any behavior is only a manifestation of mental processes, essentially determined by social (including financial) factors (consumer behavior is the subject of the sociology of consumption). Note that we consider consumer behavior as social behavior. Some (Poznyakov V.P. and co-authors) consider consumer behavior as a type of economic behavior, and it, in turn, as a type of social one (Zhuravlev A.L., Poznyakov V.P., 2012; Poznyakov V.P., 2015) [8; 9]. Consumer behavior in the consumption of educational services is a social activity. It directly involved in the acquisition, use and disposal of products, services, ideas (including decision processes preceding this activity and following it).

Consumption is made by the consumer of educational services. A consumer of educational services is an individual or organization that buys, uses, owns and disposes of a product or service. Consumers can be people, groups of people, as well as organizations of various sizes and profiles of activities that use goods, services, and ideas. The substantive basis of consumer behavior in the consumption of educational services is the decision-making process and the factors that determine it. The starting point of consumer behavior is the life (organizational) style. It is believed that consumers buy in order to maintain or improve their lifestyle (organizational) style.

The following types of consumer behavior in the consumption of educational services are distinguished (Kazantseva S.M., 1997): cyclic, repetitive actions and actions of the individual (for example, in a situation of everyday shopping); marginal acts of consumer behavior (for example, when a consumer moves from one status to another); acts of consumer behavior as a result of the influence of consumer schemes and stereotypes, which are formed as a result of socio-cultural patterns, elements of the subculture; spontaneous consumer acts and reactions under the influence of certain circumstances or provoked by an emotional state; unique actions and deeds that are the result of an individual's individual experience [10]. In consumer behavior, regardless of whether it is a purchasing or user behavior, there are three components characteristic of economic behavior in the consumption of educational services (Economic behavior is called the behavior caused by economic incentives, and the activity of an economic entity) [11, p. 9]. The affective component of consumer behavior in the consumption of educational services includes emotions, feelings, emotional assessments of goods and services. The cognitive component is made up of opinions, judgments, comparisons, rational assessments of goods and services. The motivational-volitional component is the desire and desire to buy or use a product / service.

Psychologist from O.T. Melnikova notes that there are other social phenomena that are similar to consumer behavior in the form of their existence and in the nature of the interest shown to them by social psychology. Thus, the patterns typical for consumers often turn out to be typical for voters. There is a similarity between consumer, electoral, migration and other types of behavior precisely because they are different aspects of the same integral process of social life of society (Melnikova O.T. et al., 2005) [12, p. 258]. T.O. Melnikova believes that the concept of "consumer behavior" in the consumption of educational services and other spheres, despite its apparent texture, is in fact a scientific abstraction [12, p. 259].

In reality, there is simply human behavior in the consumption of educational services. It becomes consumer only from a special point of view of the researcher, who singles out in the integral complex of human actions only those actions that relate to consumption. For the consumer himself, these actions are woven into the general context of his behavior and are filled with a completely different "non-consumer" meaning. Buying the same simple thing can be a manifestation of a hedonistic impulse, or it can become a realization of civic duty, have different meanings for one and for others, be conscious, pleasant to varying

degrees, and serve as a reason for pride or shame. A purchase can generally replace another action, such as difficult or unpleasant.

American scientists have a completely opposite point of view and have created a whole science of "consumer behavior" in the consumption of educational services and other spheres, which studies the characteristics of purchases and use. The science of "consumer psychology" operates not only with the term "consumer behavior", but even with "consumer consciousness". Indeed, the consumer does not reflect on the features of his consumer behavior and does not separate it in life from other types of behavior, but this is not a reason for the lack of reflection among psychologists who study consumption.

Forms of market power over man. Some forms of power of a market society over an individual (Deineka O.S., 200, p. 92): imposing needs is the market through advertising forms more and more new needs or forms of their satisfaction; accelerated consumption - things are living shorter lives for technologically planned reasons, or for reasons related to fashion; outstripping consumption or credit - life on credit increases psychological stress, anxiety, and, as a rule, increases the value of the thing; a choice from marginal, that is, insignificant differences - the growing flow of things differs insignificantly, and this complicates and psychologically burdens the choice of the desired alternative.

The model of the modern consumer in the consumption of educational services and other spheres was presented by V.E. Khrutskiy and I.V. Korneev, summarizing the answers to the question of what consumers expect today (ibid. Troitskaya I.V., 2002) [13, p. 167-168]: consumers want peace and safety in literally everything; they are grateful to someone who can take care of their life problems, which are difficult for them to cope with; consumers want personal attention and communication; consumers want quality that matches new technologies, state of the art and science; sometimes consumers want to partner with manufacturers and sellers; they expect to be given the opportunity to visit the facility and hope that their opinions and wishes will be taken into account; consumers want joy and pleasure; consumers want to live in an atmosphere of predictability in the market for goods and services.

After the "affluent society" (according to J. Gelbraith, 1958), American society also became a "consumer society" (according to L. Brentano, 2015) [14; 15]. The consumer society was studied by L. Brentano, F. Braudel, H. Winterberg, J. Keynes, P. Samuelson, M. Friedman, I.V. Aleshina, L.I. Rostovtseva, J. Schissler and others (Schissler J., 2019) [16]. Every civilized society is not free from either consumption or production. A consumer society becomes a society in which there is a cult of consumption. This was considered a flaw in Soviet ideology, when the "consumer attitude" was unforgivable. But the cult of consumption provides a customer-oriented production and commerce, high competition, active shopping - clear advantages and determinants of social development (Dunn St. P. & Pressman St., 2005) [17].

V. Ferkiss (1974) points out that an indispensable condition for the evolution of society towards a consumer society is personal freedom manifested in the institution of private property [18, p. 16-17]. The main condition of a consumer society is the stable development of society for decades. As a result of this development, society accumulates material resources, concentrated among the general population (consumers) and producers (entrepreneurs). The next condition is the mechanisms of interaction between the solvent population and the entrepreneur who has the necessary material resources. There are two such mechanisms: lending to the enterprise (corporatization); and the consumption-saving relationship (Keynes J., 1978) [19].

There are the following signs of a consumer society (Danilchenko A.V., 2003): democratic civil relations between members of society (in most cases); ideology of the primacy of personality over society; the regime of legality and observance of individual rights; market relations in society; mutual stimulation of consumption and production; high material resource of society, relatively evenly distributed among the members of this society, exceeding the minimum of urgent needs [20]. There are some consumption psychology axioms: consumption is the destruction of goods in one way or another; by consuming a product, we consume not only material resources, but also symbols, the carrier of these symbols is not the whole product, but its features (attributes); about a third of the cost of a brand product is the cost of the brand itself; to "promote" a product, the consumer must be surprised with something in it; we need to sell not a drill (goods), but holes in the wall (benefits).

In the works devoted to the marketing of educational services in secondary and higher education, one way or another, the subjective nature of the consumption of these services is noted [21-31]. At the same time, theorists and marketing practitioners either simply state the subjectivity and activity of schoolchildren and students, or try to go inside the problem. However, due to practically insurmountable

theoretical difficulties, this problem cannot be solved: education is not the sale of services; it is not the sphere of economic transactions. Deals about and around education (providing its infrastructure) are a reality; deals with education itself are fiction. As soon as education becomes a "service", it disappears [32-49]. However, as long as there is a government and business order for such research, it will continue.

Conclusion. The quality of educational services changes due to changes in the qualifications of personnel, material and technical base and other elements inherent in the educational process/ In also changes due to the quality of students, including their ability to learn and other characteristics. The consumer of educational services - a student, schoolchild, a person undergoing a stage of professional retraining or qualification improvement, engaged in self-education or preparing for an already mastered or alternative professional, family and hobby activity, chooses educational services based on a system of internal and external factors. By choosing a location, direction, type, etc. training or retraining, he will build (more or less consistently, holistically, meaningfully / reflectively, skillfully, etc.) his activity in receiving educational services and their consumption. The leading aspects of such a choice can be considered the values and goals of the subject - leading, socio-psychological in nature, the focuses of his relationship to himself and the world, to other people. Values and goals determine behavior models, including their sustainability in the "field" of offerings, marketing and brand influences, in the form of fashion, etc., influences of family, friends, general social environment (traditions, etc.). At the same time, the subjectivity (agency) of the consumer of educational services is the leading condition for the possibility of obtaining (buying) and consuming them for the purposes of personal, partnership and professional development. The question of what exactly the educational service consists of is one of the most problematic:

1) the concept of an educational service is the result of the consumerist perception of the world, in which everything is subject to commercialization and commodification, including cultural transmission as part of the care of older generations for younger ones. The service becomes a part of production and economic relations, is reduced to a special area of business. This drastically reduces not only the status of education, but also the person himself.

2) the concept of an educational service is difficult to define due to the fact that it is "sold out", "it turns out" that in reality is a joint process, the result of which is largely the result of the efforts of the subject himself. It is his subjectivity, activity, abilities and other characteristics that are the decisive moment in the very possibility of using the service.

We believe that the service of education is a concept that contains a logical, semantic error. This bug needs to be fixed. One of the "theoretical" ways to do this is by analyzing the subjectivity of the consumer of educational services.

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БІЛІМ БЕРУ ҚЫЗМЕТІН ТҰТЫНУДЫҢ СУБЪЕКТИВТІЛІГІ ТУРАЛЫ ПРОБЛЕМАСЫ

Аннотация. Көптеген зерттеушілер университеттің негізгі қызметі білім беру қызметтерін ұсыну болып табылады деген пікірге келіседі, бірақ олар мынадай қызмет түріне: университеттің өнімі немесе өнімі дегеніміз не, сондай-ақ «білім беру қызметі» және «сапа» ұғымдары қалай анықталатынына анық анықтама бермейді. Сонымен қатар, іс жүзінде тұтынушының (студенттердің және т. б.) субъективтілігі осы қызметтерді тұтыну қандай рөл атқаратындығы туралы сұрақ қоймайды. Бір жағынан, білім беру қызметтерін тұтыну проблемасы көбіне білім сапасы мен бағасының проблемасы екені анық. Мұнда білім беру қызмет-

терінің сапасы мен білім беру қызметінің құны маңызды болып табылады. Өзгеріп жатқан білім беру және әлеуметтік жағдайларда этикалық компонентке қатысты адамның шығармашылық және болжамды қабілеттерін дамыту туралы сөйлесетін мамандар қазіргі уақытта, әсіресе білім сапасына жаңа талаптар қойылады деп санайды. Әлеуметтік ортаның үнемі өзгеріштігін ескере отырып, болашақта «білім сапасы» ұғымының өзі үнемі өзгеріп отырады. Екінші жағынан, «білім беру қызметтері» тұжырымдамасын қалыптастыру мәселесі әлі шешілген жоқ. Жалпы білім беру қызметі дегеніміз - жеке, топтық және әлеуметтік қажеттіліктерді қанағаттандыру және дамыту мақсатында тұтынушыға жалпы білім беру, кәсіби сипаттағы білім мен дағдыларды (кұзыреттерді) беруге бағытталған күрделі процесс. Зерттеудің мақсаты - білім беру қызметін тұтыну контекстіндегі субъективтілік мәселелерін талдау.

Түйін слова: тұтынудың субъективтілігі, білім беру қызметін тұтынушы, кәсіби дайындық, кәсіби қайта даярлау, өзін-өзі тәрбиелеу, субъектінің құндылықтары, адам дамуы.

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К ПРОБЛЕМЕ СУБЪЕКТНОСТИ ПОТРЕБЛЕНИЯ ОБРАЗОВАТЕЛЬНЫХ УСЛУГ

Аннотация. Многие исследователи сходятся во мнении, что основным видом деятельности ВУЗа является предоставление образовательных услуг. Но они не дают однозначного определения, в какой именно форме существует услуга, что подразумевается под продуктом или продуктом ВУЗа, а также как связаны понятия "образовательная услуга" и "качество образования" и также практически не задаются вопросом о том, какую роль играет субъектность потребителя (студентов и т.д.) в потреблении этих услуг. С одной стороны, очевидно, что проблема потребления образовательных услуг во многом является проблемой качества и цены образования: качества образовательных услуг и цен на образовательные услуги. Специалисты, говорящие о развитии творческих и прогностических способностей человека применительно к этической составляющей в изменяющихся образовательных и социальных условиях, считают, что в настоящее время, особенно, к качеству образования предъявляются все новые и новые требования. Учитывая постоянную изменчивость социальной среды, само понятие «качество образования» в будущем будет постоянно трансформироваться. С другой стороны, до сих пор не решена проблема формулировки понятия «образовательные услуги». В целом образовательная услуга - это сложный процесс, направленный на передачу потребителю знаний и навыков (компетенций) общеобразовательного, профессионального характера с целью удовлетворения и развития личных, групповых и социальных потребностей. Качество образовательных услуг меняется в связи с изменением квалификации персонала, материально-технической базы и других элементов, присущих образовательному процессу, а также качества студентов, включая их способности к обучению и другие характеристики. Цель исследования - анализ проблем субъектности в контексте потребления образовательных услуг.

Ключевые слова: субъектность потребления, потребитель образовательных услуг, профессиональная подготовка, профессиональная переподготовка, самообразование, ценности субъекта, развитие человека.

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E-mail: ainur-samatovna@mail.ru, mymail_64@inbox.ru**БОЛАШАҚ ӘЛЕУМЕТТІК ПЕДАГОГТАРДЫҢ КӘСІБИ
ІС-ӘРЕКЕТКЕ ДАЯРЛЫҒЫН ҚАЛЫПТАСТЫРУ**

Аннотация. Қазіргі заманғы Қазақстандық қоғам дамуының маңызды көрсеткіштерінің бірі – кәсіби педагогикалық кадрларды даярлау. Дәстүрлі түрде әлеуметтік педагогтарды дайындау студенттердің жеке және әлеуметтік дамуына, олардың жалпы мәдениетін қалыптастыруға, білім беру ұйымдарындағы әлеуметтік саланы үйлестіруге, оқу процесіндегі өмірі мен денсаулығын қорғауды қамтамасыз етуге дайын болуға бағытталған.

Әлеуметтік педагогтың кәсіби іс-әрекетіне оның жеке тұлғасы әсер етеді. Ал әлеуметтік әл-ауқат, әлеуметтік иммунитет және қазіргі Қазақстандық қоғам өмірінің тұрақтылығы көбінесе практикалық іс-әрекетке даярлықтың қалай қалыптасатындығына байланысты болады.

Мақала авторы болашақ әлеуметтік педагогтардың кәсіби іс-әрекетке даярлығының қалыптасуын әлеуметтік-психологиялық құбылыс ретінде қарастырады. Осы мақала аясында «болашақ әлеуметтік педагогтардың іс-әрекетіне даярлық» тұжырымдамасы нақтыланып, оның негізгі сипаттамалары қарастырылатын болады. Зерттеу нәтижелері, теориялық тұжырымдар мен әлеуметтік педагогтардың кәсіби даярлығын қалыптастыру процесіндегі практикалық әзірлемелер әлеуметтік педагогика, психология, педагогика және әлеуметтік жұмыс саласында қолданыла алады.

Түйін сөздер: әлеуметтік педагог, кәсіби іс-әрекетке даярлық, бағдар, әлеуметтік педагогтың бағдарын қалыптастыру.

Кіріспе. Даярлық психологиялық құбылыс түрінде «организмнің жеке қасиеттері мен интеллектуалдық қасиеттер жүйесін белсендіру арқылы белсенділіктің немесе реакцияның көрінуіне бейімделетін даярлық позициясы» ретінде анықталады [1, 480 б.]. Басқаша айтқанда, даярлық – бұл адамның тәжірибеден пайда алуға дайын болу күйі.

Ресейлік психолог И.А. Зимняя даярлық мотивациялық компонент ретінде когнитивтік, мінез-құлықтық, құндылық-семантикалық және реттеуші компоненттермен қатар құзыреттіліктің құрылымдық элементі болып табылады деп атап көрсетеді [2]. И.А.Зимняя іздеген тұжырымдаманы түсіну логикасына сүйене отырып, әлеуметтік педагогтың еңбек функцияларын орындауға «даярлығы» феномені белгілі бір білімдер мен дағдыларды жүйелі түрде меңгеруді, адамның тұрақты сенімін және жеке тұлғаның әлеуметтік маңызды бағытын болжайды.

Қазақстандық ғалым-әдіскер Г.Ж. Меңлібекова әлеуметтік педагогтарды кәсіби дайындаудың әлемдік тәжірибесін зерттей отырып, «даярлықты» ескеру керек деген тұжырымға келеді:

- тұлғаның қазіргі және болашақтағы үздіксіз өсу мүмкіндіктерін, оның әлеммен және өзімен одан әрі байланысын қамтамасыз ететін және сипаттайтын білім ретінде;

- білім берудің әртүрлі кезеңдерінің критерийі ретінде [3, 57 б.].

Зерттеуші даярлықтың қалыптасуы механизмдер мен шарттардың жеке дәйектілік қайта құруларының сипатын ашады деген тұжырымға келеді.

К.К. Платоновтың зерттеулерінде «даярлық» ұғымы тиісті қызметті жүзеге асыруға қажетті белгілі бір білім мен дағдылар жүйесін иеленетін және оны орындауға ұмтылатын адамның интегративті қасиеті ретінде қарастырылады [4].

Біздің ғылыми ізденістеріміздің негізгі ағымында В.Г. Крысько іс-әрекетке дайын болуға тұлға дамуындағы динамикалық процестер әсер етеді деп көрсеткен [5, 141 б.].

Енді осы ойға толығырақ тоқталайық. Өздеріңіз білетіндей, құрылым принципі басты орын алатын тұлғаның көптеген теориялары бар. «Кәсіби іс-әрекетке дайын болу» құбылысын оның қалыптасу процесінің құрылымдық сипатының призмасы арқылы түсіндіру үшін орыстың әлеуметтік психологы Б.Д. Парыгиннің ұстанымын қарастырайық. Оның тұжырымдары бойынша тұлғаның әлеуметтік-психологиялық құрылымына статикалық және динамикалық жақтары кіреді. Динамикалық құрылым интроспективті және мінез-құлық аспектілерін қамтиды, яғни бұл динамикада, іс-әрекетте «жеке тұлғаның психикасының негізгі компоненттері адам қызметінің тікелей контекстінде бекітіледі» [6]. Біздің зерттеуіміз үшін бұл тұжырым маңызды, өйткені даярлық сипатын ашуға мүмкіндік береді. Белсенділікке даярлықтың негізі тұлғаның бағдарын қалыптастыру деп санаймыз. Басқаша айтқанда, егер даярлық адамның іс-әрекетке икемделуі болса, онда адамның даярлығының қалыптасуы үшін бағдар қажет деп санауға болады. Бұл тұрғыда бағдар бойынша біз кәсіби іс-әрекеттерді орындауға деген ұмтылыстың қалыптасу деңгейін айтамыз.

«Бағдар» ұғымының мәнін ашайық. Америкалық психолог Г.Оллпорт екі жақты бағдарды сипаттайды: біріншіден, адамның мінез-құлқын анықтайтын және бағыттайтын өткен тәжірибе нәтижесінде пайда болған жеке адамның жағдайы ретінде; екіншіден, эмоционалды-интеллектуалды бағалаудың негізі ретінде субъектіге қатысты жағымсыз немесе жағымды әрекеттерді тудыратын тенденция [7].

З.Фрейд бағдардың көрінуі үшін қатынасты қанағаттандыруға болатын тиісті орта, қажеттіліктер мен жағдайлар қажет деп есептеді [8].

Узнадзе грузин мектебі бағдарды зерттеуге айтарлықтай үлес қосты. Әлеуметтік педагогтың кәсіби іс-әрекетіне даярлығын қалыптастыру процесін зерттеу үшін *бағдар* феноменін түсінуге ғылыми қызығушылық тудырады:

- әрекет етуші тітіркендіргіштермен қатар реакцияны жеке тұлғаның ішкі ұйымы анықтайды, яғни бағдары;

- бағдар – бұл психологиялық қызмет субъектісінің жүйелік ерекшелігі;

- мотивтер, жеке қасиеттер және басқа факторлар бағдарды реттеуші қызметіне бағынады;

- бағдар тұтас жеке бірлік ретінде қызметтің ішкі байланысы мен реттілігін анықтайды, яғни жеке тұлға субъект ретінде іс-әрекетке жеке тұлғаның ақыл-ой ұйымының бүкіл жүйесінің сынуы арқылы дайындалады;

- жеке тұлғаның мінез-құлқындағы сенімділіктің негізі ретінде бағдар адам, қоршаған рухани және қоршаған әлем арасындағы қатынастардың хаосына жол бермейді, осылайша мінез-құлықтағы қайшылықты азайтады [8, 65-66 б.].

