

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ



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БАЯНДАМАЛАР ЖИНАҒЫ

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XI Международной научной конференции
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2016»

PROCEEDINGS
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«SCIENCE AND EDUCATION - 2016»

2016 жыл 14 сәуір
Астана

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қауіпсіздігі жөнінде жалпы айтылмайды. Біздің пікіріміз бойынша азық-түлік аясындағы ұлттық мүддеге келесілерді жатқызуға болады: тамақ өнімдерінің өз өндірісінің қажетті деңгейін қамтамасыз ету; сыртқы және ішкі теріс факторларға қарамастан мемлекеттік азық-түлік резервін жаңарту және толықтыру; тамақ өнімдерінің қауіпсіздігі мен сапа стандартының өндірілген және сатылған өнімдерінің сапаға сәйкестігін қамтамасыз ету; халықтың салауатты жоғары өмір сапасының деңгейі мен қажетті күнкөріс минимумын қамтамасыз ету; экономиканың аграрлық секторының тиімді жүйесін қалыптастыру, экспортқа бағытталған бәсекеге қабілетті азық-түлік өнімі өндірісін кеңейті және қол жеткізілген көлемін сақтау; азық-түлік кешенінде бірыңғай ғылыми-техникалық саясатты қамтамасыз ету; ауылшаруашылығының, тамақ және өңдеу өнеркәсібінің материалды-техникалық базасын нығайту; азық-түлік нарығын мемлекеттік бақылауды жүзеге асыру, оның ішінде тамақ өнімдері қорын, сыртқы және ішкі жеткізілімдерді, өндірісті бақылау.

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THE STATE OF SMALL AND MEDIUM BUSINESS IN KAZAKHSTAN

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Development of small and medium-sized businesses is the basis of the economy of any country. It is difficult to talk about the stability of the macroeconomic situation of the countries without the development of small and medium enterprises. Consequently, from the time our country became independent small and medium businesses in Kazakhstan has been identified as an important sector of the economy. Comprehensive support for small and medium-sized businesses has always been a priority of state policy. Precisely because of this, despite the difficult economic situation in the country in the 1990s, the number of small and medium business increased steadily. Development of small and medium-sized businesses is a prerequisite for sustainable economic development in the long term. The role of small and medium-sized enterprises grows in economics' uncertainty and turbulence condition. This is due to the fact that small and medium-sized enterprises due to their inherent mobility and flexibility may become a strategic resource, allowing mitigating the negative effects of the crisis. Small and medium-sized enterprises can solve the problem of reducing and narrowing of large businesses and can create new job places. SME sector may provide social adaptation of redundant workers from large companies. In addition, SMEs form new niche markets and economic growth.

Small and medium-sized business has an import role in every country`s economy, which is why government establish programs for the support of SME. Since gaining independence, the

history of government measures of entrepreneurship support can be separated into following periods:

1. First period - from 1992 to 1994;
2. Second period - from 1994 to 1996;
3. Third period - from 1997 to 2000;
4. Fourth period - from 2001 to 2003;
5. Fifth period - from 2004 to 2007;
6. Sixth period - 2008 – Present.

One of the first steps in this area is the adoption of the State program of support and development of entrepreneurship in the Republic of Kazakhstan for 1992-1994, which laid the general foundations for the formation and development of all private enterprises without distinguishing them by the size. At the time, there were a number of obstacles for the development of entrepreneurship which included lack of a unified and stable legislation, adequate tax policy, difficulties in obtaining loans, investments, production facilities, raw materials and information, in other words there was no real mechanism of state entrepreneurship support. The adoption of this first program was supposed to create such a mechanism.

The entrepreneurship support program of 1994-1996 was targeted at the creation of necessary conditions that would stimulate formation of entrepreneurship layer in the economy, thus providing a reliable social base for economic reforms in the country. This period was marked by the implementation of the tax reform, the main goal of which was to ease the tax burden by reducing operating taxes and fees, as well as ensuring uniform application of tax rules across the country. Small businesses have gained a crucial role in the reformation of the country's economy. Development of small enterprises coupled with diversification of the industrial sector has become one of the main pillars of the "Kazakhstan – 2030" strategy.

In order to address the lingering problems of the previous periods which hindered the development of small businesses, and to further support the positive reforms that were adopted, the following measures were carried out from 1997 to 2000:

1) Adoption of the Decree of the President of the Republic of Kazakhstan dated March 6, 1997 № 3398 "On measures to strengthen public support and enhance the development of small business", which officially gave a status of high priority to small business support and development measures as part of public policy. The President's decree has directed measures to increase employment, tackle social problems, develop labor activity and provide the consumer market with a wide range of goods and services;

2) The Government of the Republic of Kazakhstan has established a Small Business Development Fund on April 26, 1997 (Resolution of the Government of the Republic of Kazakhstan dated April 26, 1997 № 665 "On creation of Small Business Development Fund").

3. Adoption of State program of development and support of small businesses for 1999-2000, which determines the main directions of state support of small businesses due to their special role in a market economy.

