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ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
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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.

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Абиева С.Н.[1], Маткаримова Л.К.[2]*

[1]Әль-Фараби атындағы Қазақ Ұлттық Университеті, Алматы, Қазақстан;
[2]Абай атындағы Қазак Ұлттық университеті, Алматы, Қазақстан.
E-mail: abievas@mail.ru

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҰЛТТЫҚ ЭКОНОМИКАСЫНЫҢ ҚАЗІРГІ ЖАҒДАЙЫН БАҒАЛАУ

Аннотация: Қазақстанда соңғы жылдары жалпы ішкі өнім көрсеткіштерінің төмендеуіне қарамастан, өсімнің жартысынан астамын тікелей немесе жанама түрде тасымалдау, бастапқы өңдеу және шикізат саудасын қоса алғанда, шикізат экономикасына тиесілі болып келеді. Шикізат экономикасының өсуіне мұнай мен металдарға қолайлы бағалар, сондай-ақ оларды өндірудің өсуі ықпал етеді, бұл өз кезегінде экономиканың аралас және өзге салаларының өсуіне мүмкіндік береді. Экономикалық тұрғыдан алғанда Қазақстанда ағымдағы жағдай тұрақты деп айтуға болады. Сапасы жағынан толық деңгейде болмасада, экономикалық жағынан өсімі бар, яғни мақалада авторлар осы сұрақтарға жауап іздейді.

Егер экономикалық өсу сандық өзгерістерді – сол тауарлар мен қызметтерді өндіру мен тұтынудың артуын білдірсе, онда экономикалық даму – бұл оң сапалық өзгерістер, яғни өндірісте, қызметтерде, басқаруда және тұтастай экономикадағы барлық инновациялар болып табылады. Даму процестерінің тиімділігі көбінесе экономиканы мемлекеттік реттеудің тиімділігімен анықталады. Экономикалық дамудың әртүрлі модельдері бар, бірақ жоғары инвестициялар есебінен адами капиталдың құны мен сапасының өсуі, тиімді басқару, инновациялық жүйенің тиімділігі, экономиканың жоғары бәсекеге қабілеттілігі, ұзақ мерзімді кезеңде жалпы ішкі өнімнің тұрақты өсуі, халықтың өмір сүру сапасын арттыру экономикасы дамушы барлық елдер үшін ортақ болып табылады. Осы айтылған сұрақтар мақалада негізделеді. Сонымен қатар, мақалада Қазақстан Республикасындағы ЖІӨ-нің жан басына шаққандағы үлесі және ЖІӨ-нің ағымдағы бағалардағы серпіні бойынша 1995-2020 жылдар аралығындағы статистикалық мәліметтермен бағалау жасалады.

Мақалада Қазақстанның ұлттық экономикасының дамуында экономиканың өңдеуші секторы өндіруші секторға қарағанда мемлекеттің үлкен қолдауын талап ететіндігі және бүгінде әлемдік экономика жағдайының жұмыс істеу шарттары өзгермелі болып бағалануы да айтылады.

Барынша дамыған және бәсекеге қабілетті елдердің экономикасын талдауға негіз болатын үш басты ерекшеліктерін бөліп көрсетеді, олар: жоғары дамыған қаржы саласының болуы; технологиялардың жетілдіріліп отыруына негізделген жоғарытехнологиялық экономика; елде қуатты трансұлттық корпорациялардыңболуы. Одан басқа мақалада Қазақстандағы өткен 2020 жылғы ақпан айларында ішкі экономикаға Covid-19 коронавирустық пандемиясының әлемдік экономикаға теріс әсерінен сақтану аясында сыртқы сектордағы құбылмалылықтың өсуінің әсер етуі талданады. Сондай-ақ мақалада ұлттық экономиканың құрылымы іс жүзінде қалыптасқан қатынастар жүйесімен сипатталатын жекелеген элементтерін бөліп көрсетеді және ұлттық экономиканың құрылымның қалыптасуына әсер ететін негізгі факторларда қарастырылады.

Түйін сөздер: ұлттық экономика, жалпы ішкі өнім, өңдеу өнеркәсібі, корновирустық пандемия, әлемдік экономика, әлемдік дағдарыс, экономикалық өсу.

Кіріспе. Қазақстан әлеуметтік – экономикалық дамуындағы басымдықтары бойынша еліміздің саясатындағы стратегиялық міндет-мақсаттарымен, нақты өзгертулерімен ерекшеленіп қалыптасып келеді. Бірнеше жылдар бойы елдің экономикалық стратегиясының басты бағыты макроэкономиканы тұрақтандыруға қол жеткізу, бұл мемлекеттік бюджет тапшылығын қысқартуды және қатаң монетарлық және несиелік саясатты дәйекті жүргізуді білдіреді.

Экономикалық егемендікті қалыптастыру, дағдарыстық жағдайды еңсеру және Қазақстан экономикасын дағдарыстан шығару экономиканы басқаруды жетілдірумен байланысты. Қазақстан тұрғындарының жоғары өмір сүру деңгейін қамтамасыз етуге қабілетті және әлемнің басқа елдерінің арасында Қазақстанның лайықты орын алатын тиімді Ұлттық экономика құруы республиканың қазіргі даму кезеңіндегі маңызды басымдықтарының бірі болып табылады. Сонымен қатар, адами капитал және ол қалыптастыратын инновациялар экономиканың өсуі мен дамуының басты факторлары, демек бұл ұзақ мерзімді кезеңге негіз болатын экономиканың дамуы. Елдің экономикалық дамуының негізгі көрсеткіштері халықтың өмір сүру сапасы, экономиканың бәсекеге қабілеттілігі, жалпы ішкі өнімнің (ары қарай ЖІӨ) жан басына шаққандағы адами капиталы және экономикалық еркіндік индексі болып саналады [1].

Тұтастай алғанда, еліміздің ұзақ мерзімді стратегиялық даму мақсаттарына сүйеніп, экономикалық дамудың тиімділігінің агрегирленген өлшемі – халықтың жан басына шаққандағы ЖІӨ-нің өсуі, ал жүргізілетін экономиканы жаңғыртудың түпкі мақсаты азаматтардың әл-ауқатының өсуіне алып келеді. Қазақстан экономикасының ұлттық моделін қалыптастырудың осы екі бағдарына ие бола отырып, дамудың аралық мақсаттар жүйесін, сондай-ақ оған жетудің жолдары мен әдістерін түзуге болады. Осы ретте бәсекеге қабілеттілікті арттыру мен еліміздің дамуының базисі, яғни жоғары технологиялық өндірістің ЖІӨ-дегі үлесін арттыруға бағытталған ұлттық экономиканы жаңғырту, дамыған елдердің стандарттарына сәйкестендіру мақсатымен экономиканың құрылымдарын жетілдіру, сондай-ақ Қазақстанның қолда бар бәсекелік артықшылықтарын іске асыруы тиіс. Барынша дамыған және бәсекеге қабілетті елдердің экономикасын талдау олардың үш төмендегідей негізгі ерекшеліктерін бөліп көрсетуге мүмкіндік береді:

Жоғары дамыған қаржы саласының болуы.

Технологияларды жетілдіруге негізделген жоғары технологиялық экономика.

Елде қуатты трансұлттық корпорациялардың болуы.

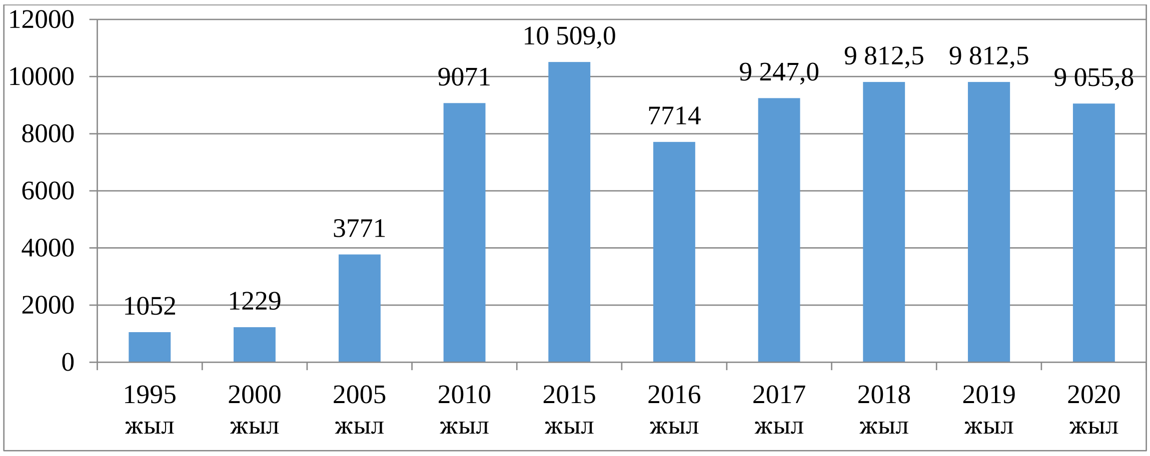
Дамудың қазіргі кезеңінде біздің қоғамымыздың алдында орнықты экономикалық өсуді қамтамасыз етудегі қабілеттілігін нығайту, тұрғындардың өмір сүру деңгейін және Қазақстанның әлемде алдыңғы қатарда орын алуын қамтамасыз етуге қабілетті, тиімді Ұлттық экономиканы құру негізгі міндеттердің бірі болып табылады [2].

Қазақстандағы табиғи ресурстар байлығы экономиканың шикізаттық бағытын сақтауға және баламаның мүмкін еместігіне парадоксалды түрде ықпал етеді. Осыған байланысты елдің ұлттық экономикасын нығайту үшін, ең алдымен, нақты тиісті жұмыс істемей жоғары технологияларды дамыту мүмкін болмайтын өнеркәсіптің базалық салаларын сақтау қажет.

Әдістері. Қазақстан экономикасының қазіргі жай-күйі экономикалық даму стратегиясын қайта қалыптастырудың қажеттілігін бейнелейді. Қазақстанның экономикалық проблемалары өзінің дамуының турбулентті кезеңіне өткен әлемдік экономика бастан кешкен қиын кезеңдерден туындап отыр. Қазақстанның әлемдік экономикалық қоғамдастыққа мүшесі ретінде кіру кезеңі экономиканың шикізат секторының дамуына бағдар ұстануымен басталады. Оның басталуының өлшемі өнеркәсіптің басқа салаларын дамыту үшін қажетті ақшалай қаражаттың жеткілікті көлемінің шоғырландырылуы болып табылады. Қазақстан бүгінде өнеркәсіптік кәсіпорындарын ішкі инвестициялау үшін жеткілікті қаржы-қаражатқа ие, алайда мәселе қандай саланы таңдау қажеттігінде және болашақта қандай саладан үміттенуге болатындығында [2]. Бірақ, елдің мемлекеттік, сондай-ақ өңірлік экономикаларының драйвері бұрынғысынша өнеркәсіп пен сауда болып қалуда. Бүгінде оларға Қазақстанның ЖІӨ-нің 40%-дан астамы тиесілі. Өңдеу өнеркәсібі 12% мөлшерлемеден асып, өз үлесін арттырады. Құрылыстың, көліктің және жеке қойманың үлесі әлі де болса 10%-дан аз, бірақ соған қарамастан, салалар мемлекеттік және жеке бастамалардың қолданыстағы ауқымы аясында ЖІӨ-де өз үлесін арттыру мақсатымен нақты мүмкіндіктерге ие.

Қазақстанның ЖІӨ 2019 жылы 67,7 трлн. теңге және өткен кезеңмен салыстырғанда 4,1% өсімді көрсетті. 2020 жылға арналған ЖІӨ-нің болжамды мәндері 4% - дан 6% - ға дейінгі дәлізде болды. Коронавирустық пандемия, мұнай бағасының құлдырауы және әлемдік экономиканың жалпы құлдырауы 2020 және 2021 жылдары ЖІӨ деңгейіне қатысты (теріс әсерімен) өз түзетулерін жасады. 2020 жылдың қорытындысы бойынша Қазақстандағы экономика өсімі -2,6% құрады.

Қазақстанның тәуелсіздік алған жылдары ЖІӨ көлемі 14 есеге, яғни алғашқы 1993 жылдардағы 16,6 млрд. АҚШ долларынан 2015 жылы 184,3 млрд. АҚШ долларына дейін өскен, ал 2020 жылы (2015 жылмен салыстырғанда 8% азайып) 169,8 млрд. АҚШ долларына дейін әлемдік пандемия әсерінен төмендеген [3].



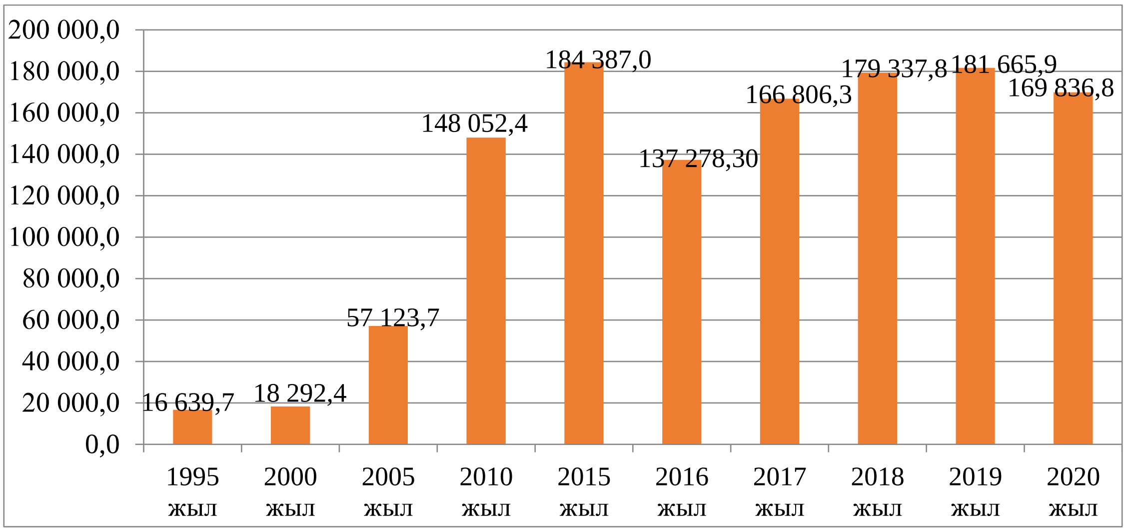
Сурет 1- Қазақстан Республикасындағы жан басына шаққандағы ЖІӨ серпіні, АҚШ долларымен [3].

Басқа әлем елдермен салыстырмалы түрде зерттеп қарасақ Қазақстанның ЖІӨ-нің үлес салмағының өсімін байқауға болады. Зерттеуге алынған жылдары Ресейдің ЖІӨ - не қатысты 3,4% - ға, Өзбекстанға-147,9% - ға және Украинаға-32,8% - ға өскен. Тиісінше, Қазақстан Республикасында ЖІӨ–нің жан басына шаққандағы динамикасы да өзгеріп, біркелкі емес екендігін көрсетеді (1-сурет). 1995-2020 жылдардағы аралық кезеңінде бұл көрсеткіш Қазақстанда (1995ж) 1052 АҚШ долларынан (2020 жылы) 9055,8 АҚШ долларына дейін өскен. Бірақ айта кету керек осы зерттеуге алынған аралықтарда 2015 жылы 10509,0 АҚШ долларын құрағандығын көреміз. Осылайша, БҰҰ деректері бойынша Қазақстанның табыс деңгейі орташадан жоғары елдер тобына жататындығын айтуға болады.

Қазақстанның ұлттық экономикасы 2020 жылдағы болған әлемдік пандемияға дейінгі соңғы жылдары қарқынды дамып келді. Осы дамуға әсер ететін факторлар, яғни мұнай бағасының өсуі, фискалдық және салықтық ынталандырулар, халықтың сұранысын қолдаған тұтынушылық несиелеудің өсуі ықпал етті. Ал 2020 жылғы болған әлемдік пандемия кезінде мұнай бағасы төмендеп, халық табысының өсуі де баяулады. Осыған байланысты Қазақстан Республикасының Ұлттық Банкі тұтынушылық кредиттеуді шектеді, бұл өтімділік нарығындағы жағдайдың нашарлауына алып келді. Жиынтық сұраныс та тиісінше төмендеп, Қазақстанның ЖІӨ-нің өсуі баяулай бастады, осы кезде экономиканың барлық салалары әлсірей бастады [4].

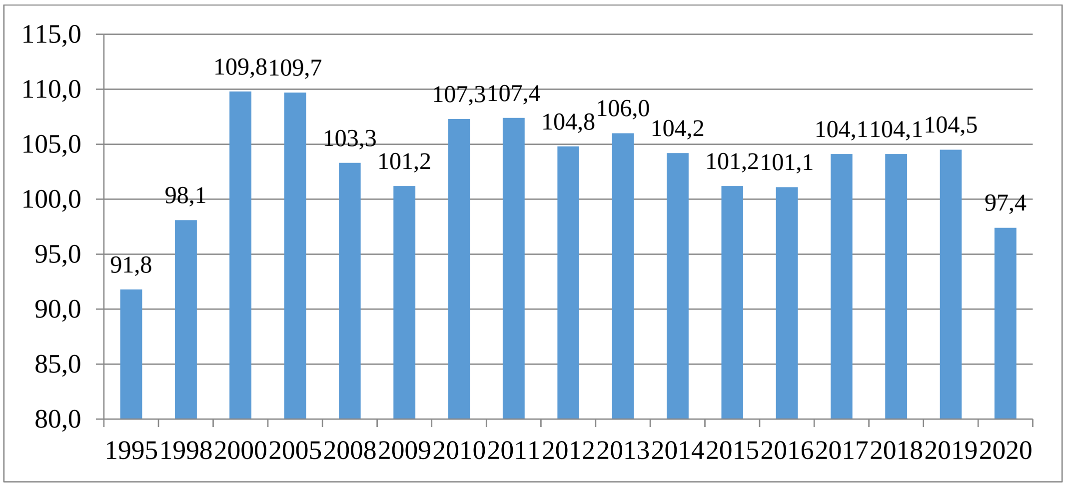
Одан басқа шаруашылық жүргізудің нарықтық жағдайларына көшу жылдарында (1995-2020) ЖІӨ-нің өзгеруі мен төмендеуінің төрт кезеңін бөліп көрсетуге болады: бірінші кезең нарықтық қатынастарға көшудің бастапқы жылдары және 1998 жылғы дағдарыс ретінде сипатталады. Екінші кезең, 2007-2008 жылдардағы әлемдік қаржылық дағдарысқа байланысты ел экономикасы дағдарысқа ұшыраған кезде, содан кейін 2014-2015 жылдар − әлемдік нарықтардағы мұнай бағасының төмендеуі, сондай-ақ жаңғырығы бізге жеткен Ресейге қарсы санкциялар және соңғы кезең 2020 жылғы болған әлемдік панлемияның әсерінің Қазақстанның ЖІӨ теріс әсерін тигізуі (2019 жылмен салыстырғанда ЖІӨ көлемі 6,5 % төмендегендігін көреміз) (2-сурет).

Соңғы онжылдықта Қазақстанның экономикалық өсуі негізінен көмірсутек шикізаты мен металдарды өндіруден түсетін конъюнктуралық түсімдермен байланысты болды. Өндіруші салаға ЖІӨ-нің шамамен 30% - ы, экспорттың үштен екісі, жинақталған тікелей шетелдік инвестициялардың төрттен үш бөлігі және мемлекеттік кірістің жартысы тиесілі. Экономиканы әртараптандыруы төмен басқа елдер сияқты Қазақстан да шикізаттық тауарлар бағасының ауытқуына және дамудың шикізаттық моделінің өзге де проблемаларына сезімтал болып келеді. Осыған байланысты ұзақ мерзімді перспективада өмір сүру деңгейі мен өнімділіктің өсуін қолдау үшін Қазақстан ауқымды құрылымдық реформаларды жүзеге асыруы қажет [5].



Сурет 2-Қазақстан Республикасы ЖІӨ-нің ағымдағы бағалардағы серпіні, млн АҚШ долларымен [6].

Жоғарыда аталған дағдарыстық кезеңдерде Қазақстан Республикасында ЖІӨ-нің орташа жылдық өсу қарқыны бойынша 3-суретте төмендеу үрдісі (1998 жылы 98.1%, 2008 жылы 103.3% -2009 жылы 101.2% және 2014 жылы 104.2% -2015 жылы 101.2%, соңғы 2020 жылы 97,4% дейін көрсетіп, нәтижесінде 2.6% ға кеміген) байқалады. 2014 жылы ЖІӨ-нің төмендеуі өткен жылмен салыстырғанда 6,8% құрады, төмендеу себебі негізінен тау-кен өнеркәсібінде орын алған жағымсыз жағдайлардың есебінен болды. Ал 2020 жылды өткен 2019 жылмен салыстырғанда -7.1% құрады, төмендеу себебі әлемдік экономикадағы дағдарыс құбылыстары, яғни әлемдік кароновирустық пандемия Қазақстанға да өз әсерін тигізбей қоимады. [6]



Сурет 3-Қазақстан Республикасында ЖІӨ-нің орташа жылдық өсу қарқыны,% [6].

Халықаралық еңбек бөлінісіндегі экономиканың қазіргі жағдайы өте осал болып көрінеді, өйткені әлдеде болса әлемдік тауар-шикізат нарықтары конъюнктурасының ауытқуына тәуелділік бар. Нақтысын айтқанда халықаралық сарапшылардың пікірі бойынша, отын мен шикізатты жеткізушілердің салмағы мен әлемдік нарыққа әсері және олардың кірістері де уақыт өте келе төмендейді деп болжайды. Біздің ойымызша, мұндай нәтиженің негізгі себебін дамыған елдерде прогрессивті ресурстарды үнемдейтін технологияларды енгізу керек. Дегенмен, қазіргі уақытта Қазақстанның басты және жалғыз құтқарушы артықшылығы табиғи ресурстары болып табылады. Бұл жағдайдан шығу жолы мемлекеттің тікелей қатысуымен және оның құрылымдық процестерге ықпалымен белсенді құрылымдық саясатта көрінеді [7].

Сонымен, Қазақстанның ұлттық экономикасының дамуының осы кезеңінде экономиканың өңдеуші секторы өндіруші секторға қарағанда мемлекеттің үлкен қолдауын талап етеді. Сонымен қатар, бүгінде әлемдік экономиканың жағдайы және оның жұмыс істеу шарттары өзгермелі деп бағаланады. Атап айтсақ, Қытай, Ресей және дамып келе жатқан нарығы бар бірқатар басқа елдер экономикалық өсу қарқынының баяулауын көрсетеді. Мұнай экспорттаушы елдердің жағдайы 2014 жылдың ортасынан бастап мұнайдың әлемдік бағасының төмендеуімен күрделене түсті. Бұдан басқа, сақталып отырған геосаяси белгісіздік жаһандық экономикадағы ахуалдың нашарлауына ықпал ететін тағы бір негізгі фактор болып табылады.

2019 жылғы желтоқсан – 2020 жылғы ақпан айларында ішкі экономикаға Covid-19 коронавирустық пандемиясының әлемдік экономикаға теріс әсерінен сақтану аясында Сыртқы сектордағы құбылмалылықтың өсуі әсер етті. 2020 жылдың ақпан айының соңында әлемдік экономикадағы жағдай күрт өзгерді. Covid-19 коронавирусының таралуы Жаһандық пандемия сипатына ие болды. Сонымен бір мезгілде өндірудің өсуі және тұтынудың төмендеуі нәтижесінде мұнайдың әлемдік бағасының күрт төмендеуі басталды [8].

Сыртқы күйзелістің ел экономикасына теріс әсерінен алдын алу және макроэкономикалық тұрақтылықты қамтамасыз ету үшін Ұлттық Банк ақша-несие саясаты бойынша қолданатын ережелері мен шарттарын күрделендіре бастады. 2020 жылғы наурыздың 10 жұлдызында пайыздық дәлізді +/- 1,5 п.т. дейін кеңейте отырып, базалық мөлшерлемені 12% -ға дейін арттыру туралы шешім қабылданды. Бұл шара теңгелік активтер нарығындағы теңгерімді сақтауға және инфляциялық күтулердің артуын тоқтатуға немесе шектеуге, айырбас бағамына қысымды төмендетуге және теңгенің әлсіреуін жұмсартуға мүмкіндік берді. 2020 жылғы наурыз айының 16 жұлдызында қабылданған кезекті жоспарлы шешім кезінде базалық мөлшерлеме ешқандай ауытқусыз және өзгеріссіз қалды.

Қазақстанда 2020 жылғы наурыздың 16 жұлдызынан бастап елде төтенше жағдай режимін енгізу және еліміздің ірі қалаларында короновирустық инфекция жұқтырғандар санының көбеюі нәтижесінде экономикалық белсенділіктің айтарлықтай төмендеуіне, өндірістік объектілердің жабылуына, жұмыспен қамтудың қысқаруына алып келді.

Осыған байланысты, жағымсыз теріс салдарларды жеңілдету үшін Қазақстан Республикасының Президенті елдің әлеуметтік-экономикалық тұрақтылығын қамтамасыз ету мақсатымен дағдарысқа қарсы шаралардың 2 пакетіне бастамашылық жасады [9].

Дағдарысқа қарсы шаралар аясында бюджет саясатының негізгі басты параметрлері қайта қаралды, осы шараларды іске асыруға едәуір үлкен көлемде қаржылай шығыстар көзделген. Осылайша, базалық мөлшерлемені 12% деңгейінде ұзақ уақыт бойы ұстап тұрудың экономикалық белсенділігіне шектеу әсерін назарға ала отырып, 2020 жылғы сәуірдің 3 жұлдызында Ұлттық Банк базалық мөлшерлемені жылдық 9,5% деңгейіне дейін төмендету және пайыздық дәлізді +/- 2 п. т. дейін кеңейту туралы кезектен тыс шешім қабылдады.

Бұл шешім Ұлттық Банктің қаржылық тұрақтылықты қамтамасыз етуге, елдің ішкі экономикасы үшін тәуекелдердің алдын алуға немесе шектеуге және оны сыртқы және ішкі ортаның өзгерген жағдайларына бейімдеуге бағытталған бірқатар шараларының бірі болды.

"Қарапайым заттар экономикасы" бағдарламасын 1 трлн тенгеге дейін кеңейтуді қолға алуы, сондай ақ басқа шаралармен бір кешенде базалық мөлшерлемені төмендету және 600 млрд. теңге көлемінде шағын және орта бизнес субъектілеріне жеңілдікпен кредит беру бағдарламасын қабылдау, коронавирустың Қазақстан экономикасына әсерін бәсеңдетуге және экономикалық белсенділікті қолдауға мүмкіндік береді. Осы аталған мәселердің барлығы жоғарыда зерттеу негізінде анықталған 2020 жылғы Қазақстан Республикасы ЖІӨ-нің ағымдағы бағалардағы серпіні бойынша (169836, 8 млн АҚШ долларымен) төмендеуіне және жан басына шаққандағы ЖІӨ нің төмендеуінін негізгі себептері ретінде көрінеді [10].

Сонымен қатар, Ұлттық экономиканың құрылымы төмендегідей іс жүзінде қалыптасқан қатынастар жүйесімен сипатталады:

Елдегі қолда бар өндірістік ресурстар арасында;

Экономикалық агенттер арасында, яғни оларды бөлу көлемдері бойынша;

Осы агенттердің өндіріс көлемі арасында;

Оны өндіру, бөлу, айырбастау және тұтыну процесінде қалыптасқан ұлттық өнімнің құрамдас бөліктері арасында бейнеленеді.

Осы ретте ұлттық экономика құрылымның қалыптасуына әртүрлі факторлар әсер етеді, атап айтсақ: қалыптасқан нарықтық конъюнктура; нарықтарды монополияландырудың деңгейі; ұлттық экономиканың әлемдік шаруашылық байланыстар жүйесіне қосылу дәрежесі; өндіргіш күштердің даму деңгейі; өндірістік ресурстардың сапасы және аумақтың ұзақтығы және инфрақұрылымдық қамтамасыз етілуі.

Қорытынды. Жалпы алғанда Қазақстан экономикасы едәуір дәрежеде табиғи ресурстардың, негізінен көмірсутек шикізаты мен металдардың экспортына тәуелді және көптеген сипаттамалары бойынша басқа да әртараптандырылған экономикалық жүйелерге ұқсас. Мақалада ұсынылған көрсеткіштер Қазақстанның әлемдегі қазіргі даму деңгейі мен экономикалық салмағын сипаттайды. Ұлттық экономиканы дамытудың баламалы стратегиясын таңдау, сондай ақ қазіргі уақытта және ұзақ мерзімді перспективада оның әлемдік экономикалық жүйедегі орнын анықтау үшін қолда бар экономикалық әлеуетті, ең алдымен оның өндірістік-өнеркәсіптік және ресурстық компоненттерін неғұрлым нақты бағалау қажет. Қазақстан экономикасында шикі материалдарды әкету есебінен экспорттың өсуі экономика үшін орташа капиталдың қажеттілігін арттырады, демек, өсу қарқынын жеделдетпейді, керісінше баяулатады. Сонымен бірге, белсенді сауда балансының арқасында әлемдік бағалардың қолайлы динамикасы валюта резервтерінің өсуіне ғана әсер етеді.

Абиева С.Н.[1], Маткаримова Л.К.[2]*

[1]Казахский Национальный Университет имени аль-Фараби, Алматы, Казахстан;
[2]Казахский Национальный Педагогический Университет имени Абая, Алматы, Казахстан.
E-mail: abievas@mail.ru

ОЦЕНКА СОВРЕМЕННОГО СОСТОЯНИЯ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация: несмотря на относительное снижение валового внутреннего продукта в Казахстане в последние годы, более половины прироста приходится прямо или косвенно на сырьевую экономику, включая транспортировку, первичную переработку и торговлю сырьем. Росту сырьевой экономики способствуют благоприятные цены на нефть и металлы, а также рост их добычи, что, в свою очередь, позволяет расти в смежных и других отраслях экономики. С экономической точки зрения текущая ситуация в Казахстане является стабильной. Хотя качество не в полной мере, но имеет экономический рост, то есть в статье авторы ищут ответы на эти вопросы.

Кроме того, в статье проводится оценка статистических данных за период с 1995 по 2020 годы по доле ВВП на душу населения в Республике Казахстан и динамике ВВП в текущих ценах.

В статье рассматривается, что в развитии национальной экономики Казахстана обрабатывающий сектор экономики требует большей поддержки государства, чем добывающий сектор, и сегодня состояние мировой экономики и условия ее функционирования оцениваются как переменные.

Выделяют три основные черты, лежащие в основе анализа экономик наиболее развитых и конкурентоспособных стран, т.е. наличие высокоразвитой финансовой сферы; высокотехнологичная экономика, основанная на совершенствовании технологий; наличие в стране мощных транснациональных корпораций.

Кроме того, в статье анализируется влияние роста волатильности во внешнем секторе на внутреннюю экономику в феврале 2020 года на фоне предупреждения негативного влияния пандемии коронавируса Covid-19 на мировую экономику.

В статье также выделяются отдельные элементы структуры национальной экономики, характеризующиеся фактически сложившейся системой отношений, и рассматриваются основные факторы, влияющие на формирование структуры национальной экономики. В статье авторы также подчеркивают, что основные ключевые параметры бюджетной политики были пересмотрены в рамках антикризисных мер, и на реализацию этих мер предусмотрены значительные расходы.

Ключевые слова: национальная экономика, валовой внутренний продукт, обрабатывающая промышленность, пандемия коронавируса, мировая экономика, мировой кризис, экономический рост.

Abieva S.N.[1], Matkarimova L.K.[2]*

[1]Kazakh national University named after al-Farabi;
[2]Kazakh national pedagogical university named after Abai, Almaty, Kazakhstan.
E-mail: abievas@mail.ru

ASSESSMENT OF THE CURRENT STATE OF THE NATIONAL ECONOMY OF THE REPUBLIC OF KAZAKHSTAN

Abstract: despite the relative decline in Kazakhstan's gross domestic product in recent years, more than half of the increase is directly or indirectly attributable to the commodity economy, including transportation, primary processing and trade in raw materials. The growth of the commodity economy is promoted by favorable prices for oil and metals, as well as the growth of their production, which, in turn, allows growth in related and other sectors of the economy. From an economic point of view, the current situation in Kazakhstan is stable. Although the quality is not in full measure, but it has economic growth, that is, in the article the authors are looking for answers to these questions.

These questions were justified in the article. In addition, the article evaluates statistical data for the period from 1995 to 2020 on the share of GDP per capita in the Republic of Kazakhstan and the dynamics of GDP at current prices.

The article considers that in the development of the national economy of Kazakhstan, the manufacturing sector of the economy requires more state support than the extractive sector, and today the state of the world economy and the conditions of its functioning are evaluated as variables.

He identifies three main features underlying the analysis of the economies of the most developed and competitive countries, i.e. the presence of a highly developed financial sector; a high-tech economy based on the improvement of technologies; and the presence of powerful multinational corporations in the country.

In addition, the article analyzes the impact of increased volatility in the external sector on the domestic economy in February 2020 against the background of warning of the negative impact of the Covid-19 coronavirus pandemic on the global economy.

The article also highlights the individual elements of the structure of the national economy, characterized by the actual system of relations, and considers the main factors that influence the formation of the structure of the national economy. In the article, the authors also emphasize that the main key parameters of the budget policy have been revised within the framework of anti-crisis measures, and significant expenditures are provided for the implementation of these measures.

Key words: national economy, gross domestic product, manufacturing, coronavirus pandemic, global economy, global crisis, economic growth.

Information about authors:

Abieva Sabira Nurgalievna – candidate of economic sciences, Kazakh National University named after al-Farabi. E-mail: abievas@mail.ru,https://orcid.org/0000-0002-9160-8622;

Matkarimova Lailya Kusainovna – senior lecturer,Kazakh national padagogical university named after Abai. E-mail: matkarimova85@mail.ru,https://orcid.org/0000-0001-5631-1797.

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Adilbek Torebek

Eurasian Educational Holding, Nur-Sultan, Kazakhstan.
E-mail: adilbektorebek@gmail.com

PR-COMMUNICATION IN MODERN SOCIETY

Abstract: this article is devoted to the development of modern PR communication, it comes out of fairly common practice of cooperation between companies with specific business topic and the specialized PR agency, which is the result of the phenomenon of recent years - outsourcing. In this work, the author uses the unique possibilities of accessing the internal data of a leading foreign PR agency. The data on the basis of which the author reflects the trends of recent years refers to the implemented communication PR-campaigns in 2015 and 2020 for a transnational company operating in the market in the field of development in the retail market. The aim of this work is to use research based on the analysis of real data obtained from practice to identify and present a list of trends in PR that shape ongoing campaigns and everyday practice.

A narrow theoretical context is considered and the main concepts are determined using world literature. Public relations are an integral part of the communications complex, one of the elements of the marketing mix. The largest space is allocated directly to the area of public relations, including key tactics, methods and tools that are further developed in practice. The research methodology is presented, which is the measure of all work and the content of the main part. In connection with the purpose of the work, the author first analyzes the secondary internal data of the PR-agency. This is a comparative media analysis that compares two nearly identical PR campaigns four and a half years apart using selected metrics and other key measurement criteria. Since simple secondary research was not enough to achieve the stated goals, his author's research complements the primary research based on data collected in the form of separate interviews with experts, in which the results of comparative media analysis are interpreted in the context of PR agency practice and reflected in the context of many years of experience of managers in this area. It is on the basis of the analysis of secondary and primary data that the author compiles a list of some trends characterizing the practice of agencies in this area of communication.

Key words: marketing, public relations, PR-campaign, efficiency, PR-agencies, PR-communications, outsourcing.

Introduction. This paper deals with this issue when it comes out from within fairly common practice of cooperation between companies with a certain subject business and specialized PR agency, which is the result of a phenomenon recent years - outsourcing. In this work, the author uses the unique possibilities of access to internal data of a leading Czech PR agency, and this is its great added value. The data on the basis of which the author reflects the trends of recent years relate to the already implemented communication PR campaigns for a multinational company in the field of development in the retail market. The aim of this work is to use the research based on the analysis of real data obtained from practice to name and present a list of trends and tendencies in PR, which shape the implemented campaigns and daily practice.

Based on the research the author came up with a list of six trends which, according to the research data, enter into the daily practice of PR agencies in creating similar campaigns, which were analyzed in this work. The first and biggest phenomenon is the emergence and dynamic development of a new media type - social networks of influencers. The second mentioned trend is a shift in the level of viewership of individual media types within the target audiences. An active approach to establishing personal contacts and developing mutual relations with representatives of individual media are considered a huge competitive advantage, and thus the alpha and omega of satisfying the needs of clients in this field. The fourth trend based on the research is the current involvement of celebrities and other celebrities in communication campaigns. The fifth trend that the author identifies based on the analyzed data, the creation of diverse content within a communication issue, which addresses what might widest range of differently oriented media. The latter, but certainly not the least important or typical, is the trend regarding the continuous use of AVE metrics in measuring the results of PR campaigns. Despite the fact that this metric has been criticized for several years and the so-called Barcelona Principles, widely accepted by experts, call this methodology an unacceptable method of measurement, in the practice of agency public relations it is still a commonly used method according to available data.

Methods. In the research process were used the general methods of scientific knowledge, namely empirical research methods (observation, comparison, measurement, experiment) and theoretical research methods (abstraction, analysis and synthesis, idealization, induction and deduction, mental modeling, ascent from abstract to concrete).

The empirical level of knowledge includes: observation of phenomena, accumulation and selection of facts, and the establishment of relationships between them.

The theoretical level was associated with the predominance of mental activity, with the comprehension of empirical materials, its processing. At the theoretical level, we have revealed the internal structure and regularity of the development of the territorial system and phenomena, their interaction and conditionality.

Results. Evaluating the benefits of public relations is very complicated and there is basically no universal method for it. It is possible to compare the situation before and after the implementation of PR activities and possibly compare the situation with other entities (so-called benchmarking), however, it is difficult to abstract from the surrounding influences in communication. As mentioned earlier, PR is only one communication tool that is used in parallel with others (e.g. advertising), so it is difficult to attribute the results of PR specifically in integrated campaigns. (Hejlová, 2015).

Measurement and evaluation is directly linked to the specific goals of the PR campaign. (Svoboda, 2009) Organizations set key performance indicators, so-called KPIs (key performance indicators), in which they measure their results. However, the most common methods are still monitoring, tracking, analysis of crisis issues or opinion polls, which have become much more sophisticated in the last few years. (Hejlová, 2015) However, this area is criticized by Watson and Noble (2014), because most research is focused on the mere analysis of media outcomes, while not paying attention to pretests and posttests, which could reflect a change in audience perception.

Theoretical models for measuring the effects of PR exist, but according to Watson and Noble (2007), practitioners often do not know them at all, and although these models are often very complex, PR specialists do not use them for various reasons. However, this does not mean that it is not measured at all in practice. In particular, large business organizations place great emphasis on measurement, while governmental or non-profit organizations measure PR activities minimally.

The analytical tools used for measurement in public relations are media monitoring, on the basis of which the number of outputs, their impact on the target audience and sometimes also tonality in the sense of "negative", "neutral" or "positive" with regard to their nature is determined. (Ftorek, 2012) Public opinion polls are also offered in various ways, but due to their laboriousness, they are not widely used in practice. The most well-known, but also very controversial tool for measuring in public relations is the so-called AVE.

AVE (advertising value equivalency) is a method frequently used for measuring PR, especially among PR agencies. However, its critics point out the fact that it does not fully express the value of PR. Under this method, it is assumed that the output based on PR activities is equivalent to a published or broadcast advertisement at the same time in the same medium. This output is assigned a list price of advertising, which in practice is often multiplied by a certain coefficient (in the order of three to ten times). The resulting amount is then equal to the saved price for the advertised advertisement. Although the very fact that AVE puts public relations outputs at the level of advertising is unacceptable to theorists, in practice this metric is often used to legitimize costs. (Hejlová. 2015).

PR agencies. There are two basic organizational solutions in the approach to public relations. Either specialists deal with this issue directly in the given organization, within the so-called in-house department. It also offers the use of external resources and cooperation with a communication agency in general, or a specialized PR agency. Some of these agencies in the Czech Republic are associated in the Association of PR Agencies (APRA). (Hejlová, 2015) As elsewhere in the world, in the Czech Republic, corporate PR departments mainly have larger companies. Smaller organizations then work closely with PR consultants or agencies. (Svoboda, 2009) There are many approaches to public relations management in an organization, while the activities of PR agencies are applied mainly where the organization does not have its own in-house department, lacks sufficient financial resources to effectively perform this discipline or does not have the necessary know-how. (Tuesday, 2012).

For the general public, differences between agencies that deal only with certain communication disciplines are blurred. Even though it is the last time communication globally integrated organization, there is still a division of PR, advertising, digital and media agencies, whose activities are significantly different. However, there are also communication agencies, which in their structure bring together just more specialized agencies, and thus cover a large part of the communication disciplines used. (Hejlová, 2015).

The main activity of PR agencies is long-term mutual communication between the contracting organization and its stakeholders. Agencies are mainly required to orientate themselves in the environment in which the organization operates, the best possible contacts with journalists, transparency and creativity. (Hejlová, 2015) The most common form of agency remuneration is a monthly fee (in practice, the English term "fee" is used more), which is supplemented by a fee for achieving specified results - the so-called success fee, or the actual costs of a partial activity are reimbursed. (campaign) and beyond them a reward for the implementing PR agency. (Freedom, 2009).

The PR agency must be able to respond to changes in the media market and manage to target communication to the audience in an appropriate way. It is connected to the environment in which the organization operates through audiences, and therefore understanding the changes taking place in this environment is crucial for the organization. (Patel, Xavier & Broom, 2005) It is the spread of social media that has dramatically changed the way we communicate with our surroundings. According to (Mangold and Faulds, 2009) they have the potential to multiply the power of the public, which can influence each other through word-of-mouth in the online environment, and thus spread opinions about the organization, its activities or products. According to Avery et al (2011), public relations professionals are aware of the potential of new media through which to communicate with an ever-increasing audience, but face the challenge of building effective online relationships. environment. In addition, the fact that PR professionals work with social networks does not mean that they use them successfully. (Taylor & Kent, 2010).

The research question of this diploma thesis is what current trends in the field of public relations in its campaigns are used by one of the largest PR agencies on the Czech market and whether one of them is also cooperation with social media users. The aim of the work is to reveal changes in the implementation of PR campaigns carried out in 2013 and 2017 through the analysis of secondary data and subsequent interviews and to evaluate their importance and success.

Discussion. Public relations, sometimes translated into the Czech language as public relations, is an integral part of the communication mix, one of the elements of the marketing mix. However, there is no clear consensus among public relations theorists in answering the question of whether this area can be easily included in marketing in this way. Just because for many marketing practitioners, this tool is difficult to grasp and difficult to understand. Despite these reservations, however, according to certain theories, it is important to include public relations in integrated marketing communication. (Schultz, 2003) In business practice, we can observe these efforts with regularity, because public relations are most often included in the agenda of marketing departments. And although public relations are an integral part of society-wide communication, including the public sector and non-profit organizations, this thesis deals with its implementation at the corporate level, specifically in cooperation with a specialized PR agency.

Public relations is the only discipline in the communication mix that has not declined even in the period since the global economic crisis. (Karlíček, 2016) Like a number of other sectors but must also companies providing PR services to respond to the changes taking place are at the beginning of the 21st century. Some areas are changing at a radical pace, for example the Internet represents a new dimension for traditional marketing (Schiffman, et al, 2011), and thus also for public relations. On the contrary, other activities are only slowly adapting to market requirements and it is possible to find such public relations components that have been functional and widely used for several years. The employees of PR agencies react to this fact and the trends characterizing this field also adapt to it. Marketing communication, including public relations, is constantly evolving, and many changes take place in relatively short periods of time. This thesis deals with this issue when it comes out from within fairly common practice of cooperation between companies with a certain subject business and specialized PR agency, which is the result of a phenomenon of recent years - outsourcing. In this work, the author uses the unique possibilities of access to internal data of a leading Czech PR agency, and this is its great added value. The data on the basis of which the author reflects the trends of recent years relate to the implemented communication PR campaigns in 2013 and 2017 for a multinational company operating on the Czech market in the field of development in the retail market. The aim of this work is to use the research based on the analysis of real data obtained from practice to name and present a list of trends and tendencies in PR, which shape the implemented campaigns and daily practice.

Conclusion. In the theoretical part of the work, the author places public relations in a narrower theoretical context and defines the basic concepts using Czech and world literature. The largest space is devoted to the area of public relations itself, including key tactics, methods and tools, which are further worked on in the practical part. The following chapter presents the methodology of the research, which is the measure of the whole work and the content of the main practical part. In connection with the aim of the work, the author first performs an analysis of secondary internal data of a PR agency. It is a comparative media analysis, which compares two almost identical PR campaigns, which were carried out with a difference of four and a half years, using selected indicators and other key evaluation criteria commonly used in public relations practice. Because the mere secondary research was not sufficient to achieve the stated objectives, complements its author research primary based on data collected in the form of loose individual expert interviews, under which the results of the comparative media analysis interpreted distributed to the context of the practice of PR agencies and reflected in the context of years of experience executives in this field. It is on the basis of the analysis of secondary and primary data that the author comes up with a list of some trends that characterize agency practice in this area of communication.

The main benefit of this work for the theory dealing with public relations is the connection with agency practice and the basis of research on data obtained from real PR communication campaigns. In the Czech conditions of public relations theory, the work is processed in this way, where the author conducts research from the table and complements it with primary research, a complete novelty. For practitioners working in marketing departments offering this work through a comprehensive theory of the opportunity to better understand the activities related to public relations as one of the communication tools. The results of the practical part can then be an inspiration for them in integrating public relations into the communication mix. PR practitioners themselves, especially those agency, presents the work of several recent trends that might alone watching his work during the second decade of the twenty-first century, possibly by the implementation of some of them to begin to deal with.

Адильбек Торебек

Еуразиялық білім беру холдингі, Нұр-Сұлтан, Қазақстан.
E-mail: adilbektorebek@gmail.com

ҚАЗІРГІ ҚОҒАМДАҒЫ PR-КОММУНИКАЦИЯЛАР

Аннотация: бұл мақала қазіргі заманғы PR-коммуникацияны дамыту мәселесіне арналған, ол компаниялардың белгілі бір бизнес тақырыбымен және мамандандырылған PR агенттігімен ынтымақтастығының кең таралған тәжірибесінен туындайды, бұл соңғы жылдардағы аутсорсинг құбылысының нәтижесі. Бұл жұмыста автор жетекші шетелдік PR агенттігінің Ішкі деректеріне қол жеткізудің ерекше мүмкіндіктерін пайдаланады. Соңғы жылдардағы тенденцияларды көрсететін мәліметтер бөлшек сауда нарығында, даму нарығында жұмыс істейтін трансұлттық компания үшін 2015 және 2020 жылдары іске асырылған PR-кампанияларға жатады. Бұл жұмыстың мақсаты практикадан алынған нақты деректерді талдауға негізделген зерттеуді жүзеге асыратын науқандар мен күнделікті тәжірибені қалыптастыратын PR-дағы тенденциялар тізімін белгілеу және ұсыну болып табылады.

Кіші көлесді теориялық контекст қарастырылып, әлемдік әдебиетті қолдана отырып, негізгі ұғымдар анықталды. Қоғаммен байланыс – коммуникация кешенінің ажырамас бөлігі, маркетинг кешенінің элементтері. Ең үлкен кеңістік тікелей қоғаммен байланыс саласына, оның ішінде болашақта практикада пысықталатын негізгі тактикаға, әдістер мен құралдарға арналған. Ұсынылған зерттеу әдістемесі барлық жұмыстың өлшемі мен негізгі бөліктің мазмұны болып табылады. Жұмыстың мақсатына байланысты автор алдымен PR агенттігінің екінші ішкі мәліметтеріне талдау жасайды. Бұл таңдалған көрсеткіштер мен басқа да негізгі бағалау критерийлерін қолдана отырып, төрт жарым жылдық айырмашылықпен жүргізілген екі бірдей PR науқандарын салыстыратын салыстырмалы медиа талдау. Мәлімделген мақсаттарға жету үшін қарапайым қайталама зерттеу жеткіліксіз болғандықтан, оның авторлық зерттеуі сарапшылармен жеке сұхбат түрінде жиналған мәліметтерге негізделген бастапқы зерттеуді толықтырады, оның аясында салыстырмалы медиа-анализдің нәтижелері PR агенттіктерінің тәжірибесі аясында түсіндіріледі және осы саладағы менеджерлердің көп жылдық тәжірибесі аясында көрінеді. Екінші және бастапқы деректерді талдау негізінде автор осы байланыс саласындағы агенттіктердің тәжірибесін сипаттайтын кейбір тенденциялардың тізімін жасайды.

Түйін сөздер: маркетинг, қоғаммен байланыс, PR науқаны, тиімділік, PR агенттіктері, PR коммуникациялары, аутсорсинг.

Адильбек Торебек

Евразийский образовательный холдинг, Нур-Султан, Казахстан.
E-mail: adilbektorebek@gmail.com

PR-КОММУНИКАЦИИ В СОВРЕМЕННОМ ОБЩЕСТВЕ

Аннотация: данная статья посвящена вопросу развития современной PR-коммуникации, она выходит из довольно распространенной практики сотрудничества компаний с определенной тематикой бизнеса и специализированного PR-агентства, что является результатом феномена последних лет – аутсорсинга. В этой работе автор использует уникальные возможности доступа к внутренним данным ведущего зарубежных PR-агентства. Данные, на основе которых автор отражает тенденции последних лет относятся к реализованным коммуникационным PR-кампаниям в 2015 и 2020 годах для транснациональной компании, работающей на рынке в области девелопмента на рынке розничной торговли. Целью данной работы является использование исследования, основанного на анализе реальных данных, полученных из практики, для обозначения и представления списка тенденций в PR, которые формируют реализуемые кампании и повседневную практику.

Рассмотрен узкий теоретический контекст и определены основные концепции с использованием мировой литературы. Связь с общественностью являются неотъемлемой частью комплекса коммуникаций, одним из элементов комплекса маркетинга. Самое большое пространство отведено непосредственно сфере связей с общественностью, включая ключевые тактики, методы и инструменты, которые в дальнейшем прорабатываются в практике. Представлена методология исследования, которая является мерой всей работы и содержанием основной части. В связи с целью работы автором сначала проводится анализ вторичных внутренних данных PR-агентства. Это сравнительный медиа-анализ, который сравнивает две практически идентичные PR-кампании, которые проводились с разницей в четыре с половиной года, с использованием выбранных показателей и других ключевых критериев оценки. Поскольку простого вторичного исследования было недостаточно для достижения заявленных целей, его авторское исследование дополняет первичное исследование, основанное на данных, собранных в форме отдельных интервью с экспертами, в рамках которых результаты сравнительного медиаанализа интерпретируются в контексте практики PR агентств и отражается в контексте многолетнего опыта руководителей в этой сфере. Именно на основе анализа вторичных и первичных данных автор составляет список некоторых тенденций, характеризующих практику агентств в этой области коммуникации.

Ключевые слова: маркетинг, связи с общественностью, PR-кампания, эффективность, PR-агентства, PR-коммуникации, аутсорсинг.

Information about author:

Adilbek Torebek – doctor DBA, Eurasian Educational Holding, Nur-Sultan; adilbektorebek@gmail.com, https://orcid.org/0000-0002-4526-5489.

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Amurskaya M.A.*, Amirova R.I., Gus`kov S.V.

Financial University under the Government of the Russian Federation, Moscow, Russian,
Moscow Aviation Institute (National Research University).
E-mail: maamurskaya@fa.ru

PRECONDITIONS FOR HARMONIZATION OF ACCOUNTING SYSTEMS OF RUSSIA AND CHINA

Abstract: subject. This work provides a detailed review of the basic prerequisites and difficulties in the convergence of the Russian and Chinese accounting systems on the basis of IFRS. Purpose.The purpose of this article is to substantiate the possibility of convergence of the Russian and Chinese national accounting systems, both from theoretical and practical points of view. Methodology. The systematization of information about the analyzed objects was carried out by comparing the peculiarities of economical and historical development of Russia and China, and the characteristics of national ethics in the above-mentioned countries. Additional data were collected by analyzing the solutions for the financial statements at Russian-Chinese joint ventures, as well as by referring to the works of Russian and Chinese leading economists. Results. The author suggests a "club convergence" as a path to harmonize the accounting systems of the two countriessince this way takes into consideration the historical and cultural background of the national accounting systems of Russia and China. Conclusions.The research has revealedthat there exist a number of basic prerequisites for developing the regional convergence concept withinthe Russian and Chinese accounting systems. Such harmonization of national accounting systems will contribute to the developing of the methodological apparatus for comparing the main elements of accounting at joint Russian-Chinese enterprises, as well as to the successful implementation ofjoint investment projects in the energy sector, military-industrial complex, and the construction of large-scale infrastructure facilities, thus generally strengthening the trade cooperation between the two countries. The conclusions and recommendations made bythe author are used in training programs of the Russian-Chinese export center.

Key words: accounting, accounting system, financial statements, harmonization, Russia, China, IFRS

Introduction. Along with the recent strengthening of bilateral economic cooperation between Russia and China, as well as enhancing multilateral relationships within the WTO, BRICS, SCO, and other organizations, the convergence of the national accounting systems of Russia and China has become a topical matter.

Despite the efforts of the two countries in the reformation of their accounting systems in accordance with IFRS, this process has become fairly protracted. Thus there exists an urgent need to harmonize accounting systems based on regional characteristics of a historical, national-ethical, and other nature. Currently, these aspects remain a poorly studied area.

The historical development of the Russian and Chinese accounting systems was partially reviewed by S.N. Polenova [8,9]. Certain features of the Chinese and Russian accounting reform were mentioned in the works of L.A. Tchaikovskaya [12]. The peculiarities of the foundation and development of the Chinese national accounting system are presented in greater detail in the works of foreign authors [2]. However, comprehensive studies, that would consider the base of convergence of Chinese and Russian accounting systems, are hardly presented in modern academic research.

The major difficulties in a convergence of accounting systems (based on IFRS).

Bringing national accounting systems in accordance with IFRS proved to be the most important convergent process in the accounting field. It was intended to solve the following key tasks:

- supranational regulation of various accounting systems;
- a convergence of dissimilar national accounting systems;
- standardization of the financial statements presentations in heterogeneous political, cultural,

and economic environments [14].

However, the national accounting systems reform has faced a number of problems. According to IFRS principles, the transition is realized on a voluntary basis; however, in actual practice, it is carried out to a different degree in various countries.Thus complicating the implementation of the above-mentioned tasks.

The mechanisms and scenarios for reforming national systems under IFRS also vary from country to country. Some of them allow the direct introduction of the IFRS's provisions at the territory of their state while some issue special normative acts that only introduce certain regulations.

Various ways of implementation are distinguished according to these mechanisms, the main way beingthe adaptation of IFRS provisions in accordance with local economic realities and the processing of the original IFRS texts, i.e. development of the national standards on their basis that are close to IFRS, but not rigorously identical to it.

These processes are significantly affected by:

- distinctive features of the historical and political development of the state,
- the established legal model,
- the main sources of financing business entities,
- features of national culture and mentality,
- the influence of "Mugo" ("母国" - the parent country) [6] and other factors.

As a result, regional versions of IFRS are gaining ground, and more and more often the reforming is conducted according to the principle of regional convergence of accounting systems.

The development of accounting systems in Russia and China retains traditional features to the present time that continues to have a significant impact on the reform processes based on IFRS.

The features of the historical development of national accounting systems in Russia and China.

Due to the earlier formation of the state, the history of Chinese accounting has begun much earlier than in Russia.

The features of early bookkeeping in China are mainly related to Confucian ethical norms and are manifested in [1]:

- collective responsibility;
- loyalty to the employer (including the sovereign);
- the son's veneration of the emperor;
- traditional habitudes of kindliness in accounting matters;
- understanding accounting as a way to regulate trade and borrowing.

The main features of the first accounting relations in Russia were:

- combining of personal and collective responsibility;
- special attitude to the control of state property;
- loyalty to the sovereign;
- adoration of subordinates to the authorities.

The further development and formation of the Russian accounting system are largely related to external influence (Tatar-Mongol's innovations, Peter I era's borrowings and others), are also exposed to the impact created by political transformations in the state.

The Chinese accounting system is characterized by a phased process due to the transformation of commodity-economic relations within the state and the development of its own accounting system. However, the last phase (that begins with the fall of the dynastic regime) is also associated with borrowings, mainly from European practices.

By the end of the XX century, both countries have embarked upon a new course of market development and have begun an active interaction with international accounting experience. The beginning of the reformation in China was marked by the reforms of Deng Xiaoping, based on socialism as an economic system. The beginning of the reform in Russia was related to the USSR disintegration and the failure of the socialist economy foundations.

Despite the fact that the modern system of national standards in PRC is similar in many aspects to IFRS, the process of transition to international standards has been in retard, just as it happened in Russia. In China, there also exists an increasing trend towards convergence based on regional standards, and the country is also actively taking the initiative to create the Asian Accounting and Financial Reporting Standards.

Taking into consideration the similar features of the historical development of the two systems mentioned above, the strengthening of economical and political cooperation in recent years, and also in the context of the growing role of China in the global economy, the suggested possible course for the development of Russian accounting system is the combination of the IFRS-based reform and national standard-based convergence with China.

The influence of the philosophical and ethical factors on the formation of Chinese accounting thinkingfeatures and accounting practices, and its importance for convergence with the Russian accounting system

Basically, until the end of the XIX century the Chinese accounting system developed according to the Kant's principle of the "thing in itself", i. e. there was hardly any contact with economic systems and accounting practices outside China. Therefore, religious and ethical teachings, widespread in the country, were of great importancefor the accounting system formation.

Confucian ethics offers the concept of the following the “middle path” (中庸之道) [3], which guarantees protection from the risksand instability. Thus it is evident, that Confucius, who himself worked as an accountant in a warehouse, proposed the accounting practices based on customs and traditions.

The philosophical concept of Yin and Yang consolidated a clear separation of liabilities and profits in the accounting field, as well as the provision that cash inflows should be equal to cash outflows.

The legists’ doctrine, that substantiated the necessity for law-based management [15], has been of no less important for the development of accounting in China. The yards were united as five-yards and ten-yards entities and were bound by mutual responsibility. The legists’ doctrine was of significant influence for the strengthening of centralized power and has an impact on the practical state administration and lawmaking in the PRC until the present.

The national-ethical teachings mentioned above, as well as historical features, can be considered as one of the factors of convergence between the Russian and Chinese accounting systems. We should as well take into consideration the fact that IFRS standards are essentially the standards of financial reporting, and do not aim to unify the whole variety of national accounting practices, that is unlikely to happen in the foreseeable future.

Summarizing the main postulates of religious and ethical teachings that influenced the formation of the Chinese accounting system, we would like to highlight the main ones, that are still having an impact onto Chinese accounting practices and are also traced in the Russian national culture, as follows:

- the family values and the “oriental behavioral model”, that are also characteristic for the Russian national character; they can be seen in interpersonal interaction and in relations between economic entities, as well as in interaction with state authorities [16];

- the regulation of theaccounting sphereon the law basis and the existence of a certain system of punishments for the violation of these laws currently have a significant impact on the development and reforming the Chinese and Russian accounting systems;

- conservative attitude to the events of the past, present and future, the desire to avoid uncertainty, long-term planning identified by G. Hofstede [10], as integral components of the Chinese accounting mentality, is also inherent in Russian culture;

- the Russian national mentality features pursue of justice and profit, as well as trust in contractual relations, that also occupies an important place in Chinese tradition, while Western business practices rely mainly on the profit and contract concepts [13];

- the philosophy of Yin and Yang, Buddhism, and Taoism have consolidated the natural and cultural components in the accounting sphere [11]. This is reflected in a special sense of a man as part of the surrounding natural world andas part of one civilization. In accounting, it is manifested in special accounting practices for cultural heritage objects and natural resources. In the Russian national character, these elements are also present and can be better reflected in accounting practice, as based on Chinese experience. IFRS, though, does not distinguish these components.

Regulatory and organizational prerequisites for convergence of Russian and Chinese accounting systems

Based on essential features, the Russian and Chinese accounting systems belong to the continental model; and two systems are guided by the norms of codified law. This contributed to the fact that the principles of organization of the accounting sphere are of a similar nature:

- accounting in China and Russia is carried out in accordance with the unified rules formalized by the "Accounting Law of the PRC" (中华人民共和国会计) dated 01.21.1985 and Russian Federal Law "On Accounting" dated 06.12.2011 No. 402-FZ.

- all the issues of state reporting, reporting of private and joint ventures in Russia and China are managed by the Ministry of Finance, which is responsible for creating a unified reporting system in the country;

- the methodological management of accounting is carried out by the Accounting Standards Committee of the Ministry of Finance of the PRC and the Methodological accounting council under the Ministry of Finance of the Russian Federation, which common principles and methods of accounting for all business entities in the country;

- for book-keeping, Chinese and Russian economic entities create the accounting departments, headed by the chief accountant. In both countries organizations have also the right to hire a freelance employee for bookkeeping under a service agreement;

- business entities in China compile financial statement and send it to regulatory agencies (primarily, the Ministry of Finance and the tax bureau) monthly, quarterly and annually; and the Russian system calls for a similar time frame;

- Chinese commercial and state-owned enterprises, similarly to Russian ones, use the double-entry method for accounting.

However, there are certain differences in the accounting regulation of the two systems, which can be outlined as follows:

- regional departments, military units, and a number of other business units in China can practice their own accounting methods, but information about them is sent to the financial control authorities in a normatively specified manner;

- all accountants working in China must pass the qualification state exam (会计从业资格考试); thus, their knowledge undergoes mandatory state verification;

- commercial enterprises with foreign capital in China can keep accounting in foreign currency and use a foreign language if this is justified in the relevant state control bodies.

Those differences, from our point of view, are not a systemically significant obstacle to the convergence of the two accounting systems, but are, on contrary, of scientific and practical interest for the possibilities of reforming the Russian accounting system. For example, the introduction of the system of mandatory state certification of accountants, similar to the Chinese one, would reduce the number of accounting errors and could contribute to the formation and rallying of an effectively working professional accounting community in Russia. Also, the structure of the Chinese Accounting Standards Committee of the Ministry of Finance, whose functions are not duplicated by other bodies, as it happens in Russia (in particular, by the expert council under the State Duma of the Russian Federation, etc.), is seen as very productive.

Methods. The methods used are general scientific and special, such as: a system analysis method; content analysis method; comparative analysis method; analysis and synthesis method; system approach method.

Chinese methods of reforming the accounting system, that is of particular interest in terms of possible implementation in Russian accounting practice, are the following:

- the reform process is based on a pre-established legislative framework, which ensures avoiding business practices in a regulatory vacuum [17];

- accounting innovations are tested in separate regions/zones/districts, and then, if theresult is positive, theinnovative practices are applied throughout the country;

- the "one country - two systems"[18] principle allows us to consider the features of the activities in different regions of China in the context of national, geographical and industrial diversity;

- the active participation of scientific personnel in the development of reform projects in China ensures, that the theory is not distanced from practice;

- in the reforming process, the Chinese state combines the introduction of international practiceelements with the preservation of characteristics of the national economic system [5].

Results and Discussion. Despite certain differences in the legal regulation of two accounting systems, it should be emphasized that two regulatory systems are aiming at solving the same problem, i.e. creating a balance between market forms of business and statelegal regulations.

As Russian-Chinese economic cooperation is currently carried out mainly in the large-scaleinterstate projects and by the large state holdings, the main parties of interaction in the process of implementing these projects are representatives of ministries and departments, the delegates of the state apparatus, deputies, etc. This has a great impact on regulatory convergence initiatives, that initially arise at the highest levels through analysis of the interstate economic interactions.

The peculiarities of book-keeping, accounting, andpresentation of financial statement in Russia and China.

In contrast to the group of countries practicing the Atlantic accounting model, the regulation of accounting in China and Russia is concentrated on the accounting practices themselves (collecting, processing, and fixing the accounting information), as well as on compilation of reporting (presentation of the result).

In both countries, there is a statutory chart of accounts that defines the uniform accounting methodology of the state. The National Chart of Accounts of the PRC is mandatory (Accounting System of the People's Republic of China for Enterprises with Foreign Investment. The Ministry of Finance. 24 June 1992). However, it still provides the possibility for economic entities to use their own accounts, which can be useful for special business practices. However, the introduction of such accounts is to be mandatorily justified by the tax and other state control authorities.

As the Russian chart of accounts does not provide such freedom of accounting practice, the experience of China in accounting for business transactions at the enterprises with foreign capital and other joint ventures, including enterprises with state participation, might be of certain interest. The fact that Russian accounting does not have a similar practiceyet also makes it difficult to create and operate Russian-Chinese joint ventures [19].

The Chinese chart of accounts differs from the Russian one in being more detailed and having a larger number of accounts, tied to sections. The Chinese version of the expanded nomenclature of accounts is intended to provide detailed information for the preparation of reliable accounting reporting.

The accounts of Section 3 (general accounts) of the Chinesechart of accounts are particularly worth consideration, as this group is actively used by insurance and financial companies, as well as by investment funds. They can be successfully introduced into the Russian accounting practice:

- "net capital inflows and outflows" accumulate reserves for profits from securities, inter-branch funds, inter-structural operations, etc.;

- "foreign currency purchase and sale transactions" regulates foreign exchange operations between counterparties;

- "derivative financial instruments" control operations on derivative financial instruments;

- "hedging instruments" take into consideration operations to ensure risks from losses caused bymarket prices changes compared with those existing at the time when the contract between the seller and the buyer was negotiated;

- the group of accounts regulating investment operations: "Investments in real estate", "Financial assets available for sale", "Long-term equity investments", "Investments withheld until a certain term", etc.

The introduction of these accounts in Russian practice will not only contribute to the comparability of accounting reporting practices of the two countries but will also complement the Russian system with deficient accounting elements in order to obtain transparent information about the objects accounted for [20-22].

In China, as well as in Russia, the composition of the accounting (financial) statements differs depending on the legal form of the economic entity. For commercial enterprises of the two countries, the composition of the reporting is similar (see table 1).

Table 1- The composition of financial statements of Russian and Chinese commercial enterprises

China [12]	Russia [34] /
Annual Reporting	
1) Financial statements, which include: - balance sheet; - income statement; - cash flow statement; - applications. 2) Notes to the financial statements 3) The financial health of a company	1) Balance sheet; 2) statement of financial results; 3) Attachments to the balance sheet and statement of financial results. Applications include: - statement of changes in capital; - cash flow statement.

The balance sheet structure of the two countries is similar. Peculiarities of the arrangement of assets and liabilities and their composition were reviewed by the author in the article "Comparison of the balance sheets of Russia and China" [7].

The Russian and Chinese statements of financial results belong to the "cost function" report form, and the content of the main items complies with the requirements of international financial reporting standards, and also contains the articles recommended by IFRS.

The main indicators of cost and profit are also similar in the statements of financial results in two countries. The Chinese statement of financial results contains an indicator of operating profit as a basic indicator; its value is close to the value of net total profit.

The Russian system, on the other hand, is based on the indicator of gross profit. Chinese operating profit provides more objective information about the activities of the enterprise and is of practical interest for implementation in Russia. Its calculation is as follows:

[1] Accounting Law of the PRC (1985). URL: http://www.mof.gov.cn/index.htm (accessed 02.07.2020)
[2] Accounting Standard No. 32 "Interim Financial Reporting" (2006). URL: http://www.mof.gov.cn/index.htm (accessed 02.07.2020).
[3] "On Accounting", The Federal Law No. 402-FZ (2011) URL: http://www.consultant.ru (accessed 02.07.2020).
[4] "On the forms of financial statements of organizations", The Order of the Ministry of Finance of Russia No. 66n (2010) URL: http://www.consultant.ru (accessed 02.07.2020).

Operating profit = revenue − cost of sales − taxes and fees from core activities − operating expenses − management expenses − financial expenses − losses from impairment of assets +/- positive changes in fair

Fig. 1. Calculation of the Chinese operating profit.

Investigation of the notes to the reporting did not reveal significant differences, two systems prove to be quite similar. Though, there is a certain divergence in understanding the role of annotations in the countries of the Anglo-American and continental accounting models.

As noted above, the countries of the continental model (which include China and Russia) use the standard formats of the balance sheet and statement on financial results, which are usually approved by the Ministry of Finance. Due to the fact that these two forms of reporting contain a fairly detailed presentation of the elements of the accounting (financial) statements, the significance of the notes is usually slightly reduced. However, if we talk about the use of reporting information for the purposes of strengthening of Russian and Chinese enterprises and investment cooperation between them, then presenting the information about the company and its activities to concerned users is important from the point of view of management [4].

However, in terms of the content of the notes to the statements, the two systems still have certain distinctions:

- Russian requirements for the formulation of notes to statements are more imperative than Chinese ones. Chinese notes are based on the types of reporting, while Russian notes are based on the balance model, i.e. the Chinese version is more general, and the Russian version is more specific;

- Chinese notes are peculiar for paying particular attention to the disclosure of the accounting policies of the business entity.

Understanding of these specific features will help to develop the ways for their (Chinese and Russian accounting systems/ composition of financial statements) convergence.

Conclusion. The preconditions for the convergence of national accounting models of the two countries, as reviewed above, allow us to recommend a convergent development vector correlating with modern international accounting trends, which will involve the gradual convergence of the accounting systems of Russia and China in order to create, spread and efficiently operate joint ventures.

The introduction of IFRS in Russia and China has its own peculiarities and is influenced by national legal models and the strong dependence of national economic entities on government funding sources.

The author outlines the closeness of accounting systems of the two countries, which, in the context of growing trends of convergence on a regional basis, allows to suggest a “club convergence” strategy that will consider the historical, ethical and mental features of the two national accounting systems, thus expanding the opportunities for economic cooperation between the two countries.

Амурская М.А.*, Амирова Р.И., Гуськов С.В.

Ресей Федерациясы Үкіметі жанындағы Қаржы университеті, Мәскеу, Ресей,
Мәскеу авиациялық институты (Ұлттық зерттеу университеті).
E-mail: maamurskaya@fa.ru

РЕСЕЙ МЕН ҚЫТАЙДЫҢ БУХГАЛТЕРЛІК ЕСЕП ЖҮЙЕЛЕРІН ҮЙЛЕСТІРУДІҢ АЛҒЫШАРТТАРЫ

Аннотация: бұл жұмыста ҚЕХС негізінде Ресейлік және Қытайлық бухгалтерлік есеп жүйелерін жақындастырудың негізгі алғышарттары мен қиындықтарына егжей-тегжейлі шолу жасалады. Бұл мақаланың мақсаты – Ресейлік және Қытайлық ұлттық бухгалтерлік есеп жүйелерін теориялық және практикалық тұрғыдан жақындастыру мүмкіндігін негіздеу. Талданатын объектілер туралы ақпаратты жүйелеу Ресей мен Қытайдың экономикалық және тарихи даму ерекшеліктерін, сондай-ақ осы елдердегі ұлттық этика ерекшеліктерін салыстыру арқылы жүргізілді. Қосымша мәліметтер Ресей-Қытай бірлескен кәсіпорындарының қаржылық есептілігі туралы шешімдерді талдау, сондай-ақ жетекші Ресей және Қытай экономистерінің жұмысына жүгіну арқылы жиналды. Автор "клубтық конвергенцияны" екі елдің есеп жүйелерін үйлестіру жолы ретінде ұсынады, өйткені бұл жол Ресей мен Қытайдың ұлттық есеп жүйелерінің тарихи-мәдени алғышарттарын ескереді.

Зерттеу Ресейлік және Қытайлық бухгалтерлік есеп жүйелері аясында аймақтық конвергенция тұжырымдамасын әзірлеудің бірқатар негізгі алғышарттарының болуын анықтады. Ұлттық бухгалтерлік есеп жүйелерін мұндай үйлестіру бірлескен Ресей-Қытай кәсіпорындарындағы бухгалтерлік есептің негізгі элементтерін салыстырудың әдіснамалық аппаратын дамытуға, сондай-ақ энергетикада, қорғаныс-өнеркәсіптік кешенде және ірі инфрақұрылымдық объектілерді салуда бірлескен инвестициялық жобаларды сәтті іске асыруға ықпал етеді. Бұл тұтастай алғанда екі ел арасындағы сауда ынтымақтастығын нығайтады. Автор жасаған тұжырымдар мен ұсыныстар Ресей-Қытай экспорттық орталығының оқу бағдарламаларында қолданылады.