Орыс психологы А.Г.Асмолов бағдар теориясын дамыта отырып, келесілерді атап көрсетеді:

- бағдар іс-әрекет барысының тұрақты, мақсатты сипатын анықтайды және үнемі өзгеріп отыратын жағдайларда өзінің бағыттылығын сақтауға мүмкіндік беретін жеке тұлғаның белсенділігін тұрақтандыру механизмі ретінде әрекет етеді;

- бағдар субъектіні шешім қабылдау қажеттілігінен босатады және стандартты, бұрын кездескен жағдайларда қызмет барысын ерікті түрде басқарады;

- бағдар белсенділік динамикасының инерциясын анықтайтын және жаңа жағдайларға бейімделуді қиындататын фактор ретінде әрекет ете алады. Реакцияға даярлық ретіндегі бағдар – бұл тасымалдаушының түрі, субъектінің қызметіндегі сол немесе басқа мазмұнды білдірудің формасы [9, 83-84 б.].

Сонымен, әлеуметтік педагогтың бағдары оның кәсіпқойлығының негізі болып қана қоймай, сонымен қатар әртүрлі педагогикалық жағдайларда шешім қабылдау, іс-әрекет, мінез-құлық қабылдау жолдарын анықтайды.

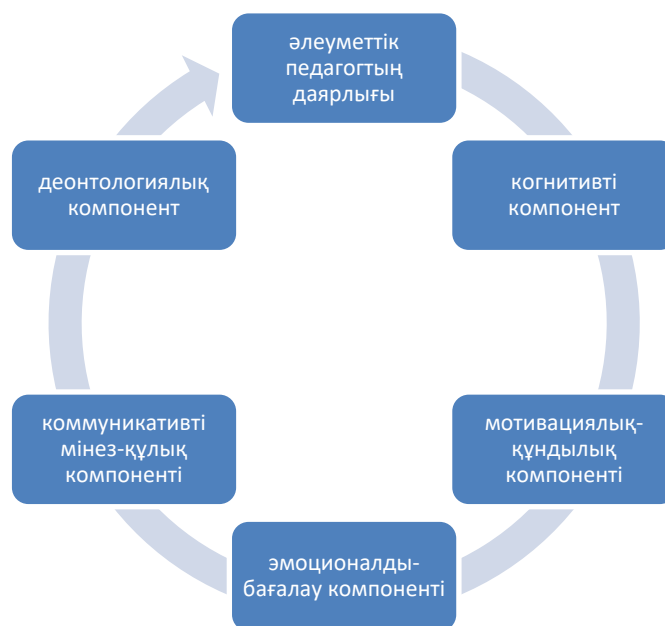
Болашақ әлеуметтік педагогтерде ұйымдастырушылық-коммуникативті, әлеуметтік-үйлестіруші, интерактивті-терапевтік, әлеуметтік түрлендіруші (бұл әлеуметтік педагогиканың мәнін құрайтын функционалды бағыттар) қызметке деген бағдарды қалыптастыру үшін:

- тиісті білім беру ортасы мен әлеуметті мүмкіндіктерді құру;

- кәсіби өзін-өзі дамытудың маңыздылығын мойындау;

- педагогикалық әрекеттерді үйлестіру және сабақтастық.

Осылайша зерттеліп отырған құбылысты жоғарыда сипаттау негізінде және оның психологиялық мәнін ескере отырып, біз әлеуметтік педагогтың кәсіби іс-әрекетке даярлығы деп деонтологиялық, мотивациялық-құндылық, танымдық, эмоционалды-бағалау, коммуникативті мінез-құлық, мұқтаж балаларға кәсіби көмек көрсетуге мүмкіндік беретін жеке қасиеттер, білім, дағдылар жүйесін жұмылдыруды қамтамасыз ететін құрылымдық компоненттер жиынтығын айтамыз (1-сурет):



1-сурет –Әлеуметтік педагогтың кәсіби іс-әрекетке даярлығының құрылымдық компоненттер жиынтығы.

1-кесте – Әлеуметтік педагогтың кәсіби іс-әрекетке даярлығын бағалау деңгейінің критерийлері

№	Кәсіби іс-әрекетке даярлық деңгейі	Критерийлері				
		деонтологиялық	мотивациялық-құндылық	когнитивті	эмоционалды-бағалау	коммуникативті мінез-құлық
1	Төмен	Әлеуметтік педагогтың мінез-құлық қағидалары мен ережелерінде міндетті адамгершілік талабы, нормалары, туралы идеялардың болмауы	Басқа құндылықтарға сезімталдықтың болмауы	Кәсіби білім мен дағдылардың жетіспеушілігі; төмен интеллектуалды белсенділік	Басқа менталитетті түсіну және қабылдау бойынша білім мен дағдылардың болмауы; эмоционалдық жақындық және жаман ниет	Адекватты өзін-өзі бағалаудың болмауы және өзін-өзі реттеудің төмен деңгейі
2	Орта	Мотивтер мен мақсаттар туралы хабары бар; әлеуметтік педагогтың кәсіби іс-әрекетіне қызығушылық	Кәсіби өзін-дамытуға деген ұмтылысымен ерекшеленеді, педагогикалық қоғамда кәсіби таңдау мен әлеуметтендіруді қиындықтар туындайды	Теориялық кәсіби білімдерге ие, бірақ оларды практикада қолдану қиынға соғады	Студенттерге толерантты қатынас, өзін-өзі сынау; студенттермен өзара әрекеттесу барысында ізгі ниетті көрсетеді	Студенттермен диалогқа түсуді біледі, әңгімелесушінің тыңдайды және түсінеді
3	Жоғары	Әлеуметтік педагог кәсіби өкілінің адамгершілік қасиеті кәсіби мінез-құлық нормалары негізінде қалыптасты, кәсіби тәуелсіздігімен ерекшеленеді	Басқа адамдардың құндылықтарын белсенді қабылдауды көрсетеді және кәсіби шеберлікке ұмтылады	Әлеуметтік педагогика саласындағы кәсіби білім мен дағдылардың, танымдық дербестіктің жоғары деңгейі	Өзінің кәсіби тәжірибесінің баланың мәдениетімен эмпатиясы мен корреляциясы негізінде өзара әрекеттесу мәдениеті бар	Педагогтың әлеуметтік қолдауын қажет ететін әр түрлі педагогикалық жағдайларда навигация қабілетін көрсетеді; әр түрлі педагогикалық жағдайларда шешім қабылдайды

Ғылыми зерттеуіміздегі теориялық қорытындыларға сүйене отырып, біз әлеуметтік педагогтың кәсіби іс-әрекетке даярлығының үш деңгейін анықтадық. Оның критерийлеріне сәйкес сипатталатын: төмен деңгей, орта деңгей, жоғары деңгей (1-кесте).

Нәтижесі. Қажетті құзыреттіліктің болашақ әлеуметтік педагогтарының кәсіби іс-әрекетке даярлығын қалыптастыру барысында біз «әлеуметтік педагог» кәсібіне деген бағдарларды қалыптастыру тәсілдерін қолдандық. Әлеуметтік педагогтарға кейде сыртқы факторлар әсер ететін болғандықтан, олардың белгілі бір жағдайға қатынасы әртүрлі болады.

Г.Оллпорттың теориясы бойынша маманның *бағдарын* қалыптастырудың төрт шарты бар:

- 1) Бағдар объектісіне қатысты тәжірибені интеграциялау;
- 2) Саралау процесі;
- 3) Бағдардың беріктігін арттыру мақсатында оны бірнеше рет қайталау;
- 4) Еліктеу – адамды белгілі бір бағдарға дайындайтын негізгі әлеуметтік жағдай.

Біздің зерттеуіміздің мақсатына сәйкес университетте болашақ әлеуметтік педагогтардың кәсіби іс-әрекетке даярлығына деген бағдарын қалыптастыру мақсатында жағдай жасау үшін тәжірибе бағдарламасы жасалды.

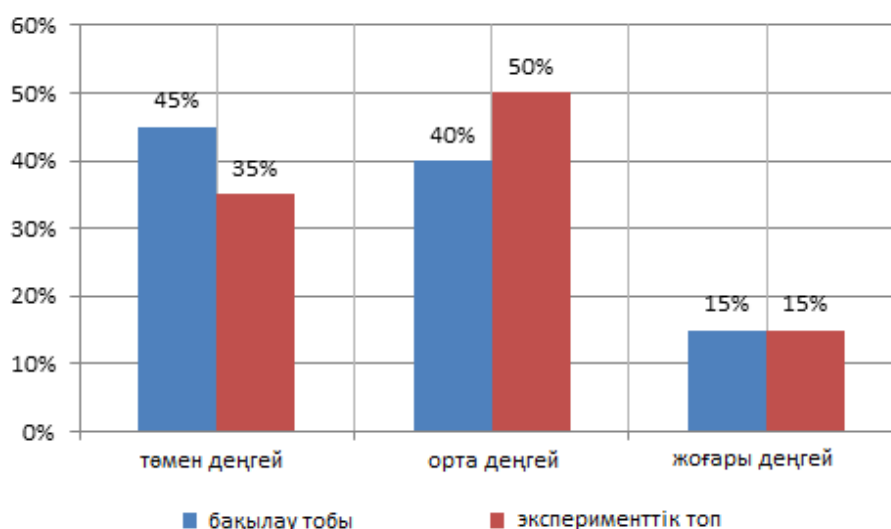
Әдістеме ретінде В.А.Ясвиннің білім беру ортасын жобалау технологиясы негізге алынды [10, 273 б.].

Бақылау тобын зерттеу кезеңінде болашақ әлеуметтік педагогтардың алғашқы даярлық деңгейі өлшенді. Бақылау кезеңінде зерттелген құбылыстың қалыптасу деңгейінің төмендігі анықталды. Студенттердің 45%-ы төменгі деңгейді, 40%-ы орта деңгейді, ал 15%-ы ғана жоғары деңгей көрсетті.

Эксперименттік топтың нәтижелері болашақ әлеуметтік педагогтердің кәсіби іс-әрекетке даярлығының қалыптасу деңгейінің оң динамикасы мен қалыпты өсуін көрсетеді. Төменде зерттеудің эксперименттік кезеңінің нәтижелері келтірілген (2-кесте, 2-сурет).

2-кесте – Болашақ әлеуметтік педагогтардың кәсіби іс-әрекетке даярлығының қалыптасу деңгейінің динамикасы

Даярлық деңгейі	Бақылау тобының нәтижелері, %	Эксперименттік топтың нәтижелері, %
Төмен деңгей	45	35
Орта деңгей	40	50
Жоғары деңгей	15	15



2-сурет – Болашақ әлеуметтік педагогтардың кәсіби іс-әрекетке даярлығының қалыптасу деңгейінің динамикасы

Бұл мәліметтер студенттердің, әкімшіліктің, оқытушылардың қажеттіліктерінің иерархиялық кешенін ескере отырып, оқу процесінің мазмұнын түзетуге және нақтылауға мүмкіндік берді. Атап айтқанда, психодидактикалық принциптер негізінде білім беру ортасын технологиялық ұйымдас-

тыру жобасы аяқталды: іс-әрекетті ұйымдастыру; ынталандыру шараларын ұйымдастыру; өзара әрекеттесуді ұйымдастыру.

Зерттеу барысында қолданылған бақылау әдісі практикалық тапсырмалар мен тренингтік жаттығуларын орындау барысында студенттердің қызығушылығын ашуға мүмкіндік берді. Демек, жоғарыда аталған әдістер «әлеуметтік педагог» мамандығына деген көзқарастың қалыптасуына ықпал етеді, ойлау мен сыни қабылдаудың дербестігін дамытады, білім беру процесінің барлық субъектілерінің жоғары психикалық функцияларын дамытады, - деген қорытынды жасауға болады.

Болашақ әлеуметтік педагогтардың кәсіби іс-әрекетке даярлығын қалыптастыруға бағытталған зерттеулер жасалды. Тәжірибенің қорытынды кезеңінің оң нәтижелері алға қойылған гипотезаны растауға мүмкіндік берді және әлеуметтік педагогтың кәсіби саласына деген бағдардың қалыптасуы мамандық бойынша шығармашылық өзін-өзі дамытуға итермелейді және болашақ әлеуметтік педагогтарды әртүрлі көзқарасқа, әлеуметтік және кәсіби ұтқырлыққа даярлайды деген қорытынды жасауға болады.

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ФОРМИРОВАНИЕ ГОТОВНОСТИ БУДУЩИХ СОЦИАЛЬНЫХ ПЕДАГОГОВ К ПРОФЕССИОНАЛЬНОЙ ДЕЯТЕЛЬНОСТИ

Аннотация. Одним из важных показателей развития современного казахстанского общества является подготовка профессиональных педагогических кадров. Традиционно подготовка социальных педагогов направлена на личностное и социальное развитие студентов, на формирование их общей культуры, на гармонизацию социальной сферы в организациях образования, на готовность обеспечивать охрану жизни и здоровья школьников в образовательном процессе. Профессиональная деятельность социального педагога подвержена влиянию на его личность, и от того, насколько будет сформирована готовность к практической деятельности, во многом будет зависеть социальное благополучие, социальный иммунитет и стабильность жизнедеятельности современного казахстанского общества.

Автор статьи рассматривает формирование готовности будущих социальных педагогов к профессиональной деятельности как социально-психологический феномен. В рамках данной статьи будет уточнено понятие «готовность к профессиональной деятельности будущих социальных педагогов» и рассмотрены ее основные характеристики. Результаты исследования, теоретические выводы и практические наработки процесса формирования профессиональной готовности социальных педагогов могут быть использованы в сфере социальной педагогики, психологии, педагогики, социальной работы.

Ключевые слова: социальный педагог, готовность к профессиональной деятельности, установка, формирование установки.

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FORMATION OF FUTURE SOCIAL TEACHERS ' READINESS FOR PROFESSIONAL ACTIVITY

Abstract. One of the important indicators of the development of modern Kazakhstan society is the training of professional teaching staff. Traditionally, the training of social educators focused on personal and social development of students, formation of their General culture, on the harmonization of the social sphere in educational institutions, the willingness to protect the life and health of pupils in the educational process. Professional activity of social pedagogue influenced by his personality, and how to be prepared for practice, will largely depend on social welfare, social immunity and stability of the functioning of contemporary society.

The author of the article considers the formation of the readiness of future social teachers for professional activity as a socio-psychological phenomenon. Within the framework of this article, the concept of "readiness for professional activity of future social teachers" will be clarified and its main characteristics will be considered. The results of the research, theoretical conclusions and practical developments in the process of forming the professional readiness of social teachers can be used in the field of social pedagogy, psychology, pedagogy, and social work.

Keywords: social pedagogue, readiness for professional activity, installation, formation of installation.

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DIALOGICAL COMPETENCE OF A PERSON WITH DISABILITIES IN INCLUSIVE EDUCATIONAL DIALOGUE

Abstract. In modern and classical pedagogy and psychology, a significant place is given to the problems of subjectivity (lack of personality) and authenticity ("fictitiousness") of human life: the human personality, relationships, activities and values. The authenticity is a problem of success, harmony of human life, subjective dialogue of a person with himself and the world (meaningfulness of his being). In dialogue with another in an educational situation, building an understanding of the world, a person simultaneously develops an understanding of himself. In educational dialogue with each other, people test, explore, transform, coordinate different parts of their experience that cannot be studied in other circumstances. The purpose of the research is to analyze the problems of dialogical competence of a person with disabilities as a phenomenon of readiness and ability to build and develop semantic relationships with oneself and the world in educational dialogue. The theoretical basis of the research is the analysis and integration of data from various empirical and theoretical models of understanding a person's dialogical competence in the context of subjectivity and reliability of his being in pedagogy and psychology. This competence is a phenomenon of the readiness and ability of a person with disabilities to build and develop relationships with oneself and with the world. The concept of dialogical competence implies an understanding of the processes and learning outcomes as a phenomenon aimed at maintaining and developing a harmonious and authentic human interaction with himself and the world. The study proposes a theoretical model of inclusive education aimed at the formation and development of the participants' dialogue competence.

Keywords: inclusion, disability, dialogue, agency, psychological counseling, education.

Introduction. The inclusion of children with disabilities in the educational process will require changes in the education system and schools. The creation of an inclusive learning environment should be aimed at helping children, adolescents, youths and adults to learn and realize their potential. In educational systems, it is necessary to apply personality-oriented technologies based on the flexibility of curricula and programs, the selection of effective pedagogical techniques, teaching materials that stimulate development and social adaptation. The principles of inclusion should be included in the training programs of the ideology of teachers, social and medical workers, managers, etc. There is a need to identify barriers to access to educational services, study the constraints in society in ensuring equal learning opportunities, as well as identify resources to overcome barriers. This approach is associated with changes in the structures and strategies of the education system, based on the belief that the school is designed to provide education to all, without exception. The school will have to develop ways of training and education that should be suitable for the needs of individual groups of students.

Teaching students with special educational needs requires the cooperation of a large number of people, especially various specialists, professionals and parents. Few areas of pedagogy require such an e-level of cooperation and teamwork as inclusive education, when general education teachers work in

collaboration with special educators, doctors, assistants, and, of course, with parents. The methods of cooperation in special and inclusive education can be different. They vary depending on the recommendations that general education educators receive from special education educators and / or inclusion coordinators (in the UK they are called Special Educational Needs Co-ordinator), and also depend on the recommendations of multidisciplinary teams. They are applied directly in the practice of training, as well as in the organization of interaction between a teacher and an assistant teacher or other auxiliary specialist, as well as in conducting supervision [1].

The development of the subject as a person, partner and student or professional is always more effective and fruitful in dialogue with other people [2; 3]. Obviously, the dialogic competence of this subject as a condition for being able to participate in a genuine, open-minded dialogue is of paramount importance here. Dialogical competence, in turn, is associated with the ability and desire of a subject to be himself or herself, to be real, to be the subject of his / her life, setting himself or herself and achieving true, meaningful goals for him / her. Moreover, if in the formation and development of people who do not have special needs and properties, for example, people who do not have disabilities, this point is partly self-evident, then it is often ignored in relation to people with disabilities [4]. At the same time, inclusive education and the inclusion doctrine itself set the task for psychologists, educators and other specialists of understanding the ways of building and developing a dialogue between people with disabilities and people without disabilities. They also set the task of fully developing people with disabilities, including self-realization and self-actualization of an individual with SEN or HLO (special educational needs, limited human health, health limited opportunities, atypical, people with disabilities, disabled people) as a person, partner and student or professional [5].

The purpose of the study is to understand the dialogical competence of the individual as an indicator of the preparedness and ability of people to build and develop relations with himself / herself and other persons in inclusive dialogue.

Materials and Methods. The theoretical basis of the research is the analysis and integration of data from various empirical and theoretical models of understanding the problems of the person's dialogical competence of the person. The authors analyzed classical and modern studies of the subjectivity and authenticity of a person in a helping and educational dialogue, although they do not touch on the bulk of the problems of the development of people with disabilities. However, they address the problems of human development in the dialogue as a whole. In these concepts, dialogic competence is considered as an important component of human development: 1) becoming one's self, personality, partner and professional; 2) the development of supportive and educational relationships and practices in general. This competence is a phenomenon of the readiness and ability of people with disabilities to build and develop relationship with himself / herself and the world. This competence is realizing recommendations for optimizing the processes and results of psychological counseling as a process aimed at supporting harmonious and transparent communication of a person with yourself and with the world.

Results. There are numerous pedagogical and psychological-pedagogical studies of educational dialogue, in which scientists distinguish its most diverse aspects, conditions, effects [6; 7; 8; 9; 10 and others]. However, the internal context of the dialogue, its processes and mechanisms, including the mechanisms of human development, becoming himself or herself, and self-transcendence, remain undisclosed. One of their reasons is the disintegration of psychological, pedagogical and consultative-psychotherapeutic dialogue models. Despite this, the modern practice of education, including inclusive learning, requires such integration, understanding the mechanisms of development of the individual in the dialogue. Similarly, advisory psychology also needs to enrich its understanding of dialogue, including because the concept of "inclusion" goes far beyond the pedagogical relationship. Counseling and psychotherapy can rightfully be called inclusion practices: they serve to teach and help people live together, recognizing the importance and uniqueness of each other, recognizing each other's limitations and opportunities, the right to mistakes and weaknesses, as well as the right to development and man's transcendence of himself /herself, circumstances, etc.

