

Affordable housing acquisition tools, the availability of a high-quality rental housing market, or profitable lending methods can contribute to the satisfaction of young people with the conditions of their stay in the region, as well as attract nonresident skilled labor.

The labor fork is associated with employment prospects and satisfaction with the content of their work functions. It occurs during the completion of the main educational cycles and is determined by the level of remuneration at local enterprises and the volume of job vacancies. Lower wages than in other regions will serve as a powerful deterrent, hindering the efforts of local companies to attract skilled labor.

The passage of each such fork can be expressed in the value of the corresponding coefficient, the product of which can reflect in quantitative terms the dynamic status of the demographic stability of a given territory.

In this regard, an urgent problem is to determine the socio-demographic stability of the regions that are directly a key link in the socio-economic space on the territory of Kazakhstan. The solution of this issue will allow to identify and evaluate the directions of regional policy, taking into account modern socio-demographic processes.

In general, the transition to sustainable development of the country will be possible only when the sustainable development of all regions is ensured.

It is well known that the success of the state in almost all areas is closely linked to sustainable socio-demographic development. This result can be achieved by optimizing and rationalizing the natural reproduction of the population, which consists in population growth.

An important feature of the development of the modern demographic situation is the influence of modern socio-economic factors with mandatory consideration of their regional specifics.

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FEATURES OF THE STATE INVESTMENT POLICY IN THE MODERN CONDITIONS OF ECONOMIC DEVELOPMENT OF THE REPUBLIC OF KAZAKHSTAN

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The current stage of the world economy is characterized by crisis phenomena in the spheres of public administration, financial, banking, investment, social, political and environmental spheres of public life of countries. The state economic policy of Kazakhstan solves the priority tasks of the national development strategy and is aimed at the effective activity of the subjects of state administration in the implementation of the directions of the state investment policy. Investment policy is a part of the state economic policy of Kazakhstan, which is aimed at ensuring a positive investment image of the country, a favorable investment climate and overall economic growth of the

country. The investment attractiveness of the country, the level of its competitiveness, economic stability and security, and the social and economic standard of living of the population depend on an effective mechanism for implementing the investment policy.

The need for the formation and implementation of new directions of the state investment policy is due to the implementation of economic and social reforms in Kazakhstan aimed at economic growth, the formation of new effective mechanisms in the investment environment, the creation of conditions for the introduction of the conceptual foundations of the sustainable development strategy and ensuring integration processes. The need to solve the tasks of the state investment policy to create a favorable investment climate of the country(region), increase the level of investment attractiveness of the country (region), create conditions for socially responsible investment by the state, develop the principles of sustainable development, develop mechanisms for monitoring and evaluating the effectiveness of state regulation of investment activities, expand and deepen integration investment ties remains quite relevant in the conditions of [1].

Currently, one of the most important areas of sustainable economic growth is the activation of investment activities. Three main factors influence the investment attractiveness of Kazakhstan:

1. Business climate of the country.
2. Availability of rich natural and mineral resources.
3. Favorable geographical location of Kazakhstan. Interaction with foreign partners on an institutional basis is of particular importance, which indicates close attention to foreign investors.

This is confirmed by the Council of Foreign Investors (SII), which has been operating since 1998, and its meetings are held twice a year under the chairmanship of the President of the Republic of Kazakhstan. Currently, the SII consists of 21 heads of large foreign companies operating in Kazakhstan.

Currently, the priority areas for investment are: production of building materials, metallurgy, chemical industry, petrochemical industry, mechanical engineering, food industry. Promising forms of attracting foreign capital to the economy of Kazakhstan are financial leasing, selling shares of large enterprises to foreign companies, attracting foreign investment in venture production (with the participation of the state or a government guarantee).

The country's investment climate can best be analyzed using international ratings compiled by various institutions, organizations and associations. First, consider the rating of Kazakhstan on the Heritage Foundation Index of Economic Freedom, which assesses the level of liberalization of state interaction. The Index of Economic Freedom compares the restrictions and obstacles to economic activity that are resorted to by governments of different countries. The index of economic freedom of Kazakhstan for the study period grew slowly. So, in 2017, it was 69.0 points, and in 2020, 69.6 points. The maximum score for this rating is 100 points [2].

Thus, Kazakhstan scored more than half of the possible points according to the rating of economic freedom. Therefore, among the countries participating in the rating, Kazakhstan ranked 42nd in 2017, 41st and 59th in 2018 and 2019, and according to the results of 2020, it rose by 20 positions and ranks 39th in the rating.

According to this rating, Kazakhstan was included in the group of countries with a moderately free economy. The overall assessment of the country was affected by the decline in such indicators as the integrity of the government, the effectiveness of the judicial system, public spending, financial well-being, freedom of business and freedom of work.

The Government of the Republic of Kazakhstan seeks to increase productivity, diversify the economy away from hydrocarbons, reduce the role of the state and increase the efficiency of the bureaucracy. These goals will be achieved if the long-standing shortcomings identified by the Index over the years are addressed, including with respect to government integrity, investment freedom, and financial freedom. The country's poor business environment, weak competition in some sectors, and long distances to global markets remain significant obstacles. Thus, among the 12 indicators of the Republic of Kazakhstan in 2020, the estimates deteriorated only in three areas: tax burden, labor freedom, and monetary freedom.