Түйін сөздер: бухгалтерлік есеп, бухгалтерлік есеп жүйесі, қаржылық есептілік, үйлестіру, Ресей, Қытай, ҚЕХС.

Амурская М.А.,* Амирова Р.И., Гуськов С.В.

Финансовый университет при Правительстве Российской Федерации, Москва, Россия,
Московский авиационный институт (Национальный исследовательский университет).
E-mail: maamurskaya@fa.ru

ПРЕДПОСЫЛКИ ГАРМОНИЗАЦИИ СИСТЕМ БУХГАЛТЕРСКОГО УЧЕТА РОССИИ И КИТАЯ

Аннотация: в данной работе дается детальный обзор основных предпосылок и трудностей сближения российской и китайской систем бухгалтерского учета на основе МСФО. Целью данной статьи является обоснование возможности сближения российской и китайской национальных систем бухгалтерского учета как с теоретической, так и с практической точек зрения. Систематизация информации об анализируемых объектах проводилась путем сопоставления особенностей экономического и исторического развития России и Китая, а также особенностей национальной этики в указанных странах. Дополнительные данные были собраны путем анализа решений по финансовой отчетности российско-китайских совместных предприятий, а также путем обращения к работам ведущих российских и китайских экономистов. Автор предлагает “клубную конвергенцию" как путь гармонизации учетных систем двух стран, поскольку этот путь учитывает историко-культурные предпосылки национальных учетных систем России и Китая.

Работа посвящена вопросам и проблемам принятия национальными правительствами Международных стандартов финансовой отчётности (МСФО). В работе на примере Китая рассматриваются хозяйственные, правовые, культурные и другие трудности сближения с МСФО развивающихся стран и показывается невозможность окончательного перехода национальной учётной системы на международные стандарты.

Проведенное исследование выявило наличие ряда базовых предпосылок для разработки концепции региональной конвергенции в рамках российской и китайской учетных систем. Такая гармонизация национальных систем бухгалтерского учета будет способствовать развитию методологического аппарата сопоставления основных элементов бухгалтерского учета на совместных российско-китайских предприятиях, а также успешной реализации совместных инвестиционных проектов в энергетике, оборонно-промышленном комплексе, строительстве крупных инфраструктурных объектов, что в целом укрепит торговое сотрудничество между двумя странами. Выводы и рекомендации, сделанные автором, используются в учебных программах российско-китайского экспортного центра.

Ключевые слова: бухгалтерский учет, система бухгалтерского учета, финансовая отчетность, гармонизация, Россия, Китай, МСФО.

Information about authors:

Amurskaya M.A. – PhD, associate professor, Financial University under the Government of the Russian Federation, Moscow, Russian Federation, E-mail: maamurskaya@fa.ru, https://orcid.org/0000-0003-2497-8209;

Amirova R.I. – Ph.D., associate professor of Department of the Audit and Corporate Reporting, Financial University under the Government of the Russian Federation, Moscow, Russian Federation, E-mail: ramirova@fa.ru, https://orcid.org/0000-0003-0370-986X;

Gus`kov S.V. – associate professor, Moscow Aviation Institute (National Research University), Moscow, Russia, E-mail: mister.guskov2010@yandex.ru.

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Bleutaeva K.,* Gussenov B.

Zhetysu University n.a. I. Zhansugurov. Kazakhstan.
E-mail: maga_alanov@mail.ru

FEATURES OF DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY OF THE REPUBLIC OF KAZAKHSTAN IN THE ERA OF GLOBALISATION (ON THE EXAMPLE OF THE ALMATY REGION) AND RESUMPTION OF THE GREAT SILK ROAD

Abstract: at the threshold of the twenty-first century, the world community is faced with problems caused by the global restructuring of the existing world order. New geopolitical and economic realities are becoming catalysts for global and regional development. The fate of humanity no longer depends on the balance of power between the two opposing systems, which is characteristic of the cold war period. In the multipolar system of world politics that is developing today, a number of centers of attraction and influence have been identified: a powerful world power - the United States of America, Europe, which is rapidly moving towards unification, and our great neighbor - Russia. The formation of influential centers of world politics in Asia, especially in the face of Japan and China, is very active.

Inclusion in global economic processes has now become a necessary condition for ensuring national development for every country that strives for the efficiency and competitiveness of its economy. Isolation from global processes inevitably leads to lagging behind and pushing the country into the outsiders of the world economy. Kazakhstan, having become a full-fledged subject of international economic relations (IEA), has established economic ties with many developed and developing countries, and expanded the range of partner countries. There is a deepening of trade and economic relations with them, moving towards integration into the world market.

The article considers the economic background of historical and geographical description of the world; historical facts of the Great Silk Road; describes main problems of the formation and development of the Great Silk Road at the present stage; considers the directions of the Impact of the Great Silk Road on the economy of the participating countries; proposes main ways to eliminate the problems of the development of modern directions of the Great Silk Road.

Key words: economy, region, politics, trade, management, development, globalisation.

1. Introduction. Any science is determined primarily by two concepts - the object and subject of research. The object of science is a generic concept, so it includes the object of the limit (wide), peculiar and specific objects. Many Sciences have a common wide object of study - the Earth [1]. The subject of science is different from its object clearly limited to those parties that at this time we study, a particular scientific theory with the obligatory account of the angle of view of the consideration of this object. Thus, all geographical and historical Sciences share a common point of view - the identification of territorial and spatial-temporal relations between the elements of specific objects [2].

Each of us probably wondered: how did it all start? Originates from the historical description, our homeland, our country, around the world?

In the history of human civilisation there are many examples of long-term mutually beneficial cultural and economic cooperation between countries and peoples with different political, religious and ethnic traditions. For example, there was a legendary way "from the Varangians to the Greeks", which operated for a long time between Russia and the Scandinavian countries (Sweden, Norway, Denmark). Salt trade route was known in history, which passed through the African continent, passing mainly through the Sahara Desert. But the most significant, widely known in the world was the GREAT SILK ROAD (GSR), stretching from the shores of the Atlantic Ocean to the shores of the Pacific, crossing the entire Asian continent and connecting the Mediterranean countries with the Far East in ancient times and the early middle ages. It was not just a road or even a system of roads from the ocean to the ocean, it was a complex cultural and economic bridge between East and West, connecting people in their quest for peace and cooperation [3].

2. Methodology. In the course of the research general methods were used: methods of analysis of historical facts: horizontal, vertical, ratio, comparison and others.

General scientific and special research methods were used to Study the Silk Road as a method of eliminating free trade in Europe and Asia:

- study of essays and literature;
- study of the legal framework;
- analytical method;
- economic and historical realities.

2.1. Academic research. In the last issue of the journal Eurasian Geography and Economics for 2015 (Volume 56, Issue 4, 2015) three articles are devoted to the American project "New Silk Road" as an object of academic research:

“The US Silk Road: geopolitical imagination or the repackaging of strategic interests?” - Marlene Laruelle.

“Parsing mobilities in Central Eurasia: border management and New Silk Roads” - Alexander C. Diener.

“Central Asia: The New Silk Road Initiative's Questionable Economic Rationality” - Sebastien Peyrouse, Gaël Raballand.

These three articles acquaint readers with scientific research on the so-called American policy of the "Silk Road" through the study of its fundamental conceptual framework. The first article, written by Alexander Diener, proposes to look at the American "Silk Road" as a concept of mobility. The American Silk Road is built on the conviction that economic development and political stability are achieved through increased mobility of goods, people and ideas. However, the processes of integration are hampered by the immobility of borders and the high level of securitisation, as observed in the Central Asian States [4].

In the second article, Marlene Laruel explores through the lens of "critical geopolitics" how the United States position themselves in Central Asia and offers a geopolitical puzzle, many parts of which, however, are lacking. This vague American geopolitics lacks mechanisms of dialogue with competing projects put forward by other external actors, both within the framework of the same allegory "Silk Road", and within another — Eurasian.

In the third material Gaël Raballand and Sebastien Peyrouse explore the economic roots of the American project "Silk Road" and the issues of expected economic rationality of the development of trade and transport in the large Central Asian region [5].

Alexander Diener in his article "Parsing mobilities in Central Eurasia: border management and New Silk Roads analysis of mobility in Central Eurasia" examines the projects of the "Silk Road" through the concept of mobility, which gives a different dimension than the "metaphysics of settlement". However, there is "good" and "bad" mobility. Bad mobility is illegal traffic, good mobility is good traffic. In Central Asia, multiple mobile manifestations widely characteris e the embodiment of the legendary Silk Road, taking the form of hydrocarbon pipelines, migration flows, drug trafficking routes, trade relations and transit of military supplies. However, this historical reference hides the current political and geographical difficulties of mobility in Central Eurasia within the legal framework [6].

In Central Asia, paradoxically, bad traffic (drug trafficking, etc.) continues to flourish, while mobility, which can bring prosperity to all States in the region (trade, investment, etc.), meets more and more barriers in its path, which complicates the implementation of regional integration projects — mobility projects (to which the author refers the American and Chinese "Silk road", as well as the Russian Eurasian project). The status of "landlocked countries", a modernist concept of borders and sovereignty, suggests that the prospects for transcontinental trade must be accompanied by an unprecedented level of regional cooperation [7].

In the material "The US Silk Road: geopolitical imagination or the repackaging of strategic interests? American silk road: Geopolitical illusion or revision of strategic interests?" Marlene Laruel writes that Central Asia has become a region that provides rich food for the creation of geopolitical myths, inflated illusions on the part of external and internal figures. Since the 1990s, and more openly since 2011, official Washington has adopted the romantic and nostalgic concept of the Silk Road, which formulates American policy for Central Asia. In his article, the author uses the methods of critical geopolitics to understand the prerequisites and forecasts of American foreign policy regarding post-Soviet Central Asia and its environment [8].

According to Laruel, the American version of the "Silk Road" can be perceived as a geopolitical illusion, to the same extent as the Russian Eurasian concept. The article offers a discussion on how external players use the allegory "Silk Road" in various ways, along with the Russian terminology about Eurasia. The author analyses the origin and formation of the American concept of the "Silk Road", its administrative and political bodies. Back in 1991, immediately after the collapse of the Soviet Union, Western countries quickly began to use this metaphor and started talking about the emergence of the East-West axis, which will connect the new independent countries with Europe (Dana, L-P 2010). In 2011, while on a visit to India, US Secretary of state Hillary Clinton introduced a new concept of the "silk road", which extends to Central and South Asia. Behind this concept were the following strategic arguments: first, the preparation of the US withdrawal from Afghanistan and the development of a viable project with a wider access to the region; secondly, confirmation of the new status of its strategic partner – India, as a possible American gateway to Eurasia [9].

But the American concept was immediately subjected to considerable criticism: for the lack of necessary resources, real interest, as well as for the mixing of geographical concepts. Despite the statements of American officials, Afghanistan has never been the center of the "Great Silk Road", it was not a place where trade routes to India, China or Europe converged and there was a transit zone. This does not mean the same thing as being Central to the network [10].

In the article "Central Asia: The New Silk Road Initiative's Questionable, Dubious Economic Rationality of the concept of the New Silk Road" Gaël Raballand and Sebastien Peyrouse explore how the American project "The Silk Road" can be a "geopolitical" standard of trading policy, deliberately excluding Russia, Iran and China. The first part of the article focuses on the potential of trade exchanges between South and Central Asia in the context of the dominance of Russian and Chinese partners, as well as on the efforts of Ankara and Tehran to develop trade policy, which does not necessarily include Afghanistan, India and Pakistan. The second part of the article discusses the relevance of the development criteria on which the American project is based, namely the reduction of distance and time [11]. The article asks whether these criteria can stimulate trade flows only on the basis of developed infrastructure. The authors conclude that the initiative does not take into account many other key elements, such as safety, transportation costs and good governance, which significantly weaken its foundations [12].

Ilimzhanova, 2018 writes that trade route development projects in Central Asia should take into account the context in which Russian and Chinese flows dominate in regional trade in many ways. This raises the question of the potential of the West to redirect these flows, and whether the countries of the region are interested in it. The American initiative also raises several questions about its economic feasibility: what models have been used to estimate the quantity of goods transported to date? How the potential was calculated for the development of trade? How would you rate the security risks and the cost of transportation? Many of these criteria were overlooked (Dana, L-P, 1997).

According to Gussenov, 2017, until now, the growth of trade between Central Asia and Afghanistan / South Asia was due to the traffic of military equipment, which cannot be attributed to a full-fledged commercial trade. Political statements about the Silk Road always emphasize the need to restore the road infrastructure. However, it is much easier to draw a corridor on a map than to actually encourage more trade. This is typical not only for Central Asia, but is a much more complex global phenomenon. In this regard, isolation from the "real world" may lead to the fact that mass investment may not cope with the stated goals to increase trade and reduce poverty [13].

3. Results. "Geopolitics of the New Silk Road" defines priorities in the modern transport system on the new Silk Road of China, Iran, Turkey, India, Pakistan, and Afghanistan.

The Europe-Asia transport corridor, which is the Silk Road, has once again been laid in the middle of the vast Eurasian continent. None of the countries gravitating to it was not bypassed [14].

This project is especially relevant for the countries of Central Asia, which previously had outlets only in the Northern direction, and now have transport access to world markets in the Southern, Eastern and Western directions [15].

As part of this policy, Chinese Railways have connected with Kazakhstan, Turkmenistan and Iran. In the future, the Central highways of China, Central Asia, the South Caucasus, Iran and Turkey should become a single transport system.

For several years, the Beijing – Almaty – Tashkent – Tehran – Istanbul cross-railway has been operating and further to Europe. This TRANS-Asian road runs parallel to the TRANS-Siberian railway, but two thousand kilometres to the South [16].

The second birth of the Great Silk Road is of great importance for Kazakhstan, whose geopolitical position for thousands of years made the country a "Golden Section of the Great Silk Road". The opening of routes to overseas ports creates favourable conditions for strengthening traditional ties not only with neighbouring Central Asian countries and Russia, but also with the countries of the South Caucasus, Turkey, China, Korea, Iran and Pakistan. The completion of the transport corridor "Western Europe – Western China" will increase the international status of Kazakhstan as a transit country. The developed system of pipelines allows not only to export natural gas to neighbouring countries, but also to provide gas pipelines for gas supply to Russia and other countries. All this makes it possible to attract significant in size and quickly payback foreign investments to the countries of Central Asia [17].

The total length of the international corridor "Western Europe - Western China" from the port of Lian Yungan in China to St. Petersburg in Russia is more than 8.4 thousand km, of which 2 787 km is in Kazakhstan, of which 2452 km is subject to reconstruction (from Khorgos on the border with China, to Martuk on the border with the Russian Federation with access to Orenburg). This corridor also provides access to Uzbekistan and Kyrgyzstan.

Construction of the highway on the territory of the Republic of Kazakhstan is financed by loans from international financial institutions with co-financing from the National budget. Today opened to traffic from the GR of the Russian Federation to Almaty region through the cities of Aktobe, Kyzylorda, Shymkent, Taraz with the length of 2 028 km and Full completion is planned in 2019.

On April 16, 2009, a Memorandum was signed in Beijing with the Chinese party on the establishment of the Western Europe - Western China corridor. Currently, within the framework of the Memorandum, the Chinese party has fully completed the project on its territory with a length of 3,425 km [18].

As part of the development of this corridor, a Memorandum was signed in September 22, 2008 in Aktobe between the Ministry of transport and communications of Kazakhstan and the Ministry of transport of the Russian Federation on cooperation and development of this route.

In March 2013, the route of the corridor on the territory of Russia "St. Petersburg-Moscow - Vladimir - Kazan – Bavly – Orenburg – the border of the Republic of Kazakhstan" was completed with a length of 2493 km.

According to the Russian side, since 2012, reconstruction and repair works have been carried out on the sites:

- St. Petersburg-Moscow, with a length of 724 km, with completion in 2019, and on separate sections between Moscow and Kazan and Shali-Bavly.

The implementation of this route is of great importance not only for Kazakhstan, but also for all participating countries, in increasing the transit potential [19].

Economic studies have shown that the project will bring the following benefits for Kazakhstan:

- savings from reducing RTN (road transport network) costs - $ 63 million, annually;

- savings from reduced travel time of $ 226 million, annually;

- benefits of reducing the accident - $ 332 thousand, annually;

- increase in foreign trade until 2020, expressed in the expansion of exports and imports by 32% and 33%, respectively.

According to the studies carried out in the framework of the feasibility study of this project, it is expected that by the end of the implementation the total cargo traffic will increase by 2.5 times and will be about 33 million tons per year [20].

According to Reuters, "China's Leadership has pledged massive funding in support of the New Silk Road, including an additional 100 billion yuan (14.5 billion dollars) to the existing Silk Road Fund, 380 billion loans and 60 billion yuan to help the development of countries and international institutions in the countries on the New Silk Road. And in addition, it promised to stimulate financial institutions to increase the financing of foreign business by 300 billion yuan" [21].

Kazakhstan projects of building modern Silk Road.

On the branches of the Kazakhstan section of the Silk Road the most promising projects are:

- creation of the international tourist center on the coast of the Kapshagai sea "Zhana-Ile" in Almaty region;

- development of tourist infrastructure "Ancient Otrar" and "Ancient Turkestan" in South Kazakhstan region;

- construction of the international tourist center "Burabay" in Akmola region, where a free economic zone has already been created;

- construction of the city of the new Millennium "Aktau city" on the Western branch of the Kazakhstan section of the silk road in the Mangystau region [22].

In addition, it is planned to create an international tourist center "Kenderli" on the coast of the Caspian Sea. Kazakhstan is actively involved and is the initiator of a number of activities on the Silk Road.

In the period from 2nd to 4th of September 2008, the III Forum of Mayors "Silk Road" was held in Almaty on the New Silk Road theme: "From the great tradition to modern standards of tourism and cooperation", which was attended by mayors, representatives of government agencies and business communities from 27 countries, as well as heads of international organizations. The purpose of the Forum was to further develop integration between cities, promote innovative ways of financing tourism along the Silk Road, improve mutual understanding between people and harmonious development of the region. One of the important issues of discussion was the problem of barriers to the development of regional tourism.

Thus, it is necessary to develop the potential of Silk Road products, which includes [23]:

- creation and development of joint tourism products involving visits to several countries/places;
- development of arts and crafts in order to preserve the rich cultural heritage of the Silk Road;
- development, implementation and promotion of joint strategies, programs and marketing;
- formation and improvement of the tourist image of the countries of the Central Asian region and the CIS in the framework of tourism on the Silk Road.

4. Conclusions. At the threshold of the third Millennium, humanity was faced with the need to seek new ways of cooperation, or to restore forgotten, buried in the Sands of Time. Comprehensive study and restoration of the Great Silk Road as a "Path of Dialogue" is fully consistent with this need.

The GREAT SILK ROAD for many centuries served as a rapprochement of different peoples, exchange of ideas and knowledge, mutual enrichment of languages and cultures (Fig.1). Of course, in those days there were political conflicts, wars broke out, but the Silk Road has always been revived. A relentless desire for communication, reasonable gain and greater well-being constantly prevailed over political and religious confrontation.

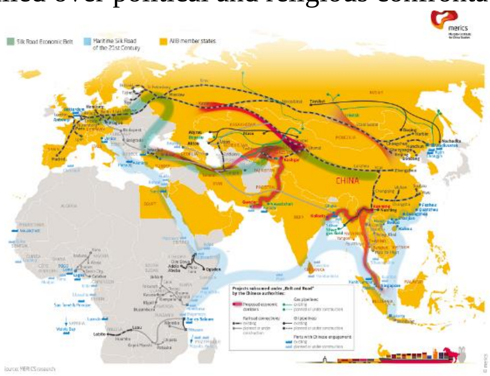

Figure 1. Map of modern Silk Road.
Note: source MERICS research https://chinabystander.files.wordpress.com.

Therefore, it is necessary to use such a convincing example when creating a model of future relations between peoples and cooperation. The history of the GREAT SILK ROAD is a history of broad cultural interaction and exchange between the peoples of the East and the West. It proves that only close cooperation and mutual enrichment of cultures are the basis of peace and progress for all mankind.

The question arises: why was all this necessary? What influenced the development of trade routes? There was an economic need for each region in trade: India wanted for lapis lazuli, China for jade, people of Central Asia for Chinese silk, etc. As a result of economic cooperation of peoples and regions, the formation of historical and geographical description of the world began, through the merger of ethnic masses and their cultural interaction. After all, it takes decades to give a historical description of at least one ethnic group. However, history gives us examples of research regions by individuals, scientists for short periods of time. Is it possible? What is the primary economic component or historical description? In short, there is a growing confidence that the revival of the Great Silk Road is not only an idea, but an international program that will soon be implemented. The roads along which caravans went a thousand years ago, on the threshold of the XXI century again attract the attention of mankind. The world community once again feels the need for these ancient roads. The need, in turn, gives impetus to development. The revival of the Great Silk Road will certainly give an opportunity to raise the economy of the region to a new level, to increase the welfare of the peoples, to use the fruits of progress.

Блеутаева К.[1],* Б. Гусенов

[1,2]І. Жансүгіров атындағы Жетісу университеті, Қазақстан.
E-mail: maga_alanov@mail.ru

ЖАҺАНДАНУ ДӘУІРІНДЕ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТІН ДАМЫТУ (АЛМАТЫ ОБЛЫСЫ МЫСАЛЫНДА) ЖӘНЕ ҰЛЫ ЖІБЕК ЖОЛЫН ҚАЙТА БАСТАУ ЕРЕКШЕЛІКТЕРІ

Аннотация: қазіргі жағдайда Қазақстан өзінің қуатты табиғи-ресурстық әлеуетіне де, сондай-ақ инновациялық салаларды жедел дамыту және "білім экономикасын" құру жоспарларына да сүйене отырып, жаһанданатын әлемдік экономикаға одан әрі енуді көздейді. Жаһандану әлемдік экономиканы

интернационалдандырудың жаңа кезеңі бола отырып, сайып келгенде ұлттық экономикалардың дамуына пайда әкеледі. Жаһанданудың оң нәтижелері мемлекеттердің халықаралық еңбек бөлінісіне қатысуымен байланысты. Олар қазіргі заманғы телекоммуникациялық жүйелерге қосылуға, өз технологияларын дамытуға, өз экономикаларын дамытуға трансұлттық корпорацияларды тартуға, қаржы және банк жүйелерін құрылымдық қайта құруды жүзеге асыруға, инвестициялар тартуға, озық білім беру бағдарламаларын енгізу арқылы халықтың сауаттылығын арттыруға мүмкіндік алады. Жаһанданудың салдарын идеализацияламай, бұл үрдістің жағымсыз жақтардан гөрі артықшылығы бар екенін мойындау керек. XXI ғасырдың табалдырығында әлемдік қоғамдастық қазіргі әлемдік тәртіпті жаһандық қайта құрудан туындаған проблемаларға тап болады. Жаңа геосаяси және экономикалық болмыс жаһандық және өңірлік дамудың Катализаторларына айналуда. Адамзаттың тағдыры бұдан былай қырғи қабақ соғыс кезеңіне тән екі қарама-қарсы жүйенің арасындағы күштердің тепе-теңдігіне тәуелді емес. Бүгінгі таңда дамып келе жатқан әлемдік саясаттың көпполярлы жүйесінде бірқатар тартылыс пен ықпал ету орталықтары ерекшеленеді: қуатты әлемдік держава - Америка Құрама Штаттары, бірігуге жылдам қадам басып келе жатқан Еуропа және біздің ұлы көршіміз - Ресей. Азияда, әсіресе Жапония мен Қытайда әлемдік саясаттың ықпалды орталықтарының қалыптасуы өте белсенді жүріп жатыр.

Мақалада әлемнің тарихи-географиялық сипаттамасының экономикалық алғышарттары; Ұлы Жібек жолының тарихи фактілері қарастырылады; Ұлы Жібек жолының қазіргі кезеңдегі қалыптасуы мен дамуының негізгі проблемалары сипатталады; Ұлы Жібек жолының қатысушы елдердің экономикасына әсер ету бағыттары қарастырылады; Ұлы Жібек жолының қазіргі заманғы бағыттарын дамыту проблемаларын жоюдың негізгі жолдары ұсынылады.

Түйін сөздер: экономика, аймақ, саясат, сауда, менеджмент, даму, жаһандану.

Блеутаева К.[1]**,* Гусенов Б.**

[1,2]Жетысуский университет им. И. Жансугурова. Казахстан.
E-mail: maga_alanov@mail.ru

ОСОБЕННОСТИ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ РЕСПУБЛИКИ КАЗАХСТАН В ЭПОХУ ГЛОБАЛИЗАЦИИ (НА ПРИМЕРЕ АЛМАТИНСКОЙ ОБЛАСТИ) И ВОЗОБНОВЛЕНИЯ ВЕЛИКОГО ШЕЛКОВОГО ПУТИ

Аннотация: в современных условиях Казахстан нацелен на дальнейшее встраивание в глобализируемую мировую экономику, опираясь как на свой мощный природно-ресурсный потенциал, так и на планы ускоренного развития инновационных отраслей и создания «экономики знаний». Глобализация, являясь новым этапом интернационализации мировой экономики, в конечном счете приносит пользу развитию национальных экономик. Позитивные результаты глобализации связаны с участием государств в международном разделении труда. Они получают возможность подключаться к современным телекоммуникационным системам, развивать собственные технологии, привлекать к развитию своих экономик транснациональные корпорации, осуществлять структурные преобразования финансовых и банковских систем, привлекать инвестиции, повышать грамотность населения путем внедрения передовых образовательных программ. Вовсе не идеализируя последствия глобализации, тем не менее, следует признать, что преимуществ у этой тенденции все же больше, чем отрицательных моментов. На пороге XXI века мировое сообщество сталкивается с проблемами, вызванными глобальной перестройкой существующего миропорядка. Новые геополитические и экономические реалии становятся катализаторами глобального и регионального развития. Судьба человечества больше не зависит от баланса сил между двумя противостоящими системами, что характерно для периода холодной войны. В многополярной системе мировой политики, которая складывается сегодня, выделен ряд центров притяжения и влияния: мощная мировая держава – Соединенные Штаты Америки, Европа, которая стремительно движется к объединению, и наш великий сосед – Россия. Формирование влиятельных центров мировой политики в Азии, особенно в лице Японии и Китая, идет очень активно.

В статье рассматриваются экономические предпосылки историко-географического описания мира; исторические факты Великого Шелкового пути; описываются основные проблемы становления и развития Великого Шелкового пути на современном этапе; рассматриваются направления влияния

Великого Шелкового пути на экономику стран-участниц; предлагаются основные пути устранения проблем развития современных направлений Великого Шелкового пути.

Ключевые слова: экономика, регион, политика, торговля, менеджмент, развитие, глобализация.

Information about the authors:

Kulzhamal Bleutaeva B. – Doctor of Economics, Professor. Zhetysu University n.a. I. Zhansugurov. Republic of Kazakhstan. maga_alanov@mail.ru, https://orcid.org/0000-0001-9414-6067;

Barkhudar Gussenov Sh. – Master of economics. Zhetysu University n.a. I. Zhansugurov. Republic of Kazakhstan. king_bara@mail.ru, https://orcid.org/0000-0003-0275-8029.

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Baigireyeva Zh.[1]*, Niyazbekova Sh.U.[2], Shamisheva N.[3]

[1]Kazakh Humanitarian Law Innovative University, Semey, Kazakhstan;
[2]Moscow Witte University, Moscow, Russia;
[3]L. N.Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan.
E–mail: zhanaruskaman@mail.ru

ANALYSIS OF HUMAN CAPITAL DEVELOPMENT IN HEALTHCARE IN THE NORTH KAZAKHSTAN REGION

Abstract: the need for a comprehensive study of the problems of human capital development in healthcare, the implementation of the set measures in this area will determine the final result of the activity and the planned strategy.

Scientists note in their research that human capital closely interacts with the population in terms of biological, social and economic properties.

The object of the research is human capital and healthcare institutions of the North Kazakhstan Region of the Republic of Kazakhstan.

The subject of the research is the mechanisms and methods of human capital development in healthcare organizations.

The methodological and theoretical basis of the research is hypotheses and concepts presented and justified in the classical and modern works of economists who implement managerial approaches to the analysis of the human capital management system in organizations.

The empirical basis of the research is the works of scientists, the main trends in managerial decision – making in the materials of publications and reports of health care institutions in the North Kazakhstan Region of the Republic of Kazakhstan.

The country developed in 2019 and approved the State program for health development of the Republic of Kazakhstan for 2020 – 2025.

Human capital is equal to the amount of investment in health care – the monetary cost of receiving medical services. Spending on human capital development in health care is an investment, since it involves the transfer of resources from today to tomorrow.

We found out that the North Kazakhstan region has rather weak health care, many key indicators are worse than the national average. The deplorable situation caused by a weak material and technical base and a shortage of personnel is going to be corrected during the implementation of the comprehensive plan of socio – economic development of the region for 2018–2022.During the years of the country's independence, no hospitals were built in Petropavlovsk, only the 3rd polyclinic. For some reason, the program "100 schools, 100 hospitals" passed by Petropavlovsk.

The main task and goal of human capital in healthcare is to attract and develop the professionalism of the medical worker, as well as to reveal its hidden potential.

Key words: human capital; health care; expenditures; investments in health care; human capital development.

Introduction. The main factor of human capital improvement is an investment. This is the main aspect of human resources prosperity. Investments in it are any action that enhances the skills and abilities, so we can say the productivity of employees. Similar to State spending on medical machines and other equipment, expenses that contribute to someone's productivity can be considered as investments, because current expenses (or costs) are incurred with the expectation that these expenses will be repeatedly compensated by an increased flow of income in the future.

National health expenditures. Kazakhstan spends 1.9 percent (2017) of its GDP on public health expenditures. Actually, this is lower than the regional average (4.9 percent) and the average for its income group (4 percent). In 2015 there is 3 percent of the population bear catastrophic health care expenditures, measured as out – of – pocket expenditures exceeding 10 percent of consumption or household income.

Analysis of publications. At present, in scientific literature, even specially devoted to the consideration of the essence of human capital development in health care, its components are rare and not always clearly disclosed.Jean – Baptiste Say mentioned in his industrial economics book "Treatise on Political Economy" that capital is based on three inherent abilities of an individual to foresee, reason and refrain. To make up the capital means to prepare supplies, shelter, shelter, leisure, education, independence, dignity for future generations. Whether it consists of materials, supplies, or tools, capital contains two sides: usefulness and value. Capital is the same product as any other and gets its name from the future destination. The issues of human capital development in healthcare were studied by V.V. Zakharenkov, M. Mukhambekov, A.A. Gafurovand others.

L.V. Vodogreeva, V.A. Polessky, Y.V. Shilenko, and others are devoted to theoretical issues of health care system management. Such researchers as L.I. Abalkin, I.F. Zhukovskaya, S.T. Kajaeva made a notable contribution to the study of problems of health care economics and improving its effectiveness.

The results of the research. Health is considered as a certain stock or, in other words, a long – term commodity necessary for the production and exploitation of human capital.

Human capital is a stock of resources, a set of means (material, financial, intellectual, etc.) used by an organization to make a profit.

Human capital, fully developed and properly used, can influence the achievement of enterprise results. It is noted that human capital is a set of human knowledge and skills that an enterprise can use to achieve its goals. All enterprises need human capital to function and achieve their goals.Healthcare organizations need to locate and manage talent that will support their unique operational objectives and help them to remain compliant in our complex and changing world.The evolving healthcare industry and new trends are creating a fresh set of challenges for Human Resource departments.

Human capital management strategy is a set of issues related to the management of employees in the company. It is one of the most important aspects of an organization's economic activity in today's environment. The economic performance of organizations in any field of activity and industry depends on the efficiency of human capital use and management. This means that the management of organizations faces the issue of managing human capital to analyze the results and take effective measures to improve the efficiency of its use.

An integrated approach to human capital management is based on the use of the results of its potential assessment. If you look at the internal content, it is also crucial to define the goals of human capital management.

The human capital concept in Kazakhstan at strategic facilities is transformed under the influence of Western management. As the company attaches great importance to training and retraining of specialists and workers, the development of human resources is purposefully implemented by the company's philosophy.

Health care costs in a globalized world are seen as an investment in human capital. The following data shows the volume of services that were provided by health care institutions of the North Kazakhstan region for 2013 – 2019 (Table 1).

Table 1. The volume of services provided by health care institutions of the North Kazakhstan region of the Republic of Kazakhstan in the period from 2013 to 2019

Years	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**
Total (region)	**25 387 744,0**	**27 218 301,0**	**27 880 464,0**	**33 450 562,0**	**36 279 608,0**	**36 463 753,0**	**41 263 663,0**
Petropavlovsk	15 994 314,0	16 979 995,0	18 055 684,0	21 913 242,0	24 372 090,0	24 161 002,0	27 534 989,0
Ajyrtauskij	1 007 124,0	1 098 296,0	1 116 855,0	1 309 785,0	1 393 009,0	1 654 440,0	1 869 759,0
Akzharskij	522 293,0	511 243,0	463 138,0	536 636,0	555 457,0	599 742,0	610 500,0
M.Zhumabaev	803 076,0	995 042,0	882 844,0	988 684,0	969 930,0	947 692,0	1 103 324,0
Esil'skij	547 554,0	512 959,0	529 427,0	527 943,0	691 710,0	x	763 790,0
Zhambylskij	953 571,0	966 554,0	672 613,0	863 424,0	900 764,0	890 906,0	1 009 764,0
Kyzylzharskij	749 364,0	902 351,0	954 116,0	1 264 658,0	1 142 301,0	1 213 028,0	1 407 469,0
Mamlyutskij	444 707,0	492 756,0	467 404,0	541 839,0	560 047,0	616 534,0	x
Shalakyna	469 592,0	549 889,0	504 384,0	572 242,0	605 416,0	x	701 359,0

Akkajynskij	737 039,0	795 785,0	787 076,0	874 937,0	955 391,0	937 297,0	x
Tajynshinskij	1 441 183,0	1 531 797,0	1 597 658,0	1 964 160,0	2 042 431,0	x	2 286 737,0
Timiryazevskij	294 689,0	287 978,0	255 805,0	302 675,0	317 940,0	x	x
Ualihanovskij	444 256,0	445 094,0	396 399,0	464 532,0	511 440,0	512 814,0	434 401,0
G.Musrepov	978 982,0	1 148 562,0	1 197 061,0	1 325 805,0	1 261 682,0	1 256 289,0	1 374 949,0

Note: compiled by the authors.

Kazakhstan, with the transition to a new economic model, continues to build human capital to support a productive and adaptable labor force, to strengthen the social protection system, to manage economic turmoil, and support sustainability. Each of these pillars is based on a critical platform. Kazakhstan continuously strengthens the country's human capital and creates an environment that allows workers and citizens to adapt to the rapidly changing economic, social, and technological conditions and supports them in market conditions.

Experts note that Kazakhstan has benefited greatly from its natural resources and accordingly recommend that sustainability and efficiency in the management of its natural resources be taken into account to reduce vulnerability and negative side effects of the current resource – intensive growth model.

Strengthening human capital by ensuring equal access to high – quality health care. Success in this area for Kazakhstan lies in diversifying its economy and improving governance will largely depend on the ability of its population to compete and adapt to the economy envisaged by the new growth model.

Enhance human capital will require addressing significant regional imbalances in health and quality, which will require upgrading the skills development system to emphasize the types of knowledge and skills that can adapt to changing technologies and work environments.

Table 2 shows the number of doctors of all specialties of the North Kazakhstan region for the period from 2013 to 2019.

Table 2. Number of doctors of all specialties of the North – Kazakhstan region of the Republic of Kazakhstan for 2013 – 2019 years

Years	**2013**	**2014***	**2015***	**2016***	**2017***	**2018***	**2019***
Total (region)	1 730	1 733	1 746	1 743	1 669	1 695	1 687
Petropavlovsk	1 194	1 236	1 255	1 254	1 173	1 208	1 192
Ajyrtauskij	69	54	55	54	58	52	54
Akzharskij	40	32	30	29	28	28	26
M.Zhumabaev	51	50	50	46	45	45	39
Esil'skij	37	34	36	34	34	33	32
Zhambylskij	29	29	30	31	30	33	30
Kyzylzharskij	52	55	50	53	53	52	57
Mamlyutskij	32	25	24	25	29	26	26
Shalakyna	31	29	25	27	28	26	28
Akkajynskij	29	32	36	37	37	37	36
Tajynshinskij	67	62	60	61	61	65	67
Timiryazevskij	15	15	14	17	15	16	14
Ualihanovskij	24	23	21	21	23	24	28
G.Musrepov	60	57	60	54	55	50	58

Note:* According to North Kazakhstan branch of the Republican State Enterprise on the Right of Economic Use “Republican Center of Electronic Healthcare” of the Ministry of Healthcare of the Republic of Kazakhstan.

Local authorities of the North Kazakhstan region try to pay great attention to increasing competitive ability, constantly improving existing management processes, as well as introducing new management and technological solutions.

Investment in human capital is the constant training of employees of medical institutions, conducting professional competitions among nurses, doctors, and competitions, the development of career development systems and personnel reserve. It is also an investment in the health of medical personnel themselves, in the development of sports, disease prevention, social, medical, and pension insurance programs.

Petropavlovsk on May 6th 2014, held a regional contest "The best nurse in the primary health care system", dedicated to International Nurse Day (May 12). Medics from health care institutions of the city and the region demonstrated their theoretical knowledge in the field of medicine. Each participant spoke about "The role of a nurse in primary health care" in his presentations. They also found a solution to the situation with a standardized patient and to pass the competition in a blitz tournament. The competition was held within the walls of the North Kazakhstan Medical College. So every year about 300 young specialists graduate from the walls of the college, who work in all medical organizations of Petropavlovsk and regions of the region.

The Ministry of Health of the Republic of Kazakhstan in 2018 held a solemn event "Kásibińebasymdyıem!" dedicated to the Day of the medical worker. As part of the celebration of the professional holiday held the Republican contest "The best in the health care system in 2018". The contest was attended by health workers from the North – Kazakhstan Region and other regions.

Conclusion. The new system of appointment for preventive check – ups can help reduce queues in clinics.

The work of the medical screening system and professional examinations have not yet been properly developed. The population is not well informed about the available programs in the sphere of medical services, and not all doctors are competent in their work. These shortcomings cause problems in the organization of the health care system of the North Kazakhstan region.

At present, the nation has completed the preparation of the automated health care system; residents will be able to make an appointment for a professional check – up by applying to the Population Service Center, where they will also be able to get the results and a certificate of medical examination. This innovation has become a new stage in the organization of preventive checkups, saving each patient's time, and reducing the number of queues.

In organizations providing primary medical and sanitary care, at the enterprises of the North – Kazakhstan region, at the workplace, open days are held with the involvement of specialists from oncology service and other profiles, including the service of healthy lifestyles.

Байгиреева Ж.З.[1]*, Ниязбекова Ш.У.[2], Шамишева Н.К.[3]

[1]Қазақ инновациялық гуманитарлық заң университеті, Семей, Қазақстан;
[2]С.Ю. Витте атындағы Мәскеу университеті, Мәскеу; Ресей;
[3]Л.Н. Гумилев атындағы Еуразия Ұлттық Университеті, Нұр-Сұлтан, Қазақстан.
E-mail: zhanaruskaman@mail.ru

СОЛТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ ДЕНСАУЛЫҚ САҚТАУ САЛАСЫНДАҒЫ АДАМИ КАПИТАЛДЫҢ ДАМУЫН ТАЛДАУ

Аннотация: денсаулық сақтаудағы адами капиталды дамыту проблемаларын жан-жақты зерделеу, осы салада қойылған іс-шараларды іске асыру қажеттілігі қызмет пен белгіленген стратегияның түпкілікті нәтижесін айқындайды.

Ғалымдар өз зерттеулерінде адами капитал биологиялық, әлеуметтік және экономикалық қасиеттері жағынан халықпен тығыз байланыста екенін айтады. Зерттеу объектісі – Қазақстан Республикасы Солтүстік Қазақстан облысының адами капиталы және денсаулық сақтау мекемелері.

Зерттеу пәні – Денсаулық сақтау ұйымдарында адами капиталды дамытудың тетіктері мен тәсілдері.

Зерттеудің әдіснамалық және теориялық негізі – ұйымдардағы адами капиталды басқару жүйесін талдауға басқарушылық тәсілдерді жүзеге асыратын экономистердің классикалық және заманауи жазбаларында ұсынылған және негізделген гипотезалар мен тұжырымдамалар.

Зерттеудің эмпирикалық базасыт– ғалымдардың еңбектері, Қазақстан Республикасы Солтүстік Қазақстан облысы Денсаулық сақтау мекемелерінің жарияланымдары мен есептерімен басқарушылық шешімдерді қабылдаудың негізгі үрдістері.

Елімізде 2019 жылы Қазақстан Республикасының Денсаулық сақтау саласын дамытудың 2020-2025 жылдарға арналған мемлекеттік бағдарламасы әзірленіп, бекітілді.

Адами капитал денсаулық сақтауға салынған инвестициялардың мөлшеріне – медициналық қызметтерді алуға жұмсалатын ақшалай шығындарға тең. Денсаулық сақтаудағы адами капиталды дамытуға арналған шығыс салымдарды білдіреді, өйткені олардың алдында ресурстарды бүгіннен ертеңге ауыстыру қажеттілігі тұр.

Солтүстік Қазақстан облысында денсаулық саұтау қызметі көрсеткішінің төмендігін, негізгі көрсеткіштердің республикалық орташа көрсеткіштерден нашар екенін аныұтадық. Материалдық-техникалық базаныңтөмендігінен және кадрлар тапшылығынан туындаған жағдайларды 2018-2022 жылдарға арналған өңірдің әлеуметтік-экономикалық дамуының кешенді жоспарын іске асыру барысында түзетуге ниеттіміз, Тәуелсіздік жылдары Петропавлда бірде бір ауруханас салынбаған, тек 3-ші емхана салынған. "100 мектеп, 100 аурухана" бағдарламасы Петропавлданайналып өткен

Денсаулық сақтаудағы адами капиталдың басты міндеті мен мақсаты – медицина қызметкерінің кәсібилігін арттыру, сондай-ақ оның жасырын әлеуетін ашу. Қызметкерлер медициналық мекемелердің құрамдас бөлігі болып табылады, сондықтан олардың жаңа мақсаттарға, әдістерге, сондай-ақ медициналық ұйымдағы қатынастарға бейімделуі қажет. Адами капиталды дамыту бұрыннан қолданылып келеді, бірақ бұл процесті тежейтін бірқатар проблемалар бар. Соның бірі – адами капиталдың стратегиялық дамуының төмен деңгейі.

Түйін сөздер: адами капитал; денсаулық сақтау; шығыстар; денсаулық сақтауға салым; адами капиталды дамыту.

Байгиреева Ж.З.[1],* Ниязбекова Ш.У.[2], Шамишева Н.К.[3]

[1]Казахский гуманитарно–юридический инновационный университет, Семей, Казахстан;
[2]Московский университет им. С.Ю. Витте, Москва, Россия;
[3]Евразийский национальный университет имени Л.Н.Гумилева, Нур-Султан, Казахстан.
E-mail: zhanaruskaman@mail.ru

АНАЛИЗ РАЗВИТИЯ ЧЕЛОВЕЧЕСКОГО КАПИТАЛА В ЗДРАВООХРАНЕНИИ СЕВЕРО–КАЗАХСТАНСКОЙ ОБЛАСТИ

Аннотация: необходимость всестороннего изучения проблем развития человеческого капитала в здравоохранение, реализации поставленных мероприятий в этой сфере и определит конечный результат деятельности и намеченной стратегии.

Ученые отмечают в своих исследованиях, что человеческий капитал тесно взаимодействует с населением в части биологических, социальных и экономических свойств.

Объектом исследования является человеческий капитал и учреждения здравоохранения Северо-Казахстанской Области Республики Казахстан.

Предметом исследования являются механизмы и способы развития человеческого капитала в организации здравоохранения. Методологической и теоретической основой исследования являются гипотезы и концепции, представленные и обоснованные в классических и современных трудах экономистов, реализующих управленческий подход к анализу системы управления человеческим капиталом в организациях.

Эмпирической базой исследования стали труды ученых, основные тенденции принятия управленческих решений в материалах публикаций и отчетов учреждений здравоохранения Северо-Казахстанской области Республики Казахстан.

В странев 2019 году разработана и утверждена Государственная программа развития здравоохранения Республики Казахстан на 2020 – 2025 годы.

Человеческий капитал равен размером инвестиций в здравоохранение – денежным затратам на получение медицинских услуг. Расходы на развитие человеческого капитала в здравоохранении представляют собой вложения, поскольку они располагают перевод ресурсов из сегодня в завтра.

Нами выяснено, что в Северо-Казахстанской области довольно слабое здравоохранение, многие ключевые показатели хуже среднереспубликанских. Плачевную ситуацию, вызванную слабой материально–технической базой и дефицитом кадров, намерены исправлять в ходе реализации комплексного плана социально–экономического развития региона на 2018-2022 годы, за годы независимости страны в Петропавловске не построено ни одной больницы, только 3-я поликлиника. Почему-то программа «100 школ, 100 больниц» прошла мимо Петропавловска.

Главная задача и цель человеческого капитала в здравоохранении – это привлечение и развитие профессионализма медицинского работника, а также раскрытие его скрытого потенциала. Сотрудники – это составляющая медицинских учреждений, следовательно, требуется их адаптация к новым поставленным целям, методам, а также отношениям в медицинской организации. Развитие человеческого капитала практикуется давно, однако есть ряд проблем, которые затормаживают этот процесс: малый уровень стратегического развития человеческого капитала.

Ключевые слова: человеческий капитал; здравоохранение; расходы; инвестиции в здравоохранение; развитие человеческого капитала.

Information about the authors:

Baigireyeva Zhanar – doctoral student of PhD, Kazakh Humanitarian Juridical Innovative University Semey, Kazakhstan, zhanaruskaman@mail.ru, https://orcid.org/0000–0002–2511–2549;

Niyazbekova Shakizada – Ph.D., associate Professor, Moscow Witte University, Russia, shakizada.niyazbekova@gmail.com, https://orcid.org/0000–0002–3433–9841;

Shamisheva Nurgul – Ph.D., Associate Professor, L.N. Gumilyov Eurasian National University Kazakhstan, Nur – Sultan, https://orcid.org/0000 – 0001 – 6478 – 2409.

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Demchyshak N.[1],* Bahriy M.[2], Brychka B.[2], Vyslobodska H.[2]

[1]Ivan Franko National University of Lviv, Lviv, Ukraine;
[2]Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv, Lviv, Ukraine.
E-mail: nazar.demchyshak@lnu.edu.ua

SELECTION OF FINANCIAL STIMULATION INSTRUMENTS OF ENTERPRISE'S INNOVATION ACTIVITY IN OPEN ECONOMY: THE CASE OF UKRAINE

Abstract: the article's purpose is the priorities justification during the selection of the financial stimulation instruments of the enterprise innovative activities under the conditions of the economic openness. For the research of interdependencies between various indicators it was used the econometrical approaches. Based on analysis of chosen indications with the example of Ukrainian case it is proved that the efficiency of usage the indirect influence instruments is higher in comparison with direct. The importance of national innovation system development was reasoned as a basis for forming of the appropriate level of trust among economical subjects and institutional modernization of the financial regulation system of the innovational activity. The arguments of the conducted research in favor of the indirect instruments usage of innovations financial stimulation in Ukraine are simultaneously the arguments in favor of the creative component development of the national economy. The stress was made on the perspectives of the implementation of the crowdfunding and crowdsourcing instruments for the optimization of enterprise innovational activity structure.

Key words: enterprise innovative activity, financial stimulation instruments, open economy, efficiency of instruments, crowd-technologies, Ukraine.

Introduction. The modern economies of numerous countries are lacking the attention to the studies of the potential investors' behavior and the specifics of their decision-making process. Those strategical miscounts negatively influence on the choice efficiency of financial stimulation instruments of the innovative activity in the process of developing measures of state financial policy, especially taking into account the openness of national economies. At the same time, under new competitive conditions the specific stimulation instruments are not efficient anymore, whereas the clear conceptual and scientifically proven comprehension of their usage priorities are not developed yet, especially it is valid for the counties with "young" market economy. In the meantime, the intensity of the innovative processes in the specific country depends on the level of national innovative system's completeness and effectiveness, its economical openness, what is crucial for the opportunity to involve foreign investments, and the trust level of economical subjects to the regulation institutions.

Literature Review. The classic innovation theory is based on the works of Schumpeter J., namely the theory of economic development [1], where main specific aspects of the innovation process stimulation are considered. Herewith, from the state institute point of view as the object of the regulatory (stimulating) influence can be considered the national innovative system, treating it as the relations collectivity of the innovation's creation, distribution and usage processes within a country, conditioned by national sociocultural specifics, geopolitical characteristics and the economic development strategy. The proposed interpretation of the national innovative system corresponds the point of view on its essence of scientists, who laid out the main principles of national innovative systems for the first time – Nelson R. & Freeman C. [2,3,4]. Further this conception was developed and extended by Lundvall B.-A. & Peters S. [5,6]. Also, we consider, that the forming of approach to institutional modernization of the financial regulation system and innovative activity stimulation in the part of the usage of the regulatory potential of formal institutes should to be implemented in the context of modern institutional theory, whose main principles were laid down in works of North D., the Nobel Prize winner [7].

As important ones could be considered the achievements of Nobel Prize winners in the sphere of the behavioral economy researches Kahneman D., Tversky A. & Thaler R. [8,9,10], and also researches of Fukuyama F. of the public trust influence on various economic subjects' activity [11]. The particular aspects of confidence as a pricing factor in the national economy are revealed in the works of Ukrainian scientists Pidkhomnyi O., Demchyshak N. & Dropa Ya. [12; 13]. Priorities for the development of education and science in the context of evolving open information society in innovative economies were analysed in investigations of Ukrainian, Kazakh and Russian scientists [14,15,16]. All these scientific approaches are relevant, in particular, for the economy of Ukraine, Kazakhstan, the Russian Federation, Belarus.

Under conditions of the informational society and the IT-industry development and implementation of its products in all spheres and branches of national economics, the role of crowd-technologies (crowdfunding and crowdsourcing) increases. Nowadays the crowdfunding for young market economies is a relatively clear, but not that widespread instrument for rapid mobilization of financial resources via online platforms mainly from the random citizens. Crowdsourcing for "young" market economies is a new instrument itself that in fact is rarely used. However the potential of its usage is mainly in the possibility to involve creative thoughts and innovative ideas of various types in various sphere to solve concrete enterprise issues or needs. In particular, some scientists (Ogawa, S., & Piller, F.) have the opinion that this is crucial in the decrease part of marketing innovation financing with the simultaneous rise of its effectiveness for business, especially taking into account the fact of the increase of economies openness level in the modern globalized world [17].

The abovementioned is a theoretical and methodological basics for researching the chosen topic, in particular scientific positions formulated in works of latter scientists are new instrument for the researches in the innovative sphere of any country, herein important for young market economies.

Methodology. For the research of interdependencies between various indicators it was used the econometrical approaches, which enable to conduct the analysis of various economical processes and objects in a proper quality and quantity, provide possibility to prove or discard theoretical models in various economic spheres, in particular in the innovative, predict and regulate complex economic process. The expediency of its usage is conditioned by stochastic nature of macro-economic indicators. While building economic models there is a necessity to form the sufficient volume of samples of researched objects, what is quite problematic under Ukrainian economic conditions. The root cause for that is the insufficient level of structure in Ukrainian economy and the fact, that the economy is under the influence of various external factors, has transitional character nowadays, despite is recognized as a market economy on the official level (thus, we will use the concept "young market economy"). Therefore the rapid change of the direction and specifics of the trends is inherent for the macro-economic indicators, especially it appears during the global crisis occurrences. In order to evaluate the unknown parameters of economic models it is used the least squares method with correlation-regression model build-up, economical interpretation of their parameters, research of the tightness of interdependencies within researched indicators with the of Pearson Linear Correlation Coefficient (r). Also the logical method has been used to formulate hypotheses and to explain the revealed relations. A graphical method has been used to improve data visualization and analysis in order to identify the corresponding patterns of the investigated indicators relations. A table method has been applied to summarize statistical data.

Results and discussion. The financial regulation system of the enterprise innovative activity is traditionally considered through the implementation of respective instruments of influence. From the classical point of view there are fiscal (budget and tax) and monetary subsystems with the respective instruments within subsystems. From another point of view, there are instruments of direct and indirect stimulation. We recommend to concentrate on the research of the instrument choice topic based on the latter classification. Herewith we mainly stress on the fact that research is conducted on the example of usage those instruments under the conditions of young market economy of Ukraine, which is simultaneously open, taking into account the high level of its integrity in the world economy.

Therefore, we will conduct the analysis of the usage efficiency of the direct and indirect instruments of the innovative activity in Ukraine. Herein it is appropriate to highlight the compensation of interest, which is paid by enterprises for innovative credit (which is a monetary instrument by its nature), and also tax privilege and the level of tax pressure in the country (fiscal instruments). In the direct instruments it is appropriate to highlight for the further researches the public financing of the innovative projects, as well as financing the implementation of scientific and scientific-technical projects as the basics for the appearance of those projects in general (both instruments contain the fiscal nature). Therefore chosen key indicators for the assessment of applying efficiency of the indirect stimulation instruments are following: 1) interest rates for credit for the business in the national currency; 2) tax revenues, in the absolute measurement; 3) tax pressure level in the national economy, in the % to GDP. For the analysis of the expediency of the direct instruments usage it was chosen the following indicators: 1) the financing of the innovative activity from state and local budget (in particular the influence of growth rate of such financing); 2) volume of completed scientific and scientific-technical works in sphere of fundamental researches (in absolute measurement); 3) volume of completed scientific and scientific-technical works in sphere of applied researches (in absolute measurement). Herewith we will research the influence of abovementioned indicators on the change of enterprise's number, which implemented innovations in Ukraine (calculated with chain method). The successful financing of enterprises, which have commercialized innovations, is a key indicator of the usage efficiency of the regulating (stimulating) instruments'. Commercialization is especially important under the conditions of open economy, where the large deficit of commercial innovations is observed (hence results of researches and implementations are not being patented), therefore trouble of the innovation cycle finishing exists, what relates to Ukraine. The output data, used for the calculations conduction, are formed based on the official statistical information, presented in the table 1.

Table 1 - Output data for the analysis of the usage efficiency of the instruments of financial stimulation of innovative activity in Ukraine

Year	GDP, billion UAH	Financing of the innovative activity from the national budget,	Financing of the innovative activity from the local budget, million	Growth ratio of financing of innovative activity from local budget, %	Volume of completed scientific and scientific-technical works (fundamental researches), millions UAH	Volume of completed scientific and scientific-technical works (applied researches), millions UAH	Interest rates of Banks on credit for business in national currency, %	Tax revenues, billion UAH	The level of tax pressure in the national economy, %	Number of enterprises implementing innovations	The change in the number of enterprises implementing innovations
2006	457,325	28,1	14,9	88%	902,1	708,9	14,6	98,1	21,4	810	142
2007	565,018	114,3	14	94%	1 141	841,5	14,1	125,7	22,3	999	189
2008	751,106	144,8	7,3	52%	1 504	1 132,6	13,5	161,3	21,5	1 186	187
2009	990,819	337	15,8	216%	1 927,4	1 545,7	16	227,2	22,9	1 160	-26
2010	947,042	127	7,4	47%	1 916,6	1 412	18,3	208,1	22	1 180	20
2011	1120,585	87	5,7	77%	2 188,4	1 617,1	14,6	234,4	20,9	1 217	37
2012	1349,178	149,2	12,3	216%	2 205,8	1 866,7	14,3	334,7	24,8	1 327	110
2013	1459,096	224,3	17,6	143%	2 621,9	2 057,7	15,5	360,6	24,7	1 371	44
2014	1522,657	24,7	157,7	896%	2 695,5	2 087,8	14,4	354	23,2	1 312	-59
2015	1586,915	344,1	5,7	4%	2 475,2	1882,7	15	367,5	23,2	1 208	-104
2016	1988,544	55,1	38,4	674%	2 465,6	1960,6	17,5	507,6	25,5	923	-285
2017	2383,182	178,9	99,2	258%	2225,7	2561,2	15,9	644,2	27	735	-188
2018	2983,88	227,3	95,6	96%	2924,5	3163,2	15,8	828,2	27,8	672	-63

Source: calculated by the authors based on data from the State Statistics Service of Ukraine, the National Bank of Ukraine, the Ministry of Finance of Ukraine

First of all, we will conduct the analysis of the efficiency usage of the direct instrument of the innovations stimulation. We will analyze the influence of volume of the completed scientific and scientific-technical works in sphere of fundamental researches on the change of enterprise's number, which implemented innovations in Ukraine (figure 1). Herewith we need to note, that the majority of those researches, as well as applied ones, is conducted at the expense of public financing in Ukraine. As we can see from the figure 1, there is a inverse relationship between researched indicators, besides that, the tightness of the relationship is quite high, taking into account the value of correlation coefficient r= - 0,93. It is interesting to state, that pretty much the same value of the correlation coefficient (r= - 0,94) is present for inverse relationship for the case of influence modelling of the volume of the completed scientific and scientific-technical works in sphere of applied works researches (figure 2).

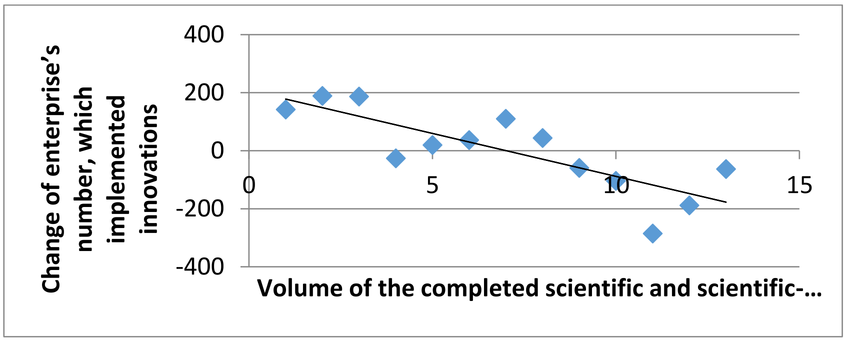

Figure 1 - The relationship between the volume of the completed scientific and scientific-technical works (fundamental researches) and the change of enterprise's number, which implemented innovations in Ukraine within 2006-2018 years.

Figure 2 - The relationship between the volume of the completed scientific and scientific-technical works (applied researches) and the change of enterprise's number, which implemented innovations in Ukraine within 2006-2018 years.

From the first glance, the revealed inverse relationship looks unlogical. However after the explanation of their nature it is obvious that Ukraine is characterized with the low quality of such researchs. The necessity for conduction of some researches are put under the doubt, as well as their conformity to market needs and to the priorities of the development of the respective economy branches and sectors. It is obvious, that there is one factor that influences negatively, namely the public financing of applied and fundamental researches, whereas it is understandable that public servants usually can't set the priorities of those financing under the conditions of the competitive environment.

At the same time, we consider, that the volume of such researches is insufficient and their results don't impact the real indicators of innovative enterprise's functioning. Herewith the revealed tight relationship between researched indicators is a basics for statements, that those fundamental and especially aplied researches have strategical importance. In particular, this situation can be impoved only in case of the provision of the integrity in the triangle science-innovations-business with ultimate commericalization of the results of those developments.

We will consider in more detail the experience of using such an instrument in Ukraine for innovative activity financing from the state and local budgets. For this purpose we find out the influence of the amount of financing of innovative activity from the Ukrainian state budget on the change in the number of enterprises that have implemented innovations (figure 3).

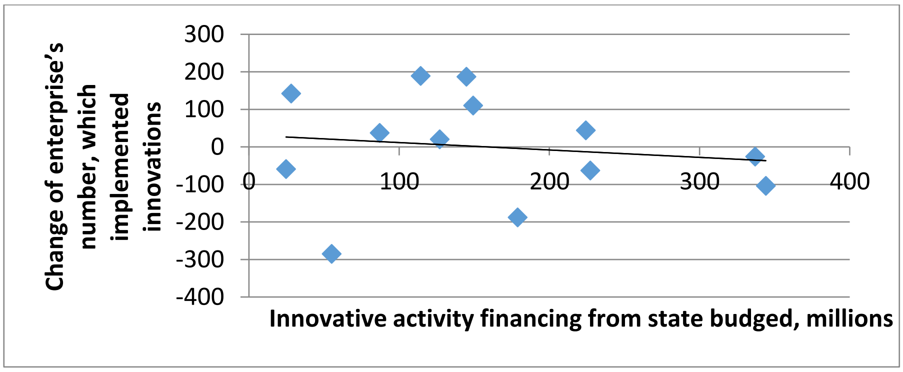

Figure 3 - The relationship between the financing volume of innovative activity from the Ukrainian state budget and the change in the number of enterprises that have implemented innovations during 2006-2018 years.

There is an inverse relationship between the studied indicators under conditions of practically no relationship (correlation coefficient r = - 0.03). This leads to the conclusion that the financing from the state budget obviously in principle does not affect the innovators and their activity, which is also illogical. However, we consider the explanation for this situation is that this financial incentive instrument is quite inefficient in Ukraine and is likely to be the same for other young market economies. The tightness of relationship is somewhat different with local budget financing, especially if we study the impact of such growth rates (by the chain method), although the nature of the relationship will remain unchanged (figure 4). As we can see from figure 4, there is an inverse relationship between the growth rate of innovation funding from local budgets and the change in the number of innovative enterprises. However, some potential for using this instrument indicates a correlation coefficient of r = -0.37, although the relationship is weak. Such potential can be implemented in Ukraine through decentralization and creation of integrated territorial communities. At the same time, excessive centralization, in particular in terms of the allocation of budgetary funds, is a problem for many young market economies.

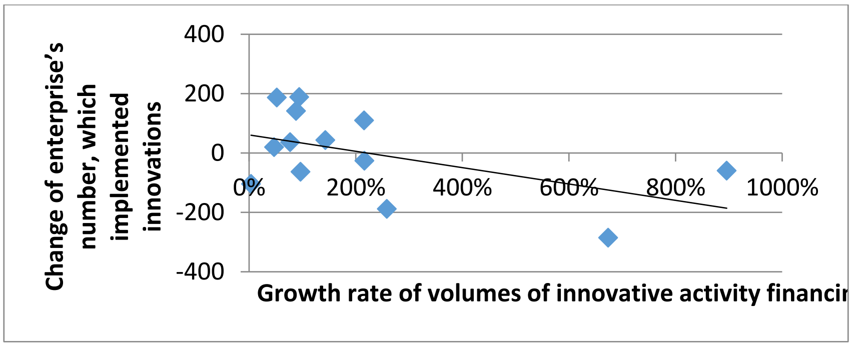

Figure 4 - The relationship between the growth rates of volumes of innovative activity financing from local budgets and the change in the number of enterprises that have implemented innovations during 2006-2018 years.

Thus, we can argue about the ineffectiveness of the indirect instruments, as it was evidenced above. This is an argument for continuing the researches to prove alternatives in instruments under modern circumstances. We will consider the experience of Ukraine in the usage of instruments to indirectly stimulate innovations. We analyze the impact of tax revenue on the change in the number of enterprises, that have implemented innovations (figure 5).

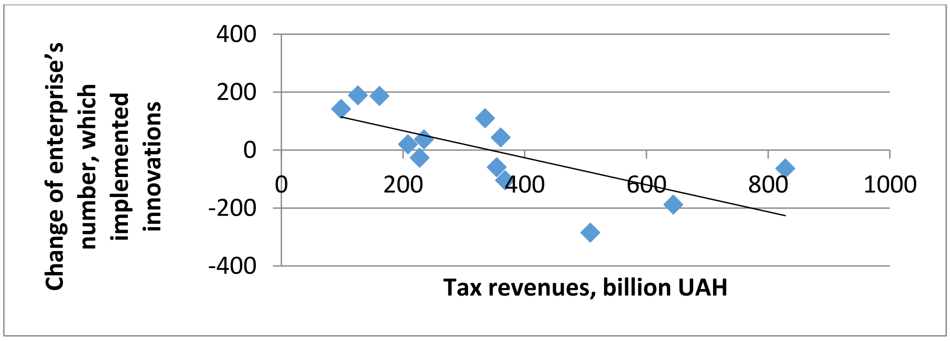

Figure 5 - The relationship between tax revenue volume and the change in the number of enterprises that have implemented innovations during 2006-2018 years.

The detected inverse relationship (figure 5) is quite understandable and predictable, while the relationship between the studied indicators is significant (r = - 0.68). Similar results are provided by the analysis of the relationship between the level of tax pressure and the change in the number of innovative enterprises (figure 6).

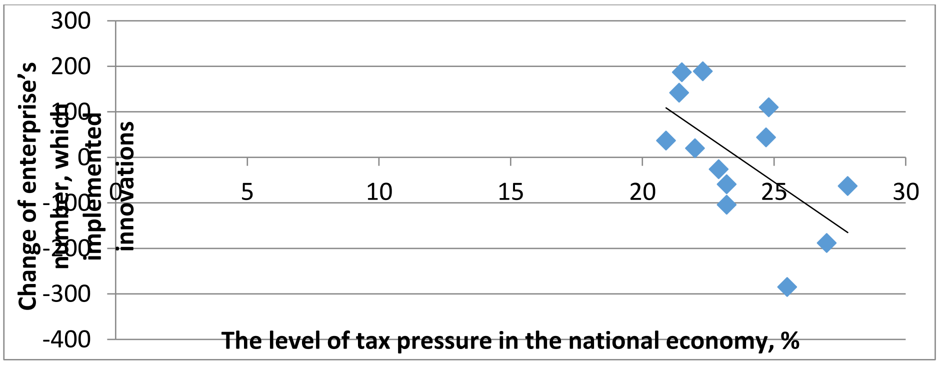

Figure 6 - The relationship between tax pressure and the change in the number of enterprises that have implemented innovations during 2006-2018 years.

Herewith, it is quite logical that the detected relationship is inverse, while a quite tight correlation between the above indicators r= - 0,52. The identified trends give the basics for the conclusion that the tax system of Ukraine needs to be reviewed to determine the deterrents, probably reducing the number and rates of tax payments while simultaneously reducing the level of tax pressure on innovators. It is mentioned about creating the conditions for the development of innovative business without directly interfering with the competitive environment (its inefficiency was proved above).

Consideration of the effect of interest rates of banks on loans for business in national currency on the change in the number of enterprises introducing innovations in Ukraine also deserves special attention (figure 7).

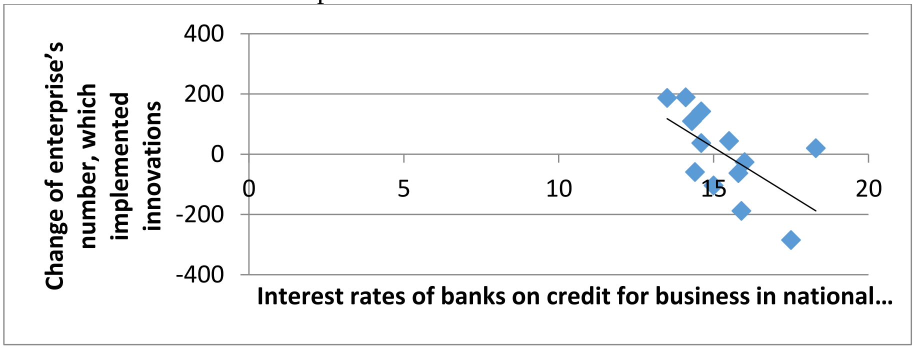

Figure 7 - The relationship between bank interest rate on credit for business in the national currency and the change in the number of enterprises that have implemented innovations during 2006-2018 years.

Given the fluctuations in the foreign exchange market of Ukraine, it is fundamentally important for innovators to be able to obtain credit in national currency. The inverse relationship between the indicators with a sufficiently close relationship in-between is also quite logical, taking into consideration the correlation coefficient r= - 0,53. This gives grounds to state the effectiveness of using such instruments to financially stimulate innovators. It is much more expedient to redistribute funds that are inefficiently spent in Ukraine through a system of direct incentives through mechanisms of partial or full compensation for the interest paid by innovative enterprises to banks.

Conclusion. The argument in favor of the above, as well as in favor of using indirect financial indirect instruments for innovation activity as much more effective in young market economies compared to direct ones, is that they are more flexible in a competitive environment. The formation of a system of financial regulation (stimulation) based on such principles is conceptually consistent with the policy of most EU countries in the sphere of innovation. Also, considering the position of the behavioral economy and the problem of forming a certain level of confidence in the innovators of the regulatory institutions, we consider the following: economic entities obviously do not want to deal with the state, it is easier and more convenient for them to work with counterparties on a free market under a loyal banking system and under conditions of not too high levels of tax pressure as well as burdensome tax administration mechanisms. The role of the state is in creating the conditions and in applying indirect instruments of influence, since direct state funding does not produce results, moreover, entrepreneurs can lose competitive skills, which is typical for almost all young market economies. If the use of direct instruments can produce a short-term positive effect, then in the context of entering the international markets, such enterprises are likely to be less competitive. The emphasis in public financial policy on the use of indirect incentives will encourage them not only to be more competitive but also more creative. Only under such conditions is it possible to use in Ukraine, as well as in other countries with young market economy, crowd-technologies, first of all crowdfunding and crowdsourcing.

The principals of the behavioral economy is one of the most effective instruments for explaining the logic of actions of innovators and outlining new approaches to solving the problems of trust in the innovation sphere. The theory of institutionalism should be the basis for the development of institutions for the financial regulation of innovative activities (both formal and informal). All this is the basis for the formation of the state financial policy in terms of stimulating innovations, and obviously also relevant for other countries, which nature of economic development has similar features. As the outcomes of conducted empirical studies on the example of the Ukrainian economy, identified dependencies between the indicators make it possible to confirm the priority of the usage of indirect instruments, which will become a global trend due to their successful application by the leading countries.

Демчишак Н.Б.[1],* Багрий М.В.[2], Бричка Б.Б.[2], Вислободская Г.П.[2]

[1]Иван Франко атындағы Львов ұлттық университеті, Львов, Украина;
[2]С.З. Гжитский атындағы Львов ұлттық ветеринарлық медицина және биотехнология университеті, Львов, Украина.
E-mail: nazar.demchyshak@lnu.edu.ua

УКРАИНАНЫ МЫСАЛҒА АЛА ОТЫРЫП, АШЫҚ ЭКОНОМИКАДАҒЫ КӘСІПОРЫНДАРДЫҢ ИННОВАЦИЯЛЫҚ ҚЫЗМЕТІН ҚАРЖЫЛЫҚ ЫНТАЛАНДЫРУ ҚҰРАЛДАРЫН ТАҢДАУ

Аннотация: мақаланың мақсаты – экономикалық ашықтық жағдайындағы инновациялық қызметтің қаржылық ынталандыру құралдарын таңдау кезіндегі басымдықтарды негіздеу. Әртүрлі көрсеткіштер арасындағы өзара тәуелділікті зерттеу үшін эконометриялық тәсілдер қолданылды. Украин ісінің мысалында таңдалған көрсеткіштерді талдау негізінде жанама әсер ету құралдарын қолдану тиімділігі тікелей әсер ету құралдарына қарағанда жоғары екендігі дәлелденді. Ұлттық инновациялық жүйені дамытудың маңыздылығы экономикалық субъектілер арасында тиісті сенімділікті қалыптастыру және инновациялық қызметтің қаржылық реттеу жүйесін институционалды модернизациялау үшін негіз болды. Украинада инновацияларды қаржылық ынталандырудың жанама құралдарын қолдану пайдасына жүргізілген зерттеулердің дәлелдері бір мезгілде ұлттық экономиканың шығармашылық компоненттерін дамытудың дәлелдері болып табылады. Кәсіпорынның инновациялық қызметі құрылымын оңтайландыру үшін краудфандинг пен краудсорсинг құралдарын енгізу перспективаларына баса назар аударылды.

Түйін сөздер: кәсіпорындардың инновациялық қызметі, қаржылық ынталандыру құралдары, ашық экономика, құралдардың тиімділігі, краудтық технологиялар, Украина.