We need to consider the theories, which are relevant to our study but familiar to educators, e.g. sociocultural theory of L.S. Vygotskiy and its modern undertake by G. Wells ("dialogic inquiry") and other investigators, theories of sociocultural conditions of human development (starting with E. Erickson and his followers) as well as constructivist and dialogical studies of the educational dialogue and dialogical

nature of human existence [10; 11; 12], based on the research of M.M. Bakhtin and modern philosophy of language and psycholinguistics. All these directions of the studies are interconnected, postulating the development of man as the development of his language in dialogue with significant others. This development takes place in the process of achieving a state of "aesthetic exotopy", in which a person understands the world as it is in its wholeness [13].

Understanding, he or she does not bring anything into the world that would destroy this integrity, authenticity and congruence. Understanding involves recognizing the subjectivity as agency of another. In addition, as such, it requires the achievement of subjectivity from one who understands, and, at the same time, is understood. Dialogical competence is an important criterion for the development of a person, his ability to intersubjectively comprehend himself and the world. Even when "constructing" the worlds inside and outside himself, a person, in dialogue with another person, relies on several realities, several voices correlated and correlated with them in the experience of aesthetic understanding of reality "as such". This process is the basis of comprehending existing knowledge and skills, and the basis of creating (co-creation) of new knowledge and skills is in educational, advisory and other types of dialogue.

One way to understand the key role of dialogue in education is through re-visiting and re-thinking L. Vygotskiy's account of the zone of proximal development [14]. L. Vygotskiy describes that in the zone of proximal development "there is a dialogic tension between the voice of a student's spontaneously arising understanding on the basis of their own experience and the voice of the teacher representing, according to L. Vygotskiy, cultural knowledge, skills (competencies) and values" [10, p. 20].

"Entering into dialogue implies a kind of double-identity which often looks like an oscillation between two identities" [5]. "Shared cultural knowledge is carried within dialogues some of which have been going on for thousands of years... This is similar to the traditional view of education as the transmission of cultural knowledge across generations. The main difference with a dialogic approach is that knowledge should not simply be transmitted but should be taught as participation in an ongoing and open-ended shared inquiry. Dialogues go on at many levels. As well as short-term face to face dialogues there are long term cultural dialogues" [10, p. 24]. R. Wegerif wrote that "The learning that occurs in education as a response to being called out by the other, whether conceptualized as a specific other (Generalised Other or Infinite Other) is dialogic learning which means that it is always a creative co-construction arising out of the tension of different voices held together in a relationship of proximity" [10, p. 18]).

Perhaps E. Erikson's theory of psychosocial development would be useful too: many researchers, including E. Erickson, noted the sociocultural character of the human comprehension of oneself and the world. He placed human development itself in the context of solving socially assigned tasks. Dialogue is the essence and condition for the effectiveness of an advisory, that is, an assisting dialogue. Dialogue allows a person to understand him or her, to distinguish "me" from "not-me." E. Erickson, developing the theory of S. Freud, focused on the role of the ego, in particular, the progression of man as himself. According to E. Erickson, the environment in which a person lives is crucial to ensure the growth of self-awareness and identity. He believed that ego-identity allows each person to have a sense of individuality: "Ego-identity, in its subjective aspect, is an awareness of the fact that the Self exists." However, he, like the other researchers we mentioned, noted the similarity and continuity of ego synthesis methods and the continuity of his meaning for others [15, p. 142]. He described the phenomena of "confusion in the role"- "the inability to present you as a productive member of our society" [16, p. 143]. This inability to perceive oneself as a productive member is a great danger; this can happen in adolescence, when looking for a profession, as well as in other periods of the identity crisis. In his opinion, each person also needs to learn how to keep the extremes of each particular life stage in tension with each other, without rejecting a single one. Only when both extremes in the life challenge will be understood and accepted as necessary and useful can we achieve the optimal quality of each stage of development.

The dialogue approach is based on the work of M.M. Bakhtin [11; 17, p. 155–157] and other theories and approaches to understanding human interaction using language [18; 19].

Dialogue is a pedagogic method or procedure directed at learning, which tries to relate the proposals made by the participants, with the aim that the end knowledge is enriched by the participation of all those involved [13, p. 12]). Dialogue should constitute the basic educational strategy to be used by teachers so that students can acquire new knowledge, attitudes and behaviour in the classroom, by implementing

reflexive processes about real values and needs of each man and women (as a person, as a partner and as a professional or student. Dialogic way of teaching is in opposition to learning alone, and improves relationships in the classroom and in the school. Modern research dialogical education as inclusive, developing, motivating education is possibly more complicated than any other educational topic, as it is a complex, diffuse, subject, open to many different potential interpretations. Investigating dialogue as an educational method in inclusive education is complicated, because the subject is elusive and there is a wide variety of conceptions related to it [20; 21; 22].

R. Alexander [23] applied the term “dialogic learning” in his model of dialogical pedagogy. In addition to it, there is a large number of studies of dialogical pedagogy. The term “dialogical learning” is used in modern science in very different ways [24; 25]. Researchers identify a number of basic controversial issues about dialogue learning [26; 27]: the question of the form and functions of dialogical discourse in education, the role of classroom culture as facilitating or inhibiting dialogue, including in the context of inclusion, and the question of whether dialogue learning is a general pedagogical approach or specific discursive practice [19; 23].

Some authors, such as Álvarez [18] and Navarro [28] hold that dialogue is the best way forward in values education, since it serves:

(1) as a means, which implies that people are skilled in communicative exchanges and that we have things to say (to each other);

(2) as an end, which assumes the category of a value, in the sense that dialogic situations are preferred above situations that are violent or that upset harmonically social relations.

However, there are many various and very heterogeneous concepts that there is a pedagogical dialogue / dialogue in the classroom. There are those who consider that dialogue exists in every classroom, as there are conversations taking place in all classrooms. Others think that actual dialogues only occur in those that meet certain criteria. There are also those who believe that differentiate between kinds of pedagogic dialogue. Therefore, no unanimous view exists on the matter [18, p. 337]. Learning occurs between people, on a collaborative and egalitarian basis, in a convivial, respectful atmosphere and a climate of recognition (as a person, as a partner and as a professional or student) [18, p. 341]. Based on the contributions of students (their experiences, their ideas, their attitudes, their context) a valuable space for learning and discussion is promoted, as it serves to develop cohesion among students and encourages the educational exercises and patterns of constructive action, awareness of personal feelings and the feelings of others, developing sensitivity to interpersonal contexts, and acquire a sense of proportion regarding his or her own needs and aspirations vis-à-vis those of others [28]. To do so, it is crucial to create time and space in the classroom for students to recreate their lives and reflect upon them freely. Dialogue enables 'non-infantilising' teaching to take place [18]. When education is approached dialogically, the purpose is promoting in students' qualities that would be desirable in full functioning personality: his or her agency. To do so, largely, children must be treated as the people that they are, with an ability to think and express opinions, disagree or change their minds, relations and lives. Dialogic methodologies can contribute towards the generation of a rich educational context within the classroom.

In constructivist studies very important and productive is the idea of classroom talk as a problem-oriented dialogue. In other words, an interactional configuration based on exchanges among students and teachers that go beyond the predominantly monologic approaches of classroom talk. With all the many studies of the dialogic aspect and educational technologies, with the variety of works devoted to inclusive education, very few direct studies have been devoted to the problems of dialogue in the practice of inclusion. In addition, existing studies focus mainly on technologies and other aspects external to the person (as a subject of inclusive dialogue). They focus on the activities of teachers and student outcomes. They focus on teacher performance and student performance. However, they do not focus on what happens to the students and how this happens. Therefore, it is important to study the subjective aspects of educational dialogue, processes and phenomena that are important for understanding how dialogue helps a person with disabilities (and people without disabilities) to develop as a person, partner, student (and future professional). Constructive social interactions and developing self-regulated learning (SRL) closely linked. Among students is critically important to enable success in and beyond school. Dialogue enables organization and maintenance constructive social interactions, including in the context of inclusion. Inclusion presupposes both of these aspects: productive social relations (creating conditions for the full

functioning and development of a person) and the subjectivity of students, including in the context of the implementation of self-learning and self-regulatory learning.

Nevertheless, at present, the need for research, which not only indicates the productive features of dialogic communication in education, but also explains the processes by which these functions have their positive effects, is increasingly increasing [29]. By showing these gaps in current science we want to demonstrate that nobody else has done what we are suggesting and what we are offering is important in filling the identified. In addition, we mean to be useful to show the local context, which study, stems from. For example, modern Russian psychotherapists and teachers in Russian do not always and fully understand that dialogue with a significant other is a powerful tool for clients and students' personal, interpersonal and professional development. That is why we need to include knowledge about dialogue, about subjectivity (agency) in their professional education.

More detailed and multilayered ideas about the importance of dialogue and subjectivity in human life are found in counseling psychology and psychotherapy [30; 31; 32; 33 and many others]. We consider it important to pay special attention to the fact that even in educational and professional dialogue it is important that any person feels himself / herself to be a person, so that he realizes himself / herself as a subject, actor (agency).

The data from our interviews show that the least recognized goals of inclusion are: 1. the development of students with disabilities and without disabilities as partners and 2. the development of students with disabilities and without disabilities as students / clients or professionals. This suggests that the subjects of the inclusive process have special difficulties in the sphere of building long-term and substantive (professional and educational) contacts. Most often, inclusion is perceived very superficially, its capabilities and limitations associated with the problems of building and developing relationships between people (intimate-personal and professional-business) remain poorly studied in both practical and theoretical fields. It is often said that it is important to take into account the individuality of a person with certain restrictions and characteristics, but such a parameter as "agency", the ability and willingness to act as the subject of activity and relations, does not develop, is not activated. It is not surprising that most of the respondents in one way or another ignore the moments associated with the fact that people need sincerity in a dialogue, allowing them to see the subject not only in themselves, but also in their partners, giving them the opportunity to trust him and convey responsibility for his activities and, in part, relationships with other people. Thus, inclusion is still an "external," formal model of the reorganization of human relationships. But in fact, it will work only then, when it becomes "internally", when people see each other as people, subjects, when people are sincere and ready for real - that is, transpersonal relationships in the sphere of intimate-personal, and in the field of educational and professional contacts.

Discussion. Summarizing the considered models and concepts, we can say that in the dialogic interaction in the practice of inclusion, one of the leading tasks is to achieve a person's state of subjectivity (agency). Subjectivity means self-awareness and self-realization by the subject of his / her own activity, including the activity of communication (dialogue). It also presupposes the existence of a formed dialogic competence, including the understanding that the knowledge and skills of a person are intersubjective, that new knowledge is born, and "old" knowledge is fully appropriated only in dialogue.

In education, an individual (as subject) is faced with the task of becoming a cultural subject: to bring and preserve culture, as well as develop culture and develop along with culture. Dialogue is the transpersonal relationship of people about significant situations and objects for them. These relationships are formed and implemented in dialogue. They help to coordinate the self-actualization of an individual as a member of a community, a subject of social relations, and the self-actualization of a person as an "organismic integrity" [34], including a carrier of unique talents and intentions: "The man, who, being really on the Way, falls upon hard times in the world will not, as a consequence, turn to that friend who offers him refuge and comfort and encourages his old self to survive. Rather, he will seek out someone who will faithfully and inexorably help him to risk himself, so that he may endure the suffering and pass courageously through it. Only to the extent that man exposes himself over and over again to annihilation, can that which is indestructible arise within him. In this lies the dignity of daring" [35, p. 56].

The dialogue thus reveals the level of human development as a level of his / her readiness and aspiration for real, genuine interaction with the (internal and external) world [14; 36-46].

In the end we create the theoretical framework for our study. The "external" principles of inclusive dialogue should be filled and complemented by numerous internal transformations:

1) the individual (with and without restrictions) should be considered as an actor, a subject that develops (the path is uneven and unequal) in three areas: personality, partner and professional;

2) the individual is able to develop when he is at risk of real relationships (sincere, agency),

3) the individual develops in dialogue with another person, if he is also ready to take the risk of being himself / herself, to develop, to be an actor, answering for himself / herself, his / her relations, his / her work.

A man or woman should be ready to accumulate experience and become more competent as a person, as a partner and as a professional. Dialogical competence is the most important component of human development in this context.

Thus, the modern inclusive model should be focused on the formation and formation of:

1) students with certain particularities and limitations and students “without special features” as subjects who are ready for change and development, activity and experience;

2) as subjects of human relations: striving for sincerity, intimacy, acceptance;

3) as subjects of dialogue, parity and developing relations in which people become themselves and transcend themselves.

This theoretical model for the development of agency of people with disabilities through increasing their dialogical competence needs a collaborative effort of educators and psychological counsellors.

Conclusion. Studies of problems of dialogical competence as a measure of readiness and ability for true relationships, interaction with other people as unique integrity and values, in modern psychology is becoming more and more. However, the request for a study of the problems of true relationships is far from being satisfactory. As we have shown in our work, this group of works includes studies of object, phantom, and figurative relations in psychoanalysis. This also includes studies of the cognitive-behavioral approach, noting the presence of multiple illusions, mistakes and myths in the behavior and cognitive activity of a person. Agency (subjectivity) and the dialogic competence of an individual in an inclusive dialogue are important conditions for both its capabilities and the development opportunities of its participants. An individual with disabilities needs to feel like a subject of his / her own life, educational or other activity. His or her agency is a condition for development, a condition for transcending the limitations that society imposes on him and the features of his condition. The formation and development of the dialogical competence of people with disabilities and people without disabilities helps them to enter and develop a dialogue, and, in this dialogue, to develop their subjectivity (agency). The mission of inclusive education mission is to improve the quality of life and achieve the full inclusion of people with disabilities in all areas of society. Cooperating with state, commercial and non-profit organizations, providing diverse and comprehensive services to people with disabilities, we contribute to: 1) changing negative attitudes, overcoming stereotypes, physical and psychological barriers that exist in society in relation to people with disabilities; 2) assisting people with disabilities and their families in acquiring the skills and knowledge necessary for full participation in society and for gaining access to inclusive education and employment; 3) improving the efficiency of public organizations of people with disabilities.

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ИНКЛЮЗИВТІ БІЛІМ БЕРУ ДИАЛОГЫНДАҒЫ МҮГЕДЕКТЕРДІҢ ДИАЛОГТЫҚ ҚҰЗЫРЕТТІЛІГІ

Аннотация. Қазіргі және классикалық педагогика мен психологияда адам өмірінің субъективтілігі (жеке тұлғаның болмауы) мен шынайылығы («ойдан шығарушылық»): адамның жеке басына, қарым-қаты-

настарына, қызметтері мен құндылықтарына маңызды орын алады. Шынайылық немесе шындық проблемасы - бұл сәттілік проблемасы, адам өмірінің үйлесімділігі, адамның өзімен және әлеммен субъективті диалогы (оның болмысының мәнділігі). Білім беру жағдайында екіншісімен диалогта әлем туралы түсінік қалыптастыра отырып, адам бір уақытта өзін түсінуді дамытады. Бір-бірімен білім беру диалогында адамдар өз тәжірибелерінің басқа жағдайларда зерттеуге болмайтын әртүрлі бөліктерін тексереді, зерттейді, түрлендіреді, үйлестіреді. Зерттеудің мақсаты - мүмкіндігі шектеулі адамның диалогтық құзыреті мәселелерін білім беру диалогында өзіне және әлемге деген мағыналық қатынастарды құруға және дамытуға дайындық пен қабілеттіліктің құбылысы ретінде талдау. Зерттеудің теориялық негізі - адамның диалогтік құзыретін субъективтілік пен оның болмысының білім мен психологиядағы сенімділігі контекстінде түсінудің әртүрлі эмпирикалық және теориялық модельдерінен алынған мәліметтерді талдау және біріктіру. Бұл құзырет мүмкіндігі шектеулі адамның өзімен және әлеммен қарым-қатынас орнатуға және дамытуға дайындығы мен қабілетінің құбылысы. Диалогтық құзырет тұжырымдамасы оқытудың процестері мен нәтижелерін адамның өзімен және әлеммен үйлесімді және шынайы өзара әрекеттесуін сақтауға және дамытуға бағытталған құбылыс ретінде түсінуді білдіреді. Зерттеу барысында қатысушылардың диалогтық құзыретін қалыптастыру мен дамытуға бағытталған инклюзивті білім берудің теориялық моделі ұсынылған.

Түйін сөздер: инклюзия, мүгедектік, диалог, субъективтілік, психологиялық кеңес беру, білім беру.

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ДИАЛОГИЧЕСКАЯ КОМПЕТЕНТНОСТЬ ЧЕЛОВЕКА С ОВЗ В ИНКЛЮЗИВНОМ ОБРАЗОВАТЕЛЬНОМ ДИАЛОГЕ

Аннотация. В современной и классической педагогике и психологии значительное место отводится проблемам субъективности (отсутствие личности) и подлинности («фиктивности») человеческой жизни: человеческой личности, взаимоотношений, деятельности и ценностей. Проблема подлинности или аутентичности - это проблема успеха, гармонии человеческой жизни, субъективного диалога человека с самим собой и миром (осмысленность его бытия). В диалоге с другим в образовательной ситуации, выстраивая понимание мира, человек одновременно развивает понимание самого себя. В образовательном диалоге друг с другом люди тестируют, исследуют, трансформируют, координируют различные части своего опыта, которые невозможно изучить в других обстоятельствах. Цель исследования - проанализировать проблемы диалогической компетентности человека с ограниченными возможностями как феномена готовности и способности выстраивать и развивать смысловые отношения с собой и миром в образовательном диалоге. Теоретической основой исследования является анализ и интеграция данных различных эмпирических и теоретических моделей понимания диалогической компетентности человека в контексте субъективности и достоверности его бытия в педагогике и психологии. Эта компетенция является феноменом готовности и способности человека с ограниченными возможностями строить и развивать отношения с собой и с миром. Полученные результаты. Понятие диалогической компетентности подразумевает понимание процессов и результатов обучения как феномена, направленного на поддержание и развитие гармоничного и аутентичного взаимодействия человека с самим собой и с миром. В исследовании предлагается теоретическая модель инклюзивного образования, направленная на формирование и развитие диалогической компетентности участников.

Ключевые слова: инклюзия, инвалидность, диалог, субъектность, психологическое консультирование, образование.

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METHODS OF TEACHING COMPUTER SCIENCE AT THE UNIVERSITY

Abstract. This article discusses the definition of teaching methods as a science, its object and subject, and features. The main components of the connection between the methodology of teaching computer science as a science and the main concepts of the educational process are also identified.

The main focus is on generalizing the experience of teaching the discipline "Informatics" to students of humanitarian universities and highlighting interdisciplinary connections.

The purpose of the article is to describe the intermediate results obtained during the study of the effective use of information technologies in the course of teaching students of a humanitarian university in the discipline "Informatics".

The structure of the e-course in the self-study support system is presented. The place of the discipline "Informatics" in the training programs of students of the 1st year of the bachelor's degree in the areas of "Economics" is highlighted, the types of tasks for independent work of students are described, and an example of the design of educational materials for the case in the discipline "Informatics" is given.

The main directions of improving the methodology of teaching the discipline "Informatics" are also outlined.

Keywords: methodology of teaching the discipline, student training, case study, independent work of students, humanitarian university, computer science.

Introduction. In the modern world, the competent use of information technologies affects the effectiveness of the professional activities of specialists in any industry, so the quality of training of future graduates of both technical and humanitarian universities for the use of information technologies is an urgent problem.

Employees of companies and organizations need to create complex documents in word processors, process numerical data using spreadsheets, store and process information using database management systems (DBMS), use presentation programs and electronic document management systems. This and other factors that influence the development of modern society determine the need for graduates of technical and humanitarian universities to develop an information culture and computer literacy at a sufficiently high level. Their formation begins at school in the lessons on the subject "Computer Science and information and communication technologies" and continues at the university.

The intensive development of information technologies determines the need for their effective use in the educational process in schools and universities for the implementation of high-quality training of specialists.

The relevance of the research problem is due to the need to improve the teaching methods of the basic discipline "Informatics", taking into account the features of the future professional activity of graduates in the areas of training "Economics", as well as the areas of development of information technologies. It is important to summarize the experience of teaching the discipline "Informatics" and related disciplines aimed at the formation of information culture and computer literacy of future university graduates. This experience is described in textbooks and scientific papers, in particular in [1, 2]. In

addition, it is important to offer new methods and means of teaching in the process of teaching them, taking into account the features of the future professional activity of graduates of humanitarian universities.

