

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҒЫЛЫМ ЖӘНЕ ЖОҒАРЫ БІЛІМ МИНИСТРЛІГІ**

**«Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ» КЕАҚ**

**Студенттер мен жас ғалымдардың  
«GYLYM JÁNE BILIM - 2023»  
XVIII Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ  
XVIII Международной научной конференции  
студентов и молодых ученых  
«GYLYM JÁNE BILIM - 2023»**

**PROCEEDINGS  
of the XVIII International Scientific Conference  
for students and young scholars  
«GYLYM JÁNE BILIM - 2023»**

**2023  
Астана**

**УДК 001+37**  
**ББК 72+74**  
**G99**

**«GYLYM JÁNE BILIM – 2023» студенттер мен жас ғалымдардың XVIII Халықаралық ғылыми конференциясы = XVIII Международная научная конференция студентов и молодых ученых «GYLYM JÁNE BILIM – 2023» = The XVIII International Scientific Conference for students and young scholars «GYLYM JÁNE BILIM – 2023». – Астана: – 6865 б. - қазақша, орысша, ағылшынша.**

**ISBN 978-601-337-871-8**

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

**УДК 001+37**  
**ББК 72+74**

**ISBN 978-601-337-871-8**

**©Л.Н. Гумилев атындағы Еуразия  
ұлттық университеті, 2023**

коммерция қауымдастықтарын құруды қолдау және стартаптар мен шағын бизнес экожүйелерін қаржыландыру маңызды болып табылады.

Төртіншіден, адамдардың э-коммерция туралы білімін, сол туралы барлық ақпаратпен қамтамасыз етілуін қамтамасыз ету қажет, яғни осы үшін үнемі әр түрлі іс-шаралар, оқыту курстары, тренингтер және т.б. ұйымдастырып отыру қажет. ШОБ-тің цифрлық және қаржылық сауаттылығын арттыру елдегі э-коммерцияны одан әрі дамытуға және біздің компаниялардың басқа нарықтарға шығуына көмектеседі.

Сауда және интеграция министрлігі 2025 жылға қарай сауданы дамытудың ұлттық жобасы шеңберінде электрондық сауданың үлесін 15% - ға дейін арттыруды жоспарлап отыр. Жоғарыда аталған ұсыныстар ескерілсе, мұндай нәтижеге жету өте оңай, әрі тез жүзеге асырылатын болады.

### Пайдаланылған әдебиеттер тізімі:

1. [ЭЛЕКТРОНДЫ РЕСУРС] <https://www.calltouch.ru/blog/glossary/elektronnaya-kommercziya/>
2. [ЭЛЕКТРОНДЫ РЕСУРС pdf] Институт ЦАРЭС. Аналитическая записка. Развитие электронной коммерции в ЦАРЭС. апр. 2021 г. 18
3. [ЭЛЕКТРОНДЫ РЕСУРС] <https://bakertilly-ca.com/ru-kz/news/kak-fintech-menyaet-budushhee-e-com/>
4. [ЭЛЕКТРОНДЫ РЕСУРС] дереккөз: ЮНКТАД (2021 г.).
5. [ЭЛЕКТРОНДЫ РЕСУРС pdf] А.Б. Жанбозова, Т.А. Азатбек, С.Н. Валиева, И.Н. Тузелбаева, К.Б. Жуманазаров / Экономика: стратегия и практика, № 1 (16), 2021 г. / 34-48
6. [ЭЛЕКТРОНДЫ РЕСУРС] ҚР Ұлттық экономика министрлігі Статистика комитетінің деректер базасы <https://stat.gov.kz/>
7. [ЭЛЕКТРОНДЫ РЕСУРС] Қазақстан Республикасы Премьер-Министрінің ресми ақпараттық ресурсы <https://www.primeminister.kz/ru/news/obem-rynka-elektronnay-torgovli-za-i-polugodie-2020-goda-sostavil-435-mlrd-tenge->

УДК 332.3

## FORMATION OF CORPORATE INNOVATIONS AS THE BASIS OF THE INNOVATION ECOSYSTEM

**Sailaukyzy Aknur**

*aknur.sailaukyzy@gmail.com*

Master's student of the Faculty of Economics of the L.N.Gumilyov ENU  
Astana, Kazakhstan

**Abstract.** A corporation needs innovation in order to discover a means to survive. The only way an organization can pursue long-term development is via constant innovation. A business will soon stop being and run the risk of dying if it does not know how to innovate and seek out improvement. The need for businesses to overcome their own constraints and develop additional new systems and initiatives to meet the demands of the economic market under the only circumstances possible is the essence of innovation. By doing this, businesses can stay at the forefront of current trends, lay a strong foundation for themselves, outperform their fierce competitors, and open up new growth opportunities. In order to better understand the subject of corporate innovation, this article conducts an empirical analysis of its significance for a company's use of technology, staffing decisions, and employee rights.