Демчишак Н.Б.[1],* Багрий М.В.[2], Бричка Б.Б.[2], Вислободская Г.П.[2]

[1]Львовский национальный университет имени Ивана Франко, Львов, Украина;
[2]Львовский национальный университет ветеринарной медицины и биотехнологий имени С.З. Гжицкого, Львов, Украина.
E-mail: nazar.demchyshak@lnu.edu.ua

ВЫБОР ИНСТРУМЕНТОВ ФИНАНСОВОГО СТИМУЛИРОВАНИЯ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЙ В ОТКРЫТОЙ ЭКОНОМИКЕ: ПРИМЕР УКРАИНЫ

Аннотация: целью статьи является обоснование приоритетов при выборе инструментов финансового стимулирования инновационной деятельности предприятия в условиях экономической открытости. Для исследования взаимозависимостей между различными показателями использовались эконометрические подходы. На основе анализа выбранных показаний на примере Украины доказано, что эффективность использования инструментов косвенного воздействия выше по сравнению с прямым. Обоснована важность развития национальной инновационной системы как основы для формирования должного уровня доверия между экономическими субъектами и институциональной модернизации системы финансового регулирования инновационной деятельности. Аргументы проведенного исследования в пользу использования косвенных инструментов финансового стимулирования инноваций в Украине одновременно являются аргументами в пользу развития творческой составляющей национальной экономики. Акцент был сделан на перспективах внедрения инструментов краудфандинга и краудсорсинга для оптимизации структуры инновационной деятельности предприятий.

Ключевые слова: инновационная деятельность предприятий, инструменты финансового стимулирования, открытая экономика, эффективность инструментов, крауд-технологии, Украина.

Information about authors:

Demchyshak N.B. – ScD in Economics, Professor, Ivan Franko National University of Lviv, Lviv Ukraine; nazar.demchyshak@lnu.edu.ua, https://orcid.org/0000-0001-6852-7405;

Bahriy M.V. – PhD in Economics, Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv, Lviv, Ukraine; kachmar.marjana@ukr.net, https://orcid.org/0000-0002-7357-9418;

Brychka B.B. – PhD in Economics, Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv, Lviv, Ukraine, BrychkaBh@gmail.com, https://orcid.org/0000-0003-2547-7828;

Vyslobodska H.P. – PhD in Economics, Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv, Lviv, Ukraine, vyslgal@i.ua, https://orcid.org/0000-0002-0518-4553.

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Zhakupov Y.,* Berzhanova A.

L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan.
E-mail: zhakupov0123@gmail.com

INFLUENCE OF SMALL AND MEDIUM ENTREPRENEURSHIP ON THE SOCIO-ECONOMIC POTENTIAL OF THE REGION

Annotation: small and medium-sized enterprises (SMEs) are the backbone of any country's economy, reacting quickly to changing market conditions, providing the economy with the necessary flexibility. Small and medium-sized enterprises are able to quickly respond to changes in consumer demand and, thus, provide the necessary balance in the consumer market, as well as make a significant contribution to the formation of a competitive environment. Small and medium-sized enterprises provide jobs for economically active people, promote innovation and industry diversification. The article is devoted to the formation of a methodology for assessing the impact of small and medium-sized businesses on the economic potential of the region. The issue of the state and development of small and medium business in the country is considered. Various methodological approaches to assessing economic potential are presented. It is divided into separate elements, followed by highlighting the role of small and medium-sized businesses. When developing a methodology for assessing the impact of small and medium-sized businesses on the economic potential of the region, it is proposed to highlight the main structural elements that are directly influenced by this sector. These elements can be interpreted in terms of five aggregate indicators, each of which includes a number of particular indicators characterizing the development of the small and medium-sized business sector in the region. The proposed methodology contributes to the identification of the most effective forms and types of small and medium-sized businesses in individual areas of management, which makes it possible to single out development centers in the form of effective entities, through whose support it is possible to increase the efficiency of the entire segment of small and medium-sized businesses.

Key words: small and medium business, socio-economic development, region, methodology, economics.

Introduction. Small and medium business is an independent sector of the market economy that has a significant impact on socio-economic development. Small business creates the preconditions for accelerated economic growth, acts as an important mechanism for diversifying the real sector of the economy, as well as a tool for solving existing social problems of society. At the same time, the policy pursued by the state authorities and administration in relation to small business is often non-systemic in nature and is characterized by an insufficiently high degree of efficiency. One of the reasons for this situation is that the policy does not take into account the influence of small and medium-sized businesses in the regional economy.

Materials and methods. An effective solution to the economic problems of a region is determined by its ability and ability to reproduce its own resources and attract them from outside. As a result, the issue of studying the economic potential of the region (EPR) as a set of funds and resources, factors of potential growth, and priority directions of its development becomes especially urgent. The category "economic potential" is used, as a rule, when assessing the resources that states, territories or individual enterprises have for their economic and innovative development, assessing investment attractiveness, monitoring the economic situation of territorial entities, developing measures for an effective state regional policy [1–3].

The study of the impact of SMEs on the socio-economic development of the region has been studied a lot by economists. Among them are V.A. Barinov, B. Bogoutdinov, Y. Casis, N.Z. Solodilova, E. Forost, A.S. Barabanov [4-9]. Among Kazakhstani scientists, one can single out A.B. Yerasylova, A. Kantarbaeva, A. Dabaev, O.S. Sabden. [10-13]

Small and medium business (SME) plays an important role in the development of EPR. He participates both in the formation of drivers of balanced socio-economic growth at the regional and federal levels, and in the creation of conditions for an optimal competitive environment. Table 1 presents the main indicators of the development of small business in the Republic of Kazakhstan over the past five years. Given in table. 1, the data indicate that the number of SMEs is growing, although not as much as we would like, at a rapid pace - by 7.1% in 2019 compared to the data at the end of 2015. Based on the analysis of generalized data on the state of small and medium-sized businesses in Kazakhstan, it can be concluded that the response of SMEs to the impact of the financial and economic crisis is ambiguous. At the same time, there is a slight increase in the number of small business workers and their share in the total number of people employed in the country's economy, which, in our opinion, indicates the strengthening of individual SMEs. Consequently, on the part of the state and regional authorities, differentiated support for entrepreneurial activity is needed, which makes it possible to activate the most promising and efficient types and forms of business in terms of using available resources. The main indicators of the SME sector are shown in table 1.

Table 1 - The main indicators of the SME sector

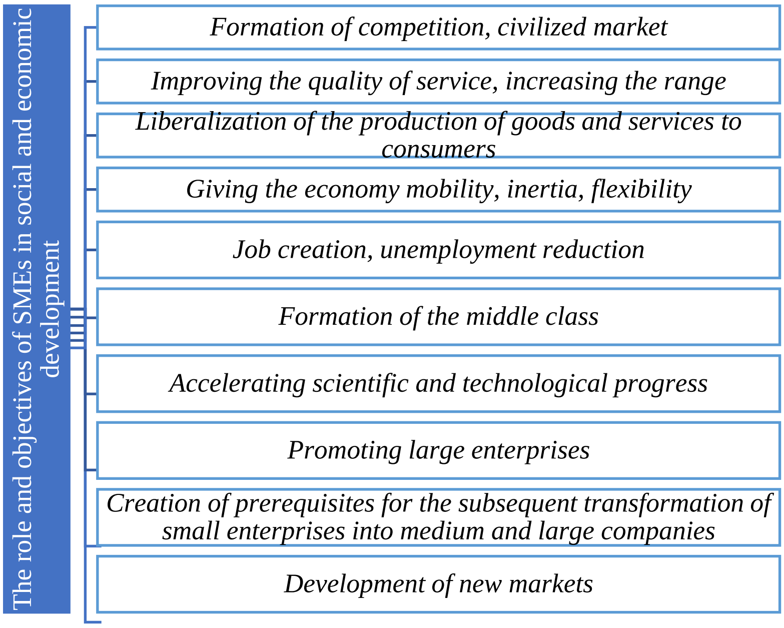
Index	2015	2016	2017	2018	2019
Production output by SMEs, million tenge	15 699 405	19 609 010	23 241 125	26 473 049	32 386 960
Number of active SMEs, units	1 242 579	1 106 353	1 145 994	1 241 328	1 330 244
Number of people employed in SMEs, people	3 183 844	3 166 792	3 190 133	3 312 457	3 448 727
Investments in fixed assets of SMEs, billion tenge	3477.8	3845.5	4449.6	4876.4	5665.5
Share of SMEs in GDP, %	24.9	26.8	26.8	28.4	31.7
Share of employed SMEs in total employment in Kazakhstan, %	37.8	37.0	37.2	38.1	39.3
Source: Compiled by the authors from the source [14].					

In 2019, the contribution of SMEs to GDP amounted to 31,7%, which is significantly lower than the indicators of the developed countries of the world.

In many states of the former socialist camp, the share of small and medium-sized businesses in the structure of the gross domestic product is more than 50%, which makes it possible to form a full-fledged middle class there. Thus, in Latvia, small and medium-sized businesses already generate more than 50% of GDP. In Hungary, small and medium-sized enterprises account for 50% of GDP, 67% of those employed in the economy, 20% of exports and 99% of the total number of all enterprises [15].

For a more accurate definition of the role of small and medium-sized businesses in the formation of the economic potential of the region, it is necessary to study the methodological support of its assessment, to find out the influence of various factors on its development. Despite the significant foreign and domestic experience, in the development of methodological tools, a generally accepted methodology for assessing the economic potential of a territory has not yet been created.

Figure 1 - The role and task of SMEs in socio-economic development



As methodological approaches to assessing the economic potential used in foreign economic practice, the following can be distinguished:

• The Development Report Card for the States (DRC), designed to assess the economic potential of US states [16];

• The concept of territorial capital used by the Organization for Economic Co-operation and Development (OECD) [17];

• EU Regional Competitiveness Index [18].

The state development map is divided into three blocks: «economic climate for the consumer», «economic climate for business», «potential for future development».

The regional competitiveness index includes 11 blocks of indicators, which, in turn, are grouped by factors: groups of basic, effective and innovative factors.

the methodology of the Ministry of Economic Development of the Russian Federation for a comprehensive assessment of the level of socio-economic development of the constituent entities of the Russian Federation [19];

• rating of Russian regions in terms of investment potential of Expert RA agency [20];

• a methodology for assessing the socio-economic situation of Russian regions, developed in 2011 by the Council for the Study of Productive Forces (COPS) by order of the Ministry of Economic Development of Russia [21].

When developing a methodology for assessing the impact of SMEs on the economic potential of a region, the author of the article proposes to highlight the main structural elements of economic potential that are directly influenced by the small and medium-sized business sector (Fig. 2).

Thus, based on foreign and domestic assessment methods, we can say that the impact of small and medium-sized businesses on the economic potential of the region can be interpreted through five aggregate indicators:

• firstly, «social and labor potential» (PL), which characterizes the number of people employed in small and medium-sized businesses, the level of their wages, etc .;

• secondly, «innovation potential» (PIN) is an indicator reflecting the readiness of small and medium-sized businesses for innovative development;

• third, «investment potential» (PINV) - an indicator of the ability of small and medium-sized businesses to attract and use investments;

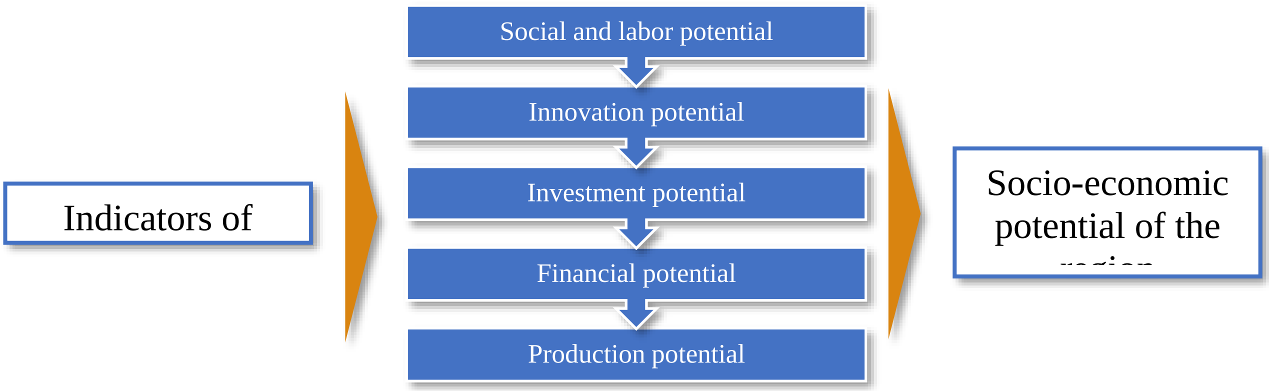
• fourthly, «financial potential» (PF) is an indicator that takes into account the volume of the tax base and the profitability of small and medium-sized businesses in the region;

• fifth, «production potential» (PP), showing the state of production assets of small and medium-sized businesses.

Each of the presented aggregated indicators of the total economic potential of the region, in turn, includes a number of private indicators characterizing the development of the small and medium-sized business sector in the region. The selected indicators for each element of regional potential are shown in table. 2.

Determination of the influence of small and medium-sized businesses on the formation of the economic potential of the region according to the developed method is carried out in a certain sequence, shown in fig. 2.

Figure 2 - Influence of small and medium-sized businesses on the formation of the economic potential of the region



Indicators of the influence of the small and medium-sized business sector on the economic potential of the region by elements of the aggregate potential are shown in table 2.

Table 2 - Indicators of the influence of the small and medium-sized business sector on the economic potential of the region by elements of the aggregate potential

Elements of the aggregate economic potential of the region	**Indicators of the influence of the small and medium-sized business sector by elements of the total economic potential of the region**
Social and Labor Potential (PL)	1. Growth rate of the number of employees of small and medium enterprises (L1) 2. The rate of growth of wages and social contributions of employees of small and medium-sized enterprises (L2) 3. Share of employees of small and medium-sized enterprises in the total number of economically active population (L3) 4. Share of labor costs and social security contributions of employees in the total costs of small and medium-sized enterprises (L4)
Innovation potential (PIN)	1. The growth rate of the number of small and medium innovative enterprises in the region (IN1) 2. Share of small and medium-sized innovative enterprises in the total number of small and medium-sized businesses (IN2) 3. Growth rate of sales of innovative products of small and medium-sized enterprises (IN3) 4. The share of innovative products of small and medium-sized enterprises in GRP (IN4)
Investment potential (PINV)	1. Growth rate of total investment of small and medium-sized enterprises (INV1) 2. Share of investment of small and medium-sized enterprises in total investment in the region (INV2) 3. Share of investment of small and medium-sized enterprises in the volume of SME sales (INV3) 4. Ratio of total profit of small and medium-sized enterprises to the total volume of investments (INV4)
Financial Strength (PF)	1. The growth rate of the aggregate profit of small and medium-sized enterprises in the region (F1) 2. The share of profitable small and medium-sized businesses in the region (F2) 3. The rate of growth of tax revenues from small and medium-sized businesses (F3) 4. Share of tax revenues from small and medium-sized businesses in the total budget revenues of the region (F4)
Production potential (PP)	1. Growth rate of production by small and medium-sized enterprises (P) 2. The level of depreciation of fixed assets for small and medium-sized businesses (P2) 3. Growth rate of investment in production assets (renewal of production assets) of small and medium-sized enterprises (P3) 4. Average profitability of production assets of small and medium-sized enterprises (P4)

Stage I includes the determination of particular indicators for individual elements of economic potential. As the most universal method, it is advisable to use the methodology for assessing the economic potential of the Ministry of Economic Development of Russia. The value of the aggregate indicator for a separate element of economic potential is calculated by the formula

$$P_i = \sum X_1 \times B_i ,$$

where Pi is an element of the aggregate socio-economic potential of the region;

Xi - particular indicator of the SEPR element;

Bi - weight coefficient (established by expert judgment).

Calculation of weighting factors requires further detailed elaboration. The formula for calculating the integral indicator of the impact of SMEs on socio-economic potential, taking into account its division into elements and calculating aggregate indicators for them, is as follows:

$$EP = \sum (P_L , P_{IN} , P_{INV} , P_F , P_p)$$

To smooth the uneven distribution of the values of particular indicators by industry and type of activity, a detailed calculation is required for each industry and type of business, followed by averaging the indicator across the entire region.

Results and Discussion. Thus, within the framework of this article, a methodological approach to assessing the impact of small and medium-sized businesses on the economic potential of the region was outlined. The proposed approach makes it possible to assess the level of influence of SMEs on the economic potential of a region, to determine the ability of business entities to influence its state through qualitative indicators of development for individual elements. In addition, the presented methodology makes it possible to objectively assess the need to develop tools to improve support for small and medium-sized businesses in order to form (maintain) the basis for sustainable development and increase the economic potential of the region.

The methodology also helps to identify the most effective forms and types of small and medium-sized businesses in certain areas of management, which makes it possible to single out development centers in the form of effective entities, through whose support it is possible to increase the efficiency of the entire segment of small and medium-sized businesses. As part of assessing the potential and the role of various actors and factors in its formation, in our opinion, it is necessary to distinguish not only the active (involved resources), but also the passive (unused resources) parts in the region's potential. At the same time, the active part of the economic potential must be identified with the economic resources of the region and evaluated in terms of the volume reflected in the balance of the region.

Conclusion. Thus, according to the author of the article, the category of the economic potential of the region should be understood as the ability of the regional economic system to rationally and effectively use the available material and intangible resources of its active and passive part in the process of economic activity.

The rational use of available resources is necessary to further improve the quality of the subject elements of the regional system, which affect the level of economic growth, the development of human capital, and the balance of traditional and innovative factors of economic development. Subject elements are understood to be SMEs that have the ability to most efficiently use available resources, occupy leading positions in their segment and have certain development prospects.

Assessment of the qualitative and quantitative parameters of the activities of SMEs implies the determination of the effectiveness of their functioning based on the analysis of data on their economic activities, including indicators of the efficiency of the use of material and non-material resources.

Жакупов Е.К.,* Бержанова А.М.

Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Нұр-Султан, Қазақстан.
E-mail: zhakupov0123@gmail.com

ШАҒЫН ЖӘНЕ ОРТА КӘСІПКЕРЛІКТІҢ ӨҢІРДІҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ӘЛЕУЕТІНЕ ӘСЕРІ

Аннотация: шағын және орта кәсіпкерлік өз қызметін объективті жүргізеді және қазіргі нарықтық экономиканың азды-көпті дербес саласы ретінде өрлеуде. ШОК маңызды әлеуметтік-экономикалық рөл атқарады, өйткені ол әлеуметтік те, саяси да тұрақтылықты қолдайды, экономиканың оңтайлы құрылымын қалыптастырады, құрылымдық өзгерістердің әсерінің әлсіреуіне жағдай жасайды, белгілі бір нарықтың қажеттіліктерінің өзгерістеріне бейімделеді, мемлекет өңірлерінің дамуына себеп болады, барлық деңгейдегі бюджеттердің кіріс бөлігінің өсуін қамтамасыз етеді, инженерлік, өнеркәсіптік, сондай-ақ басқарушылық жаңалықтарды құрады және қолданады. Шағын және орта бизнестің арқасында халықтың экономикалық тиімділігін арттыратын жаңа жұмыс

орындары пайда болады, ал бұл Қазақстанның экономикасын дамыту үшін өте маңызды болып табылады. Жаңа бос жұмыс орындарының пайда болуы ірі кәсіпкерлікке жататын компаниялардың емес, жаңа ШОК субектілерін құрудың арқасында қамтамасыз етіледі. ҚР-ң шағын және орта бизнесіндегі жұмыскерлердің әртүрлі санаттарының пропорциясын тұрақты жұмыспен қамтылған жұмыскерлер санының ең көп болуы білдіреді, яғни ШОК қызметтің нәтижелілігін арттырудың қайталама жұмысбастылық сияқты тәсілін қолданбайды десе болады.

Шағын және орта бизнес үдемелі экономикалық өсу үшін алғышарт құрады, нақты экономика секторын әртараптандырудың маңызды механизмі, сондай-ақ қоғамның қазіргі әлеуметтік проблемаларын шешу бөлігіндегі құрал болып табылады. Сонымен бірге мемлекеттік билік және басқару органдары жүргізетін ШОК-ке қатысты саясат көбінесе жүйелі емес болып табылады және тиімділік дәрежесі айтарлықтай жоғары емес. Қалыптасқан жағдайдың себептерінің бірі саясатты қалыптастыру кезінде өңірлер экономикасында шағын және орта бизнес әсерінің ескерілмейтіні болып табылады.

Кәсіпкерлікті дамытудың қазіргі кезеңі Қазақстан экономикасының өсуіне кері әсер ететін тұрақсыз динамикамен және құрылыммен сипатталады. Бұл ретте мемлекет бірқатар әлеуметтік-экономикалық міндеттердің шешілуін осы экономика секторының дамуымен тығыз байланыстырады. Мемлекеттің табысты дамуының негізгі параметрі жалпы ұлттық өнімнің үздіксіз артып келе жатқан көлемі болып табылады. Экономиканың тұрақтылығы және тиімділігі, негізінен, кәсіпкерліктің даму деңгейімен, тауарлар мен қызметтердің әлемдік және ішкі нарықтағы бәсекеге қабілеттілігімен қамтамасыз етіледі. Тұрақты экономикалық дамудың проблемаларын шешу үшін шағын және орта кәсіпкерліктің дамуына тиімді әсер ететін бірқатар инновациялық әдістер мен құралдар қажет. Бұл, өз кезегінде, құрылымдық қателіктерді жоюға, оңтайлы экономиканы құруға, нарықты тауарлар мен қызметтерге байытуға, жергілікті бюджеттерді толықтыруға, халықтың жұмысбастылығын қамтамасыз етуге және, ақыр соңында, халықтың өмір сүру деңгейі мен сапасын арттыруға әсер етеді.

Мақала шағын және орта кәсіпкерліктің өңірдің экономикалық әлеуетіне әсерін бағалау әдістемесін құруға арналған. Елімізде шағын және орта кәсіпкерліктің жай-күйі және дамуы мәселесі қаралуда. Экономикалық әлеуетті бағалаудың әртүрлі әдістемелік тәсілдері ұсынылған. Ол жеке-жеке элементтерге бөлініп, кейіннен шағын және орта бизнес кәсіпорындарының рөлі көрсетілген.

Шағын және орта кәсіпкерліктің өңірдің экономикалық әлеуетіне әсерін бағалау әдістемесін әзірлеу кезінде осы сектор тікелей әсер ететін негізгі құрылымдық элементтерді бөліп көрсету ұсынылған. Бұл элементтерді әрқайсысы өңірдегі шағын және орта кәсіпкерлік секторының дамуын сипаттайтын бірқатар жеке көрсеткіштерден құралатын бес біріктірілген көрсеткіш арқылы түсіндіруге болады.

Ұсынылған әдістеме жекелеген шаруашылық жүргізу салалары бойынша шағын және орта кәсіпкерліктің ең тиімді нысандары мен түрлерінің айқындалуына жағдай жасайды. Бұл даму орталықтарын, егер қолдаған жағдайда бүкіл шағын және орта бизнес сегментінің қызмет жасау тиімділігін арттыру мүмкіндігі туатын нәтижелі субъектілер түрінде бөліп көрсетуге мүмкіндік береді.

Түйін сөздер: шағын және орта кәсіпкерлік, әлеуметтік-экономикалық даму, өңір, әдістеме, экономика.

Жакупов Е.К.,* Бержанова А.М.

Евразийский национальный университет им. Л.Н. Гумилева, Нур-Султан, Казахстан.
E-mail: zhakupov0123@gmail.com

ВЛИЯНИЕ МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА НА СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЙ ПОТЕНЦИАЛ РЕГИОНА

Аннотация: малое и среднее предпринимательство объективно ведет свою деятельность и прогрессирует как более или менее самостоятельная отрасль нынешней рыночной экономики. МСП имеет немаловажную социально-экономическую роль, ведь оно поддерживает как социальную, так и политическую устойчивость, формирует рациональную структуры экономики, содействует ослаблению влияния структурных изменений, наиболее оперативно приспосабливается к изменениям потребностей того или иного рынка, содействует развитию регионов страны, обеспечивает рост доходной части бюджетов всех уровней, создает и применяет инженерные, промышленные, а также управленческие новшества. Благодаря малому и среднему бизнесу появляются новые рабочие места, которые повышают экономическую активность населения, а это необходимо для развития экономики

Казахстана. Появление новых вакансий обеспечивается за счет образования новых субъектов МСП, а не за счет компаний, относящихся к крупному предпринимательству. Пропорция разных категорий трудящихся в малом и среднем бизнесе РК выражена наибольшим количеством постоянно занятых работников, то есть МСП почти не применяет такой способ увеличения результативности деятельности, как вторичная занятость.

Малый и средний бизнес создает предпосылки для ускоренного экономического роста, выступает в качестве важного механизма диверсификации реального сектора экономики, а также инструмента в части решения существующих социальных проблем общества. В то же время проводимая органами государственной власти и управления политика в отношении МСП зачастую носит несистемный характер и отличается недостаточно высокой степенью эффективности. Одной из причин сложившейся ситуации является то, что при формировании политики не учитывается влияние малого и среднего бизнеса в экономике регионов.

Современный этап развития предпринимательства характеризуется нестабильной динамикой и структурой, отрицательно влияющей на рост экономики Казахстана. При этом государство решение целого ряда социально-экономических задач неразрывно связывает с развитием данного сектора экономики. Основным параметром успешного развития страны выступает постоянно увеличивающийся объем валового национального продукта. Устойчивость и эффективность экономики обеспечивается, главным образом, уровнем развития предпринимательства, конкурентоспособностью товаров и услуг на мировом и внутреннем рынке. Для решения проблем устойчивого экономического роста необходим ряд инновационных методов и инструментов, оказывающих эффективное влияние на развитие малого и среднего предпринимательства. Что в свою очередь положительно отразится на устранении структурных перекосов, создании рациональной экономики, насыщении рынка товарами и услугами, пополнении местных бюджетов, обеспечении занятости населения и, в конечном счете, на повышении уровня и качества жизни населения

Статья посвящена формированию методики оценки влияния малого и среднего предпринимательства на экономический потенциал региона. Рассматривается вопрос состояния и развития малого и среднего предпринимательства в стране. Представлены различные методические подходы к оценке экономического потенциала. Проводится его разделение на отдельные элементы с последующим выделением роли предприятий малого и среднего бизнеса.

При разработке методики оценки влияния малого и среднего предпринимательства на экономический потенциал региона предлагается выделять основные структурные элементы, на которые оказывает непосредственное влияние этот сектор. Данные элементы можно интерпретировать через пять агрегированных показателей, каждый из которых включает ряд частных показателей, характеризующих развитие сектора малого и среднего предпринимательства в регионе.

Предлагаемая методика способствует выявлению наиболее эффективных форм и видов малого и среднего предпринимательства по отдельным сферам хозяйствования, что позволяет выделить центры развития в виде результативных субъектов, через поддержку которых возможно повышение эффективности функционирования всего сегмента малого и среднего бизнеса.

Ключевые слова: малое и среднее предпринимательство, социально-экономическое развитие, регион, методология, экономика.

Information about authors:

Zhakupov Yerlan – Ph.D student, L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan, zhakupov0123@gmail.com, https://orcid.org/0000-0002-1550-4063**;**

Berzhanova Aigul – candidate of economic sciences, associate professor, L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan, aigul_berjanova@list.ru, https://orcid.org/0000-0003-2688-5188**.**

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Kokenova A.E.[1],* Adbikerimova G.I.[2], Kulanova D.A.[2], Yesbolova A.A.Y.[2], Mergenbayeva A.T.[2]

[1]Central Asian Innovation University, Shymkent, Kazakhstan;
[2]JSC M. Auezov South Kazakhstan University, Shymkent, Kazakhstan.
E-mail: abdikerimova71@mail.ru

EVALUATION AND DEVELOPMENT OF THE MEAT INDUSTRY IN KAZAKHSTAN AND ABROAD

Abstract: in the meat balance of Kazakhstan, the defining place belongs to beef, which cannot be replaced by other types of meat, since each of them has specific taste qualities, amino acid composition and nutritional value. However, a sharp decline in the production of beef products of cattle breeding during the years of market transformations led to a significant reduction in the consumption of beef and veal by the population against the background of a decrease in the supply of domestic meat and a significant increase in its import supplies in frozen form, mainly from far-abroad countries. As a result of increased competition between producers of certain types of meat, beef producers were not in the best economic position.

The functioning of the market of meat products of cattle breeding is complicated due to a sharp reduction in state support for the industry, the discrepancy in prices for meat products of cattle breeding and the material elements of the costs of its production, the violation of economic relations between economic entities of the market, the fall in the effective demand of the population.

The urgency of solving the problem of the development of the domestic meat market increases due to the loss of Kazakhstan's food security for this type of food.

The purpose of the study was to develop theoretical, methodological and methodological provisions of recommendations for the development of the market of meat products of cattle breeding in Kazakhstan.

The object of the study was agricultural producers and meat processing enterprises.

In order to successfully compete in the domestic and foreign markets, agribusiness enterprises must ensure the production of competitive products, which is associated with one of the economic problems of the processing industries of the agro-industrial complex, which also includes the meat processing subcomplex.

The scientific novelty is as follows: the theoretical foundations of the functioning of the market of meat and meat products as a complex and dynamically developing multifunctional production and economic system are revealed.

Key words: meat industry of the agro-industrial complex, cattle, meat, meat products, sausage products, semi-finished products, canned food.

Introduction. The Meat Market occupies a special place in the economy of the agro-industrial complex, as it is the basis for ensuring food security and represents the economic interests of producers and consumers of meat and meat products. The solvent demand of the population for meat products is an economic regulator, the process of self-regulation of the meat products market is carried out in a competitive environment. Currently, one of the main directions of development of the meat products market is to increase the volume of production of high-quality final products.

The distinctive features of the market determine the strategic direction of its development, which makes it possible to increase the production rate of competitive meat products within the framework of the functioning of the region and in accordance with natural conditions by managing the quality of products and reducing costs at all stages of product distribution.

One of the main directions of the development of the meat market of the Turkestan region is to improve the commodity policy, expand the range of meat products, produce high-quality products, increase the shelf life, that is, increase the competitiveness of domestic meat products. Therefore, the development of the market should be carried out simultaneously in a number of areas that ensure the ability to respond in a timely manner to changes in demand in the market.

The characteristic features of a developed market also apply to the market of meat products, which are the most important indicators of the level and quality of life of the population, the main indicators of the development of the market of meat and meat products:

- stable supply of meat products, proportional to the saturated and stable demand for products at prices, assortment, volume and quality; active state support for domestic agricultural producers;
- objective formation of market prices for meat and meat products in a competitive environment;
- constant coordination of economic entities of the market with each other with increased competition between them;
- availability of a well-developed production and market infrastructure;
- establishment of optimal territorial and industrial proportions, unhindered movement of meat raw materials from its producers to consumers.

For the market of pure competition, which includes the market of agricultural products, there is a distinctive feature in this market there are many enterprises operating, each owns a small market share, but the enterprises can not influence the level of current prices.

External factors included: economic factors, analysis of competitors ' strategies, market conditions, and consumers of meat products. The key internal factors of the meat subcomplex are the competitiveness of products, the assortment, the quality management system, the company's development strategy, and the pricing policy. Effective enterprise management involves creating conditions in the existing market in which the enterprise needs to produce and sell only those goods for which there is a need, and if there is no need, then create it. Quality and product range management within the framework of commodity policy management is one of the most important activities of enterprises in the meat products market, since meat products are in high demand among the population.

The functioning and development of agri-food markets, first of all, is determined by its inherent specifics, the main problem of which is to increase the commodity resources of agricultural products, raw materials and food due to the possibilities of its own production, to expand their range and improve quality while reducing the costs of production and delivery to consumers.

In the context of increasing economic independence of the regions, the role of the agri-food market of the region in providing food to the local population increases. The purpose of its functioning can be defined as providing the population of its territory with food products that are affordable in price, volume, assortment and quality with active participation in interregional and foreign trade activities.

Methods. The paper uses the 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 the normative legal acts of the regional and municipal levels; official data of the republican and regional authorities; methodological, scientific, educational and reference literature, materials of the Internet, as well as research conducted by the authors.

The methodological study is a general method of scientific knowledge-analysis and synthesis, Content-media analysis of sociography, a system-comparative method that allows us to determine the genesis, sequence and functioning of the stages of the development of a meat hub within the framework of the pandemic, the attractiveness and effectiveness of adapting foreign experience in the management of a meat hub in Kazakhstan.

Results and discussion. After poultry and pork, beef is the third most popular type of meat in the world. In the global volume of meat production of all types, the specific weight of cattle meat is about 21%.

The number of cattle in the world is about one billion heads. More than 60 % of the livestock is accounted for by three countries-India, Brazil and China, Russia and Belarus-2.3%.

In the world, the share of beef cattle accounts for 40 % of the livestock, respectively, 60% is dairy cattle. Beef cattle production accounts for about 55% of the world's beef production. In the United States, beef cattle account for 78% of the cattle population, in Canada-85%, in Australia-92%. The average slaughter weight of one head of cattle in the United States is 316 kg, in Canada-308 kg, the yield of meat per head of cattle is 115 and 117 kg, respectively. Meat cattle breeding is also developing intensively in European countries: in France, meat breeds account for 46% of the total livestock, in Italy-24%, in the UK-39%, in Denmark-14%. A number of countries have created their own breeding reproducers of beef cattle. The main counterparties in the beef market are the United States, Brazil, and China, which provide more than 40% of global production. The share of the EAEU in world production is only 3.7%. In the short term, China is projected to grow beef production by 1.4%. On the one hand, stable domestic prices attract investors to the industry, on the other hand, low milk prices and reduced income in the dairy industry contribute to an increase in the slaughter of dairy herds.

In North America, production is expected to increase mainly due to the United States, where a record high of 12.1 million tons is forecast for 2020. In Australia and New Zealand, the increase in production is projected to be largely due to an increase in the slaughter weight of livestock. In the EU, an increase in production is also expected, due to an increase in the slaughter of dairy cattle, which is taking place as part of the ongoing restructuring of the dairy industry. In Russia, due to the lack of profitability of the industry and as a result of the lack of investment, production is projected to decline by almost 2% to 1.6 million tons. The highest consumption of beef per capita in Argentina – 55.5 kg, Brazil-39.3 kg and the United States-36.2 kg. There is also a high level of consumption in Australia, Bermuda, French Polynesia and Canada – 30-33 kg. The lowest beef consumption is in Liberia (0.8 kg), India (0.8 kg), the Democratic People's Republic of Korea (0.9 kg), the People's Republic of Bangladesh (1.3 kg), Ghana (1.1 kg), the Republic of Moldova (1.56 kg). In China, the world's largest producer, per capita consumption is only 5.3 kg. Over the period 2000-2013, consumption increased by only 1.3 kg.

The main beef exporters, providing 47% of the world's supply, are India, Australia, Brazil, and the United States. Belarus ranks 13th in the ranking of exporting countries (its share in global exports is 1.7%). In 2019, 8.9 million tons of beef were exported to the world market, which exceeded the 2015 figure by 13 %. India and Brazil demonstrate high export growth rates-by 22% and 14%, respectively. In the short term, global beef exports are expected to increase, mainly due to these countries. However, in each of these countries, the current situation and factors affecting the prospects for production and trade development are different. According to forecasts, India will retain its leading position in the world ranking of beef exporters in the near future.

The prospects for Brazil, which occupies a dominant position in the European and Middle Eastern markets, are associated with the expansion of market access to China and the United States. At the end of 2019, the United States and Brazil signed an agreement under which Brazil, along with exporting fresh and frozen beef, can also supply processed meat products to the United States. Favorable forecasts for Brazilian exports are due to the fall in the Brazilian real. In 2020, the United States will maintain its ranking as a beef exporting country. In 2019 (after falling in 2018), U.S. beef exports increased as a result of increased production. Currently, the United States does not directly supply beef to China. Unofficial U.S. beef exports to this country go through Hong Kong and Vietnam. In the fall of 2019, China announced its readiness to import beef from the United States. However, to date, there is no agreement, and the status of these intentions is unclear.

The development of beef cattle breeding in the last decade has been influenced by structural changes in such areas as improving the genetics and health of animals, as well as improving organizational and management processes. What is the consequence of increased international flows of investment in cattle breeding and technologies in the meat processing industry, especially in those markets where there is high growth, or in regions with low production costs.It is assumed that these trends will continue in the future, leading to changes in the structure of production costs in industrialized and developing countries. Changes in foreign policy in accordance with WTO requirements have led to a reduction in export subsidies and increased access to international markets. This has contributed to an increase in trade flows and the number of participants from developing countries as exporters.

As a result of the irrational use of available resources, the specific features of the livestock industry, and the low level of animal productivity, the volumes of meat products produced do not meet the scientifically based standards of consumption per capita at the expense of their own production. Thus, the actual consumption of meat per capita in 2020 was 73 kg, including at the expense of own production – 53 kg, the total need for medical (physiological) consumption standards – 1451 thousand tons and own production – 930 thousand tons (64.1%) [1].

Meat processing enterprises of the republic processed 335 thousand tons of meat in 2019, which accounted for 24.2% of the total volume of its production. The loading of meat processing enterprises for the production of sausage products was at the level of 28.7%, chilled poultry meat – 29.3%, canned meat and meat – growing products-60.7%. The volume of exports of all meat and meat products in 2016 amounted to 14.0 thousand tons, imports-189 thousand tons, including poultry meat-162 thousand tons (86%).

The capacity of meat processing enterprises for the production of sausage products in 2019 was 103.2 thousand tons per year, chilled poultry meat-145.5 thousand tons, canned meat and meat-growing products-16.8 thousand tons [2].

Imports of sausage products for the same period – at the level of 33.2 thousand tons, canned meat and meat products – 4.8 thousand tons.

The problems that have a direct impact on ensuring food security are, first of all, low crop yields and the productivity of animals and poultry. As a result, the feed consumption per conditional head in 2019 was equal to 14 ck units, which is 2 times lower than zootechnical standards. The share of breeding stock of animals and poultry remains low (cattle-10.6%, sheep-15.1%, pigs-19.9%, poultry-17.1%).

In general, the average live weight of one head of cattle sold for slaughter for all categories of farms is currently 301 kg, including 344 kg for agricultural formations, 307 kg for peasant (farmer) farms, and 319 kg for personal subsidiary farms of the population.

The share of meat production of all types in the total volume for all categories of farms in 2016 was: in agricultural enterprises – 19.7%, k(f)x-20.4%, households - 59.9%.

It should be noted that the production of meat products in agricultural enterprises is carried out using intensive technologies, in peasant (farm) farms and especially personal subsidiary farms - using extensive technologies [3].

One of the reasons for this situation is the lack of development of the system of procurement and promotion of agricultural products and, above all, meat – from agricultural producers to sales markets, including meat processing enterprises. Low purchase prices for products do not stimulate the growth of production volumes, which leads to a low share of domestic raw materials and a high share of imports. In 2019, the share of imports of sausage products was (46%), meat and canned meat-40%.

The products of small and medium-sized producers are noticeably inferior in quality and cannot successfully compete with foreign suppliers.

The organization of its own meat processing due to lack of funds, the need for high costs, the lack of its own retail network negatively affects the level of production of processed products.

Domestic meat processing enterprises prefer to use imported raw materials-frozen meat. The main reason is low prices, hence the low quality of meat, which is in demand by the meat industry. These factors objectively contribute to a lower cost of imported meat, due to savings on capital construction, lower feed production costs.

The cost of beef in Kazakhstan is 2 times higher than in Australia, the EU countries, and several times higher than in Brazil and Argentina. For pork, the cost of domestic products exceeds the price level in Brazil by 2.9 times and in the EU countries-by 12%. The cost of poultry meat in Kazakhstan is also 3 times higher than the cost of production in the importing countries on average [4].

It should be noted that meat processing increases the efficiency of output products, increases its competitiveness in the domestic and foreign markets.

One of the priorities for ensuring national food security and maintaining the high export potential of agricultural products is to strengthen the role of the state in the agricultural sector [5].

In the system of state support for the development of beef cattle breeding, a positive increase in budget support for 2019-2020 is 2 times, while the main amount of budget funds is focused on increasing the genetic potential of beef cattle – 68%, including breeding breeding work, including commercial cattle - 47.9%, the purchase of breeding cattle-20.7%, of which foreign selection-1.5%, and improving productivity and product quality-22.4%.

The existing methods of state financial support in the production and processing of meat do not take into account the principles of recoupment of budget funds.

In this regard, there is a need to change the forms and methods of stimulating an increase in the productivity of meat production and the level of payback in all regions of Kazakhstan based on the experience of foreign countries [6].

In the field of beef cattle breeding, investment subsidies are provided primarily to agricultural cooperatives for the purchase of machinery and equipment, which are classified as the first group of priority areas and the standard for reimbursement of investment investments is 50%.

The purchase of machinery and equipment for processing, harvesting, transportation of meat and meat products, primary processing of hides and wool are assigned to the second group, with a subsidy rate of no more than 30% [7].

Effective use of the genetic resources of the herd, aimed at maximizing the productive potential of animals, increases the profitability of production, reduces the payback period of investment and makes the industry more resistant to various crisis phenomena in the economy. Therefore, the improvement of state support measures for selection and breeding work contributes to an increase not only in the industry, but also in the national economic effect.

State support for the development of beef cattle breeding in 2016 amounted to 43.4 billion tenge, or 51 % of the funds allocated to animal husbandry to support selection and breeding work.

In Kazakhstan, the main share of beef cattle is concentrated in peasant (farm) farms – 53.2% and households-29.1%. In agricultural enterprises, where mainly breeding work is carried out, 17.8% of the population is concentrated. %.

In 2020, the level of provision of the population with meat products was 77%, including beef-86.2%, lamb-52.8%, pork-25.2%, poultry meat-91.5%.

One of the factors hindering the effective development of beef cattle breeding in the Republic of Kazakhstan is the low level of coverage of beef cattle by breeding work, which in 2016 amounted to 55.4%, i.e. half of the available beef cattle remains outside of breeding work.

As a result, the yield of calves per head of cattle does not reach 70%, the average live weight of cattle is 320-340 kg against 450-500 kg, which is necessary for profitable beef cattle breeding.

The lack of regulation of economic relations in the «agricultural producer-processing-trade» chain leads to the fact that the share of farms that raise beef cattle in the retail price of beef is 20-25%, and in countries with developed beef cattle breeding – 40-45%, while the level of its state support in the total cost is 10-15%.

In order to conduct effective interaction between producers of raw materials, processing and marketing organizations, allowing to reduce consumer prices for food products of domestic production, it is proposed to develop a price mechanism. For each type of agricultural product that is subject to price regulation, three different types of prices should be set: target, threshold and intervention.

Meat processing enterprises faced a number of problems related to the shortage of domestic raw materials, the irrational use of its secondary reserves, and the need to reduce losses.

To increase the investment attractiveness of the meat processing industry, it is necessary to solve the economic problems of coordinating inter-industry relations related to attracting investment resources and their targeted use [9,10].

In order for the economy of the meat processing industry to meet the market conditions of management, the improvement of the living standard of the population requires coordinated actions of the state and business.

According to calculations, in the structure of subsidies, the share of the cost of costs for the development of livestock breeding, improving livestock productivity and product quality by 2021 will be 24%, for the reimbursement of part of the costs of investment investments-14.7%.

At the same time, the cost of meat of all types will increase by 5.5%, cattle meat – will decrease by 9.1% (due to increased productivity and the introduction of scientifically based technologies), the cost of sheep and goat meat will increase by 9.2%, pigs – by 21%, poultry meat – by 24.8%.

The reduction in the cost of meat of all types is influenced by state financial support. Taking into account the prevailing prices, the level of profitability (payback) of the products sold will increase by 1.8 times for meat of all types.

The main directions of development of the meat industry should include: reducing production costs, increasing the specific weight of the final product, its range, the level of standardization to increase the competitiveness of production.

It is necessary to form a specialized zone for the production of cattle meat, focused on export on the basis of the development of cattle breeding, which has natural forage lands. By creating a network of feedlots, it is necessary to provide for the export of high-quality beef, creating a network of meat processing enterprises.

Calculations show that regional development institutions, trade and logistics and wholesale distribution centers should be organized to form the infrastructure for selling meat products.

Summary and Conclusion. In order to effectively use the production capacity of the meat processing industry, it is necessary to develop a mechanism for increasing meat harvesting.

Modernization of existing capacities and construction of meat processing plants is required to increase the competitiveness of the products produced.

The main directions of the development of relations between agricultural producers and processing enterprises in the republic are the improvement of pricing mechanisms, contractual relations, state support for producers of meat products, the expansion of the network of market infrastructure that provides technical, technological and organizational management in the continuity of providing the consumer.

A significant role in establishing mutually beneficial economic relations in the production and processing of meat products is assigned to the formation of market prices, taking into account its consumer value.

In the transformation of economic relations between agricultural producers and processing industry enterprises, it is important to develop a system of cooperation that allows creating consumer and processing cooperatives that contribute to increasing the volume of production and processing of meat products in Kazakhstan.

To increase the volume of production and processing of high-quality export-oriented meat products, it is proposed to introduce scientifically based agricultural technologies in the republic.

According to calculations, the total state support for the agricultural sector of the republic will increase by 27.1% by 2025 compared to 2020, which allows, taking into account organizational and economic measures, to increase the production of gross agricultural products by 31.1%, subsidies-by 1.8 times, in animal husbandry – by 1.6 times.

The average live weight of 1 head of cattle sold for slaughter in live weight will increase over the period under review by 16%, the share of meat processing-from 30 to 40%.

Taking into account the current prices and state financial support, the level of profitability of meat products sold will increase by 1.8 times and reach 36.2% for meat of all types, the level of security of the population according to scientifically based standards per capita will be 85%.

The system of state and interstate regulation of the food market should include economic, organizational and administrative measures. As economic measures, it is advisable to stimulate the supply and demand for food products, preferential lending, starting from production to the sale of products on the domestic and foreign markets, the development of interstate leasing of breeding cattle and processing equipment.

It is proposed to conduct commodity and financial interventions, improve the price system for the main types of agricultural products and food, and stimulate exports.

Көкенова А.Т.[1],* Абдикеримова Г.И.[2], Куланова Д.А.[2], Есболова А.Е.[2], Мергенбаева А.Т.[2]

[1]Орталық- Азия инновациялықуниверситеті, Шымкент, Қазақстан;
[2]КАҚ М. Әуезов атындағы Оңтүстік Қазақстан университеті, Шымкент, Қазақстан.
E-mail: abdikerimova71@mail.ru

ҚАЗАҚСТАН МЕН ШЕТЕЛДЕГІ ЕТ ӨНЕРКӘСІБІН БАҒАЛАУ ЖӘНЕ ДАМЫТУ

Аннотация: Қазақстанның ет балансында сиыр еті шешуші орын алады, оны басқа ет түрлерімен алмастыру мүмкін емес, өйткені олардың әрқайсысының өзіндік дәмдік қасиеттері, амин қышқылдарының құрамы және тағамдық құндылығы бар. Алайда нарықтық қайта құру жылдарында мал шаруашылығының ет өнімдерін өндіру көлемінің күрт төмендеуі отандық ет ұсынысының азаюы және оның негізінен алыс шетелдерден мұздатылған түрде импорттық жеткізілімдерінің едәуір өсуі аясында халықтың сиыр еті мен бұзау етін тұтынуының айтарлықтай төмендеуіне әкелді. Еттің жекелеген түрлерін өндірушілер арасындағы бәсекелестіктің артуы нәтижесінде сиыр етін өндірушілер жақсы экономикалық жағдайға тап болмады.

Мал шаруашылығының ет өнімдері нарығының жұмыс істеуі саланы мемлекеттік қолдаудың күрт төмендеуі, мал шаруашылығының ет өнімдері бағасының және оны өндіруге жұмсалатын шығындардың материалдық-заттай элементтерінің сәйкес келмеуі, нарықтың шаруашылық жүргізуші субъектілері арасындағы экономикалық қатынастардың бұзылуы, халықтың төлемге қабілетті сұранысының төмендеуі салдарынан қиындайды. Отандық ет нарығын дамыту проблемасын шешудің өзектілігі Қазақстанның азық-түліктің осы түрі бойынша азық-түлік қауіпсіздігін жоғалтуына байланысты артып келеді.

Зерттеудің мақсаты – Қазақстанда мал шаруашылығының ет өнімдері нарығын дамыту бойынша ұсынымдардың теориялық, әдіснамалық және әдістемелік ережелерін әзірлеу.

Зерттеу нысаны ауылшаруашылық тауар өндірушілері мен ет өңдеу кәсіпорындары.

Ішкі және сыртқы нарықтарда табысты бәсекелес болу үшін АӨК кәсіпорындары бәсекеге қабілетті өнім шығаруды қамтамасыз етуі керек, бұл ет өңдейтін қосалқы кешен кіретін АӨК қайта өңдеу салаларының экономикалық проблемаларының біріне байланысты.

Ғылыми жаңалығы – ет және ет өнімдері нарығының күрделі және қарқынды дамып келе жатқан көпфункционалды өндірістік-экономикалық жүйе ретінде жұмыс істеуінің теориялық негіздері ашылды.

Түйін сөздер: АӨК ет саласы, мал, ет, ет өнімдері, шұжық өнімдері, жартылай фабрикаттар, консервілер.

Кокенова А.Т.[1],* Абдикеримова Г.И.[2], Куланова Д.А.[2], Есболова А.Е.[2], Мергенбаева А.Т.[2]

[1]Центрально-Азиатский инновационный университет, Шымкент, Казахстан;
[2]НАО Южно-Казахстанский университет им. М.Ауезова, Шымкент, Казахстан.
E-mail: abdikerimova71@mail.ru

ОЦЕНКА И РАЗВИТИЕ МЯСНОЙ ПРОМЫШЛЕННОСТИ В КАЗАХСТАНЕ И ЗАРУБЕЖОМ

Аннотация: в мясном балансе Казахстана определяющее место принадлежит говядине, заменить которую другими видами мяса невозможно, так как каждый из них имеет специфические вкусовые качества, аминокислотный состав и пищевую ценность. Однако резкий спад объемов производства мясной продукции скотоводства в годы рыночных преобразований привел к значительному сокращению потребления населением говядины и телятины на фоне уменьшения предложения отечественного мяса и значительного роста его импортных поставок в замороженном виде преимущественно из стран дальнего зарубежья. В результате возросшей конкуренции между производителями отдельных видов мяса производители говядины оказались не в лучшем экономическом положении.

Функционирование рынка мясной продукции скотоводства осложняется вследствие резкого сокращения государственной поддержки отрасли, несоответствия цен на мясную продукцию скотоводства и материально-вещественные элементы затрат на ее производство, нарушения экономических отношений между хозяйствующими субъектами рынка, падения платежеспособного спроса населения.

Актуальность решения проблемы развития отечественного мясного рынка возрастает в связи с потерей Казахстана продовольственной безопасности по данному виду продовольствия.

Целью исследования явилась разработка теоретических, методологических и методических положений рекомендаций по развитию рынка мясной продукции скотоводства в Казахстане.

Объектом исследования являлись сельскохозяйственные товаропроизводители и мясоперерабатывающие предприятия.

Чтобы успешно конкурировать на внутреннем и внешнем рынках, предприятия сферы АПК должны обеспечить выпуск конкурентоспособной продукции, что связано с одной из экономических проблем перерабатывающих отраслей АПК, к которым относится и мясоперерабатывающий подкомплекс.

Научная новизна заключается в следующем: раскрыты теоретические основы функционирования рынка мяса и мясной продукции как сложной и динамично развивающейся многофункциональной производственно-экономической системы.

Ключевые слова: мясная отрасль АПК, скот, мясо, мясные продукты, колбасные изделия, полуфабрикаты, консервы.

Information about authors:

Kokenova A.T. – candidate of economic Sciences, docent, Central Asian Innovation University, Shymkent, Republic of Kazakhstan, E-mail: aiganymk7676@gmail.com, https://orcid.org/0000-0002-8805-5924;

Adbikerimova G.I. – candidate of economic Sciences, docent of the Department of Economics, JSC M. Auezov South Kazakhstan University, Shymkent, Kazakhstan, Shymkent, Republic of Kazakhstan, E-mail: abdikerimova71@mail.ru, https://orcid.org/0000-0003-4206-0901;

Kulanova D.A. – Candidate of Economic Sciences, docent of the Department of «Marketing and Management» of JSC M. Auezov South Kazakhstan University, Shymkent, Kazakhstan, Shymkent, Kazakhstan, E-mail: k_dana_a@mail.ru, https://orcid.org/0000-0001-9188-5243;

Yesbolova A.Y. – PhD, teacher, of the Department of Economics, JSC M. Auezov South Kazakhstan University, Shymkent, Kazakhstan, Shymkent, Republic of Kazakhstan, E-mail: yesbolova@gmail.com, https://orcid.org/0000-0001-9503-9482 ;

Mergenbayeva A.T. – candidate of economic Sciences, head of the Department of Economic theory, of the faculty of management and business of JSC M. Auezov South Kazakhstan University, Shymkent, Kazakhstan, Republic of Kazakhstan, E-mail: aziza.mer.69@mail.ru, https://orcid.org/0000-0001-8387-7673.

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Kokeyeva S.[1]*, Abylaikhanova T.[2], Niyazbekova Sh.[3]

[1]Narxoz University, Almaty, Kazakhstan;
[2]Sarsen Amanzholov East Kazakhstan University, Oskemen, Kazakhstan;
[3]Moscow Witte University, 2 Kozhuhovski proezd 12 stroenie 1, Academy of labor and social relations. Moscow, Russia.
E-mail: samal.kokeyeva@gmail.com

CAPITAL STRUCTURE AND FINANCIAL STABILITY AT NON-FERROUS METTALURGY ENTERPRISES IN KAZAKHSTAN

Abstract: the company's financing sufficiency and sustainability are achieved through the effective use of borrowed and own funds, which guarantees companies' solvency and creditworthiness. In Kazakhstan, many companies do not adhere to theoretical methods for optimizing the capital structure, leading to an unstable financial state. In most cases, the financing policy, long-term development, does not correspond to its strategic goals. Failure to create directions for the capital structure formation at each development stage and improper use of borrowed funds leads to a limitation of the development pace and non-fulfilment of strategic directions. It leads to non-compliance with the owners' interests.

The capital structure optimization plays a crucial role in making decisions on activities and financing investment projects. Although scientists from different countries have widely studied this topic, this topic still requires an in-depth study on the example of developing countries. Since most scientific papers are written only at the organizational level, the impact of leverage on various industries has yet to be studied. The paper aims to analyze the determinants and tools for creating capital structure in the metallurgical industry. It will allow us to determine ways to improve its financial stability. By identifying the factors that affect the capital structure, we can identify the factors that affect the company's overall sustainability. This will allow us to study the capital structure patterns in developing countries and help determine ways to improve its financial stability.

Key words: capital structure, financial stability, efficiency, development, metallurgy industry.

Introduction. The mining and metallurgical complex is vital in the mineral resource complex's leading branches system of the Republic of Kazakhstan. The mining and metallurgical industry is the second most important industry for the country's economy. The mining and metallurgical industry share, including the oil and gas industry, in the country's total industrial production is over 70%. The industry, excluding oil and gas, accounts for about 12 % of the country's GDP. The Kazakhstan economy is still dependent on the raw material component. In 2019, the share of the ferrous and non-ferrous metallurgical industry in the total industrial production of the country was 16.51% [1-5].

Determining the sustainability of development and ensuring the competitiveness of domestic enterprises largely depends on using their funds and attracting investment. The mining industry's investments are the most considerable investment, and it is 60% of the total investment.

Although statistics show positive results on investment, many industrial enterprises in Kazakhstan lack additional funds. Additional funds can be used to expand production, modernize and automate equipment, pay off debts and obligations and create new projects. Therefore, enterprises' most crucial task is to determine the enterprise's optimal capital structure and its most effective use to improve overall performance.

The firm's financial stability analysis allows external parties to assess the enterprise's long-term financial capabilities, depending on the firm's capital structure, the degree of participation of creditors and investors, the conditions for attracting and servicing loans [5-8].

Literature review. The capital structure theory is based on a cost comparison equity attraction and debt capital and impact analysis of various combined financing options on market valuation.

In order to understand the optimal structure of capital, many theories have been proposed since 1958. The discussion between scientists began by introducing Modigliani and Miller's theory about the company's value in a perfect market. It is also necessary to note well-known theories, such as hierarchy theory, compromise theory, and agency theory, which refuted Modigliani and Miller's theory and offered an estimate of the value of the company in an imperfect market. According to the theory of hierarchical order, companies adhere to hierarchical sources of financing. Companies try to use internal sources of financing, and use borrowed funds more for external financing. Researchers such as (Leary and Roberts 2010) found evidence for this theory.

Daily firm business transactions affect financial stability and cause it to move from one state to another. According to [5-10] the ratio of working capital to inventory and the debt ratio to equity are essential characteristics of financial stability and solvency-their external manifestation. In the sustainable development context, new rules for conducting business are being formed at all economic levels, leading to a revision of the established criteria and measures for managing the capital structure to carry out the desired effect. Various factors can affect the company's capital structure and, consequently, its financial stability. There are several methods of financial stability analysis: horizontal, vertical, trend, coefficient, and factor analysis. The right choice of indicators for financial stability analysis can help to find a solution to the problem, assess its financial stability based on financial statements. Based on the study of modern principles of capital structure, internal and external factors that affect the formation of organizations' capital structure as a whole, including Kazakhstani organizations, are classified. Internal factors are directly related to the company's activities, the company's strategy, and the nature of decision-making. Internal factors that affect the company's operations are classified according to various theories of capital structure. Numerous studies have established different factors correspond or do not correspond to a particular theory. There are factors such as firm size, age, growth, tangible assets, tax shield, and profitability [6-17].

Since large firms prefer to diversify their funding sources over small firms, determining the firm size's influence on capital structure is essential. According to Ang, Chua, and McConnell, large companies are less likely to fail than small ones. Therefore size can be the inverse indicator of the bankruptcy probability.

From another side, small firms usually have higher bankruptcy costs than large companies. According to the trade-off theory, the larger the company, the more debt it can use. Big companies have a better reputation in the debt market to borrow more at lower costs. This statement is confirmed in empirical studies (Demirgüç-Kunt, Martinez Peria, and Tressel 2020; Saif-Alyousfi et al. 2020) [7-25].

In the metallurgical industry, tangible assets often used as collateral. According to the trade-off theory, if the company has many tangible assets, it facilitates it in case of financial difficulties, and therefore the creditors will have low risk. Therefore, the influence of asset material on the capital structure shows a positive relationship. At the same time, the material intensity of assets can positively affect the capital structure. Companies that do not have collateral are forced to pay higher interest rates because tangible assets are more valuable in the market than intangible assets in the event of bankruptcy. Therefore, bondholders will demand lower risk premiums. Besides, collateral is more important in countries where creditor protection is relatively weak. It is generally recognized that developing countries are part of this weak group of creditor protection. According to the pecking-order theory, a more profitable firm is more likely to replace internal funds with debt. Therefore, there is a negative correlation between debt ratio and profitability [10-22].

Research objective and methodology. Leading companies in the field of metallurgical industry, such as JSC "Kazcink, JSC "Kazakhmys" and JSC "Kazkhrom," were selected as the object of research. The study was conducted according to secondary data for 2011-2019 years.

The analyzed enterprise is represented by its own and borrowed funds. The share of borrowed capital in their division into short-term and long-term is shown in figure 3.

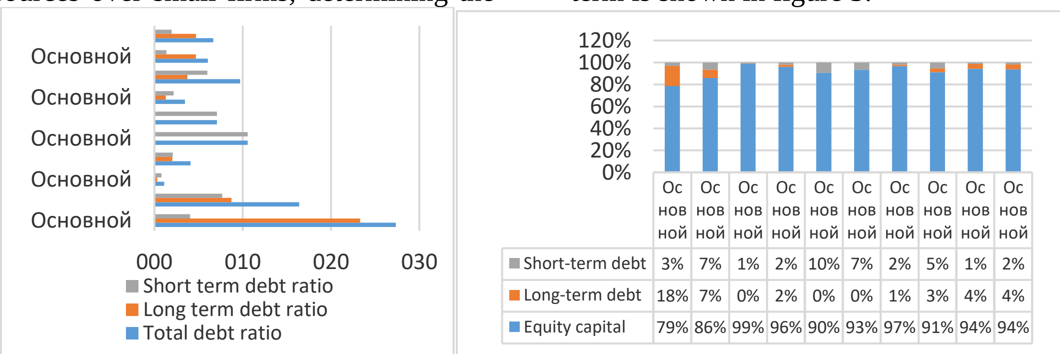

Figure 3 – The company's capital structure for 2010-2019, %

Source: developed by the authors based on the financial statements of enterprises.

As shown in Figure 3, the company uses its funds as the primary financing source for current and investment activities. The share of long-term loans exceeds the share of short-term loans, except for 2014. The company reduces the share of borrowed funds every year, which may indicate an increase in the profitability of the Corporation, which corresponds to the pecking-order theory.

According to the capital structure theories discussed above, we will conduct a regression analysis to study the determinants of capital structure decisions in the metallurgical industry. Asset tangibility, profitability, liquidity, and firm size were selected as factors explaining the capital structure [18-27].

Debt ratio is the total leverage ratio, calculated as the ratio of total debts to total assets. Asset tangibility is the ratio of net plant, property, and inventory to total assets. ROA - the return on assets; ROE - the return on equity. Size is the logarithm of sales. Liquidity is the ratio of current assets to current liabilities. In order to avoid the endogeneity problem in corporate finance, our model is specified as follows:

$$Debt\ Ratio_{it} = \beta_0 + \beta_1 Tangible\ assets + \beta_2 Size + \beta_3 Profitability + \beta_4 Liquidity + \varepsilon_{it}$$

Where Debt Ratio represents the leverage ratio for the firm "i", (i= 1-4 and t=1; βx represent the coefficients for each independent variable; Profitability represents by return on assets and return om equity, and ε_{it} represent the unknown intercept, that is the error term.

Table 1 - Regression Results

Debt ratio	**Coef.**	**St.Err.**	**t-value**	**p-value**
Size	0.096	0.060	1.60	0.124
Asset tangibility	-0.812	1.411	-0.58	0.571
Liquidity	0.637	0.764	0.83	0.414
ROA	-12.912***	4.431	-2.91	0.008
ROE	5.133***	0.696	7.37	0.000
Constant	0.082	0.626	0.13	0.897
R-squared	0.872	Number of obs	27.000	
F-test	51.068	Prob > F	0.000	
*Note: asterisks denote level of significant *p<0.1; **p<0.05; ***p<0.01*				
Source: Calculated by authors				

According to the regression analysis, the results of which can be seen in table 1, several interesting facts were revealed. The firm size is positive but not significant in the regression of debt. It suggests that larger firms have more debt obligations. This result is consistent with agency theory and similar to previous studies' finding [11], [13]–[25]. The negative correlation of tangible assets and debt ratio highlights that firms do not borrow more debts if they have more tangible assets for collaterals. Tangible assets are essential in determining capital structure because the value of tangible assets is higher than intangible assets in bankruptcy. Given the debt structure's stability, firms with higher tangible assets use less debt for a more flexible finance structure. The positive correlation of liquidity and debt ratio suggests that liquidity problems limit the firm from borrowing, and liquidity management is critical for metallurgical firms' success in Kazakhstan.

We find that firms with higher profitability tend to borrow less debt in the metallurgical industry as the coefficients for profitability are negative and significant in regression. The ratio of leverage and ROE showed a positive and significant correlation. It is evident from the traditional DuPont formula that ROE increases as leverage increases and risk increases. To determine the financial stability of the company, we calculated several indicators. Financial stability can also be estimated based on a three-dimensional model, which includes absolute indicators that reflect the ability to Finance the enterprise's current activities. This model characterizes the financial stability of a metallurgical company as follows (table 2):

Table 2 - Types of company financial stability

Type of financial stability	Dimensional model	Sources of inventory financing	Brief description of financial stability
1. Absolute financial stability	M= (1, 1, 1) $\Delta WC \geq 0$ $\Delta StLtD \geq 0$ $\Delta IV \geq 0$	Working capital (net working capital)	High level of solvency. The company does not depend on external creditors

2. Normal stability of the financial situation	M= (0, 1, 1) ΔWC < 0 Δ StLtD ≥ 0 ΔIV ≥ 0	Working capital plus long-term loans and borrowings	Normal solvency. Rational use of borrowed funds. High profitability of current activities
3. A precarious financial condition.	M= (0, 0, 1) ΔWC < 0 Δ StLtD < 0 ΔIV ≥ 0	Working capital plus long-term debt plus short-term debt.	Violation of normal solvency. There is a need to attract additional sources of funding. It is possible to restore solvency.
4. Crisis (critical) financial condition	M= (0, 0, 0) ΔWC < 0 Δ StLtD < 0 ΔIV < 0	-	The company is completely insolvent and is on the verge of bankruptcy

An assessment of the analyzed company's financial stability following this approach is presented in table 3.

Table 3 - assessment of financial stability of Kazzinc LLP based on financial coefficients for 2015-2019

N		Indicator	Year 2015	2016	2017	2018	2019
1	Solvency	Cash ratio	0.03	0.18	0.23	0.06	0.06
		Quick ratio	0.44	1.39	2.28	1.99	1.89
		Current ratio	1.75	3.09	4.25	3.81	3.85
2	Capital structure	Equity to Assets Ratio	0.78	0.81	0.81	0.81	0.80
		Financial Stability Ratio	0.78	0.82	0.84	0.85	0.84
		Debt to Equity Ratio	0.07	0.03	0.10	0.06	0.07
		Long-Term Debt to Equity Ratio	0.00	0.01	0.04	0.04	0.04
3	FCA	Working Capital to Current Assets Ratio	0.43	0.68	0.76	0.74	0.74
		Working Capital to Inventory Ratio	0.57	1.23	1.65	1.54	1.45
		Working Capital to Equity Ratio	0.08	0.15	0.19	0.16	0.19
		Current Assets to Non-Current Assets Ratio	0.18	0.21	0.26	0.21	0.26
4	Turnover	Current Assets Turnover Ratio	1.68	2.63	2.45	2.90	2.61
		Equity Turnover Ratio	0.33	0.57	0.62	0.62	0.66
5	Return	ROA	-0.03	0.06	0.09	0.07	0.08
		ROE	-0.04	0.07	0.12	0.09	0.10
		ROS	-0.11	0.13	0.19	0.14	0.15
Source: Calculated by authors							

According to the obtained calculations, we can deduce overall that the company has adequate financial stability, as there is a sufficient amount of working capital (ΔWC> 0), the enterprise has a surplus of long-term sources of forming reserves (ΔStLtD ≥ 0), surplus total sources to cover the reserves (ΔIV ≥ 0). Normal financial stability indicates sufficient funds to Finance current activities, despite the significant amount of production reserves at this enterprise. This condition indicates the rational use of borrowed funds and the high profitability of current activities. To achieve financial stability, the ratio of current assets to non-current assets must be higher than the ratio of debt to equity. according to table 4, this condition is met in the period under review: 0.18>0.07; 0.21>0.03; 0.26>0.10; 0.21>0.06; 0.26>0.07.

The enterprise financial indicators correspond to the norm, which indicates the company's financial stability state. In the financial analysis of the capital structure, the main criterion is to minimize financial risks associated with a differentiated selection of financing sources for various components of the enterprise's assets. Low debt ratios and financial tensions characterize conservative policy on debt capital. The primary condition for the rational use of borrowed capital is the financial leverage differential positive value. The result from the use of borrowed funds (return on assets) exceeds the loan's interest rate. The positive value of the financial leverage differential multiplies the effect of using loans. It means that each new KZT of Bank loans gives an even more significant increase in equity return. In Kazakhstan's metallurgical companies, the risk of attracting Bank loans is not accompanied by a proper return. In this regard, we can conclude that the company management's approaches to attracting borrowed funds are correct since the activity's specifics do not imply a quick return. A series of risks accompany the company's mining activities, so the company waives the additional financial risk associated with the probability of default on its obligations.

Conclusion. Although some differences in capital structure can be explained by the modern theory of capital structure in developed market economies, the forces underlying capital structure decision-making in emerging economies are still open research questions. Each management has the right to choose what capital structure ratio will be in its firm. A rational capital structure allows the company to maintain a sufficient financial stability level. The concerns of forming the company's capital structure are related to the specifics of its production and investment activities, strategy, and tactics of managing and attracting and placing financial resources. This problem has several aspects. First, there are advantages and disadvantages to using each type of funding source. Second, it reflects the capital structure on the company's financial stability and financial results, since borrowing increases the costs associated with servicing and repayment. Third, it is a financial risk associated with the risk of non-fulfillment of its financial obligations. It should be noted that with a significant attraction of borrowed capital, the financial stability of the company decreases. If no measures are taken to increase equity, the company's financial risk may increase.

Кокеева С.[1]*, Абылайханова Т.[2], Ниязбекова Ш.[3]

[1]Нархоз Университеті, Алматы, Қазақстан;
[2]С. Аманжолов атындағы Шығыс Қазақстан мемлекеттік университеті, Өскемен, Қазақстан;
[3]С.Ю. Витте атындағы Мәскеу университеті, Мәскеу, Ресей.
Еңбек және әлеуметтік қатынастар академиясы, Мәскеу, Ресей.
E-mail: samal.kokeyeva@gmail.com

ҚАЗАҚСТАННЫҢ ТҮСТІ МЕТАЛЛУРГИЯ КӘСІПОРЫНДАРЫНЫҢ КАПИТАЛ ҚҰРЫЛЫМЫ ЖӘНЕ ҚАРЖЫЛЫҚ ТҰРАҚТЫЛЫҒЫ

Аннотация: компанияның қаржылық жеткіліктілігі мен тұрақтылығына компанияның қарыз қаражаты мен меншік қаражатын тиімді пайдалану арқылы қол жеткізуге болады, бұл компанияның төлем қабілеттілігі мен несиеқабілеттілігіне кепілдік береді.

Компания өз дамуының әр сатысында капитал құрылымын дұрыс құра алмаған жағдайда немесе қарыз қаражатын мақсатсыз пайдаланған жағдайда, оның даму қарқыны шектеліп, стратегиялық бағыттар орындалмауына, соның салдарынан меншік иелерінің мүдделерін сақтай алмауға әкеп соғады. Көптеген жағдайда қазақстандық компанияларға ұзақ мерзімді дамуын қаржыландыру саясаты оның стратегиялық мақсаттарына сәйкес келмейді. Қазақстан Республикасының кәсіпорындары өндірісті кеңейтуге, жабдықтарды жаңартуға және автоматтандыруға, борыштар мен міндеттемелерді өтеуге, жаңа жобаларды жасауға және т. б. бюағытталауға жұмсау үшін қосымша қаражат жетіспейді. Оны оңтайлы капитал құрылымы арқылы жүзеге асыруға болады. Капитал құрылымы – қаржыландыру көздері арасындағы кәсіпорын басшылығы саналы түрде қолдайтын қатынас.

Ол компанияға қаржылық тұрақтылықтың жеткілікті деңгейін ұстап тұруға мүмкіндік береді, ал қарыз капиталын тартуға байланысты қаржылық тәуекел дәрежесі осы тәуекелді басқарудың тиімді құралдарының жиынтығымен қамтамасыз етіледі. Капиталды басқару теориясында қарыз бен меншікті капиталдың арақатынасы қандай шамада болу керектігі жайлы бірыңғай ережелер жоқ. Отандық тәжірибеде автономия коэффициентінің мәні 50%-дан асса, тиімді деп саналады. Алайда, шетелдік компаниялардың тәжірибесінде, керісінше, қарыз капиталының жалпы капталдағы үлесінің жоғары болуы қарыз алушы кәсіпорынның жақсы несиелік беделі барын көрсетеді. Кәсіпорын салынған инвестицияларға сәйкес бағаланады. Кәсіпорынның осы инвестицияларын қаржыландыру үшін келісілген, оңтайлы қаржылық құрылымды анықтау қажет. Кәсіпорын әрқашан өзінің ұзақ мерзімді инвестициялық шешімдерін және оны жүзеге асыру үшін қолайлы қаржыландыру көздерін анықтауы керек. Сондықтан капиталдың оңтайлы құрылымын құру – кәсіпорын алдында тұрған басты міндеттердің бірі.

Капитал құрылымын оңтайландыру инвестициялық жобалардың қызметі мен қаржыландырылуы туралы шешім қабылдауда шешуші рөл атқарады. Бұл тақырып әртүрлі мемлекеттердің ғалымдарымен кеңінен зерттелгенімен, дамушы елдер мысалына әлі де терең зерттеуді қажет етеді. Көптеген ғылыми жұмыстар тек ұйымдастырушылық деңгейде жазылғандықтан, әртүрлі салаларға әсері зерттеліп үлгермеген.