Research methods. Teaching methodology is a branch of pedagogical science that studies the learning process, the purpose of which is to achieve its greater effectiveness [1]. The methodology contains a set of methods, rules, and training tools.

The object of the teaching methodology is the interaction of the teacher and the student, in the process of which knowledge about the subject is transferred, skills and abilities are formed (programs, textbooks, textbooks, extracurricular activities, etc.).

The subject of the teaching methodology is the learning process and the regularities of this process, as well as the accumulated knowledge about the object (i.e., the scientifically based solution of problems that are related to the goals, content, principles, methods and techniques).

The teaching methodology is divided into 2 main parts, namely:

- general methodology, which considers the general principles of teaching;
- a private methodology that considers an individual approach to teaching the topic.

The main task of the teaching methodology is to reveal the patterns of learning, on the basis of which regulatory requirements are established for the teaching activity of the teacher, as well as for the cognitive activity of students.

Thus, the teaching methodology, which deals with the study of the goals, content, methods and means of teaching, is formed as an independent science. The main task of the teaching methodology is to reveal the patterns of teaching a particular subject.

According to M. P. Lapchik, the subject of computer science, as well as cybernetics, is formed on the basis of wide areas of its applications, and the object is formed on the basis of general laws inherent in any information processes in nature and society. Computer science studies what is common to all the numerous varieties of specific information processes (technologies). These information processes and technologies are the object of computer science [2].

The methodology of teaching computer science is a branch of pedagogical science [8]:

1. The object of which is the process of teaching computer science at school;
2. the subject is the design, construction, implementation, analysis and development of methodological systems for teaching computer science at school;
3. one of the main methods of teaching computer science is a pedagogical experiment.

Based on this, we can give the following definition of the methodology of teaching computer science – this is the science that studies computer science as an academic subject and the correctness of the process of teaching computer science to students of different age groups. The methodology of teaching computer science, in its research and conclusions, focuses on philosophy, logic, pedagogy, mathematics, computer science, psychology, as well as on the generalized experience of computer science teachers.

The methodology of teaching computer science is engaged in the development and research in accordance with the goals and content of teaching technical, software, educational and methodological, psychological and pedagogical and organizational support for the use of computer technologies in the school process and is an academic discipline [3].

If we consider the methodology of teaching computer science as a science, then we can see its connection with the main components of the concept of the educational process, which are a set of objects of learning and research.

Consider the main components:

1. teacher training activities;
2. educational activities of students;
3. organization of training.

The teaching process is a process of joint activity of the teacher and the student. All components of the educational process should be closely linked, because otherwise the educational process may be ineffective, and in some cases it becomes impossible.

The methodology of teaching computer science is related to the methodology of teaching mathematics, because the concept of an algorithm came from mathematics. On the other hand, many conclusions of various statements of mathematics have an algorithmic structure, and in the methodology of teaching

mathematics there are a number of tasks that are based on learning to determine the algorithmic component of the conclusion.

From the general didactics of the subject, the triune goal of teaching (training, development, education) follows, and it is also revealed in the materials of computer science. The methodology of teaching computer science is based on the system of didactic principles of general didactics, which require rethinking and concretization of the material of computer science.

The peculiarity of the methodology of teaching computer science is that computer science as a science and an academic subject is rapidly developing. In this regard, there is a need to constantly improve the content of training with the achievements of the development of science and technology [4].

We can safely say that the methodology of teaching computer science is connected with almost any science, as indicated by the global informatization of all branches of human activity and the penetration of computer science into all other sciences. With the transition of the system of general secondary education in Russia to specialized training, this relationship has noticeably strengthened. At the same time, the object of study in the course of methods of teaching computer science is not only the concepts and methods of computer science, the content, structure and specifics of which are taken into account "by definition", but also those sciences that will be more or less integrated with computer science.

Currently, the author of the article is improving the methodology of teaching the discipline "Informatics" to students of the 1st and 2nd courses of the humanities university, taking into account its fundamental importance for the successful implementation of professional activities of specialists in any industry in the information society [3].

One of these areas is the identification of interdisciplinary connections that are updated by students in the course of studying the discipline "Informatics" in order to develop teaching materials, tasks and tests that complement the tools already developed by teachers of the Department of Informatics and Mathematics to support independent work of students. One of these related disciplines is "Internet Information Resources", which is taught to students of the Faculty of Economics.

The disciplines "Informatics" and "Internet Information resources" are taught to students of the 1st year of humanities universities and are basic in terms of the formation of the information culture of students [4, 5].

These disciplines are prior to the disciplines "Information Technology in Economics" (taught in the 2nd year) and "Information technologies in accounting" (taught in the 3rd year). They are linked through the content and expected learning outcomes of the students.

This discipline is taught to students in the 2nd semester of the 1st year and the 3rd semester in the 2nd year and is aimed at developing the competence of OK-5 - "the ability to use the skills of working with a personal computer, software and network resources to solve social and professional problems" [6].

This article presents the interim results obtained by the author in the course of conducting research in the field of effective use of information technologies in the educational process of students of a humanitarian university. The presented work is devoted to the description of the author's methodology of teaching the discipline "Informatics" to students of a humanitarian university and, first of all, to the organization of independent work of students.

The selection of the content of the discipline "Informatics" is carried out, the study of the possibilities of traditional and humanistic teaching methods and pedagogical technologies to improve the effectiveness of teaching students is carried out. In addition, the author studies modern teaching tools.

Currently, the e-course consists of the following sections:

Topic 1. Introduction.

Topic 2. Information and information processes.

Topic 3. The composition of a personal computer. Hardware and software. Operating systems.

Topic 4. Processing of text information. Working in the MS Word word processor.

Topic 5. Working with tabular documents in the MS Excel processor.

Topic 6. Databases. Working with the MS Access database management system.

Topic 7. Computer graphics. Graphic editors. Create presentations using MS PowerPoint.

Topic 8. Materials for intermediate (tests) certifications and tests (control tasks).

In the course of teaching the discipline "Computer Science", the author noticed that students have difficulties in the course of completing tasks for independent work. These difficulties are primarily associated with insufficient assimilation of theoretical material and the implementation of basic tasks.

Given these circumstances, the use of the pedagogical technology "case study" (situational analysis), which refers to humanistic pedagogy [7], seems more appropriate.

In the course of teaching the discipline "Informatics", traditional teaching methods and the pedagogical technology "case study" were used together.

The author has developed materials for case studies based on the results of systematization of tasks performed by students in classes in the discipline "Informatics", starting from 2017.

Purposeful comparison of learning outcomes was not carried out, but the author noted that without the organization of training using case studies, students were worse at mastering the material of the discipline "Computer Science".

Part of the course materials, in particular in topic 6, is presented in the form of cases, which include materials for independent work of students-a description of tasks, examples of their implementation and requirements for the database element being developed - a data schema or its objects.

With this approach to teaching students, the formulation of tasks is not clear. At the same time, it is necessary to formulate requirements for the result of the task and provide possible options for completing the task.

In addition to the main materials of the electronic course, the author has developed a block for the implementation of measures for the current control of students' knowledge and conducting intermediate certification. [8]

The teaching of the discipline "Informatics" using this technology in the first semester of the 2017-2018 academic year was carried out by the author of the work to four groups of students of the Faculty of Conflictology (a total of 67 students in four subgroups-we conditionally number them as № 1, № 2, № 3, № 4).

To teach students in the field of Economics, the pedagogical technology "case study" was not used, as students studied the basic concepts of the discipline "Computer Science" and mastered the programs MS Word and MS Excel.

After completing the tasks in the "MS Access" section, the file of the developed database was uploaded by students to the electronic course in the discipline "Computer Science" for verification, and then the student received feedback about the task completion or the need for its completion.

We will analyze the data obtained as a result of the students' case studies in the "MS Access" section. In the subgroup of group No. 1 there were 17 people, in the subgroup of group No. 2-20 people, in the subgroups of groups No. 3 and No. 4-15 people each.

The data was processed for students who uploaded the task to the student self-study support system.

In subgroup # 1, 14 students (82%) uploaded the task on time, in subgroup # 2-11 students (60 %),

in subgroup # 3 - 6 students (40 %),

in subgroup # 4 - 10 students (67 %).

The material for this task was posted in an electronic course and organized in the form of case studies. It should be noted that students had to modify the database mainly because of the incorrect development of the data schema due to the desire to simplify the execution of tasks or avoid the need to independently develop an information-logical model of the subject area.

For comparison, we present data on the implementation of the task for the development of a database for a group that did not use the pedagogical technology "case study". It was a subgroup of 20 students. [8,9]

In conclusion, we will highlight some areas of development of the methodology of teaching the discipline "Informatics" for students in the areas of training "Economics»:

- development of tasks aimed at forming students' ideas about the interdisciplinary connections between the discipline "Informatics" and other disciplines;

- development of test tasks and materials for assessing students' knowledge;

- improvement of the electronic course on the discipline "Informatics", placed in the system of support for independent work.

The methodology of teaching computer science is an educational discipline that develops and researches teaching technical, software, educational-methodical, psychological-pedagogical and organizational support for the use of computer technologies in the school process, as well as which is closely related to philosophy, logic, pedagogy, psychology and mathematics.

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ЖОҒАРЫ ОҚУ ОРЫНДАРЫНДА ИНФОРМАТИКА ПӘНІН ОҚЫТУ ӘДІСТЕМЕСІ

Аннотация. Мақалада оқыту әдістемесінің ғылым ретінде анықтауы, оның пәні мен міндеттері, сонымен қатар ерекшеліктері қарастырылған. Информатиканы ғылым ретінде оқыту әдістемесі мен білім беру процесінің негізгі түсініктері арасындағы байланыстың негізгі компоненттері ашылды. Негізгі басты назар гуманитарлық жоғары оқу орындарының студенттеріне «информатика» пәнін оқыту тәжірибесін қорытуға және пәнаралық байланысты бөліп көрсетуге аударылады. Мақаланың мақсаты - гуманитарлық университеттің студенттерін «Информатика» пәні бойынша оқыту процесінде ақпараттық технологияларды қолданудың тиімділігін зерттеу барысында алынған аралық нәтижелерді сипаттау. Өздігінен оқуды қолдау жүйесіндегі электрондық курстың құрылымы көрсетілген. 1 курс студенттеріне арналған оқу бағдарламаларында «Информатика» пәнінің алатын орны көрсетілген, студенттердің өзіндік жұмысына арналған есептердің түрлері, сонымен қатар жобалаудың мысалы келтірілген, және «Информатика» пәні бойынша оқу материалдары. «Информатика» пәнін оқыту әдістемесін жетілдірудің негізгі бағыттары да көрсетілген.

Түйін сөздер: пәнді оқыту әдістемесі, студенттерді дайындау, кейстер, студенттердің өзіндік жұмысы, гуманитарлық университет, информатика.

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МЕТОДИКА ПРЕПОДАВАНИЯ ИНФОРМАТИКИ В ВЫСШИХ УЧЕБНЫХ ЗАВЕДЕНИЯХ

Аннотация. В статье рассматриваются вопросы определения методики обучения как науки, ее предмет и задачи, а также особенности. Выявлены основные составляющие связи методики преподавания информатики как науки и основных понятий образовательного процесса. Основное внимание уделяется обобщению опыта преподавания дисциплины «Информатика» студентам гуманитарных вузов и выделению междисциплинарных связей. Цель статьи – описать промежуточные результаты, полученные при исследовании использования информационных технологий в процессе обучения студентов гуманитарного вуза по дисциплине «Информатика». Представлена структура электронного курса в системе поддержки самообучения. Выделено место дисциплины «Информатика» в программах подготовки студентов 1 курса бакалавриата, описаны типы заданий для самостоятельной работы студентов, а также пример оформления учебных материалов к кейсу по дисциплине «Информатика». Также обозначены основные направления совершенствования методики преподавания дисциплины «Информатика».

Ключевые слова: методика преподавания дисциплины, подготовка студентов, кейс-стади, самостоятельная работа студентов, гуманитарный вуз, информатика.

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E-mail: TurlybekovaAM@mail.ru, Gulya-sgt@mail.ru**HISTORY OF DEVELOPMENT OF NATIONAL POLICY
AND ETHNIC IDENTITY IN THE REPUBLIC OF KAZAKHSTAN**

Abstract. This article discusses the modern world as the kind of ethnic explosion, the concrete manifestations of which are the growth of the significance of ethnic identity, increasing people's interest in their roots, traditions, culture and history. The demand for social balance related to ethnic and cultural specifics has noticeably revived. We can say that ethnic communities are real, stable historical formations, and ethnicity is an important, constantly acting factor of the social development. At different times it manifests in different ways, in the situation of serious social transformations that we are currently experiencing, there is the surge in ethnicity. These contradictions are reflected in the Republic of Kazakhstan due to its multinational composition. On the one hand, there are processes of forming the single identity instead of the national identity, based on the citizenship, and on the other hand, there is growing interest in the national culture and traditions. In the modern society people have the right to choose their ethnic self-determination and freedom of self-identification with the particular ethnic and national community, which is guaranteed by the Constitution of the Republic of Kazakhstan.

Keywords: ethnosocial processes, ethno-national policy, public consciousness, ethnic identification, migration processes, ethnodemographic processes, population reproduction, ethno-cultural identity, national identity, self-determination of the nation.

The relevance of the topic. At the present stage of the development of the Republic of Kazakhstan in the framework of the “third modernization” program, there is new wave of growth of the national consciousness; the strengthening of the scientific interest to the problem. The relevance of the problem is often emphasized by the specialists in the humanities, social and scientific fields, widely discussed in the media. In the article of the ex-Head of State N.A. Nazarbayev “Bolashakka bagdar: rukhani zhangyru-a View to the future: modernization of public consciousness” defines the conditions for the modernization of the public consciousness in Kazakhstan's society. Moreover, the first condition is the preservation of the culture, own national code.

According to the ex-President: “without relying on national and cultural roots, modernization will hang in the air. I want it to stay firmly on the ground. This means that history and national traditions must be taken into account” [1]. Determining the forms and levels of the national consciousness in modern Kazakhstan, it is necessary to take into account the fruits of the ideology of the totalitarian state, which put forward the slogan of forming the single community in the state. The policy, aimed at eliminating of the national disunity has caused significant damage to self-awareness and the formation of the positive ethnic identity, especially among the representatives of small ethnic groups.

In general, the study of issues of the national history and culture, the problem of ethnic identity is inextricably linked with the peculiarities of the population formation on the territory of Kazakhstan.

The issues of forming the ethnic structure of the population of Kazakhstan occupy the special place in the national history, due to the fact that the demographic picture has determined the specifics of the economic, political and cultural development of the region. However, the analysis of the population dynamics since 1939 year is complicated by the poverty of the statistical materials on the natural movement of the representatives of all ethnic groups, characterized by the lack of information about the absolute and relative losses of individual people of the country during the war, about external migrations of some nationalities. However, despite this, the main indicator of the demographic situation in the war and post-war years was the data from two censuses in 1939 and 1959. According to their results, over the

twenty-year inter-census period, the population increased by 45.3%, mainly due to the large migration influx. See the table 1.

Table 1 – Population of Kazakhstan, according to the censuses of 1939, 1959 years

Nationalities	1939 year		1959 year	
	Amount (thousands of people)	Percentage of the population (%)	Amount (thousands of people)	Percentage of the population (%)
Entire population	6395	100	9295	100
Kazakhs	2328	36,4	2787	30,0
Russians	2636	41,2	3972	42,7
Ukrainians	677	10,6	761	8,2
Germans	85	1,3	660	7,1
Other	669	10,5	1115	12,0

The increase in the national composition was due to the different ethnic groups. Especially strong pressure on the ethnic state was exerted by mass deportations. In addition to special settlers, the large number of evacuees from other parts of the country arrived in the Republic. Famous demographer Popkov Y.V. wrote: “brand new, very complicated ethno-demographic situation, firmly and clearly determined for nearly half the century in general, the negative ratio and specific gravity between the indigenous nation and ethnic groups, migrant populations” [2, P.10].

Table 2 – Population of Kazakhstan, according to the 1970, 1979 and 1989 censuses.

Nationalities	1970 year		1979 year		1989 year	
	Amount (thousands of people)	Percentage of the population (%)	Amount (thousands of people)	Percentage of the population (%)	Amount (thousands of people)	Percentage of the population (%)
Entire population	13009	100	14684	100	16464	100
Kazakhs	4234	32,5	5289	36,0	6535	39,7
Russians	5522	42,4	5991	40,8	6228	37,8
Ukrainians	933	7,2	898	6,1	896	5,4
Germans	858	6,6	900	6,1	958	5,8
Other	1472	11,3	1606	11,0	1847	11,3

Despite the migration influx of the population, in general, statistics show the decrease in the rate of the population growth. In 1957-1970 the population increased by 40%, in 1970-1979-by 12.9%, in 1979-1989-by 12.1%.

Due to the fact that the main ethnic groups in Kazakhstan were Kazakhs, Russians and Germans, we should consider the dynamics of changes in the ethical composition on their example. The increase in the number of the Kazakh ethnic group was due to the influence of two main factors: the realization of the reproductive potential of Kazakhs, who was born in the 60s and the immigration of Kazakhs from the neighboring territories. The main population growth among Kazakhs occurred in 1979-1989, which resulted in the change in the ethno demographic situation in Kazakhstan. The last time Kazakhs made up the majority of the population in 1926- 52.7%. In the following years, there was the constant decrease in the specific weight of the Kazakh ethnic group. The 1999 census for the first time after the long period recorded the predominance of Kazakhs over other nationalities (53.4%) [3].

This became possible after the formation of the stable negative balance of the migration growth of East Slavic ethnic groups, when by 1988 the Kazakhs reached the relative majority in the relation to other nationalities, and in 1996 - an absolute majority.

The largest ethnic group in the continuation of practically the entire Soviet period were Russians. Migration flows of the Russian population to the territory of Kazakhstan can be described as continuous, and in some periods even increasing. During the 20-year inter-census period (1939-1959), the number of Russians increased by 1.523 thousand people. Their share in the total population was 42.7% [4]. And in 1970, Russians began to make up 5.522 thousand people (against 3.972 thousand in 1959), according to the 1979 census – 5.991 thousand people. During the subsequent period of the 80-90s the number of

Russians in absolute and relative proportions began to decrease. The decline in the Russian population was due to the termination of its migration to Kazakhstan from neighboring regions, and the beginning of the emigration to the territory of the ethnic homeland.

Galieva A. has insisted: "Among those, who left Kazakhstan on inter-Republican migration in the 1988-1990's, Russians accounted for 52-55% of the total number" [5, P.119]. Large ethnic group consisted of Germans, who were mostly resettled in Kazakhstan after the mass deportation of peoples during the great Patriotic War. Then in 1941-1942 there were more than 400 thousand people of German nationality in the Republic. Russians and Ukrainians were the main ethnic groups in the 1939 and 1959 censuses. According to the 1979 and 1989 censuses, the top three nationalities in addition to Kazakhs and Russians were Germans, leaving the 4th position for the Ukrainians.

In 1959, the growth of the German population was 19.8%, and in the Eastern Kazakhstan their share in the total composition increased by 8.1 times, in the Western Kazakhstan - by 7.5 times, in the Central Kazakhstan - by 7.4 times, and little more than in Northern Kazakhstan [5, P.120]. In the 1960s and 1980s, there was the slight increase in their number in the most regions of Kazakhstan, with the exception of the southern region. The increase was due to the natural growth. Since the 1980s, there has been the strong emigration of Germans outside of Kazakhstan.

The diverse ethnic composition of the population required well-thought-out national policy from the country's leadership. However, history has left heavy pages of the cultural past for posterity, testifying to the disregard of the natural rights of nations and the failure of attempts to preserve traditional spiritual values. The national policy that was implemented seems formal and went against the traditional culture of the ethnic groups. In fact, the systematic policy of internationalization was carried out, which erased certain features between the ethnic groups.

National policy should include processes of the regulation and management, based on the scientific finding of laws, principles, rules of the systems of political, economic, cultural, linguistic, ideological and religious relations within nations and national communities, as well as between them. Thus, national policy is the set of actions, aimed at optimizing national and interethnic relations.

In previous years, the leadership of the national policy was based on abstract, vague tasks and solutions were formulated in the form of parade slogans. Now we need the special targeted programs for the development of the national culture, language, citizenship, migration regulation, and so on.

