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THE CURRENT STATE OF EXECUTIVE MBA PROGRAM AS INNOVATION IN HIGHER EDUCATION IN THE REPUBLIC OF KAZAKHSTAN

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ABSTRACT

The article considers the current state of Executive MBA program in the Republic of Kazakhstan. Executive MBA (EMBA) is an education program that is designed for managers and managers with extensive work experience. In this article we will look at what an Executive MBA is, what its features and advantages are, as well as whether this program is an innovation for Kazakhstan, what this program includes being an innovation.

METHODOLOGY

In the process of research of the current state of Executive MBA program in the Republic of Kazakhstan, methods of logical, statistical analysis were used.

INTRODUCTION

In the conditions of constant dynamic development of the external environment, globalization, economic and social transformations of society, the system of additional professional education faces the task of modifying approaches to the training and retraining of top-level specialists. This system is able not only to train specialists at a high professional level to create and effectively conduct business, but also to think and act effectively in constantly changing circumstances, find optimal solutions, and have the skills of complex process analysis. This is possible if the system of additional education has innovations that meet the requirements of advanced technologies of business administration.

Innovation is a key driver of economic growth and competitiveness, and universities play a crucial role in fostering an innovative environment.

Innovations play a crucial role in the education system, as they allow for the development of new teaching methods, tools, and technologies that can improve the quality of education and help students to learn more effectively [1].

Executive MBA is an educational program designed for those who already have significant experience in management and want to move to a new level in their career. These are training programs that usually last from 12 to 24 months and are conducted part-time, which allows you to study without stopping work [1].

The peculiarity of the Executive MBA is that the training program, which is focused on management practice. The training material includes many practical cases, which are considered from the point of view of the head. In addition, the training program may include elements such as the exchange of experience between participants, practical classes and master classes, as well as presentations from well-known business leaders [2].

The advantages of an Executive MBA are obvious: it allows managers and managers to improve their managerial skills, exchange experience with colleagues from different industries, expand their circle of professional acquaintances, and, of course, improve their chances of career advancement. In addition, obtaining an Executive MBA can also lead to an increase in salary, since graduates of the program often receive higher-paying positions.

Business education, which has become one of the important segments of economic education, mainly for adult working people, is constantly developing, acquiring new content and changing forms, methods, educational technologies. Its main goal is to train people who work or intend to work in organizations of the market environment engaged in business for the purpose of making a profit [1].

MAIN PART

The first Executive MBA (EMBA) program was established at Northwestern University's Kellogg School of Management in 1943. The program was designed for working professionals and was created in response to the need for executives to continue their education while maintaining their careers [3].

The Kellogg Executive MBA program was the first to introduce a flexible schedule that allowed students to attend classes on weekends, enabling them to balance their work and study commitments. This flexible scheduling model has since become a hallmark of EMBA programs around the world.

The Kellogg Executive MBA program has also been credited with introducing many other innovative features, such as an emphasis on teamwork and leadership development, and a curriculum that covers both technical and general management subjects.

Today, the Executive MBA has become a popular choice for mid-career professionals seeking to expand their knowledge and skills while advancing their careers. The program has evolved over the years, but it remains true to its original mission of providing high-quality business education to working professionals [4].

Here are some of the top options for Executive MBA (EMBA) programs around the world:

Harvard Business School (HBS), USA: Harvard's EMBA program is widely regarded as one of the best in the world. It is known for its rigorous curriculum, experienced faculty, and well-established alumni network.

INSEAD, France: INSEAD is a leading global business school that offers a range of MBA programs, including an Executive MBA. The program is taught in English and is designed for working professionals from a variety of backgrounds and industries.

Wharton School, University of Pennsylvania, USA: Wharton's EMBA program is known for its strong focus on finance and its strong reputation in the business world. The program is designed for experienced executives and is taught by some of the world's leading business experts.

London Business School (LBS), UK: LBS is a world-renowned business school that offers a range of MBA programs, including an Executive MBA. The program is designed for experienced executives and is taught by a faculty of experienced business professionals.

Columbia Business School, USA: Columbia's EMBA program is known for its strong focus on finance and its innovative curriculum. The program is designed for experienced executives and is taught by a faculty of experienced business experts.

These are just a few of the top options for Executive MBA programs around the world. There are many other highly-regarded programs, so it is important to research and compare different programs to find the best fit for your individual needs and goals.

Harvard Business School (HBS) is a leading business school located in Boston, Massachusetts. The school offers a range of MBA programs, including an Executive MBA (EMBA) program.