Түйін сөздер: капитал құрылымы, қаржылық тұрақтылық, тиімділік, даму, металлургия өнеркәсібі.

Кокеева С.[1]*, Абылайханова Т.[2], Ниязбекова Ш.[3]

[1]Университет Нархоз, Алматы, Казахстан;
[2]Восточно-Казахстанский государственный университет им. С. Аманжолова, Оскемен, Казахстан;
[3]Московский университет им. С.Ю. Витте, Академия труда и социальных отношений, Москва, Россия.
E-mail: samal.kokeyeva@gmail.com

СТРУКТУРА КАПИТАЛА И ФИНАНСОВАЯ УСТОЙЧИВОСТЬ ПРЕДПРИЯТИЙ ЦВЕТНОЙ МЕТАЛЛУРГИИ КАЗАХСТАНА

Аннотация: финансовая достаточность и устойчивость компании достигаются за счет эффективного использования заемных и собственных средств компании, что гарантирует ее платежеспособность и кредитоспособность компании.

Неспособность сформировать направления формирования структуры капитала на каждом этапе развития и нецелевое использование заемных средств приводит к ограничению темпов развития и невыполнению стратегических направлений, что приводит к несоблюдению интересов собственников. В большинстве случаев политика финансирования долгосрочного развития казахстанских компаний не соответствует его стратегическим целям. Не создание направлений формирования структуры капитала на каждом этапе развития и неправильное использование заемных средств повлечет за собой ограничение темпов развития, невыполнение стратегических направлений, поэтому несоблюдение интересов собственников.

Предприятия Республики Казахстан испытывают недостаток в дополнительных средствах, которые могут быть направлены на расширение производства, модернизацию и автоматизацию оборудования, поглощение и слияние с другими, погашение долгов и обязательств, создание новых проектов и пр. Структура капитала – это некое осознанно поддерживаемое руководством предприятия соотношение между источниками финансирования. Она позволяет предприятию удерживать достаточный уровень финансовой устойчивости, а степень финансового риска, связанного с привлечением заёмного капитала, поддерживается набором действенных инструментов управления этим риском. В теории управления капиталом не существует единых правил соотношения заёмного и собственного капитала. В отечественной практике приветствуется, если значение коэффициента автономии превышает 50%. Между тем в практике зарубежных компаний, наоборот, значительная доля заёмного капитала свидетельствует о хорошей кредитной репутации предприятия-заёмщика. Предприятие оценивается в соответствии с вложенными инвестициями. В целях финансирования данных инвестиций предприятия необходимо определить согласованную, оптимальную финансовую структуру. Предприятие всегда должна определять свои долгосрочные инвестиционные решения и приемлемые для ее реализации источники финансирования. Поэтому создание оптимальной структуры капитала – одна из главных задач, стоящих перед предприятием. Для решения задачи оптимизации структуры капитала нет однозначного ответа. Оптимизация структуры капитала играет решающую роль в принятии решений о деятельности и финансировании инвестиционных проектов. Хотя эта тема широко изучена учеными из разных стран, данная тема на примере развивающихся стран все еще требует глубокого изучения.

Ключевые слова: структура капитала, финансовая устойчивость, эффективность, развитие, металлургическая промышленность.

Information about autors:

Samal Kokeyeva – Narxoz University Doctoral student PhD, Finance Department, street Zhandosov, 55 Almaty, Kazakhstan, 050035, Research interests: finance, economics, management. ORCID ID: https://orcid.org/0000– 0001– 5772– 8893;

Tana Abylaikhanova – East Kazakhstan University, Senior lecturer of the Department of Economics and management, Kazakhstan Street, 55, 070022 Kazakhstan, Oskemen, ORCID ID: https://orcid.org/0000–0002– 3934– 0606;

Shakizada Niyazbekova – Candidate of Economic Sciences PhD, Moscow Witte University, Moscow, Russian. Research interests: economy, finance, management, ORCID ID: https://orcid.org/0000–0002–3433–9841.

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Nurgaliyeva A.*, Korabayev B., Matenova Z., Zeinullina A., Sartova R.

Pavlodar State University named after S. Toraighyrov, Pavlodar, Kazakhstan.
E-mail: nurgalieva_a72@mail.ru

PRIORITIES OF APPLICATION OF HIGH TECHNOLOGIES IN THE INDUSTRY ON THE PRINCIPLES OF GREENING

Abstract: the purpose of the research is to Reveal the main scientific approaches to understanding the essence of high-tech industries, to determine the targets and principles of the introduction of high technologies in industrial enterprises.

Methodology – the Study was conducted using statistical and comparative analysis methods. The sources of the research are theoretical and analytical articles, works of Kazakh and foreign authors, which consider scientific approaches to understanding the essence of high-tech industries.

Originality/value – the Author studied modern types of high technologies focused on the development of industry and formed: priorities for the use of high technologies; the principles of the introduction of high technologies in industrial enterprises.

Conclusions – In the Republic of Kazakhstan there are enough resources to build modern production on the principles of high technology. On the basis of the studied material, we have formed priorities for the use of high technologies in the industry on the principles of greening the industry, developed targets and principles for the introduction of high technologies in industrial enterprises.

Key words: innovative development, high technology, sustainable development, greening, high-tech production.

Introduction. High technologies are very complex technologies used in production and other processes. High technologies are fundamentally different from «low technologies» – simple technologies used for centuries and associated with the production of basic necessities [1].

The transition to the use of high technologies and related technology is the most important link of the scientific and technological revolution (STD) and scientific and technological progress (STP) at the present stage. High technologies usually include the most knowledge-intensive industries.

As a result, high-tech production is the industrial enterprises using in system of production and economic activity high technologies, achievements of NTR and NTP [1].

It is also possible to classify technologies as «high» depending on the measure of non-participation of a person – the less participation of a person in the technological process, the higher the technology. High technologies include not only industrial technologies, but also social technologies, such as news distribution systems, teamwork and learning technologies. In this regard, we can talk about high social technologies.

Under the knowledge-intensive sectors of the economy are understood to be a group of enterprises producing homogeneous products of General purpose, within the formation of production costs of which, investment costs, there is a high proportion of costs, investment in R & D [1].

The main part of the study. High technologies at the present stage of development of scientific and technological progress, can be classified in the following areas: social technologies (news distribution systems, teamwork technologies, learning technologies); electronics; software (artificial intelligence); wireless technologies; robotics; nanotechnology; environmentally friendly technologies, energy saving and alternative energy (waste processing, nuclear energy, solar energy, hydrogen energy); security systems(biometrics, sensors, detectors, electronic analyzers, covert surveillance systems); navigation technologies; defense technologies and dual-use technologies (aircraft construction, rocket construction, spacecraft development); biotechnologies (genetic engineering, igenotherapy, microbiological industry);organic chemistry; pharmacology [1, 2].

Historically, most types of high technologies are attributed exclusively and only to the field of technology and industry, which is why other types of areas and sectors of the economy remain out of consideration. The above criteria of classification to high technologies – new, progressive, science-intensive – are not invariant signs of "height" of technology [1, 2].

In our opinion, it is possible to characterize certain types of high technologies, which in theory and practice are widely used in industries, including to the greatest extent in the manufacturing industry.

At the present stage of industry development, one of the leading areas of high technology is electronics.

Electronics is a branch of science and technology engaged in the study of the physical foundations of the functioning, research, development and application of devices, the work of which is based on the flow of electric current in a solid, vacuum and gas. Such devices are semiconductor (flow of current in a solid body), electronic (flow of current in a vacuum) and ionic (flow of current in a gas) devices. The main place among them is currently occupied by semiconductor devices. The common property of all these devices is that they are essentially nonlinear elements, the nonlinearity of their current-voltage characteristics, as a rule, is a sign that determines their most important properties [3].

Industrial electronics is a part of electronics that deals with the use of semiconductor, electronic and ion devices in the industry. Despite the difference in applications and the variety of modes of operation of industrial electronic devices, they are based on General principles and consist of a limited number of functional units. General principles of construction of these functional units-electronic circuits – and considers industrial electronics [3].

Industrial electronics is divided into two broad areas:

(a) information electronics, dealing with devices for transmitting, processing and displaying information. Signal amplifiers, voltage generators of various shapes, logic circuits, counters, display devices and displays of computers – all devices of information electronics. The characteristic features of modern information electronics are the complexity and variety of tasks, high speed and reliability. Information electronics at the present time is inseparably connected with the use of integrated circuits, the development and improvement of which in the main determines the level of development of the industry of electronic equipment.

b) energy electronics (converting equipment), engaged in the conversion of one type of electrical energy into another. Almost half of the electricity produced in all countries of the world is consumed in the form of direct current or non-standard frequency current. Most of the conversion of electrical energy is currently performed by semiconductor converters. The main types of converters are rectifiers (AC to DC conversion), inverters (DC to AC conversion), frequency converters, adjustable DC and AC voltage converters [3].

The development of electricity and electrical engineering is closely linked to electronics. The complexity of the processes in power systems, high rate of their occurrence has demanded widespread introduction for the calculation of the regimes and management processes of electronic computing machines (computers) connected with a system of sophisticated electronic devices and is equipped with the developed device to display information. The main production processes are automated on the basis of modern information electronics devices, in which integrated circuits and microprocessors have been widely used in recent years. Semiconductor converters of electric energy are one of the main load elements of networks, their work largely determines the operating modes of networks. Valve converters are used for power supply of electric drives and electro-technological installations, for excitation of synchronous electric machines and in schemes of frequency start of hydro generators. On the basis of semiconductor valve converters, DC power lines of high power and DC inserts are created [3].

Thus, electronic devices are important and highly complex components of power and Electromechanical installations and systems, and for their creation it is necessary to involve specialists in the field of industrial electronics, automation and computer technology. However, engineers specializing in the field of electricity and electrical engineering, can not be removed from the solution of issues related to electronics. First, they should be able to clearly articulate the task for the electronic circuit designer and present the difficulties that the developer may face. Not fully specified requirements can lead to the creation of an inoperable device, and unjustified overstatement of requirements – to increase the cost and reduce the reliability of electronic equipment. In order to speak with the developer of electronic equipment in one language, it is necessary to clearly imagine what electronics can do and at what cost and in what ways it is achieved. The latter is also necessary for the qualified selection of equipment manufactured by the industry [3].

Secondly, there is a need for proper operation of electronic devices. Third, electrical engineers are actively involved in the installation and adjustment of equipment, including electronics. Fourth, the design of a number of power plants, including DC transmission lines, requires the joint work of specialists in energy and Converter technology.

All this requires a lot of knowledge in the field of industrial electronics. The basis of such knowledge lays a separate scientific direction - "Industrial electronics". It explores the modern scheme of information and energy electronics. Many of the most important problems of science and technology arise at the junctures of science. Electronics, electrical engineering and power engineering now touch very closely, require joint work of scientists and engineers, great knowledge in related fields. For many engineers, our course will be only the first step in the problem of electronics.

Electronic technology is constantly evolving, each problem can be solved on the basis of different circuit options: you can build a circuit on discrete components, you can perform it on integrated circuits, use a microprocessor kit, to process information in digital or analog form [3].

In the end, everything is decided by economic analysis, and making the wrong decision (say, the refusal to use chips) may not interfere with the solution of local technical problems, but in the end it will be unprofitable for the national economy: the cost of equipment will increase, or the cost of its operation will increase, or the service life will decrease. Almost every engineer in his place affects the PA technical policy in his field and in the development and defense of technical solutions should act not only as a specialist, but also as a citizen [3].

Another type of high technology, directly focused on the development of industry is robotics.

Robotics in industry – is a set of industrial robots designed to perform motor and control functions in the production process, manipulation robot. It is used to move objects of production and perform various technological operations.

In the scientific sense, there are other definitions. Industrial robot – an automatic machine, stationary or mobile, consisting of an Executive device in the form of a manipulator having several degrees of mobility, and reprogrammable software control device to perform motor and control functions in the production process.

In the industry, along with the manipulation robots that have received the greatest distribution, mobile (locomotive), information, information management, complex and other types of industrial robots are also used.

Industrial robots are usually one of the components of automated production systems used in flexible automated production, which at the same level of quality can increase productivity as a whole [4].

It is economically advantageous to use industrial robots together with other means of production automation (automatic lines, sections and complexes).

Robotics in industry in modern science is classified into two areas:

- by type of control;
- by function and scope.

(a) By type of management:

- controlled robots, demanding that their every movement was controlled by the operator. Due to the narrowness of applications are few. And not quite robots;
- automatic and semi-Autonomous robots: operate strictly according to the specified program, often do not have sensors and are not able to adjust their actions, can not do without the participation of the worker;
- Autonomous: can perform a programmed cycle of actions without human intervention, according to the specified algorithms and adjusting their actions as necessary. Such robots are able to completely block the field of activity on its section of the conveyor, without the involvement of live manpower.

b) Functions and scope of application:

- by appointment and executable functions (universal, welding, machine-building, cutting, completing, Assembly, packing, warehouse, painting) [4].

In parallel with robotics, an innovative high – tech direction-nanotechnology-is being formed in the industry.

Nanotechnology is a new area of science and technology that has been actively developing in recent decades. Nanotechnology includes the creation and use of materials, devices, and technical systems whose functioning is determined by nanostructures, that is, its ordered fragments ranging in size from 1 to 100 nanometers [4].

The term «nanotechnology» (nanotechnology) was introduced in 1974 by Professor of materials science from the University of Tokyo Noriotaniguchi (Norio Taniguchi), who defined it as "a production technology that allows to achieve ultra-high accuracy and ultra-small dimensions of the order of 1 nm.

In the world literature clearly distinguish nanoscience (nanoscience) from nanotechnology

(nanotechnology). The term «nanoscalescience» (nanoscale science) is also used for nanoscience [5].

In modern industry, in practice, the term «nanotechnology» combines "nanoscience", "nanotechnology", and sometimes even «nanoindustry» (areas of business and production where nanotechnology is used).

Fully or partially created on the basis of nanomaterials and nanotechnology functionally complete systems and devices, the characteristics of which are radically different from the performance of systems and devices of similar purpose, created by traditional technologies.

It is almost impossible to list all the areas in which nanotechnology can significantly affect technological progress. You can name only some of them:

- elements of nanoelectronics and nanophotonics (semiconductor transistors and lasers);
- photodetectors; solar cells; various sensors;
- ultra-dense information recording devices;

telecommunication, information and computing technologies;

- supercomputers;
- video equipment - flat screens, monitors, video projectors;
- molecular electronic devices, including switches and electronic circuits at the molecular level;
- nanolithography and nanoimprinting;
- fuel cells and energy storage devices;
- micro and nanomechanics devices, including molecular motors and nanomotors, nanorobots;
- nanochemistry and catalysis, including combustion control, coating, electrochemistry and pharmaceuticals;
- aviation, space and defense applications;
- the device control status of the environment;
- targeted delivery of drugs and proteins, biopolymers and healing of biological tissues, clinical and medical diagnostics, creation of artificial muscles, bones, implantation of living organs;
- biomechanics; genomics; bioinformatics; bioinstrumente;
- registration and identification of carcinogenic tissues, pathogens and biologically harmful agents;
- safety in agriculture and food production [5].

The strategic reference point for the use of high technologies in industry is environmentally friendly technologies.

Environmentally friendly technologies are a segment of the market of technologies, methods of production and services that contribute to the efficient use of available resources, as well as the protection and conservation of natural resources [6].

The real direction of solving environmental problems is the implementation of scientific and technological progress, providing for changes in the technical and technological basis of production through the transition to low-waste, resource and energy-saving technologies. Practically, this means a change of course aimed at the elimination of the adverse effects caused by change in the quality of the natural environment, the course of the control of pollution and prevention of consequences. This approach in the considered situation is not only the most logical, but also the most cost-effective solution, because the cost of eliminating environmental consequences is often much higher than preventive measures [6].

Resource-saving technology in this case is understood as a technological process that involves minimizing the use of natural resources and minimal disruption of natural (natural) conditions, i.e. differs from traditional technologies by significantly lower specific consumption of raw materials and energy. For low-waste (non-waste) technologies, the main thing is the transition to closed technological cycles, to some extent reproducing natural ones, which allows to obtain a minimum of solid, liquid, gaseous and thermal waste and emissions. The Declaration on low-waste and non-waste technologies and waste management, adopted at the pan-European meeting of the economic Commission for Europe on cooperation in the field of environmental protection, defines: «low-waste and non-waste production refers to a method of production (process, enterprise, territorial production complex), about which all raw materials and energy are used most efficiently and comprehensively in the cycle of raw materials – production – consumption – secondary raw materials and any impact on the environment do not violate its normal functioning». According to the definition, there are two aspects of closed production: in the case of an individual production process (within a single enterprise) and in the case of a group of enterprises, where different technologies are combined into sequential and parallel chains in order to make better use of raw materials and reduce waste.

The technological principles of the organization of environmentally friendly technologies depend on the nature of production processes, on groups of industries. For the mining industry, which is characterized by large volumes of movement of rocks, such technologies are associated with the transition to fundamentally new technologies of mining, for example, it can be underground leaching, electrolysis, gasification and hydro-shock production (coal), the introduction of which usually requires a very high start-up capital investments. For the manufacturing industry (in particular metallurgy), transitions to deeper processing of raw materials and the maximum use of generated waste may be promising. Sometimes a situation is created when it is more effective to reduce the degree of extraction of the main component in order to ensure a gain in General on the complex processing of raw materials and the production of by-products. Such situations are difficult to imagine without going beyond the individual enterprise. It is more likely such developments in the presence of large investments in the framework of the holding company or other industrial enterprises. For industries with discontinuous production processes based mainly on mechanical processing of raw materials (mechanical engineering, woodworking, light industry), the organization of environmentally friendly technologies is usually associated with a significant reduction in the total amount of waste based on changes in the means of influence on the subject of labor [6, 7].

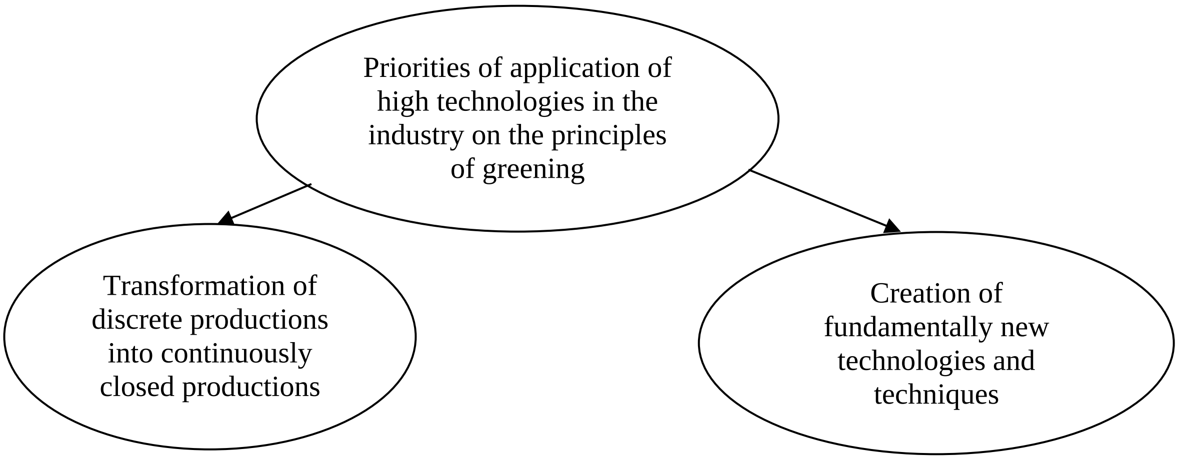
Options for changing the technical and technological basis of production:

- improvement of existing machinery and production technology in order to transform existing production from discrete to continuous closed production, intensive in its basis. This way assumes "step-by-step" greening of production: improvement of the existing production – introduction of low-waste resource and energy-saving technologies; waste disposal, creation of a system of integrated waste-free production with the addition of its specialized plants for the processing of all industrial and domestic waste into materials suitable for assimilation by nature or economic use;
- «Biologization» of production – connection of biological processes to the existing production (according to the type of natural cycle of substances).
- the Creation of fundamentally new technologies and techniques, the use of which in the process of work will qualitatively change the nature of environmental management in General [6, 7].

The first two directions are not fully effective, because they suggest the evolutionary progress of means of influence on nature (technology) with unchanged or slightly modified principles, methods and methods (technology) of this impact.

The real direction of achieving the desired result (intensification of production and preservation of the environment) is the creation of environmentally friendly technologies and techniques, which are understood as such samples of technological processes, technical means and units, which in the course of their operation will exclude the costs of public labor for the elimination, compensation or prevention of damage caused to society as a result of the unproductive use of natural resources and environmental pollution [6, 7].

Conclusion. Priorities of application of high technologies in the industry on the principles of industry greening are presented in figure 1.



Note: compiled by the author

Figure 1 – Priorities of application of high technologies in industry on the principles of industry greening.

The transition of industries, including manufacturing, to high technology may involve several scenarios:

- transition of the industry to high technologies on the principles of technology transfer;
- transition of the industry to high technologies on the principles of activation and intensification of R & d [8].

The main target aspects of high technology can be both the production process and other economic subsystems of the enterprise.

The study of modern approaches to understanding the essence of high technologies shows that the construction and application of the latter in industry and other sectors of the economy should take into account the trends associated with the transition to a knowledge-based economy. In this aspect, it should be noted that the country has sufficient resources to build modern production on the principles of high technology: measures to stop the outflow of capital, including a temporary ban on investment abroad (primarily for exporters of raw materials); the establishment of mandatory deductions from the revenue from 1 ton of the exported raw materials to strengthen scientific-technical potential of the country; introduction of the rent on natural resources; the use of levers of indirect regulation, including the investment credit.

It should also be noted that the design and application in the practice of industrial enterprises of high technology should always be accompanied by the formation of appropriate innovation processes, directly and indirectly contributing to the transition of the industry to a new, higher level of development.

Нұрғалиева А.А.*, Қорабаев Б.С., Матенова Ж.Н., Зейнуллина А.Ж., Сартова Р.Б.

[1]С. Торайғыров Павлодар мемлекеттік университеті, Павлодар, Қазақстан.
E-mail: nurgalieva_a72@mail.ru

ЭКОЛОГИЯЛАНДЫРУ ҚАҒИДАТТАРЫНДА ӨНЕРКӘСІПТЕ ЖОҒАРЫ ТЕХНОЛОГИЯЛАРДЫ ҚОЛДАНУ БАСЫМДЫҚТАРЫ

Аннотация: автор өнеркәсіпті дамытуға бағытталған жоғары технологиялардың қазіргі түрлерін зерттеген. Зерттелген материал негізінде индустрияны экологияландыру қағидаларында өнеркәсіптерде жоғары технологияларды пайдалану артықшылықтары қалыптастырылды, өнеркәсіптік кәсіпорындарда жоғары технологияларды енгізудің мақсаттық бағыттары мен қағидалары жасалды. Өңдеу өнеркәсібі үшін (атап айтқанда металлургия) шикізатты терең өңдеуге көшу және пайда болған қалдықтарды максималды пайдалану перспективалы болуы мүмкін.

Жоғары технологияларды және оларға тиісті техниканы пайдалануға өту ғылыми-техникалық революция (ҒТР) және қазіргі кезеңдегі ғылыми-техникалық ілгерілеудің (ҒТІ) маңызды буыны болып табылады. Экологиялық мәселелерді шешудің нақты бағыты – аз қалдықты, ресурстық және энергияны үнемдейтін технологияларға көшу арқылы өндірістің техникалық және технологиялық негіздерін өзгертуді көздейтін ғылыми-техникалық прогресті жүзеге асыру.

Өнеркәсіптік роботтар, әдетте, икемді автоматтандырылған өндірісте қолданылатын автоматтандырылған өндіріс жүйелерінің құрамдас бөліктерінің бірі болып табылады, ол бірдей сапа деңгейінде жалпы еңбек өнімділігін арттыра алады

Біздің ойымызша, жоғары технологиялардың жекелеген түрлерін сипаттауға болады, олар теория мен практикада өндірістерде кеңінен қолданылады, соның ішінде өңдеу өнеркәсібінде.

Жоғары технологиялардың мәнін түсінудің заманауи тәсілдерін зерттеу өнеркәсіптің және экономиканың басқа салаларында соңғыларының құрылуы мен қолданылуы білімге негізделген экономикаға көшумен байланысты тенденцияларды ескеруі керек екенін көрсетеді.

Қажетті нәтижеге қол жеткізудің нақты бағыты (өндірісті қарқындату және қоршаған ортаны сақтау) экологиялық таза технологиялар мен әдістерді құру болып табылады, олар технологиялық процестердің, техникалық құралдар мен агрегаттардың үлгілерін білдіреді, оларды пайдалану кезінде табиғи ресурстарды өнімді қолданбау және қоршаған ортаны ластау нәтижесінде қоғамға келтірілген залалды жоюға, өтеуге немесе болдырмауға арналған қоғамдық еңбек шығындарын болдырмайды.

Сонымен қатар, жоғары технологиялы өнеркәсіптік кәсіпорындардың тәжірибесінде жобалау мен қолдану әрдайым салалық дамудың жаңа, жоғары деңгейіне өтуіне тікелей және жанама ықпал ете отырып, тиісті инновациялық процестердің қалыптасуымен қатар жүруі керек екенін атап өткен жөн.

Қазақстан Республикасында жоғары технологияларды пайдалану қағидаларында заманауи өндірістерді құру үшін ресурстар жеткілікті.

Түйін сөздер: инновациялық даму, жоғары технологиялар, тұрақты даму, жасылдандыру, жоғары технологиялық өндіріс.

Нургалиева А.А.,* Корабаев Б.С., Матенова Ж.Н., Зейнуллина А.Ж., Сартова Р.Б.

Павлодарский государственный университет им. С. Торайгырова, Павлодар, Казахстан.
E-mail: nurgalieva_a72@mail.ru

ПРИОРИТЕТЫ ПРИМЕНЕНИЯ ВЫСОКИХ ТЕХНОЛОГИЙ В ПРОМЫШЛЕННОСТИ НА ПРИНЦИПАХ ЭКОЛОГИЗАЦИИ

Аннотация: автором изучены современные виды высоких технологий ориентированных на развитие промышленности. На основе изученного материала нами сформированы приоритеты применения высоких технологий в промышленности на принципах экологизации индустрии, выработаны целевые ориентиры и принципы внедрения высоких технологий на промышленных предприятиях. Для обрабатывающей промышленности (в частности, металлургии) перспективным может быть переход на более глубокую переработку сырья и максимальное использование образующихся отходов.

Переход к использованию высоких технологий и соответствующей им техники является важнейшим звеном научно-технической революции (НТР) и научно-технического прогресса (НТП) на современном этапе.

Реальным направлением решения экологических проблем является внедрение достижений научно-технического прогресса, предусматривающих изменение технико-технологической базы производства за счет перехода на малоотходные, ресурсные и энергосберегающие технологии.

Промышленные роботы обычно являются одним из компонентов автоматизированных производственных систем, используемых в гибком автоматизированном производстве, которое при одном и том же уровне качества может повысить производительность труда в целом.

На наш взгляд, можно охарактеризовать отдельные виды высоких технологий, которые в теории и практике широко используются в отраслях промышленности, в том числе в наибольшей степени в обрабатывающей промышленности.

Изучение современных подходов к пониманию сущности высоких технологий показывает, что при построении и применении последних в промышленности и других секторах экономики необходимо учитывать тенденции, связанные с переходом к экономике, основанной на знаниях.

Реальным направлением достижения желаемого результата (интенсификации производства и сохранения окружающей среды) является создание экологически чистых технологий и приемов, под которыми понимаются такие образцы технологических процессов, технических средств и агрегатов, которые в процессе своей эксплуатации исключат затраты общественного труда на ликвидацию, компенсацию или предотвращение ущерба, причиненного обществу в результате непроизводительного использования природных ресурсов и загрязнения окружающей среды.

Также следует отметить, что проектирование и применение в практике промышленных предприятий высоких технологий всегда должно сопровождаться формированием соответствующих инновационных процессов, прямо и косвенно способствующих переходу отрасли на новый, более высокий уровень развития.

В Республике Казахстан имеется достаточно ресурсов для построения современных производств на принципах применения высоких технологий.

Ключевые слова: инновационное развитие, высокие технологии, устойчивое развитие, озеленение, высокотехнологичное производство.

Information about the authors:

Ainash Nurgaliyeva – Pavlodar State University named after S.Toraighyrov, Kazakhstan. 140000, Pavlodar city, st. Lomova, 64, candidate of economic sciences, professor of the department «Economics», Pavlodar State University. S. Toraigyrova, E-mail: nurgalieva_a72@mail.ru, https://ORCID.org/0000-0002-3818-7013;

Zhanna Matenova – PhD Student of Karaganda Economic University Of Kazpotrebsoyuz, E-mail: zhmatenova@mail.ru, https://orcid.org/0000-0001-7457-381;

Aigul Zeinullina – candidate of economic sciences, Acting Assoc.Professor of the department «Finance and accounting», NLC «Shakarim state University of Semey», E-mail: aigul-zeinullina@mail.ru, https://ORCID.org/0000-0002-4787-4966;

Korabayev Beibit – Master of Economic Sciences, DBA, Head of OP «Accounting and Audit», «Financial academy» Joint Stock Company. E-mail: bei2010@mail.ru, https://ORCID.org/0000-0002-4787-4966;

Sartova Rysty – candidate of economic sciences, professor of the department «Business and Management», Ekibastuz technical and engineering institute named after the academician K. Satpayev. E-mail: sartova2010@mail.ru, https://ORCID.org/0000-0001-7982-0957.

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Sofina A.A.,* Semenova E.N.

Katanov Khakass State University, Abakan, Russia.
E-mail: sofina_aa@mail.ru

SOURCES OF FINANCING FOR RUSSIAN COMPANIES IN CONDITIONS OF INSTABILITY

Abstract: the crisis state of the national economy is accompanied by a decrease in economic activity. The financial performance of real sector organizations is deteriorating, and the capital structure is changing. In unstable conditions, accounts payable and accounts receivables become sources of financial resources. The purpose of the study is to show that in unstable periods, the use of such sources of financing as accounts payable and receivables differs from the use in normal conditions.

Two hypotheses were put forward for these categories. First, the hypothesis is put forward that in crisis conditions there is an increase in the volume of accounts payable in comparison with accounts receivable. Second, it is logical to assume that with the growth of long-term liabilities (loans and borrowings), accounts payable grow faster than accounts receivable.

The study sample consisted of data from more than two thousand organizations. The study covered three industries: wholesale, electric power, and mining. Data was taken from 2014 to 2018 from the SPARK database. The calculations allowed us to see some regularities concerning the sources of financing of organizations in the real sector of the economy, which are not very marked in textbooks.

For example, accounts payable cover immobilized resources in the form of accounts receivable at enterprises that distribute electricity and engage in wholesale trade in non-food products. In crisis conditions, this position is justified. On the other side are enterprises where accounts payable do not cover accounts receivable (wholesale food and electricity). The consequences for them in times of crisis can be more serious. Another pattern is that mining companies and organizations that produce electricity, in crisis conditions, increase long-term obligations. This may mean that businesses in these industries have access to cheaper sources of financial resources.

Key words: sources of financing, accounts receivable, accounts payable, activity efficiency, financial crisis.

Background. As the main sources of financing of activity of the Russian enterprises are considered now: the profit remaining at their order, accounts payable, the bank credit and, to a lesser extent, issue of shares and bonds. Volumes of attraction and use of this or that source depend on cost, availability and on the developed relationship with business partners.

Sources differently participate in financing of activity of the enterprises: sometimes this participation has deliberate character, sometimes it has the forced character. The state of the economy is important. Data on a share of own means in a balance sheet total at the enterprises of various industries from 2009 to 2019 are provided in table 1. From the table it is visible that the crisis phenomena cause changes in structure of the capital of the enterprises.

Table 1 – Coefficient of autonomy (a share of own means in a balance sheet total) from 2009 to 2019 (percent, the Russian Federation)

	2009	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**
Agriculture	36	36	35	34	35	34	43	43	46	46	45
The extracting industry	55	57	55	57	56	56	61	61	63	63	65
The processing productions	39	38	38	38	38	34	37	31	34	35	36

Power industry	56	57	55	53	49	46	65	65	64	64	65
Construction	14	14	13	12	13	10	24	23	25	26	26
Wholesale trade	54	55	56	55	57	56	55	55	55	51	51
In total						41	49	46	48	48	50

Source: it is made by the author according to Federal statistics service https://www.fedstat.ru/indicator/58045.

The coefficient of autonomy indicates that, the enterprise is how independent of external creditors. It is visible that in the conditions of instability (in 2015) there was a sharp jump of a share of own means in many industries (the exception makes – wholesale trade).

To obtain the bank credit, the enterprise in Russia needs to convince bank of the solvency. For this purpose it is necessary to show assets, high stable revenue and profit in official statistical reporting, to disclose information on the real situation. A large number of the enterprises in Russia use the simplified schemes of taxation, an imputed income tax and so forth that considerably reduces tax burden, but as a result they become financially opaque that complicates them access to the bank credits [1].

For many years for the enterprises of the real sector the interest rate for the credit was very high that also explains a low share of the bank credits. In many cases use of such source was inexpedient as return from invested funds is less, than a payment for attraction of financial resources.

Civilized crediting is replaced in many respects by accounts payable *(AP)* [2, p. 834]. Accounts payable act as an alternative source of loan financing. Accounts payable are usually used free of charge. Data on the amount of accounts payable in a total amount of sources of financing are provided in table 2.

Table 2 – An accounts payable share in the total value of sources of financing of the enterprises for the industries in 2019

Branches of economy	**Accounts payable share, in % of the size of assets**	**Arrears share, in % of the total value of accounts payable**
In total	14%	7%
Agriculture	9%	10%
The extracting industry	13%	5%
The processing productions	28%	10%
Power industry	18%	23%
Construction	25%	5%
Wholesale trade	15%	7%
Other industries	8%	3%

Source: it is calculated by the author according to Rosstat. Statistical system (EMISS). Access mode: https://www.fedstat.ru/

The high share of accounts payable points out difficulties with payments at the companies. Existence of a high share of overdue accounts payable unambiguously is a negative event as means payment of penalties, emergence of legal claims, and at worst can result the enterprise in bankruptcy.

In recent years there are certain changes in structure of financing of investments into fixed capital (table 3). So, if in 2010 the raised funds made 59%, own – 41%, then in 2016 the share of the raised funds was reduced to 49% (own increased up to 51%). In 2018 the share of the raised funds decreased up to 46.9% (own means increased up to 53%).

These changes happened also owing to complication of a situation in the sphere of availability of the loan capital. The enterprises were forced to address internal reserves and to direct them to financing of primary activity.

In turn the share of borrowed funds of other companies decreased from 7.2% in 2000 to 4.3% in 2018.

Table 3 – Investments into fixed capital on financing sources (in %)

	2000	2010	2015	2016	2017	2018
In total investments	100	100	100	100	100	100
Including:						
Own means	47,5	41,0	50,2	51,0	51,3	53,1
The raised funds	52,5	59,0	49,8	49,0	48,7	46,9
From them:						
Credits of banks	2,9	9,0	8,1	10,4	11,2	11,2
Including credits of foreign banks	0,6	2,3	1,7	2,9	5,4	4,4
Borrowed funds of other organizations	7,2	6,1	6,7	6,0	5,4	4,3
Budgetary funds	22	19,5	18,3	16,4	16,3	15,3
State means. off-budget funds	4,8	0,3	0,3	0,2	0,2	0,2
Means of the organizations and the population on shared-equity construction		2,2	3,2	3,0	3,3	3,5
Others	15,6	21,9	12,1	12,2	11,5	11,8

Source: data of Federal statistics service: Investments in Russia 2019. Statistical collection [3, P. 40].

The structure of sources of financing for fixed capital investments shows a shift towards financing more than half of all investments from own funds. It should be noted that the lack of financial resources is one of the main problems that hinder doing business in the Russian Federation [4] and Kazakhstan [5].

The main source of financing of capital investments of companies in Russia in recent years is the company's own funds. This is hardly a positive situation.

As a part of own means there is a share of a specific source of financial resources – accounts receivables (AR). Receivables are a source of financial resources as it influences profit (receivables influence the revenue of the enterprise, and the difference between revenue and expenses is equal to profit).

From the point of view of the company, receivables are a resource or a source of financial means. In effect, receivables can be transformed to financial resources. But so occurs not always.

In normal conditions of a business conduct payment for products is made, as a rule, within three months. The enterprises want to find quicker the buyer or to lower the expenses connected with storage at themselves finished goods are the reasons which are most widespread, is rarer – to increase the sales price through a price premium depending on payment delay duration. It is meant that receivables will promote accumulation of scales of activity that will be reflected in indicators of profit [6].

However, in unstable conditions, manipulations with data on accounts receivable become more frequent, for example, the amount increases by minimizing the amount of bad debt. Thereby the reserve on doubtful debts decreases that leads to overestimate of profit. Overestimating assets of the company, especially receivables, capitalizing expenses, it is possible to reflect more than high profit.

And then receivables become a «dead» source. If accounts receivable exceed 30% of current assets, this is considered to reflect the unjustified immobilization of funds in the assets of the enterprise [7]. It is not possible to receive funds. It turns out that accounts receivable cannot be equivalent to financial resource.

Research methodology. The following hypotheses were made.

The first hypothesis of H0: in crisis conditions there is an increase in volumes of accounts payable in comparison with receivables.

The second hypothesis of H0: with growth of long-term obligations (the credits and loans) accounts payable grow quicker than receivables.

The study used incremental indicators: the growth rate of accounts payable, the growth rate of accounts receivable, and the growth rate of long-term liabilities.

The growth rate is the difference relation between y_t and y_{t-1} to the y_{t-1}, increased by 100% [8, P. 159]:

$$\Delta T = \frac{y_t - y_{t-1}}{y_{t-1}} * 100\% \qquad (1)$$

For example, the formula for calculation the growth rate of receivables in 2018 looks as follows:

$$\Delta T_{AR} = (AR_{2018} - AR_{2017}) / AR_{2017} * 100\%, \qquad (2)$$

где ΔT_{AR} the growth rate of accounts receivables;

AR_{2017} – value of receivables in the balance sheet on 31.12.2017;

AR_{2018} – value of receivables in the balance sheet on 31.12.2018.

The values of other indicators paid off similar to formula №1.

Because the professional systems of collecting and storage of information on economic entities in Russia are quite young, the possible periods of a research are limited. In this research information on the companies was taken from the SPARK database where the annual financial statements of the companies created within Russian Accounting Standards from 2014 to 2018 contain. That is indicators paid for 3 years, including a year of a research. According to us, it is enough as the chosen period allows to estimate changes of debt policy of the organizations at the periods of the crisis phenomena in Russia (2014-2015) and at the time of revival of economy (since 2017).

Selection included data of the enterprises from three industries: wholesale trade, power industry, mining. In wholesale trade data of the enterprises of such types of activity as were taken: Foodstuff (in brackets codes of the types of economic activity - 46.3 is specified), Nonfoods (46.4). In power industry it: Production (35.11), Transfer and technological accession (35.12), Power distribution (35.13), Trade in the electric power (35.14). In mining: Coal mining (05), Extraction of metal ores (07).

Results and conclusions. The first hypothesis of H0: In crisis conditions there is an increase in volumes of accounts payable in comparison with receivables.

The ratio of creditor and debit debts on the studied types of activity from 2014 to 2018 is presented in table 4.

Table 4 – A ratio of creditor and debit debts on types of activity from 2014 to 2018.

№	Type of activity	Total companies	2014	2015	2016	2017	2018
1	Trade wholesale foodstuff	752	1,04	1,04	0,97	0,97	0,93
2	Trade wholesale not food	910	1,23	1,24	1,19	1,14	1,14
3	Electricity generation	179	0,89	0,93	0,82	0,95	1,00
4	Power transmission	291	1,06	1,06	1,05	1,22	1,19
5	Power distribution	66	1,32	1,27	1,45	1,35	1,35
6	Trade in the electric power	85	0,95	0,90	0,88	0,91	0,89
7	Coal mining	127	0,98	1,13	1,05	0,94	1,01
8	Extraction of metal ores	53	0,96	1,18	0,85	1,02	1,24

Source: database SPARK and accounting reports of https://www.audit-it.ru/buh_otchet/

The highest volumes of accounts payable in the type of activity of power distribution which are higher debit on a third and more. In 2016 excess was one and a half times higher. In trade wholesale volumes of accounts payable surpass by nonfood consumer goods volumes debit on average from 14% to 24%. In 2015 there was the maximum excess – for 24%.

Sharp increase in accounts payable is observed in 2015 in the extracting industry: in coal mining the coefficient sharply grows from 0.98 in 2014 up to 1.13 in 2015, in extraction of metal ores – from 0.96 to 1.18. It can demonstrate that during the unstable period mining companies detain payment of accounts of the contractors more often, that is, in a sense, they survive at their expense.

At the enterprises of such type of activity as «Trade wholesale foodstuff» more balanced indicators which are ranging from 0.97 up to 1.04. Here 2015 becomes critical: if till 2015 volumes of accounts payable exceeded debit, then after – the situation changes. Nevertheless, in wholesale trade in foodstuff the most balanced indicators.

And, at last, less than 1,0 relation AP/AR at the enterprises making and trading in the electric power. In electricity generation AP/AR relation on all studied period does not exceed 0.95. It means that receivables grow at higher rates.

Decrease in volumes of accounts payable with simultaneous increase in volumes of receivables means derivation of money from turnover of the enterprise. In this case the risk of need of use of the credits and loans increases. But in crisis conditions often the credits of banks become expensive, and the financial condition of the enterprise worsens.

Thus, the first hypothesis which is that in crisis conditions there is an increase in volumes of accounts payable in comparison with receivables unambiguously is confirmed on the following industries:

– Trade wholesale foodstuff;
– Trade wholesale nonfoods;
– Trade in the electric power.

Also is not confirmed for the companies of the following types of activity:

– Power distribution;
– Power transmission.

In these groups in crisis conditions there is a small reduction of volumes of accounts payable in comparison with receivables volumes.

The second hypothesis of H0**:** With growth of long-term obligations (the credits and loans) accounts payable grow quicker than receivables.

The coefficient of a ratio of accounts payable to debit at that part of the enterprises where long-term obligations grew is presented in table 5.

Table 5 – Median value of a ratio of AP/AR at the enterprises with growth of long-term obligations from 2015 to 2018

№, п/п	Вид деятельности	2015	2016	2017	2018
1	Trade wholesale foodstuff	0,97	0,93	0,89	0,88
2	Trade wholesale not food	1,24	1,07	1,14	1,10
3	Electricity generation	0,74	0,78	0,99	1,05
4	Power transmission	**1,27**	**1,26**	**1,31**	**1,35**
5	Power distribution	**1,15**	**1,36**	**1,19**	**1,41**
6	Trade in the electric power	1,01	0,82	0,91	0,85
7	Coal mining	1,13	1,09	1,18	0,87
8	Extraction of metal ores	1,03	0,84	1,05	1,07

Source: SPARK database and accounting reports of https://www.audit-it.ru/buh_otchet/

Here it is possible to allocate three directions.

It is possible to carry those enterprises at which accounts payable grow quicker than receivables (e.g., Power transmission) to the first group. Growth of long-term obligations to some extent is considered a trust indicator to the company from creditors, that is is positive characteristic of firm. It is supposed that long-term creditor means have to go for any investment activities, promote production expansion. However if at the same time debt to suppliers decreases, then it speaks about so-called «loaning up» [9]. Therefore takes place to be opinion that if growth rates of accounts payable are higher, than growth rates of receivables, then it can be fraught with crisis of insolvency [10].

The second group is made by the industries where it is rather heavy to mark out one certain dependence (e.g., Coal mining). As there very unstable average values of a ratio of AP/AR at the enterprises with growth of long-term obligations (in 2017 the ratio made 1.18 whereas in 2018 fell up to 0.87) are observed.

The third group is made by the organizations with lower amount of accounts payable (e.g., Trade wholesale foodstuff, Power distribution, Extraction of metal ores).

Thus, the second hypothesis of H0 that with growth of the long-term credits and loans accounts payable grow quicker than receivables on most the industries is confirmed (the exception is made by the enterprises trading in the electric power).

Conclusion. Creditor and debit debts act as specific sources of financial resources, and in crisis conditions there is an increase in volumes of accounts payable in comparison with receivables. There is the industry average level which can favorably affect results of activity of the enterprise, this level depending on a type of activity is non-uniform.

In that case when accounts payable completely cover the immobilized resources in the form of receivables, the position looks justified, especially in crisis conditions. But excess of accounts payable is a signal that the enterprises in some sense survive on others. On the other hand, growth of accounts payable often is followed also by growth of arrears that increases risks of bankruptcy of the enterprises.

If at the enterprises volumes of receivables exceed volumes of creditor, it is necessary to realize that consequences during the crisis periods for them can be more serious. Receivables are the dosed source of financial resources, on the one hand, allowing to increase sales volumes, on the other hand, leading to growth of bad debts.

At most the enterprises was confirmed that with growth of long-term obligations accounts payable grow quicker than receivables. In spite of the fact that in scientific literature it is noted that growth of long-term obligations is an evidence of trust to the company from creditors. That is, it is positive characteristic of firm. However growth of the long-term credits in structure of the credits and loans of the enterprises demonstrates that they begin to be used also for financing of the current activity, including for replenishment of current assets of the enterprise.

Софина А.А.,* Семенова Е.Н.

Н.Ф. Катанов атындағы Хакасия мемлекеттік университеті, Абақан, Ресей.
E-mail: sofina_aa@mail.ru

ТҰРАҚСЫЗДЫҚ ЖАҒДАЙЫНДА РЕСЕЙЛІК КОМПАНИЯЛАРДЫ ҚАРЖЫЛАНДЫРУ КӨЗДЕРІ

Софина А.А.,* Семенова Е.Н.

Хакасский государственный университет им. Н.Ф. Катанова, Абакан, Россия.
E-mail: sofina_aa@mail.ru

ИСТОЧНИКИ ФИНАНСИРОВАНИЯ РОССИЙСКИХ КОМПАНИЙ В УСЛОВИЯХ НЕСТАБИЛЬНОСТИ

Аннотация: кризисное состояние национальной экономики сопровождается спадом в экономической деятельности, ухудшением финансовых показателей многих организаций реального сектора экономики, изменениями в структуре их капитала. В нестабильных условиях кредиторская и дебиторская задолженности выступают источниками финансовых ресурсов. Цель исследования – с помощью проверки на реальных данных показать, что в условиях кризиса ситуация с точки зрения использования таких источников финансирования, как меняются кредиторская и дебиторская задолженности.

В отношении этих категорий было выдвинуто 2 гипотезы. Во-первых, выдвигается гипотеза о том, что в кризисных условиях происходит увеличение объемов кредиторской задолженности по сравнению с дебиторской задолженностью. Во-вторых, логично предположить, что с ростом долгосрочных обязательств (кредитов и займов) кредиторская задолженность растет быстрее дебиторской задолженности.

В целях проведения исследования была взята выборка, в которую вошли данные более чем двух тысяч организаций. Исследование охватило три отрасли: оптовая торговля, электроэнергетика и добыча полезных ископаемых. Данные были взяты с 2014 по 2018 гг. из базы данных СПАРК. Расчеты позволили увидеть некоторые закономерности, касающиеся источников финансирования организаций реального сектора экономики, которые в учебниках не очень отмечаются.

Например, кредиторская задолженность покрывает иммобилизованные ресурсы в виде дебиторской задолженности на предприятиях, распределяющих электроэнергию и занимающихся оптовой торговлей непродовольственными товарами. В кризисных условиях такая позиция оправдана. По другую сторону находятся предприятия, где кредиторская задолженность не покрывает дебиторскую (торгующие оптом пищевыми продуктами и электроэнергией). Последствия для них в кризисные периоды могут быть серьезнее. Другой закономерностью стало то, что добывающие предприятия и организации, производящие электроэнергию, в кризисных условиях наращивают долгосрочные обязательства. Это может означать, что предприятия в этих отраслях имеют доступ к более дешевым источникам финансовых ресурсов.

Ключевые слова: источники финансовых ресурсов, дебиторская задолженность, кредиторская задолженность, финансовый кризис.

Information about authors:

Sofina A.A. – assistant, Department of Economics, Khakass State University named after N.F. Katanov, Abakan, Russia, sofina_aa@mail.ru, https://orcid.org/0000-0002-1931-0389;

Semenova E.N. – Associate Professor, Department of Economics, Khakass State named after N.F. Katanov, Abakan, Russia, semenova_en@mail.ru, https://orcid.org/0000-0002-2050-9766.

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Sembiyeva L.M.[1],* Zhagyparova A.O.[1], Tazhikenova S.K.[1], Petrov A.M.[2], Bekbolsynova A.[1]

[1]L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan;
[2]Financial University under the Government of the Russian Federation, Moscow, Russian Federation.
E-mail: sembiyeva@mail.ru

CONTEMPORARY ASPECTS OF MONETARY POLICY OF THE REPUBLIC OF KAZAKHSTAN IN THE CONDITIONS OF GLOBALIZATION CHALLENGES

Abstract: the article discusses the directions of monetary policy in the Republic of Kazakhstan, analyzes the indicators of the main targets achieved. The analysis showed the effectiveness of the monetary policy pursued by the National Bank of the Republic of Kazakhstan. In the process of economic regulation, the state widely uses monetary measures. Like the financial mechanism, they are considered in two ways. On the one hand, these measures are an integral part of the entire complex of economic policy, on the other hand, credit regulation acts as a kind of instrument of government intervention in the economy.

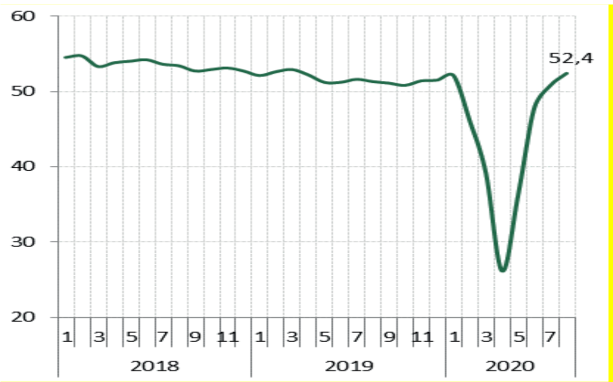
Instability in world financial markets, especially developing ones, requires a revision of approaches to monetary and financial policy. The growing importance of monetary policy for the modern Kazakhstani economy is supported by more established and developed market-based methods of economic management, as well as the transition of the economy to sustainable development. However, it can be noted that this policy has not yet been effective enough. This is largely due to the lack of domestic research on theoretical and practical issues of the monetary impact on the economy, known as the transmission mechanism.

The authors assessed the effectiveness of monetary and fiscal policy, developed proposals for the effective impact of monetary and financial instruments on the sustainable development of the economy of Kazakhstan.

The prospects for the development of the world economy are still fraught with high uncertainty. Amid repeated outbreaks of COVID-19, economic activity is recovering at a slower pace, delaying the process of restarting economies and recovering pre-crisis levels of production. Nevertheless, international organizations believe that the largest recession in the global economy took place in the second quarter of 2020, and already in 2021 the growth rate of the world economy will move into positive territory. In general, global GDP is expected to contract by 3.7-4.5% during 2020, and by 2021, annual growth will exceed 5%.

Key words: Monetary policy, GDP, money-credit policy, National Bank of the Republic of Kazakhstan.

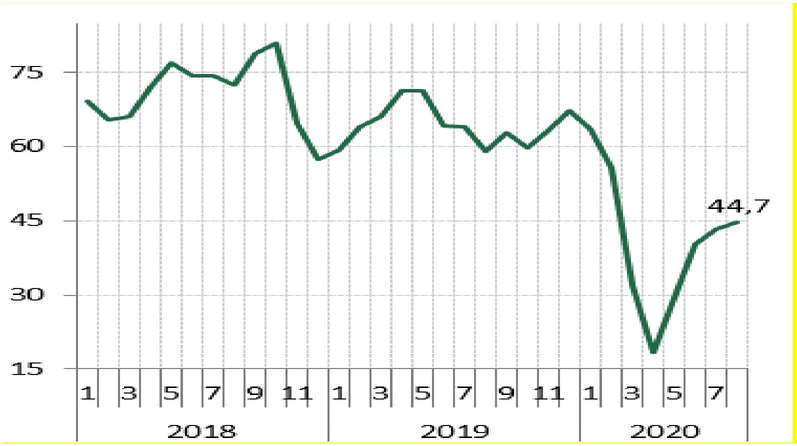
Introduction. As for the main countries - trade partners of Kazakhstan, the situation is developing in different directions. The economy of China continues to recover after the release from quarantine, while the economies of the EU and Russia continued to contract against the backdrop of a drop in industry, investment, foreign trade and weak domestic demand.



Picture 1. Global Composite PMI

It should be noted that today the number of COVID-19 cases in the world has reached 46.5 million cases, and taking into account the negative expectations of the second wave, following the lockdowns in Germany and France, new restrictive measures were announced in the UK.

For the first time since January 2020, the global manufacturing and services sectors recorded growth, as evidenced by the latest PMI data. The decline in global trade slowed down on the back of growing export orders.

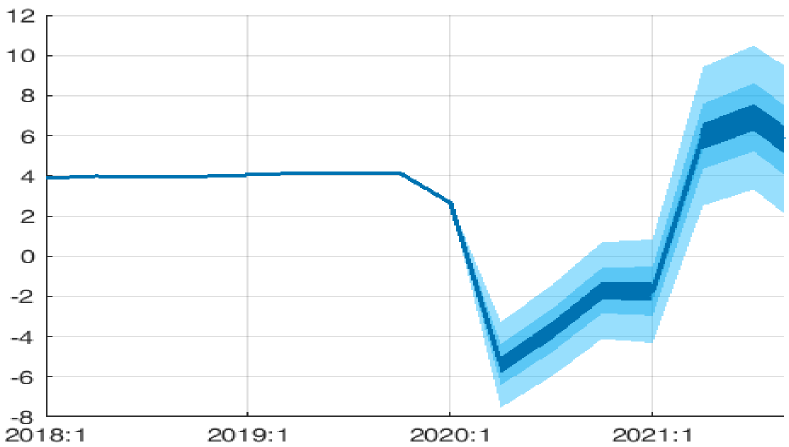


Picture 2. Brent crude oil price, USD (monthly average)

Thus, the volatility of oil prices has significantly decreased in the world oil market. In August 2020, the cost of one barrel of Brent crude averaged $ 44.7, which is 2.4 times higher than in April 2020. The stabilization of oil prices was facilitated by the improved dynamics of world oil consumption and a decrease in world oil production as a result of the agreement on the reduction of oil production by the OPEC + countries and weaker oil production in the United States and Canada.

Methods. The methods used are general scientific and special, such as: a system analysis method; content analysis method; comparative analysis method; analysis and synthesis method; system approach method.

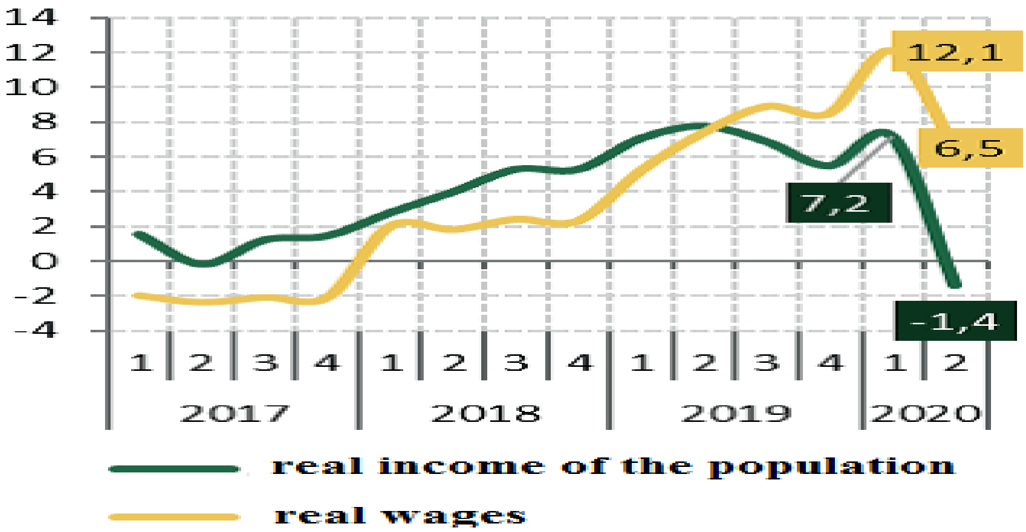
Results. But today the negative factor for oil is the growth of supply on the market. On October 31, Libyan officials announced an increase in oil production in the country to 800 thousand barrels per day and their plans to increase production to 1.3 million barrels per day in early 2021.



Picture 3. Dynamics of GDP growth in Kazakhstan, %

As for the Economy of Kazakhstan, it also continues to be negatively affected by the COVID-19 pandemic. The introduction of a lockdown and the strengthening of quarantine restrictions in July 2020 against the backdrop of a sharp deterioration in the epidemiological situation in the country had a negative impact on economic activity. An additional factor was the planned decrease in the rate of oil production in the framework of the implementation of the OPEC + agreements.

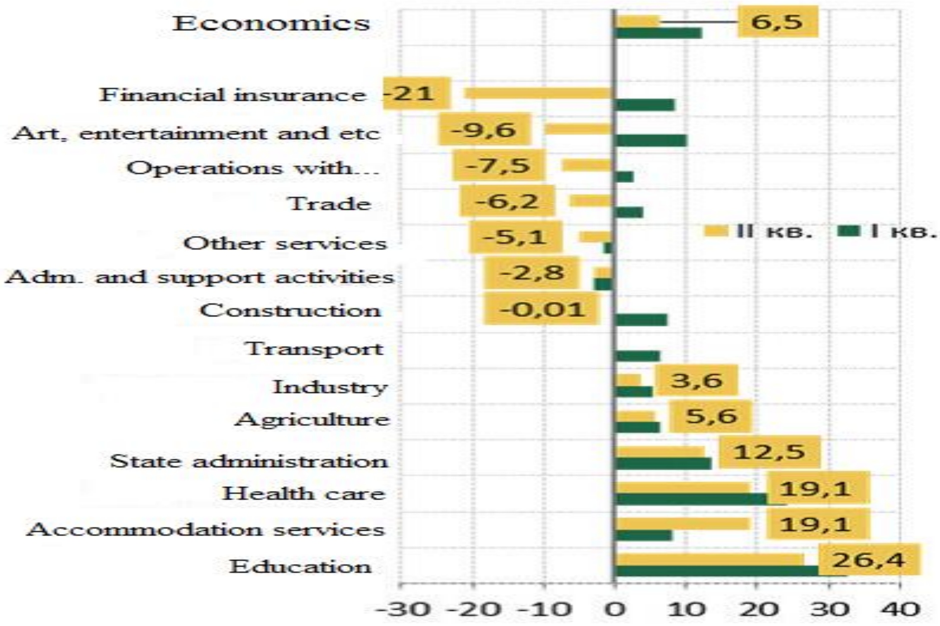
What influenced the economic contraction in the first seven months of 2020 was 2.9%).



Picture 4. Real incomes of the population and real wages, y/y, %

Quarantine measures adopted by Kazakhstan were most reflected in the decline in trade and transport. This was reflected in the reduction in the volume of retail trade, including non-food products. Construction volumes also showed a decline, which was due to a significant decrease in construction work in July.

Real incomes of the population decreased by 1.4% y/y amid contraction in economic activity and temporary suspension of real sector enterprises in the second quarter of 2020.



Picture 5. Real wages in 1 and 2 quarters, y/y

The decline in income was largely due to a sharp slowdown in the annual growth rate of real wages from 12.1% in the first quarter of 2020 to 6.5%. In the structure of the population's income, income from employment is 59% (first quarter of 2020).

The positive dynamics is largely supported by a significant acceleration in wages in the public sector. Thus, state budget expenditures in the second quarter increased by 38.6%, pensions in the nominal income of the population occupy 24% (first quarter of 2020), their indexation in the current year supported incomes and held back an even greater decline in real incomes of the population.

State spending on social assistance and social security increased by 13.9% in January-June 2020. These measures helped to support consumer demand for food and essential goods.

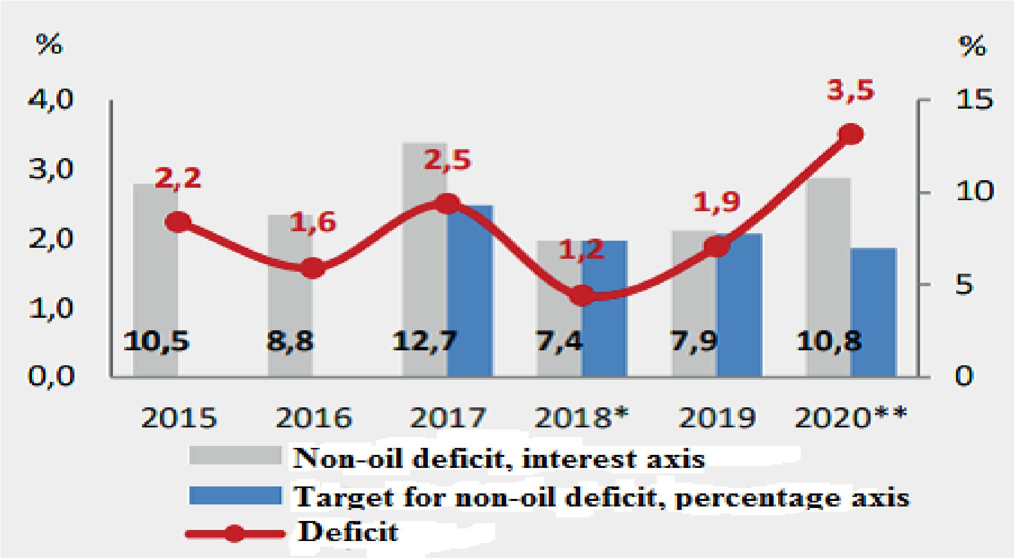


Figure 6. Deficit and non-oil deficit of the republican budget, in% of GDP.
The budget deficit was 3.5% of GDP.

Conclusion. An analysis of the three fiscal rules unrelated to public debt reveals the following:

- the non-oil budget deficit remains at values above 7%, and there is no tendency for its gradual decrease within the framework of the fiscal rule. In turn, the general deficit of the republican budget does not exceed 3% of GDP, but its low values are associated with a high share of transfers in the budget revenues;

- the amount of the guaranteed transfer from the NF of the Republic of Kazakhstan to the republican budget is periodically revised upward, indicating a low level of fiscal discipline. In addition, the upward revision of the volume of transfers occurs during periods when the economy is above its potential growth rates, signaling the procyclical nature of fiscal policy in certain years;

- the rule of the minimum balance of funds of the NF RK at the level of 30% of GDP is fulfilled, but this is largely due to the weakening of the exchange rate of the tenge. At the same time, in dollar terms, apart from 2019, there is a tendency to reduce funds.

Table 1 - System of instruments of the NBRK

Appointment	Instrument type	Instrument	Collateral	Frequency of holding	Delivery/Withdrawal period
liquidity provision	persistent access operations	currency swap on KASE	USD	By request of banks	1 day
		reverse REPO at KASE	Government securities	By request of banks	1 day
	open market operations	NBRK auction for purchase of securities with reverse sale	Lombard list	asneeded	7 days
withdrawal of liquidity		NBRK notes auction	-	according to the release schedule	28/91/182/364 Days
		NBRK deposit auction	-	Everyday	7 days
	persistent access operations	currency swap on KASE	USD	By request of banks	1 day
		direct REPO on KASE	Government securities	By request of banks	1 day
		NBRK deposits	-	By request of banks	1 day

Starting from the second quarter of 2020, given the risk of a significant decrease in economic activity in the country against the background of deteriorating external and internal conditions, the National Bank began the process of gradual easing of its monetary policy. (The main instruments of monetary policy).

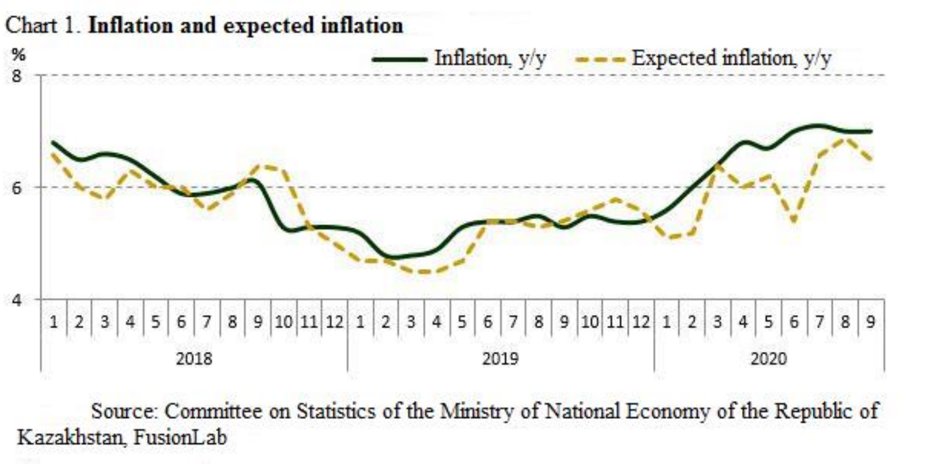


Figure 7. Inflation and expected inflation.

Over the forecast horizon, external inflationary pressure on consumer prices in Kazakhstan is limited, which is due to the fact that inflation in the countries - trading partners of Kazakhstan is below the target.

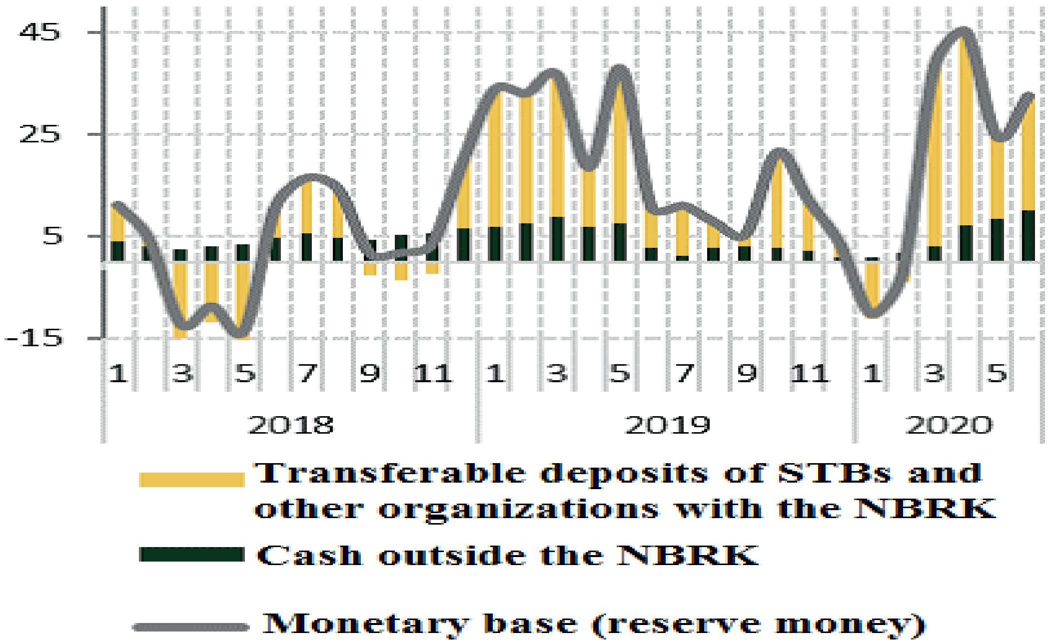


Figure 8. Monetary base, y/y %.

Money supply growth remains at a high level amid the implementation of anti-crisis measures, as well as the growth of retail loans. The money supply in the economy grows with a decreasing money multiplier and the speed of money circulation, as well as an increase in the monetary base, outstripping the growth of the money supply. This will help maintain a liquidity surplus in the money market against the backdrop of lower domestic demand and weak lending dynamics.

Сембиева Л.М.[1,*] Жагыпарова А.О.[1], Тажикенова С.К.[1], Петров А.М.[2], Бекболсынова А.С.[1]

[1]Л.Н. Гумилев атындағы Еуразиялық ұлттық университеті;
[2] Ресей Федерациясы Үкіметінің жанындағы Қаржы университеті, Мәскеу, Ресей.
E-mail: sembiyeva@mail.ru

ЖАҺАНДАНДЫРУ СЫН-ТЕГЕУРІНДЕРІ ЖАҒДАЙЫНДА ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ МОНЕТАРЛЫҚ САЯСАТЫНЫҢ ҚАЗІРГІ ЗАМАНҒЫ АСПЕКТІЛЕРІ

Аннотация: мақалада Қазақстан Республикасындағы ақша-кредит саясатының бағыттары қаралды, қол жеткізілген негізгі нысаналы бағдарлардың көрсеткіштері талданды. Жүргізілген талдау ҚР Ұлттық Банкі жүргізіп отырған ақша-кредит саясатының тиімділігін көрсетті.

Әлемдік экономиканың қаржылық дағдарысы мен қаржылық тұрақсыздығы жағдайында мемлекеттің ақша-кредит саясатын жүргізудегі маңызды аспект ел ішінде тұрақты ақша айналымын құру және ұлттық валютаның тұрақтылығын сақтау болып табылады.

Қойылған мақсаттарға қол жеткізу үшін бағаның болашақ динамикасына қатысты халық пен кәсіпкерлік субъектілерінің күтулерін басқару маңызды шарт болып табылады. Қазіргі уақытта олар жеткілікті түрде тұрақты емес және жекелеген тауарлар немесе қызметтер нарықтарындағы бағалардың өзгеруіне әсер етеді.

Инфляциялық таргеттеу режимінде ақша-кредит саясатын жүргізу өзін табысты дезинфляция, яғни инфляция деңгейін баяулату және тұрақтандыру режимі ретінде көрсетті.

Экономикалық реттеу процесінде мемлекет ақша-кредит шараларын кеңінен қолданады. Қаржылық механизм сияқты, олар екі жолмен қарастырылады. Бір жағынан, бұл шаралар экономикалық саясаттың бүкіл кешенінің ажырамас бөлігі болып табылады, екінші жағынан, несиелік реттеу экономикаға мемлекеттің араласуының өзіндік құралы болып табылады.

Әлемдік қаржы нарығындағы, әсіресе дамушы нарықтағы тұрақсыздық ақша-кредит және қаржы саясатына көзқарастарды қайта қарауды талап етеді. Қазіргі Қазақстан экономикасы үшін ақша-кредит саясатының өсіп келе жатқан маңызы экономиканы басқарудың неғұрлым орныққан және дамыған нарықтық әдістерімен, сондай-ақ экономиканың орнықты дамуға көшуімен нығайтылуда. Дегенмен, бұл саясат әлі де тиімді емес екенін атап өтуге болады. Бұл көбінесе трансмиссиялық механизм деп аталатын экономикаға монетарлық әсер етудің теориялық және практикалық мәселелері бойынша отандық зерттеулердің болмауына байланысты.

Авторлар ақша-кредит және фискалдық саясаттың тиімділігіне бағалау жүргізді, Қазақстан экономикасының тұрақты дамуына ақша-кредит және қаржы құралдарының тиімді әсер етуі бойынша ұсыныстар әзірленді.

Түйін сөздер: монетарлық саясат, ЖІӨ, ақша-кредит саясаты, ҚР Ұлттық Банкі.

Сембиева Л.М.[1],* Жагыпарова А.О.[1], Тажикенова С.К.[1], Петров А.М.[2], Бекболсынова А.С.[1]

[1]Евразийский национальный университет имени Л.Н. Гумилева;
[2]Финансовый университет при Правительстве Российской Федерации, Москва, Россия.
E-mail: sembiyeva@mail.ru

СОВРЕМЕННЫЕ АСПЕКТЫ МОНЕТАРНОЙ ПОЛИТИКИ РЕСПУБЛИКИ КАЗАХСТАН В УСЛОВИЯХ ГЛОБАЛИЗАЦИОННЫХ ВЫЗОВОВ

Аннотация: в статье рассмотрены направления денежно-кредитной политики в Республике Казахстан, проанализированы показатели достигнутых основных целевых ориентиров. Проведенный анализ показал эффективность денежно-кредитной политики, проводимой Национальным Банком РК.