With Kazakhstan's political independence, the situation has changed dramatically. The tendency to revive the national culture and increase the level of ethnic self-awareness became more and more evident, which, in turn, caused the ferment among the nationalities, living in the republic. The beginning of the aggravation of the interethnic relations in the Soviet period, and continuing to certain extent in the early 90's, required the country's leadership to review the national policy. Gradually, there was the cultural revival of Kazakh, Tatar, German, Korean, etc. people of Kazakhstan. In 1990-1991 alone, 482 Kazakh kindergartens and 155 secondary schools were opened. 49 national cultural centers were established in the republic.

Over the years of independence, the task of strengthening interethnic harmony has become one of the fundamental conditions for the modernization of Kazakhstan's society. The main line of state policy is based on the development of all national groups through the search for compromises and the strengthening of unifying principles. Our country is unique; the uniqueness applies not only to the number of nationalities, but also to their specific weight.

The multinational population of Kazakhstan should be considered by any politician, who wants to enjoy authority among the citizens of the republic. The unique multi-ethnic composition of the state conceals not only the great potential advantages (if the country's leadership conducts an adequate policy), but also the certain potential threats (if this policy is inadequate and provokes inter-ethnic tension). In the conditions of the deepest economic crisis that the post-Soviet republics inherited from the USSR, the potential dangers increased, and social discontent often took the form of interethnic conflicts.

In the past, the national policy of the Russian Empire and the Soviet period was accompanied by the numerous violations of the rights of people, direct genocide and environmental disaster. The peace and harmony of people, which we have been talking about for decades as the fait accompli, did not always correspond to reality. Moreover, they were mostly approved by force or by persistent ideological pressure, which in turn had the negative impact on inter-ethnic relations. The development of interethnic relations after Kazakhstan gained independence by radical changes in the role of the state and political institutions, economic reforms, and transformations of the spiritual and ideological life. Attention to the problem of civil and ethnic identity has increased.

It seems that the national identity can be clearly traced in the difficult moments for the ethnic group, where the impulse is given to search for the grounds and ways to strengthen or restore the national identity, to formulate the values for living. Obviously, the national identity is the nurturing environment that forms the consciousness of the people, but the awareness of each nation is impossible outside and independent of its own history, based on the experience of the past and the interests of the future.

Ethnic identification is understood as the psychological process of the identification of an individual with an ethnic community, which allows learning the necessary behavioral stereotypes, lifestyle norms and cultural values. Foreign research scholars used the concept of ethno-cultural identity and defines it as the complex socio-psychological phenomenon that implies both the individual's awareness of community with the local group, based on shared culture, and the group's awareness of its unity on the same grounds, psychological experience of this community, as well as individual and collective forms of its manifestation [6]. Thus, the concept of identity acts as the complex set of moral and psychological, socio-political, spiritual and cultural characteristics of the individual.

Identity is formed on the basis of the corresponding national paradigm, at the intersection of national-historical, socio-psychological, socio-cultural, political-cultural, and other spheres. Its content includes the established features of the national culture, ethnic characteristics, customs, beliefs, myths, moral imperatives, etc. It is closely related to the concept of "national character". Here we are talking about people's ideas about themselves, their place in the world. National identity integrates internal and external components. It is especially important to match the external and internal, form and content, manifestation and essence. The inner sense of identity implies an essential identity, kinship, common basis, single beginning [7, P.25].

In the conditions of sovereign Kazakhstan, new round is taking place in the understanding and manifestation of the ethnic identity, which is characterized by the process of resuscitation of the ethnic component. At this stage, there is the process of recovery of the Kazakh population.

Таблица 3 – Ethnic structure of the population of Kazakhstan 1979-2015 years

Ethnoses	1979 Thousands people	%	1989 Thousands people	%	2015 01.01.2015 Thousands people	%
Entire population	14709508	100,00	16222324	100,00	17417673	100,00
Kazakhs	5282481	36,7	6486029	39,9	11497349	66,01
Russians	6019391	40,9	6092377	37,6	3666081	21,05
Ukrainians	900343	6,1	946967	5,8	181958	1,04
Germans	900240	6,2	878184	5,4	295436	1,7
Uzbeks	262960	1,8	330417	2,03	534968	3,07
Tatars	314065	2,13	322338	1,98	202977	1,17
Uighurs	147676	1,0	181155	1,11	251525	1,44
Belarusians	181821	1,23	178325	1,0	59074	0,34
Koreans	92516	0,62	101366	0,6	106287	0,61
the Greeks	50125	0,34	46448	0,3	–	–
Jews	22762	0,15	17515	0,10	–	–
Other nationality	535128	3,6	641203	4	622018	3,6

In 2018, the Kazakh population was 67.47 % of the total population of the country, Russians - 19.76%, and Uzbeks - 3.18% [7].

Materials and methods of research. The research methodology is based on the dialectical method, freed from materialistic or idealistic monism and based on the pluralistic, multilinear interdependence of all social phenomena. We also used the method of dialectical interdependence and interaction of methods: theoretical and empirical, historical and logical, induction and deduction in the study of the formation and development of ethnic identity in our country. The theoretical basis is based on existing theoretical and empirical publications on ethnic identity and ethnic component. The study was comprehensive and based on available sources of information on the adaptation and integration of ethnic identity. This study is based on statistical data published by official statistical agencies of the Republic of Kazakhstan, the World Bank and the International organization for ethnic identity, as well as data from international research

centers and institutes that publish the results of sociological surveys. The paper uses descriptive-analytical and historical research methods, the method of observations and analysis of documents. The research methodology consists of two stages: the first stage uses official statistical data to analyze the current ethnic identity situation in the Republic of Kazakhstan. At the second stage, the measures taken by the Government of the Republic of Kazakhstan to provide ethnic identity and national policy.

Research results. Thus, the positive ethnic identity of the Kazakhs has been formed, which is manifested in the ethno-demographic restoration of the titular population, peaceful, balanced policy in inter-ethnic relations, and the revival of the national history. Ethnic feelings and social attitudes of Kazakhs should be aimed at active identification with their ethnic community and pride in the success and achievements of their ethnic group, which will help to strengthen the sovereignty of Kazakhstan [8, P.81]. However, the processes of ethnic self-identification, of course, become covered not only the Kazakh population, but also the representatives of other ethnic groups, living on the territory of the country. Kazakhstan is implementing the policy, aimed at the widespread adoption of the traditional values of absolutely all ethnic groups. Established on March 1, 1995, the Assembly of People of Kazakhstan, as an important element of the country's political system, aimed to consolidate the interests of all ethnic groups, to ensure strict observance of the rights and freedoms of the citizens, regardless of their nationality [9, P.91].

Identity as the personal education, as the Central core of a person's self-consciousness, is formed as the result of the clear self-determination of the individual, the choice of life goals, values and beliefs. Ethnic identity is the personal formation that is an integral part of the person's social identity; it is the symbolic means of uniting with one ethnic group and distancing oneself from others; it is the complex set of ethnic ideas, feelings, based on belonging to an ethnic community, as well as individual behavioral strategies in inter-ethnic relations [10, P.5].

Conclusion. In the conclusion it should be noted that the positive ethnic identity is the personal education, which includes the positive image, awareness of the ethno-cultural characteristics of the ethnic group, sense of cohesion, emotional commitment to the ethnic group and general satisfaction with the ethnicity, which is combined with the positive assessment (value attitude) of other ethnic groups and their cultures. Positive ethnic identity contains positive ethnic attitudes towards interaction with other ethnic groups; it is the basis of tolerant behavior of the individual in interethnic contacts. This aspect of identity becomes especially relevant in the context of Kazakhstan, where it is important to take into account the national characteristics of not only the indigenous people, but also other ethnic groups that consider Kazakhstan as their homeland, at the same time feeling the sense of belonging to the national culture of the ethnic group. The determining factor in the formation of the positive ethnic identity is the overall level of the development of self-consciousness of the individual, especially among the younger generation.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ ҰЛТТЫҚ САЯСАТ ПЕН ЭТНИКАЛЫҚ БІРЕГЕЙЛІКТІҢ ДАМУ ТАРИХЫ

Аннотация. Бұл мақалада қазіргі әлемдегі этникалық жарылыстың бір түрі ретінде қарастырылады, оның нақты көріністері этникалық сәйкестіліктің маңыздылығын арттыру, адамдардың тамырларына, дәстүрлеріне, мәдениеті мен тарихына деген қызығушылығын арттыру болып табылады. Этномәдени ерекшелікке байланысты әлеуметтік теңгерімге деген қажеттілік айтарлықтай жанданды. Этникалық қауымдастықтар нақты, тұрақты тарихи құрылымдар деп айтуға болады, ал этникалық қауымдастық әлеуметтік дамудың маңызды, тұрақты факторы болып табылады. Әр түрлі уақытта бұл әртүрлі жолдармен көрінеді, біз қазір болып жатқан күрделі әлеуметтік өзгерістер жағдайында этникалық шиеленістер орын алады. Бұл қарама-қайшылықтар Қазақстан Республикасында оның көпұлтты құрамына байланысты көрініс табады. Бір жағынан, азаматтыққа негізделген ұлттық бірегейліктің орнына бірыңғай бірегейлікті қалыптастыру процестері жүріп жатыр, ал екінші жағынан, ұлттық мәдениет пен дәстүрге деген қызығушылық артып келеді. Қазіргі заманғы қоғамда адамдар өздерінің этностық өзін-өзі айқындауын таңдауға және нақты этностық және Ұлттық қоғамдастықпен өзін-өзі сәйкестендіру еркіндігіне құқылы, бұған Қазақстан Республикасының Конституциясында кепілдік беріледі. Бұл процестер жеке ұлттың егемендік, мемлекеттік тәуелсіздік жағдайындағы жаһандану процестеріне қарсы тұруының мысалы болып табылады.

Түйін сөздер: этноәлеуметтік процесстер, этноәлеуметтік саясат, қоғамдық сана, этникалық сәйкестендіру, көші-қон процестері, этнодемографиялық процесстер, халықтың өсімін молайту, этномәдени бірегейлік, ұлттық бірегейлік, ұлттық өзін-өзі анықтауы.

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ИСТОРИЯ РАЗВИТИЯ НАЦИОНАЛЬНОЙ ПОЛИТИКИ И ЭТНИЧЕСКОЙ ИДЕНТИЧНОСТИ В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. В данной статье рассматривается современный мир как своеобразный этнический взрыв, конкретными проявлениями которого являются рост значимости этнической идентичности, повышение интереса людей к своим корням, традициям, культуре и истории. Заметно возродилась потребность в социальном балансе, связанном с этнокультурной спецификой. Можно сказать, что этнические общности- это реальные, устойчивые исторические образования, а этничность- важный, постоянно действующий фактор общественного развития. В разное время это проявляется по-разному, в ситуации серьезных социальных преобразований, которые мы сейчас переживаем, происходит всплеск этничности. Эти противоречия находят свое отражение в Республике Казахстан в силу ее многонационального состава. С одной стороны, происходят процессы формирования единой идентичности вместо национальной идентичности, основанной на гражданстве, а с другой- растет интерес к национальной культуре и традициям. В современном обществе люди имеют право на выбор своего этнического самоопределения и свободу самоидентификации с конкретной этнической и национальной общностью, что гарантируется Конституцией Республики Казахстан. Указанные процессы являются примером противостояния отдельной нации процессам глобализации в условиях суверенитета, государственной независимости.

Ключевые слова: этносоциальные процессы, этнонациональная политика, общественное сознание, этническая идентификация, миграционные процессы, этнодемографические процессы, воспроизводство населения, этнокультурная идентичность, национальная идентичность, самоопределение нации.

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THE VALUES OF A CULTURE THROUGH TIME

Abstract. The article is aimed at actualizing the intrinsic value of M.O. Auezov's creative heritage in the context of real processes of modernization of public consciousness. It presents methodological and theoretical guidelines for the research which is fundamentally new in terms of its approaches, in which the factor of the existing and future impact of M.O. Auezov – the subject and creator of culture – on society should be revealed in the coordinates of the transnational space in all its convincing power and unconditional character. The choice of this particular format is due to the combination of objective and subjective reasons, relying on the achievements in the field of humanitarian knowledge and focusing on the historical and theoretical issues of modern art history, that made it possible to generalize the accumulated material and determine the conceptual foundations and strategy in ensuring the level of scientific reliability, novelty characteristic of fundamental developments and significance of the tasks to be solved and the expected results. The dynamics and effectiveness of direct and indirect participation in the process of intercultural interaction and determination of universal values can be shown based on the analysis of the selected samples of research, artistic, educational, organizational activities of M.O. Auezov, the coverage of all forms of influence on the development of art in its species diversity, understanding the re-interpretive practice of different years (with an emphasis on socially significant results), including art history interpretation of the works of different genres, created according to the texts of M.O. Auezov or dedicated to his memory. The attraction of new archival data, experience of foreign reception, reconstruction of "forgotten" facts will deepen the understanding of the true scale of personal impact on the development of culture in the XX-XXI centuries. Awareness of the phenomenal productivity of M.O. Auezov in asserting the uniqueness of the heritage and traditions of the Kazakh people is significant both for a worthy presentation of Kazakhstan at the world level, and for expanding the "horizons" of enriching the spiritual potential of the nation.

Key words: archive document, historical fact, author, art, heritage of M.O. Auezov, modernization.

Introduction. The idea of the research is to show the unused potential of the impact of M.O. Auezov as a subject and creator of culture on society in coordinates of transnational space. The range of issues developed in it is determined by the specifics of the object and subject of study, which will be revealed based on the relevant theoretical and methodological foundations of a number of related sciences.

The aim is to reveal the true scale of the multifactorial influence of M.O. Auezov and his legacy on the development of art of Kazakhstan and other forms of public consciousness.

This is feasible in focusing on the best achievements of modern humanitarian knowledge, including the experience of domestic scientists in the field of art history, folklore, history and theory of Kazakh and world literature, Abay and Auezov studies.

The dynamics of the direct and indirect participation of M.O. Auezov in the process of intercultural interaction and adoption of universal values through research and creative refraction of the specifics of national traditions in scientific, artistic, public spheres will be revealed on documentary basis, based on archival sources and copyright texts of various profiles, taking into account the species diversity of art (music, choreography, theater, cinema, painting, sculpture, graphics, etc.) and involving the practice of foreign reception.

The tasks related to updating factual and source study bases, systematization and structuring of the material, multi-genre interpretation of the data obtained during the study will result in testing, popularization, replication, implementation of a qualitatively new intellectual product in scientific and mass use.

The list of main tasks:

- Systematization of the material (collected and put into circulation) on the basis of analysis, generalization and comparison aimed at improving theoretical and methodological basis through specification, coordination and fixing of the optimal ratio of the problems being developed and research aspects;
- Analytical reconstruction of the “line” of life and creative activities of M.O. Auezov in view of the uniqueness of the impact on public consciousness and its subsequent presentation, which will be done also as a result of undertaken business trips and work in archives;
- Updating the intrinsic value of the heritage of M.O. Auezov in the context of general processes of modernization of valuation concepts (in parameters of reinterpretation in the past, relevance in the present, aspiration for the future) through multi-channel translation of recommendations which are formulated during the implementation of the research.

Methods. The range of basic scientific issues is indicated by the chosen wording of the topic, which focuses on the relevant in the interaction of the three thematic “sections” – the problems of Auezov studies, art history, social sciences and humanities.

The semantic “core” hypothesis: a modern representation of the accomplished by M.O. Auezov in the field of art is able to influence the process of national (including personal) self-identification through the development of historical memory and awareness of the intrinsic value of creative individuality.

The strategy is predetermined by real (objective and subjective) readiness to achieve a qualitatively new level, uniting scientists of several generations in an effort to adequately and impartially present scientific and creative traditions consecrated in the name of M.O. Auezov in the art space of world culture.

The research will take advantage of various types of research, one way or another already tested in the practical activities of art historians and literary critics in the past and present. At the same time, descriptive and correlation types are supposed to be used at the initial stage, ensuring the fundamental nature of the final methodological generalizations, theoretical conclusions and analytical conclusions.

In relying on the universal laws of dialectical logic in the coverage of the topic, the achievement of conceptual novelty should be ensured, supported by a deepening of the historical and theoretical context and a significant expansion of the source base.

An objective understanding and an adequate interpretation of the scientific and artistic heritage of M.O. Auezov in connection with art history issues (in its diversity and unity) and in the context of modernization processes are achievable only by relying on the entire array of methods of modern humanitarian knowledge as relevant in the context of globalization and expanding the value arsenal of culture, which have retained the status of universal ones outside of temporal dimensions and spatial boundaries. The expediency and effectiveness of interdisciplinary interaction will be provided by relying on philosophical foundations, laws and categories that have a general methodological character in science (we emphasize, for example, the functional significance of the categories of universal, special and unique in understanding the nature of a particular phenomenon). The main line during the implementation will be the ascent from the abstract to the concrete, which will allow, overcoming empiricism, to turn to the development processes of complex systems on their own basis, which, in turn, will make it possible to use the potential and synergetic approach.

At the first stage, bibliographic lists will be compiled, selection of archival materials, their processing and commentary, selection and justification of sources having an interdisciplinary status and of particular importance for collective work will be undertaken.

The scientific novelty is also revealed in comparison with domestic and foreign studies. The sphere of art in the legacy of M.O. Auezov was only once presented (in the collection) as an independent section of articles, thematically oriented to different types of art [1]. But, in addition to focusing on a particular work, the difference in approaches and degree of “immersion” into the material is obvious. For example, issue of literary and musical interaction which is methodologically widely developed abroad is represented exclusively through commenting on the corresponding pages of “The Way of Abai”. The 32nd volume of the series “Classical Studies” – “The great figures of Kazakhstan about music” – contains only 4 articles by M.O. Auezov [2]. Encyclopedic editions are naturally limited in format even in their special reviews [3].

In the works on art history of generalizing subjects, along with obligatory mentioning of the name and emphasizing the personal contribution to the development of culture, generally accepted and summary characteristics are used [4]. In specialized publications (by type of art), including when referring to the plots in connection with the works of M.O. Auezov, professional coverage of issues arising from the specifics of using characteristic means of expression is the priority. We should also note the qualitative discrepancies (in content and volume) of sources in the Kazakh and Russian languages.

Attempts to reflect in text on literary studies the positions associated with the competence of art history scholars, as a rule, do not provide a proper result. And the development of art history issues, which is actively carried out today by a new generation of scholars (even in refraction to the study of heritage), reflects the priority of individual scientific interests.

Recreation of a holistic “picture” of the impact of the traditions of M.O. Auezov (in different types of art) will be undertaken for the first time. In terms of comparing the expected results with well-known analogues, external “reecho” are possible, which are predetermined by a common interest in the latest achievements in science or the action of typological patterns. However, the selected principles of joint work, in the goal-setting based on the realities of Kazakhstan, axiological guidelines as leading and holding the whole, the “nature” of the material under study – unique and invaluable, the conceptual foundations and proposed level of their implementation provide the level of scientific novelty which complies with fundamental developments.

Results. “Great artist”, “great scientist”, “great thinker”, “outstanding personality”, “perfect master”, “worthy citizen” – these evaluative definitions today do not create the required semantic “field”, although particularly in them in different years sincere reverence for the nature of talent and multifaceted heritage of M.O. Auezov is recorded. Another associative chain was involved in focusing on traditional images – “jeweler of the word”, “unsurpassed (octagonal) pacifier”, “support (armor) of literature”, “son of the Steppe”, “divine talent”, “star of the East”, etc. But here, there is a feeling of incompleteness, even some routine (due to acquired divergence, facilitated usage).

“The classic of the Kazakh, Soviet, world literature” – this is a status, high and valuable, can now also be perceived through a connotation of general usability and, moreover, is able to introduce additional meanings that indicate the “transition to the past” and the textbook completeness of value characteristics. “Winged” phrases of R. Gamzatov and Ch. Aitmatov, preserving the capacity and intrinsic value of the characters found, unfortunately, are not in the active memory...

The author, who embodied his chosen character in the uniqueness of creativity, a scientist-artist, thinking, feeling and acting, recognized and revered during his lifetime and in Time – these positions indicate the need for other criteria and assessments necessary for proper reflection in the light of relevant issues of cultural development and society.

In the context of the ongoing study, the key definitions are selected which are oriented towards “highest scale of universal marks”, according to which M.O. Auezov was identified as a “truly Renaissance figure, multi-valued and globally minded” [5]. They are also concretized by such parallels as “man-orchestra”, “strict and fair judge, like art itself”, “man-chronicle”, verbally decorated later (two decades later) [6]. Now, in the approximation of the milestone fixed by the next twenty years period (contrary to the multiplying manifestations of reduction of the values of personality and culture), this value-semantic discourse will be presented of the research.