**Keywords:** Corporate Innovation, Technology, Employees.

## **Introduction**

Innovation drives the progress of human civilization and contains the boundless vigor of human development throughout the development of the social economy. Innovation is the foundation of growth and the source of long-term viability in the analysis of enterprises. Investigating corporate innovation is therefore especially important.

This study examines the significance of business innovation first using the body of previous research as a foundation. To produce fresh growth space and riches for society, practical enterprise innovation may first aid businesses in establishing core competitiveness in the more tough market rivalry. Second, it can function and manage business activities more effectively. Additionally, it may research and invent in uncharted territories to provide superior goods that aid businesses in building their brand and boosting profits [1–3]. Additionally, it may research and invent in uncharted territory to create better items that aid businesses in establishing their brand and boosting sales [1].

The following is the paper's primary contribution: this paper analyzes the value of corporate innovation in terms of technology, management's use of staff, and employee rights. Finally, based on the aforementioned literature review and compilation, this paper outlines the crucial role of corporate innovation in assisting companies to achieve their goals. This study concludes by outlining the crucial role that corporate innovation may play in aiding businesses in achieving long-term development and prospective future research areas based on the aforementioned literature evaluation and compilation.

## **WHY CORPORATE INNOVATION IS IMPORTANT?**

The significance of corporate innovation is covered in this section from three angles: technology, managerial staffing, and employee rights. The capacity to innovate is crucial for corporations, and innovation is where business growth begins.

**Technology.** A business's lifeblood is technological innovation. This is so that businesses may innovate more quickly, become more productive, and spend less money thanks to technology [4]. It implies that technology is a crucial tool for any business that wants to thrive in the current global economy [5]. The literature claims that strong technology-based businesses stand out in a cutthroat market through superior product creation and market penetration tactics. As an illustration, Apple in the United States sent its parts to several nations for subcontracting, and the subcontractor offered inexpensive labor to make income [6]. It paid pitiful wages, but because Apple's phones sold for astronomically high retail prices, the company was able to generate enormous profits. Simply said, it's because Apple in the US has proprietary technology that makes it hard for other businesses to replicate. Therefore, ongoing technological innovation fosters social value by satisfying customer demand for technology and ensuring the long-term success of the business. Due to this, the business is unbeatable in the market battle. As a result, technical innovation is primarily the foundation for the continuation and growth of businesses [4].

**Managerial staffing.** Corporate management assignment innovations may improve business operations and encourage more research and development in uncharted territory [7]. Effective corporate management distribution may, in particular, make the company's finances truthful and accurate, clear up the company's direction, increase efficiency, improve product quality, and establish a strong corporate reputation [8].

A company's management allocation should be diverse in order to guarantee that the business has access to a wide variety of viewpoints and expertise, which may aid in decision-making, direction clarification, and increased efficiency [8]. Similarly, diversity promotes an open and equitable system of corporate governance, which guarantees that all employees do their duties, that the company's finances are correct and efficient, and that it has a positive public image [10]. Corporate innovation in the US is favorably connected with board diversity, according to research on the distribution of

management in US businesses. The corporation can function and handle its affairs more effectively when its board of directors is diversified [7].

A company's ability to recruit individuals from various backgrounds and provide more innovative ideas and solutions is facilitated by diversity in its executive ranks. Longer-term directors have a negative impact on the value and profitability of the firm in the future, according to an analysis of the literature on management assignments in Chinese and American enterprises. On the other side, a shift in direction brings in fresh perspectives and new "blood." It will have a favorable effect on business innovation. The new director will direct the crew to investigate uncharted territory in order to generate more creative ideas [7].

**Employee rights.** Employees have a key role in corporations because they can produce ideas and developments that are advantageous to the business. Implementing useful employee equity innovations would therefore boost employee loyalty, foster corporate cohesiveness, and strengthen corporate bonding, assisting the business in creating a strong brand, creating better goods, and fostering corporate development. It is important to innovate when it comes to adopting proper employee protection data and employee equality.

Protecting employees from risk is why it's crucial to adopt employee data protection. Businesses will be able to completely rule out the danger of losing priceless goods. Additionally, it will support greater effectiveness and production. Additionally, it will ensure that no losses or damages are incurred by the company as a result of unlawful access by other parties. This approach must be used by a business since it may enhance its reputation and boost sales and earnings.

A happy and collaborative work atmosphere may be created for employees by implementing proper employee equity, which will eventually improve performance. Additionally, it might give workers the impression that their efforts are respected and appreciated. What are the advantages of establishing employee equity, then? to boost staff motivation and engagement. increased productivity since workers are more driven to put in extra effort for the business. A lower percentage of employee turnover since they feel valued and recognized for their work. It results in improved retention and lower hiring expenses. increased customer satisfaction as a result of workers' greater drive to please and assist clients. Profitability has increased as a result of employee equity innovation's contribution to the improvement of performance at work.