В условиях финансового кризиса и финансовой нестабильности мирового хозяйства важным аспектом при проведении денежно-кредитной политики государства является установление устойчивого денежного обращения внутри страны и поддержание стабильности национальной валюты.

Для достижения поставленных целей важным условием становится управление ожиданиями населения и субъектов предпринимательства в отношении будущей динамики цен. В настоящее время они остаются недостаточно стабильными и подвержены влиянию изменения цен на рынках отдельных товаров или услуг.

Проведение денежно-кредитной политики в режиме инфляционного таргетирования зарекомендовал себя в качестве режима успешной дезинфляции, т.е. замедления и стабилизации уровня инфляции.

В процессе экономического регулирования государство широко использует денежно-кредитные меры. Как и финансовый механизм, они рассматриваются двояко. С одной стороны, эти меры являются составной частью всего комплекса экономической политики, с другой – кредитное регулирование выступает своего рода инструментом государственного вмешательства в экономику.

Нестабильность на мировых финансовых рынках, особенно развивающихся, требует пересмотра подходов к денежно-кредитной и финансовой политике. Растущее значение денежно-кредитной политики для современной казахстанской экономики подкрепляется более устоявшимися и развитыми рыночными методами управления экономикой, а также переходом экономики к устойчивому развитию. Тем не менее можно отметить, что эта политика до сих пор не была достаточно эффективной. В значительной степени это связано с отсутствием отечественных исследований теоретических и практических вопросов монетарного воздействия на экономику, известного как трансмиссионный механизм.

Авторами проведена оценка эффективности денежно-кредитной и фискальной политики, разработаны предложения по эффективному воздействию денежно-кредитных и финансовых инструментов на устойчивое развитие экономики Казахстана.

Ключевые слова: монетарная политика, ВВП, денежно-кредитная политика, Национальный Банк РК.

Information about authors:

Sembieva L.M. – Doctor of Economics, Professor of the Department "State Audit" of the ENU named after L.N. Gumilyov, sembiyeva@mail.ru, https://orcid.org/0000-0001-7926-0443;

Zhagyparova A.O. – Ph.D., Associate Professor of “Finance” ENU named after LN Gumilyov, Zhagyparova_Aida@mail.ru, https://orcid.org/0000-0003-4792-9450;

Tazhikenova S.K. – Candidate of Economic Sciences, Associate Professorof the Department "State Audit" of the ENU named after L.N. Gumilyov, tazhikenova_sk@enu.kz, https://orcid.org/0000-0001-9429-4916;

Petrov A.M. – Doctor of Economic Sciences (Advanced Doctor), Professor of the Accounting, Analysis and Audit Department of the Financial University under the Government of the Russian Federation, Moscow, Russia, AMPetrov@fa.ru, https://orcid.org/0000-0001-9648-3278;

Bekbolsynova A. – Master of Economic Sciences, senior lecturer of the Department "State Audit" of the ENU named after L.N. Gumilyov, bekas.ast@mail.ru, https://orcid.org/0000-0001-5259-1322.

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Turysbekova R., Kereeva A., Tolegenova A., Kasseinova M.

Zhetysu University n.a. I. Zhansugurov. Kazakhstan.
E-mail: king_bara@mail.ru

OPTIMIZATION OF PRODUCTION COSTS OF AGRICULTURAL COOPERATIVES AS A FACTOR IN THE FORMATION OF A STABLE FOOD SUPPLY SYSTEM

Abstract: the article deals with the economic functions that can be performed within the framework of the development of cooperative forms of management that affect certain indicators of socio-economic potential of rural areas, optimization of production costs of agricultural cooperatives. The paper describes the further development of agricultural cooperation, taking into account the optimization of production costs, the impact on the identified factors that will contribute to the agricultural and economic sustainable development of rural areas and sustainable food security system.

The development of agricultural enterprises is a priority in the market economy. The article describes the development and support of agriculture, through the modernization of existing farms and the opening of new large holdings and small farms. Agricultural entities are constantly searching for the most optimal and effective forms of cost management. If earlier traditional cost accounting systems were justified, now, in the modern competitive environment and with Kazakhstan's accession to the WTO, it is necessary to review existing approaches.

The method of cost accounting used in the main branches of agriculture is based on the generalization of costs for technological processes associated with the stages of work provided for by production technology in crop and livestock production, and can be characterized as a process-by-process approach. The use of such modern cost accounting systems as" Kaizen-costing "and" target-costing " is the most promising way to solve the problem of modifying the current methodology for cost accounting and calculating the cost of production at agricultural enterprises. The use of the cost accounting system "Kaizen-costing" (translated from the Japanese "improvement in small steps") is inextricably linked with the introduction of the Japanese philosophy and practice of "Kaizen" and the related concept of "lean manufacturing" (lean technology)-a management concept based on the desire to eliminate all types of losses.

Key words: agricultural cooperatives, optimization of production costs, sustainable development, food security.

Introduction. Despite the Republic's high potential for basic resources, it is still too dependent on imported food, which reduces the country's economic security. Thus, analyzing the situation in the country in recent years, there is a clear trend to reduce the production of basic agricultural products, and consumption per capita is significantly lower than the average for Kazakhstan, which is emphasized by the data of the produced grouping [1]. One of the main ways out of the current situation in the agro-industrial complex is the formation of a new reproduction regime and the creation of favorable conditions for the development of agriculture, by optimizing costs [2]. The development of the domestic economy is now supported by the growth of the predominantly agricultural sector. In the context of modernization of the agro-industrial complex in 2017, only agriculture demonstrates high growth rates. Further development of this promising industry is possible only if its efficiency is ensured through the optimization of production costs [3]. Agricultural enterprises are gradually improving their overall financial situation compared to 2016, especially in livestock production, but resource prices for agricultural enterprises during 1990-2016). the prices of agricultural products increased by more than 21 times (including the denomination of 1996) and the prices of agricultural products increased by more than 5 times during the corresponding period [4].

This indicates a significant loss of parity prices in the agricultural sector. The profits received by farmers against the background of deterioration of price parity (i.e. absence of influence of the price factor as a source of profitability) are indirect evidence of gradual optimization of expenses and intensification of production [5].

The small-scale nature of agricultural production:

- a high proportion of households in the total gross agricultural output (45.2 per cent), especially livestock products (74.9 per cent) %);

- high proportion of farms in the total number (94-99%) of agricultural units, especially in the southern region: 40.8% share of agricultural enterprises in the total number of agricultural enterprises, 24.9% - Almaty region;

- the trend of decline in agricultural land plots: 65% of agricultural land have land up to 50 hectares, the average size of land use of agricultural enterprises (JSC, LLP, PK) decreased, especially in the Eastern region by 2.8 times, Central-2.3 and southern - 6 times [6];

Underdeveloped infrastructure in the system of purchase, storage, processing and sale of agricultural products and economic relations between producers, processors and other related sectors of agriculture:

- low purchase prices that do not cover the invested costs of agricultural producers and do not stimulate the increase in production of agricultural products and their quality [7];

- low share of processing of agricultural products (milk to 23.3%, meat - 27,8%, fruit and vegetables 11.3 per cent), the consequence is low utilization rate of capacities and production of competitive products in comparison with imports.

Financial failure of small businesses:

- weak material and technical base (lack of own agricultural machinery, financial resources for the purchase of seeds, fertilizers, feed, fuel, etc.) [8];

- inaccessibility to the majority of small farms of Bank credits, and also the provided measures of state support in the form of the subsidy, preferential crediting, etc. in connection with discrepancy to their requirements, lack of pledge property, etc.

- low income, which does not allow to provide the necessary start-up capital for the development of small and medium-sized businesses in rural areas [9].

Methodology. In the process of the study were used General methods of research: methods of analysis of financial statements: horizontal, vertical, ratio, comparison, and other.

To study the optimization of production costs of agricultural cooperatives were used General scientific and special research methods:

- abstract-logical - in setting goals and objectives of the study;

- comparative analysis-in the analysis of data characterizing the role of cooperatives in providing employment and improving the welfare of the population of major agricultural regions;

- inductive and deductive methods-in identifying the role of optimization of production costs of agricultural cooperatives in the development of rural areas, the formation of a sustainable food supply system and relevant findings;

- mathematical-the identification of correlation between the efficiency of the cooperative and various factors.

Results. In connection with the measures taken in the country for import substitution and the implementation of the Doctrine of food security, it is advisable to pay more attention in the agricultural sphere to the mobilization of domestic reserves and the search for incentives for domestic producers on the basis of cooperative principles of economic activity [10].

The cooperative form of management is designed to contribute to increasing the income of the rural population, ensuring food security, the development of rural areas. The system of agricultural cooperation is divided into agricultural consumer and industrial cooperation (Tab.1), as well as consumer societies. Agricultural production cooperatives (APC), unlike other organizational and legal forms, represent the most democratic, labor form of organization of agricultural production, when a member of the cooperative can be a citizen who works in it [11]. Members of the production cooperative are not only employees, executors, but also owners of its property; everyone has the right to vote at the General meeting of the collective. All these provisions allow an ordinary member of the APC to exercise its right to participate in the economic activities of the cooperative and to make managerial decisions on its operation [12].

Table 1. Resource and performance indicators of the Socio-entrepreneurial Corporation "Zhetysu"*, ths. tenge.

Indicators	2017y.	2018y.	2019y.
Fixed assets	13359	13893	10997
Stocks of current assets	38865	37243	38738
Receivables	1214	584	486
Creditor indebtedness	5410	1501	3133
Authorized capital	4340	4340	4340

Additional capital	21330	21113	20897
Reserve capital	651	651	651
Revenue	30339	35347	22187
Cost of sales	28140	34316	22833
Profit on sales	2199	1031	-646
Other income	1396	8	2079
Other expenses	121	179	690
Net profit	3474	860	743

*The Corporation is taken as an example of research, as it is one of the largest in Kazakhstan. Note: compiled by the authors.

In General, the presented results testify to the expediency of further development and support of agricultural production cooperation in rural areas, which will contribute to the improvement of food supply in the regions with domestically produced products, increase of labor employment, profitability and living standards of rural population [13].

1. Agricultural cooperation for the sale and processing of products. The conceptual approach, which includes the optimization of production costs, is the large-scale development of cooperation to use the potential of smallholder farmers and smallholders as an objective factor in the growth of production and living standards in rural areas [14].

Issues of stable purchase and sale of agricultural products with further direction to the processing enterprises will be solved through agricultural cooperatives.

Providing cooperatives with technological equipment is carried out by "KazAgro"holding. Also, support will be provided through subsidizing the costs of cooperatives to provide personal - subsidiary farms with veterinary, agrochemical, financial, marketing and other services [15].

Optimization of production costs:

* will involve more than 500 thousand small producers in commodity production.

* provide processing enterprises with raw materials and increase the level of their loading by 1.3 times.

* will provide additional annual income of rural residents in the amount of 300 billion tenge.

* reduce trade margins by 15-20% by reducing unnecessary intermediary links.

2. Targeted export policies. Promotion of food products to foreign markets is carried out by the agribusiness Export center on the basis of JSC "Prodcorporation" through:

* market analysis, search for export niches and target work with importers

* forward purchase of food products and creation of export channels for agricultural producers

* creation of umbrella brands of food products, including organic products

* issuing guarantees for the execution of export contracts [16].

Kazakhstan borders with China, Russia and Central Asian countries, whose markets have a great potential demand for food products. Global demand for food is constantly growing, forming one of the largest consumer markets with annual sales of more than $ 7 trillion.

3. Change mechanisms are subsidies and loans of "KazAgro". The formation of a stable system of food security through the optimization of production costs will expand the coverage of grantees by 7 times, borrowers on concessional lending "KazAgro" and members of credit unions – 1.4 times with the priority of supporting small and medium-sized businesses [17]. The main condition for concessional lending will be to ensure the loading of processing enterprises, and due to investment subsidies for low–cost agricultural machinery, the pace of renewal of the technical Park will be increased by 1.5-2 times [18].

4. Improving the efficiency of livestock and crop production. To improve the efficiency of livestock production by 40% will be provided forage base, increased the proportion of breeding animals and expanded area of irrigated pastures:

* increased production of dairy products, meat and fish

* increase in meat exports [19]

* decrease in imports of poultry meat, meat products, dairy products.

Diversification of areas, increase in fertilizer application, the use of high-quality seeds, as well as increasing the rate of renewal of agricultural machinery in crop production will replace wheat crops with other, more profitable and popular crops, increasing production efficiency by 30%:

* increase in the production of feed, barley, sugar beet, oilseeds, vegetable oil, maize, oats and sugar

* increase in exports of oilseeds

* reduction in imports of vegetable oil, fruits and sugar.

5. Improvement of state regulation of agroindustrial complex

State regulation in the field of agriculture provides:

* solving issues of rational use and irrigation of agricultural land

* ensuring a safe epizootic and phytosanitary situation [20]

* providing incentives for the integration of science, education and production

* formation of the regulatory and technical basis for the development of organic production.

As a result of the adoption of measures of state regulation, the cadastral value of land will be updated and involved in the turnover of more than 600 thousand hectares of irrigated land, which will have a positive impact on the efficiency of agricultural production.

Conclusions. As a result of the proposed policy measures to develop a sustainable food system, the following results can be achieved:

* increase in gross output of agricultural products by 30%, or 1 trillion tenge

* growth in exports and decline in imports by 17%

* expansion of irrigated area by 40% - up to 2 million hectares

* expansion of coverage of agricultural producers by state support measures by 7 times

* involvement of more than 500 thousand private-subsidiary farms in the sales system through cooperatives

* increase in the share of agricultural products processing and loading of processing enterprises by 1.3 times

* the growth of private investment in the industry more than 3 times – up to 427 billion tenge.

In addition, effective implementation of the programme from the point of view of commodity sector development requires:

- creation of legally fixed organizational and economic conditions in the system of production, sale and processing of agricultural products;

- ensuring efficiency of state regulation of processes of formation of the market of food products and resources for their production; mobilization of resource potential of system of food providing in the sphere of economic relations and its effective use;

- stimulation of introduction of resource-saving and economically clean technologies adapted on zones of production of receiving food products.

Турысбекова Р.,* Кереева А., Төлегенова А., Касеинова М.

І. Жансүгіров атындағы Жетісу университеті, Қазақстан.
E-mail: king_bara@mail.ru

АЗЫҚ-ТҮЛІКПЕН ҚАМТАМАСЫЗ ЕТУДІҢ ТҰРАҚТЫ ЖҮЙЕСІН ҚАЛЫПТАСТЫРУ ФАКТОРЫ РЕТІНДЕ АУЫЛ ШАРУАШЫЛЫҒЫ КООПЕРАТИВТЕРІНІҢ ӨНДІРІСТІК ШЫҒЫНДАРЫН ОҢТАЙЛАНДЫРУ

Аннотация: мақалада ауылдық аумақтардың әлеуметтік-экономикалық әлеуетінің белгілі бір көрсеткіштеріне әсер ететін шаруашылық жүргізудің кооперативтік нысандарын дамыту, ауыл шаруашылығы кооперативтерінің өндірістік шығындарын оңтайландыру шеңберінде орындалуы мүмкін экономикалық функциялар қарастырылады. Мақалада өндірістік шығындарды оңтайландыруды, оған ауылдық аумақтардың Аграрлық-экономиканың орнықты дамуына және азық-түлік қауіпсіздігінің орнықты жүйесіне ықпал ететін факторлардың әсерін ескере отырып, ауыл шаруашылығы кооперациясын одан әрі дамыту сипатталған.

Отандық аграрлық нарықтағы қалыптасқан жағдай ауылшаруашылығының тиімділігіне айтарлықтай қауіп төндіреді. Астыққа, өсімдік майларына, қантқа, сүт өнімдеріне әлемдік бағаның төмендеуін атап өткен жөн, бұл өз кезегінде ішкі нарықтағы өндірушілер бағасының өсуін тежеуі мүмкін. Сонымен қатар, теңгенің девальвациясына байланысты негізінен импорттық ресурстарға баға тез өсуде. Тек өндірісті қарқындату ресурсты қажетсінуді төмендету және өнімділікті (еңбек өнімділігін) арттыру есебінен рентабельділік деңгейін арттыруға мүмкіндік береді. Бұл жағдайда өндіріс тиімділігінің өсуінің негізгі факторы шығындарды оңтайландыру болып табылады.

Ауылшаруашылығы кәсіпорындарын дамыту нарықтық экономикадағы басым бағыт болып табылады. Мақалада қолданыстағы шаруашылықтарды жаңғырту және жаңа ірі холдингтер мен ұсақ фермерлік шаруашылықтарды ашу арқылы ауыл шаруашылығын дамыту мен қолдау қарастырылады. Ауылшаруашылық кәсіпорындары шығындарды басқарудың ең оңтайлы және тиімді түрлерін үнемі іздеуде. Егер бұрын шығындарды есепке алудың дәстүрлі жүйелері ақталған болса, енді қазіргі бәсекелестік орта жағдайында және Қазақстанның ДСҰ-ға кіруімен қазіргі тәсілдерді қайта қарау қажет.

Түйін сөздер: ауыл шаруашылығы кооперативтері, өндіріс шығындарын оңтайландыру, тұрақты даму, азық-түлік қауіпсіздігі.

Турысбекова Р.[1], Explicit Кереева А.[2], Толегенова А.[3], Касеинова М.[4]

[1,2,3,4]Жетысуский университет им. И. Жансугурова. Казахстан.
E-mail: king_bara@mail.ru

ОПТИМИЗАЦИЯ ПРОИЗВОДСТВЕННЫХ ЗАТРАТ СЕЛЬСКОХОЗЯЙСТВЕННЫХ КООПЕРАТИВОВ КАК ФАКТОР ФОРМИРОВАНИЯ УСТОЙЧИВОЙ СИСТЕМЫ ПРОДОВОЛЬСТВЕННОГО ОБЕСПЕЧЕНИЯ

Аннотация: в статье рассматриваются экономические функции, которые могут быть выполнены в рамках развития кооперативных форм хозяйствования, влияющих на определенные показатели социально-экономического потенциала сельских территорий, оптимизации производственных затрат сельскохозяйственных кооперативов. В статье описывается дальнейшее развитие сельскохозяйственной кооперации с учетом оптимизации производственных затрат, влияния на нее выявленных факторов, которые будут способствовать аграрно - экономическому устойчивому развитию сельских территорий и устойчивой системе продовольственной безопасности.

Сложившаяся на отечественном аграрном рынке ситуация несет в себе угрозы значительной потери эффективности для сельхозпроизводителя.

В этой связи следует отметить снижение мировых цен на зерно, растительные масла, сахар, молочные продукты, что в свою очередь может сдерживать рост цен производителей на внутреннем рынке. В то же время из-за девальвации тенге стремительно растут цены на ресурсы преимущественно импортного происхождения. Только интенсификация производства позволит повысить уровень рентабельности за счет снижения ресурсоемкости и повышения урожайности (производительности труда). Главным фактором роста эффективности производства в этих условиях является оптимизация затрат.

Развитие сельскохозяйственных предприятий является приоритетным направлением в рыночной экономике. В статье рассматривается развитие и поддержка сельского хозяйства, через модернизацию существующих хозяйств и открытие новых крупных холдингов и мелких фермерских хозяйств. Сельскохозяйственные предприятия постоянно находятся в поиске наиболее оптимальных и эффективных форм управления затратами. Если раньше традиционные системы учета затрат были оправданы, то теперь, в условиях современной конкурентной среды и с вступлением Казахстана в ВТО, необходимо пересмотреть существующие подходы.

Ключевые слова: сельскохозяйственные кооперативы, оптимизация издержек производства, устойчивое развитие, продовольственная безопасность.

Information about the authors:

Raikhan Turysbekova K. – Master of economics. Zhetysu University n.a. I. Zhansugurov. Republic of Kazakhstan. king_bara@mail.ru, https://orcid.org/0000-0003-3329-4431;

Ainur Kereeva R. – Master of economics. Zhetysu University n.a. I. Zhansugurov. Republic of Kazakhstan. kira_a86@mail.ru, https://orcid.org/0000-0001-6600-0351;

Aida Tolegenova D. – Master of economics. Zhetysu University n.a. I. Zhansugurov. Republic of Kazakhstan. arkobek@mail.ru, https://orcid.org/0000-0003-3326-315X;

Meruert Kasseinova I. – Doctor of philosophy PhD. Zhetysu University n.a. I. Zhansugurov. Republic of Kazakhstan. mika77@mail.ru, https://orcid.org/0000-0002-7281-1334.

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Shamuratova N.B.[1],* Baitilenova E.S.[2], Narenova A.N.[2], Iskakov G.Zh[2]., Temiralieva Z[3].

[1]Kokshetau University named after A. Myrzakhmetov, Kokshetau, Kazakhstan;
[2]Taraz State University named after M.H. Dulati, Taraz, Kazakhstan,
[3]Kazakh University of Economics, Finance and International Trade, Nur-Sultan, Kazakhstan.
E-mail: naza_1@mail.ru

TECHNICAL EQUIPMENT OF AGRICULTURE AND PROBLEMS OF GEOLOGICAL RESTORATION OF THE AGROINDUSTRIAL COMPLEX ON THE EXAMPLE OF KAZAKHSTAN AND MONGOLIA

Abstract: the article highlights the main problems of agricultural development, one of which is personnel. One of the main factors behind the sharp decline in agricultural development is the decline in wages. Improving working conditions, combined with motivational measures, will create a base that makes work in rural areas more attractive for highly qualified personnel.The article assesses the current state of the park in recent years and the problem of the agricultural machinery renewal as one of the most relevant and topical issues, since it is difficult to be competitive in the country without modern and updated equipment.

Moreover, the role of geology in agriculture is very important, even to some extent more important than in other fields of activity, because this direction is inextricably connected with the land. Therefore, a full-scale study of the soil should be carried outfirst. This should be a full and most accurate chemical analysis, determination of the soil type, the study of groundwater. If it is planned not only to cultivate cropson the lands but also to erect agricultural facilities, additional tests for soil stability and so on are needed. There sultsofregionalgeologicalstudiesintheformofvariousmapsofgeologicalcontentmake upasignificantpartofthescientificknowledgebaseandareaimedatmeetingtheneedsof agriculture.

Key words: efficiency, grain, crop production, trucks, combine harvesters, gross collection, technology park, agricultural machinery.

1. Introduction. In the context of increased competition, the problem of improving the technological efficiency of agricultural production is of particular relevance for the entire agricultural sector of our country. The new current circumstances in the food market require the creation of a new effective mechanism for improving economic efficiency for the entire agricultural sector [3]. There are many different opinions about the most effective measures to improve the efficiency of grain production, and the implementation of many of them requires large budget funds and a significant development period.

2. Materials and methods. As part of the study, the authors conducted a hind-sight analysis of official statistical data on the availability of the main types of agricultural machinery, indicators of its receipt and disposal, the load on equipment, and the ratio of technical feasibility of equipment. Based on the results of a hind-sight analysis, the nature of the key patterns of the technical park reproduction in the agricultural sector of the regions is established.

3. Research on the state of the technical base in agriculture. Analysis of the main problems. The following problems exist in the crop production industry:

1) high dependence on natural and climatic conditions, the state of the hydrogeology and reclamation service is characterized by insufficient funding for monitoring irrigated land;

It may seem that such two fields as geology and agriculture are far apart from each other, but it turns out that they are closely connected, and one helps the other to flourish. Almost one quarter of the entire territory of the country is characterized as steppe lands, half as semi-desert and desert territories, the rest of the territory are foothills. 80% of the country's territory is characterized as agricultural land, which is more than 200 million hectares. However, of this territory, only 40% or 96 million hectares areusedinagriculturalcultivation [4].

The development of agriculture is unthinkable without solving a set of issues related to water supply, soil reclamation, the provision of mineral fertilizers, protection of farmland from erosion, etc. The solution to all these issues shall be the responsibility of geologists.

The main reasons for agricultural land degradation are soil erosion and blowing. The erosion stems from improper land use, excessive grazing of livestock, inadequate agricultural machinery, and destruction of grass and forest vegetation. According to statistical data and data from the Ministry of Agriculture in Kazakhstan, there are 24.2 million hectares or 11.3% of agricultural lands subject to wind erosion (blowout) in the republic. Those exposed to water erosion (washed away) from the total area of eroded lands occupy an area of 4.9 million hectares or 2.3% of agricultural lands [5,6].

Nyamdava B., Munkhbat J., Altantsetseg S., Baasansukh B., Purev B. (2015) [6], report that there are the indicators of the erodibility on the abandoned lands: at 60.6% they are severely-eroded, at 34.9% - moderately-eroded and at 4.5% - slightly-eroded. Analysis of chestnut soils showed that 40% of them have a humus level of 1-1. 9%, 23% of them 2.0 -2.5%, and it is 1.5 times less than in 1960.

The solution to the problem of reducing the consumption of water and other resources is carried out through the introduction of water and resource-saving technologies on most of the farmland.

2) the shortage of holding capacity, table 1;

Table 1. Introduction of storage capacities in Kazakhstan and Mongolia thousand tons

Grain storage capacities	Introduced overall	Including		Grain storage capacities	Introduced overall	Including	
		Out of budget resources	By own resources			Out of budget resources	By own resources
Kazakhstan				**Mongolia**			
26551	13796	8726	5070	329.5	516.5	202.0	314.5

Source: https://articlekz.com /of Kazakhstan, www.mofa.gov.mn /of Mongolia [7,8].

In 2017, the country's grain storage capacity as a whole increased by 13796 thousand tons, including out of budget resources – by 8726 thousand tons. Thus, the total volume of available grain storage capacities in Kazakhstan is 26,551 thousand tons. In Mongolia, the grain storage capacity amounts to 329.5 thousand tons, 516.5 thousand tons were introduced during the period, of which 202.0 thousand tons are out of budget resources, and the storage capacity may not be sufficient for the Republic when developing arable land .

3) insufficient staff, lack of knowledge, and the low level of agricultural technologies implemented by agricultural producers, table 2;

Table 2. Availability of mechanized personnel, number of people

Regions	Mechanizers			Including				
	required	available	lacked	truck drivers	combine drivers	drivers	Mechanized current operators	mechanical trades
Kazakhstan								
Western region	9638	9125	513	271	83	119	2	38
Northern region	56552	55671	881	450	285	102	36	8
Central region	1964	1814	150	94	28	18	4	6
Southern region	48344	47266	1078	581	239	151	16	91
Eastern region	4617	4026	591	132	328	40	7	84
in the Republic	121,115	117,902	3 213	1528	963	430	65	227
Mongolia								
Western region	127	67	60	35	12	5	6	2
Northern region	8	3	5	2	2	0	1	0
Central region	758	562	196	98	60	25	8	5
Eastern region	185	98	87	47	29	5	5	1
in the Republic	1078	732	346	182	103	35	20	6

Source: Ministry of Agriculture of the Republic of Kazakhstan, Farmers' Union of the Republic of Mongolia [9,10].

The insufficient personnel and the lack of equipment play a huge role in crop cultivation and efficiency, and it is one of the problems of our countries.

Due to the low compensation of employees, there is a lack of personnel and rotation does not occur.Agriculture is in a critical condition, and to overcome it, it is necessary to change the approach to the elaboration of guidelines for the further development of the agricultural sector.

4) the existing vehicles and drilling equipment are characterized by wear and tear of more than 80 %, and computer and office equipment, as well as special field and laboratory equipment, are in the same condition (table 3).

Table 3. Availability of basic agricultural machinery in Kazakhstan, units

Type of machinery	2012	2013	2014	2015	2016	On average 2017-2019	older than 10 years, %
Trucks	153978	152381	156167	156809	154162	153105	70%
Grain combine harvesters	46610	46407	48925	48227	46573	46765	80%
Hay and forage equipment	63120	63840	64489	64693	64349	64850	85%
Tillage equipment	402141	399264	397034	388307	389020	390210	80%
Total	665849	661892	666615	658036	654104	654930	80%

Source: web-site: Kazakh Zerno. [11].

Wear and tear of agricultural machinery in Kazakhstan is about 80%. According to the Ministry of Agriculture of the Republic of Kazakhstan, the average age of more than 70% of grain combine harvesters and trucks is 13-18 years with a standard service life of 8-10 years. In addition, more than 70% of grain combine harvesters, about 80% of trucks, 75% of reaping machines, and 80% of drill-machines are subject to write-off.

Taking into account that the average service life of agricultural machinery is 10 – 12 years, it can be concluded that the actual service life of equipment exceeds the statutory service life by 3 – 10 years [12,13]. Let us consider the availability of the main types of agricultural machinery, table 4.

Table 4. Availability of the main types of agricultural machinery in Mongolia, units

Type of machinery	2012	2013	2014	2015	2016	On average 2017-2019	older 10 years old,%
Availability of equipment							
Trucks	2623	2693	2896	2830	3150	3230	87%
Grain combine harvesters	1785	1811	1958	1181	1195	1204	91%
Hay and forage equipment	912	924	910	856	950	1084	85%
Tillage equipment	2945	2338	2221	2438	3945	4377	80%
Total	8265	7766	7985	7305	9240	9895	85%

Source: Stat. 2012-2019, RM [14].

The introduction of new technologies in Mongolia and Kazakhstan has significantly increased customs duties on agricultural machinery imported from outside the CU, while equipment for the use of no-till and mini-till technologies, high-producing sowing machines 'Horsch', 'John Deere', 'Case', 'Maurice', which make up 4.9% of the total, sow 35.2% of the acreage required for the conditions.

Currently, the average age of more than 80% of grain combine harvesters and trucks is 13-14 years, with a standard service life of 8-10 years, 71-91% of combine harvesters, 86 - 87% of trucks, and 88 - 89% of drill-machines are subject to write-off. The existing park of agricultural machinery in general has a wear rate of 80 % in both Kazakhstan and Mongolia.

As a result of the wear-and-tear of the technology park, overspending on repairs and POL is about 95,537 million tenge, or 20% of the production costs. The reduction in yields amounts to 2,925 thousand tons, which is 14% of the gross collection [15,16].

In table 5, let us consider the impact of technical equipment on the efficiency of grain production.

Table 5. The impact of technical equipment on production efficiency

machinery	indicators	Under 3 years old	4-10 years old	11-17 years old	Over 17 years old	Total
Scope of work from the total area						
Trucks	load per 1 unit ha*	365	304	223	138	x
Combine harvesters		888	731	470	179	x
Additional costs, thousand USD						
Trucks	Repair	0	0	22.024	63.021	85.046
	POL	0	1.302	5.788	14.906	22.0
Combine harvesters	Repair	0	4.339	48.242	124.239	176.825
	POL	0	0.813	3.616	9.317	13.747
Total		0	6.454	79.672	211.485	297.623
Minimum losses in gross collection, thousand tons						
Trucks	non-observance of the sowing time	0	0	313	313	626
Combine harvesters	non-observance of the harvest time	0	0	779	779	1559
	Field losses	0	354	203	184	741
Total		0	354	1296	1276	2925
* average load on truck units -300 ha; on combine units -700 ha; maximum losses in gross collection can be up to 25%						

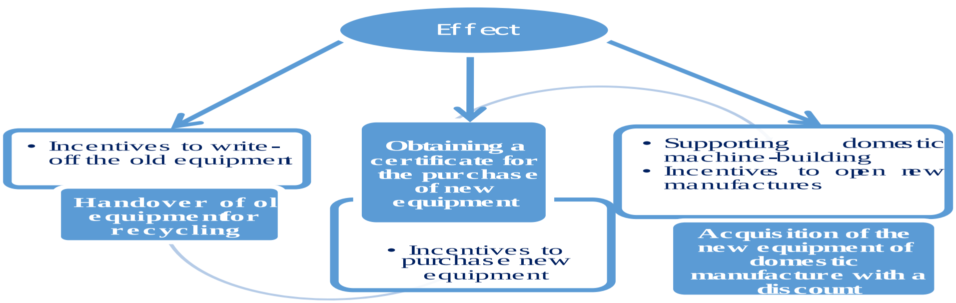
Source: based on the data from the Ministry of Agriculture of the Republic of Kazakhstan: http://government.kz/ [18].

As a result of the use of worn-out equipment in recent years, the average overspending on operation and maintenance (repair and POL) amounted to 85046 USD or 20% of the production costs. Biological and mechanical losses of the crop amount to 2.9 million tons (14% of the gross collection) [19].

Therefore, to increase productivity, it is necessary to solve the issues of updating and modernizing the technology park, the task is to continue updating the machine and tractor fleet.

4. Conclusion. Water loss is a serious problem for Kazakhstan, especially in agriculture. On average, water losses account for about 60% of the total water consumption by agricultural consumers. The unsatisfactory (and sometimes critical) state of the irrigation infrastructure is one of the reasons for significant water losses, which requires the introduction of resource-providing technologies. To introduce modern technologies, it is necessary to create a network of model farms with the involvement of international specialists and training of local agricultural producers. Geographic information systems will be widely used for the effective management of water and land resources, and for combating desertification [20].

The stockpile of grain production is the reduction of losses occurring at all stages of its production and processing. On average, crop losses during harvesting are 10-15%. In rainy weather, grain and straw are damaged. One of the reasons that delay the harvesting period is the lack of grain combine harvesters and their rather low productivity - update the technology park, figure 1.



Compiled by the author

Figure 1. The incentives for the production of machinery

The incentive measures taken will help to solve the following tasks: first, they stimulate the write-off of old equipment for disposable waste, thereby exchanging old equipment for new ones from manufacturers; second, they support the domestic manufacturer; third, the domestic manufacturer has an incentive to increase production, as well as receive VAT benefits.

Шамуратова Н.Б.[1*], Байтиленова Э.С.[2], Наренова А.Н.[2], Искаков Г.Ж.[2], Темиралиева З.[3]

[1]А. Мырзахметов атындағы Көкшетау университеті, Көкшетау, Қазақстан;
[2]М.Х. Дулати атындағы Тараз мемлекеттік университеті, Тараз, Қазақстан;
[3]Казақ экономика, қаржы және халықаралық сауда университеті, Нұр-Сұлтан, Қазақстан.
E-mail: naza_1@mail.ru

АУЫЛ ШАРУАШЫЛЫҒЫНЫҢ ТЕХНИКАЛЫҚ ҚҰРАЛ-ЖАБДЫҚТАРЫ ЖӘНЕ ҚАЗАҚСТАН МЕН МОНҒОЛИЯ МЫСАЛЫНДАҒЫ АГРОИНДУСТРИАЛДЫҚ КЕШЕНІН ГЕОЛОГИЯЛЫҚ ҚАЛПЫНА КЕЛТІРУ МӘСЕЛЕЛЕРІ

Аннотация: мақалада ауылшаруашылығын дамытудың негізгі мәселелері көрсетілген, оның бірі кадрлар. Ауыл шаруашылығының күрт құлдырауының негізгі факторларының бірі жалақының төмендеуі болды. Еңбек жағдайларын мотивациялық шаралармен жақсарту, ауылдағы жұмыстарды жоғары білікті кадрлар үшін тартымды ететін базаны құруға мүмкіндік береді. Соңғы жылдары қалыптасқан техникалық парктің жағдайын бағалау және ауылшаруашылық техникасын жаңарту мәселесі ең өзекті және маңызды мәселелердің бірі болып табылады, өйткені қазіргі заманғы және жаңартылған жабдықтарсыз елде бәсекеге қабілетті болу қиын.

Сонымен қатар геологияның ауыл шаруашылығындағы рөлі өте маңызды. Тіпті белгілі бір дәрежеде басқа қызмет салаларына қарағанда көбірек. Өйткені, бұл бағыт жермен тығыз байланысты. Сондықтан топырақты толық көлемде зерттеу ең алдымен жүргізілуі керек. Мұнда толық және дәл химиялық талдау, топырақ типін анықтау, жер асты суларын зерттеу қамтылады. Ал егер жерлерде тек астық өндіріп қана қоймай, ауылшаруашылық нысандарын тұрғызу жоспарланған болса, онда топырақтың тұрақтылығы сияқты және басқа да қосымша сынақтар жүргізу қажет. Әртүрлі геологиялық мазмұндағы карталар түріндегі аймақтық геологиялық зерттеулер нәтижелері ғылыми ақпараттық негізін құрап, ауылшаруашылығынның қажеттіліктерін қанағаттандыруға бағытталған.

Түйін сөздер: тиімділік, астық, өсімдік шаруашылығы, тракторлар, комбайндар, жалпы егін, техникалық парк, ауыл шаруашылығы техникасы, геоақпарат, геологтар.

Шамуратова Н.Б.[1*], Байтиленова Э.С.[2], Наренова А.Н.[2], Искаков Г.Ж.[2], Темиралиева З.[3]

[1]Кокшетауский университет им. А. Мырзахметова, Кокшетау, Казахстан;
[2]Таразский государственный университет имени М.Х. Дулати, Тараз, Казахстан.
[3]Казахский университет экономики, финансов и международной торговли, Нур-Султан, Казахстан.
E-mail: naza_1@mail.ru

ТЕХНИЧЕСКАЯОСНАЩЕННОСТЬ СЕЛЬСКОГО ХОЗЯЙСТВА И ПРОБЛЕМЫГЕОЛОГИЧЕСКОГО ВОССТАНОВЛЕНИЯ АГРОПРОМЫШЛЕННОГО КОМПЛЕКСА НА ПРИМЕРЕ КАЗАХСТАНА И МОНГОЛИИ

Аннотация: в статье освещаются основные проблемы развития сельского хозяйства, одной из которых являются кадры. Одним из основных факторов резкого снижения развития сельского хозяйства стало падение уровня заработной платы. Улучшение условий труда в сочетании с мотивационными мероприятиями создаст базу, повышающую привлекательность работы в сельской местности для высококвалифицированных кадров. Оценка сложившегося в последние годы состояния парка и проблема обновления сельскохозяйственной техники – как одна из самых острых и актуальных вопросов, так как без современной и обновленной техники в стране трудно быть конкурентоспособным.

А также раскрывается роль геологии в сельском хозяйстве**.** Даже в некоторой степени более чем в других отраслях деятельности. Ведь это направление неразрывно связано с землей. Поэтому полномасштабное изучение грунта следует провести в самую первую очередь. Это должен быть полный и максимально точный химический анализ, определение типа грунта, изучение грунтовых вод.

А если на землях предполагается не только взращивание культур, а возведение сельскохозяйственных объектов, то нужно провести еще дополнительные тесты на устойчивость грунта и прочее. Результаты региональных геологических исследований в виде различных карт геологического содержания образуют существенную часть научной информационной основы и направлены на удовлетворение потребностей сельского хозяйства.

Ключевые слова: геологическая эффективность, геоинформация, растениеводство, тракторы, комбайны, валовый сбор, технический парк, сельхозтехника.

Information about authors:

Shamuratova N.B. – Kokshetau University named after A. Myrzakhmetov, Kokshetau, candidate of economic sciences associate professor. naza_1@mail.ru, https://orcid.org/0000-0002-8566-0758;

Karimova L.Zh. – Kokshetau University named after Abay Myrzakhmetov,Vice-rector for educational and methodical work, professor;lyazat-1978@mail.ru, https://orcid.org/0000-0001-9855-413X;

Dosmukhanbetova R. – New Economic University named after T. Ryskulov, Candidate of Economic Sciences, Associated Professor of department «Applied Information Technologies», rozados2006@mail.ru, https://orcid.org/0000-0002-2810-6144;

Kudaibergenova L.Zh. – candidate of economic science, associate professor, New Economic University named after T. Ryskulov, leila_100@mail.ru, https://orcid.org/0000-0002-3790-6194;

Mazhitova L.G. – magister of economic science, doctoral candidate of Kazakh National Agrarian University, limara007@mail.ru, https://orcid.org/0000-0001-8871-6350;

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Zbigniew Korzeb[1], Paweł Niedziółka[2], Zhagyparova A.O.[3], Rakayeva A.N.[3], Serikova M.[3]

[1]Bialystok University of Technology, Bialystok, Poland;
[2]Warsaw School of Economics, Warszawa, Poland;
[3]Eurasian National University named after L.N. Gumilyov. Nur-Sultan, Kazakhstan
E-mail: z.korzeb@pb.edu.pl

DETERMINANTS OF BANK'S SHARES RATES OF RETURN DURING COVID-19. THE EVIDENCE FROM VISEGRAD GROUP STOCK EXCHANGES

Abstract: COVID-19 is a pandemic with unprecedented historical impact on the economy, the banking sector and the financial system. Restrictions introduced administratively overnight have deprived entire sectors of the economy of sources of income, raising questions about the necessary scope of state support, the ability of enterprises to survive, the level of unemployment and the condition of the banking sector. Compared to some Western European countries (Italy, Spain) and the United States, the countries of Central and Eastern Europe are coping with the pandemic relatively well, and yet the collapse of stock exchange indices is observed, and the scale of the decline in the market value of banks is even deeper. The subject of this study is the analysis of the impact of COVID-19 on the share prices of banks listed on stock exchanges in the Visegrad Group countries (Poland, Czech Republic, Slovakia and Hungary). The capitalisation of stock exchange banks in these countries in the period from 01.01.2020 to 18.05.2020 decreased more than the capitalisation of the stock exchanges on which the banks' shares are listed (Table 5). Only in the case of Hungary did the scale of the decline turn out to be comparable. Based on a sample of 19 commercial banks which shares are listed on stock exchanges and with reference to the period from the beginning of 2020 to 18 May 2020, a linear regression model was created, in which TCR and C/I turned out to be important independent variables, having a key impact on the volatility of bank share prices during the pandemic. This means relatively greater resilience to the crisis of well-capitalised banks, i. e. those that can afford to consume capital during the crisis as well as highly efficient banks compared to the whole banking sector.

Key words: banking sector; commercial banks; banking crises, COVID-19, Visegrad Group, rate of return; stock exchanges; regression model

Introduction. COVID-19 is a pandemic with unprecedented historical impact on the economy, the banking sector and the financial system. The administrative restrictions introduced overnight have deprived entire sectors of the economy of sources of income, raising questions about the necessary scope of state support, the ability of enterprises to survive a pandemic, the level of unemployment and the condition of the banking sector. The negative consequences of the pandemic for the banking sector include the expected increase in the cost of risk, and once the restrictions stop, economic activity is expected to decrease due to worsening social sentiment and growing uncertainty. Also the low interest rate policy is not conducive to profitability in the retail banking segment. Low interest rates also discourage saving and in this case the liquidity rationale may limit lending. Compared to some Western European countries (Italy, Spain) and the United States, the countries of Central and Eastern Europe are coping with the pandemic relatively well, and yet the collapse of stock exchange indices is observed, and the scale of the decline in the market value of banks is even deeper. The subject of this study is the analysis of the impact of COVID-19 on the share prices of banks listed on stock exchanges in the Visegrad Group countries (Poland, Czech Republic, Slovakia and Hungary). The capitalisation of stock exchange banks in these countries in the period from 01.01.2020 to 18.05.2020 decreased more than the capitalisation of the stock exchanges on which the banks' shares are listed (Table 1).

Table 1 - Rates of return of shares issued by banks listed on Visegrad Group stocks of exchange

Stock of exchange	Index	01.01.2020 - 18.05.2020	From the date of the first infected person found till 18.05.2020
PSE	PX	-21,82%	-10,81%
	Banks*	-39,43%	-29,87%
BSSE	SAX	-6,03%	-6,90%
	Banks*	-17,09%	-6,97%
BSE	BUX	-23,48%	-14,27%
	Banks*	-23,18%	-19,30%
WSE	WIG	-22,31%	-12,17%
	Banks*	-29,47%	-17,75%

* - Capitalisation-weighted drop in banks’ shares pricesSource: Own elaboration.

Only in the case of Hungary did the scale of the decline turn out to be comparable. Based on a sample of 19 commercial banks which shares are listed on stock exchanges and with reference to the period from the beginning of 2020 to 18 May 2020, a linear regression model was created, in which TCR and C/I turned out to be important independent variables, having a key impact on the volatility of bank share prices during the pandemic. This means relatively greater resilience to the crisis of well-capitalised banks, i. e. those that can afford to consume capital during the crisis as well as highly efficient banks compared to the whole banking sector.At the same time, the authors, while initially building different versions of the regression model, came to the conclusion that the rates of return on investment in banks' shares were not significantly affected by the moment of the outbreak of the pandemic in a given country (identified with the date on which the first case of COVID-19 was found) or by the results of the adopted strategy for dealing with the pandemic, presented in Table 2.

The above mentioned outcomes are quantified by the number of illnesses, recoveries and deaths per 1000 inhabitants [1-3].

We contribute also both to the fast-growing body of work on the financial impacts of COVID-19 as well as on factors affecting banks’ market values during crises.

Table 2 - COVID-19 in Visegrad Group countries

Country	Date of the first case of COVID-19 found	Total number of people infected (18.05.2020)	Total number of deaths (18.05.2020)	Total number of recovered (18.05.2020)	Total number of tests (18.05.2020)	Number of inhabitants
Poland	04.03.2020	18529	925	7451	620 249	38 386 000
Czech Republic	01.03.2020	8480	298	5468	356 515	10 650 000
Slovakia	06.03.2020	1494	28	1163	143 433	5 450 000
Hungary	04.03.2020	3509	451	1396	135 137	9 773 000

Country	Date of the first case of COVID-19 found	Total number of people infected (18.05.2020)	Total number of deaths (18.05.2020)	Total number of recovered (18.05.2020)	Total number of tests (18.05.2020)	Number of inhabitants
Poland	04.03.2020	18529	925	7451	620 249	38 386 000
Czech Republic	01.03.2020	8480	298	5468	356 515	10 650 000
Slovakia	06.03.2020	1494	28	1163	143 433	5 450 000
Hungary	04.03.2020	3509	451	1396	135 137	9 773 000

Source: Own elaboration.

Literature review. The study described in this paper focuses on the impact of the COVID-19 pandemic on the behaviour of selected stock markets and, against this background, analyses of the impact of the virus on the banking sector. In particular, two research questions arise: (i) does crisis management affect the capitalisation of listed banks? (ii) which kind of banks have suffered most from the negative effects of the pandemic in terms of the decline in market value? Ma et al. (2020), on the basis of an analysis of the up to date proliferation of COVID-19 and previous pandemics, have concluded that the spread of COVID-19 is likely to have a greater impact on GDP, unemployment and the performance of the capital markets than diseases that have decimated humanity in the past. They also pointed out that in the era of globalisation, restrictions imposed in one country will have a significant impact on the economic situation of another one.

The OECD report (2020) points out that the spreading COVID-19 pandemic has caused an increase in risk aversion unprecedented since the global financial crisis in the first decade of the 21st century. Share prices have fallen by approx. 30%, the implied volatility of shares' and oil prices increased to levels observed 12 years ago, and the spreads of bonds with speculative ratings increased particularly significantly, which confirms the thesis that investors reduce risk. Tappe (2020) links the sharp declines in stock markets to the spread of COVID-19 and the investment of stock market withdrawals in US treasury securities. The sharp increase in investors' interest in treasury bonds and gold as safe heaven investments creates additional uncertainty and fear in financial markets (Telford et al, 2020).

Lynch et al. (2020) further state that COVID-19 caused the greatest panic in the US securities market since the crash in 1987. In order to stop it, it was decided to suspend the quotations for 15 minutes, which is an unprecedented event [4-6].

Demirguc-Kunt et al. (2020) examine 896 banks from 53 countries. They note, that "a systematic underperformance of bank stocks at the onset of the COVID-19 crisis, between March and April 2020. More precisely, for most countries, bank stocks underperform relative to other publicly traded companies in their home country, and relative to non-financial institutions".

Korzeb and Niedziółka (2020a) emphasise that "In medium and large banks, despite a sharp drop in profits and additional costs associated with the pandemic, the process of efficiency improvement was reinforced".

Focusing on the impact of COVID-19 on stock exchanges, the results of a study carried out by Sansa (2020) should be indicated. The study analysed the impact of COVID-19 on the financial markets of China and the United States. Using the regression model, the period from the 1st to 25th of March 2020 was taken into account. The Shanghai Stock Exchange for China and the New York Dow Jones indices for the United States were selected as representative ones. The study showed a significant correlation between the number of confirmed COVID-19 cases and the behaviour of the stock indices in the markets studied. Al-Awadhi et al. (2020) examined the impact of the spread of COVID-19 on the Chinese stock exchange. For this purpose, they based themselves on the rate of return of the Hong Kong listed Hang Seng index and the Shanghai Stock Exchange Composite index in the period from the 10th of January to the 16th of March 2020. The sector analysis suggests that companies producing medicines and belonging to the information technology sector recorded the highest positive rates of return. In opposite, the worst results were observed with respect to transport companies and beverage producers. A relatively stronger decline in rates of return was experienced by companies whose shares were held by foreign investors. The aforementioned authors also noted that the indices' rates of return are negatively correlated with the daily increase in the total number of deaths and the total number of confirmed cases [7-10].

Baker et al. (2020) focused on the analysis of the scale of falls in stock indices and the extent of their volatility during the COVID-19 pandemic. These authors have shown that the level of reduction and amplitude of index variation observed during the pandemic in the United States is greater than in the 1930s, 1987 and 2008 crises. At the same time, the impact of the press releases relating to the pandemic since 1900 (including the Spanish Flu of 1918 - 1920) on the behaviour of the US securities market was examined and in none of these cases was there any significant correlation between the content of the press releases and the capital market situation. In turn, the information on COVID-19 has had a decisive impact on the US capital market since the 24th of February 2020.

Aldasoro et al. (2020) using a sample of 118 banks from 28 countries, have proven that well-capitalised and relatively highly profitable banks are relatively more lenient to go through the crisis. It is also important which market the bank operates on, as evidenced by the relatively higher increase in CDS spreads for banks registered in Emerging Markets countries. Aldasoro et al. also point out that the conditions for obtaining financing are likely to deteriorate, which is not helped by the change in the outlook for negative long-term ratings (especially banks with low profitability) and the successive reductions in ratings. The issue of pro-cyclicality of external ratings is also addressed by Korzeb et al. (2019). Schmieder et al. (2020) emphasise that, unlike in previous crises, the banking sector is entering the COVID-19 crisis with a high level of own funds, which, even with the erosion of that capital, leaves room for demand-driven lending. The risks to the banking sector include a likely deterioration in the quality of credit portfolios (Korzeb and Niedziółka, 2020b).

Data and Methodology. The research was conducted on a sample of 19 commercial banks listed on stock exchanges in Poland, the Czech Republic, Slovakia and Hungary (Table 3).

Table 3 - List of commercial banks analysed in the study

No.	Name of the commercial bank	Stock Exchange	Country
1	Komercnibanka, a.s.	Prague Stock Exchange	Czech Republic
2	Moneta Money Bank,a.s.	Prague Stock Exchange	Czech Republic
3	OTP Banka Slovensko, a.s.**	Bratislava Stock Exchange	Slovakia
4	Tatra Banka, a.s.	Bratislava Stock Exchange	Slovakia
5	Všeobecnáúverovábanka	Bratislava Stock Exchange	Slovakia
6	OTP Bank Plc	Budapest Stock Exchange	Hungary
7	Takarek Mortgage Bank Co Plc*	Budapest Stock Exchange	Hungary
8	PKO BP Bank Polski SA	Warsaw Stock Exchange	Poland
9	Santander Polska S.A.	Warsaw Stock Exchange	Poland
10	Bank Polska Kasa Opieki S.A.	Warsaw Stock Exchange	Poland
11	mBank S.A.	Warsaw Stock Exchange	Poland
12	ING Bank Śląski S.A.	Warsaw Stock Exchange	Poland
13	Bank Millennium S.A.	Warsaw Stock Exchange	Poland
14	Bank BGŻ BNP Paribas S.A.	Warsaw Stock Exchange	Poland
15	Bank Handlowy w Warszawie S.A.	Warsaw Stock Exchange	Poland
16	Alior Bank S.A.	Warsaw Stock Exchange	Poland
17	Getin Noble Bank S.A.	Warsaw Stock Exchange	Poland
18	Idea Bank S.A.	Warsaw Stock Exchange	Poland
19	Bank Ochrony Środowiska S.A.	Warsaw Stock Exchange	Poland

Source: Own elaboration.

The subject of analysis is the behaviour of share prices in the period from the 1st of January till the 18th of May 2020. In order to determine the impact of the declining factors of individual banks' stock market quotations, we estimate the following based model, based on Ferreti et al. research (2018), which were modified in order to adapt them to the conditions of functioning of commercial banks in banking sectors of the four Visegrad Group countries:

$$SEQ = \beta0 + \beta1\ ROE + \beta2\ TCR + \beta3\ C/I + \beta4\ L/D + \beta5\ CAPITAL + \beta5\ RATING + \phi i + \varepsilon i\ ,$$

where: SEQ – change in banks’ share prices in the period from the 1st of January till the 18th of May 2020; ROE – Return on Equity (measured as ROAE, i.e. Return on Average Equity); TCR – Total Capital Ratio; C/I – Cost/Income ratio - cost effectiveness - the quotient of the sum of operating costs and depreciation to operating income; L/D – Loans/Deposits ratio; CAPITAL – capitalisation of the analysed banks in million EUR as of the 1st of January 2020; RATING – external bank’s rating based on the ratings of four credit rating agencies: Standard & Poor's, Moody's, Fitch and Eurorating. Weights (the same for comparable levels of risk reflected in the ratings) have been set for each individual rating scale, with a weighting of 1 for the lowest risk and 19 for the highest risk. The arithmetic mean calculated in this way for each bank was taken as a variable value; ϕi – represents the unobservable individual effects; εi – an error term. Table 4 provides some descriptive statistics of the above variables.

Table 4 -The basic characteristic for selected diagnostic variables

Specification	SEQ	ROE	TCR	C/I	L/D	CAPITAL	RATING
Max	-0.075	0.203	0.201	1.034	0.941	6631.00	18.00
Min	-0.560	-0.215	0.015	0.419	0.600	3.75	3.00
Arithmetic mean	-0.331	0.057	0.162	0.563	0.849	2087.50	9.04
Median	-0.340	0.068	0.171	0.514	0.860	1190.00	8.50
Standard deviation	0.148	0.108	0.042	0.174	0.084	2269.12	3.70
V(x) variability coeff.	-0.447	1.897	0.261	0.309	0.099	1.09	0.41

Source: Own elaboration.

Results. The calculated values allow to save the regression equation along with the estimation errors as specified in Table 5.

Table 5 - Estimation results

N=19	Summary of dependent variable regression: SEQ R= ,81354223 R^2= ,66185095 Correct. R2= ,49277643 F(6,12)=3,9146 p<,02118 Standard error of estimation: ,10547					
	BETA	Standard err. BETA	B	Standard err. B	t(12)	p
Independent part			0.21300	0.397237	0.53620	0.601620
ROE	0.581868	0.440372	0.80077	0.606044	1.32131	0.211037
TCR	-0.896218	0.339509	-3.14185	1.190208	-2.63975	0.021584
C/I	0.827886	0.230718	0.70467	0.196380	3.58830	0.003725
L/D	-0.165589	0.177851	-0.29284	0.314528	-0.93106	0.370177
CAPITAL	-0.102873	0.216599	-0.00001	0.000014	-0.47494	0.643354
RATING	-0.595916	0.309717	-0.02386	0.012403	-1.92407	0.078385

Source: Own elaboration.

The parameters of the TCR and C/I model are relevant. The coefficients for the variables ROE, L/D, CAPITAL and RATING and the independent part are not significant. Thus, the values of the Student's t-Student statistics lead, at a materiality level of 0.05, to reject the hypothesis that the level of the total capital ratio and cost effectiveness do not affect the change in the share prices of the banks in question during the period under review (p. 0. 021594 and 0. 003725 respectively). Opposing signs suggest that both variables have a different effect on the change in banks' quotations - an increase in the TCR level weakens the decline in shares, while an increase in the C/I level contributes to the decline in share prices. The standard estimation error value of 0. 10547 is interpreted as the average deviation of the weight observed in the sample to the theoretical weight - determined from the model. The value of the determination factor R2 means that 66% of the overall volatility of the SEQ variable is explained by the model. The presented methodology has several limitations that may affect the final results obtained in the study. Firstly, the number of banks analysed is relatively small. However, the study included all banks listed on the four Visegrad Group countries, except MKB Bank Plc, whose shares were not traded on the Budapest Stock Exchange during the period under review, and banks which main trading market are foreign exchanges (e.g. Deutsche Bank AG, Erste Group AG, RBI). The second constraint is the adoption of the L/D ratio as a criterion for determining the bank's liquidity. This is the simplest indicator to describe this category. A much better solution would be to apply LCR - the ratio of coverage of net outflows, which determines the relation of high-quality liquid assets to net outflows (i. e. minus inflows) within 30 days under extreme conditions. Its design, interpretation and use in regulatory policy are described inter alia by Niedziółka (2015). Unfortunately, due to the fact that not all of the analysed commercial banks present the value of this indicator at the end of 2019 in their annual reports, it was not possible to adopt it in the conducted research [11-15].

Conclusions. The banking sector is currently faced with a major challenge arising from the consequences of the COVID-19 pandemic. However, the nature of the current crisis is fundamentally different from previous global crises in the financial markets, which originated in the banking sector and spread to the real economy. Banks are not the cause of the current unconventional recession. At the moment, it is the banks that will be the sector in which the risk resulting from the deterioration of the condition of many industries in the economy will be concentrated. Although the effects of the crisis will not be visible immediately, they will certainly affect the level of write-downs made, and thus translate into the financial results. Such a situation was reflected in the reaction of investors on stock exchanges in the Visegrad Group countries, where the banking sectors were among the industries affected by the biggest drops in share prices. In the sample under analysis, all banks recorded decreases in market value during the period under consideration. The study shows that the main factors influencing the behaviour of share prices are capital adequacy and cost effectiveness. The greatest importance of the impact of capital adequacy on the stability of a bank and its resilience to potential crisis-induced effects is described in considerable detail in the literature (Ashraf et al., 2020, Košak et al., 2015; Berger and Bowman, 2013; Demirgüc-Kunt et al., 2013). The key essence of capital adequacy regulations was to improve the quality of own funds by strengthening Tier 1 capital in banks. Effective capital adequacy management and the maintenance of stable sources of funding are essential for the role that banks play in modern economies and their status as institutions of public confidence. The Bank should shape its future in a rational and structured manner. Capital adequacy management is a process aimed at ensuring that the level of risk that the bank takes up in connection with the development of its business activity can be covered by the capital it holds, taking into account a specific risk tolerance level and time horizon. Therefore, the optimisation of the structure of the balance sheet and off-balance sheet items consists in the choice of such an option of the bank's policy which associates development goals with the necessary scope of security and comes down to establishing a rational relation between the amount of own funds held, maintaining financial liquidity at a safe level and the scale of risk taken, accompanying the bank's activity and creating value for shareholders. On the other hand, the C/I ratio, which is significant in the model, determines the manner of cost management in the bank. It informs how much of the banking result is allocated to its functioning. It should be noted that in the current situation, banks will certainly reorient their strategies in this respect, using e. g. experience of remote work or distribution of banking products using virtual channels [16-20].

Zbigniew Korzeb[1],* Paweł Niedziółka[2], Жагыпарова А.О.[3], Ракаева А.Н., Серикова М.А.[3]

[1]Белосток технологиялық университеті, Белосток, Польша;
[2]Warsaw экономика мектебі, Варшава, Польша;
[3]Л.Н. Гумилев атындағы Еуразиялық ұлттық университеті, Нұр-Сұлтан, Қазақстан.
E-mail: z.korzeb@pb.edu.pl

COVID-19 КЕЗІНДЕ БАНК АКЦИЯЛАРЫНЫҢ КІРІСТІЛІГІНІҢ ДЕТЕРМИНАНТТАРЫ. ВЫШЕГРАД ТОБЫНЫҢ ҚОР БИРЖАЛАРЫНАН АЛЫНҒАН МӘЛІМЕТТЕР

Аннотация: COVID-19 пандемиясы әлемдік экономикадағы көптеген онжылдықтардағы ең терең құлдырауды тудырды. Соңғы салдары әлі белгісіз болғанымен, пандемия дамып келе жатқан нарық пен дамушы елдердің басым көпшілігінде рецессияға әкеледі. Ол сондай-ақ еңбек өнімділігі мен өндірістің әлеуетті көлемі үшін ұзақ мерзімді теріс салдарларға алып келеді. Осы кезеңдегі басым стратегиялық міндеттер адамдар үшін салдарларды жұмсарту, таяудағы перспективаға экономикалық залалды қысқарту болып табылады. Дағдарыстың әлсіреуімен тұрақты саясатқа деген адалдықты сенімді түрде растау және ұзақ мерзімді перспективаларды нығайту үшін қажетті реформаларды жүзеге асыру қажет болады. Іс-қимылдарды үйлестіру мен әлемдік ауқымдағы ынтымақтастық ерекше маңызға ие болады.

COVID-19 пандемиясы әлемдік қауымдастық үшін үлкен соққы болды және әлемнің көптеген елдерінің экономикасында күрт құлдырауға әкелді. Базалық болжамға сәйкес, 2020 жылы әлемдік ЖІӨ-нің 5,2 пайызға қысқаруы күтілуде. Әлемдік экономикадағы бұл құлдырау көптеген онжылдықтардағы кететін болады.

Нарықтық экономикасы қалыптасып келе жатқан және дамушы елдердің көпшілігінде биылғы жылы халықтың жан басына шаққандағы табысы айтарлықтай төмендейді. Пандемия оның салдарын азайту, халықтың осал топтарын қорғау және елдердің болашақта осындай оқиғаларды жеңе білу қабілетін арттыру үшін саяси шаралар қабылдаудың шұғыл қажеттілігін айқын көрсетті. Сонымен қатар, бейресми еңбек қатынастарымен және әлеуметтік қорғау жүйелерінің шектеулі ауқымымен байланысты мәселелерді шешу, сондай-ақ экономиканың сенімді және тұрақты өсуін қамтамасыз ететін реформалар жүргізу өте маңызды.

Түйін сөздер: банк секторы, коммерциялық банктер, банктік дағдарыстар, COVID-19, Вишеград тобы, кірістілік нормасы, қор биржалары, регрессиялық модель.

Zbigniew Korzeb[1], Paweł Niedziółka[2], Жагыпарова А.О.[3], Ракаева А.Н.[3], Серикова М.А.[3]

[1]Белостокский технологический университет, Белосток, Польша;
[2]Школа экономики Warsaw, Варшава, Польша;
[3]Евразийский национальный университет имени Л.Н. Гумилева, Нур-Султан, Казахстан.
E-mail: z.korzeb@pb.edu.pl

ДЕТЕРМИНАНТЫ ДОХОДНОСТИ АКЦИЙ БАНКА ВОВРЕМЯ COVID-19. ДАННЫЕ С ФОНДОВЫХ БИРЖ ВЫШЕГРАДСКОЙ ГРУППЫ

Аннотация: пандемия COVID-19 спровоцировала самый глубокий спад в мировой экономике за многие десятилетия. И хотя окончательные последствия пока неясны, пандемия приведет к рецессии в подавляющем большинстве стран с формирующимся рынком и развивающихся стран. Она также повлечет за собой долговременные негативные последствия для производительности труда и потенциального объема производства. Приоритетными стратегическими задачами на данном этапе являются смягчение последствий для людей, сокращение экономического ущерба на ближайшую перспективу. С ослаблением кризиса необходимо будет убедительно подтвердить приверженность устойчивой политике и осуществить необходимые реформы, чтобы укрепить долгосрочные перспективы. Особое значение будут иметь координация действий и сотрудничество в мировом масштабе.

Пандемия COVID-19 стала мощнейшим шоком для мирового сообщества и привела к резкому спаду в экономике многих стран мира. Согласно базовому прогнозу, в 2020 году ожидается сокращение мирового ВВП на 5,2 процента – этот спад в мировой экономике станет самым глубоким за многие десятилетия.

В большинстве стран с формирующейся рыночной экономикой и развивающихся стран в этом году ощутимо сократятся доходы на душу населения. Пандемия ярко высветила настоятельную необходимость принятия политических мер по смягчению ее последствий, защите уязвимых слоев населения и усиления способности стран справляться с подобными событиями в будущем. Кроме того, крайне важно решать проблемы, связанные с неформальными трудовыми отношениями и ограниченными масштабами систем социальной защиты, а также проводить реформы, позволяющие обеспечить уверенный и устойчивый рост экономики.

Ключевые слова: банковский сектор; коммерческие банки; банковские кризисы, COVID-19, Выше градская группа, норма доходности; фондовые биржи; регрессионная модель.

Information about authors:

Zbigniew Korzeb – Department of Management, Economy and Finance, z.korzeb@pb.edu.pl, https://orcid.org/0000-0001-9690-3842;

Paweł Niedziółka – Banking Institute2Warsaw School of Economics, pniedz@sgh.waw.pl, https://orcid.org/0000-0002-1659-7310;

Zhagyparova A.O. – Ph.D., Associate Professor of “Finance” ENU named after L.N. Gumilyov, Zhagyparova_Aida@mail.ru, https://orcid.org/0000-0003-4792-9450;

Rakayeva A.N. – Candidate of Economic Sciencesof the Department "State Audit" of the ENU named after L.N. Gumilyov, rakaeva@yandex.ru, https://orcid.org/0000-0002-6756-8974;

Serikova M. – Doctor PhD, Senior Lecturer L.N. Gumilyov Eurasian national university, madina2281@mail.ru, http://orcid.org/0000-0002-9832-8885.

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Дуйсен Г.М.,* Айтжанова Д.А.

Институт востоковедения им. Р.Б. Сулейменова, Алматы, Казахстан.

РЕГИОНАЛЬНОЕ СОТРУДНИЧЕСТВО СТРАН ЦЕНТРАЛЬНОЙ АЗИИ: ПОТЕНЦИАЛ, МЕХАНИЗМЫ РАЗВИТИЯ

Аннотация: в данной работе рассмотрены проблемы формирования основ и принципов регионального сотрудничества стран Центральной Азии в современных условиях развития. Проведена оценка потенциала национальных экономик рассматриваемых стран, включая экономический, природно-ресурсный, транзитный, логистический и так далее. Исследованы возможности регионального сотрудничества центрально-азиатских стран в экономике, охране окружающей среды, во внешне-политической деятельности с учетом новых глобальных вызовов и трансформаций. Отмечено, что страны ЦА специализируются, в основном, на экспорте минеральных ресурсов и металлов и в связи с этим повышение роли региона ЦА для глобальной экономической системы. Установлено, что при разработке ресурсо-ориентированной политики стран центрально-азиатского региона правомерно использовать подходы и принципы многомерной концепции, на которую влияет значительный спектр факторов и следствий их развития. Выявлено, что для стран региона особо значима выработка продуманной стратегии и тактики противостояния вызовам глобальной экономической ситуации. В связи с этим речь идет об объединении усилий данных стран с целью расширения взаимовыгодного научно-технического сотрудничества, реализации совместных научно–технических программ при освоении и переработке минерального сырья, управления горнопромышленными отходами, охране окружающей среды и т.д. Для эффективного противодействия рискам, вызовам и угрозам в условиях стран Центрально-Азиатского региона необходимо рационально и оптимально использовать имеющийся потенциал государств. Предложен подход к построению организационно-правового механизма как основного инструмента межведомственного взаимодействия стран ЦА, их целенаправленного и взаимовыгодного сотрудничества с учетом продвижения долгосрочных стратегических интересов всех стран-участниц и их сопряжения с международными актами, глобальными программами развития.

Ключевые слова: глобализация, интеграция, регион, Центральная Азия, сотрудничество, потенциал, механизм.

Введение. Глобализация как один из факторов современного развития стран мирового сообщества обусловливает рост международного разделения труда. Общемировые трансформации обусловили кардинальные изменения в мире и регионах. Пандемия, вызванная коронавирусной инфекцией, парализовала практически всю мировую экономику и обусловила резкий экономический спад. По прогнозам, ожидается сокращение мирового ВВП на 5,5-6,0% – это один из самых глубоких кризисов в мировой экономике. Вследствие пандемии четко обозначилась необходимость принятия правительствами всех стран мер по устранению и минимизации ее последствий, защите населения и разработке превентивных программ и политик по борьбе с негативными глобальными трансформациями и их последствиями.

Это особенно актуально для национальных экономик, базирующихся на добыче полезных ископаемых, могут экспортировать определенные этапы и процессы производства конечных товаров и техногенного воздействия на окружающую среду (ОС) в другие регионы и страны. Исходя из этого ресурсо-ориентированная политика стран Востока в целом и Центральной Азии (ЦА) в частности должна включать следующие направления:

- повышение конкурентоспособности национальных экономик;

- создание новых точек роста для бизнес-среды;

- сохранение качества и преумножение потенциала природно-ресурсного капитала региона;

- повышение качества жизни и недопущение социальных конфликтов;

- обеспечение региональной системы безопасности.

Центральная Азия как один из специфических и неоднозначных регионов имеет геостратегическое и политическое значение, значительные природно-ресурсный, транспортно-логистический, человеческий, духовный потенциалы и т.д. и при этом рассматривается аналитиками мозговых центров мира как точка пересечения интересов ведущих мировых держав.

Страны ЦА специализируются, прежде всего, на экспорте минеральных ресурсов и металлов, который составляет порядка 87% их общего товарного экспорта. Каждая из экономик стран ЦА, по оценкам экспертов, в отдельности не очень большая или даже маленькая. Объем совокупного ВВП составляет более 286 млрд. долл. и сопоставим с ВВП Ирана/Пакистана. Население региона превышает 70 млн. чел. (что немногим меньше населения Ирана/Турции).

Методы. Для стран ЦА характерен рост экспорта сырьевых ресурсов более чем в 3 раза, несмотря на снижение мирового потребления сырья. Эксперты отмечают повышение роли региона ЦА для глобальной экономической системы. С учетом изложенного, при разработке ресурсо-ориентированной политики стран ЦА правомерно использовать принципы многомерной концепции, на которую влияет широкий ряд факторов и особенности их развития.

Для стран ЦА необходима выработка совместной стратегии и тактики противостояния вызовам глобальной экономической ситуации (терроризма, военных конфликтов, кибер- и биобезопасности и др.). В современных реалиях выход Казахстана на новый этап государственного развития и формирования нового экономического курса ставят внешнюю политику РК перед новыми реалиями и вызовами [1]. В течение 30 лет Казахстан занимает особое место в системе геополитических и экономических координат евразийского континента и является ключевым государством в регионе [2, 3]. В последние годы центр тяжести мировой экономики смещается в Азию. Регион ЦА с давних пор является перекрестком и многополярным мостом для различных цивилизаций и культур Востока и Запада.

Данные факторы во многом объясняют многовекторную внешнюю политику стран ЦА и их нацеленность на взаимодействие как с западными, так и с восточными странами. Центрально-Азиатский регион (ЦАР) занимает в мировой экономике около 0,3% ВВП, а в мировой численности населения около 1%. Хотя страны ЦА развиваются неравномерно, возможности реальной интеграции имеют позитивные перспективы, что обусловливает необходимость создания целостно-обобщающей концепции соразвития [4]. В целом социально-экономическое положение, менталитет и культурный фон этих стран можно назвать схожим [5].

Находясь на пересечении евроазиатских транспортных путей, ЦА имеет выходы через: а) Иран - к Персидскому заливу; б) Афганистан и Пакистан - к Индийскому океану; в) Китай - в Азиатско-Тихоокеанский регион и т.д. [6].

На формирование приоритетов внешней политики Казахстана влияет фактор внутри континентальности [7]. Географическое расположение, не имеющее выхода к морю, отрицательно влияет на экономическое развитие. Внутриконтинентальные страны в основном менее развиты, чем страны с морским побережьем. В мире существуют 43 государства, границы которых не имеют выхода к Мировому океану: в Африке – 15 стран, Европе – 14, Азии – 12 и Юж. Америке – 2 страны. В их число также входят и Казахстан, Узбекистан, Туркменистан, Таджикистан, Кыргызстан.

Обсуждение. Казахстан является одним из мировых лидеров по экспорту ферросплавов, меди, свинца, цинка, минеральных удобрений. РК занимает передовые позиции в мире по экспорту муки и пшеницы и может стать глобальным центром продовольственной безопасности. Общая площадь сельскохозяйственных земель в РК составляет 90 млн. га, из них 25 млн. относятся к пахотным землям и 61 млн. к пастбищам. Потенциально эффективно для КНР и РК сотрудничество в области сырья для АЭС. РК занимает 2-е место в мире по разведанным запасам урана (21% от общемировых). Интенсивное развитие атомной энергетики КНР повысит потребление казахстанского урана, а по мере освоения полного ядерно-топливного цикла в РК – и продукции с высокой степенью переработки. Китай планирует продвигать проекты вертикальной интеграции в нефтегазовой области, наращивать сотрудничество в сфере

ВИЭ, а также активно участвовать в стратегических отраслях стран ЦА.