The creative heritage of M.O. Auezov in its unconditional connection with various types of art – both national and world – in professional art criticism, enhanced by interaction with literary scholars specializing in the study of Kazakh literature of the XX century in the latest theoretical contexts, will first appear in a system of values, understood as the coordinates of human world, as a criterion for assessing a cultural phenomenon, as the basis for large-scale life-meaning goals, as a “mental representation of reality” (V.N. Semikolenov).

In such format, the factor of the existing and possible impact of M.O. Auezov – the subject and creator of culture – on society in the coordinates of transnational space can be revealed in all its convincing power and unconditionality.

To realize this idea, the resources of modern humanitarian knowledge will be involved in its highest achievements and inextricable connection with social sciences. Art criticism issues as core and fundamental in the new study will appear not only in the basic categories and common terminology, but

also through their own special “zone of special knowledge”. This introduction is dictated by the need for a modern presentation of the “extraordinary phenomenon” (the expression of G. Potanin), individual facets of which are reflected in the sources, but now must be interpreted by means which are adequate to the scale of influence. Perceived by many before, it should be “transferred” from the category of metaphorical and / or generalized characteristics (for example, “In the Kazakh Drama Theater, he played a role to which one cannot be assigned and cannot be removed, the role of Auezov”) in a detailed text, professionally reasoned both historically and logically. “Colorfulness and emotionality of style” (M.O. Auezov), “genre polyphony”, “the tone of the chapters”, “expensive colors of the text” (M.O. Auezov), “plasticity” of scientific and artistic words, “community-cooperation”, “ascent to Abay” (M. Myrzakhmetov), dynamics of external and internal, single and holistic, finite and infinite - and these aspects are important to “open” to a new perception and adequate understanding.

MUKHTAR AGA

Text by K. Salykov

Music by M. Kereibaev

МУХТАР АҒА

Сөзі: К. Салықов
Әні: М. Керейбаев

органна

Ақ - таң - гыр сл лұд - ді - ді да - ра ту - ған,
Әй - гі - лі ай э - лем - ге да - на түл - ған.
Ас - пан - га тік хо - те - рің е - ді - міз - ді.
Ар - ша - мыс - қа а - ра түр - ған Мұх - тар а - ға,
Мұх - тар а - ға, Зап - тар - сың сен е - рек - ше
жа - ра - тың - ған. А - бай - дай мұң мен за - рың

The words of G. Musrepov, which turned out to be prophetic, were chosen as the main reference point: “... your Spirit will remain with us. It is that heritage that we will keep as a shrine [...] This will become our high duty” [7].

As factors, through reflection of scientific and technological needs justifying the results importance, it's necessary to indicate the possibility of their use as a “counterbalance” to

– illusory ideas about full assimilation of M.O. Auezov’s artistic heritage and his works, which have acquired the status of classical ones,

– practice based on the incorrect (sometimes speculative) use of the achievements of Auezov and/or Abay studies,

– “technique” of multiple replication of generally accepted minimum, which is distributed in prejudice of multidimensional talents comprehension of personalities, who are iconic for national culture, and “horizons” expansion of the spiritual potential and creativity development [8].

The research significance on national and international scale is seen in its orientation towards the achievement of such strategic goals as the upbringing of high patriotic feelings and promotion of a high-quality intellectual product aimed at presentation of national art at global level. The key to their achievement is the understanding of the Kazakh artistic experience uniqueness culture and M.O. Auezov’s phenomenal creative productivity in its statement.

The applicability of its results for the corresponding sphere development (economy), science and public relations, which is highly estimated, can be implemented in almost all parts of the system supervised by the MES RK: most actively – in creative universities and general humanitarian departments of non-core universities (in line with the requirements outlined in connection with the process of humanization of domestic education). Their practical value is also obvious for the purposes of research work by both students and Master and PhD students (not only within the republic). Through adapted presentation, the results can affect the axiological guidelines of public (including mass) consciousness.

The impact on research works level, as well as scientific potential, will be seen in real achievement of planned level of solving the tasks, really possible through the coordinated work combined effect of those who have already developed in professional and personal plan. In general “movement” of like-minded people, different generations representatives, there will be confirmation of research activities feasibility in interdisciplinary field at the sciences intersection (literary criticism, art history, folklore, criticism, history and theory of culture, history, pedagogy, etc.) and competitiveness of the researchers of M.O. Auezov ILA. The successful completion fact of work will be an example for similar humanitarian sphere researches, aimed to unite joint efforts and create a common conceptual framework. The social and partly economic coefficient of performance efficiency (ECE) of the results is quite definable in the context of understanding the essence and tasks of Kazakhstan society modernization.

Fundamental differences of idea are seen in scale change and undertaken research “coordinates” updating. A significant expansion of chosen spatial and temporal framework, quantitative and qualitative measurements in the scientific topic coverage directly affects planned publications status. The subobjects/subsubjects selection multiple strengthens the scientific novelty parameters.

The research advantages are predetermined by an individually-differentiated approach to participants team formation: it’s in the selected ratio of art and literary critics, scientific employees, have a scientific (academic) degree and who are ready to defend it, young and not formally corresponding to this definition, as well as in parity representation of male and female “communities”, the key to achieving the necessary and sufficient balance (in the interactions “traditional-innovative”, “theoretical-empirical”, “rational-emotional”, etc.) can be seen, can enhance the emphasized informative overall impression and novelty compositional aspects on the whole scale.

In research subject area necessary to emphasize the two trends presence, manifestation, has intensified significantly in recent years. Firstly, it’s an increasing “immersion” of philologists into “their own” material, allows us to detail the specifics when delimiting different stages of life of M.O. Auezov (Semi-palatinsk, Leningrad, Tashkent, etc.). Secondly, the facts involvement of his creativity as an “illustrative” material when covering problems, including those are sufficiently “remote”, “external” or “private”. This affects general attention to easily accessible, ideologically demanded, often leads to repetitions and “intersections”. The solution proposed in the new framework is focused on a holistic coverage of M.O. Auezov creative heritage in a specialized direction, but in a priority socially significant context.

We should note continuity with studies previously conducted by applicant, and specific publications of M.O. Auezov ILA [9, 10]. The relationship is determined by the addressing fact the topic “Writer and Art” in relation to M.O. Auezov personal and creative biography (the applicant has in musical art orbit, indicated collections of ILA and particular art form field). The differences, emphasizing the fundamental novelty of future results, lie in the transition from empirical level to theoretical, naturally expands research “field” (applicant), in comparison terms with other publications devoted to M.O. Auezov, editions-in the selection of art history issues as the main (rather than indirect), central (not complementary), implemented in a complex (not in an arbitrarily chosen format), by joint efforts (rather than in a single appeal), with the special knowledge involvement (not in orientation towards the established practice of covering certain art criticisms positions in literary works).

There are conditions necessary to achieve the expected effect, with the exception of those related to financial issues. Replenishment of this “missing link” will allow to implement this project within the specified time frame, which can be considered optimal for solving problems that are relevant both in a strictly scientific and generally significant sense.

Conclusion. As other measured results in accordance with the requirements of the research specifics, the increase in the professional status of young scientists – participants of the research group should be noted (the number of conferred Master or PhD academic degrees).

Representatives of both creative intelligentsia (different generations) and a broad readership focused on the process of self-determination and self-affirmation in the context of globalization of society (and, as a result, the individual) should be designated as target consumers of the research results.

The expected results can have a multifaceted impact on the development process in the field of Auezov studies, art history, humanities in general as a successful experience in implementing an essentially interdisciplinary study carried out by a team of like-minded people in asserting high standards of scientific activity and national identity, universal culture and global mentality.

The obtained scientific results, which are not focused on the use of commercialization opportunities, can nevertheless have a positive effect on the level of products replicated for commercial purposes.

The social, economic, environmental, scientific, technical, multiplicative and / or other effects of the results are possible in principle. Acquaintance with published materials and future books with an adequate awareness of the phenomenal experience of self-realization of M.O. Auezov as a subject, combining many human dimensions and universal values in his worldview and vital activity, today, in the context of an identity crisis, searches in "finding oneself" and / or in achieving public recognition and success, can be perceived as a standard, capable, awakening a sense of legitimate pride, to motivate to high achievements in different areas of educational, professional and socially significant practice.

Direct and indirect results of the research in their qualitative and quantitative characteristics will be obvious after a certain period as a result of implementation in the educational, educational, research and production process (in the variety of their forms and levels), in the public consciousness and cultural foundations of modern period.

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УАҚЫТ ЖЕЛІСІНДЕГІ МӘДЕНИ ҚҰНДЫЛЫҚТАР

Аннотация. Мақала қоғамдық сананы жаңғыртудың нақты процестері М.О. Әуезовтің шығармашылық мұрасының маңызды құндылығын өзектендіруге бағытталған. Онда М.О. Әуезовтің – мәдениет субъектісі және оны жасаушы – қоғамға қазіргі және болашақтағы әсер ету факторы трансұлттық кеңістіктің координаттарында оның барлық сенімді күші мен сөзсіз болмысында ашылуы тиіс зерттеудің өз тәсілдері бойынша, түбегейлі жаңа әдіснамалық және теориялық бағдарлары ұсынылған.

Дәл осы форматты таңдау объективті және субъективті себептердің үйлесімімен, гуманитарлық білім саласындағы жетістіктерге сүйене отырып және қазіргі заманғы өнер тарихының тарихи-теориялық проблемаларына назар аударумен байланысты. Бұл жинақталған материалды қорытындылауға және ғылыми сенімділік деңгейін қамтамасыз етудің тұжырымдамалық негіздері мен стратегиясын анықтауға мүмкіндік берді. Иргелі әзірлемелерге тән жаңалық, шешілетін міндеттер мен күтілетін нәтижелердің маңыздылығы. Мәдениетаралық өзара іс-қимыл процесіне және жалпыадамзаттық құндылықтарды айқындауға тікелей және жанама қатысудың серпіні мен тиімділігі М. О. Әуезовтің зерттеу, көркемдік, педагогикалық, ұйымдастырушылық қызметінің іріктелген үлгілерін талдау, өнердің түрлік сан алуандығында оның дамуына ықпал етудің барлық нысандарын қамту, әртүрлі жылдардағы реинтерпретативтік практиканы ұғыну (қоғамдық маңызы бар нәтижелерге назар аударатын отырып), мәтіндері бойынша жасалған әр түрлі жанрдағы туындыларды өнертанушылық интерпретациялау негізінде көрсетілуі мүмкін. М.О. Әуезовтің естелігіне арналған. Жаңа мұрағаттық деректерді, шетелдік қабылдау тәжірибесін тарту, "ұмытылған" фактілерді қайта құру ХХ-ХХІ ғасырларда мәдениеттің дамуына жеке әсер етудің шынайы ауқымын түсінуді тереңдетуге мүмкіндік береді. М.О. Әуезовтің қазақ халқының мұрасы мен дәстүрінің бірегейлігін бекітудегі феноменальды өнімділігін сезіну Қазақстанды әлемдік деңгейде лайықты таныту үшін де, ұлттың рухани әлеуетін байыту "көкжиегін" кеңейту үшін де маңызды.

Түйін сөздер: мұрағаттық құжат, тарихи дерек, автор, өнер, М.О. Әуезов мұрасы, жаңғырту.

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ЦЕННОСТИ КУЛЬТУРЫ ВО ВРЕМЕНИ

Аннотация. Статья направлена на актуализацию сущностной ценности творческого наследия М. О. Ауэзова в контексте реальных процессов модернизации общественного сознания. В ней представлены принципиально новые по своим подходам методологические и теоретические ориентиры исследования, в которых фактор существующего и будущего

воздействия М. О. Ауэзова – субъекта и творца культуры – на общество должен быть раскрыт в координатах транснационального пространства во всей его убедительной силе и безусловности. Выбор именно этого формата обусловлен сочетанием объективных и субъективных причин, опорой на достижения в области гуманитарного знания и ориентацией на историко-теоретические проблемы современного искусствознания, что позволило обобщить накопленный материал и определить концептуальные основы и стратегию обеспечения уровня научной достоверности, новизны, характерной для фундаментальных разработок, значимости решаемых задач и ожидаемых результатов. Динамика и эффективность прямого и опосредованного участия в процессе межкультурного взаимодействия и определения общечеловеческих ценностей может быть показана на основе анализа отобранных образцов исследовательской, художественной, педагогической, организационной деятельности М. О. Ауэзова, охват всех форм влияния на развитие искусства в его видовом разнообразии, осмысление реинтерпретативной практики разных лет (с акцентом на общественно значимые результаты), в том числе искусствознательская интерпретация произведений разных жанров, созданных по текстам М. О. Ауэзова или посвященных его памяти. Привлечение новых архивных данных, опыта зарубежной рецепции, реконструкция "забытых" фактов позволит углубить понимание истинных масштабов личного влияния на развитие культуры в XX-XXI веках. Осознание феноменальной продуктивности М. О. Ауэзова в утверждении уникальности наследия и традиций казахского народа значимо как для достойного представления Казахстана на мировом уровне, так и для расширения "горизонтов" обогащения духовного потенциала нации.

Ключевые слова: архивный документ, исторический факт, автор, искусство, наследие М.О. Ауэзова, модернизация.

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TRADITIONAL SPHERE AND INNOVATION IN MUSIC: ART STUDY ON THE THEORY OF COGNITION

Abstract. This article uses its own methodology for the study of tradition and innovation in music. In particular, cultural, philosophical and psychological roots were briefly enriched on an interdisciplinary basis. Although tradition and innovation are in harmony, it is said that at times there is a rivalry between the old and the new. But science has theoretically differentiated that it is created in accordance with social needs and aesthetic tastes of the growing and modern generation. A. Camus, Z. Freud on the works of such thinkers as Freud, the main reasons for the emergence of innovation in music were identified. The fact that it is likely to change on a different scale due to the realities of the time has been proved by examples related to the art of jazz.

In order to study the traditional field of music and innovation, we will first consider its methodological and theoretical foundations also. This, in turn, means "development", "tradition", "new", "innovation" and so on. It is necessary to focus on conceptual concepts and to explain the situation in relation to the problem. There are also philosophical, cultural, sociological, art, etc. issues related to the traditional field and the art of innovation.

Human development is always in the process of replacing the old with the new.

It means accepting innovation while preserving some elements of the old. But there are no specific barometers to determine how much of the old will be preserved, how much the new will occur in the same phenomenon. While some industries dominate the level and weight of the old, in some industries many of its elements are lost, leaving only a small level, and innovation prevails. This phenomenon is a kind of law that covers all parts of public life, not only in the field of culture and art.

Keywords: tradition, innovation, development, jazz art, modern culture, aesthetic taste.

Introduction. Due to the cognitive changes in the modern world, the rise and fall of births - "Echo-boom", "Silent Generations", "Lost Generations", "Boomerang Generations", "Peter Peng Generations", which move away from human relationships in history, Generations of Z, active in the use of communication technologies, not ready for hard work, lazy "Strawberry Generations", etc. The system of concepts appears.

Firstly, each of these generations has differences in life skills, worldview and aesthetic tastes. Thus, we can say that this classification of generations has its own influence in the perception of the art of music.

Second, there are no definite conditions for the exchange of old and new. There is an aphorism among the Kazakh people that "the country is new in fifty years", today, due to the acceleration of social time, time may be shorter, there is a demand that is renewed every twenty, ten, five years. To give a simple example, pop songs that are "hits" do not last long, maybe 1-3 years, and we can say that classical music is forever. But they are also modernized, modified and restored. This issue will be discussed in more detail in the following chapters.

Third, the old and the new coexist. This also has to do with spiritual culture, including music. In this case, the contradiction or struggle between the old and the new, although not severe, remains in the ideological and psychological arena. These dichotomies represent the competition between the old and the new. In the ordinary sphere of public life, based on the succession of generations, there are sometimes psychological differences between the younger generation and the older generation. Of course, each of

them has a different worldview, so they do not want to accept the old or the new. For example, in the 1960s, the older generation did not want to accept the pop genre, and later it was adopted, and then it moved to new formats. In this regard, we need to analyze the links of generational change, because this issue will be one of the general theoretical foundations of the topic we are considering.

The transition from old to new is sometimes self-regulating. When and how it will be regulated also depends on the milestones in the evolution of society, people and the nation. In this regard, I. Stengers and I. Pirigozhin formulates his own ideas and argues that it is a universal law [1].

It covers the whole world, including human society, including spirituality and art, and, according to our research, the art of music. The problem we are facing is that the commercialization of music is also a form of self-regulation in relation to the aspirations of modern public consciousness and artists. We will discuss this issue in more detail in the following chapters.

Fourth, the struggle between the old and the new, while generally scientific, seems irrelevant to art. However, this law covers all spheres of public life. It should be noted that even today in our country there is no clear struggle between tradition and innovation in the art of music, but there is a certain level of competition due to a certain level of social aesthetic needs and demands. Today it lives on three cognitive paradigms: traditional music, pop genre, classical music.

For example, traditional music, which has been preserved for thousands of years, has been extensively developed, but suddenly, since the middle of the twentieth century, it has been exposed to exogenous influences and underwent significant changes in the pop genre, or both.

Next, we will briefly dwell on the concept of tradition, based on its connection with the concepts of old, tradition, traditionalism, history, and conduct a logical structural analysis. Tradition is a broad concept in general.

According to dictionaries, "Tradition (lat. Traditio-transmission, transmission) is a universal form of assertion, approval and selection of any elements of socio-cultural experience, as well as a universal mechanism of its transmission, ensuring stable historical and genetic continuity in socio-cultural processes. Thus, what is transmitted (a certain amount of socio-cultural information that is recognized as important and necessary for the normal functioning and development of society and its subjects) and how this transfer is carried out, ie. communicative-translational-trans mutational method of human interaction between internal and intergenerational people within a particular culture (and relevant subcultures) based on a general understanding and interpretation of the previously accumulated meanings and meanings of this culture (and relevant subcultures). - as an integral mechanism of cultural development "[2].

"Tradition (from Latin tradition-transmission) is a social and cultural heritage passed down from generation to generation and in certain societies and social groups.

long time. Tradition is known as social rules, norms of behavior, values, ideas, customs, traditions and so on. b. these or other traditions in any society and in all spheres of public life "[3].

Discussion. "Tradition is a universal tool for the preservation, consolidation and selective preservation of socio-cultural experiences. Provides a resurrection of spiritual versions of the past in the modern system of real activity. That is, he connects the present and the future through the past and bases them on values. In the narrow sense, tradition is a system of values that exists spontaneously without the guidance of the state. Traditional cognition has no purpose or direction, because its purpose serves itself.

As we can see, tradition requires not only a constant that remains the same, but also a constant renewal of values and adaptation to the times. In the absence of a state directive, it is self-structured. For example, if we connect it with art, including music, then traditional music comes into play.

But the traditions themselves require modernity and uniqueness. It substantiates the structure of cultural identity. It also covers the relationship between Western and Eastern cultures and its continuity. Preservation of traditions can provide promising directions for the overall spiritual development of each people and nation. For example, I.N. Polonskaya notes that, in general, the development of tradition today is not only a post-Soviet problem, but also under the influence of right-wing radical forces in the West, and tradition has its own European creative heritage [5].

Traditions is closely related to the concept of this tradition. In this case, tradition is understood as a subject, traditionalism is understood as a predicate. For example, according to the definitions, "Tradition-1. Peculiarities of the pre-written worldview and the official ideology of traditional societies, consisting of the idealization and absolutization of tradition. 2. Socio-philosophical doctrine or individual conservative-reactionary ideas directed against the current state of culture and society and criticizing the state for deviating from the restored or specially created model, which is produced as an ideal socio-cultural model of historical origin and, therefore, preserved in a special educational building. In the second sense, it is a

sublimation and theoretical design of ideals, value systems, ideas that develop spontaneously and are consciously cultivated in societies that make specially prepared traditions their standard. [6].

Judging by such definitions, there is no information about the art of music. Tradition and traditionalism is a phenomenon with its own peculiarities in the art of music. Thus, we would like to note that the tradition includes not only the customs and traditions of a nation, but also aspects related to the art of music. Later, in the theory of general scientific knowledge, the dialectic of tradition and innovation was created as a kind of method.