In 2001, the state program of development and support of small businesses in the Republic of Kazakhstan for 2001 – 2002 was adopted. The new program was targeted at improving the efficiency of the infrastructure created to support and protect small businesses, improvement of normative legal acts in the sphere of small business, improving the financial and credit mechanisms and investment policies related to small business support, recruitment, knowledge and information support of small businesses and development of small businesses on the regional level.

In order to develop small businesses further, in the period from 2004 to 2007 the government identified key areas of small business support in the nearest future, including the formation of competitive business environment and creation of a system of public institutions that would encourage the private sector to produce high value added products. A new state program of development and support of small businesses in the Republic of Kazakhstan for 2004-2006 was adopted. The main objectives of the new program were to provide institutional conditions for the transition from small businesses to actual diversification of the economy by diversifying operations

of small businesses, directing investment flows to new industries, increasing the assets of small businesses, creating high-tech export-oriented production and stimulation of exports of goods (works, services) of small businesses to foreign markets.

While implementing the measures to support small business program for 2004-2006, the Government adopted another - Accelerated Action Program for Development of Small and Medium Enterprises for 2005 - 2007 years, developed in accordance with the President's Message to the people of Kazakhstan dated February 18, 2005 "Kazakhstan on the way of accelerated economic, social and political modernization." The program included a very strong action to support and develop SMEs, who played a key role in the macroeconomic policy based on the Strategy of Industrial and Innovation Development of Kazakhstan for 2003-2015 and the Development Strategy of the Republic of Kazakhstan for the period up to 2030.

Starting from the end of 2007, the government has reduced the deficit of credit for SMEs caused by the global financial crisis, by launching a program, operated by the Fund "Damu", of conditional placement of funds in second tier banks for further lending to SMEs on favorable terms.

Since 2010, a complex program "Business Road Map 2020", approved by Decree of the Government of the Republic of Kazakhstan from 13.04.2010, № 301 is being implemented. The "Business Road Map 2020" was developed in order to implement the Message of the President of the Republic of Kazakhstan Nazarbayev to the nation of Kazakhstan "New Decade - New Economic Growth - New Opportunities for Kazakhstan" and the Strategic Plan of Development of Kazakhstan till 2020. The "Business Road Map 2020" is one of the mechanisms for the implementation of the State Program of Forced Industrial-Innovative Development of Kazakhstan for 2010-2014.

The purpose of the "Business Road Map 2020" is to maintain existing and create new permanent jobs as well as ensuring sustainable and balanced growth of regional entrepreneurship in non-oil sectors of the economy.

The main criteria entrepreneurs have to meet to gain benefits are:

- operating in the prioritized sectors of the economy;
- export orientation and / or increase the local content with further access to foreign markets;
- creation of new jobs.

All support measures in the framework of the "Business Road Map 2020" are divided into different areas depending on the target segments and support measures:

1. Support for new business initiatives.
2. Improvement of the business sector.
3. Reduction of currency risks of entrepreneurs.
4. Strengthening the entrepreneurial potential.

In the frameworks of "Support for new business initiatives" government supports businesses by:

- 1) subsidizing the interest rate on bank loans for projects;
- 2) providing partial guarantees on loans to banks, aimed at the implementation of projects;
- 3) developing of production (industrial) infrastructure.

All these SME state support programs have a large contribution to the development of business in the country. With the above and other programs, there are over 1.5 million SMEs. This is a good result for such a period of time. Also, according to the latest data from the World Bank's rating for 2015 Kazakhstan took 41 place on the ease of doing business among 189 countries of the world. But despite all these results our country has at times lagged behind the western countries and we need the knowledge and time for a successful and stable operation of SMEs in the future. To identify the problems of SMEs in Kazakhstan we should compare its performance with other countries. Comparative analysis of the development of the SME in Kazakhstan and other countries demonstrates a noticeable lag of our country on such indicators as the contribution of SMEs to GDP and employment. There is a huge number of small and medium-sized companies and enterprises operating worldwide. For example, there are more than 20 million enterprises operate in the United States and Europe. Firms and there are about 40 million in China, while this number as 12 times as