Развитие транспортных сообщений имеет двойное значение для ЦА с его огромными, но малонаселенными территориями [8]. В ЦА товар, в основном, транспортируется по железным дорогам. Так, РК использует всего 6% своих транзитных возможностей. Все 5 стран региона обладают слабым индексом эффективности логистики. Экономики стран ЦА переживают сложный период. При этом отмечается упрочение сложившейся еще в 1990-е гг. двухполюсной структуры: 1)представлен РК, региональным лидером, который демонстрирует успешную модель экономики, включая значительные доходы от экспорта сырья; 2) периферийные Кыргызстан и Таджикистан, «золотую середину» представляют Узбекистан и Туркменистан с достаточным потенциалом для развития [9]. По мнению проф. И.Д. Звягельской, внутренние факторы становятся в настоящее время главными потенциальными вызовами безопасности в государствах ЦА [10]. Экономическая характеристика стран ЦА (табл. 1):

Таблица 1 - Экономическая характеристика стран ЦА

Страна	Население, млн. чел. (на 2019 г.)	ВВП, млрд. $ 2018 г.	Доход на душу населения ($), 2018 г.	Демографический рост (2016-2018)	Экономический рост (2017-2019)	Ориентация*
КАЗ	18,6	179,3	26172	1,3	4,1 (0,00%) 2018 г.	Экспорт энергетич. ресурсов
КЫР	6,316	8,1	3922	2	3,5 (-27,03%) 2018 г.	Экспорт трудов. ресурс.
ТАДЖ	9,46	7,5	3427	2,5	7,3 (2,82%) 2018 г.	Экспорт трудов. ресурс.
ТУРК	5,8	40,8	19518	1,6	6,2 (4,90%) 2018 г.	Экспорт энергетич. ресурсов
УЗБ	37,3	50,5	6899	1,7	5,1 (15,04%) 2018 г.	Гибридный
Всего	77,47	286,2	-	-	-	Экспорт энергетич. и трудов. ресурсов

Разработано авторами на основе источников:
https://knoema.com/atlas/Uzbekistan/Real-GDP-growth?origin=knoema.ru
https://knoema.com/atlas/Tajikistan/Real-GDP-growth
https://knoema.com/atlas/Turkmenistan/Real-GDP-growth?origin=knoema.ru
https://knoema.com/atlas/Kyrgyzstan/Real-GDP-growth?origin=knoema.ru
https://knoema.com/atlas/Kazakhstan/Real-GDP-growth?origin=knoema.ru

По импорту наибольшую долю в ВВП имеют Казахстан – 49,4%, Узбекистан – 21,3%, наименьшую – Таджикистан – 3,7%. Это объясняется ресурсодобывающим характером национальных экономик стран ЦА и низкой долей обрабатывающих отраслей в структуре их экономик. Повышение производства продукции с высокой добавленной стоимостью зависит от структурных реформ, создания совместных рынков, усиления кооперации и интеграции стран ЦА. Основная цель экономической интеграции состоит в упрощении и интенсификации торгово-экономических связей, стимуляции создания и эффективности новых сфер деятельности и содействия тем самым экономическому росту стран-участниц.

Согласно китайской идее возрождения Великого Шелкового пути (ВШП), речь идет о создании нового экономического и инвестиционного пространства, включая Китай, страны Азиатско-Тихоокеанского региона, Вост. Европы, страны СНГ. В ближайшие 10 лет, по прогнозам экономика стран ЦА предположительно составит порядка 29% мирового ВВП.

Китай для азиатских регионов (прежде всего ЦА, Среднего Востока и частично РФ, далее – Юго-Восточной и Южной Азии, и Океании) выдвигает альтернативные западным концепции развития с общими рамками для экономического и политического будущего, иначе говоря, концепцию соразвития, обеспеченную финансовыми ресурсами.

Таким образом, регион ЦА был центром древнего Шелкового пути и может стать им снова, но уже при новой перезагрузке. Катализатором много векторного торгово-экономического сотрудничества представляется главная транспортная артерия XXI в., соединяющая Казахстан со странами Ближнего Востока. Соединение ЦА и региона Персидского залива важно для Казахстана в силу того, что: а) регион залива становится эпицентром интересов все большего числа грузоотправителей Азии и Европы. По прогнозам, большой объем грузопотока из Китая в Европу, страны Ближнего Востока, ЦА, Кавказа в ближайшее время переориентируется в зону Персидского залива; б) наличие портового и складского потенциалов на крупнейших в мире транспортных узлах (хабах) контейнерных перевозок, обеспечивающих наиболее короткие маршруты в сторону Юго-Восточной Азии, Африканского континента, Индии и т.д.; в) возможность расширения экспортного потенциала за счет высокого спроса на продукты питания (регион на 80-90% зависит от их импорта).

Результаты. Согласно проведенному анализу, система международной деятельности стран ЦА на современном этапе не отвечает тенденциям мирового развития в свете новых перемен и рисков, новых глобальных и региональных трансформаций развития мирохозяйственной системы и расширения потенциальных угроз и вызовов. Это обусловит необходимость создания институтов по их изучению и противостоянию к ним с учетом разработки организационно-правовых превентивных мероприятий и будет способствовать выявлению характеристик и оценок параметров внешней среды, оценке внутреннего потенциала стран, рисков, вызовов и угроз, новых глобальных трансформаций (позитивных и негативных), индикаторов экономических стратегий и целей внешнеполитических программ и т.д. Приведение в соответствие внешних политик и экономических стратегий стран позволит избежать ошибок и просчетов в деле продвижения национальных интеграционных программ, обеспечения безопасности. Это касается и повышения эффективности и своевременности реализации государственных программ развития стран ЦА и их органичного встраивания в региональную и общую мирохозяйственную систему.

Формирование механизма совершенствования внешних политик и международной деятельности стран ориентируется на защиту национальных интересов, реализацию социально-экономических программ, привлечение международных ресурсов и потенциала к процессам структуризации, модернизации и цифровизации национальной экономики. Все это вкупе важно для активизации международного сотрудничества, укрепления имиджа стран на международной арене, решения проблем биобезопасности и т.д. путем:

- выявления основных направлений деятельности государства на глобальном и региональном уровнях;
- прогнозирования угроз и рисков национальной безопасности;
- осуществления оперативных и долгосрочных мер по предотвращению негативных глобальных трансформаций;
- содействия в деле интеграции наиболее конкурентоспособных отраслей и секторов экономики и т.д.

Такой механизм должен постоянно совершенствоваться с учетом требований реального времени, что важно для разработки эффективных предложений и рекомендаций по текущим и стратегическим мерам реагирования на вызовы и угрозы современности [11]. В настоящее время и на перспективу Казахстану и странам ЦА правомерно сосредоточиться на оценке и решении национальных целей развития, обозначенных в соответствии с глобальными задачами жизнедеятельности человечества с учетом новых глобальных трансформаций:

- противодействие распространению ядерного оружия и оружия массового уничтожения;
- участие в разработке мер и программ обеспечения биобезопасности;
- противодействие религиозному экстремизму;
- развитие торгово-экономических связей и сотрудничества;
- защита глобальной окружающей среды и т.д.

Все это вкупе обусловливает необходимость активизации взаимодействия стран ЦА с мировыми рынками ресурсов, товаров, услуг. По большому счету речь идет об интернационализации бизнеса и либерализации конкурентных условий внутри стран при обеспечении систем региональной экономической и экологической безопасности. В связи с этим важна оценка факторов и условий, оказывающих влияние на развитие лидирующих отраслей реального сектора национальных экономик (минерально-сырьевого, топливно-энергетического, транспортного комплексов), способных вывести страны ЦА на качественно новый уровень в международном и региональном разделении труда. Эффективная реализация экспортно-импортных стратегий стран ЦА предполагает следующее:

1. Характеристику стратегии страновой/географической диверсификации или концентрации деятельности компаний, функционирующих в горнодобывающем и

горно-перерабатывающем секторах экономик стран ЦА.

2. С целью получения реальной картины осуществление оценки активов добывающих и перерабатывающих отраслей горной промышленности стран региона.

3. Исходя из этого рассчет потребности внутреннего и внешнего рынков в продукции горнопромышленных отраслей экономик региона.

4. Разработка эффективной маркетинго-сбытовой политики в отраслях минерально-сырьевого комплекса стран ЦА с учетом их интересов в рамках формирования региональных систем эколого-экономической безопасности.

Заключение. Таким образом, для совершенствования ресурсо-сырьевой политики стран региона, по нашему мнению, необходимо осуществить:

1. Оценку минерально-сырьевой базы стран ЦА на предмет выявления соответствия реальных возможностей и объемов удовлетворения потребностей в экспорте сырья и материалов по видам (металлы, концентраты, вторичные ресурсы).

2. Изучение и анализ конъюнктуры на региональных и мировых рынках.

3. Исходя из обеспечения экономической и экологической безопасности Казахстана оценить возможности сбыта и реализации продукции добывающих и горноперерабатывающих отраслей национальных экономик на средне- и долгосрочную перспективы.

4. С учетом интеграции каждой страны в региональное пространство странам ЦАР важно сформировать принципы экологической и экономической безопасности, а также рациональные схемы природо- и недропользования на ближайшую и среднесрочную перспективы.

5. Объединение усилий стран ЦА с целью расширения взаимовыгодного научно-технического сотрудничества, проведения совместных научно–технических проектов в части освоения и переработки минерального сырья, управления горнопромышленными отходами, охраны окружающей среды, обмена научными кадрами с целью повышения их квалификации и т.д., а также взаимовыгодного использования полученных результатов совместной научно-инновационной деятельности.

Ценность проведенного исследования состоит в том, что нами обозначены основные факторы эффективного противодействия рискам, вызовам и угрозам в условиях стран Центрально-Азиатского региона, которые относятся к ресурсодобывающим субъектам и для которых важно рационально и оптимально использовать имеющийся потенциал, прежде всего природно-ресурсный. Речь идет об организационно-правовом совершенствовании механизмов и инструментов межведомственного взаимодействия стран ЦА, их целенаправленном и взаимовыгодном сотрудничестве, улучшении государственного управления на основе выработки и реализации новых подходов к узловым вопросам внешней политики на дву- и многостороннем уровнях с учетом продвижения долгосрочных стратегических интересов всех стран-участниц и их сопряжения с международными документами, глобальными программами и договоренностями между ними, что представляется возможным при разработке:

1) национальных стратегий экспорта стран ЦА;

2) национальных стратегий импорта стран;

3) стратегий размещения производительных сил государств ЦА;

4) стратегий охраны окружающей среды и устойчивого развития стран ЦА;

5) региональной системы безопасности.

Дүйсен Ғ.М.,* Айтжанова Д.А.

Р.Б. Сүлейменов атындағы Шығыстану институты, Алматы, Қазақстан.

ОРТАЛЫҚ АЗИЯ ЕЛДЕРІНІҢ АЙМАҚТЫҚ ЫНТЫМАҚТАСТЫҒЫ: ӘЛЕУЕТІ, ДАМУ МЕХАНИЗМДЕРІ

Аннотация: мақалада қазіргі даму жағдайында Орталық Азия елдерінің аймақтық ынтымақтастығының негіздері мен принциптерін қалыптастыру мәселелері қарастырылған. Елдердің ұлттық экономикаларының, оның ішінде экономикалық, табиғи-ресурстарық, транзиттік, логистикалық және тағы басқалары әлеуетіне бағалау жүргізілді. Жаңа жаһандық сын-қатерлер мен тегеуріндерді ескере отырып, Орталық Азия елдерінің экономикадағы, қоршаған ортаны қорғаудағы, сыртқы саяси қызметтегі аймақтық ынтымақтастығының мүмкіндіктері зерттелді. ОА елдері негізінен минералды ресурстар мен металдарды экспорттауға мамандандырылғаны және осыған байланысты ОА аймағының әлемдік экономикалық жүйе үшін рөлінің артуы атап көрсетілді. Орталық Азия аймағы елдерінің ресурстарға бағдарланған саясатын әзірлеу кезінде олардың дамуына көптеген факторлар мен салдарлар әсер ететін көпөлшемді тұжырымдаманың тәсілдері мен принциптерін қолдану маңызды екендігі анықталды. Әлемдік экономикалық жағдайдың сын-қатерлеріне қарсы тұрудың ойластырылған стратегиясы мен тактикасын жасау аймақ елдері үшін ерекше екендігі анықталды. Осыған байланысты, осы елдердің өзара тиімді ғылыми-техникалық ынтымақтастықты кеңейту, минералды шикізатты игеру мен өңдеу, тау-кен қалдықтарын басқару, қоршаған ортаны қорғау және т.б. саласындағы бірлескен ғылыми-техникалық бағдарламаларды іске асыру мақсатында күш-жігерін жұмылдыру туралы айтылады. Орталық Азия аймағы елдерінің жағдайындағы тәуекелдерге, сын-қатерлер мен тегеуріндерге оңтайлы қарсы тұру үшін мемлекеттердің бар әлеуетін ұтымды және тиімді пайдалану қажет. Орталық Азия елдерінің ведомствоаралық өзара іс-қимылының, олардың барлық қатысушы елдердің ұзақ мерзімді стратегиялық мүдделерін жылжыту және олардың халықаралық актілермен үйлесуін ескере отырып, олардың мақсатты және өзара тиімді ынтымақтастығының негізгі құралы ретінде ұйымдастырушылық-құқықтық тетік құруға көзқарас және жаһандық даму бағдарламалары ұсынылады.

Түйін сөздер: жаһандану, интеграция, аймақ, Орталық Азия, ынтымақтастық, әлеует, тетік.

Duisen G.M.,* Aitzhanova D.A.

R.B. Suleimenov Institute of Oriental Studies, Almaty, Kazakhstan.

REGIONAL COOPERATION OF CENTRAL ASIAN COUNTRIES: POTENTIAL, DEVELOPMENT MECHANISMS

Abstract: This paper examines the problems of forming the foundations and principles of regional cooperation of the Central Asian countries in modern conditions of development. An assessment of the potential of the national economies of the countries under consideration, including economic, natural resource, transit, logistics, and so on, has been carried out. The possibilities of regional cooperation of the Central Asian countries in the economy, environmental protection, in foreign political activity, taking into account new global challenges and transformations, have been investigated. It was noted that the CA countries specialize mainly in the export of mineral resources and metals and, in this regard, the increasing role of the CA region for the global economic system. It has been established that when developing resource-oriented policies of the countries of the Central Asian region, it is legitimate to use the approaches and principles of the multidimensional concept, which is influenced by a significant range of factors and consequences of their development. It was revealed that the development of a well-thought-out strategy and tactics for confronting the challenges of the global economic situation is especially important for the countries of the region. In this regard, we are talking about combining the efforts of these countries in order to expand mutually beneficial scientific and technical cooperation, implement joint scientific and technical programs in the development and processing of mineral raw materials, management of mining waste, environmental protection, etc. To effectively counter risks, challenges and threats in the conditions of the countries of the Central Asian region, it is necessary to rationally and optimally use the existing potential of states. An approach to building an organizational and legal mechanism as the main tool for interdepartmental interaction of the CA countries, their purposeful and mutually beneficial cooperation, taking into account the promotion of the long-term strategic interests of all participating countries and their conjugation with international acts, global development programs is proposed.

Key words: globalization, integration, region, Central Asia, cooperation, potential, mechanism.

Information about authors:

Duisen Galymzhan Mustakhimuly – Doctor of Economic Sciences, Associate Prof., Deputy Director of R.B. Suleimenov Institute of Oriental Studies, Almaty, Kazakhstan; e-mail: galyimzhan@inbox.ru;

Aitzhanova Dina Albievna – PhD in Economics, Associate Prof., Chief Researcher of R.B. Suleimenov Institute of Oriental Studies, Almaty, Kazakhstan, https://orcid.org/0000-0002-4352-0482*;* https://orcid.org/0000-0001-5373-1075.

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ҚҰҚЫҚТАНУ - ЮРИСПРУДЕНЦИЯ - LAW

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Altybaeva A.T.*, Ryskulov Sh.D.

National Academy of Sciences of the Republic of Kyrgyzstan, Bishkek, Kyrgyzstan
E-mail: altybayeva58@mail.ru

PRINCIPLES AND FORMS OF CONTROL FUNCTIONS OF PARLIAMENT

Abstract: 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 Kyrgyz Republic, the Constitutional Law of the Kyrgyz Republic «On the Government of the Kyrgyz Republic», the Law of the Kyrgyz Republic «On Procedure for Exercising Control Functions by the Jogorku Kenesh of the Kyrgyz Republic», the Law of the Kyrgyz Republic «On Regulations of the Jogorku Kenesh of the Kyrgyz Republic», decisions of the Constitutional Chamber of the Kyrgyz Republic and the works of legal scholars.

From the author's point of view, the principles of parliamentary control and notes these condition fully contribute to implementation of its main purpose.

According to the author attention to the fact existing principle of legality of parliamentary control implements dual function: on the one hand, control exercised by legislative body is aimed at monitoring and verifying implementation of law, on the other hand, principle of legality of parliamentary control ensures compliance with all relevant standards for conducting control measures.

The article examines the presented classifications of forms and types of parliamentary control in their content cannot be complete and none of them can have an advantage. The studied forms of parliamentary control show fairly unified result of the whole variety of manifestations of parliamentary control. According to the author, within certain limits of parliamentary control, interaction between the Jogorku Kenesh and the executive branch is based not only on “subordinate” relations between the subjects and the objects of control, but the executive branch itself is the so-called “product” of existence of parliament.

Key words: Republic of Kyrgyzstan, Jogorku Kenesh, theory, state, principle, functions, law, legislation, executive power, parliamentarism, parliamentary control.

Introduction. Implementation of aims for which parliament was created is ensured by systemic action of the principles of parliamentary control. The principles of parliamentary control are the most general rules of conduct.

Parliaments or legislatures are the keystone of democratic governance and they are critical in securing government accountability (Rahman, 2007, p. 10). Control of government, supervision, scrutiny, oversight and similar expressions can be found in the literature to denote an important function of parliament, or consequence of legislative activities (Damgaard, 2000, p. 6-7). Parliamentary questioning and various types of debates may contribute to many of functions of parliamentary control simultaneously (Wiberg, 1995, p. 180). The modern society requires a rational, professional, stable and socially accountable public administration that serves its citizens (Jugovich, 2012, p. 16). Activities of Deputies on implementation of parliamentary control depends on factors such as the structural makeup of the parliamentary committee for oversight, political culture, and the personal views of the Members of Parliament involved, decide to a large degree how often the committee convenes, what the atmosphere of the meetings is like, and what issues are on the table (Hijzen, 2014, p. 227).

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 Kyrgyz Republic, the Law of the Kyrgyz Republic «On Regulations of the Jogorku Kenesh of the Kyrgyz Republic», the Law of the Kyrgyz Republic «On Procedure for Exercising Control Functions of the Jogorku Kenesh of the Kyrgyz Republic» and the works of legal scholars.

Discussion. The principle of legality of parliamentary control is a fundamental and laid in as the basis of functions national of representation.

The Law of the Kyrgyz Republic «On Procedure for Exercising Control Functions by the Jogorku Kenesh of the Kyrgyz Republic» in Article 3 says parliamentary control is carried out on the basis of the principle of legality. In theory, this principle is not unambiguous and causes different judgments. In general, it is perceived as generally binding rules of behavior (Dolgopyat, 2008, p. 242; Bonner, 1989, p. 8). At the same time, as noted in the textbook «Theory of State and Law», edited by N.A. Kataev and V.V. Lazarev, this principle reveals implementation of legal norms by subjects of law relations (Afanasyev, Granat, Kataev et al.; 1994; p. 389]. On the other hand, this principle necessary and need to be separated from the very concept of «legality», i.e. the principle of legality and the concept of legality, completely different understandings.

Back in the Soviet period, A.T. Bonner noted legality wider claim the concept «principle of legality» and the given notion or idea is idea is one of the building blocks of the broader concept of legality (Bonner, 1989, p. 8).

In the case of the principle of parliamentary control - legality, this issue becomes even more important. Since parliamentary control is primarily associated with monitoring implementation of legal norms themselves, i.e. on the one hand, and mainly, the principle of legality is the very essence of parliamentary control, on the other hand, this fundamental should contain those provisions that will ensure the unquestioning implementation of rules that provide for regulations of control.

As is customary in theory, for example, according to S.S. Alekseev, the general legal category of legality includes the following principles:

1. rule of law;
2. equality of people before the law;
3. priority of human rights;
4. unity of legality throughout state (Alekseev, 2005, p. 67).

The next very important principle of implementation of parliamentary control is independence of conduct of this activity.

At the same time, independence naturally includes autonomy and self-dependence, allowing for comprehensive and impartial consideration of issues that should be gone behind.

In this case, it is self-evident it is unacceptable to influence subjects exercising this control and their subordination. At the same time, subject must have initiative, which at the moment may actually be absent in conditions of strict party discipline. However, this initiative and independence presupposes not interconnection within parliamentary official groups or deputies, but rather independence of parliament - in general, when monitoring implementation of laws.

The principle of consistency is aimed at bringing into coherent system of various forms of parliamentary control and assumes interconnection with other functions of parliament.

Necessary beginning of all powers of parliament as representative body, the most open and closest to citizens, public associations, to other elements of civil society is the principle of publicity (Petukhova, 2016, p. 33). Including transparency regarding established facts of offenses by public authorities and officials.

The principles of parliamentary control fully contribute to fulfillment of its main purpose. At the same time, it is necessary to pay attention to the fact existing principle of legality of parliamentary control ensures implementation of the dual function: on the one hand, control exercised by legislative body is aimed at monitoring and verifying implementation of law, on the other, the principle of the legality of parliamentary control ensures compliance with all relevant norms regulating conduct of control measures.

Naturally, variety of forms and types of parliamentary control is of high interest in science.

A.A. Kornilaeva in her dissertation research revealed the following grounds for the classifications of parliamentary control:

1) based on the variety of parliamentary control bodies;

2) depending on the time, based on when parliamentary control was carried out;

3) by content (Kornilaeva, 2002, p. 25-26).

In turn, G.Yu. Divaeva presents the next classification of parliamentary control:

- depending on time of implementation;
- on bodies exercising parliamentary control;
- by content;
- depending on form of government in particular state;
- according to implementation procedure (Divaeva, 2004, p. 17-18).

Not all researchers support the above disclosed classifications of parliamentary control. For example, A.S. Zubarev proposed the classification of parliamentary control depending on subject of control activity: bicameral, general chamber, committee or commission and individual (Zubarev, 2015, p. 48). This classification, according to I.V. Zaitsev, is not complete, since it does not take into account participation of individual state bodies in conduct of parliamentary control that are not part of parliament, for example, accounting chamber etc. (Zaitsev, 2014, p. 61).

It should be noted the presented classifications of forms and types of parliamentary control in their content cannot be complete and we do not think any classification has advantages. On the contrary, a rather unified result of the whole variety of manifestations of parliamentary control is obvious.

In turn, A.A. Arabaev spoke about existence of various forms of parliamentary control (Arabaev A., Arabaev R., Berenalieva A.; 2013; p. 390). K.M. Osmonaliev also notes in his comments to the Constitution of the Kyrgyz Republic parliament is endowed with control powers, which are reflected in the legislation of the Kyrgyz Republic «On the Rules of Procedure of the Jogorku Kenesh of the Kyrgyz Republic» - «annual reports», «government hour», «parliamentary inquiry» etc. (Osmonaliev, Zhumabekova; 2018; p. 181-182).

Results. One of the most important types of parliamentary control is exercised over executive branch. In this case, it is necessary to rely on the constitutional norm, Part 1 of Article 85, according to which the Government of the Republic of Kyrgyzstan in its activities is accountable to the Jogorku Kenesh and is responsible to it within the limits determinated by the Constitution.

Specifics of parliamentary country speaks not only of existence of parliamentary control over executive power, but also shows this is the result of functioning and activities of the Jogorku Kenesh of the Kyrgyz Republic. This is confirmed by content analysis by Article 84 of the Constitution of the Kyrgyz Republic:

- within 25 working days from day of the first meeting of the Jogorku Kenesh of new convocation, Candidate for the Prime Minister is nominated;
- Candidate for the post of Prime Minister submits not only program and structure, but also consist of the Government to the Jogorku Kenesh;
- if it is impossible to form the Government of the Jogorku Kenesh by forming a coalition with assistance of the President, factions independently form parliamentary majority and nominate Candidate for the post of Prime Minister.

In other words, within framework of parliamentary control, interaction of the Jogorku Kenesh and executive branch is based not only on "subordinate" relations - subject of control and object of control, but executive branch itself is so-called "product" of existence of parliament.

Speaking about importance of control over government, in this sense, E.A. Kazakov argues, first of all, it is executive branch that is aimed at implementing and enforcing laws and decisions adopted by parliament (Kazakov, 2016, p. 43) and it, in pursuance of laws and other normative legal acts, implements functions of the state in managing all spheres of life of country and society, using special forms, methods and means of implementing managerial actions (Kazakov, 2016, p. 44).

If we pay attention to control on part of the Jogorku Kenesh over executive power, taking into account above, then this is formation of government and subsequent control in form of expressing a lack of confidence in government or providing confidence, as well as its annual report to the Jogorku Kenesh.

Regulating issue of expressing a lack of confidence consists, on the one hand, of establishing possibility of raising issue of confidence in government, which is initiated by the Prime Minister, and on the other hand, of potential for expressing a lack of confidence emanating from Parliament.

Raising of question of confidence in the Government of the Kyrgyz Republic is a kind of reflection of attitude to activities of this body, in positive answer to which the Prime Minister is primarily interested. This issue is regulated by Article 86 of the Constitution of the Kyrgyz Republic and Article 130 of the Law of the Kyrgyz Republic «On the Rules of Procedure of the Jogokru Kenesh of the Kyrgyz Republic», as well as Article 13 of the Constitutional Law of the Kyrgyz Republic «On the Government of the Kyrgyz Republic».

According to Article 86 of the Constitution of the Kyrgyz Republic, the Prime Minister, no more than twice a year, can put before the Jogorku Kenesh question of confidence in the Government. In this case, it is additionally provided if the Parliament makes decision on a lack of confidence, then the President either dismisses the Government of the Kyrgyz Republic or calls early elections to the Jogorku Kenesh, that is, there by significance of this procedure is determined, lack of mutual understanding between two branches of government should be decided at the discretion of the President.

At the same time, Article 130 of the Law of the Kyrgyz Republic «On the regulation of the Jogorku Kenesh of the Kyrgyz Republic» provides for analogical norms. However, these norms are in the Chapter 25 of this law, which is called - «Approval of Nationwide Programs of Socio-Economic Development, Medium-Term Program Activities of the Government. Expression of a lack of confidence in the Government». In other words, it is this section that provides for the norms on the Government's submission of national programs to the Jogorku Kenesh for approval, moreover, directly in this section, issues of the Prime Minister's submission of medium-term programs of the Government are regulated no later than one month from the date of appointment. This indicates importance of the presence of these norms in the said law.

More detailed moments and meaning of raising issue of confidence in the Government of the Kyrgyz Republic before the Jogorku Kenesh are disclosed in the Constitutional Law of the Kyrgyz Republic «On the Government of the Kyrgyz Republic». This act specifies in which cases the Prime Minister can exercise the competency to raise such a question. Thus, the question of confidence in the Government can be raised by the Prime Minister to the Jogorku Kenesh in conjunction with a specific draft decision of the Jogorku Kenesh initiated by the Prime Minister. In this case, rejection of the decision by the Jogorku Kenesh proposed by the Prime Minister is considered a refusal of confidence in the Government. The question arises in what form this decision of the Jogorku Kenesh should be adopted, since there are several types of acts of Parliament: laws, decrees, resolutions, declarations, appeals, statements and other acts on political issues (Article 99 of the Law «On the Rules of Procedure of the Jogorku Kenesh of the Kyrgyz Republic»). At the same time, percentage of norms of aforementioned law indicate existence of laws and decisions of the Jogorku Kenesh of the Kyrgyz Republic. In other words, a certain collision arises.

However, consideration of the following grounds for possibility of raising issue of confidence in the Government of the Kyrgyz Republic, established by the Constitutional Law of the Kyrgyz Republic «On the Government of the Kyrgyz Republic» leads to different conclusions. In accordance with this act, the question of confidence in the Government can be raised by the Prime Minister to the Jogorku Kenesh based on the general political situation in the republic. The general political situation specified in this provision presupposes its disclosure. This term is not defined in the legislation. Even if we turn to general scientific research, as noted by the Belarusian researcher, Doctor of Sociological Sciences G.M. Evelkin this term is used by sociologists, lawyers, philosophers and intuitively it is perceived unambiguously. However, there is no clear designation of this term (Evelkin, 2014, p. 47). In other words, this concept is rather a general scientific one, which is absent in the legislation. In turn, this very definition in theory is perceived as general situation in the country, including both national security and the economic situation, political mood of the population, etc.

In this connection, it should be noted norm foresaw in the Law «On the Government of the Kyrgyz Republic» on initiation by the Prime Minister of raising issue of confidence in the Government, on the one hand, discloses grounds for the use of such a competency and is informative, on the other hand, there is nothing for the Chairman of the Government are limited and may be dictated by general socio-economic situation in the country.

Within framework of parliamentary control, raising issue of confidence in the Government of the Kyrgyz Republic is an important component that allows you to gain additional support for general initiatives of this body.

As the Kyrgyz Republic, in parliamentary countries the institution of parliamentary distrust of government is a kind of control authority (Baytin, Borisov, Grigoriev et al; 2001; p. 356).

The norms of the Constitution of the Kyrgyz Republic and the Law «On the Rules of Procedure of the Jogorku Kenesh of the Kyrgyz Republic» provide for the regulation of issue of expressing a lack of confidence in the Government as follows - this query is initiated by qualified composition of the Parliament, decision on it is taken by majority of votes of deputies, this question cannot be considered 6 months before next elections President and others (Article 85 of the Constitution of the Kyrgyz Republic and Article 131 of the Law «On the Rules of Procedure of the Jogorku Kenesh of the Kyrgyz Republic»).

These norms, considering exclusive responsibility of the Government to the Jogorku Kenesh, provide for restrictive norms of procedure for expressing a lack of confidence in the Government. Naturally, the above norms take into account and exclude crisis of power or misunderstanding between branches of power between themselves and head of state.

Another normative legal act - the Constitutional Law «On the Government of the Kyrgyz Republic» in article 17, in contrast to the above laws, clarifies some aspects of the expression of a lack of confidence in the Jogorku Kenesh. Thus, this body, based on results of consideration of Annual Report of the Prime Minister, may consider issue of expressing a lack of confidence in the Government or its individual member. Expression of a lack of confidence can only be considered based on results of Annual Report of the Prime Minister. According to K.M. Osmonaliev and T.A. Zhumabekova, expressed in the commentary to Article 85 of the Constitution of the Kyrgyz Republic, issue of a lack of confidence is considered exclusively when Annual Report of the Prime Minister is presented. Thus, there is a uniform understanding of procedures for expressing distrust between the norms of the Constitution of the Kyrgyz Republic and the legislation (Osmonaliev, Zhumabekova; 2018; p. 230).

It should be expressed of a lack of confidence in the Government of the Kyrgyz Republic is directly agreed in the norms of the Constitution of the Kyrgyz Republic and the Law «On the Rules of Procedure of the Jogorku Kenesh of the Kyrgyz Republic» covers for the competency of the Jogorku Kenesh to express no confidence in individual members of the Government.

At the same time, the President of the Kyrgyz Republic has the competency to both accept and refuse to make such a decision. If the President of the Kyrgyz Republic does not accept proposal to resign individual member of the Government of the Kyrgyz Republic, the Jogorku Kenesh has the authority to reconsider this issue and the President is obliged to dismiss member of the Government. In other words, unlike expressing a lack of confidence in the Government of the Kyrgyz Republic, when expressing no confidence in individual member of the Government of the Kyrgyz Republic, the President does not have the competency to dismiss the Government of the Kyrgyz Republic. This is reasonable, since the issue concerns only individual member of executive branch.

Thus, expression of a lack of confidence in the Government of the Kyrgyz Republic is one of forms of parliamentary control, which is carried out exclusively when the Prime Minister submits annual report.

Parliamentary control’s the next very important element of is submission of annual report of the Prime Minister of the Kyrgyz Republic. Accordingly, the Constitution of the Kyrgyz Republic, in the norm that regulates general provisions of the legal status and the place of the Government in the system of authorities, indicates this body is responsible to the Parliament and is accountable to it (Article 85). At the same time, it should be borne in mind, as we noted above, this norm in combination with the norms of the Constitutional Law «On the Government of the Kyrgyz Republic» shows the Parliament has the competency to express a lack of confidence in the Government for not satisfying annual report.

The law «On the Government of the Kyrgyz Republic» also specifies the Prime Minister annually submits report on work of this body to the Jogorku Kenesh for the previous year, precisely within framework of the Government's program approved by the Parliament (Part 4 of Article 32). In other words, not just arbitrary report on work done or on basis of their own programs is provided, but precisely within framework of program approved by the Jogorku Kenesh. In turn, this program is approved at the time of appointment of the Prime Minister, in accordance with Article 84 of the Constitution. Moreover, significance of program approved by the Jogorku Kenesh and dependence of the Government of the Kyrgyz Republic on the Parliament is confirmed by following norm. So, in accordance with the Constitutional Law «On the Government of the Kyrgyz Republic»:

- The Government carries out its activities on basis and in pursuance of the Constitution, laws and program of the Government's working approved by the Jogorku Kenesh (part 3 of Article 1);

- when exercising its powers, the Government is guided by program of activities approved by the Jogorku Kenesh (Part 1 of Article 4);

- The program of the Government's activities is basis of the Government's state policy (Part 2 of Article 4).

Undoubtedly, the above norms allow us to speak about importance of parliamentary control in the constitutional system of Kyrgyzstan through hearing annual report of the Government. In this vein, it is worth paying attention to the opinion of N.V. Petukhova, who, speaking about the Government's report as one of forms of parliamentary control, notes speech of the Chairman of the Russian Government is an informational message with a general description of activities of the body headed by him (Petukhova, 2017, p. 102). At the same time, according to her conviction, the deputies have the competency to express their opinion, this is «natural» (Osmonaliev, Zhumabekova; 2018; p. 103).

Conclusion. Summing up the above, we note parliamentary control in form of annual report of the Government of the Kyrgyz Republic is monitoring content of direct documents of this body, approved by the Jogorku Kenesh during the procedure for appointing the Prime Minister.

In this connection, it should be noted norm foresaw in the Law «On the Government of the Kyrgyz Republic» on initiation by the Prime Minister of raising issue of confidence in the Government, on the one hand, clarifies situations when it is possible to use such powers and is informative, on the other hand, these cases are nothing are not limited and can be dictated by general socio-economic condition in the country.

Within framework of parliamentary control, raising issue of confidence in the Government of the Kyrgyz Republic, as we can see, is an important element of the constitutional system of this country, which makes it possible to secure additional support for general initiatives of this body.

Thus, expression of no confidence in the Government of the Kyrgyz Republic is one of forms of parliamentary control, while this control is carried out exclusively when the Prime Minister submits annual report.

Алтыбаева А.Т.*, Рыскулов Ш.Д.

Қырғызстан Республикасының Ұлттық Ғылым Академиясы, Бішкек, Қырғызстан.
E-mail: altybayeva58@mail.ru

ПАРЛАМЕНТТІҢ БАҚЫЛАУ ФУНКЦИЯЛАРЫНЫҢ ПРИНЦИПТЕРІ МЕН НЫСАНДАРЫ

Алтыбаева А.Т.*, Рыскулов Ш.Д.

Национальная Академия наук Республики Кыргызстан, Бишкек, Кыргызстан.
E-mail: altybayeva58@mail.ru

ПРИНЦИПЫ И ФОРМЫ КОНТРОЛЬНЫХ ФУНКЦИЙ ПАРЛАМЕНТА

Аннотация: в статье проанализированы с применением нормативного и системного методов, а также анализа и синтеза, положения Конституции Кыргызской Республики, Конституционного Закона Кыргызской Республики «О Правительстве Кыргызской Республики», Закона Кыргызской Республики «О порядке осуществления контрольных функций Жогорку Кенешем Кыргызской Республики», Закона Кыргызской Республики «О Регламенте Жогорку Кенеша Кыргызской Республики», Закона Кыргызской Республики «О статусе депутата Жогорку Кенеша Кыргызской Республики» и трудов ученых-юристов.

По мнению автора, реализация целей парламентского контроля обеспечивается их системным действием принципов, которые представляют собой правила поведения наиболее общего характера и эти принципы в полной мере способствуют выполнению главного предназначения данной разновидности контроля.

Автор статьи полагает, что принцип законности парламентского контроля является одним из основополагающих и заложен в качестве основы функций народного представительства, а также реализует двойственную функцию: с одной стороны, контроль осуществляемый со стороны законодательного органа направлен на мониторинг и проверку исполнения закона, с другой – принцип обеспечивает соблюдение всех соответствующих норм проведения контрольных мероприятий.

В публикации исследуется вывод о том, что независимость включает в себя самостоятельность и автономность, позволяющие всеобъемлюще и беспристрастно рассматривать соответствующие вопросы. Является недопустимым оказание влияния на субъектов, осуществляющих парламентский контроль, и их подчиненность. Субъект контроля должен обладать инициативой, которая на данный момент может на самом деле отсутствовать в условиях жесткой партийной дисциплины. Однако эта инициатива и самостоятельность предполагает несвязанность внутри парламентских официальных групп или депутатов, а речь идет о самостоятельности Парламента – в целом при проведении мониторинга исполнения законов.

Автором в статье рассматриваются в рамках изучения парламентского контроля институт постановки вопроса о доверии Правительству Кыргызской Республики, который позволяет заручиться дополнительной поддержкой общих инициатив данного органа и выражение недоверия Правительству Кыргызской Республики представляет собой одну из форм парламентского контроля, которая осуществляется исключительно при представлении Премьер-Министром ежегодного отчета. Регулирование данных вопросов, учитывая исключительную ответственность Правительства перед Жогрку Кенешом, предусматривают ограничительные нормы порядка выражения недоверия Правительству.

Ключевые слова: Республика Кыргызстан, Жогурку Кенеша, теория, государство, государство, принцип, функции, право, законодательство, исполнительная власть, парламентаризм, парламентский контроль.

Information about authors:

Altybaeva A.T. – Cand. Jurid. Sci., doctoral student of Institute of Philosophy and Law, Socio-Political Research of National Academy of Sciences of the Republic of Kyrgyzstan, Bishkek, Kyrgyz Republic. E-mail: altybayeva58@mail.ru, https://orcid.org/0000-0001-7938-6986;

Ryskulov Sh.D. – Cand. Jurid. Sci., Researcher of Center for Political Science Research and Expertise of Institute of Philosophy and Law, Socio-Political Research of National Academy of Sciences of the Republic of Kyrgyzstan, Bishkek, Kyrgyz Republic. E-mail: sherik-ryskulov@mail.ru, https://orcid.org/0000-0003-1361-0329.

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Kurmaeva N.A.,* Usmanova E.F., Khudoikina T.V.

Federal State Budgetary Educational Institution of Higher Education «National Research Ogarev Mordovia State University», Saransk, Russia.
E-mail: usmanowa_ef@rambler.ru

PROSPECTS FOR THE DEVELOPMENT OF FAMILY MEDIATION IN RUSSIA AND THE REPUBLIC OF KAZAKHSTAN

Abstract: the relevance of the topic is due to the fact that the use of mediation in resolving family disputes is currently getting more and more demanded form of conflict resolution.

The purpose of the article is to study and analyze the features of the legal regulation of family mediation in Russia and Kazakhstan, as well as to identify promising directions for the development of this institution.

Conclusions are drawn about the need to improve the legislation governing family mediation. Taking into account the cultural and national characteristics of states, it is necessary to include them in the process of organizing mediation services, the creation of state reconciliation services for family matters, while it is desirable to include in their work not only lawyers, but also psychologists and teachers who know mediation technologies. Attention is drawn to the fact that the formation of a corps of professional family mediators and the creation of an association of family mediators would be an effective element in the development of optimal mechanisms for coordinating mediation with jurisdictional procedures.

The possibility of legislative consolidation of the obligation of pre-trial appeal to a mediator to resolve a family legal dispute was revealed. This proposal will significantly reduce the number of cases of divorce and reduce the court burden.

Key words: mediation, mediation procedure, family mediation, mediator, family legal dispute. The reported study was funded by RFBR according to the research project № 19-011-00570.

Introduction. Society has a long history of resolving conflicts that exist in the culture of many nations. The parties to the conflict, referring to the conciliatory traditions, jointly decide how to change the situation in the interests of all parties, while the participation of all stakeholders in the discussion of the problem and the sharing of responsibility for the implementation of agreements is necessary [1].

The Universal Declaration of Human Rights of 1948 in paragraph 3 of Art. 16 reinforces: "The family is the natural and fundamental unit of society and has the right to protection from society and the state". In the 1966 International Covenant "On Civil and Political Rights" (Article 23 Part 1) and the 1966 International Covenant "On Economic, Social and Cultural Rights" (Article 10) also provide for the right to protection and protection of the family.

The Recommendation of the Committee of Ministers of the Council of Europe No. R (98) 1 states that states should "introduce or promote mediation in family matters or, if necessary, take measures to improve existing mediation in family matters" (par. 11).

The resolution of family disputes through mediation is gaining popularity in world practice [2, 3, 4]. However, despite the fact that Russia and Kazakhstan have adopted special laws regulating the procedure for applying this procedure, the institution of mediation is still not widely used.

According to scientists [5], the following can be noted as factors hindering the successful implementation of the mediation procedure in the practice of resolving family disputes:

- low awareness of the population about the possibilities and advantages of an alternative method for resolving this category of disputes;
- life stereotypes of citizens who consider the preferred form of judicial resolution of disputes;
- gaps in the current laws on mediation;
- insufficient interaction between state bodies and civil society institutions in the field of conflict resolution;

- high cost of mediator services;
- absence of financial support from the state;
- absence of proper support and informational assistance to promote mediation procedures from governmental authorities (judicial authorities, courts).

Determination of promising directions for the development of family mediation in Russia and Kazakhstan will significantly reduce the number of cases of divorce, protect the rights and legitimate interests of minor children and reduce the legal burden.

As noted in the Concept of state family policy in the Russian Federation for the period up to 2025, the introduction of the institution of mediation in resolving family legal disputes, including those related to the dissolution of marriage between spouses, is one of the measures for solving problems to prevent family trouble, child neglect and homelessness.

The purpose of the study consists of studying the features of the legal regulation of family mediation in Russia and Kazakhstan and identifying promising directions for the development of this institution.

Methods. To generalize and analyze the development of family mediation in Russia and Kazakhstan, the dialectical method of cognition was used, as well as such scientific methods as formal legal, comparative legal, systemic, logical and others.

Results. In Russia, the procedure for the mediation procedure is regulated by the provisions of the Federal Law "On an alternative procedure for resolving disputes with the participation of a mediator (mediation procedure)" dated July 27, 2010 [6]. This law regulates relations associated with the application of the mediation procedure to disputes arising from civil, administrative and other public legal relations, including in connection with the implementation of entrepreneurial and other economic activities, as well as disputes arising from labor legal relations and family legal relations (Article 1 Part 2).

In accordance with Part 2 of Art. 7 of the Federal Law "On an alternative procedure for resolving disputes with the participation of a mediator (mediation procedure)" and paragraph 2 of Art. 20 of the Law of the Republic of Kazakhstan "On Mediation" dated January 28, 2011, this procedure can be applied in case of a dispute both before going to court and after the start of the trial, including at the suggestion of the judge [7].

Unlike the Federal Law "On an alternative procedure for resolving disputes with the participation of a mediator (mediation procedure)", the Law of the Republic of Kazakhstan "On Mediation" contains rules governing the features of mediation in the field of family relations (Article 25). In particular, through mediation, disagreements between spouses regarding the continuation of the marriage, the exercise of parental rights, the establishment of the place of residence of the children, the parent's contribution to the maintenance of the children, as well as any other disagreements arising in family relations can be resolved. The legislator draws attention to the fact that when conducting mediation, the mediator must take into account the legitimate interests of the child and, if during the mediation, facts are established that endanger or may endanger the normal growth and development of the child or cause serious damage to his legitimate interests, the mediator is obliged to address the authority exercising powers to protect the children's rights.

Unlike the family laws in Russia, the Code of the Republic of Kazakhstan "On Marriage (Matrimony) and Family" dated as of December 26, 2011 with No. 518-IV contains an indication of mediation as an alternative way of resolving a dispute. Using the mediation procedure, disputes arising between spouses during the dissolution of a marriage (matrimony) regarding the division of common property, support payments for the alimony of a disabled spouse, as well as of minor children can be considered (Article 18); disputes about the division of the spouses' common property, as well as the determination of the spouses' shares in this property (Clause 3, Article 37); disputes between parents about the place of residence and legal address of the child when the parents live separately (Clause 2, Article 73); disputes between parents about the procedure for exercising parental rights by a parent living separately from the child (Clause 3, Article 73) [8]. The nature of mediation practice in the Family Court of Kazakhstan to differ markedly from the nature of mediation practice in personal injuries or commercial disputes, which make up the bulk of the Supreme Court of Kazakhstan's case load [9].

The possibility of settling a dispute by concluding an agreement through mediation is provided for by Article 153.5 Part 1 of the Civil Procedure Code of the Russian Federation [10] and Article 174 Part 2 of the Civil Procedure Code of the Republic of Kazakhstan [11].

If the parties reach an agreement on the settlement of the dispute, the paid state fee is subject to refund to the payer (Part 2, Clause 5 of the Law of the Republic of Kazakhstan "On Mediation", Part 1, Clause 3 of the Code of the Republic of Kazakhstan "On Taxes and Other Obligatory Payments to the Budget" (Fiscal Code) dated December 25, 2017 [12].

In accordance with Article 333.40 Part 1 Clause 3 of the Tax Code of the Russian Federation also provides that when concluding an amicable agreement (agreement on conciliation), including as a result of conciliation procedures, before a decision is made by the court of first instance, 70 percent of the amount of the state fee paid by him is to be returned to the plaintiff, at the stage of consideration of the case by the court of appeal instances - 50 percent, at the stage of consideration of the case by the court of cassation, review of judicial acts by way of supervision - 30 percent [13].

This measure encourages the parties to conclude an agreement by the parties to resolve the dispute through mediation. Taking into account the positive experience of the Republic of Kazakhstan, it is also necessary to legally recognize in the Russian law the rule on the full refund of the paid state duty when concluding a mediation agreement.

Having studied the features of the regulatory legal regulation of the institution of family mediation in Russia and Kazakhstan, one can determine the following promising directions for the development of this institution:

1. In order to actively introduce the procedure for family mediation in Russia and Kazakhstan, it is necessary to amend the current laws in terms of establishing a mandatory pre-trial procedure for contacting a mediator for the peaceful resolution of a family legal dispute [14]. In order not to violate the principle of voluntariness of the mediation procedure, it is necessary to consolidate the provision that if during the negotiations with the participation of the mediator the parties cannot make a mutual decision, then in this case they have the right to go to court. The statutory recognition of the compulsory nature of the mediation procedure on marriage and family conflicts will significantly reduce the number of cases considered by the courts.

The experience of resolving this problem in Germany [15], Italy [16], Spain [17] can help make the Russian model of compulsory mediation more effective and avoid those mistakes that could harm the credibility of the new institution of mediation [18].

2. The creation of state institutions for the provision of mediation services to the population is required to ensure the availability of their provision, avoiding significant financial costs required when contacting a private mediator.

It seems justified to establish Public Reconciliation Agencies for family matters. The procedure for the organization and functioning of such Agencies could be established by the laws of the subjects of the Russian Federation, taking into account the cultural and other characteristics of the region. Accordingly, the main focus of the Agencies will be mediation in family disputes, both legal and extra-legal. The representatives of various professions could be hired as the Agencies' employees: lawyers specializing in family law problems, psychologists, teachers. Obviously, all employees of the Agencies will need to be proficient in media technology.

Financing of the activities of the reconciliation services for family affairs could be carried out from the budget of the constituent entities of the Russian Federation. As a result, the mediation procedures will be carried out for the participants in the disputed legal relationship free of charge. In order to cover the costs of organizing and conducting the conciliation procedure, it is advisable to provide for a certain fee, the amount of which should in any case remain insignificant. It seems that contacting the Service for mediation should be completely voluntary.

We believe that over time, the Family Reconciliation Agencies will be able to become the main body for resolving family disputes, which will significantly relieve the state courts. In addition, the activities of these Agencies will contribute to the formation in society of skills for the peaceful settlement of conflicts and the maintenance of friendly relations between family members.

For the effective operation of the Family Reconciliation Agencies, the following basic rules should be followed.

First, one of the independent tasks of family mediation is to ensure the rights and interests of minor children.

Secondly, in family mediation, it is especially important to maintain the balance of power of the participants in the disputed legal relationship. Mediation cannot be carried out when there is a clear inequality of the parties from a social and (or) economic point of view, as well as in the case of domestic violence and (or) child abuse.

Thirdly, when settling a family dispute in the course of mediation, personal "extra-legal" aspects are of great importance, which affects the order of the procedure. As a result, the most optimal model for family mediation is the therapeutic model. To fully implement this, a mediator needs special training in the domain of general and family psychology. It is no coincidence that in some foreign countries there are special requirements for family mediators (Australia). In addition, it is recommended that family mediation be carried out simultaneously by two mediators (co-mediation), who are appointed taking into account gender. In this case, it is easier for mediators to ensure neutrality, create an atmosphere of trust and psychological comfort.

It is necessary to form a corps of professional family mediators and develop optimal mechanisms for coordinating mediation with jurisdictional procedures], creation of the Association of Family Mediators [19], and it is also necessary to legislate the requirement to maintain a register of non-professional mediators, establishing that this should be done by the appropriate authorized body.

3. The Tax Code of the Russian Federation and the Code of the Republic of Kazakhstan "On Taxes and Other Mandatory Payments to the Budget" should establish the amount of the state duty charged by state mediators when providing mediation services in marriage and family disputes.

4. It is necessary to carry out activities to provide legal information to the population about the mediation procedure, the procedure for providing mediation services, and explaining the importance of compulsory pre-trial appeal to a mediator in marriage and family disputes. A significant benefit to the development of the institution of mediation will bring various round tables and other events dedicated to the procedure of mediation in family disputes in different regions.

For example, in order to popularize and actively use mediation procedures in resolving conflicts in September 2018, the Republic of Mordovia hosted an interregional scientific and practical conference "Practical mediation as a culture of consent and a tool for resolving disputes", organized with the support of the Government of the Republic of Mordovia by the Supreme Court of the Republic of Mordovia, Association of Mediators of the Republic of Mordovia, higher educational institutions of the Republic of Mordovia. Judges of the Volga Federal District, as well as judges of Lipetsk, Ivanovo and Novosibirsk regions, where active work is being carried out to develop mediation practice, were invited to participate in the conference. In the Republic of Mordovia, seminars and press conferences on mediation are held annually, round tables are organized, guidelines have been issued on the application of the mediation procedure when considering civil cases in courts of general jurisdiction.

5. It is proposed to create regularly updated channels of mediation cases and the publication of successful stories of conflict resolution [20]. The use of special tools and techniques in mediation, adherence to the principles of mediation in the procedure, leads to the creation of such conditions for the participants in a family conflict that allow them to voluntarily, in a safe environment to understand their interests, to discuss both their future and the future of children, both parties to the conflict can gain a lot, at the same time to coordinate their future life and the lives of their children.

Conclusions. Basing on the study performed, the following can be noted:

It is necessary to improve laws governing mediation in general and family mediation in particular. Thus, the legislative consolidation of the requirements for maintaining a register of non-professional mediators and the establishment in it that the relevant authorized body should be engaged in this will increase the effectiveness of the family mediation procedure.

The formation of a corps of professional family mediators and the creation of an association of family mediators would be an effective element in the development of optimal mechanisms for coordinating mediation with jurisdictional procedures. It is advisable to establish in Russian laws the possibility of introducing a mandatory conciliation procedure for marriage and family disputes. The experience of solving this problem in foreign countries can help make the Russian model of compulsory mediation more effective and avoid mistakes in the process of its implementation.

Taking into account the cultural and national characteristics of Russia and Kazakhstan, it is necessary to include states in the process of organizing mediation services, the creation of state reconciliation services for family matters, while it is desirable to include in their work not only lawyers, but also psychologists and teachers who are proficient in mediation technologies. Such agencies could become the main body for resolving family conflicts, which would significantly relieve the courts' burden in this affairs. However, contacting the service for the mediation procedure should be completely voluntary. Family reconciliation services would help develop skills in the peaceful resolution of conflicts and the maintenance of friendly relations between family members.

Given the large number of interethnic and international marriages for mediators, it is important to train in cross-border mediation to resolve issues related to raising children in such families. It would be good for Russia to borrow the experience of Kazakhstan in terms of introducing amendments to the current legislation providing for a full refund of the state duty in the event of a settlement agreement.

Undoubtedly, expanding the scope of mediation in resolving family conflicts will create additional guarantees for ensuring and protecting the constitutional rights of an individual in any state.

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Курмаева Н.А.,* Усманова Е.Ф., Худойкина Т.В.

Мордовия мемлекеттік Ұлттық зерттеу университеті Огарева Н.П.», Саранск, Ресей.
E-mail: usmanowa_ef@rambler.ru

РЕСЕЙДЕ ЖӘНЕ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ОТБАСЫ МЕДИАЦИЯСЫНЫҢ ДАМУ ПЕРСПЕКТВАЛАРЫ

Аннотация: тақырыптың өзектілігі отбасылық дауларды шешуде медиацияны қолдану қазіргі кезде әлемдік тәжірибеде жанжалдарды шешудің анағұрлым тиімді түрі болып табылатындығына байланысты. Ресейдің де, Қазақстанның да заңнамаларында медиация арқылы ерлі-зайыптылардың некені жалғастыруға, ата-ана құқығын жүзеге асыруға, балалардың тұрғылықты жерін белгілеуге, ата-аналардың балаларды асырауға үлес қосуына қатысты келіспеушіліктер, сондай-ақ отбасылық қатынастарда туындайтын кез келген басқа келіспеушіліктер шешілуі мүмкін екендігі айтылған. Алайда, осы процедураны қолдану тәртібін регламенттейтін арнайы заңдар қабылданғанына қарамастан, екі елде де отбасылық медитация институты әлі де кең қолданылмай келеді.

Бұл фактіні түсіндіретін негізгі себептерге көбінесе халықтың отбасылық медиацияның мүмкіндіктері мен артықшылықтары, медиация туралы қолданыстағы заңнамадағы олқылықтар, дауларды сот арқылы шешудің басым формасын қарастыратын азаматтардың өмірлік стереотиптері және медиаторлық қызметтердің қымбаттығы туралы аз хабардар болуы жатады. Ресей мен Қазақстанда отбасылық медиацияны дамытудың перспективалық бағыттарын анықтау және оны кеңірек қолдану ажырасу жағдайларының санын едәуір азайтуға, кәмелеттік жасқа толмаған балалардың құқықтары мен заңды мүдделерін қорғауға және сот жүгін азайтуға мүмкіндік береді.

Мақаланың мақсаты – Ресей мен Қазақстандағы отбасылық медиацияны құқықтық реттеудің ерекшеліктерін зерттеу және талдау, сондай-ақ осы институтты дамытудың перспективалық бағыттарын анықтау.

Отбасылық медиацияны реттейтін заңнаманы жетілдіру қажеттілігі туралы қорытынды жасалады. Шет елдердегі осы мәселені шешу тәжірибесі міндетті медиацияның ресейлік моделін тиімді етуге және оны жүзеге асыру барысында қателіктер жібермеуге көмектеседі. Ресей мен Қазақстанда отбасылық медиация процедурасын белсенді енгізу үшін қолданыстағы заңнамаға отбасылық-құқықтық дауды бейбіт жолмен шешу үшін медиатормен байланысудың міндетті сотқа дейінгі процедурасын белгілеу тұрғысынан өзгерістер енгізу қажет. Мемлекеттердің мәдени және ұлттық ерекшеліктерін ескере отырып, оларды медиация қызметін ұйымдастыру, отбасылық істер бойынша мемлекеттік татуласу қызметтерін құру процесіне қосу қажет, бұл ретте олардың жұмысына заңгерлерді ғана емес, сонымен қатар медиация технологияларын білетін психологтар мен мұғалімдерді де қосқан жөн.

Түйін сөздер: медитация, медиация рәсімі, отбасылық медитация, медиатор, отбасылық-құқықтық дау.

Курмаева Н.А.,* Усманова Е.Ф., Худойкина Т.В.

ФГБОУ ВО «Национальный исследовательский Мордовский государственный университет имени Н.П. Огарёва», Саранск, Россия.
E-mail: usmanowa_ef@rambler.ru

ПЕРСПЕКТИВЫ РАЗВИТИЯ СЕМЕЙНОЙ МЕДИАЦИИ В РОССИИ И РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация: актуальность темы обусловлена тем, что применение процедуры медиации при разрешении семейных споров в настоящее время является более эффективной формой разрешения конфликтов в мировой практике. В законодательстве и России, и Казахстана указывается, что посредством медиации могут разрешаться разногласия между супругами относительно продолжения брака, осуществления родительских прав, установления места жительства детей, вклада родителей в содержание детей, а также любые другие разногласия, возникающие в семейных отношениях. Однако, несмотря на то, что приняты специальные законы, регламентирующие порядок применения данной процедуры, ни в одной из двух стран институт семейной медиации до сих пор широко не применяется.

К основным причинам, объясняющим данный факт, чаще всего относят низкую информированность населения о возможностях и преимуществах семейной медиации, пробелы в действующем законодательстве о медиации, жизненные стереотипы граждан, считающих преимущественной формой судебное разрешение споров, высокую стоимость услуг медиатора. Определение перспективных направлений развития семейной медиации в России и Казахстане и ее более широкое применение позволит значительно снизить количество случаев расторжения брака, защитить права и законные интересы несовершеннолетних детей и уменьшить судебную нагрузку.

Цель статьи заключается в изучении и анализе особенностей правового регулирования семейной медиации в России и Казахстане, а также определении перспективных направлений развития данного института.

Сделаны выводы о необходимости совершенствования законодательства, регулирующего вопросы семейной медиации. Опыт решения этой проблемы в зарубежных странах может помочь сделать российскую модель обязательной медиации более результативной и избежать ошибок в процессе ее проведения. В целях активного внедрения процедуры семейной медиации в России и Казахстане необходимо внести изменения в действующее законодательство в части установления обязательного досудебного порядка обращения к медиатору для мирного разрешения семейно-правового спора. С учетом культурных и национальных особенностей государств необходима их включенность в процесс организации медиационных служб, создание государственных служб примирения по семейным делам, при этом желательно включение в их работу не только юристов, но и психологов, педагогов, владеющих медиативными технологиями.

Ключевые слова: медиация, процедура медиации, семейная медиация, медиатор, семейно-правовой спор.

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Information about authors:

Kurmaeva N.A. – Candidate of Legal Sciences, Associate Professor, The Federal State Budgetary Educational Institution of Higher Education «National Research Ogarev Mordovia State University», Saransk, Russia; kurmaeva_@mail.ru, https://orcid.org/0000-0001-8761-8273;

Usmanova E.F. – Candidate of Legal Sciences, Associate Professor, The Federal State Budgetary Educational Institution of Higher Education «National Research Ogarev Mordovia State University», Saransk, Russia; usmanowa_ef@rambler.ru, https://orcid.org/0000-0003-3723-3804;

Khudoikina T.V. – Doctor of Law, Professor, The Federal State Budgetary Educational Institution of Higher Education «National Research Ogarev Mordovia State University», Saransk, Russia; thudoykina@mail.ru, https://orcid.org/0000-0001-9876-1438.

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Nesterov A.Yu.

The Institute for Demographic Research is a separate subdivision of the Federal State Budgetary Institution of Science “Federal Research Center of the Russian Academy of Sciences” Moscow, Russia.
E-mail: ne7terov.ay@gmail.com

CHILDREN BORN IN PRISON, THEIR LIFE TRAJECTORIES: THE PENAL ASPECT

Abstract: the article is devoted to the problems of keeping and resocialization in the penitentiary system of Russia, imprisoned women with young children aged from birth to three years. The author provides statistical data for 2014-2020 regarding women prisoners and their children in the system of the Federal Penitentiary Service of Russia.

The problems of resocialization and post-penitentiary adaptation of children born in penitentiary institutions of the Federal Penitentiary Service of Russia are analyzed.

Thus, in the penitentiary institutions of the Federal Penitentiary Service of Russia, in which convicted women with children are serving their sentences, mother and child homes are organized. In the homes of mothers and children of correctional colonies for convicted women, the conditions necessary for the normal life and development of children are provided. For women with an infant under investigation in the "Investigative Isolation" of the Federal Penitentiary Service of Russia, special cell-type units are being equipped for keeping newborns and their mothers.

The author conducted a questionnaire survey of female convicts of the "Correctional Colonies" of the Federal Penitentiary Service of Russia. Topic of the program: "Features of the penitentiary adaptation of convicted women with children". Selective survey by the method of questioning - n = 270; interviewing - n = 55 respondents - convicted mothers who gave birth in places of detention (2014-2020). The age of the respondents is 20-40 years old. The respondents' answers were processed using the SPSS software package.

The article analyzes the life trajectories of children born in prisons. At the end of the publication, a transcript of the author's conversation with a minor who is currently being brought up in boarding schools for orphans is presented. The author's conclusions and proposals are made for the improvement of criminal-executive Russia, in particular for women prisoners with children under the age of three years.

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Key words: prisoners and convicted women with children aged 0 to 3 years, a mother and child home at the correctional colony of the Federal Penitentiary Service of Russia, children born in prison (newborn babies), resocialization of convicts, post-penitentiary adaptation, replicative crime, orphans born in prison, penitentiary institutions, boarding schools for orphans, abandonment of a newborn child, transfer of children from the correctional colony to boarding schools for orphans.

Newborn babies go to prison in only one way - when they are born there. It is impossible to take your little child with you to places of detention. However, in exceptional cases this is feasible, but there is no law enforcement practice in Russia. More often than not, mother and child are separated. Even if a woman gave birth the day before she went to prison, she would be separated from her child. The point is not even that the stay of a mother and a child in prison is prohibited by law; rather, there is no law enforcement practice in the Russian system for the execution of criminal punishment.

Today, in the system of the Federal Service for the Execution of Punishment of Russia, there are 40 FPI "Correctional Colonies" for female convicts. Only at 13 FPI "Correctional colonies" of the Federal Penitentiary Service of Russia, children's homes, the total occupancy of which ranges from 800 to 900 places.

There are very small children's homes, which are designed for 100 - 130 people. Unfortunately, our law enforcement system and the judiciary work in such a way that these places are always filled. According to the Federal Penitentiary Service of Russia, as of 01.11.2020, 347 children are serving their sentences with convicted mothers in children's homes at the FPI "Correctional Colonies" of the Federal Penitentiary Service of Russia. All these kids will leave the penitentiary institution of the Federal Penitentiary Service of Russia when they turn three years old and go to orphanages if there is no way to transfer them to their guardians [29].

The main conditions for keeping imprisoned mothers with young children in penitentiary institutions of the Federal Penitentiary Service of Russia:

In the penitentiary institutions of the Federal Penitentiary Service of Russia, in which convicted women with children are serving their sentences, mother and child homes are organized. In the homes of mothers and children of correctional colonies for convicted women, the conditions necessary for the normal life and development of children are provided. For women with an infant who are under investigation in the Federal Penitentiary Service of the Federal Penitentiary Service of Russia, special cell-type units are being equipped for keeping newborns and their mothers.

Convicted women can place their children under the age of three in the children's homes of the Federal Budgetary Institution "Correctional Colonies" of the Federal Penitentiary Service of Russia, communicate with them in their free time without restriction. By agreement with the administration of the penitentiary institution, it is possible for him to live together with children under three years of age. This program is being implemented at several experimental sites, for example, FBI "CC No. 2" of the Federal Penitentiary Service Administration for the Republic of Mordovia.

With the consent of the women convicts, their children may be transferred to relatives or by decision of the guardianship and guardianship authorities to other persons, or upon reaching the age of three, they may be sent to appropriate children's boarding institutions for orphans and children left without parental care.

If the child reaches three years of age, kept in the home of the mother and child of the FBI "Correctional Colony" of the Federal Penitentiary Service of Russia, and his mother has no more than a year left before the end of the sentence, the administration of the penitentiary institution may extend the time of the child's stay in the child's home until the end of the term serving the sentence by the mother. Such an exception is permissible if the convicted person is positively characterized, and her intentions to raise a child are taken into account.

Convicted and under investigation pregnant women who are in the "Investigative Isolation" of the Federal Penitentiary Service of Russia, and convicted nursing mothers can receive additional food parcels and parcels in the quantity and range determined by the medical report. Convicted pregnant women, convicted women during childbirth and in the postpartum period have the right to specialized assistance, including medical [6].

Of the 13 FPI "Correctional colonies" of the Federal Penitentiary Service of Russia, located on the territory of Russia, only 2 have maternity hospitals built specifically for prisoners in childbirth. These are female correctional colonies of the Federal Penitentiary Service of Russia of the Ministry of Justice of the Russian Federation, for example, the FBI "Chelyabinsk Correctional Colony No. 5" of the Main Directorate of the Federal Penitentiary Service of Russia in the Chelyabinsk Region and the FBI "CC-2" of the Directorate of the Federal Penitentiary Service of Russia in the Republic of Mordovia (Yavas village of the Republic of Mordovia). If the colony does not provide for cohabitation, then the mother and the child, after the short time that they are supposed to spend together, are separated. The child is transferred to the home of the mother and child, and the mother returns to the detachment of the correctional colony. Mom can go to feed 6 times a day [11].

Since 2008, a group of enthusiasts began to carry out volunteer work in the mother and child home at the FBI "CC No. 5" of the Main Directorate of the Federal Penitentiary Service of Russia in the Chelyabinsk Region. In the course of their work, they faced the need to register a Charitable Foundation in order to unite efforts to provide assistance to women and children in difficult life situations. Charitable Foundation "Touching Life" was created in 2014 at the initiative of volunteers who are not indifferent to the problems of the city, country and society as a whole.

Children born in a correctional colony remain in the home of a mother and child at the FBI "CC No. 5" of the Main Directorate of the Federal Penitentiary Service of Russia in the Chelyabinsk Region with their mother up to three years old, after which they are sent to orphanages for orphans and children left without care parents of the Chelyabinsk region, and this is not just one or two children, these are more than 75 children whose mothers were convicted of grave and especially grave crimes of the Criminal Code of the Russian Federation, and sentenced to long years of imprisonment (from 10 years in prison). Seeing these children, you understand that they are serving their sentences together with their mothers-convicts, not seeing the other world on the other side of the fence. Today the "Touch to Life" Charitable Foundation (director O.V. Cherepanova) has a great desire to give children the opportunity to get in touch with the big real world that they have never seen [7].

This is how the open-ended project "Touching the World. Born in a colony", the purpose of which is not only to take children from 2 years old two or three times a year outside the FBI "CC No. 5"of the Main Directorate of the Federal Penitentiary Service of Russia in the Chelyabinsk Region. And at the same time, on an ongoing basis, provide them with the necessary games for their full development, improve children's groups, playgrounds, as well as help in the acquisition of the necessary medical equipment and medicines for the maternity ward at the penitentiary in Chelyabinsk.

Children who, according to the distribution of the colony, are serving in orphanages (the mother continues to serve the sentence) also do not go unnoticed. Volunteers regularly organize visits to orphanages with news from their mother and a gift from the Chelyabinsk Charitable Foundation [26].

Statistics today show that the incidence of children born in prison, when living together, decreases by more than 30%. Today, 347 children are being brought up in the homes of mothers and children at correctional colonies of the Federal Penitentiary Service of Russia, of which 118 are not yet a year old. Thus, 37% had a congenital pathology, 25% had diseases of the central nervous system, 15% had hepatitis "C" or hepatitis "B", 9% were born to HIV-infected mothers (as of 12/01/2020) [29], and only 14% of more or less healthy children.

The child leaves the prison when he turns three. If he has no relatives at large or relatives do not have the opportunity to fulfill the conditions of guardianship, then the child is sent to an orphanage. As a rule, if the child left for an orphanage, and the mother still has a long time left, for example, 7 or 10 years, then there is a high probability that the child is in an orphanage / boarding school for orphans, and he will remain there until he comes of age.

Moreover, according to the law, children born free, even if their mother was already under investigation, will remain free. Those who were born in the "Correctional colonies" or in the "Investigative isolation ward" of the Federal Penitentiary Service of Russia will remain "behind bars". Such, the truth of life. Everything, like in adults, only from childhood, and from the first birthday.

Family not well-being, as a consequence of replicative crime. Children, in whose eyes their parents committed crimes or ended up in prison, mostly copy the latter. It is reasonable to assume that children born to mothers in prisons repeat the fate of the one that gave them life. The development and transformation of the personal qualities of juvenile offenders occurs in informal groups of adolescents. Anything else is impossible. It is known that a person "as a social being" cannot live alone. There has always been, is and will be the desire of a person to communicate and unite with other people for any joint activity. Groups of juvenile delinquents arise on the basis of subjective premises, objective conditions and reasons.

Objective reasons are the shortcomings of family, school, out-of-school education, the lack of a full-fledged socialization environment in society, the alienation of adolescents from the main spheres of positive activity: family, educational institution, work, leisure institutions. And the subjective reasons are the personal characteristics of adolescents and their interaction with the social microenvironment. Juvenile delinquent groups arise from deformed activities, relationships and communication in socially beneficial groups [18, 23].

According to the statistics of the Ministry of Internal Affairs of Russia, about 90% of children who grew up without parents in orphanages go dubious life paths: they become drug addicts, alcohol addicts, go to jail, engage in prostitution, and so on [27].

Children of alcoholics, when they are not separated from their parents and they watch the latter's drinking, mostly follow in the footsteps of their parents, thus, children born in prisons or parents are offenders and serving in prisons, such children carry out a new round of antisocial (deviant[1]) behavior in society - "replicative crime".

The reasons for juvenile delinquency may vary, but they have in common that in most cases, juveniles commit crimes outside of their control. It is important to note that crimes are committed not only by teenagers from disadvantaged families or orphans, but also by minors who have successful families.

As a rule, adolescents from prosperous families commit crimes for the sake of entertainment, disputes, they have a sense of permissiveness, a

[1]Deviant behavior (also social deviation) (from lat. *deviatio* - deviation), is a stable personality behavior that deviates from the generally accepted, most widespread and well-established social norms. *See*:Merton R.K. (1938) Social Structure and Anomie, American Sociological Review, October 3, 1938, P.672-682 (*in English*).

sense of impunity, there are often cases when adolescents in this way attract the attention of their parents [23, 25].

As can be seen from the main causes of juvenile delinquency, in the first place the cause of crime is a dysfunctional family. The family inherently influences minors: lack of control, antisocial type of behavior and much more.

Also, in turn, in our opinion, "replicative crime" is, first of all, the reproduction by an individual in the second and in subsequent generations of negative (negative) stable personality behavior, which has its own certain patterns, quantitative and qualitative characteristics that entail negative consequences for society and people [25, P.192-193].

Empirical material of penitentiary institutions of the Federal Penitentiary Service of Russia. Employees of penitentiary institutions of the Federal Penitentiary Service of Russia in the course of an expert survey told about the conditions created in their institutions for mothers with children [30].

As of 12/01/2020, in the Federal Penitentiary Institution "Correctional Colony No. 6" of the Main Directorate of the Federal Penitentiary Service of Russia in the Sverdlovsk Region, all favorable conditions have been created for convicted women for keeping 118 inmates of the orphanage at Correctional Colony No. 6. This is a penitentiary institution of the Federal Penitentiary Service of Russia, which carries out positive practice in the interests of minor children in prison [30].

In the capital "Investigative isolation ward No. 6" of the Federal Penitentiary Service of Russia in Moscow, things are as follows.