And history coincides with that notion of tradition. He also supports the use of history, retrospective evidence and historical knowledge. The principles of history and tradition are the theoretical basis for the presentation of national art to the world. Historical means: "Historical ... The reliability of human life: something with a history is not an accident, but a way of life. History is not like the (completed) past, we must think that we are standing (unfinished) ... Man historically lives not only "given" to his historical circumstances, but to a certain extent relates to them. Thus, it belongs to its capabilities. [7].

An important role in the general historical position is played by the fact that the appearance of our past lives is associated with today's repetition. It is sometimes associated with the concept of historiography. In a negative sense, it is called conservatism, which means retreat. In the implementation of the traditional ethno-projects we are considering, some of the younger generation is indifferent to the field of traditional music and pays special attention to the genre of pop.

Our projects seem like conservatism to them. In fact, it is, firstly, the principle of national identity after independence, secondly, the revival of national archetypes, and thirdly, the principle that ensures the dialectical unity of tradition and innovation.

Patriotic, patriotic, high-spirited people always support the national culture, the national code. He also respects traditional music, respects it and understands its meaning and significance.

Now, if we weigh the traditions and innovations in the art of music on the basis of cultural studies, we can rely on the opinions of scholars who study it. We can classify them into three directions. The first is those who prefer tradition, the second is that they both want to be synchronized, and the third is that they pay more attention to innovation, even if they recognize history.

Those who prefer traditionalism sometimes seem to be more like old melodies and melodies of the past. According to their art critics, the melodies of Western music are alien to us, but in today's globalized world, the policy of multiculturalism requires us to be tolerant in respecting their culture as well. However, in general, he believes that traditional music should be respected. According to them, the foundations of national identity must be continued with the further development of this traditional music.

Artists such as Zhanar Aizhanova and Bekbolat Tleukhanov became known to the Kazakh art community not only theoretically, but also on the cognitive stage for their traditional performance skills. However, we will answer the question of whether their performances, which currently meet the needs of the audience, have slowed down in the following sections, and this situation requires a scientific and theoretical basis from the point of view of art criticism.

Others, who want the two to go synchronously, understand that tradition and innovation in the art of music are not absolutely balanced, but are guided by the principle of equality in their artistic views. This is one of the most pressing issues not only in Kazakhstan, but also in the development of world music.

This situation is not only present, but also a process that began in the early twentieth century. For example, the American jazz trumpet player, orchestra conductor, who lived from 1904 to 1884, was on tour in Kansas City and New York in the 1920s until 1954. Being the founder of orchestral and chamber swing, he created a refined piano style in the context of traditional instrumental blues, which was based on the boogie-woogie regimen.

The balance of tradition and innovation in the art of music has become a work of art synthesized in the country. However, during the synthesis, it seemed that both spheres should not be assimilated into each other. In addition, the compilation structure must retain its original appearance. For example, in some language-related films, it is now fashionable to mix Kazakh and Russian. Nowadays, this may be to the liking of some young people. But in our opinion, at some point, its meaning may disappear, its meaning and significance may decrease, or it may seem to remain the same.

This is not an ideology of multiculturalism in general, but works that we can call "dual-culturalism": Russian and Kazakh, there is no third language. So, "although the combined melodies of modern guitar and dombra are based on the unity of tradition and innovation, does it create a positive or negative meaning, or does it satisfy only temporary aesthetic tastes?" questions arise.

K.A. Ushakov explains the field of tradition and innovation in music differently. He notes that with the development of Russian culture, innovation is characterized by an understanding of the musical language: "The state of modern Russian culture can be defined as a situation similar to the decline: an intermediate link between partially exhausted musical language tools and methods of musical thinking. Its renewal can rise in two ways: the first is the renewal of musical thinking, which represents a turning point in musical consciousness from the reproduction and consumption of music to its active creation, and the understanding of musical creativity skills lost before new European trends were established; the second is to master the practice of creating music with new tools of musical language [8].

Of course, in those days, in the musical period that began around the middle of the twentieth century, jazz appeared on the stage to a certain extent. It is mainly rooted in the traditions of wind instruments: horn, saxophone, etc.

Innovation is not always a purely absolute or newly created world, but, as Ecclesiastes puts it, "not everything under the moon is new," or the nineteenth-century German philosopher F. Nietzsche, according to the theory of "Eternal Return", there are repetitive phenomena and processes in culture and art.

K.A. Ushakov goes on to analyze the continuity in the art world: "The system of academic music education plays an important role in the process of modernization of domestic music culture, the content of which must be changed in accordance with modern trends in world music. In addition, special attention should be paid to the education of children in the system of music education, which provides continuity and innovation in the development of music culture and creates ecological conditions of music culture: the formation of Russian standards and national forms of culture, performance of musical works "live" [9].

In fact, continuity and innovation in the art of music are a kind of unity. It sometimes appears as a deviation or decline, and sometimes it is seen as a positive and beneficial influence on the public consciousness in terms of perception and understanding by generations. In this regard, we can suggest the development of art in the context of tradition and innovation in music.

First, the conservative views of negative attitudes to innovation. They note that at some point the classic does not change and is a repetitive, continuous process. As mentioned above, jazz initially seemed incompatible. But he, too, in accordance with the requirements of the times, today, due to his originality and nature and aesthetic taste, increased the influence of his music, and in time reduced it. Without some nostalgia, the interest in jazz in the twentieth century is not very high.

Such a tradition is also associated with education, but we cannot say that the possibility and need to teach special disciplines in the field of jazz is very important. This is due to the fact that in the future there will be many more modernist trends.

Of course, jazz instruments have deep historical roots. It is not only artistic and cognitive. At times, his instruments were vital. Its main functions can be summarized as follows:

- Phenomenon in the form of alarms due to the breadth of sound acoustics. It is spread due to the current situation in the steppe, and the frequency is high. For example, the Kazakh film "Kyz Zhibek pen Tolegen" also shows the symbolic melodies of these instruments. This means that his melodies and voice are not alien to the Kazakh people. - It also has therapeutic benefits. Simply put, it can represent a specific feature of the oral cavity and its exercises, that is, as a kind of exercise of the muscles of the mouth;

- These instruments, in turn, once played a vital role. For example, the development of acoustic space, the transmission of information, an effective tool for hunting, etc. During the hunt, they are removed from the woods, etc. Legend has it that it was used to intimidate people and drive them to the plains. This means that jazz wind instruments have a rhythm that can affect the psyche of not only humans but also animals quickly, rapidly and shockingly.

- Jazz-rock, which appeared later, also established the unity of the traditional field and innovation in this art of music. In fact, in our opinion, this industry arose from the modernization of jazz instruments and their transfer to rock formats. It also became a pop scene synthesized with other instruments.

B. Konen in "Legend and the Reality of Jazz", G. Schneerson in "American Music", E. Denisova in "Jazz and New Music" noted that it is powerful and has its own place in the context of social aesthetic needs and demands. Their general ideas were devoted to the promotion of the jazz industry and the psychotechnics of its perception.

Rhythm and blues are one of the internal dimensions of jazz. Firstly, it has a multi-rhythm, and secondly, there are lado-rhythmic structures of creativity. The transition of jazz music to multi-rhythm is due not only to the small octave system or the simplicity of the instrument, but also to the rapid change of rhythms.

It should be noted that its influence on the opera's symphonic music is due to the fact that the preservation of the traditional salad, while the second light arrangements are accompanied by a wave of innovation. In fact, in the art of jazz, on the one hand, classical music is not ruled out. For example, the heavy metal style of pop music is a departure from the classics. Because, in our opinion, its historical roots and the need to accept it are deeply rooted.

Completion in the field of jazz innovation and traditional music. Wind instruments have been developed not only by the Turkic peoples, but also as a cognitive guide used at the world level.

Conclusion. The bottom line is that we can create the philosophical, psychological, sociological, political, art foundations of the traditional field of music and innovation on the basis of interdisciplinary communication.

We spread the philosophical rationale based on the ideas of world scientists. French philosopher of the twentieth century A. In his Essay on the Absurd, Camus emphasizes the futility of human life and the fact that man is tired of it, and then it requires aspirations for innovation and other changes. [10].

So, by analogy, not only jazz music, but other innovations are likely to be a manifestation of boredom from the old traditional field. On the understanding of the meaninglessness of life by mankind Based on the idea of Camus, if we copy (project) it into the art of music, the search for innovation does not depend on what field or style it is, it always needs to meet the aesthetic and cognitive needs of mankind in other formats. In our opinion, the desire for innovation in music stems from this boredom.

And now, we will explain its psychological and psychoanalytic rationale as follows, based on the views of scientists. In the doctrine of psychoanalysis of the twentieth century, even in his idea of "escape from life" is constantly in need of innovation and tired of the old ways of life. According to E. Fromm's idea, the escape from life and freedom takes many forms. [11].

It turns out to be a set of unconscious protests against the realities of the times. For example, the subculture and counterculture of young people is a manifestation of unconscious aspirations to change the course of life in a different context.

According to Z. Freud and K.G. Jung's concept of sublimation, the sexual instinct in a person sometimes shifts to different actions and goals in life. Therefore, humanity unconsciously sublimates [12]. This means that he is eager to shift his libido to other formats and does not consciously feel it.

If we apply this pattern to the topic we are talking about, new pragmatics will emerge. The reality of the time always strives for objective truth. From a scientific, artistic and cognitive point of view, life is higher than the reality of the world. Z. According to Freud, libido is constantly changing into other formats, but under it there are always manifestations of sexual instinct. For example, dancing to music is an act of satisfying sexual instinct on a certain scale.

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ДӘСТҮРЛІ САЛА ЖӘНЕ МУЗЫКАДАҒЫ ИННОВАЦИЯ: ӨНЕРДІ ТАНЫМ ТЕОРИЯСЫ НЕГІЗІНДЕ ОҚУ

Аннотация. Бұл мақалада музыкадағы дәстүрлер мен жаңашылдықты зерттеудің өзіндік әдістемесі қолданылады. Атап айтқанда, мәдени, философиялық және психологиялық тамырлар пәнаралық негізде қысқаша байытылды. Дәстүр мен жаңашылдық үйлескенімен, кейде ескі мен жаңаның арасында бақталастық болатынын атап өткен жөн. Бірақ ғылым теориялық тұрғыдан оның өсіп келе жатқан және қазіргі ұрпақтың әлеуметтік қажеттіліктері мен эстетикалық талғамына сәйкес құрылғандығын саралады. Фрейд сияқты ойшылдардың шығармашылығынан музыкадағы жаңашылдықтың пайда болуының негізгі себептері анықталды. Оның уақыт шындығына байланысты басқа ауқымда өзгеруі ықтимал екендігі джаз өнеріне байланысты мысалдармен дәлелденді.

Дәстүрлі музыка мен инновация саласын зерттеу үшін алдымен оның әдістемелік және теориялық негіздерін қарастырамыз. Бұл өз кезегінде «даму», «дәстүр», «жаңа», «инновация» және т.б. тұжырымдамалық концепцияларға назар аударып, жағдайды мәселеге байланысты түсіндіру қажет. Сонымен қатар дәстүрлі салаға және инновация өнеріне қатысты философиялық, мәдени, әлеуметтанушылық, көркемдік және т.б. мәселелер бар.

Адамның дамуы әрқашан ескіні жаңасымен алмастыру процесінде болады.

Бұл ескінің кейбір элементтерін сақтай отырып, жаңашылдықты қабылдау дегенді білдіреді. Бірақ ескінің қаншалықты сақталатынын, жаңасының бір құбылыста қаншалықты болатынын анықтайтын нақты барометрлер жоқ. Кейбір салалар ескі деңгей мен салмақта үстемдік етсе, кейбір салаларда оның көптеген элементтері жоғалып, аз ғана деңгей қалдырады, ал инновация басым болады. Бұл құбылыс тек мәдениет пен өнер саласында ғана емес, қоғамдық өмірдің барлық бөліктерін қамтитын заң түрі.

Түйін сөздер: дәстүр, жаңашылдық, даму, джаз, қазіргі заманғы мәдениет, эстетикалық талғам.

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ТРАДИЦИОННАЯ СФЕРА И ИННОВАЦИИ В МУЗЫКЕ: ИЗУЧЕНИЕ ИСКУССТВА НА ОСНОВЕ ТЕОРИИ ПОЗНАНИЯ

Аннотация. В данной статье автор использует свою методологию изучения традиций и новаторства в музыке. В частности, культурные, философские и психологические корни были проанализированы через призму междисциплинарной основы. Несмотря на то, что традиции и новаторство находятся в гармонии, следует отметить, что иногда между старым и новым идет здоровая конкуренция. Но наука теоретически выделила, что она создается в соответствии с социальными потребностями и эстетическими вкусами подрастающего и современного поколения. По творчеству таких мыслителей, как Фрейд были выявлены основные причины появления новаторства в музыке. То, что оно, вероятно, изменится в ином масштабе в зависимости от реалий того времени, подтверждено примерами, относящимися к джазовому искусству.

Чтобы изучить область представленной традиционной музыки и инноваций, мы сначала рассмотрим также ее методологические и теоретические основы. Это, в свою очередь, означает «развитие», «традиции», «новое», «новаторство» и т.д. Необходимо сосредоточиться на концептуальных концепциях и объяснить ситуацию применительно к данной проблеме. Существуют также философские, культурные, социологические, художественные и другие вопросы, связанные с традиционной областью и искусством новаторства.

Человеческое развитие всегда находится в процессе замены старого новым.

Это означает принятие инноваций при сохранении некоторых элементов старого. Но нет никаких конкретных барометров, чтобы определить, сколько старого будет сохранено, сколько нового произойдет в том же явлении. В то время как в некоторых отраслях преобладает уровень и вес старых, в некоторых отраслях теряются многие элементы и остается лишь небольшой уровень, и преобладают инновации. Это явление представляет собой своего рода закон, охватывающий все стороны общественной жизни, а не только в сфере культуры и искусства.

Ключевые слова: традиция, новаторство, развитие, джаз, современная культура, эстетический вкус.

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Ко Дню работников науки Республики Казахстан

НАУКА ОБЕСПЕЧИТ ПРОГРЕСС

Мы живем в век информатизации, в век высоких технологий. Все это достигнуто благодаря научным разработкам и достижениям ученых. Именно развитие науки определяет уровень развития страны и ее экономическое благополучие. Как обстоят дела с наукой в Казахстане, какие меры предприняты по развитию науки и в целом для повышения престижа казахстанских ученых? Об этом мы поговорили с **президентом Национальной академии наук Республики Казахстан, академиком, доктором химических наук, профессором Муратом Журиновым.**

Вопрос 1: *Мурат Журинович, расскажите, пожалуйста, как изменилась отечественная наука за 30 лет независимости, о ее связи с экономикой, о ее вкладе в оздоровление экологии, развитие отраслей промышленности, культуры?*

– Одной из незыблемых аксиом в природе является аксиома "Наука неистребима". Только она обеспечивает прогресс, только ее высокие идеалы побуждают людей к бескорыстному служению ей. По большому счету стремление людей к познанию действительности было изначально. Возможно, именно таким ее величество природа и создала человека – с разумом. С первых дней появления homo sapiens на Земле ему надо было добывать пищу, защищаться от природных катаклизмов, от зверей, врагов... Страсть к постижению окружающего мира, неуёмное желание раскрыть все тайны, великая любознательность – все это заложено в генах человека. Поэтому наука никогда не исчезнет, она только будет менять форму и методы достижения целей. Например, в наш век она все более перестает быть уделом ученых-одиночек и становится коллективным трудом. Причем побеждают те, кто хорошо вооружен, то есть хорошо оснащен прецизионным оборудованием. При этом очень важно наличие творческой атмосферы в коллективе. А развитие науки в масштабах страны, конечно же, в немалой степени зависит от участия и поддержки государства. Это хорошо видно на примере процессов, происходящих сегодня в научной сфере.

Но прежде чем говорить о них подробно, вспомним значимые вехи истории Национальной академии наук. В 1932 году Президиум АН СССР вынес решение об организации казахстанской базы АН СССР в Алма-Ате. В 1938 году она была реорганизована в Казахский филиал АН СССР с более широкими полномочиями и правами. В 1946г. была открыта самостоятельная Академия наук Казахской ССР в г.Алматы. Первым президентом НАН РК был выдающийся ученый, геолог, академик АН СССР и АН КазССР, лауреат Ленинской и Государственной премий Каныш Имантайұлы Сатпаев. Ежегодно отмечаемый «День работников науки» Казахстана установлен в честь его дня рождения –12 апреля. В октябре текущего года, по традиции, НАН РК готовится провести юбилейную сессию, посвященную своему 75-летию, на которой, мы надеемся, примет участие Президент Республики Казахстан К.К. Токаев.

К главным системообразующим, ведущим промышленным отраслям республики относятся нефтегазово-химические, горно-металлургические и агропромышленные отрасли производства – они являются приоритетными направлениями развития экономики РК.

В Казахстане продолжается активная индустриально-инновационная фаза развития экономики. Ни одна страна в мире не будет экспортировать в другие страны самую передовую технологию, а если брать их действующие ноу-хау, то при трансферте, для чего потребуется как минимум 3-4 года, они будут попросту устаревать. Поэтому, по опыту развитых стран, необходимо в срочном порядке наладить эффективную систему научного сопровождения производственных технологий с целью доводки их до конкурентоспособного состояния и дальнейшего устойчивого развития.

Поиск эффективных путей интеграции науки, образования и производства ведется еще со времен СССР. Необходимо выстроить схему «наука-вуз-производство», которая будет совершен-

ствоваться по мере реализации на практике. Существующая пандемия COVID-19, с одной стороны, осложнила нашу жизнь и резко ухудшила мировую экономику, но с другой стороны – научила человечество жить бережливо, осторожно, не враждуя, а помогая друг другу, а также ценить науку, ученых. Главное, наше общество начинает глубже осознавать необходимость развития науки, все больше убеждаясь в том, что только с ее помощью можно создать передовую и безопасную индустрию и экономику. Стратегия индустриально-инновационного развития характеризуется адаптацией научной сферы к современным экономическим условиям, что должно привести к коренным изменениям в организационном, кадровом, инфраструктурном и финансовом обеспечении ее развития, регулируемом соответствующей нормативно-правовой базой.

В США и западноевропейских странах о развитости научной сферы в той или иной стране в первом приближении принято судить по объему ее финансирования. Этот вопрос вызывает наибольший интерес и у наших ученых. После кризисного для науки 2018г., когда объем финансирования опустился на самый низкий уровень – 0,12% от ВВП, с приходом министра образования и науки РК А. Аймагамбетова, благодаря активной работе МОН РК, объем финансирования научно-исследовательских и опытно-конструкторских работ (НИОКР) растет с каждым годом, несмотря на дефицит государственного бюджета, вызванный финансовым и экономическим кризисом в мире. Доля наукоемкой продукции и расходы на науку в общем объеме ВВП являются основными показателями экономики, основанной на знаниях. В большинстве стран с развитой экономикой доля внутренних затрат на исследования и разработки составляет около 3,0% в общем объеме ВВП. К примеру, в Швеции – 3,8%, Финляндии – 3,5%, Японии – 3,44%, Южной Кореи – 5%, США – 2,84% и в Германии – 2,54%. Сравниваем далее: в России – 1,2%, Украине Беларуси и Азербайджане – 0,7%, Новой Зеландии – 1,16%, Южной Африке – 0,92%. При этом расходы США составляют около более 40% от мировых расходов – 511 млрд. долларов. На втором месте Китай – 451 млрд.долл. Российская Федерация замыкает десятку – 39 млрд.долл. Согласно принятой в нашей стране Стратегии индустриально-инновационного развития, объем финансирования НИОКР к 2025 году должен достигнуть 1,0% ВВП, то есть возрастет в 3-4 раза. Поэтому у казахстанских ученых есть хорошие перспективы. Надеемся, что уже в следующем году этот показатель должен достигнуть 0,7% от ВВП, как и у многих передовых стран СНГ.

Вопрос 2: Недавно в СМИ промелькнуло Ваше предложение о разделении МОН РК на два министерства – просвещения и высшего образования и науки. Скажите, на чем оно обосновано?

– Во-первых, это не мое предложение, поэтому я над его обоснованием и не думал. Во-вторых, это противоречит моим убеждениям о том, что наука и образование – это одного поля ягоды, называемой знанием. По-казахски это звучит более емко – ілім. Я не раз говорил в прессе и в своих выступлениях, что цепочка «школа – вуз – наука» органически связана друг с другом. Все новые методические пособия и учебные материалы для школ разрабатываются учеными педагогических кафедр вузов на основе научных исследований, а студенты все виды учебных практик проходят в школах. Поэтому разделение МОН РК на два министерства считаю нецелесообразным.