The HBS Executive MBA program is designed for experienced executives and managers who want to deepen their business knowledge and skills. The program is taught by the same faculty as the school's full-time MBA program and follows a similar curriculum. The EMBA program is typically completed over 21 months, with classes held on alternating weekends [5].

Some of the key features of the HBS Executive MBA program include:

Rigorous curriculum: The EMBA program covers a wide range of business topics, including finance, strategy, leadership, and organizational behavior.

Experienced faculty: HBS is renowned for its world-class faculty, many of whom are leading experts in their fields.

Networking opportunities: The EMBA program provides students with the opportunity to network with fellow executives from a wide range of industries and backgrounds.

Global perspective: The EMBA program is designed to provide students with a global perspective on business issues [4].

Access to resources: As a student in the HBS Executive MBA program, you will have access to a range of resources, including the school's libraries, career services, and alumni network.

Overall, the HBS Executive MBA program is widely regarded as one of the best in the world. It provides experienced executives and managers with a rigorous and comprehensive business education that can help them advance their careers and make a positive impact on their organizations.

The table 1 highlights universities with students' data on their earnings before entering the MBA and after receiving the EMBA degree, and the salary difference [6].

Table 1

Executive MBA Programs	Pre-EMBA Salary 2022	Post-EMBA Salary 2022	Percentage Change (%)
Harvard Business School (HBS), USA	\$195,415	\$ 234,498	20.0%
INSEAD, France	\$178,500	\$218,306	22.3%
Wharton School, University of Pennsylvania, USA	\$209,878	\$260,189	19.3%
London Business School (LBS), UK	\$150,854	\$204,750	26.3%
Columbia Business School, USA	\$154,729	\$217,296	28.8%

Thus, it can be concluded that, thanks to the EMBA degree, leading managers receive an average of 23 percent more than they did before receiving the degree.

If earlier managers and specialists with extensive work experience went abroad to study Executive MBA in neighboring countries, now Executive MBA is available in Kazakhstan with extensive work experience to study Executive MBA went abroad to neighboring countries, now Executive MBA is available in Kazakhstan. For Kazakhstan, such a direction of higher education for a narrow segment, and in particular for the heads of large companies, is an innovation and innovation [7].

If we draw an analogy with the above-mentioned top universities in the world, there is no doubt that we have a lot to learn, and there are aspects that need improvement. To begin with, I would like to make an overview of the EMBA programs in Kazakhstan today [8].

There are several universities in Kazakhstan that offer Executive MBA programs. Some of the popular ones are:

Nazarbayev University Graduate School of Business (NUGSB): NUGSB is a top-ranked business school in Kazakhstan that offers an Executive MBA program. The program is designed for mid-career professionals and executives who want to enhance their leadership skills and knowledge. The NUGSB Executive MBA program is a 20-month program that is delivered in a modular format, which allows participants to balance their work and personal commitments with their studies. The program consists of 12 modules, with each module lasting for five days.

The curriculum of the NUGSB Executive MBA program covers a wide range of topics, including business strategy, leadership, finance, marketing, and operations management. The program also includes a number of elective courses, allowing participants to specialize in areas that are relevant to their professional goals.

To be eligible for the NUGSB Executive MBA program, applicants must have a bachelor's degree from a recognized university and at least five years of work experience. They must also have a good command of English, as the program is delivered in English.

Almaty Management University (ALMA University): ALMA University is another well-known business school in Kazakhstan that offers an Executive MBA program. The program is designed to prepare executives for leadership roles in their organizations.

The ALMAU EMBA program is a 24-month program that is delivered in a modular format. The program consists of 14 modules, with each module lasting for four days.

The program also includes a number of elective courses, allowing participants to specialize in areas that are relevant to their professional goals. Additionally, the program includes a number of experiential learning opportunities, such as company visits and case studies.

To be eligible for the ALMAU EMBA program, applicants must have a bachelor's degree from a recognized university and at least five years of work experience. They must also have a good command of English, as the program is delivered in English.

KIMEP University Graduate School of Business: KIMEP University is a private university in Kazakhstan that offers an Executive MBA program. The program is designed for mid-career professionals who want to advance their careers and become effective leaders.

The KIMEP EMBA program is a 21-month program that is delivered in a modular format. The program consists of 13 modules, with each module lasting for four days.

The program also includes a number of elective courses, allowing participants to specialize in areas that are relevant to their professional goals. Additionally, the program includes a number of experiential learning opportunities, such as company visits and case studies.

Astana International University (AIU): AIU is a private university in Kazakhstan that offers an Executive MBA program. The program is designed for executives who want to develop their leadership skills and business knowledge.