The opinion of one of the convicted L. Vorontsova, 32 years old, - "… here on the "six" for the "mothers" there is a walking yard with green spaces and even trees. All supervisory public commissions of Moscow and other subjects of Russia who visit the penitentiary are usually brought there. And from the rest of the comfort for small children - only a camera specially equipped with baby cots. Next to these cribs is the same iron "box" and a barred window". So, according to the convict, that no toys transferred from the will by relatives are able to brighten up the "oppressive", poisonous and painful atmosphere of the place where the little man begins his life. He (the child) learns life, traveling with his "mommy" to the court in Moscow in a "smoky paddy wagon", no matter how cold it is on the street. For some reason, it is not allowed to leave the child in a cell where others could watch him. It is impossible to imagine anything more unnatural than guards, bars and a baby in the courtroom" [25, 28, 30].

The same is true in the area where there are special MCH - mother and child homes. Slobbering TV reports about the prison parental idyll do not reflect the horror of the situation of the little prisoners and their imprisoned mothers. In accordance with the instructions of the Federal Penitentiary Service of Russia, in prison, a woman is considered pregnant only when the fetus reaches twenty weeks. Only then does she begin to receive "additional food" to the "prison gruel".

So, according to the convicted women themselves, who are in places of imprisonment, women purposefully give birth in correctional colonies in order to alleviate their fate and get maternity leave. Therefore, perhaps, even doctors have a peculiar attitude towards prison women in childbirth?

In a conversation with one imprisoned mother of a newborn child, who is in the penitentiary institution of the Federal Penitentiary Service of Russia in Moscow, she told the following story, – "… I happened to be present at the birth in the cell. The ambulance that was called was clearly in no hurry. The doctors who arrived just cut the umbilical cord, and, taking the baby, did not even take the one who gave birth with them". What? "The injection was done, and it seems good. And the other, taken away with labor at five o'clock in the afternoon, was returned back that same evening at eleven. The birth took place under stimulation - once here with you! And after that they were allowed to lie down for only an hour. And the birth itself, and rest after them - in the presence of guards. And then with his feet back to the "special vehicle", and along the long prison corridors back to the cell. The child is brought from the hospital in a week, and then the one who gave birth is transferred to the cell with the inmates-mothers" [25, 28].

The practice of penitentiary institutions of the Federal Penitentiary Service of Russia. Watching documentaries "On the morals in women's colonies, about women who became mothers during the period of imprisonment in the program" Women's Prison "TC" Top Secret "and" Anatomy of Love" - a documentary about children born in correctional colonies in Russia, as well as the plot of the program "Such a life". Born in "captivity" (three women, three stories), I saw a few mothers with a modest spark of maternal instinct in their eyes. I hoped to notice at least someone innocently convicted and missing children, I saw in several videos only a couple of women who have at least some, albeit mixed, feelings for their children.

There are, of course, innocent convicts and there are mothers with preserved maternal instinct. Probably, there are now and were massively in some periods of the XX century "prisoners-heroines" who went to jail for a word spoken across those who wanted to ditch the country. But all of them are a very small percentage, incomparably small.

And on the other hand: some opinions irritate with their surface, for example, "a woman who killed her husband, sentenced to 5-7 years or more is unworthy to see a baby, she is a bad mother a priori, even if a sincere spark of love for a child burns in her". How do we know what and how it was? There are situations when you can't put a definite verdict like this: maybe her husband beat her godlessly, but she went too far with the surrender [15].

A person can shout about his innocence, but it is worth looking at his behavior, deeds and attitude towards children.

There are those who admit their guilt, but want to see children, communicate with them, and the colony breaks such people, if they are not given visits with children, they degrade faster. The question is complex.

According to statistics and observations personally, the presence of a mother and a child has a beneficial effect on both. And, this applies to correctional colonies of the Federal Penitentiary Service of Russia as well [15].

“Living together with a mother and a child is the same as living with a child at home. After all, the statistics and their internal, whatever, research, in terms of morbidity, recurrence, differ by 2 orders of magnitude. The morbidity of children born in prison, when children live together with a convicted mother, is reduced by 30%. But this does not mean that mothers in one colony live with their children all together. No. Unfortunately, only a small number of places have been allocated in each penal colony of the Federal Penitentiary Service of Russia. The mother and child have their own room in a place fenced off from the rest of the territory and the colony of the settlement of the Federal Penitentiary Service of Russia” [15].

The condemned mother will form a kind of pious for a while there is a sense in it, and then the child is transferred to the orphanage, and no one else ever remembers him. And, as they say in the films: “This child had at least one year in his life, where he was a little loved, where he saw his mother, whatever she was. And sometimes this is the only happy year in his life” [15]. What fate can such children have?

As for the future and "karma"? “For children, bad mothers, convicted first years of life in the prison kindergarten may be the happiest in childhood. It sounds paradoxical, but it is. And that's why? As a rule, there are no more than a dozen babies in such baby homes in zones.

The staff - doctors, nannies, educators are recruited from local residents. Correctional colonies of the Federal Penitentiary Service of Russia for mothers with children are located in remote regions of Russia, where there is often no other work. Therefore, local women value their labor in the correctional colony of the Federal Penitentiary Service of Russia, because they cannot find another.

There is no staff turnover. The condemned mother only visits the child. And they serve him - they feed, wash, treat, get up at night, change the sliders by the employees of the baby house at the correctional colony of the Federal Penitentiary Service of Russia. As they say, many of the women convicts will never pay so much attention to children.

All material expenses for life and treatment of children are covered by the state. Stealing behind barbed wire in a penal colony is impossible. Children in the homes of mothers and children at the correctional colony of the Federal Penitentiary Service of Russia often eat better than many of their peers in similar homes outside prisons” [15].

“For convicted Irina V., 28 years old, from a small Siberian town, there are, as they say in the army, “a hundred days before the order”. She almost completely served her sentence. And, already going home. Her little son, Denis, will not be released. At least in the near future. Irina V. from the category of women - "cuckoo mothers". She did not indulge her son in the baby's house. Explaining to the staff of the colony simply: "So as not to get used to the child" [15, 28].

And her son is not her first child. Of the three children of a woman, in the wild she gave birth to only the eldest daughter. But where the girl does not know now. She was deprived of her parental rights a year after giving birth for the fact that she “forgot” a child on a bench in a park in the winter in a drunken business. The baby is lucky that there are dog lovers in the world who walk the dogs in the dark squares in the evenings. The dog found her. Otherwise, the frozen child would have been found only in the morning [15, 28].

Irina V. gave all her children to the care of the state. The latter too. She will write a refusal just before the exit, otherwise normal mothers can arrange for her the appropriate "send-off". By the way, most of these "cuckoo mothers" are waiting for the signing of the refusal on the last day. And, almost all those who refuse are women who have already had children [28].

In this case, a child from the "Penitentiary Colony" of the Federal Penitentiary Service of Russia will be transferred to an ordinary orphanage or a special-correctional boarding school for orphans, and any foster (average) Russian family can adopt him. There are no special restrictions or special procedures for the adoption of orphans (with living parents) from penitentiary institutions in Russia. The reason lies in the fact that such children with poor heredity, a potential foster family with little willingness to take on the upbringing of this child. There is one more negative indicator that such orphans, being graduates of boarding schools, are on the fast track, thereby replenishing the marginal environment of society. As a result, about 45% of such adolescents end up in prison.

As a result, about 45% of such adolescents end up in prison. There are many factors, for example, social (pedagogical neglect of children); socio-economic (vagrancy, homelessness[1], involvement of adolescents in crime, etc.), and naturally psychological (there is no confident, own "I"), and much more [13].

You can write beautiful stories about how children born in prisons became artists, actors, musicians, interesting and popular personalities, but there are only a few such stories, in comparison with other sad stories, when children were not needed by anyone, they repeated the fate of their own parents and stuff [14].

From the practice of boarding schools for orphans. As a rule, the majority of orphans end up in educational colonies (also in correctional colonies - upon reaching the age of majority) from orphanages / boarding schools for orphans, this is primarily a consequence of the fact that these children did not receive a decent upbringing from biological parents. These children were raised by the street. The most basic and difficult problem for orphans and children left without parental care is the problem of acquiring their own housing and registering at the place of residence. Children's rooms of the police and civil society institutions, whose task is to coordinate the work of the bodies of the system for the prevention of juvenile delinquency (including orphans), can also assist in solving this problem. Housing problems are even more complicated when from the PKU "Tomsk educational colony 2" of the Federal Penitentiary Service of Russia in the Tomsk region, the convict is transferred to the penal colony of the Federal Penitentiary Service of Russia. Orphan girls from the Tomsk educational colony No. 2 do not know if they have a dwelling place, whether they have any living quarters assigned to them, what condition it is in, whether they are registered, how the queue is progressing, and whether it will fit the moment of their release. The orphanage and boarding school do not maintain contact with their pupil who committed a crime and ended up in the penitentiary institutions of the Federal Penitentiary Service of Russia, reminding by this a bad parent who rests from his "child" while he is also in prison [9].

In the study of this problem from local authorities (heads of social protection bodies, the Office of the Federal Penitentiary Service of Russia for the Tomsk region, the Office of the Federal Penitentiary Service of Russia for Moscow and the Moscow region). We often hear that these convicted orphaned girls know their rights better than you and us and know how to demand theirs, they are consumers, they treat life and all people as a consumer [29].

These children, if they have committed serious crimes and ended up in places of imprisonment, then they will also be able to solve their life problems, better than us. They don't need us.

Perhaps these judgments are fair in relation to juvenile offenders? But definitely, we must not forget that these are children left alone with their problems. They are justified by the fact that these children have already seen a lot of negative things in their lives (the immoral lifestyle of their parents, constant fights and domestic violence, etc.) [9].

All these negative factors (life situations they faced). This does not relieve us, adults (who have the opportunity to help this category of children), the responsibility for informing them, explaining the housing situation while they are serving a criminal sentence in the form of imprisonment, providing them with a living space and arranging them (during the post-penitentiary adaptation period) further independent life in society. Municipal boarding institutions from which they came to "Tomsk educational colony 2", as well as guardianship and guardianship bodies, social protection bodies (regional and municipal authorities) should also take part in this. Responsibility primarily rests with those executive authorities where the child is identified (born, deprived of parental care and guardianship, convicted, etc.) [9].

Orphans and children left without parental care (social orphans) who lived before conviction in municipal special correctional boarding schools or orphanages, due to their status, need help in post-boarding adaptation to an independent life. Serving a criminal sentence in places of deprivation of liberty - in the total penitentiary institution of the

[1]Children's homelessness is a social phenomenon of the complete removal of a minor from the family, associated with the loss of a place of residence and employment. It is an extreme manifestation of neglect - the weakening of guardianship from parents or guardians. The phenomenon threatens the malformed personality of minors and contributes to the development of socially negative skills. *See*: Children's homelessness. // The debtor is Eucalyptus. - M.: Soviet encyclopedia, 1972. - (BES): [in 30 volumes] / ch. ed. A.M. Prokhorov; T. 8. 1969-1978.

Federal Penitentiary Service of Russia, where, like in a boarding institution, you live on everything ready, according to the daily routine - increases the need for assistance in social adaptation in the post-penitentiary period [9].

Socially unsettled adolescents who are released from prison automatically fall into the risk group for repeated crimes. The most attention should be paid to the solution of their social problems and post-penitentiary adaptation by state (municipal) bodies and public organizations. Both the state and society should be interested in the life of such people, if they are interested in their safety, if the state seeks to become social, and society - humane [9].

For example, Dmitry Kiselev, born in 1999 before conviction, he was brought up in a correctional boarding school in Omsk. 9 years old, after depriving his parents of the right to further up bring a child - the basis is Article 69 of the RF IC, where his sister is 9 years old and his brother is 11 years old. At one time, Dmitry fled from an orphanage to a drinking mother (previously convicted under Art.144 part 2, Art.145, Art.147 and Art.209.1 of the RSFSR Criminal Code until 1996, was convicted, then convicted under the following articles: Art. 158, article 159 of the Criminal Code of the Russian Federation).

Dmitry was born in a correctional colony, where, at her place of residence, he committed a criminal offense (convicted under Art. 158, part 2, paragraphs "a", "b", "c", Art. 228 Part 1 of the Criminal Code of the Russian Federation). In 2014-2016, Dmitry was serving a criminal sentence in the form of imprisonment in the "Mariinsky educational colony" of the Federal Penitentiary Service of Russia in the Kemerovo Region. Dmitry, studied in an evening shift school and in a vocational school of an educational colony.

Was released on parole for good behavior. Is there one very important question? A teenager, got a job at a shoe factory - a master of making and sewing shoes. And he continued his vocational training at the Polytechnic College. At the moment, Dmitry's sister and brother are being brought up in an orphanage in the city of Mariinsk, Kemerovo Region. Children (Alena and Andrey) are positively characterized by the administration of the boarding school.

Anton G., (born in 2000)- an orphan, a former pupil of an orphanage in Yekaterinburg.

Respondent, - I was born a very sickly child in places of imprisonment, my mother was serving a criminal sentence in the form of imprisonment in IK No. 6 (Nizhny Tagil). Until I was three years old, I was brought up in a mother and child home at correctional colony No. 6, then I was transferred to an orphanage for orphans in Yekaterinburg. At the boarding school, I studied poorly, I had unsatisfactory grades in many subjects. After the 8th grade, I went to study at the Vocational School as a turner. Quit studying. I fell under the negative influence of peers. He began to engage in petty hooliganism and carried out thefts from commercial stalls. He lived and wandered wherever he had to. More than once we were brought to the children's room by the police. They were registered with the Penal Inspectorate. Now I am studying at a vocational school. I don't know, I guess I think I'll be a good person. Why do I need this study? It's very hard for me to live alone. So, it pulls me into offenses. Who am I? None. I'm just a useless, lonely and bad child. No home, no friends, no hobbies. Now I live in a dormitory of a vocational school (for the reason that I did not receive my apartment as an orphan, so I have not yet reached the age of majority). No personal laptop and no good smartphone. In short, I have no future.

Interviewer, - It's bad Anton that you are discouraged ahead of time. Finish college, get a profession, a certificate for 11 grades of secondary school, get a job and, if possible, go to college (or university) for the evening department, meet a girl at a college / university, etc. You will start making personal, family plans. Wake up to improve your home. There will be a child. And, this is already a great responsibility, responsibility not only for yourself and your well-being, but for your little and dear man.

Interviewer, - Anton Life is not just one disappointment. There are also very good life moments (for example, the birth of children, seeing your loved ones and relatives happy, a career in show business, business, educational and scientific career, etc.). You have to be confident in yourself, be purposeful.

Interviewer, - Anton, what is your goal in life?

Respondent, - Get a good education, get your own apartment.

Interviewer, - Anton, these are the means. And your goal should be significant, by means of the achieved goal, you Anton will be able to get everything you said above. Decide on your goal. Make it one of your important life priorities. And, reach!

Respondent, - Probably then marry! And graduate well from school.

Interviewer, - Anton now you are very young. You have all the trouble ahead. You should always hope for the best.

Interviewer, - Anton, one girl named Sonya Shatalova, 14 years old, who was born with a very difficult ailment like childhood autism [12]. She behaves like a small child, but behind all this there is not an ordinary world and extraordinary thinking.

The girl can read and write, but she cannot pronounce anything, and she writes only when her mother's hand touches her hand. What can such a special child write about?

Once, at a literary circle, children were given the task: to write short but succinct definitions of various words, such as childhood, science, what is the soul, or fear?

Sonya's responses were simply amazing. Sonya, wrote 24 definitions (aphorism) of such concepts as: passion, wind, childhood, acquaintance, book, science, wisdom, fate, fear, etc. But for our conversation with you, in my opinion, it would be appropriate to quote such a definition in the understanding of Sonya S., as childhood, in her opinion, is the rise of fate in human life [8].

Interviewer, - It is precisely in childhood that we acquire all the values of life, receive / acquire initial (starting) experience, go through a certain “school of life” (yes, I agree with you Anton, sometimes life trajectories do not develop the way we wanted, there are certain life difficulties). Do we not often meet good and kind people, as we would like? We meet the betrayal of people close to us, as, parents, who refused to raise their biological children. Constant drunkenness of parents. Their compulsory isolation in places of deprivation of liberty, etc. Life throws us "surprises", and often negative ones. But, not to give up the most valuable, given to a person, how is life? Difficulties in the process of socialization in residential institutions, etc. But, if you think about the words of Sonya, and, indeed, a lot happens in childhood that can be the basis (launch pad) in our destiny. But, of course, this should be accompanied primarily by favorable factors, a good (biological or foster) family, school, good and loyal friends, financial wealth in the family (but for Russia this factor is not the main indicator for the formation of a positive personality), but nevertheless. And much more.

At the present time, Anton G. has been convicted again and is serving a sentence in places of imprisonment.

And, such destinies (the destinies of children born in prison) can be enumerated and enumerated.

Author's conclusions: In our opinion, there should be as wide access as possible for public observers, volunteers, and caring people to places of detention where children live. There should be more sponsorship money so that children have more toys, fortified food, better medical care, for young mothers with children to travel outside the penitentiary.

It is good practice for the penitentiary institutions of the Federal Penitentiary Service of Russia to grant a deferral of serving a sentence of imprisonment until the child reaches the age of 14 in accordance with Part 1 of Article 82 of the Criminal Code of the Russian Federation. It is possible to apply positive practice in relation to convicted juvenile mothers, convicted women who gave birth in places of deprivation of liberty, and have not committed grave and especially grave crimes.

The problems of protecting the rights of children accompanying mothers in prisons are not limited to the period of the child's stay in the orphanage at the "Correctional Colony" of the Federal Penitentiary Service of Russia. The children are with their mothers in the "Investigative isolators", in the "Graying colonies" of the Federal Penitentiary Service of Russia.

And not everything is all right there either. Often a woman with a child after release has nowhere to go, nowhere to get help. There are many questions.

The main problem, in our opinion, is that the state executive bodies (in this case, the Federal Penitentiary Service of Russia). Those who are obliged to ensure the well-being of children and the protection of their constitutional rights and freedoms do not even try to comprehensively investigate the problem and develop an approach that would really protect the fundamental rights and freedoms of children who are with convicted mothers in prisons.

Нестеров А.Ю.

Демографиялық зерттеулер институты – «Ресей ғылым академиясының федералды зерттеу орталығы» федералды мемлекеттік бюджеттік ғылым институты, Мәскеу, Ресей.
E-mail: ne7terov.ay@gmail.com

ТҮРМЕДЕ ТУЫЛҒАН БАЛАЛАР, ОЛАРДЫҢ ӨМІР ТРАЕКТОРИЯЛАРЫ: ЖАЗАЛАУ АСПЕКТІСІ

Аннотация: мақала Ресейдің қылмыстық -атқару жүйесіндегі тұтқындарды - туғаннан үш жасқа дейінгі жас балалары бар әйелдерді ұстау мен қайта әлеуметтендіру мәселелеріне арналған. Автор Ресей Федералдық қылмыстық атқару қызметі жүйесіндегі тұтқын әйелдер мен олардың балаларына қатысты 2014-2020 жылдарға арналған статистикалық деректерді ұсынады.

Ресей Федералдық қылмыстық атқару қызметінің пенитенциарлық мекемелерінде туылған балаларды ресоциализациялау және пост-пенитенциарлық бейімделу мәселелері талданады. Осылайша, Ресей Федералды қылмыстық атқару қызметінің пенитенциарлық мекемелерінде, онда балалы сотталған әйелдер жазасын өтеп жатыр, ана мен бала үйлері ұйымдастырылады. Сотталған әйелдерге арналған түзеу колонияларының аналары мен балаларының үйлерінде балалардың қалыпты өмірі мен дамуы үшін қажетті жағдайлар қарастырылған. Ресей Федералды қылмыстық атқару қызметінің «Тергеу изоляциясында» тергеуде нәрестесі бар әйелдер үшін жаңа туған нәрестелер мен олардың аналарын ұстау үшін камералық типтегі арнайы бөлімдер жабдықталған.

Автор алғаш рет ғылыми айналымға «қайталанатын қылмыс» ұғымын (терминін) енгізеді, ол жеке адамның теріс және теріс мінез -құлқының екінші және кейінгі ұрпақтарында қайталануы ретінде анықталатын, «қайталанатын қылмыс» ұғымын енгізеді. қоғам мен адамдарға теріс әсер ететін белгілі бір заңдылықтар, сандық және сапалық сипаттамалар.

Автор Ресей Федералды қылмыстық атқару қызметінің «түзеу колониялары» федералды бюджеттік мекемесінің сотталған әйелдері арасында сауалнама жүргізді. Бағдарламаның тақырыбы - «Балалы сотталған әйелдердің пенитенциарлық бейімделу ерекшеліктері». Сауалнама әдісі бойынша селективті сауалнама - n = 270; әңгімелесу - n = 55 респондент - қамауда босанған сотталған аналар (2014-2020 жж.). Респонденттердің жасы-20-40 жас. Респонденттердің жауаптары SPSS бағдарламалық пакеті арқылы өңделді.

Мақалада түрмеде туылған балалардың өмірлік траекториялары талданады. Басылымның соңында автордың кәмелетке толмағанмен интернатта тәрбиеленіп жатқан кәмелетке толмағандармен әңгімесінің стенограммасы берілген. Автордың тұжырымдары мен ұсыныстары Ресейдің қылмыстық-атқару жүйесін жетілдіру үшін, атап айтқанда, үш жасқа дейінгі балалары бар тұтқын әйелдер үшін жасалған.

Мақала РФ Ғылым және жоғары білім министрлігі Жоғары аттестаттау комиссиясының ғылыми мамандығы бойынша дайындалды: 12.00.08 - «Қылмыстық құқық және криминология; қылмыстық-атқару құқығы».

Басылымда ұсынылған материалда Ресей Федерациясының мемлекеттік құпиясына қатысты ақпарат жоқ.

Түйін сөздер: 0 мен 3 жас аралығындағы балалары бар тұтқындар мен сотталған әйелдер; ана мен баланың Ресей Федералды қылмыстық атқару қызметінің түзеу колониясындағы үйі; түрмеде туылған балалар (жаңа туған нәрестелер); сотталғандарды қайта әлеуметтендіру; постенитенциарлық бейімделу; қайталанатын қылмыс; түрмеде туылған жетім балалар; пенитенциарлық мекемелер; жетім балаларға арналған мектеп -интернаттар; жаңа туған баланы тастау; балаларды түзеу колониясынан жетім балаларға арналған мектеп -интернаттарға ауыстыру.

Нестеров А.Ю.

Институт демографических исследований – Федерального государственного бюджетного учреждения науки «Федеральный научно-исследовательский центр Российской академии наук», Москва, Россия.
E-mail: ne7terov.ay@gmail.com

ДЕТИ, РОЖДЁННЫЕ В ТЮРЬМЕ, ИХ ЖИЗНЕННЫЕ ТРАЕКТОРИИ: УГОЛОВНО-ИСПОЛНИТЕЛЬНЫЙ АСПЕКТ

Аннотация: статья посвящена проблемам содержания и ресоциализации в УИС России заключённых- женщин с малолетними детьми в возрасте от рождения до трёх лет. Автором приводятся статистические данные 2014-2020 годов в отношении заключённых-женщин и их детей в системе ФСИН России.

Анализируются проблемы ресоциализации и постпенитенциарной адаптации детей, рождённых в пенитенциарных учреждениях ФСИН России. Так, в пенитенциарных учреждениях ФСИН России, в которых отбывают наказание осуждённые женщины, имеющие детей, организуются дома матери и ребёнка. В домах матери и ребёнка исправительных колоний для осуждённых женщин обеспечиваются условия, необходимые для нормального проживания и развития детей. Для женщин с грудным ребёнком, находящихся под следствием в ФКУ «Следственном изоляторе» ФСИН России, оборудуются специальные блоки камерного типа для содержания новорождённых и их мам.

Впервые автором вводится в научные оборот понятие (термин) «репликативная преступность», которое, определяется как воспроизводство индивидом во втором и в последующих поколениях отрицательное (негативное) устойчивое поведение личности, имеющее свои определённые закономерности, количественные и качественные характеристики, влекущие негативные для общества и людей последствия.

Автором проведён анкетный опрос осуждённых женского пола ФБУ «Исправительных колоний» ФСИН России. Тема программы «Особенности пенитенциарной адаптации осуждённых женщин с детьми». Выборочный опрос методом анкетирования - n=270; интервьюирования - n=55 респондентов-осуждённых мам, родивших в местах лишения свободы (2014-2020 гг.). Возраст респондентов 20-40 лет. Ответы респондентов обработаны с помощью программного пакета SPSS.

В статье анализируются жизненные траектории детей, рождённых в местах лишения свободы. В завершении публикации приводится стенограмма беседы автора с несовершеннолетним, воспитывающимся в настоящее время в интернатных учреждений для детей-сирот. Делаются авторские выводы и предложения по совершенствованию уголовно-исполнительной России, в частности для заключённых женщин, имеющих детей в возрасте до трёх лет.

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В публикации представленный материал не содержит информации, относящейся к государственной тайне Российской Федерации.

Ключевые слова: заключённые и осуждённые женщины, имеющие детей в возрасте от 0 до 3 лет; дом матери и ребёнка при исправительной колонии ФСИН России; дети, рождённые в тюрьме (новорождённые дети); ресоциализация осуждённых; постпенитенциарная адаптация; репликативная преступность; дети-сироты, рождённые в тюрьме; пенитенциарные учреждения; интернатные учреждения для детей-сирот; отказ от новорождённого ребёнка; передача детей из исправительной колонии в интернатные учреждения для детей-сирот.

Information about author:

Artyom Y. Nesterov – Honorary Member of the National Academy of Sciences of the Republic of Kazakhstan (NAS RK), Leading Researcher, Institute of Demographic Research - Federal State Budgetary Institution of Science “Federal Research Center of the Russian Academy of Sciences” (Moscow, Russia), e-mail: ne7terov.ay@gmail.com, https://orcid.org/0000-0001-8244-9546.

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Rakhmetulina B.S.[1],* Seitenova S.Zh.[1], Sultanova M.B.[2], Nauryzbayev E.A.[1], Nukiev B.A.[1]

[1]Kokshetau State University named after Sh. Ualikhanov, Kokshetau, Kazakhstan;
[2]West Kazakhstan agrarian and technical University named after Zhangir Khan.
E-mail: bagdat_82@mail.ru

THEORETICAL AND LEGAL FOUNDATIONS OF THE GENESIS OF THE GENDER MOVEMENT AND FEATURES OF THE FORMATION OF THE THEORY OF FEMINISM

Abstract: after gaining sovereignty, the Republic of Kazakhstan pays close attention to the problem of ensuring women's rights. The ongoing processes of the democratization of our society, socio-cultural and political transformations in the CIS countries have created both new opportunities and certain obstacles to achieving gender equality. From the point of view of the international law, gender policy has the interest as theory of gender equality that underlies the women's liberation movement. Already in the late 70-th in the twentieth century, feminist movements in the civilized countries of Europe became widespread. Feminism, inspired by socialist ideals, has its main goal as the fight against all forms of exploitation, including the exploitation of women, understood in the broad sense. Now an important and necessary condition for building the democratic state, governed by the rule of law, is the formation and development of sustainable non-governmental sector that will ensure, along with state bodies, the free and real participation of the citizens in decision-making and management of social processes, thereby strengthening civil society. It is an axiom that women's non-governmental organizations play the special role in the development of the civil society; today they are the real social force that can influence the legal policy of our country. In this regard, we need strong international legal framework and stable legislation that allows women's organizations to develop independently and participate in the political life of the state, society and the world community.

Key words: feminism, transformative politics, global feminism, inequality, subordination of women, gender equality theory, feminist social theory, gender differences, women's identity, feminist philosophy.

The relevance of the topic. Theoretical and legal analysis of the Genesis of the global women's movement allows us to conclude that in the twentieth century the feminist theory of sex equality and the movement for women's liberation turned into phenomenon, civilizational scale with expanded philosophical concept based on the developed methodological basis and legal ideas of gender equality. The thesis substantiates the concept of "gender equality" as the granting of equal rights to men and women. At the same time, this provision is based on the differentiation of rights and freedoms based on gender, granting special, specific rights to women. With this approach, it is possible to better ensure the right to personal integrity and freedom of women, political and other rights, as well as their social protection [1, P.7]. This article reveals the international legal features of the interaction of women's international organizations for the protection of women's rights in open society, as well as the active strengthening of the role of the women's movement, which together caused the birth of new relations.

Materials and methods of research. The methodological basis of our article is: dialectical approach to the consideration of the problem with the use of general, particular and special methods of scientific knowledge - system, comparative legal, historical, formal legal, sociological and cultural.

Research results. The article reveals the meaning and content of the main UN documents in the formation of the world women's movement. An analysis of the activities of this international organization, as well as international documents adopted by the UN, allows us to conclude that today the world has made great progress in protecting and promoting women's rights. The most important were the last thirty-five years, during which the main problematic areas of women's rights were identified, international standards for achieving gender equality were developed and adopted, and international agreements were reached to achieve true equality between men and women [2, P.10].

The article analyzes the degree of activity of women's non-governmental organizations in the formation and implementation of the state gender policy, which is currently quite high in Kazakhstan. We believe it is possible to conclude that in their evolutionary development, women's organizations have passed the number of stages from the formation, the choice of main tasks, to the status of lobbying NGOs. Women's NGOs often accumulate vast knowledge of gender concepts and approaches, including international ones, which is not always available to state bodies. Women's NGOs have reached the point, where they can act as both partners of the state and, if necessary, strong opponents.

Historical analysis of the current legislation of Kazakhstan, regulating the development of the civil society allows us to conclude that at present, our country has in principle created an international legal framework for the development of women's organizations that have the significant impact on solving socio-cultural and political problems [3, P.58]. However, there are the problems, related to the implementation of legal opportunities. First of all, this is due to the low level of legal awareness of women, especially those, living in rural areas, the presence of patriarchal, often discriminatory customs, and existing negative stereotypes about women, which significantly undermines the effectiveness of the state gender policy in our state. In this regard, we believe that the main directions of the development of women's organizations should be related to improving the legal culture of women.

The international legal analysis of the content of normative legal acts of Kazakhstan, regulating the issues of ensuring women's rights suggests that Kazakhstan has higher level of social protection for women, high level of ensuring women's access to education, effective state regulation and promotion of women's involvement in entrepreneurship. Women's political rights, which allow women to participate in decision-making at various levels of government, are the least effective in regulating state gender policy. In this regard, we consider it necessary to conduct gender expertise at the state level of the most important legislative acts related to the human rights.

Beginning in the nineteenth century, women, who had been considered inferior throughout history, gradually began to win more and more legal rights and opportunities. In different civilizations of the world, women occupied very different social position. But men had much more rights, and considered themselves superior to women, the so-called strong half of humanity [4, P.17].

The beginning of the first public debate about the properties, place, role and opportunities of women were mainly men (Plato, Aristotle, Thomas Aquinas, Agrippa of Nottingham), but since the XV century, women's voices are beginning to be heard in the society.

The woman, who first wrote about the rights and dignity of her sex, was probably the French Christina de Pisan (1364-1430). In her Book "On the city of women", published in 1504, she defended women's right to education and political influence. One of the earliest documents written in the spirit of feminist ideology is the "Declaration of the rights of women and citizens", published by the French writer Olympia de Gouges in 1791 [5, P.67].

The classic text of feminism is considered to be the book of the English writer Mary Wollstonecraft "In defense of women's rights", published during the French revolution. However, it was only after the famous meeting of women in Seneca Falls (New York) in the United States in 1848, the publication of the "Declaration of feelings" and the number of resolutions on women's rights that the actual feminist thought and organized women's movement began to develop. The "Declaration of feelings" was published as the response to the previously proclaimed Declaration of Independence.

It raised issues of women's social, civil and religious rights and freedoms. The authors set out to bring the status of women, albeit belatedly, in line with the changes those were made in the lives of men by the generation of the liberating fathers. It was emphasized that the revolution in the United States gave women promises that were never realized [6, P.192].

At the initial stage, feminists did not use the term "feminism", but called themselves "defenders of women's rights". The word "feminism" by itself comes from the Latin "femina", i.e. woman. It was introduced into scientific use by the French socialistic theorist Charles Fourier in the first half of the nineteenth century. He wrote about "new woman", who would participate in changing social life, and at the same time change herself in the society, based on Association and reciprocity. Fourier was convinced that "women's empowerment is the main source of social progress" [7, P.64].

In the scientific literature, it is generally accepted that the political language and goals of feminism originated in the era of the French revolution and the Enlightenment. Although many Anglo-American researchers discover the ideas of feminism in the seventeenth century and even in earlier history [8, P.169].

In historical development, women reformers and their sympathizers of the stronger sex became increasingly convinced that suffrage was of paramount importance and was the key to further progress [9, P.145].

Relatively free from prejudice States (New Zealand, Australia, Finland, Norway) granted women the right to vote before the First World War. In other countries, the struggle grew. It acquired the special drama in England, where in 1903 militant wing of the suffragette movement was formed, led by Emmeline Pankhurst. Their apparent professional prowess crushed many arguments against the political equality, and in order to prevent the suffrage campaign from resuming, the British government granted women the right to vote. The example of the British was followed by the United States and many other countries.

The problems caused by the difficulties of the Second World War and the subsequent restoration of the world economy pushed feminism into the background, although the feminists themselves did not disappear, they simply became invisible. The shock of the war and the shortage of men made the usual traditional relationships relevant.

Until the mid-60s, problems related to the differences between the sexes in the society were not considered politically important. The different social, economic, and political roles of women and men were considered "natural" and inevitable in the socio-humanitarian literature. Traditional political theory has played the role in maintaining this kind of belief, generally ignoring differences between the sexes in theoretical analysis.

The subsequent rapid development of the women's movement and feminist thought since the late 60s contributed to the rethinking of many traditional theories that did not take into account the significance of gender (socio-gender) differences in society [10, P.5].

Well-known feminist theorists drew attention to the division of roles between the sexes, which is characteristic of all societies, modern and ancient, and showed the political significance of this division. In the twentieth century, feminism developed into the distinct ideology, offering concepts and theories that challenged many claims of traditional political thought. In particular, feminism pointed to the political nature of relations between the sexes, the dominance of men and the subordination of women in most or even all societies. Many male thinkers before the advent of feminism also noted the fact of gender inequality, but recognized it as an unchangeable and even desirable feature of the social life. On the contrary, feminism is characterized by the belief that social inequality of the sexes and the oppression of one sex by the other can and should be overcome.

Nowadays, in modern science, there is no universal definition for such diverse and internally contradictory phenomenon as feminism. In the Oxford dictionary of sociology, feminism is defined as the theory of gender equality in society, as well as the social movement, aimed at achieving equality between the sexes, primarily by empowering women in all spheres of life. In Encyclopedia of Feminism, there are more than 300 definitions of "feminism". The author notes that "currently there are only a lot of individual definitions of feminism, and its fundamental definition is still under discussion".

However, in Western European historiography, historical feminology has long been an independent scientific discipline. Its development is mainly in two directions: the study of changes in the social status and role functions of women in the society, and related issues of self-identification and the search for ways of self-actualization and socialization in the changing society, and the study of "women's history", i.e. history, written from the perspective of women's experience. In Russian historiography, research in the field of feminology began to appear relatively recently - in the early 90's.

Unfortunately, by the end of the 80's, and especially during the 90's, the balance between the ideas of freedom, equality and justice was broken. In the United States, Canada, England, and many other countries of Western Europe, and after the collapse of the socialist camp and in the countries of Central and Eastern Europe, the prevailing policy of neoliberalism and polarization of the society, violation of the principle of equality, not to mention justice. In the new shell, the once relatively progressive principle of liberal individualism underwent the significant transformation: the main thing was not the identification of true individuality, but freedom in the disposal of private property.

The accumulated experience of the Western women's movement has shown that only an independent strategy formulated by women and not for them, can really change the position of women in society and, thereby, makes society more humane.

By the time of the collapse of the former Soviet Union in the early 1990s, women's NGOs around the world had achieved much to change the established views of the society. The United Nations has played a huge role in this, and over the past three decades it has been Central driving force for promoting women's rights and improving their situation in all countries of the world. Expanding the scope of the UN's humanitarian activities has significantly brought its positions closer to the goals of international public (non-governmental) organizations and objectively expanded the base of cooperation between them in the field of international legal gender equality.

If we look at this problem in traditional Muslim States, in most Arab countries, Islam does not encourage Eastern women to seek education and participate in socially useful work. Women's interests are still limited to their families and homes. However, more and more students are entering the women's departments of Arab universities. It is significant that the representation of women in legislative and executive bodies in Asian countries has increased significantly in recent years.

Conclusion. According to the current opinion of representatives of women's organizations, complete victory is still far away. Thus, physical and sexual violence against women was one of the first problems of the early 1990s, while political and economic discrimination also remained the same. Negative changes have occurred in almost all areas of life support (nutrition, medical and household services, education, etc.) in many countries of the world, women are still deprived of basic rights, even the right to choose their own husband.

UN statistics show that women make up more than 50% of the world's population at the end of the twentieth century; their share in production is 2/3, while they receive only 10% of all income and own 1% of all property. The "Human Development Report 2015", prepared by the UN for the VII World Conference on Women (Beijing), notes that the differences between the sexes were the most persistent, despite the relentless struggle for equal opportunities for women and men. Women make up 70% of the poor, 2/3 of the illiterate people in the world; they occupy only 14% of administrative and managerial positions, 6% in the Cabinet of Ministers, and no more than 11% of seats in parliaments. The problem of physical violence against women continues to be relevant. Despite certain achievements in ensuring equal rights and opportunities in the form of political and legislative measures, the process of achieving gender equality was researched in this article.

Рахметулина Б.С.[1*], Сейтенова С.Ж.[1], Султанова М.Б.[2], Наурызбаев Е.А.[1], Нукиев Б.А.[1]

[1]Ш. Уәлиханов атындағы Көкшетау мемлекеттік университеті, Көкшетау, Қазақстан;
[2]Жәңгір хан атындағы Батыс Қазақстан аграрлық-техникалық университеті КеАҚ, Орал, Қазақстан.
E-mail: bagdat_82@mail.ru

ГЕНДЕРЛІК ҚОЗҒАЛЫС ГЕНЕЗИСІНІҢ ТЕОРИЯЛЫҚ-ҚҰҚЫҚТЫҚ НЕГІЗДЕРІ ЖӘНЕ ФЕМИНИЗМ ТЕОРИЯСЫНЫҢ ҚАЛЫПТАСУ ЕРЕКШЕЛІКТЕРІ

Аннотация: Қазақстан Республикасында егемендік алғаннан кейін әйелдердің құқықтарын қамтамасыз ету проблемасына жіті назар аударылады. Қоғамды демократияландыру үдерістері, ТМД елдеріндегі әлеуметтік-мәдени және саяси қайта құрулар гендерлік теңдікке қол жеткізу жолында жаңа мүмкіндіктер де, белгілі бір кедергілер де тудырды. Халықаралық құқық тұрғысынан гендерлік саясат әйелдердің азаттық қозғалысының негізін құрайтын гендерлік теңдік теориясы ретінде белгілі бір қызығушылық тудырады. 70-жылдардың соңында ХХ ғасыр Еуропаның өркениетті елдеріндегі феминистік қозғалыстар жаппай сипат алды. Социалистік идеалдардан шабыт алған Феминизм негізгі мақсат ретінде қанаудың барлық түрлерімен, соның ішінде әйелдерді қанаумен күресуді жариялайды. Қазіргі кезде демократиялық құқықтық мемлекет құрудың маңызды және қажетті шарты мемлекеттік органдармен қатар азаматтардың әлеуметтік процесстерді шешу мен басқаруға еркін және нақты қатысуын қамтамасыз етуге, сол арқылы азаматтық қоғамды нығайтуға мүмкіндік беретін орнықты үкіметтік емес секторды қалыптастыру мен дамыту болып табылады. Аксиома – әйелдердің үкіметтік емес ұйымдарының азаматтық қоғамды дамытудағы ерекше рөлі; бүгінде олар еліміздің құқықтық саясатына әсер ете алатын нақты қоғамдық күш. Осыған байланысты әйелдер ұйымдарының дербес дамуына және мемлекеттің, қоғамның және әлемдік қоғамдастықтың саяси өміріне қатысуына мүмкіндік беретін берік халықаралық-құқықтық база, тұрақты заңнама қажет. Бұл мақалада халықаралық құқық тұрғысынан алғанда Қазақстандағы әйелдер қозғалысының қалыптасуы мен даму үдерісін ашып көрсету қажет. Қазақтардың көшпелі өркениетінің жарқын элементтерін алып жүретін, біздің елімізде қалыптасқан көпғасырлық мәдени-діни дәстүрлер, әдет-ғұрыптар, тұрмыстық жағдайлар батыстық өмір сүру жағдайларынан күрт ерекшеленеді, өз құқықтары мен бостандықтары үшін күресте әйелдер қозғалысының қалыптасуына өз таңбасын салды. Айта кету керек, КСРО ыдырағаннан кейін қалған ортақ мұра, халықаралық құқық пен құқықтық жүйені дамыту үшін тең «бастапқы» мүмкіндіктер, дегенмен, гендерлік саясатты жүргізу кезінде ТМД-ның әр мемлекеті гендерлік дамудың белгілі бір аспектілерін өздері үшін басым деп анықтай отырып, өз жолымен жүрді. Әлемдегі феминистік қозғалыстың жалпыланған тәжірибесі «әйел мәселесінің» әлі толық шешілмегенін айқын көрсетеді.

Түйін сөздер: феминизм, трансформациялық саясат, жаһандық феминизм, теңсіздік, әйелдерге бағыну, гендерлік теңдік теориясы, феминистік әлеуметтік теория, гендерлік айырмашылықтар, әйелдердің жеке басы, феминистік философия.

Рахметулина Б.С.[1],* Сейтенова С.Ж.[1], Султанова М.Б.[2], Наурызбаев Е.А.[1], Нукиев Б.А.[1]

[1]Кокшетауский государственный университет им. Ш. Уалиханова, Кокшетау, Казахстан;
[2]НАО Западно-Казахстанский аграрно-технический университет имени Жангир хана, Уральск, Казахстан.
E-mail: bagdat_82@mail.ru

ТЕОРЕТИКО-ПРАВОВЫЕ ОСНОВЫ ГЕНЕЗИСА ГЕНДЕРНОГО ДВИЖЕНИЯ И ОСОБЕННОСТИ ФОРМИРОВАНИЯ ТЕОРИИ ФЕМИНИЗМА

Аннотация: после обретения суверенитета в Республике Казахстан уделяется пристальное внимание проблеме обеспечения прав женщин. И это не случайно. Происходящие процессы демократизации общества, социо-культурные и политические преобразования в странах СНГ создали как новые возможности, так и определенные препятствия на пути достижения гендерного равенства. С точки зрения международного права, гендерная политика представляет определенный интерес как теория равенства полов, лежащая в основе движения женщин за освобождение. Сейчас важным и необходимым условием построения демократического правового государства является формирование и развитие устойчивого неправительственного сектора, который позволит обеспечить, наряду с государственными органами, свободное и реальное участие граждан в принятии решений и управлении социальными процессами, тем самым укрепляя гражданское общество. Аксиомой является особая роль женских неправительственных организаций в развитии гражданского общества; сегодня они являются реальной общественной силой, способной влиять на правовую политику нашей страны. В связи с этим необходима прочная международно-правовая база, стабильное законодательство, позволяющее женским организациям самостоятельно развиваться и участвовать в политической жизни государства, общества и мировом сообществе. В данной статье, с точки зрения международного права, постараемся раскрыть процесс становления и развития женского движения в Казахстане. Отметим, что многовековые культурно-религиозные традиции, обычаи, нравы, бытовые условия, сложившиеся в нашей стране, несущие яркие элементы кочевой цивилизации казахов, резко отличаются от западных условий жизни, наложили свой отпечаток на формирование движения женщин в борьбе за свои права и свободы. Отметим, что общее наследие, оставленное после развала СССР, равные «стартовые» возможности для развития международного права и правовой системы, тем не менее, при проведении гендерной политики каждое из государств СНГ шло своим путем, определяя приоритетными для себя те или иные аспекты гендерного развития. Обобщенный нами опыт феминистского движения в мире наглядно показывает нам, что «женский вопрос» окончательно еще не решен. Мы рассмотрим более подробно особенности становления теорий феминизма.

Ключевые слова: феминизм, трансформативная политика, глобальный феминизм, неравенство, подчинение женщин, теория равенства полов, феминистская социальная теория, гендерные различия, женское самосознание, феминистская философия.

Information about the authors:

Rakhmetulina B.S. – Candidate of Law, Senior Teacher, Chair of Jurisprudence of Kokshetau State University named after Sh. Ualikhanov, Kokshetau, Republic of Kazakhstan, bagdat_82@mail.ru, https://orcid.org/0000-0001-5894-8716;

Seitenova S.Zh. – Master of Law, Senior Lecturer; Chair of Jurisprudence of Kokshetau State University named after Sh. Ualikhanov, Kokshetau, Republic of Kazakhstan, saule_81@mail.ru, https://orcid.org/0000-0002-1906-2805;

Sultanova M.B. – Candidate of Economy, Associate Professor, Chair of Management of West Kazakhstan agrarian and technical University named after Zhangir Khan, Uralsk, Republic of Kazakhstan, mens-70@mail.ru, https://orcid.org/0000-0001-9757-8981;

Nauryzbayev E.A. – Master of Law; Chair of Jurisprudence of Kokshetau State University named after Sh. Ualikhanov, Kokshetau, Republic of Kazakhstan, erlan_83@mail.ru, https://orcid.org/0000-0001-6637-7933;

Nukiev B.A. – Master of Law; Chair of Jurisprudence of Kokshetau State University named after Sh. Ualikhanov, Kokshetau, Republic of Kazakhstan, berik_84@mail.ru, https://orcid.org/0000-0002-8332-1795.

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Toktombaeva A.Zh.[1],* Amanaliev U.O.[1], Mazhitov B.O.[2]

[1]Kyrgyz National University named after Jusup Balasagyn, Bishkek, Kyrgyz Republic;
[2]International University named after Kantoro Toktomamatov, Jalal-Abad, Kyrgyz Republic.
E-mail: tajdaj@mail.ru

PRINCIPLES OF JUDICIAL AUTHORITY: HISTORY OF ESTABLISHMENT

Abstract: the article analyzes using the historical, normative and systemic methods, as well as analysis and synthesis, the provisions of the Constitution of the Kyrgyz Republic and the institution of principles of the judiciary, including the content of the philosophical, theoretical and legal research of this formation in the works of philosophers and legal scholars.

According to the authors, the lack of the unified approach to understanding the content of the principles of administering justice entails the emergence of the practical problems in the organization and activities of courts.

The presented article examines the historical, legal and theoretical aspects of the development of the principles of justice. The formation of these basic provisions is revealed through the evolution of the philosophical concepts of Plato, Aristotle, G. Grotius, T. Hobbes, J. Locke, J.-J. Rousseau, I. Kant and G.J. Berman. The principles of the judiciary in the context of their existence as a basic category of law have been studied by many authors. The process of formation and becoming of general principles of law is analyzed, during which some basic provisions of law, influencing judicial procedures, arose up to the present time.

From the point of view of the authors came to the conclusion for the most part they are only theoretical studies do not have real access to the practical problems of law enforcement and lawmaking. This tendency is natural, since at that time the science of jurisprudence was faced with an ideological task - to really substantiate the expediency of functioning legislation and thus confirm the "wisdom and foresight of the state leadership".

Key words: state, judicial power, principle, method, science, justice, legal proceedings.

Introduction. The lack of unified approach to understanding the content of the principles of administering justice entails emergence of practical problems in the organization and operation of courts. It is natural with change in socio-political system, the global transformation of the economic foundations of government, adoption of the fundamentally new Constitution, laws, by-laws, the entire arsenal of theoretical knowledge regulating the corresponding relations in society is existentially updated (Hetman, 2013, p. 17). The imbalance in the mechanism for empowering judges and their further exercise of judicial authority, uncertainty of scope and limits of powers, the absence of clearly formulated functions of courts in the Constitution of the Kyrgyz Republic, violation of the independence and self-dependence of the judiciary in matters of self-regulation, obligation and enforcement of its decisions, use of state power mechanisms, including judicial, contrary to its purpose and meaning - this is only a small nomenclature of problems, which is associated, among other things, with the problems of consolidating and implementing the principles of justice.

Justice is a function of law enforcement is directly related to implementation of the most significant rights and legitimate interests of person and citizen, state and non-state organizations, officials.

At the turn of the century in the Kyrgyz Republic, as well as abroad, there are processes of comprehension of the traversed historical path, further prospects for development of democracy, civil society, and legal statehood. There is a certain reassessment of values in system of democratic institutions. The problems of the judiciary, justice, legality, equity and law and order are increasingly being brought to fore. Looking at the judiciary as an integral component of modern democracy makes the task of studying the patterns and the forms of its implementation even more urgent.

The study of the problems of the judiciary under the rule of law is a complex and interesting topic, since it combines two global, interrelated and interdependent problems of domestic transformations - the rule of law and the judiciary.

Methods. The article analyzes using the historical, normative and systemic methods, as well as analysis and synthesis, the provisions of the Constitution of the Kyrgyz Republic and the institution of principles of the judiciary, including the content of the philosophical, theoretical and legal research of this formation in the works of philosophers and legal scholars.

Discussion. For legal system, it is important both the content of subject of legal regulation and what lies at the basis of law regulation of these legal relations (Murzabekova, 2018, p. 174). The need to determine the main directions for further development of judicial system based on generalization of accumulated experience determines historical research legal knowledge about the judiciary by studying its individual elements. In this regard, study of the principles of the judiciary as an integral institution seems relevant.

Theoretical provisions on independence of the judiciary without defining conceptual directions of the legal regulation of these principles will remain declarative. The imbalance in mechanism of exercising judicial power is largely predetermined by lack of unified conceptual approach to understanding the content of the principles of justice. Further development of scientific thought dictates the need for historical analysis of the emergence, the development, the transformation of the general legal principles into the principles of the judiciary, the absence of which entails emergence of practical problems of organization and activities of courts.

At present, subject of the principles of justice in Kyrgyz legal science is not clearly defined, as a rule, it is presented in form of provisions concerning' composition the definitions of principles and their systems, characterizing various points of principles' interaction that establish peculiarity of implementation of provisions are included in the content of the system of principles, on different stages of production (Toktombaeva, Azhybaeva, 2016, p. 1).

Undoubtedly, emergence of the principles of law is inextricably linked with composition of moral attitudes, repeated and reinforced in the mind of law enforcement officer. Researchers note even in the creations of the Greeks, human nature is ideally embodied and clearly demonstrated in all the richness of its individual manifestations, therefore, studying them, person gets the idea of human in general, "living" with the Greek spirit, he becomes more humane.

The overwhelming majority of philosophical studies in Ancient Greece, to one degree or another, dealt with problematic issues of relationship between human and state. Ancient thinkers tried to cognize reality in full, explaining the necessity of the existence of laws of society and nature; at this stage in development of philosophical thought, the laws of society and nature did not particularly differ.

Creating the logical and epistemological doctrine of ideas, Plato noted justice is prerequisite for existence of individual, society and state. This thinker believed only ideal State corresponds to person's needs (Khmara, 2014, p. 2) and came to the conclusion ideal state and correct laws are possible only in cases of deepest embodiment of ideas in social, political and legal life. Plato proclaimed the rule of law in public life and noted he sees imminent death of state, where laws do not have power, being under someone else's power. In a state where laws are sovereigns over rulers, and latter are his slaves, Plato saw salvation of state and all the benefits that gods can bestow on states (Nersesyants, 1997, p. 411).

Aristotle understood of the meaning of justice as a virtue strictly human by interpretative analyzes (Moraes, 2015, p. 245). This scientist dismembered the right to the natural and the volitional, and noted latter expresses ideas and requirements for political justice in relations between people. The thinker believed there is a need for conformity of natural law to conditional law, the significance of using requirements and principles of political justice in procedure for adopting laws, as well as in process of determining the rules of conditional law (Nersesyants, 1997, p. 412).

In ancient Rome, issues related to law were considered paramount. With the gradual penetration into Roman philosophy of Greek ideas about objective law, the norms of Quirite law were questioned. Gradually, the outdated law looked more unfair, and the new "ius gentium" - just. Thus, in practice, the conviction has developed criteria of naturalness, and therefore fairness of law, are the durability and prevalence of any norm.

However, rule-making was largely inductive. The specific rule was formed, and if applicable, it was applied in other similar cases. Such universal norms took, according to Harold J. Berman, the form of refined epigrammatic statements of fundamental legal principles (Berman, 1994, p. 140).

Western European lawyers, continuing the traditions of the philosophy of Ancient Greece, tried to synthesize the norm at a more significant level, and combine the principles themselves into a single system. They decided to use the Roman "regulae" as universal, just and independent principles. The presented innovation greatly expanded knowledge about the principles of justice, since it was from this moment that the principles themselves were considered as prescriptions that have normative content.

Harold J. Berman notes that the originality of the contribution of twelfth century lawyers to scientific thought lies in their construction of general principles, which is consistent with the evidence. Western scholars have developed not only empirical methods and ways to test the validity of general principles, but also ways to use them (Berman, 1994, p. 140).

The questions concerning law, especially in the sphere of principles, have been the focus of attention of many philosophers and thinkers of modern times. G. Grotius wrote he substantiated the task of lawyers to conform the existing law with the ideals of justice, relying on the teachings of Aristotle (Burakov, Pugachev, 2007, p. 631).

T. Hobbes, in turn, believed the basis of statehood is a social contract, not violence. He recognized limitation of personal freedom as permissible only in those cases when the guarantee of life together is necessary (Ibragimov, 2017, p. 76). J. Locke believed private property is the basis of person's freedom and independence, inviolability of his social relations (Kovalev, 2015, p. 103).

In the integration of law and philosophy the special role should be considered by the outstanding French philosopher Jean-Jacques Rousseau. He defined justice as an inalienable property of reason and came to the conclusion that the law of justice is inactive, because it has no sanctions. The command of one person, whoever he may be, in his own name, is not the essence of the law (Russo, 1969, p. 177). This conclusion justified the need for collective rule-making, democratization of the social and state system.

The German philosophers also made the important contribution to the doctrine of law and principles. I. Kant noted natural law is based on a priori principles, and positive legislation is determined by will of legislator. That is, external actions, the free manifestation of arbitrariness must be combined with freedom of everyone in accordance with universal law (Kant, 1968, p. 140). This philosopher asked the following question: "Will there be or not the Law necessary for all rational beings, by which all actions are judged on such principles that these people are recognized as Universal Laws?" and argued, if this Law exists, it will be used in completely a priori form to the concept of desire for a rational being (Miranda, 2014, p. 2). Thus, I. Kant essentially proclaimed the constitutional principle of equality of people in legal society.

Results. Further development of scientific thought dictates the need for a historical analysis of the emergence, development, transformation of general legal principles into basic provisions of justice. The principle of law is an important element of the rule of law, it can even be said to be the 'heart' of the rule of law (Hasan, Kristinawati, Kuswanto, 2020, p. 43). The lack of principles of justice entails the emergence of practical problems in organization and operation of courts. In addition to the philosophical substantiation of the doctrine, many jurists deeply comprehended issues directly related to the constitutional principles of justice.

Conclusion. Without diminishing the value of the above works, at the same time, we note for the most part they are only theoretical studies do not have real access to practical problems of law enforcement and lawmaking. This tendency is natural, since at that time science of jurisprudence was faced with the ideological task - to really substantiate expediency of functioning legislation and thus confirm "wisdom and foresight of state leadership". Summing up the study of the historical and legal aspects of the formation and becoming of the principles of the judiciary, it should be said as a result of analysis, principles have been identified have impact on justice since ancient times, and exist relatively recently (in the historical period of time), which have received normative consolidation in acts of various legal strength.

Тоқтомбаева А.Ж. [1],* Аманалиев У.О.[2], Мажитов Б.О.[3]

[1]Ж. Баласағұн атындағы Қырғыз Ұлттық Университеті, Бішкек, Қырғызстан;
[2]Қ.Ш. Токтомаматов атындағы Халықаралық университет, Жалал-Абад, Қырғызстан.
E-mail: tajdaj@mail.ru

СОТ БИЛІГІ ҰСТАНЫМДАРЫНЫҢ ТАРИХИ ПАЙДА БОЛУЫНЫҢ КЕЙБІР МӘСЕЛЕЛЕРІ

Аннотация: мақалада Тарихи, нормативтік және жүйелік әдістерді, сондай-ақ талдау мен синтезді қолдана отырып, Қырғыз Республикасының Конституциясы мен сот билігі принциптері институты, оның ішінде философтар мен заңгерлердің еңбектеріндегі осы институттың философиялық және теориялық-құқықтық зерттеулерінің мазмұны қаралды.

Авторлардың пікірінше, сот төрелігін жүзеге асыру принциптерінің мазмұнын түсінуде бірыңғай тәсілдің болмауы соттардың ұйымдастыру жүйесі мен қызметінде практикалық проблемалардың туындауына әкеледі.

Ұсынылған мақалада сот төрелігі қағидаттарын дамытудың тарихи, құқықтық және теориялық аспектілері қарастырылған. Бұл принциптердің қалыптасуы Платон, Аристотель, Г. Гроция, Т. Гоббс, Дж.Локк, Ж.Ж. Руссо, Кант және Г.Дж. Берман т.б. философиялық тұжырымдамаларының эволюциясы арқылы ашылады. Құқықтың негізгі категориясы ретінде олардың өмір сүру контекстіндегі сот жүйесінің принциптерін көптеген авторлар зерттеді. Құқықтың жалпы принциптерін құрылу және қалыптасу процесі талданады, оның барысында сот рәсімдеріне әсер ететін кейбір құқықтық принциптер пайда болды.

Мақалада зерттелген дереккөздердің көпшілігі қолдану және заң шығару құқығы сынды практикалық проблемаларға нақты қол жеткізе алмайтын теориялық зерттеулер ғана екендігі айтылған. Мұндай үрдіс заңды да, өйткені ол кезде заң ғылымының алдында идеологиялық міндет – қолданыстағы заңнаманың орындылығын нақты негіздеу және осылайша "мемлекеттік басшылықтың даналығы мен көрегендігін" растау болды.

Түйін сөздер: мемлекет, сот билігі, ұстаным, әдіс, ғылым, сот төрелігі, сот ісі.

Токтомбаева А.Ж.[1],* Аманалиев У.О.[1], Мажитов Б.О.[2]

[1]Кыргызский Национальный университет им. Жусупа Баласагына, Бишкек, Кыргызстан;
[2]Международный университет имени К.Ш.Токтомаматова, Жалал-Абад, Кыргызстан.
E-mail: tajdaj@mail.ru

НЕКОТОРЫЕ ВОПРОСЫ ИСТОРИЧЕСКОГО ВОЗНИКНОВЕНИЯ ПРИНЦИПОВ СУДЕБНОЙ ВЛАСТИ

Аннотация: в статье исследованы с применением исторического, нормативного и системного методов, а также анализа и синтеза, положения Конституция Кыргызской Республики и институт принципов судебной власти, включая содержание философских и теоретико-правовых исследований данного института в трудах философов и ученых-юристов.

По мнению авторов отсутствие единого подхода в понимании содержания принципов осуществления правосудия влечет возникновение практических проблем в организации и деятельности судов.

В представленной статье рассмотрены исторические, правовые и теоретические аспекты развития принципов правосудия. Становление данных принципов раскрывается через эволюцию философских концепций Платона, Аристотеля, Гроция Г., Гоббса Т., Локка Дж., Руссо Ж.Ж., Канта И. и Бермана Г.Дж. Принципы судебной власти в контексте их существования как базовой категории права изучались многими авторами. Анализируется процесс становления и формирования общих принципов права, во время которого возникли некоторые принципы права, влияющие на судебные процедуры, до настоящего времени.

В публикации отмечается, что в своем большинстве исследованные источники представляют собой лишь теоретические исследования, не имеющие реального доступа к практическим проблемам право применения и правотворчества. Такая тенденция закономерна, так как в то время перед наукой юриспруденции стояла идеологическая задача – реально обосновать целесообразность функционирующего законодательства и таким образом подтвердить «мудрость и дальновидность государственного руководства».

Ключевые слова: государство, судебная власть, принцип, метод, наука, правосудие, судопроизводство.

Information about authors:

Toktombaeva A.Zh. – Cand. Jurid. Sci., Docent, Kyrgyz National University named after Jusup Balasagyn, Bishkek, Kyrgyz Republic. E-mail: tajdaj@mail.ru, https://orcid.org/0000-0002-6690-3099;

Amanaliev U.O. – Doct. Jurid. Sci., acting Professor, Kyrgyz National University named after Jusup Balasagyn, aurmato@mail.ru, https://orcid.org/0000-0002-7438-8752;

Mazhitov B.O. – Cand. Jurid. Sci., Docent, International University named after Kantoro Toktomamatov, Jalal-Abad, Kyrgyz Republic. E-mail: bakytbeks@mail.ru, https://orcid.org/0000-0002-5262-8698.

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САЯСАТТАНУ – ПОЛИТОЛОГИЯ – POLITICAL SCIENCE

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Nyssanbayeva A.

IKTU n.a. H.A.Yassawi, Turkestan, Kazakhstan.
E-mail: alya77@bk.ru

ACTUAL PROBLEMS OF CULTURAL POLICY OF KAZAKHSTAN

Abstract: the cultural policy development is becoming one of the factors for maintaining not only interethnic, interconfessional tolerance, but also socio-political stability in the country. In this sense, only national cultural values are capable of withstanding the negative consequences of globalization changes, preserving the integrity of national and cultural consciousness and laying the foundation for the spiritual renewal of Kazakhstani people. The influence of global transit can lead not only to a change in the social, political, cultural systems, but also to a shift in cultural values, orientations, cultural codes in the public consciousness of the population.

In this regard, the study of cultural values and orientations is of particular relevance; it can become an indicator of the state cultural policy, it allows to assess the cultural policy effectiveness, identify existing pressing problems, search for ways to solve them, make a forecast for the cultural areas development for the upcoming years.

At the same time, the cultural heritage preservation of the Great Silk Road is hindered by a number of negative factors, such as an acute shortage of specialists in cultural studies, bureaucracy and insufficient funding for the architectural monuments protection. To solve them, experts propose the creation of integration zones in the Central Asian region, a single tourism cluster.

During the analysis of the expert survey results, three groups of experts were identified: optimists-idealists, supporters of a full-fledged dialogue, intercultural exchange, enrichment of the cultures of the West and the East (more than 50%); materialists, supporters of the restoration of unique architectural complexes, monuments, striving for the development of the Central Asian region countries (30%) and pessimists. This may indicate a divergence of expert opinions on this issue.

Key words: cultural policy, consciousness, values, cultural policy models.

Introduction. In recent years, the world community has been drawing more and more attention to the issue of preserving the cultural heritage of the Great Silk Road. This issue has always worried historians, culturologists, archaeologists, philosophers and political scientists. Being an integral part of the UNESCO World Cultural Heritage, the Great Silk Road is becoming one of the facets of the dialogue between Western and Eastern civilizations. For instance, China should not be regarded only as one of the Asian countries, China is also an ancient civilization that has survived up to this day. How was China able not only to preserve, but also to develop its civilization? Perhaps, it is due to the cultural exchange with other civilizations. The implementation of targeted cultural policies by countries plays an important role in the cultural heritage preservation.

The degree of the topic development. In general, experts consider cultural policy from different angles:

- as an integral part of the management and handling of the culture area [1];
- through theoretical comprehension of various concepts of cultural policy [2], [3];
- as the historical development of nations and nationalities [4];
- as the development of the problem of education and culture of youth [5].

Research methods and methodology. To study the youth culture level as a factor in maintaining socio-political stability in the country, researchers apply the following quantitative research methods (questionnaires).

The article analyzes the expert survey results on the issue of preserving the cultural heritage of the Great Silk Road in Kazakhstan. When writing the article, the method of comparative analysis, methods of quantitative sociology and the study of expert opinions were applied.

The questionnaire for this expert survey was developed by the article author to identify the development level of cultural consciousness, values and orientations of experts. To implement a comparative analysis of the expert survey results, the typology of cultural policy models of the Russian researcher A.E. Khrenov was applied [6].

To determine the cultural consciousness level, the following concepts were used: cultural consciousness, values and orientations, which can become an indicator of the state cultural policy and allow assessing the effectiveness of the cultural policy implementation.

Research results. The cultural policy implementation is inextricably linked with the development level of cultural consciousness, values and orientations of the population.

In this regard, the study of cultural values, experts' orientations and their influence on the national idea formation, the cultural policy assessment of Kazakhstan, the main problems of protecting the cultural heritage of the Great Silk Road have acquired a special interest. In September 2018, at the Khoja Akhmet Yassawi International Kazakh-Turkish University, an expert survey was conducted among historians, philosophers, internationalists, political scientists, cultural scientists on the topic "Cultural heritage of the Great Silk Road" as part of the grant funding research project implementation of the Science Committee Ministry of Education and Science of the Republic of Kazakhstan "Modernization of the cultural heritage of the Great Silk Road on the basis of a comprehensive study of cultural monuments." The survey was conducted using the face to face method. The survey involved 200 respondents, 148 of whom were women and 52 men.

The sociological survey questions related to:

- studying cultural values, experts' orientations and their influence on the national idea formation;
- assessing the cultural policy of Kazakhstan;
- studying the main problems of cultural heritage protection of the Great Silk Road;
- studying the main experts' opinions;
- assessing the activity degree of the main subjects of cultural policy of Kazakhstan;
- analyzing further prospects for the cultural heritage protection.

During the analysis of the expert survey results, three groups of respondents were identified:

- the first (optimists-idealists) - supporters of a full-fledged dialogue, intercultural exchange, enrichment of the cultures of the West and the East (about 50%),
- the second (materialists) - supporters of the restoration of unique architectural complexes, monuments, striving for the development of the Central Asian region countries (about 30%),
- the third (pessimists) - respondents who do not fully believe in the possibility of reviving the Great Silk Road, but understand that ancient architecture will contribute to the religious tourism development in Central Asia (about 12%).

According to idealists-optimists, despite all the tendencies of the Great Silk Road becoming one of the geopolitics tools, its development was aimed at maintaining peace, prosperity and mutual enrichment of cultures and retained its original significance in the 21st century. In addition, for Kazakhstan, the international project "The Great Silk Road" will create conditions for the establishment of a full-fledged dialogue between the cultures of the West and the East, since the renaissance of art, culture and science of the Turkic world is closely connected with it.

According to materialists, the need to revive the Great Silk Road is obvious as this will serve as an impetus for the development of Kazakhstan, Uzbekistan, Turkmenistan, etc. Indeed, the process of intercivilizational exchange between the East and the West has always been and will be one of the main conditions for the successful development of the Central Asian region countries. The transit location of the Central Asian region plays a role in this.

The creation of integration zones is of great importance for the intercultural dialogue development and the tourism development. It was the creation of the European Schengen zone that allowed the EU countries to create a single European tourism cluster within the Schengen framework.

In this regard, one of the latest initiatives of the Head of State K.K. Tokayev on the need to create an integration zone on the territory of the post-Soviet space similar to the European Schengen zone, which would make it easier for foreign tourists to obtain a single visa, would also contribute to an increase in tourist flow from the Far Abroad to the CIS countries.

This is not the first initiative of K.K. Tokayev, since in recent years an agreement was signed between the countries of Central Asia on the creation of unified tourist routes between Kazakhstan and Uzbekistan Khiva-Bukhara-Samarkand-Turkestan. This contributes to the creation of a single tourist corridor for the religious pilgrimage tourism development within the Central Asian region, and possibly, in the near future, a single Central Asian tourist cluster similar to the European cluster.

If the well-known Western researcher S.Huntington in his book considers the points of contact of different civilizations and cultures to be the source of the emergence of a conflict of civilizations, then the ancient history of the Great Silk Road has always contributed to cultural mutual enrichment, trade exchange as an opportunity for a peaceful resolution of such situations. The values of Western civilization are based on superiority, competition and opposition. Unlike Western civilization, the values of Eastern civilization have always been aimed at creation, contemplation, preservation of harmony and mutual understanding. The cultural heritage of the Central Asian region countries is a certain kind of layer of peaceful interpenetration of the cultures of Western and Eastern civilizations. Therefore, the cultural heritage of the Great Silk Road is of particular value and significance for researchers.

In addition, the cultural heritage of the Great Silk Road is a huge cultural, historical, economic, political potential of the countries of the Great Silk Road, which allows creating new integration zones, corridors, a single tourist cluster for tourist flows between Europe and Asia. This would allow raising the economies of these countries to a new higher international level. The creation of new integration zones between the countries of the Great Silk Road would contribute to the preservation of stable peace and harmony in these countries. The future of intercivilizational cultural exchange lies in the creation of unified integration zones on the territory of the Great Silk Road. This will create new opportunities and show new ways of intercultural exchange, peaceful dialogue between countries.

In this regard, the experts of the second group (materialists) believe that a significant part of the unique architectural complexes that contribute to the preservation of the traditions of the Turkic-speaking peoples should be restored in a fairly short time.

According to pessimists, today the significance of the Great Silk Road for the development of modern trade is not as high as in antiquity. In addition, the third group experts believe that the cultural and historical heritage of the international transcontinental project to revive tourism on the Great Silk Road carries a certain geopolitical potential. The project implementation became possible due to the construction of the Western Europe - Western China transcontinental highway connecting the countries of Western Europe and the East. Kazakhstan plays an important role in the project implementation. The highway makes it possible to develop not only cultural exchange, but also to stabilize the economies of Western European and Asian countries.

In general, experts tend to understand the “cultural heritage of the Great Silk Road” as archaeological findings (about 50%) and monuments (about 25%).

By "cultural heritage", the experts understand the followings (in descending order): national values of priority importance for the country development, an important part of history, archaeological sites, manuscripts, cultural knowledge left over from the ancestors, cultural heritage, culture of ancestors, indelible trace, cultural values, culture that has come down to us.

As can be seen from the analysis, expert views on cultural heritage are formed from the following blocks: national values that are important for the development of the entire country, historical phenomenon and historical monuments, cultural heritage and values that represent the knowledge left over from the ancestors, the historical heritage of the ancestors that is important for the further development of the ethnic group.

The expert views analysis shows that experts understand the importance of cultural heritage not only for history and ethnic groups, but also for the whole country. In addition, the use by experts of the epithets as an important part of history, an indelible trace, the wealth of the country, a valuable asset, spiritual food can indicate the expert views of the cultural heritage of the Great Silk Road, which have a positive tone, a sense of pride and admiration for the presence of cultural heritage of world significance, which is included in the UNESCO World Heritage List.

In general, by concept the "national idea" experts understand the preservation of cultural heritage, national identity, spiritual values, sources of national spirituality, the essence of the existence of the nation, the people and national identity. In addition, the national idea implementation affects the protection level of historical monuments.

According to experts, there are some problems in the cultural policy implementation:

- the qualitative composition of civil servants in the departments of culture, languages, etc. leaves much to wish the best (about 10% of respondents). There is an acute shortage of specialists in cultural studies; lawyers, economists, historians, humanitarians, linguists are replacing them. The same picture is observed in many local history museums of the Turkestan region, there is an acute shortage of specialists in cultural studies, there is also a lack of experienced guides and they are replaced mainly by historians. In Kazakhstan, specialty 5B020400 - Culturology is available only in several universities: Ablai Khan Kazakh University of International Relations and World Languages, Al-Farabi Kazakh National University and S. Toraigyrov Pavlodar State University. An acute deficiency of specialists in cultural studies cannot contribute to the successful cultural policy implementation of Kazakhstan.

In addition, it should be taken into consideration that culturologists should speak several foreign languages (for example, English and Arabic, English and Turkish) for the development of international religious tourism and pilgrimage in the Turkestan region. The current situation cannot promote the religious tourism development, attract a constant flow of foreign tourists and satisfy their needs. In this situation, it is not only difficult to ensure the cultural protection of monuments, but even to draw the attention of the international community to this problem.

- according to more than a third of experts, there are bureaucratic obstacles, paperwork and other problems in the field of historical monuments protection that impede the full cultural policy implementation;

- according to one third of experts, it is necessary to increase funding for the cultural heritage sites protection. Among the funding sources for the cultural heritage sites protection, there are state and international funding. The international organization UNESCO has added the mausoleum of Akhmet Yassawi to the list of valuable historical monuments of UNESCO.

Among the most active subjects of cultural policy (in descending order of votes), experts note: international organizations, the state, the expert community, Scientific and Production Association (public organizations).