smaller in our country. (1.5 million registered enterprises and individual entrepreneurs in Kazakhstan). However, it must be remembered that there is a objective specific features of the development of private entrepreneurship in different countries, due to historical and cultural traditions and levels of economic development, as well as legislative and institutional conditions for the SME sector support in a given country. The share of annual production volumes of SME entities in the United States, the European Union and Asia (China) make up 52% to 60%. In Kazakhstan, the value of this indicator is almost 3 times lower and form 17%. Small and medium business is the main scope of employment in foreign countries, contributing to the development of innovative potential of the economy. Indicator share of employment in small and medium-sized companies in developed countries, as well as in Russia is about 50-75% of the economically active population. In Kazakhstan, the share of the population employed in the SME sector in total employment is also much lower than in developed countries and this figure reached 31% in 2013. At the same time the indicator of the share of SME enterprises in the total number of enterprises in Kazakhstan is 95% and almost reached the global average value, which amounts to 98-99%. Thus, to some extent modest by comparison with the developed countries, the contribution of small and medium-sized enterprises in Kazakhstan in the production of value-added and job creation is due to the current structure of production, which, in turn, is determined by the availability of natural resources, technology and production scale. Structure by industries of the SME in Kazakhstan also has some differences from the developed countries. If SMEs in our country mainly function as previously mentioned, in the field of wholesale and retail trade - their share is 44%, and in agriculture - 19%, while in developed countries the SME structure by industries is different. For example, in the United States there is an obvious predominance of the service sphere (58%), more than 20% of small businesses operate in the field of construction and trade, while only 2% of small businesses are in the industrial sphere. In the EU there is also the largest number of SMEs are concentrated in the service sector - 23%, correspondingly 33% in the construction and trade, and 7% are employed in the industrial sphere. In Russia, as well as in Kazakhstan, the largest share in the industrial structure of SMEs engaged in trade sphere, while agriculture employs only 3% of SMEs, and in the industry - 16%. These figures serve as a good example to identify the problems of SMEs in the country. Thus, business analysts explained the four main problems of SMEs in Kazakhstan:

1. Unreclaimed budget funds aimed at supporting small and medium-sized businesses. A serious problem for small and medium business of the Republic is not the full developed budgetary funds intended to support small and medium-sized enterprises, which is a constraint on the implementation of enterprises advanced technology and equipment renewal. Strong depreciation of fixed assets is the cause of loss of productivity, increased production costs and as a result of falling overall level of competitiveness of small and medium-sized enterprises.

2. The complexity of the output of small and medium-sized enterprises on foreign markets. There is no clear system in the country to ensure this process. Small and medium-sized enterprises have not an access to carry out marketing researches of external markets, both because of the lack of specialists and due to lack of funds.

3. The concentration of the small and medium-sized businesses in the informal sector of the economy. In spite of the deliberate policy of improving the legislative framework for the operation of small and medium-sized businesses, the implementation of measures to combat poverty and improving public administration of taxes and customs duties, the share of shadow economy amounts to 21.3% of GDP. The trend observed in the republic, when the owners of small and medium-sized businesses seeking to invest not in the further development of production and creation of new jobs, but in the purchase of real estate, particularly land, which guarantees the anonymity of the owner and the possibility of tax evasion in full. Investing money in buying land, especially in urban areas, leads to the fact that the investment process is constrained, freeze funds that could be invested in the production. The current trend also inhibits the formation of the stock market in the country.

4. The low level of competitiveness of domestic enterprises. Currently, there is a low level of efficiency in local enterprises. Thus, the level of electricity consumption for 1 dollar of

GDP and labor productivity in the manufacturing sector of the economy Kazakhstan lags behind the industrialized countries more than 7-10 times. One of the main reasons for the low level of competitiveness of small and medium-sized businesses is a strong depreciation of fixed assets. Physically worn out and obsolete equipment is not only unable to produce a competitive product, but also leads to a decrease in productivity. In recent years this problem has become particularly important since there is a low level of quality of goods produced by small and medium-sized enterprises. The lack of competitiveness of domestic goods leads to an increase in the share of imports in domestic consumption, which is a serious problem in terms of Kazakhstan's joining to the WTO.

To sum up, there is an absolute growth of SME in recent years (nominal number of registered, active SME, the number of the employed population, the volume of output by SME). Also, there are disparities in the structure of SMEs by industry and organizational-legal forms: increasing number of entities providing trading and brokerage services, a growth in the number of individual entrepreneurs in comparison with enterprises and farms. As a result of the decrease of the deposits in national currency tenge, which is a major funding for STB lack of credit of SME appeared. Thus, there is a need for further regulation of the state of SMEs in order to maintain the achieved level of development and leveling of the negative trends in SME development using both financial and non-financial instruments.

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PUBLIC-PRIVATE PARTNERSHIP AS A MECHANISM OF INNOVATIVE DEVELOPMENT OF NATIONAL ECONOMY

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Public-private partnership acts as one of the main organizational and economic mechanisms of development national economy and attraction of long-term investments.

Usually public-private partnership (PPP) explains as a set of forms of average and long-term interaction of the state and business for the solution of socially significant tasks on mutually advantageous conditions. The choice of concrete option of partnership depends on economic efficiency of implementation of the project [1].

The instrument is actively used by developed countries and it has proved an efficiency in practice. The analysis of 48 projects realized according to schemes PPP, which is carried out by the Economic Commission for Europe of the UN has shown that 80% of such projects have been realized below the estimated budget and 60% of projects have been complete earlier than have been planned, at improvement of service and reduction of a payment for use. On the other hand, 64% of the projects executed by government bodies have been complete after the planned term [2].

PPP represents rather difficult process demanding involvement of a number of participants, each of which plays an important role in risk management of the project. Participants of PPP of the project are state, credit institutions, operator, suppliers, and buyer of production or services. The list of participants can change depending on specifics of a project.