Kazakhstan has a fairly high level of protection of property rights. However, these rights are in practice limited by bureaucratic barriers and the excessive influence of politically connected and wealthy elites. The judicial branch is subordinate to the executive branch. The President directly appoints judges, which makes them subject to political influence. Corruption is a problem throughout the judicial system, and is also widespread at all levels of government.

The fixed personal income tax rate is 10 percent, and the standard corporate tax rate is 20 percent. The total tax burden is 16.4 percent of total domestic income. Over the past three years, government spending has accounted for 22 percent of the country's output (GDP), and the budget deficit has averaged 3.1 percent of GDP. The national debt is equal to 21.9 percent of GDP.

Kazakhstan has made it easier to start a business. Trade across borders was simplified and the customs administration fee was reduced. The execution of contracts has become more transparent. Efforts to remove bureaucratic barriers have been moderately successful. In 2019, the government increased subsidies for agriculture and energy and maintained a wide range of other subsidies in the face of weaker economic indicators.

The total value of exports and imports of goods and services is 60.6 percent of GDP. The average applied tariff rate is 2.4 percent, and 35 non-tariff measures are in effect[3]. Foreign investment is officially welcome, but unclear legal codes and inconsistent enforcement of regulations are disincentives. Troubled banks have been recapitalized, and the financial sector is stable. Capital markets remain undeveloped.

The main problems hindering the development of investment processes in Kazakhstan:

1. Imperfect legislation-Kazakhstan has already formed the basis for legislative regulation of investment activities. Given the complexity of the investment process as a separate object of research, it is worth noting that a significant role in the formation of an attractive investment climate is also played by special laws and regulations that regulate certain sectors and branches of the national economy.

2. Imperfect tax system - in the context of a shortage of state budget resources, the issues of accumulating additional financial revenues remain relevant.

3. Insufficiently developed financial and credit system: For the financial and credit system of the state, the following problems are inherent: an undeveloped stock market is a fairly small part of Kazakhstan's truly efficient enterprises, whose securities are freely traded on the stock market; the lack of effective mechanisms for attracting temporarily free funds of the population that keeps them at home. However, the attraction of these funds in the economic turnover requires the creation of an effective system of financial intermediaries and, most importantly, the restoration of public confidence to their activities; permanent excess demand for investment resources over supply, which leads to a rather high rates of loan and investment offered by commercial banks to domestic producers; given that foreign investors have the opportunity to raise funds in foreign markets at a much lower interest, one can argue about unequal conditions of business that does not contribute to the accumulation and use of domestic investment in Kazakhstan.

4. Unsatisfactory state of investment infrastructure In order to carry out effective investment activities in Kazakhstan, it is necessary to constantly develop the appropriate infrastructure that would contribute to the activation of investment activities. Today, we have a steady tendency to reduce the level of use of the country's transit potential, which is due to the following: most of the roads in the regions of Kazakhstan are of poor quality and do not allow for the rapid transportation of goods and their delivery in terms determined by the revenue between customers; insufficient number of major highways, given the significant transit potential of the country and its geographical location; undeveloped road infrastructure: lack of the necessary number of roadside hotels, cafes, restaurants, especially along roads of national and non-international significance

5. Low information transparency of investment activity at the present stage of economic development of Kazakhstan, the processes of investment development are not sufficiently reflected by the mass media.

Thus, to improve the investment policy of the state, to improve the conditions for attracting investment in the economy of Kazakhstan, the issues of solving problems become relevant. Given the

importance of investment resources for the implementation of further progressive economic development of the country, there is an objective need to activate both domestic and foreign investment. The state should be interested in increasing the volume of investment resources through various ways of their formation. When implementing an investment policy, the authorities should support all areas of attracting investment resources and create favorable conditions for doing business, regardless of its scale and industry affiliation. This makes it necessary to form such mechanisms for the implementation of the state's investment policy, the essence of which will be aimed at identifying the problems of investment by diverse economic entities and developing measures to solve them.

In general, according to the index of economic freedom, Kazakhstan is not an attractive enough state for investors, because economic freedom is not at a very high level, which worsens the investment climate of the country. In recent years, the investment market of Kazakhstan has been characterized by dynamic development, high demand for investment resources and a fairly high level of interest of foreign investors, and, consequently, investment attractiveness, as evidenced by statistics on foreign direct investment in Kazakhstan.

Our country can get out of the crisis primarily at the expense of its own forces and resources. However, the intensive transition to a competitive model of the national economy calls for cooperation with the global economic system, in which foreign companies are an important economic lever. Therefore, the creation of an open, export-oriented model of the economy largely depends on the level of activity of foreign investors in Kazakhstan, the intensity of international capital flows and the division of labor. Having significant positive prerequisites and factors for the activation of investment activity, Kazakhstan pursues an unconstructive investment policy, which does not have a significant impact on both business entities and the state itself as a whole.

At the strategic level, investment policy should be based on a broad plan of action for achieving economic growth and sustainable development - similar to those developed within the framework of official economic or industrial development strategies. The measures proposed in the framework of this study for the development of investment policy in the future, taking into account their practical implementation, will improve the situation in the analyzed area and achieve higher results of economic development.

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INNOVATIVE MECHANISMS FOR IMPROVING THE QUALITY POLICY OF INDUSTRIAL ENTERPRISES

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Abstract. The article describes the significance of the quality policy of industrial enterprise aimed to produce competitive products. Innovative mechanisms for the development of quality policy of industrial enterprises were recommended by the authors.