The duration of the Executive MBA programs in Kazakhstan is usually between 18 to 24 months. The admission requirements vary from university to university, but generally, applicants are required to have a bachelor's degree and several years of work experience. Additionally, most programs require applicants to submit GMAT or GRE scores, along with their application. The programs covers a wide range of business topics, including strategy, leadership, finance, marketing, and operations management [9].

CONCLUSION

In conclusion, Executive MBA (EMBA) has been a popular option for working professionals seeking to advance their careers and gain a deeper understanding of business administration. As technology continues to evolve and the business landscape changes, the Executive MBA is likely to

experience some significant shifts in the coming years. Here are some trends and predictions for the future of the Executive MBA.

Analyzing condition of EMBA in Kazakhstan there are some expectations and predictions for its development:

Increased Emphasis on Technology and Digital Skills: As technology continues to play an increasingly important role in business, EMBA programs are likely to place a greater emphasis on technology and digital skills. This could include coursework on topics such as artificial intelligence, digital marketing, and data analytics, as well as hands-on experience with the latest tools and technologies.

Growth of Online and Hybrid Programs: With the growing popularity of online learning, it's likely that more Executive MBA programs will offer online and hybrid options. These programs can be a good fit for working professionals who want the flexibility to study from anywhere, on their own schedule.

Focus on Sustainability and Corporate Responsibility: As more businesses embrace sustainability and corporate responsibility, EMBA programs are likely to reflect these trends. This could include courses on topics such as sustainable business practices, corporate social responsibility, and environmental management.

Greater Emphasis on Personal Development and Leadership Skills: The Executive MBA is likely to place a greater emphasis on personal development and leadership skills in the future. This could include courses on topics such as emotional intelligence, teamwork, and conflict resolution, as well as opportunities for students to practice and develop their leadership skills.

Expansion into Emerging Markets: As the global economy continues to grow, it's likely that the Executive MBA will expand into new and emerging markets. This could provide more opportunities for professionals in these regions to access high-quality business education, and could also help to support the development of local business communities.

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ИННОВАЦИОННЫЙ МЕНЕДЖМЕНТ КАК ФАКТОР УСПЕШНОГО РАЗВИТИЯ ПРЕДПРИЯТИЯ

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Аннотация: необходимость и актуальность исследования проблемы инновационного развития организации, а также стратегического подхода в его развитии не вызывают никаких сомнений. Это обусловлено прямой зависимостью степени конкурентоспособности организации от ее инновационного потенциала. Двигателем инновационного развития выступает именно конкурентоспособность организации, которая имеет отношение к чувствительности к инновации, нуждающейся в постоянной поддержке и повышении. В статье проводится анализ стратегического подхода и инновационного развития организации. Ключевые слова: менеджмент, инновации, инновационный менеджмент, стратегический менеджмент.

Увеличение степени эффективности функционирования инновационного элемента организации выступает важнейшей задачей для государства, руководства, менеджеров организации, а также высших учебных заведений и научных учреждений, которые принимают участие в их формировании. На сегодняшний день экономика организации, базирующаяся на инновациях и знаниях, обладает все большим стратегическим потенциалом. Анализ экономической литературы позволяет сделать вывод, что вопросом инновационного менеджмента как ранее занимались, так и продолжают по нынешний день заниматься множество ученых, к которым относятся Н.Д. Кондратьев, Й. Шумпетер, С. Кузнец, П. Друкер, Р. Солоу, С.Ю. Глазев, Ю.В. Яковец и многие другие. Большая часть исследователей определяют инновацию в качестве основного источника роста экономики, а также некоторого двигателя циклов в экономике.

Из этого следует, что инновационный менеджмент имеет место быть только лишь в инновационной организации, которая обладает собственной стратегией для развития. Только инновационный менеджмент позволяет получить оптимальные результаты в процессе использования концепции стратегии ведения бизнеса, выступая составным элементом стратегического менеджмента в целом. Стоит учитывать, что инновации в большинстве своем являются неотделимыми от совершаемых бизнес-процессов и внедряемы инновационных технологий.

Большую долю в инновационной активности организаций занимает внедрение новейших товаров, очень часто оказывающихся в результате новыми только для самой себя, но никак не для рынка глобального уровня. Если говорить об инновациях в российских организациях, то можно отметить их отставание от предприятий стран с развитой экономикой как минимум в три раза. Анализ данных в Глобальном рейтинге инноваций показывает, что Казахстан занимает 48-ю строчку рейтинга по степени инновационного развития среди 141 стран, а это, в свою очередь, дает возможность дать объективную оценку степени эффективности инновационного развития стран, которая рассчитывается более чем по 80 показателям.