Вопрос 3: Расскажите, пожалуйста, какие пути развития науки необходимо принять для роста так называемой наукоемкой экономики?

– Самое главное, необходимо усилить взаимосвязь науки с реальным сектором экономики, коммерциализацию результатов научной деятельности. Реализовать предложение, озвученное Главой государства на юбилейной сессии НАН РК (2017 г.) о выделении 1,0% от дохода добывающих отраслей промышленности для финансирования научных исследований, на создание внедренческих опытно-экспериментальных цехов, конструкторских бюро и на решение технологических задач промпредприятий. На это еще раз указал Президент Республики Казахстан К.К. Токаев, и оно должно быть выполнено.

Следует отметить, что из бывших 45 академических научно-исследовательских институтов лишь треть входит в состав МОН РК, а остальные – в состав научных центров и университетов. Например, КазНПТУ имени К.И. Сатпаева объединяет 6 академических институтов, КБТУ – 2. При этом самое главное – в Положении необходимо закрепить административную и финансовую

самостоятельности этих институтов. В таком случае процессу развития научно-исследовательских институтов ничего не угрожает. Наоборот, пойдет только на пользу: ученые, читая лекции студентам, получают дополнительный заработок, подготовят учеников, научные кадры. Здесь главный вопрос – это система их финансирования. По системе, сложившейся до сих пор в Министерстве, около 380 НИИ на равных условиях принимают участие в конкурсе. В результате на одной доске оказываются знаменитый НИИ и вновь образовавшийся ТОО. И без того худые финансы делятся между ними и ведущая научная школа может оказаться в катастрофической ситуации. Необходимо вернуться к системе категоричности научных организаций, определяемой по результатам рейтинга. В этом случае, место каждого научного учреждения должно быть определено согласно рейтинга. Ученые НАН РК еще несколько лет тому назад в своем Национальном докладе о науке подготовили новую схему финансирования и рекомендовали ее ВНТК при Правительстве РК. В ее основу положен принцип разделения институтов на категории согласно их достижениям (опыт, международные достижения, оснащение современными техническими и электронными установками, научные кадры и т.д.): например, 1 категория – 40 институтов, 2 категория – 40, а не вошедшие в состав этих групп должны считаться институтами без категорий. Каждые 3-5 лет по результатам конкурса-аттестации составы этих групп должны меняться. А фонд финансирования предлагается делить следующим образом: например, для 1 категории – 50%, 2 категории – 30%, остальным – 20%. Только так мы сможем сохранить имеющиеся у нас научные школы и лаборатории мирового уровня, которые создавались десятилетиями. Я с удовольствием хочу сообщить своим коллегам о том, что и в этом вопросе нас поддержал министр А. Аймагамбетов, сказав, что научные школы надо сохранить.

Вопрос 4: Среди ученых бытует мнение, что мы зря потеряли традиционные ученые степени "кандидат наук" и "доктор наук". Нынешняя докторантура – PhD не очень продуктивна для науки, так как докторанты почти половину своего времени тратят на обучение.

– Можно согласиться с мнением, что наше вхождение в Болонскую конвенцию не было успешным. Мы не сохранили традиционные для СНГ правила в подготовке научных кадров, а именно традиционную аспирантуру и докторантуру, как другие страны СНГ. Следовало бы внедрить новые элементы, сохранив некоторые положения из старой традиционной системы. Например, звание «доктор наук» сохранилось во всех странах СНГ, кроме Казахстана, т.е. Россия, Беларусь, Кыргызстан и др. вошли в Болонский процесс с сохранением прежних традиционных положений, что не запрещалось Правилами Болонской конференции.

В целом переход к Болонской системе образования дал возможность нашим студентам, не испытывая трудностей, обучаться за рубежом по схеме «Бакалавр-магистр-PhD (доктор философии)». Однако звание PhD равнозначно прежнему званию кандидата наук, поэтому опыт подсказывает, что необходимо ввести более высокую ученую степень – «хабилит-доктора», согласно модели некоторых западноевропейских стран или вернуться к защите и присвоению ученой степени доктора наук, как и во всех странах СНГ. Получение ученых званий PhD и ассоциированного профессора (доцент) и профессора тоже весьма затруднено, что привело к резкому сокращению числа остепененных научных работников и ППС в вузах. Правда, в этом вопросе мы также нашли понимание и поддержку министра А. Аймагамбетова.

Вопрос 5: Какой путь прошла НАН РК за 30 лет независимости нашей страны? Какова ее роль в развитии казахстанской науки?

– В этом году главная классическая Академия наук – НАН РК, которая всегда служила науке и экономике страны, отмечает свой 75-летний юбилей. Наша Академия наук первой среди классических академий наук стран СНГ приняла западно-европейскую модель функционирования, отказавшись от советской модели. На новом пути своего развития Академия наук добилась международного признания, став авторитетным членом самых престижных и главных научных ассоциаций и научных сообществ мира.

В настоящее время НАН РК, имея в своем составе более 260 академиков и членов-корреспондентов, представляет собой ведущий штаб ученых страны, охватывающий все области отечественной науки. Кроме них, в состав НАН РК входят 40 коллективных членов Академии, среди

которых национальные и крупные региональные университеты и все академические институты, превращая Академию наук в главную силу, обеспечивающую научно-технический прогресс и индустриально-инновационное развитие Казахстана.

Ученые НАН РК, в соответствии с Законом «О науке» продолжают готовить ежегодный Национальный доклад по науке и выпускают единственные в своем роде журналы, которые издаются с 1946 года и поступают в 73 страны мира, в том числе в библиотеки Национального конгресса США, Королевского общества Великобритании, Французской академии наук. Они являются самыми востребованными и входят в международные базы **Scopus** и **Web of Science**.

Располагая внушительным интеллектуальным потенциалом, наука Казахстана не только эффективна в сохранении народнохозяйственного потенциала страны, но и в состоянии самостоятельно обеспечивать создание прорывных технологий, внося вклад в развитие исследований в области геологии, химии, нефтехимии, металлургии, биологии, математики, физики, медицины, аграрных наук, истории, культуры, языка и литературы.

Являясь общественным объединением, Национальная академия наук Республики Казахстан активно занимается масштабированием своего опыта и налаживанием связей с зарубежными родственными организациями. Значимое место она занимает, например, МААН (правопреемник АН СССР) в Союзе национальных академий наук Тюркского мира, в Шанхайской организации сотрудничества. А в 2020 году на базе НАН РК в г. Алматы открыто региональное отделение ANSO – Альянса национальных академий наук и научных организаций, созданного на базе Китайской академии наук, которое стало центром для национальных академий наук Центральной Азии.

Развиваясь в русле независимой западно-европейской модели, НАН РК стремится к максимальной открытости и заключает соглашения о сотрудничестве со многими академиями зарубежных стран. Это открывает путь ученым Казахстана для участия в международных исследовательских проектах и обогащает их доступом к опыту мировых научных центров. Совместные исследования, международные совещания, консультации и обмен опытом стали обычным явлением для ученых Казахстана. А достигнутые в республике успехи в области зеленой энергетики поставили казахстанских ученых в ряд мировых лидеров в этом направлении. Созданные ими в сотрудничестве с зарубежными коллегами эффективные агрегаты по превращению солнечной энергии в электричество, а также оригинальные проекты по использованию энергии ветра и других видов альтернативной энергетики и вовсе не знают себе равных.

Перед НАН РК стоят новые задачи. Так, Указом Президента РК К.К. Токаева в «*Правила подготовки ежегодного Национального доклада по науке*» было внесено дополнение о необходимости проведения «анализа результатов форсайтных исследований с периодичностью 1 раз в 3 года».

Как известно, форсайтные исследования проводятся с целью прогнозирования перспективных научных и технологических направлений, которые могли бы лечь в основу долгосрочной (на 30-50 лет вперед) научной и инновационной политики (прогноза) развития Казахстана.

Форсайтные исследования – это новое направление в работе НАН РК, которое призвано прогнозировать путь казахстанской науки и экономики в обозримом будущем. Пока она будет выполняться в отдельных научных направлениях. Но в перспективе форсайт нужно выполнять в масштабе всей экономики республики – нефте-газовой, металлургической, энергетической, строительной, транспортной и др. отраслях и оформить его в виде государственного заказа.

Недавно Государственный секретарь РК К.Е. Кушербаев и министр МОН РК А. Аймагамбетов встретились с Президиумом НАН РК и обсудили насущные вопросы науки, пути ее дальнейшего развития в нашей стране, а также подготовки к 75-летию юбилею нашей Академии.

Вопрос 6: *Какие задачи стоят перед наукой Казахстана на ближайшую перспективу? Какие имеются предложения по её развитию?*

– Думаю, следует обратить внимание на следующие вопросы. Научные достижения априори не могут быть невостребованными. Когда великий Эрнест Резерфорд открыл планетарную модель атома, скептики сказали: "Ну будем знать, что электроны бегают вокруг ядра ". А сейчас Вы можете себе представить масштабы электронной техники?! А будущее человечества?

Однако их применению на практике могут препятствовать ряд объективных и субъективных причин. Чтобы преодолеть их, необходимо найти эффективные формы взаимодействия науки с

реальным сектором экономики и взаимовыгодный для обеих сторон механизм коммерциализации результатов научной деятельности:

– создать специализированные научно-производственные центры для проведения совместных с производственным предприятием укрупненных лабораторных испытаний и проектно-конструкторских работ;

– укреплять материально-техническую базу и приборный парк НИИ и вузов для научных исследований на высоком теоретическом и экспериментальном уровне и подготовки научных кадров.

– наладить научное сопровождение производств, так называемые scientific support, чтобы поддерживать технологии на современном уровне. Необходимо наладить работу по внедрению научных разработок в крупных промышленных предприятиях и в других металлургических и нефтегазовых заводах на договорной (платной) основе. При этих заводах также необходимо создавать технологические участки (цехи) для проведения полупромышленных испытаний для внедрения в производство новых технологий.

– исключить монополизм и создать необходимые условия для конкуренции производственных предприятий. Это является одним из основных принципов для прогресса в индустрии. При этом лидерами могут стать предприятия, которые, используя научные достижения, создадут самые передовые технологии, соответствующие 4- и 5- переделу 4-уклада.

Вопрос 7: От финансирования науки зависит эффективность научных исследований, а самое главное – привлечение научных кадров. Как обстоит дело с финансированием науки?

– Введенная десять лет назад система финансирования не позволила преодолеть кризисные явления. Практика объявления конкурса на научные гранты раз в три года привела к оттоку ученых. По завершении проекта при неполучении нового гранта ученые были вынуждены сворачивать исследования либо совсем уходить из научной сферы. Да и процесс распределения грантов научными советами вызывал постоянную критику ввиду нетранспарентности их деятельности.

На заре независимости наукой в Казахстане занимались 50 628 человек, а в 2019 году – 21 843. Падение более чем в два раза. Если смотреть на возрастной состав, то четверть современных ученых страны – люди предпенсионного и пенсионного возраста. Если в 2014 году количество граждан, имеющих ученые степени, составило 8152 человека, то в 2019 году – всего 7305. Справедливости ради, надо отметить, что с приходом А.Аймагамбетова и его молодой команды работа в МОН РК активизировалась и приобрела системный характер, особенно по развитию научной деятельности. Он специально приехал в НАН РК для встречи с академиками и членами-корреспондентами и обсуждения ряда острых вопросов научной отрасли республики. На основе системных нововведений министра начался неуклонный рост финансирования. Конкурсы на НИОКР стали проводиться ежегодно и по несколько раз по категориям. Уже сейчас мы видим рост финансирования более чем в два раза. Более того, в новую Государственную программу развития образования и науки включена задача по доведению расходов науку к 2025 году в размере 1% от ВВП. Это 4-кратный рост объема финансирования науки. При этом будем надеяться, что уже в следующем году ученые ощутят резкое улучшение. Если ранее конкурсы на грантовое и программно-целевое финансирование проводились лишь раз в три года, то только в 2020 году были объявлены 5 конкурсов на грантовое финансирование. Теперь так будет ежегодно, на системной основе. При этом введены новые виды грантов: на коллаборацию, краткосрочные, индивидуальные, для молодых ученых и т.п. Это позволит оказать государственную поддержку большему числу перспективных научных идей и повысить компетенции казахстанских ученых, их приобщение к международным мега-проектам, например: по экономике, климату, биологической безопасности и т.д. Следует также отметить полное обновление состава научных советов. Впервые на основе четких наукометрических показателей были сформированы составы десяти национальных научных советов, в которые вошли сильные казахстанские и зарубежные ученые. Вся их работа стала полностью транспарентной, прозрачной, а нарекания со стороны научной общественности к деятельности ННС практически сведены к минимуму.

Новым руководством МОН РК и Комитета науки пересмотрена политика подготовки научных кадров. Если в 2016 году число докторантов составляло 2710, то в 2019 году их число почти удвоилось и составило 6234 человека. По предложению министра выпускникам докторантуры по

окончании обучения предоставлен один год для завершения диссертации и защиты без дополнительной оплаты. Повышается стипендия докторантам, которая теперь составит 150 тысяч тенге.

На одном из заседаний ВНТК (2019 г.) я предложил право решения ряда вопросов научной отрасли полностью передать в МОН РК. Например, определение состава ННС, наукометрические показатели и т.п. Если кто-то из состава ННС выбыл и уехал, то нового члена надо вводить постановлением Правительства, на которое уйдет много времени. Или вот уже много лет Индексом Хирша европейские ученые не пользуются, так как разработан более объективный показатель – «нормализованное среднее цитирование». А зачем отправлять все заявки на экспертизу зарубежным ученым? Их помощь нужна только в случае возникновения спорных вопросов или если в Казахстане отсутствует такой специалист. К тому же, при этом мы раскрываем и безвозмездно передаем ценные идеи наших ученых зарубежным специалистам.

Вопрос 8: Как Вы считаете, как достичь цели индустриально-инновационной стратегии развития Казахстана?

– Продолжается индустриально-инновационная фаза развития экономики республики и, несомненно, для этого необходимы законы, позволяющие оказать благоприятное воздействие на создание наукоемких производств и подготовку креативных кадров, способных освоить новейшие технологии. Елбасы Нурсултан Назарбаев прямо указал: «Страна, в приоритетах которой наука и инновации на втором месте, не будет первой ни в одной сфере». Точнее не скажешь.

Наступивший XXI век показал хрупкость мира на Земле, остро подняв проблемы и важность экологической, технологической и биологической безопасности, указав на необходимость принятия человечеством принципиально новой парадигмы развития, основой которой является не погоня за максимальной прибылью, а разум, образованность, благородная культура.

Уровень экономического развития прямо связан с уровнем потребления ресурсов. Например, потребление алюминия на душу населения в США и Индии различается в 34 раза, меди – в 45 раз, стали – в 16 раз, нефти – в 43 раза, природного газа – в 184 раза, электроэнергии – в 125 раз и т. д. В свою очередь, потребление сопряжено с загрязнением и, как следствие, деградацией окружающей среды. Например, образование опасных отходов в конце 1980-х годов в США составляло 270 млн. тонн в год, в Западной и Восточной Европе – 40-45 млн. тонн и 18-20 млн. тонн – в остальной части мира.

Положение усугубляется образовавшимся огромным разрывом в экономике между развитыми и развивающимися странами. У первых ВВП через каждые 20 лет удваивается, а у вторых – остается неизменным. Соотношение доходов 20% наиболее богатой части населения мира и 20% беднейшей части составляет 60:1. На долю 20% наиболее богатой части приходится 83% мирового дохода. Новая парадигма устойчивого развития должна быть научно обоснованной и сбалансированной в учете социального, экономического и экологического факторов с обеспечением потребностей будущих поколений. Нынешняя ситуация в мире к ним добавил важность биологической и пищевой безопасности.

С развитием образования и науки в странах – так называемых сырьевых придатках – могут появиться передовые технологии, не уступающие европейским. Тогда появляется возможность переработки сырья «у себя» до готовых товарных продуктов. В этих условиях страна, владеющая природными ресурсами, станет богатой и процветающей, а не наоборот.

Поэтому важнейшей задачей наших ученых является внедрение научных достижений и инноваций в перерабатывающую отрасль. Нужно постепенно уменьшить объем экспорта меди, алюминия, цинка, титана, нефти и увеличить производство изделий из них. Например, вполне реально изготовление медных и алюминиевых кабелей и проводов, оцинкованных предметов быта (антикоррозионных покрытий), довести переработку металлов до пятого передела, а переработку нефти с 75% поднять до 95%. Это обеспечит увеличение доходов до пяти-семи раз. Известно, что Казахстан богат запасами нефти, угля, газа и урановой руды, хрома, меди и железа, алюминия, цинка, свинца и легирующих элементов, благородных и редких металлов. Ежегодный экспорт потенциально может в перспективе достигнуть 9 млрд. долларов США (в том числе 6 млрд. долларов – за нефть и газ). Разведанные запасы минерального сырья республики составляет 3 триллиона, в том числе извлекаемая часть – 2 триллиона долларов США. Рациональное использование

таких природных богатств открывает перед Казахстаном великое будущее. На это и нацелена индустриально-инновационная стратегия развития Казахстана.

Следует также отметить, что, наряду с борьбой за ресурсы и экологические резервы, не менее острой будет борьба и за интеллектуальный потенциал или как у нас говорится «человеческий капитал» «кемел адам».

Вопрос 9: *Всем хорошо известно выражение «кадры решают всё». Как сейчас решается вопрос кадров в науке?*

– Президент Касым-Жомарт Кемелулы Токаев в своей официальной речи акцентировал внимание на важности установления в обществе справедливости. Созданием справедливого общества человечество занимается с первых дней своего существования. Об этом говорится и в одном из хадисов: «У пророка Мухаммада (с.а.в.) один из сподвижников спросил: «Когда будет конец света?». Он ответил: «Когда злоупотребления и несправедливость перейдут все границы». – Что же это? – Это значит, отказать умелому человеку в достойной его работе». Отсюда можно сделать вывод, что все сводится к проблеме кадров.

В беседе со мной наши китайские коллеги объясняли взрывной рост экономики страны с приходом талантливых руководителей всюду, во все провинции и организации, промышленные предприятия и т.п. путем введения системы выборности. В тайном голосовании участвуют все члены коллективов, население данных районов и провинций. Вот так была обуздана коррупция и ликвидирована нищета и безработица.

Предложенный в свое время Елбасы Н.А. Назарбаевым приоритет меритократического (власть одаренных) подхода к кадровому вопросу нужно довести до логического завершения. При этом надо знать, что одаренных, честных, талантливых специалистов должен определять коллектив, а не только вышестоящий начальник. Необходима четкая система выборности, сохранение научных школ и добрых традиций.

Прямо скажу – сейчас талантливая молодежь (в первом приближении – это лучшие выпускники университетов с «красным» дипломом) почти не идет в НИИ. Причина простая – зарплата в 80-100 тысяч тенге. А в советские времена ученые были самыми высокооплачиваемыми людьми. Я сам, работая директором академического института и будучи членом АН КазССР, получал в 2 раза больше первого секретаря Карагандинского обкома партии. Сейчас такого положения нет, но, уверен, будет. По мере развития экономики нашей республики зарплата ученых будет расти до уровня европейских стран. Поэтому я со всей ответственностью призываю молодых соотечественников смело идти в прекрасный мир – науку и бескорыстно служить ее высоким идеалам.

Прав был Ньютон, который изрек пережившую века фразу: «Я видел дальше других только потому, что стоял на плечах гигантов». И действительно, только опираясь на фундамент, заложенный учеными старшего поколения, молодым талантам нужно двигаться дальше. Тем более что задачи современной науки самым тесным образом связаны с поступательным развитием общества – с созданием и внедрением инновационных технологий в экономику, сельского хозяйство, образование, медицину, историю, культуру.

В наш все ускоряющийся век образование и науки становятся решающими факторами борьбы человечества и каждой страны за выживание в условиях нарастания глобальных проблем. Надо всегда помнить, что потеря научных школ и высококвалифицированных креативно мыслящих кадров может надолго отбросить любую страну на задворки мировой цивилизации.

Наука и образование в Казахстане всегда были в числе ведущей группы СНГ и вполне способны содействовать продвижению экономики и культуры нашего общества по пути устойчивого развития и процветания Казахстана.

Пользуясь случаем, хочу поздравить своих коллег по Академии и всех отечественных ученых с Днем работников науки и пожелать им крепкого здоровья, семейного благополучия и больших творческих успехов!

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