### **Conclusion**

First off, this study assesses the significance of enterprise innovation from three perspectives, including technology, management personnel allocation, and employee rights and interests, based on the body of current literature. In conclusion, innovation has grown to be an essential component of society as a whole. An organization's foundation is innovation. An organization's basic competitiveness will decline in the absence of innovation. The encouragement of innovation is essential to the growth of businesses.

IT has a big part to play in this new era of enabling businesses develop more quickly and effectively than before. As a result, future research tends to focus on fusing business and IT enterprise innovation. to investigate specifically how businesses might use digital technology to develop by fusing it with current processes. Additionally, IT will look at how digital technology can make businesses more responsive and agile, as well as how businesses may utilize IT to foster better teamwork inside their own companies. Many organizations throughout the world, including huge corporations, have been able to realize considerable cost savings thanks to these creative ways thanks to greater resource utilization and improved operational effectiveness.

## REFERENCES

1. J. Li, Y. Chen, G.Y. Tang, J.F. Jin, Q.H. Xie. (2014). CEOs' Transformational Leadership and Product Innovation Performance: The Roles of Corporate Entrepreneurship and Technology Orientation. *The Journal of Product Innovation Management*, 31(S1), 2-17.
2. K. Li, & T. Xu, G. Dale (2021). Board gender diversity and corporate innovation: International evidence. *Journal of Financial and Quantitative Analysis*, 56(1), 123-154.
3. G.D. Ni, H. Xu, Q.B. Cui, Y.N. Qiao, Z.Y. Zhang, H.K. Li, & P.J. Hickey. (2021). Influence mechanism of organizational flexibility on enterprise competitiveness: The mediating role of organizational innovation. *Sustainability (Basel, Switzerland)*, 13(1), 1-23.
4. H. Liu. (2021). Research on Performance Prediction of Technological Innovation Enterprises Based on Deep Learning. *Wireless Communications and Mobile Computing*, 2021, 1-12.
5. Petti, & S.J. Zhang. (2011). Explaining Technological Innovation in Chinese Enterprises: Insights from Technological Entrepreneurship. *Frontiers of Business Research in China*, 5(3), 452- 471.
6. Tfitzpatrick. (2020). Top Apple iPhone maker Foxconn restarts key China plant with 10% of workers: Source. *Lehigh Valley Business*, Lehigh Valley Business, 2020-02-10.
7. H. An, C.R. Chen, Q. Wu, & T. Zhang (2021). Corporate Innovation: Do Diverse Boards Help? *Journal of Financial and Quantitative Analysis*, 56(1), 155–182.
8. T.J. Chemmanur, M. Gupta, & K. Simonyan (2020). Top Management Team Quality and Innovation in Venture-Backed Private Firms and IPO Market Rewards to Innovative Activity. *Entrepreneurship Theory and Practice*.
9. M. Boscoianu, G. Prelicean, & M. Lupan. (2018). Innovation enterprise as a vehicle for sustainable development – A general framework for the design of typical strategies based on enterprise systems engineering, dynamic capabilities, and option thinking. *Journal of Cleaner Production*, 172, 3498- 3507.

ӘОЖ 338.242

## КӘСІПКЕРЛІКТІ МЕМЛЕКЕТТІК ҚОЛДАУ ЖӘНЕ ОНЫ ДАМУДЫҢ НЕГІЗГІ ЖОЛДАРЫ

**Тағабай Мағжан Талғатұлы**

Tagabay\_m@mail.ru

1 курс магистранты, ЕҰУ, Астана, Қазақстан Республикасы

Ғылыми жетекшісі - Ауезова К.Т.

Кәсіпкерлік туралы теориялық тұжырымдама алғашқы рет 1725-1730 жылдары пайда болды. Кейінгі жылдары кәсіпкерлік теориясы әр түрлі ғалымдар мен экономистердің еңбектерінде айтылды және олар бірте-бірте кәсіпкерлік - бұл адамның тәуекел мен жаңашылдыққа деген бейімділігі ғана емес, сонымен қатар, жаңа кәсіпорын құруды білдіретін ұғым деген пікірге келді.

Алғашқыда «кәсіпкерлік» термині тәуекел сөзімен, ал кәсіпкердің өзі тауарды өндіру мен өткізуде белгілі бір тәуекел мен жауапкершілікті өз мойнына алғанмен байланыстырылды.

Кәсіпкерлер әрдайым алдына қойылған мақсаттарды және экономикалық көрсеткіштерді қадағалауды көздей отырып, керекті қызметкерлерді тарта білулері, қажетті материалдарды ала білулері және сатып алушыларды таба білулері керек, сонымен қатар, басқаша айтқанда, олар әкімшілік ету мен басқару шеберлігіне ие болулары керек. Олар өнімді сатудан бұрын, оның бағасы мен құнын дұрыс есептей білулері керек.