Table 1

Rating of the most relevant expert opinions
in the field of cultural policy of Kazakhstan (in descending order of the respondents' votes)

Expert opinions
• the cultural policy development in the country is hampered by corruption, parochialism, tribalism; • cultural heritage preservation will contribute to the spiritual renewal of the people, the historical progress of the state; • the state is trying to develop cultural policy, but it does it clumsily, one-sidedly; • there is no support for cultural initiatives of the intelligentsia on the part of society; • the population in the country is engaged in self-survival, they are not up to the cultural values preservation; • there is a large gap between the declared and the actual cultural policy; • I believe that the state is pursuing a purposeful cultural policy; • all opportunities and conditions have been created for the cultural policy development in the country; • I am not interested in the problems of preserving cultural heritage.
A source. Results of the expert survey "Cultural heritage of the Great Silk Road" in Turkestan (Kazakhstan), September 2018.

In the rating of the most relevant expert opinions in the field of cultural policy of Kazakhstan, the respondents ' positions are expressed as follows. The top three of the nine positions in the rating of current expert opinions can be attributed to the most relevant, the next three middle positions to the less relevant, and the bottom three positions can be attributed to the non-relevant. Only one of the top six relevant expert opinions is positive, while the rest are strongly negative. This may indicate a rather negative attitude and even the perception of experts of the implemented cultural policy in Kazakhstan.

In addition, three positions out of the top six relevant expert opinions characterize the state cultural policy being implemented, and two positions characterize public feedback. This may indicate the closed vertical nature of the cultural policy implemented by the state, descending from top to bottom, the lack of proper feedback from the public, as well as the fact that the state plays the role of a monopolist in the cultural sphere.

In addition, the acquisition of Turkestan city of the status as a regional center led to the wholesale construction of the historical center of ancient Turkestan with new fountains, a congress hall and other objects that are rather attributes, objects of leisure tourism, this does not correspond to the idea of preserving the pilgrimage tourist center and cluster. The main object of the historical center of Turkestan is the mausoleum of Khoja Akhmet Yassawi, where the pantheon of the great Sufi, several Kazakh khans and other historical figures is located, which is an object of religious pilgrimage tourism. This may indicate a certain discrepancy between the declared and implemented cultural policy in Kazakhstan. Giving the city of Turkestan the status of the spiritual capital of the Turkic peoples is poorly associated with the active development of the ancient historical center with attributes and objects of leisure tourism.

Compared to Kazakhstan, Uzbekistan has a better attitude to the preservation of ancient historical monuments of architecture. This may indicate the conformity of the declared and implemented cultural policy in Uzbekistan and a certain discrepancy between the declared and implemented cultural policy in Kazakhstan. While maintaining such an attitude to the priceless cultural heritage objects of the Great Silk Road, it will be difficult for Kazakhstan to become a tourist power.

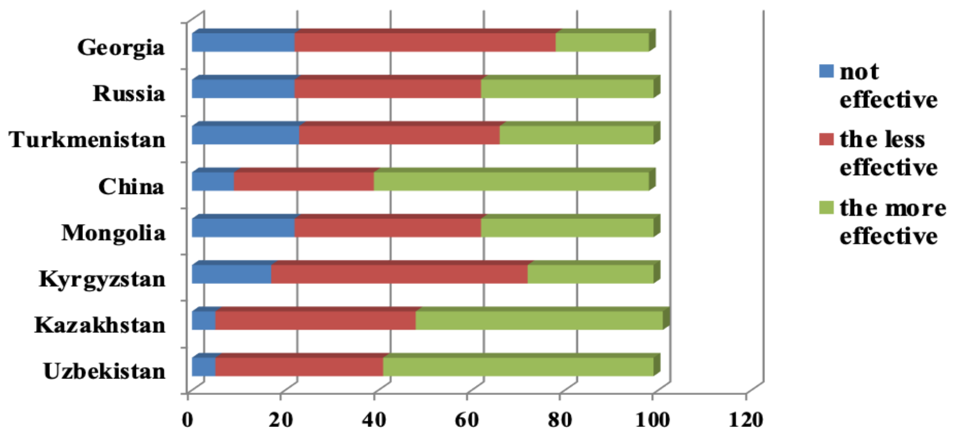
In this regard, some cultural discrepancy between the declared and implemented cultural policy in Kazakhstan is quite noticeable. The line between the goals and objectives of leisure and pilgrimage tourism has been erased. There is a certain lack of understanding of the significance of pilgrimage tourism by the tourism department heads. There is a noticeable lack of interaction with local consultants, historians, archaeologists, cultural scientists and philosophers.

A similar situation at one time led to the destruction of the unified architecture of the historical center of Almaty and the active construction of cottages in apple orchards, a green zone created in Soviet times. The same situation is now being repeated with the active development of the historical center of Turkestan.

The results discussion. According to A.E. Khrenov, there are two models of cultural policy regulated by the state (model of dominant culture, model of cultural nationalism) and two models of cultural policy regulated by the market (model of mass culture, social model of culture) [6, p.5]. According to the Russian expert A.E. Khrenov's typology, the cultural policy of Kazakhstan can be characterized as a model of a dominant culture. In Kazakhstan, the state monopoly in the cultural sphere remains, the cultural model is of a closed nature, there is no stable constant feedback from the top echelon of power with the expert community and the population.

The implementation the targeted cultural policies by countries plays an important role in the cultural heritage preservation. As can be seen from Diagram 1, when assessing the effectiveness degree of the cultural policies of countries in the field of protecting the cultural heritage of the Great Silk Road, experts tend to name the more effective cultural policies of China, Uzbekistan, Kazakhstan, among the less effective cultural policies of Georgia, Kyrgyzstan and Turkmenistan.

Diagram 1. The assessing of the effectiveness degree of the cultural policies of countries in the field of protecting the cultural heritage of the Great Silk Road



If the countries of the first row are inclined to develop pilgrimage religious tourism in the countries, then Kyrgyzstan and Georgia are focusing on the leisure tourism development, where economic benefits come first. In turn, the preservation of neutrality by Turkmenistan cannot contribute to the successful international tourism development.

On the other hand, this may also indicate the greater popularity and high demand of tourists in the pilgrimage religious tourism development in the Central Asian region, in comparison with the more affordable leisure tourism that exists in many tourist countries of the world.

We would like to note that the results of this expert survey cannot serve as an objective, comprehensive assessment of the cultural policies effectiveness of these countries; they are rather an indicator of the existing subjective opinions of some Kazakhstani experts.

Conclusions. The results of the conducted expert survey allow us to formulate the following conclusions:

- During the research results analysis, three groups of respondents were identified: optimists-idealists, supporters of a full-fledged cultural dialogue between the West and the East (more than 50% of experts); materialists, supporters of the restoration of unique architectural complexes, monuments (about a third of experts) and pessimists.

- when assessing the effectiveness degree of the cultural policy of countries in the field of protecting the cultural heritage of the Great Silk Road, experts tend to name the more effective cultural policy of China, Uzbekistan, Kazakhstan, less effective cultural policy of Georgia, Kyrgyzstan, Turkmenistan. This may indicate the greater popularity and need of tourists in the pilgrimage religious tourism development in the Central Asian region, in comparison with the more affordable leisure tourism that exists in many tourist countries of the world.

Нысанбаева А.

Қ.А. Ясауи атындағы Халықаралық Қазақ -Түрік университеті, Түркістан, Қазақстан.
E-mail: alya77@bk.ru

ҚАЗАҚСТАН МӘДЕНИ САЯСАТЫНЫҢ ӨЗЕКТІ МӘСЕЛЕЛЕРІ

Аннотация: мәдени саясаттың дамуы еліміздегі тек этникааралық, конфессияаралық толерантылықты ғана емес, сонымен бірге әлеуметтік-саяси тұрақтылықты сақтау факторына да байланысты. Ұлттық-мәдени құндылықтар жаһандық өзгерістердің салдарына қарсы тұруға, ұлттық-мәдени сананың тұтастығын сақтауға, қазақстандықтардың рухани жаңғырту негізін салуға қабілетті болып келеді. Жаһандық транзиттың әсері тек ғана әлеуметтік, саяси, мәдени жүйелердің өзгеруіне емес, сонымен бірге халықтың қоғамдық санансында мәдени құндылықтар, бағыт-бағдарлар, мәдени кодтардың жылжып кетуіне алып келуі мүмкін.

Осы орайда, мәдени құндылықтарды, бағыт-бағдарды зерттеу маңызды өзектілікке ие болады және де мемлекеттің мәдени саясатының көрсеткіші бола алады, мәдени саясаттың тиімділігін бағалауға, нақты өзекті мәселелерді ашып көрсетуге, оларды шешу жолдарын іздестіруге, алдыңғы жылдарға мәдени саланың дамуына болжам жасауға мүмкіндік береді.

Сонымен бірге, Ұлы Жібек Жолының мәдени мұрасын сақтауға бірнеше негативті факторлар кедергі етеді, мысалы, мәдениеттанушы мамандардың жетіспеушілігі, бюррократизм, сәулет ескерткіштерін сақтауға қаржыландыру жеткіліксіздігі. Олардың шешуге сарапшылар Орталық Азия аймағында интеграциялық зоналарды, біріккен туристік кластерді қалыптастыруды ұсынады. Сарапшылар сұрау нәтіжесін талдау барысында үш топ сарапшылар бар екені анықталды: оптимистер-идеалистер, толыққанды диалог, мәдениаралық алмасу, Батыс пен Шығыстың мәдениеттерінің байытудың жақтаушылары (50%-дан аса), материалистер, Орталық Азия аймағы мемлекеттерінің дамуына атсалысатын, саулет ескерткіштерін реставрациялаудың жақтаушылары (30%-ға жуық) және пессимистер. Осы мәселе бойынша сарапшылардың пікірлерінің бөлінуі де қарастылады.

Түйін сөздер: мәдени саясат, сана, құндылықтар, мәдени саясаттың модельдері.

Нысанбаева А.

Международный Қазахско -Турецкий университет имени Х.А. Ясави, Туркестан, Казахстан.
E-mail: alya77@bk.ru

АКТУАЛЬНЫЕ ПРОБЛЕМЫ КУЛЬТУРНОЙ ПОЛИТИКИ КАЗАХСТАНА

Аннотация: развитие культурной политики становится одним из факторов сохранения не только межэтнической, межконфессиональной толерантности, но и социально-политической стабильности в стране. В этом смысле только национальные культурные ценности способны противостоять негативным последствиям глобализационных изменений, сохранить целостность национально-культурного сознания, заложить основу духовного обновления казахстанцев. Влияние глобального транзита может привести не только к изменению социальной, политической, культурной систем, но и к смещению культурных ценностей, ориентаций, культурных кодов в общественном сознании населения.

В этой связи изучение культурных ценностей, ориентаций приобретает особую актуальность и может стать показателем культурной политики государства, позволит оценить эффективность культурной политики, выявить существующие актуальные проблемы, осуществить поиск путей их решения, составить прогноз развития области культуры на ближайшие годы.

Вместе с этим, сохранению культурного наследия Великого Шелкового пути препятствуют ряд негативных факторов, таких как острая нехватка специалистов- культурологов, бюррократизм, недостаточность финансирования охраны памятников архитектуры. Для их решения эксперты предлагают создание интеграционных зон в центральноазиатском регионе, единого туристического кластера. В ходе анализа итогов экспертного опроса были выявлены три группы экспертов: оптимистов-идеалистов, сторонников полноценного диалога, межкультурного обмена, обогащения культур Запада и Востока (более 50%); материалистов, сторонников реставрации уникальных архитектурных комплексов, памятников, стремящиеся к развитию стран Центрально-Азиатского региона (около 30%) и пессимистов. Это может свидетельствовать о расхождении экспертных мнений по данной проблеме.

Ключевые слова: культурная политика, сознание, ценности, модели культурной политики.

Information about the author:

Nyssanbayeva A.M. – Candidate of Political Science, IKTU n.a. H.A.Yassawi, Turkestan city, Kazakhstan, alya77@bk.ru, https://orcid.org/0000-0001-8500-8893.

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Prokopjeva E.L.,* Bykova V.A., Shelemetyeva O.M.

Khakass Technical Institute – branch of the Siberian Federal University, Abakan, Russia.
E-mail: evgenia-prokopjeva@yandex.ru

INSURANCE MARKETS IN RUSSIA AND KAZAKHSTAN: GENERAL FACTORS AND DEVELOPMENT POTENTIAL

Abstract: the article contains the problem of the development of insurance markets in geographically large countries by a comparative analysis of Russia and Kazakhstan in relation to the socio-economic development of the countries. Thus, based on the dynamics of macroeconomic indicators and the sectoral structure of the economies, the relationship between the indicators of insurance premiums and life insurance premiums with the overall development of the economy is revealed.

On the basis of theoretical and empirical studies, it is revealed that the content of the socio-economic policy of the countries, the structure of the economy as a whole, as well as the mechanisms of functioning of the insurance markets are very similar. At the same time, the insurance market of Kazakhstan is somewhat behind the development of the insurance market of Russia, but has a more pronounced growth potential.

According to the results of the study, the factors of economic development of the studied countries that affect the insurance market are identified, which are divided into stimulating and restraining by the nature of their influence. Further investigation of the identified factors will help to develop management solutions to improve the efficiency of the insurance markets of the two countries and integrate them into a single insurance space.

Key words: national insurance market, economic growth, insurance factors, voluntary insurance, cumulative insurance, insurance regulation.

Introduction. The insurance system performs important functions in the economy and society, as it protects individual subjects, regions and countries from various risks. An effectively functioning insurance market can have a positive impact on socio-economic processes. At the same time, the possibility of developing the insurance market depends on these very processes.

Therefore, the study of the factors of insurance development and their impact on economic processes is an urgent problem, which is especially important for geographically large countries with differences in regional development.

These countries include Russia and Kazakhstan. If Russia is the largest country in the world by area, then Kazakhstan is among the top ten largest countries in the world by this criterion. Despite the fact that there are significant differences in economic, geographical, socio-demographic and other characteristics, our countries are connected by a common history of the formation of the economy and the political system and the resulting state regulation of the economy. That is why the experience of the development of national insurance companies in relation to socio-economic development, as well as taking into account the regional structure of countries, is extremely interesting to study.

The insurance markets of Russia and Kazakhstan are relatively "young", since their modern history dates back a little more than twenty years, and therefore they experience similar problems and difficulties of effective development. insurance markets of Russia and Kazakhstan. The methods of insurance regulation and supervision used by these countries, as well as the stages of insurance development against the background of cyclical macroeconomic development, are also of interest for the study.

The hypothesis is that Russia and Kazakhstan have common factors in the development of the insurance market, the identification and generalization of which will allow us to develop common approaches to the management and regulation of insurance activities, as well as to strengthen the processes of integration of national insurance markets in order to form a single insurance space.

The purpose of the article is to study the insurance markets of Russia and Kazakhstan in relation to economic processes, and to identify on this basis the general and specific factors of their development in order to develop management decisions in the field of insurance policy of the countries.

Literature review. The analysis of scientific research in the field of insurance has shown that the problem of the relationship between the development of the insurance market and economic processes is of interest to insurance science and practice. In recent years, insurance markets in economically developed countries have been stagnating, so they do not have a significant impact on the functioning of other sectors of the economy. At the same time, in developing countries, insurance markets achieve high growth rates, thereby having a significant impact on all economic processes in the country [1]. However, the causal relationship between the development of insurance and the indicators of economic development of a country may manifest itself in different ways, depending on the geographical economic conditions of a particular country [2]. Researchers believe that insurance is one of the factors of financial stability of the state, thereby contributing to the development of foreign economic activity and the formation of effective financial markets [3].

The contribution of insurance to social and economic development is manifested in increasing the financial stability of the society; increasing the competitiveness of the national economy; reducing the overall level of risk, which allows businesses to invest in new projects and develop [4]. The importance of the competitiveness of insurance companies as the main factor of the effectiveness of the insurance market in modern conditions is also noted [5].

In the world practice, there are few studies devoted to regional problems of insurance within countries, since these are problems, first of all, of geographically large countries with administrative divisions. However, these studies are very important from the point of view of the experience of overcoming the territorial unevenness of the insurance markets. Research shows that the impact of insurance on the economy in large countries is determined by the efficiency of production and the level of economic development in certain regions [6]. At the same time, scientific studies of authors from Russia and Kazakhstan are devoted to the development of national and regional insurance markets [7, 8, 9, 10].

Research methodology. A comparative analysis of the development of countries is carried out on a number of macroeconomic indicators and insurance indicators: the share of the global insurance market and its growth rate; significant macroeconomic indicators (inflation, unemployment, interest rates, etc.); the share of insurance premiums in GDP; insurance density; the development of voluntary insurance; the model of insurance regulation. The economic growth in the studied countries is also compared with the growth rate of the insurance market. The GDP growth rate is shown in Fig. 1.

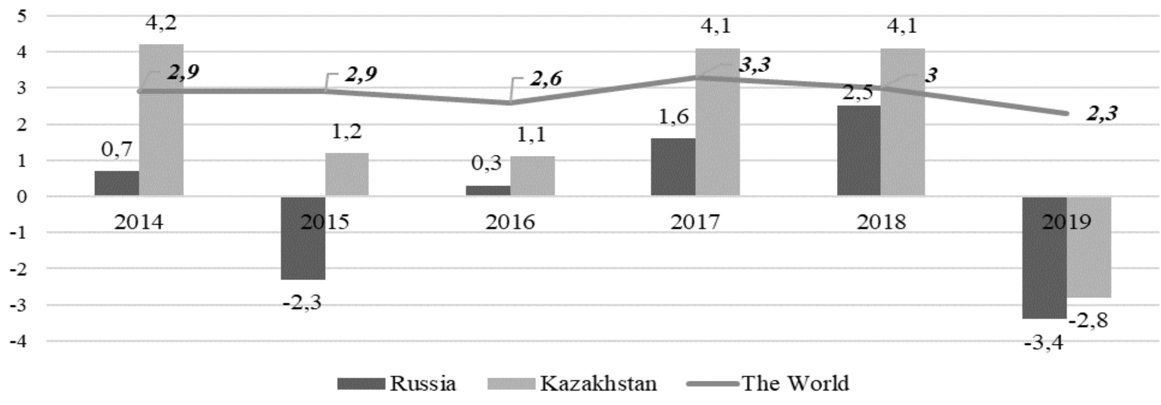

Fig. 1 - GDP growth rate, %
Source: World Bank. URL: https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?view=chart

Kazakhstan's economy is growing faster than Russia's, and in some years the growth is higher than the global average. Russia's low GDP growth can be attributed to the economic sanctions of 2014.

Fig. 2 and 3 show the growth rates of insurance premiums and life insurance premiums in the countries studied, as well as on average in the world.

When comparing insurance indicators with GDP growth indicators, it was found that there is no direct relationship between them. However, while in Russia the growth trends of the economy and insurance mostly coincide, in Kazakhstan they change in different directions. At the same time, the volatility of the insurance markets is high in both countries, especially in life insurance. All this indicates the instability of the insurance market, whose indicators change with a delay in comparison with the general economic trend. In Kazakhstan, this instability is more pronounced. Nevertheless, the growth of insurance in the studied countries significantly exceeds the global average trends – as can be seen in the graph, the global insurance market has been stagnating for six years. In Russia and Kazakhstan, in previous years, there was an increased demand for life insurance products, which has now exhausted itself due to low profitability.

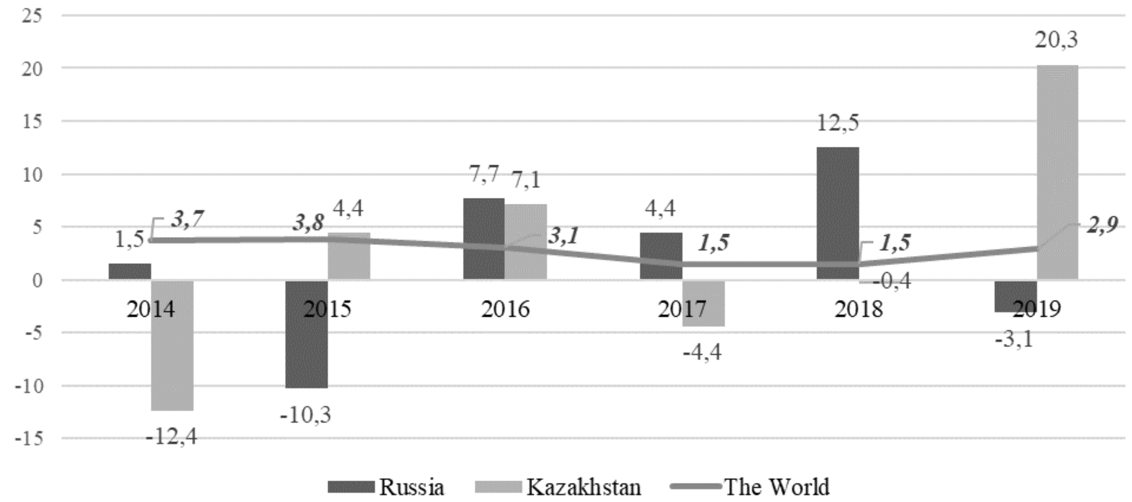

Fig. 2 - Growth rate of insurance premiums, %
Source: Sigma. 2015-2020. Swiss Re Institute sigma, 3. 45. URL: https://www.swissre.com/institute/research/sigma-research/sigma-2019-03.html

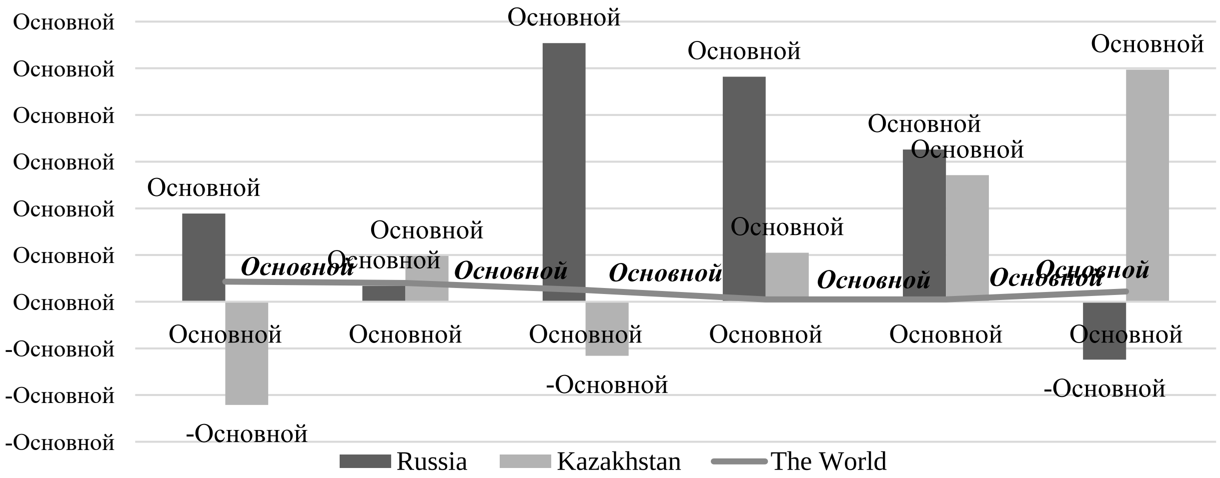

Figure 3 - Growth rate of life insurance premiums, %
Source: Sigma. 2015-2020. Swiss Re Institute sigma, 3. 45. URL: https://www.swissre.com/institute/research/sigma-research/sigma-2019-03.html

For a detailed study of the relationship between insurance indicators and economic growth, it is important to identify the factors of economic development that affect the insurance market. Table 1 presents the results of a comparative analysis of the most important comparable economic indicators of the studied countries.

Table 1 - Indicators of general economic development of Russia and Kazakhstan

Indicators	Russia	Kazakhstan
GDP growth rate in 2019, %	-3.4	-2.8
Government debt, % of GDP	12.2	21.2
Population, million people.	146.8	18.81

GDP (PPP) per capita in 2019, USD	27044	26351
Inflation rate, %	4.9	7.4
Central Bank key Rate, %	5	9
Unemployment rate, %	6.1	5
Prevailing economic sectors	- trade - 16%, - processing industry - industry-12%, - mining industry-9%	- mining industry - non-ferrous metallurgy (aluminum, lead, zinc and copper) - 12%, - ferrous metallurgy - 12%, - mechanical engineering - 8%
Administrative and political structure	Federation of 85 subjects (regions)	A unitary state consisting of 17 territorial units

Sources: World Bank. URL: https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?view=chart;
List of countries by GDP (PPP). Wikipedia. URL: https://ru.wikipedia.org/wiki/list_stran_po_vvp_(PPP)_na_population;
Take profit org. Exchange portal No.1. URL: https://take-profit.org/statistics/gdp/;
The Central Bank of the Russian Federation. URL: https://cbr.ru/hd_base/keyrate/;
National Bank of Kazakhstan. URL: https://www.nationalbank.kz/kz.

Based on the results of a comparative analysis of the indicators in Table 1, it can be concluded that the economic characteristics of the countries are very similar, with the only difference that Kazakhstan has a public debt almost twice as high as in Russia, a slightly higher inflation rate and a key rate, and, accordingly, a slightly lower unemployment rate. The Bank of Russia, on the contrary, uses 4% inflation as a target, hence the low investment activity and the higher unemployment rate. The structure of the main sectors of the economy of the countries is approximately the same, in Russia it is very diverse due to the territorial extent. Table 2 shows the most significant indicators of the insurance market.

Table 2 - Indicators of the development of the insurance market in Russia and Kazakhstan

Indicators	Russia		Kazakhstan	
	total insurance	life insurance	total insurance	life insurance
Amount of insurance premiums, USD million	22 856	6 324	1 223	387
Global insurance market share by premiums, %	0.36	0.22	0.02	0.01
Insurance market growth rate, %	-3.1	-12.4	20.3	49.7
Share of insurance premiums in GDP, %	1.35	0.37	0.69	0.22
Insurance premium per capita, USD	157	43	66	21

Source: [10].

The indicators of the development of the insurance market of the studied countries allow us to conclude that in Russia this level is slightly higher in the world comparison. Thus, the share of Russia in global insurance is insignificant and amounts to 0.36%, but the share of Kazakhstan is only 0.2%. However, a more informative indicator is the insurance premium per capita – in Kazakhstan it is twice lower than in Russia (both for insurance in general and for life insurance). At the same time, GDP per capita is approximately the same (Table 1). The same can be said about the level of penetration-the indicators in Russia are about twice as high as in Kazakhstan. However, the growth rate of the insurance market in Kazakhstan in recent years is quite high. All this indicates a certain lag in the insurance market of Kazakhstan due to limited financial resources, but the potential for its growth is greater.

Results and discussion. The analysis of economic development allows us to identify similar features in the economy of Russia and Kazakhstan, which can be considered as opportunities for the development of the insurance market, as well as problems that hinder its development.

The economic opportunities of Russia and Kazakhstan are as follows:

- diversity of natural resources and minerals;
- the growth trend of the service sector and the financial market;

- export-oriented industry;
- unfulfilled agricultural potential.

Economic problems of development of Russia and Kazakhstan:

- weak economic diversification;
- dependence on the export of oil, gas and natural resources and the trend of its decline;
- uneven regional development;
- environmental problems caused by mining and heavy industry;
- instability of national currencies;
- a significant proportion of the self-employed population excluded from the tax system.

Based on the analysis of the insurance markets of Russia and Kazakhstan, the following common features can be identified:

- unstable growth of the insurance market, depending on the economic situation;
- a significant share of compulsory insurance in the structure of insurance premiums (about 25-30%);
- low coverage of the population and businesses with insurance;
- low insurance culture of citizens;
- regional disparities in the volume of insurance coverage;
- centralized model of insurance regulation without taking into account the needs of the regions;
- limited use of state support measures for policyholders and insurers due to limited funding;
- insufficiently developed insurance infrastructure (information, legal, intermediary).

Distinctive features of the insurance market of Kazakhstan from the insurance market of the Russian Federation:

- transition to the budget system of compulsory health insurance due to insufficient funding of the stock model;
- effective development of agricultural insurance;
- the tendency to monopolize the insurance market (the concentration of the top 10 companies is 84%) [11, 12];
- a significant share of life insurance (more than 30%) and a rapid growth in demand for it.

The listed features of the insurance markets represent problems and tasks that need to be solved at the national level. They are due to both the economic structure and the accepted model of insurance regulation.

As a result of the generalization of theoretical and empirical studies, the factors of the development of the insurance markets of the studied countries that affect its qualitative development can be combined into two groups – stimulating and restraining (Fig. 4).

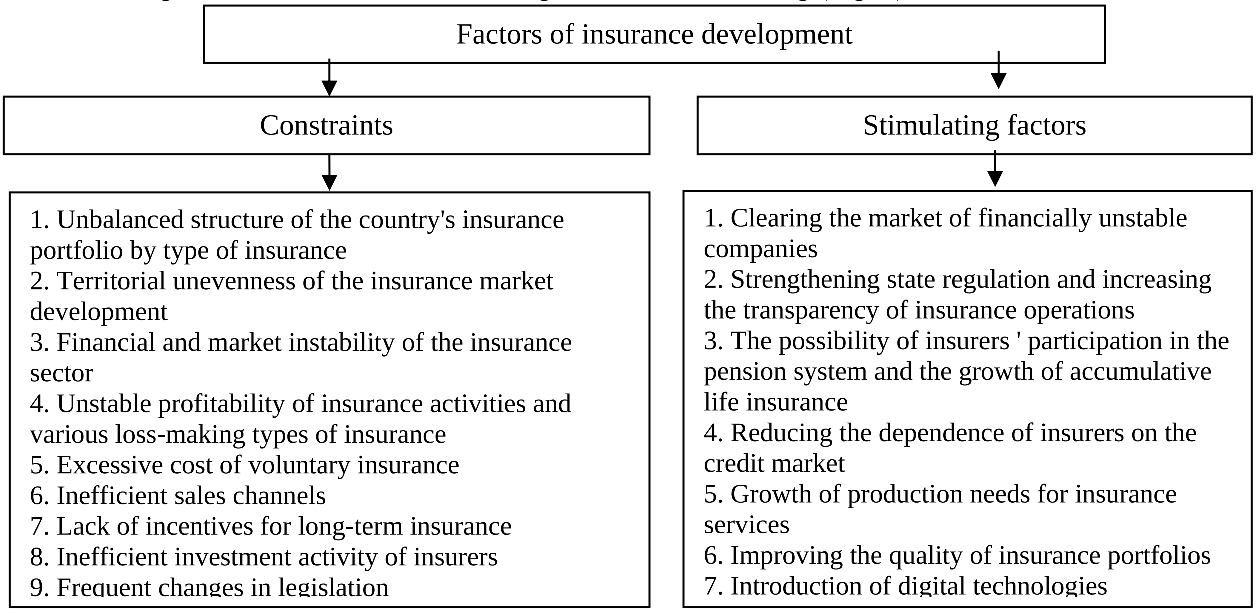

Fig. 4 - Factors of development of insurance markets in Russia and Kazakhstan

Since, in general, the insurance market of the studied countries develops synchronously, the factors of its development are common, characteristic of both countries. The presented grouping of factors is of great practical importance from the point of view of identifying the possibilities of managing these factors. Namely, it is necessary to find ways to strengthen the influence of stimulating factors and to level or change the vector of constraining factors.

Conclusion. Despite numerous problems, the insurance markets of Russia and Kazakhstan have significant development potential, for the implementation of which it is necessary to accumulate and use foreign experience in the field of building insurance systems. It is advisable to study in detail the regulatory mechanisms and insurance legislation in terms of stimulating insurance investments in the regions; to increase insurance literacy and develop competition among insurers.

Mutual cooperation between Russia and Kazakhstan in the field of integration into a single regional insurance space is very important, since the legal basis of insurance, the principles and methods of insurance regulation are very similar.

However, an important condition for the effective development of the insurance markets of the studied countries is the economic basis. It is necessary to form a diversified structure of the economy, which increases its resistance to negative external factors. Another important issue is the development of the regional economy and the improvement of the level and quality of life of citizens.

Прокопьева Е.Л.[1],* Быкова В.А.[1], Шелеметьева О.М.[1]

[1]Хакас техникалық институты – Сібір федералды университетінің филиалы, Абакан, Ресей.
E-mail: evgenia-prokopjeva@yandex.ru

РЕСЕЙ МЕН ҚАЗАҚСТАННЫҢ САҚТАНДЫРУ НАРЫҚТАРЫ: ЖАЛПЫ ФАКТОРЛАР МЕН ДАМУ ӘЛЕУЕТІ

Аннотация: мақалада елдердің әлеуметтік-экономикалық дамуымен өзара байланыста Ресей мен Қазақстанды салыстырмалы талдау жолымен аумақтық ірі елдердің сақтандыру нарықтарын дамыту проблемасы қарастырылады. Мәселен, макроэкономикалық көрсеткіштер серпіні мен экономиканың салалық құрылымы негізінде сақтандыру сыйлықақылары мен өмірді сақтандыру бойынша сыйлықақылар көрсеткіштерінің экономиканың жалпы дамуымен өзара байланысы анықталды. Теориялық және эмпирикалық зерттеулер негізінде елдердің әлеуметтік-экономикалық саясатының мазмұны, жалпы экономика құрылымы, сонымен қатар сақтандыру нарықтарының жұмыс істеу механизмдері өте ұқсас екендігі анықталды. Қазақстан сақтандыру нарығының дамуы Ресейдің сақтандыру нарығынан біршама артта қалып отырғанымен, өсудің айқын әлеуеті бар. Зерттеу нәтижелері бойынша зерттелетін елдердің сақтандыру нарығына әсер ететін экономикалық даму факторлары анықталды, олардың әсер ету сипаты ынталандырушы және тежеуші болып бөлінеді. Анықталған факторларды одан әрі зерттеу екі елдің сақтандыру нарықтарының тиімділігін арттыру және оларды бірыңғай сақтандыру кеңістігіне біріктіру бойынша басқару шешімдерін әзірлеуге көмектеседі.

Түйін сөздер: ұлттық сақтандыру нарығы, экономикалық өсу, сақтандыру факторлары, ерікті сақтандыру, жинақтаушы сақтандыру, сақтандыруды реттеу.

Прокопьева Е.Л.[1],* Быкова В.А.[1], Шелеметьева О.М.[1]

[1]Хакасский технический институт – филиал Сибирского федерального университета, Абакан, Россия.
E-mail: evgenia-prokopjeva@yandex.ru

СТРАХОВЫЕ РЫНКИ РОССИИ И КАЗАХСТАНА: ОБЩИЕ ФАКТОРЫ И ПОТЕНЦИАЛ РАЗВИТИЯ

Аннотация: в статье рассматривается проблема развития страховых рынков территориально крупных стран путем сравнительного анализа России и Казахстана во взаимосвязи с социально-экономическим развитием стран. Так, на основе динамики макроэкономических показателей и отраслевой структуры экономик выявлена взаимосвязь показателей страховых премий и премий по страхованию жизни с общим развитием экономики.

На основе теоретических и эмпирических исследований выявлено, что содержание социально-экономической политики стран, структура экономики в целом, а также механизмы функционирования страховых рынков очень схожи. При этом страховой рынок Казахстана несколько отстает в развитии от страхового рынка России, но имеет более выраженный потенциал роста.

По результатам исследования определены факторы экономического развития исследуемых стран, влияющие на страховой рынок, которые по характеру влияния разделены на стимулирующие и сдерживающие. Дальнейшее исследование выявленных факторов поможет разработать управленческие решения для повышения эффективности страховых рынков двух стран и интеграции их в единое страховое пространство.

Ключевые слова: национальный страховой рынок, экономический рост, факторы страхования, добровольное страхование, накопительное страхование, страховое регулирование.

Information about authors:

Prokopjeva E.L. – PhD in Economics, associate Professor, Department of economics and humanities, Khakass Technical Institute – branch of the Siberian Federal University, Abakan, Russia, *evgenia*-prokopjeva@yandex.ru, https://orcid.org/0000-0002-6818-5780;

Bykova V.A. – senior lecturer, Department of economics and humanities, Khakass Technical Institute – branch of the Siberian Federal University, Abakan, Russia, ms.univer19@mail.ru, https://orcid.org/0000-0001-5852-4171;

Shelemetyeva O.M. – senior lecturer, Department of economics and humanities, Khakass Technical Institute – branch of the Siberian Federal University, Abakan, Russia, shmel_region24@mail.ru, https://orcid.org/0000-0003-2856-1670.

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ПЕДАГОГИКА – ПЕДАГОГИКА - PEDAGOGY

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Anzorova S.[1],* Aibazova M.[2], Zhapanova M.[3], Gorda A.[4], Kolesnikova E.[4]

[1]Russian Federation Presidential Academy of National Economy and Public Administration, Moscow, Russia;
[2]Federal State Budget Educational Institution of Higher Education «North Caucasian State Academy», Cherkessk, Russia;
[3]«L.N. Gumilyov Eurasian National University», Nur-Sultan, Kazakhstan;
[4]V.I. Vernadsky Crimean Federal University, Simferopol, Russia.
E–mail: anzorova@inbox.ru

DIGITALIZATION OF EDUCATION: PEDAGOGICAL TECHNOLOGIES IN A VIRTUAL UNIVERSITY ENVIRONMENT

Abstract: this article examines the feature of the rapid development of digital, electronic, and telecommunications technologies. Education needs several qualitative changes based on innovative pedagogical processes. This article considers the possibilities of improving the quality of language education in teaching Russian to foreign students. The purpose of the research is to determine the goals, content, methods, forms, and tools of computational linguodidactics, aimed at substantiating patterns and determining effective ways of language learning using info-communication resources. The research uses the following methods: theoretical analysis and synthesis in the study and summarization of literary sources, electronic publications, computer and network resources for educational purposes, visual editors for the development of applied and educational programs; expert-analytical method of assessing the quality created by the authors of electronic publications for educational purposes; method of modeling the complex process of constructing the information environment of teaching Russian (a foreign language); method of monitoring the process of training activities during the work with electronic teaching tools for Russian as a foreign language; methods of surveys, questionnaires for foreign students and interviews with teachers.

As a result of a comprehensive analysis of innovative pedagogical technologies, the theoretical and methodological foundations of electronic linguodidactics as an independent scientific discipline are substantiated, which is based on Russian language teaching methods as a foreign language and e-learning methods in the system of communicative interaction.

The development of innovative forms of language learning based on electronic, digital, and telecommunications technologies, the growth of educational resources on the Internet-all these are prerequisites for the emergence of a new scientific discipline – electronic linguodidactics [5]. Electronic linguodidactics studies the patterns, methods, and forms of organization of the language educational process using electronic learning tools. Electronic learning tools have a number of positive qualities that can significantly simplify and at the same time increase the effectiveness of the process of learning a foreign language: interactivity, remote accessibility, multi-functionality, multimedia, and so on.

Key words: digital, electronic and telecommunication technologies, University training, e-learning, educational event, interactivity.

Introduction. Currently, teaching Russian as a foreign language is mainly based on standard curricula, structured by book blocks, levels, stages, etc. Control of students' development of programs is carried out using tests, which, unfortunately, do not allow to identify the real capabilities of students [2].

However, it is obvious that due to the new requirements in the field of language education and the new needs of people who want to learn a foreign language, it's necessary to develop personally oriented, self-directed learning, which is based primarily on the natural desire to learn, when any student can independently shape the conditions of their language education.

In this regard, teaching Russian as a foreign language should be understandable and accessible to representatives of different traditions and cultures. This requires the introduction of innovations in the implementation of educational services. For example, in order to increase the motivation of students and their maximum convenience, it is necessary to create training materials so that they can be used around the clock, in 24 time zones, and could be available at any time and in any place: in the gym, at home, during a walk, in the store, etc. Such training should be divided into short completed blocks, in which the material is presented in a concentrated and optimal manner for the student. Russian language learning blocks should attract students as an interesting pastime, be a simple and low-cost way to learn Russian, and be able to compete with the developments of foreign creators' electronic tools of teaching Russian as a foreign language.

Analysis of publications. The attention and scientific interest in the use of computers in education and language training were noted, and in particular, the term computer linguodidactics, proposed in 1991 by K.R. Piotrovskaya. Russian language teaching concept was developed by E.G.Azimov ("Theory and practice of teaching Russian as a foreign language using computer technologies", 1996).

The ideas of computer training are intensively and productively developed by Russian scientists in terms of substantiating distance learning technologies, pedagogical design, and Internet education (M.V. Moiseeva, etc.).

Different aspects of pedagogical and technological innovations are studied in detail, based on a generalization of professional experience, by A. Atabekova ("Comparative analysis of the language functioning on English-and Russian-language UUE-pages", 2004), Rudenko-Morgun O.K. Electronic textbook of the Russian language: history and prospects of development, M.G. Balykhin ("E-learning in education without borders"), Levy M. Computer Assisted Language Learning: Context and Conceptualization, L.A. Dunaeva ("Didactic integrated information environment for foreign students of Humanities who study Russian as a tool of scientific communication), etc.

The results of the research. The transformation of language learning in order to increase its effectiveness is based on the use of electronic learning tools and on a person-oriented, communicative, activity-based approach, who also uses the initiative of the language learner in terms of choosing the content and methods of teaching. All this guarantees the maximum effect in teaching Russian as a foreign language to students [3].

So, in the conditions of electronic information and the educational environment, the analog system of ways of cognition ineffectively solves linguodidactic tasks in teaching Russian as a foreign language [6]. Electronic linguodidactics is based on a system of methods aimed at teaching, first of all, various forms of communication and speech activity. The most productive methods include project, speech activation, object-oriented, and educational event methods.

Electronic linguodidactics has such an extensive scientific and educational potential as the study of worldwide experience in teaching foreign languages; research of the world network's features in terms of teaching Russian to non-Russian speakers; development of competitive network resources for teaching Russian as a foreign language, taking into account the needs and characteristics of students; promotion of electronic educational resources for teaching Russian on the Internet, etc.

In modern conditions, a qualified Russian teacher should not only be able to use already developed e-learning tools but also create and implement new developments, quickly and effectively change them in accordance with the changing needs and characteristics of students [4]. Language teachers' computer and methodological literacy, their love for their profession, and their desire to promote the study of the Russian language will undoubtedly make it possible to develop competitive, primarily communication-oriented resources that will interest and attract foreign students to learn Russian. Training, retraining and advanced training of Russian teachers should also have a personal orientation, have a well-developed system and scientific and methodological basis, as well as be applied and professionally oriented.

Conclusion. Effective ways to improve Russian educators include purposeful interaction of teachers in the professional community on the Internet. The undoubted advantage of this method of professional development is the fact that a small number of experienced qualified teachers of Russian as a foreign language can train a significant number of teachers. In addition, given that Russian language teachers are scattered all over the world, the Internet allows them to provide modern teaching tools promptly. This is particularly important, as it allows you to improve your skills or undergo retraining remotely.

One of the most important tasks of innovative language education and language policy of our state is to understand the Russian language as a powerful factor that forms a sense of human involvement in the socio-cultural creation, a civilizational transformation of Russia, and the world. The preservation, development, and dissemination of the Russian language and Russian culture (arts, science, technology) are, in our opinion, iterative sustainability, security, the competitiveness of Russia in the modern world. The special role in determining the strategies and tactics of teaching the Russian language, more broadly - speaking education belongs - in the paradigm of the new style of human life and the global educational environment - electronic, digital, and telecommunications technologies, as well as theory that studies the patterns of their use depending on the needs, motives, age, profession, degree of education of students and other conditions, forms that affect the choice of the Russian language as an object of study and the dynamics of its assimilation.

Анзорова С.[1],* Айбазова М.[2], Жапанова М.[3], Горда А.[4], Колесникова С.[4]

[1]Ресей Федерациясы Халық шаруашылығы академиясы Ресей Федерациясының Президенті жанындағы Мемлекеттік қызмет істері және сыбайлас, Мәскеу, Ресей;
[2]Федералды мемлекеттік бюджеттік жоғары кәсіптік білім беру мекемесі "Солтүстік Кавказ Мемлекеттік Академиясы", Черкесск, Ресей;
[3]"Еуразия Ұлттық Университеті. Л.Н. Гумилев", Нұр-Сұлтан, Қазақстан;
[4]Қырым Федералды Университеті. В.И. Вернадский, Симферополь, Ресей.
E–mail: anzorova@inbox.ru

БІЛІМ БЕРУДІ ЦИФРЛАНДЫРУ: ВИРТУАЛДЫ УНИВЕРСИТЕТТІК ОРТАДАҒЫ ПЕДАГОГИКАЛЫҚ ТЕХНОЛОГИЯЛАР

Аннотация: бұл мақалада сандық, электронды және телекоммуникациялық технологиялардың қарқынды даму ерекшелігі зерттелген білім беру Инновациялық педагогикалық процестерге негізделген бірқатар сапалы өзгерістерге мұқтаж. Мақалада шетел студенттерін орыс тіліне оқытуда тілдік білім беру сапасын арттыру мүмкіндіктері қарастырылады. Зерттеудің мақсаты-ақпараттық-коммуникациялық ресурстардың көмегімен тілдік оқытудың тиімді жолдарын анықтау және заңдылықтарды негіздеуге бағытталған компьютерлік лингводидактиканың мақсаттарын, мазмұнын, әдістерін, нысандарын, құралдарын анықтау болып табылады

Зерттеуде келесі зерттеу әдістері қолданылады: әдеби дереккөздерді, электрондық басылымдарды, оқу мақсатындағы компьютерлік және желілік ресурстарды, қолданбалы және оқу бағдарламаларын әзірлеу үшін визуалды редакторларды зерттеу және жалпылау кезінде теориялық талдау және синтез; оқу мақсатындағы электрондық басылымдардың авторының қатысуымен жасалған сапаны бағалаудың сараптамалық-аналитикалық әдісі; орыс (шет) тілін оқытудың ақпараттық ортасын құрастырудың кешенді процесін модельдеу әдісі; шетел студенттерінің орыс тілі бойынша оқытудың электрондық құралдарымен жұмыс істеу кезінде оқу іс-әрекетінің процесін бақылау әдісі; шетелдік білім алушылармен сауалнама жүргізу және оқытушылармен әңгімелесу әдістері.

Инновациялық педагогикалық технологияларды жан-жақты талдау нәтижесінде Электронды лингводидактиканың теориялық және әдіснамалық негіздері өзіндік ғылыми пән ретінде негізделген, ол коммуникативтік қарым-қатынас жүйесінде орыс тілін шет тілі ретінде оқыту әдістемесінің өзара әрекеттесуіне және тілді электронды оқыту әдістемесіне негізделген.

Тілдік оқытудың инновациялық формаларының дамуы, оның негізі электрондық, цифрлық және телекоммуникациялық технологиялар, Интернет желісіндегі білім беру ресурстары санының өсуі болып табылады, – осының барлығы жаңа ғылыми пән – электрондық лингводидактиканың пайда болуының алғышарттары болып табылады [5]. Электронды лингводидактика оқытудың электрондық құралдары арқылы тілдік білім беру үдерісін ұйымдастырудың заңдылықтарын, әдістері мен нысандарын зерттейді. Электрондық оқыту құралдары шет тілін оқыту процесін едәуір жеңілдетуге және сонымен бірге тиімділікті арттыруға мүмкіндік беретін бірқатар оң қасиеттерге ие: интерактивтілік, қашықтан қол жетімділік, көпфункционалды, мультимедиалық және т.б.

Электронды, сандық және телекоммуникациялық технологиялардың жылдам дамуы, ақпарат көлемін ұлғайту, ақпаратты зерттеудің, өңдеудің және сақтаудың инновациялық технологияларын қолдану, web-форматта оқу материалын жаңа ұсыну және т.б. орыс тілі педагогының кәсіби білімін жетілдіруді, жаңа шындыққа сәйкес оның біліктілігін арттыру бағдарламаларын өзгертуді талап етеді [1]. Электрондық оқыту құралдарын дамытудың нәтижесі кез келген кәсіби міндеттерді кез келген маманның дербес шешу мүмкіндігі болуы тиіс.

Орыс-педагогтарды жетілдірудің тиімді тәсілдеріне интернет желісіндегі кәсіби

қоғамдастықтағы педагогтардың мақсатты өзара іс-қимылын жатқызуға болады. Біліктілікті арттырудың бұл әдісінің күмәнсіз артықшылығы-орыс тілінің тәжірибелі білікті оқытушыларының аздаған саны шет тілі ретінде оқытушылардың едәуір санын оқыта алады. Сонымен қатар, орыс тілі оқытушыларының бүкіл әлем бойынша шашыраңқы болуын ескере отырып, Интернет оларды заманауи оқу құралдарымен уақтылы қамтамасыз етуге мүмкіндік береді. Бұл ерекше маңызға ие болады, өйткені біліктілігін арттыруға немесе қашықтықтан оқыту түрінде қайта даярлаудан өтуге мүмкіндік береді.

Сонымен, электрондық ақпараттық-білім беру ортасы жағдайында таным тәсілдерінің аналогтық жүйесі орыс тілін шет тілі ретінде оқытудың лингводидактикалық міндеттерін тиімсіз шешеді [6]. Электронды лингводидактика оқытуға бағытталған әдістер жүйесіне, бірінші кезекте қарым-қатынас пен сөйлеу әрекетінің түрлі түрлеріне негізделеді. Жоба әдістері, сөйлеуді белсендіру әдістері, объектілі-бағытталған әдіс, білім беру оқиғасы әдісі неғұрлым өнімді болып табылады

Түйін сөздер: цифрлық, электрондық және телекоммуникациялық технологиялар, жоғары оқу орнын дайындау, электрондық оқыту, білім беру оқиғасы, интерактивтілік.

Анзорова С.[1],* Айбазова М.[2], Жапанова М.[3], Горда А.[4], Колесникова С.[4]

[1]Российская Федерация Академия народного хозяйстваи государственной службы при Президенте Российской Федерации, Москва, Россия;
[2]Федеральное государственное бюджетное образовательное учреждение высшего образования«Северо-Кавказская Государственная Академия», Черкесск, Россия;
[3]«Евразийский Национальный Университет им. Л. Н. Гумилева», Нур-Султан, Казахстан;
[4]Крымский Федеральный Университет им. В.И. Вернадского, Симферополь, Россия.
E–mail: anzorova@inbox.ru

ЦИФРОВИЗАЦИЯ ОБРАЗОВАНИЯ: ПЕДАГОГИЧЕСКИЕ ТЕХНОЛОГИИ В ВИРТУАЛЬНОЙ СРЕДЕ ВУЗА

Аннотация: в условиях стремительного развития цифровых, электронных и телекоммуникационных технологий образование испытывает потребность в ряде качественных изменений, основанных на инновационных педагогических процессах. В статье рассматриваются возможности повышения качества образования при обучении студентов в вузе. Цель исследования состоит в определении содержания, методов, форм, средств компьютерного обучения, направленных на обоснование закономерностей и определение эффективных путей обучения студентов с помощью коммуникационных ресурсов. В работе применяются следующие методы исследований: теоретический анализ и синтез при исследовании и обобщении литературных источников, электронных изданий, компьютерных и сетевых ресурсов учебного назначения, визуальных редакторов для разработки прикладных и учебных программ; экспертно-аналитический метод оценки качества созданных с участием автора электронных изданий учебного назначения; метод моделирования комплексного процесса конструирования информационной среды обучения студентов; метод наблюдения за процессом учебной деятельности при работе с электронными средствами обучения по разным дисциплинам студентов; методы опросов, анкетирования обучающихся и беседы с преподавателями.

В результате всестороннего анализа инновационных педагогических технологий обоснованы теоретические и методологические основы электронной дидактики как самостоятельной научной дисциплины, которая базируется на взаимодействии методики электронного обучения студентов в системе коммуникативного взаимодействия.

Развитие инновационных форм обучения, основой которых являются электронные, цифровые и телекоммуникационные технологии, рост числа образовательных ресурсов в сети Интернет, – все это является предпосылками возникновения новой научной дисциплины – электронной дидактики [5]. Электронная дидактика изучает закономерности, методы и формы организации образовательного процесса с помощью электронных средств обучения. Электронные средства обучения обладают рядом положительных качеств, позволяющих значительно упростить и вместе с тем повысить эффективность процесса обучения студентов: интерактивность, дистанционная доступность, многофункциональность, мультимедийность и прочее.

Быстрое развитие электронных, цифровых и телекоммуникационных технологий, увеличение объема информации, применение инновационных технологи изучения, обработки и хранения информации, новое представление учебного материала в web-формате и проч., требуют

совершенствования профессиональных знаний педагога, изменения программ повышения его квалификации в соответствии с новыми реалиями [1]. Результатом развития электронных средств обучения должна стать возможность решения любых профессиональных задач любым специалистом самостоятельно.

К эффективным способам совершенствования педагогов можно отнести целенаправленное взаимодействие педагогов в профессиональном сообществе в сети Интернет. Несомненным достоинством этого метода повышения квалификации является тот факт, что небольшое число опытных квалифицированных преподавателей обучать значительное количество преподавателей. Кроме того, учитывая то, что преподаватели последнее время работают дистанционно, Интернет позволяет своевременно обеспечить их современными средствами обучения. Это приобретает особую важность, так как дает возможность повысить квалификацию или пройти переподготовку в дистанционной форме.

Итак, в условиях электронной информационно-образовательной среды аналоговая система способов познания эффективно решает многие задачи обучения студентов в вузе [6]. Электронная дидактика базируются на системе методов, направленных на обучение, в первую очередь, различным формам общения и деятельности. К наиболее продуктивным относятся методы проектов, методы активизации деятельности, объектно-ориентированный метод, метод образовательного события.

Ключевые слова: цифровые, электронные и телекоммуникационные технологии, вузовская подготовка, электронное обучение, образовательное событие, интерактивность.

Information about author:

Anzorova Svetlana Petrovna – Ph.D., Associate Professor, Senior Lecturer, The Russian Presidential Academy of National Economy and Public Administration, Moscow, Russia, anzorova@inbox.ru, https://orcid.org/0000-0001-9648-5935;

Aibazova Marina Yusufovna – Ph.D., doctor of pedagogical Sciences, Federal State Budget Educational Institution of Higher Education «North Caucasian State Academy», Cherkessk, Russia, *aibazmari@mail.ru*, https://orcid.org/0000-0002-9489-664X;

Zhapanova Marzhan Yerkenovna – Candidate of Philology, Associate Professor of the Department of Russian Philology, "Gumilyov Eurasian National University", Nur–Sultan, Kazakhstan Marzhanenu@gmail.com, https://orcid.org/0000-0003-1464-3341;

Gorda Alexander Sergeevich – Ph.D. in Economics, associate professor, Department of World Economy, V.I. Vernadsky Crimean Federal University, Simferopol, Russia, di_a@mail.ru, https://orcid.org/0000-0002-8899-8535;

Kolesnikova Elena Victorovna – Ph.D., Associate Professor, Senior Lecturer, Department of the Crimean Federal University, Simferopol, Russia, Shahtyelen@yandex.ru, https://orcid.org/0000-0002-7755-4955.

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Дакина Г.Т.[1],* Джумажанова Г.К.[2], Аманова А.К.[3]

[1]Қазақ инновациялық гуманитарлық-заң университеті, Семей, Қазақстан;
[2]Семей қаласының Шәкәрім атындағы университеті, Семей, Қазақстан;
[3]Гумилев атындағы Еуразия Ұлттық университеті, Нұр-Сұлтан, Қазақстан.
E-mail: mymail_64@inbox.ru

ЖОҒАРЫ ОҚУ ОРЫНДАРЫНДАҒЫ ОҚЫТУШЫ МЕН СТУДЕНТТЕРДІҢ ҚАРЫМ-ҚАТЫНАСЫНДАҒЫ ӨЗАРА ӘРЕКЕТТЕСТІК

Аннотация: мақала жоғары оқу орындарындағы оқытушысының кәсіби педагогикалық қызметінің мәселесін теориялық негізде түсінуге, психологиялық және педагогикалық аспектілер тұрғысынан «оқытушы-студент» педагогикалық өзара әрекеттесу мәселесін теориялық талдап, зерттеуге арналды.

Сондай-ақ, жоғары мектепте оқу процесін ізгілендіруде ерекше орын алатын оқытушы мен студент арасындағы өзара әрекеттесу мәселелері көтеріледі. Автор «оқытушы-студент» өзара әрекеттесуі белгілі бір сипаттамаларды ескеріп, жүзеге асырудың тиімділігін, атап айтқанда студенттің кәсіби дамуына бағытталған нақты мақсатқа ие екенін айтады.

Қазіргі жоғары оқу орындарындағы «оқытушы – студент» жүйесіндегі педагогикалық қарым-қатынастың ерекшелігі көрсетіліп, зерттеу әдістері нақтыланды, бұнда педагогикалық қарым-қатынас жеке сипатқа ие болады. Осылайша жоғары оқу орындарындағы оқу процесінің тиімділігін арттыру үшін, оқытушының студенттермен жеке деңгейде қарым-қатынасының мақсатты түрде ұйымдастыру қажеттілігі айқындалды. Сондай-ақ қазіргі жоғары оқу орындарындағы педагогикалық қарым-қатынас тиімділігінің негізгі критерийлері анықталды.

Түйін сөздер: тұлға, оқытушы, студент, оқыту, жоғары оқу орны, өзара әрекеттесу, қарым-қатынас, стиль.

Кіріспе. Өркениеттің қазіргі заманғы даму кезеңі бір жағынан экономикалық өнімділік пен шығармашылық арасындағы органикалық байланысты ескере отырып, постиндустриалды даму заңдылықтары бойынша кәсіптік қызметті құра алатын, кең гуманитарлық ойлауға ие мамандарды қажет етеді. Бұл талап кезек күттірмейтін бағыттардың бірі – білікті, кәсіби, еңбек нарығында бәсекеге қабілетті, өз кәсібін жетік білетін маман дайындауға бағытталған.

Бүгінгі күні еліміздің жоғары білім беру жүйесі алдына білім беру сапасын арттыру, оның жоғары деңгейін қамтамасыз ету міндеті қойылып отыр. Бұл міндет еліміздің әлеуметтік, экономикалық саласында болып жатқан өзгерістерден туындайды. Осы тұрғыдан алғанда білім беру саласы қызметкерлеріне қойылатын талаптардың күшейетіні сөзсіз. Сондықтан, қазіргі жоғары оқу орындарында (бұдан былай ЖОО) оқытушы-студент педагогикалық қарым-қатынасын қалыптастыруға жаңа талаптар қойылып, өзгерістер енгізілу қажет болып отыр. Бұл студенттерді кәсіби даярлауға да қатысты мәселе деуге болады. Біздің ойымызша, бұл өзгерістердің негізгілерінің бірі – қазіргі ЖОО-да оқытушы мен студенттің педагогикалық қарым-қатынасын қалыптастырып, кәсіби даярлау.

Қазіргі уақытта білім берудің диалогтық моделі өзінің мазмұны бойынша М.М. Бахтин, В.С.Библер, Л.С. Выготский, В.П. Зинченко, М.К. Мамардашвили, Т.А. Флоренская т,б, философиялық, психологиялық зерттеулерімен толықты. Психологиялық-педагогикалық ғылым педагогикалық өзара әрекеттің әдіснамалық негізі ретінде полисубъективті диалогтық тәсілді дамытуға байланысты мәселелерді (И.А. Зимняя, А.А. Леонтьев, Г.А. Ковалев, А.Б. Орлов, Л.А.Петровская және т.б. жеке тұлғаны дамыту мәселелері өзара әрекеттесу (А.В. Петровский), жеке педагогикалық өзара іс-қимыл (А.Б. Орлов) зерттеулерінде көрініс тапты.

Тұлғалық-дамытушылық білім берудің қазіргі заманғы тұжырымдамаларында педагогикалық құрал ретінде диалогқа ерекше көңіл бөлінеді, оның негізінде мұғалім мен оқушылардың диалогтық өзара әрекеттесу технологиясы жасалады (Е.В. Бондаревская, Е.А. Крюков, В.В.Сериков, Е.Н. Шиянов, И.С .Якиманская және басқалары). Бұл аспектіде білім беру диалогының қызметтері ашылады (С.В. Белов), жеке тұлғаның даму жағдайын құрудағы педагогикалық өзара әрекеттесудің диалогтық формаларының басымдылығы негізделген (Е.А. Крюков).

Оқытушы мен студент арасындағы өзара әрекеттесу болашақ маманның тұлғасы, білімі, мамандығы және тағы басқа құндылықтар жүйесінің қалыптасуына әсер етеді. Оқытушы мен студенттердің өзара әрекеттесу үрдісі оқу үрдісінде өзара әрекеттесу формаларында диалектикалық өзгерістер тудыратын мақсаттар, қызығушылықтар, өмірлік ұстанымдар, мотивтер, жеке дара тәжірибе қақтығысында жүретінін ұмытпаған жөн. Педагогикалық қарым-қатынас қызметі – бұл адамның өзін-өзі анықтауы. Оқытушының міндеті – студенттердің «Мені» туралы хабардар болуын, олардың жеке маңыздылығын сезінуін, жеке адамның өзін-өзі бағалауы мен келешегін, оның талаптарының деңгейін қалыптастыру болып табылады. Педагогикалық қарым-қатынастың эмпатия сияқты маңызды функциясын жүзеге асыру басқа адамның сезімдерін түсінуге, ұжымдағы қарым-қатынасты қалыпқа келтіретін басқа адамның көзқарасын қабылдау қабілетін қалыптастыруға жағдай жасайды [1].

Соңғы жылдары белсенді оқыту әдістерінің педагогикалық мүмкіндіктері (мәселелік дәрістер, топтық дискуссиялар, кейстер, конференциялар, рөлдік және іскери ойындар, мультимедиа және т.б.) зерттелді, олар дәстүрлі әдістермен қатар (түсіндіру, әңгіме, оқулықпен жұмыс, көрсету және т.б.) жоғары оқу орнындағы оқу үрдісінің қарқындылығын, тиімділігін, сапасын арттыруға ықпал етеді [2]. Жоғары кәсіби білім саласындағы өзара іс-қимыл – жеке және қоғамдық мүдделерді жүзеге асыру барысында пайда болатын оқытушылар мен студенттердің өзара әрекеті. Өзара әрекеттесуді дамыту үрдісінде оқытушылар мен студенттер арасындағы қарым-қатынас құрылымы жасалады, ол олардың тұлғааралық байланыстары деңгейінде бекітіледі.

Жоғары білім беру саласында барлық студенттерге бірдей көзқарас басым. Оқытушыға құрметпен қарауды күшейту – студенттен сыпайы қатынасты күтуге міндетті ереже. Оқытушылар студенттермен қарым-қатынас кезінде де осындай ережені ұстануы керек. Оқытушымен студенттің өзара әрекеті үздіксіз диалог ретінде қарастырылады, оның барысында олар бір-бірінің ниеттерін түсінеді және оларға жауап береді. Тұрақты және ыңғайлы өзара әрекеттесу үшін оқытушылар да, студенттер де көп күш жұмсауы керек. Оқытушының беделі екі компоненттен тұрады: рөлдің беделі және жеке адамның беделі. Оқытушының беделі педагогикалық шеберліктің үш түрін дамытудың жеткілікті жоғары деңгейімен қалыптасады: «пән» (ғылыми білім); «коммуникативті» (студенттер мен әріптестерінің білімі); «гностик» (өзін-өзі тану және өзіндік мінез-құлықты түзету мүмкіндігі). Оқытушының жеке басының беделінің негізгі индикаторлары:

1. Оқытушының өзін-өзі бағалауының студенттер мен әріптестердің жеке басын бағалауына қатынасы.

2. Қарама-қайшы және күрделі ақпаратты қабылдау және өңдеу, қиын педагогикалық және өмірлік жағдайдан лайықты жол таба білу.

Қарым-қатынасты басқару дегеніміз – тәрбиелік ықпалдың осы немесе басқа әдісін коммуникативті қолдау деп түсініледі. Студенттермен қарым-қатынастың алғашқы сәттерінде оқытушы жұмыс мүмкіндіктерін, олардың жалпы көңіл-күйін, психологиялық дайындығын осыған сәйкес әдіс арқылы анықтауы керек. Бұл кезең байланыс жағдайында маңызды рөл атқарады. Бұдан кейін қарым-қатынастың бастапқы кезеңі жүреді. Кәсіби педагогикалық коммуникацияның бірегейлігі мұнда бастама қарым-қатынасты басқарудың тәсілі мен тұтас тәрбие процесі ретінде әрекет ететіндігінде.

Педагогикалық қарым-қатынастың тиімділігін анықтайтын маңызды фактор – оқытушының бағдары. Бағдар дегеніміз – дәл осындай жағдайда белгілі бір тәсілмен әрекет етуге дайын болу. Оқытушының бір немесе басқа студентке деген жағымсыз қатынасының бар-жоғын келесі критерийлер бойынша анықтауға болады: мұғалім «нашар» студентке «жақсы» студентке қарағанда жауап беруге аз уақыт береді; Ұсынылған сұрақтар мен кеңестерді қолданбайды, егер жауап қате болса, ол сұрақты басқа студентке бағыттауға асығады немесе өзіне жауап береді; жиі айыптайды және аз ынталандырады; Студенттің сәтті әрекетіне жауап бермейді және оның жетістіктерін байқамайды; кейде ол дәрісханада онымен жұмыс істемейді. Тиісінше, позитивті қарым-қатынастың болуын осындай бөлшектермен бағалауға болады: ол сұраққа жауап алу үшін ұзақ уақыт күтеді; қиындық кезінде жетекші сұрақтар қояды, қолдайды; егер жауап қате болса, ол бағалауға асықпайды, бірақ оны түзетуге тырысады; ол көбінесе сабақ барысында студентке қарайды. Арнайы зерттеулер көрсеткендей, «нашар» студенттер оқытушыға «жақсыға» қарағанда төрт есе аз келеді; олар оқытушының пікірін қатты сезінеді. «Жақсы» және «жаман» студенттерге деген қарым-қатынасын сезіне отырып, оқытушы арнайы ниет етпестен студенттерге олардың одан әрі даму бағдарламасын анықтағандай қатты әсер етеді [3].

Педагогикалық міндеттерді шешудің ең тиімді әдісі – демократиялық стиль, мұнда оқытушы студенттердің жеке ерекшеліктерін, жеке тәжірибелерін, қажеттіліктері мен мүмкіндіктерінің ерекшеліктерін ескереді. Бұл стильді білетін оқытушы студенттерге саналы түрде тапсырмалар қояды, жағымсыз қатынасты көрсетпейді, бағалауда объективті, жан-жақты және бастамашыл. Шын мәнінде, бұл қарым-қатынас стилін жеке сипаттауға болады. Оны тек кәсіби өзін-өзі танудың жоғары деңгейі бар, мінез-құлқын, үнемі өзін-өзі талдай алатын және өзіне лайықты өзін-өзі бағалау қабілеті бар адам ғана дамыта алады. ЖОО оқытушысының қазіргі кәсіби қызметінің ерекшелігі оқытушы тағайындаудың нақты мағынасын түсіну: студентті қолдау. Әрбір студенттің өз қабілеттерін жүзеге асыруына, таңдаған мамандығының мәдени әлеміне енуіне, өмір жолын табуына көмектесу – қазіргі жоғарғы оқу орныоқытушысының басымдықтары болып табылады. Білім берудің дәстүрлі үлгісінде тұлғаның және оның психикасының сана, белсенділік, субъективтілік, көзқарас, мақсаттылықсияқты белгілері толығымен талап етілмейді, сондықтан ЖОО оқытушылары жеңілдету сияқты нәрсеге жүгінеді.

Сабақтастық педагогикалық іс-әрекетті ынталандыру, оқу үрдісін және басқару принциптерін орындайды, бұл оқу процесі субъектілерінің өзара іс-қимылына ықпал етеді. Тренер-оқытушы студенттерге педагогикалық көмек пен қолдау көрсетеді, бұл жеке студенттің немесе студенттер тобының өнімділігін арттыруда көрінеді. Бұл қолдау маңызды емес, бірақ әлі де студенттің жеке басының белгілі бір өзгерістерін тудырады. Осындай қолдауды қамтамасыз ете отырып, оқытушы студентке субъектінің өзі жауап беретін субъект қызметінің көрінісінің нысаны ретінде белгілі бір іс-әрекеттегі өз ниетін іске асыруға шақырады. Педагогтың студенттерге осындай бағдарланбаған әсер етуі психикалық белсенділіктің өзгеруіне (шығармашылықты жоғарылатуға), қабылдау мен эмоционалды көріністердің өзгеруіне ықпал етеді.

Дәстүрлі білім беру моделінде тұлғаның және оның психикасының атрибуттары сияқты сана, белсенділік, субъективтілік, қатынас, мақсаттылық, мотивация, толыққанды сұранысқа ие емес, сондықтан педагогтар фасилитация құбылысына жүгінеді.

К. Роджерс гуманистік психологияның басқа өкілдерімен бірге педагогикалық фасилитация тұжырымдамасын ХХ ғасырдың 50-жылдарында дамыта бастады. Бұл мәселемен айналысқан Э.Ф.Зеер, И.В. Димухаметов, Е.Ю. Борисенко, Л.Н. Куликова, Е.Г. Врублевская т.б. атауға болады).

Е.Г. Врублевская фасилитацияны педагогикалық қарым-қатынастың ерекше түрі ретінде қарастырады.Оның барысында және нәтижесінде белгілі бір жағдайларда субъектілер саналы, интенсивті және өнімді өзіндік дамуы жүзеге асырылады деп қарастырды.

Фасилитатор-оқытушы студенттерді көмекшілердің, серіктердің орнына бірлескен шешімдерді табуға жол ашады, студенттерге бұл ізденіске толық еркіндік береді және өз шешімін таңдау құқығын береді. Сонымен бірге оқытушы-фасилитатор функциясы студенттердің жеке басының бірегейлігі мен тұтастығын сақтай отырып, өзара әрекеттесу субъектілері арасында құнды қарым-қатынас орнату негізінде студенттердің өзін-өзі тануына педагогикалық қолдау ретінде жүзеге асырылады [4]. Әр оқытушының кәсіби жағдайы өзара әрекеттесу процесінде өзгереді.

Оқытушылармен студенттердің үнемі өзара әрекеттесу жүйесінде білім, білік, ақпарат, тәжірибе алмасу жүреді. Екі тарап та осы алмасуға неғұрлым белсенді қатысса, студент бұл үрдістенсоғұрлым көп әлеуметтік пайда алады: оның азаматтық позициясы қалыптасады, кәсіби құзыреттілік пен білім деңгейі көтеріледі, алынған білім негізінде өмірді жоғарылатудың бастапқы шарттары,дағдылары шыңдалады. Студенттермен қарым-қатынаста эмоционалды-бағалаушы тұрақтылық неғұрлым тұрақты болса, соғұрлым педагогикалық ұжымның мәдениетінің деңгейі жоғарылайды, оқытушылармен студенттер арасындағы өзара сыйластық, түсіністік, ынтымақтастық және жұмыс принциптеріне негізделген әріптестік, іскерлік қатынастар тұрақты болады.

Тұлғааралық қарым-қатынас оқытушымен студент арасында үш деңгейде қалыптасады:

– ЖОО ұжымындағы (өмірі мен атмосферасы бойынша);

– Шағын топтағы (оқу үрдісі кезінде);

– Оқытушымен тұлғааралық байланыстағы (оның ішінде студенттер ЖОО мәдени, ғылыми, спорттық өміріне қатысу үшін оқытушылар

жетекшілік ететін оқудан тыс, бос уақытты қосқанда).
Оқу үдерісінде оқытушы мен студент арасындағы тұлғааралық қатынастарды дамытудың негізі, бір жағынан, жалпы қабылданған адамгершілік пен әдеп нормалары, екінші жағынан, ЖОО–да қабылданған стандарттар, әр түрлі мәртебелі және әр түрлі әлеуметтік рөлдегі топтардың өкілдері арасындағы қарым-қатынас пен нормалар болып табылады [5].

Жалпы студенттің жоғары оқу орнындағы білім беру қызметі тұлғаның кәсіби және жеке тұлғалық қалыптасуының бір жағы ғана. Студенттің оқу әрекеті мақсатты деп түсініледі, жоспарлар мен бағдарламалармен реттеледі, білім, білік дағдыларын игерудің, студенттің жеке басының қалыптасуының бақыланатын процесі. Оқу іс-әрекеті үрдісінде студент оның субьектісі, яғни практикалық іс-әрекет пен танымның тасушысы ретінде әрекет етеді. Бұнда оқытушылар үлкен рөл атқарады, бұл олардың өзара әрекеттесуінебайланысты. Тек оқытушылардың ғана емес, студенттердің де оқу үрдісіне әсер ететіндігін жоққа шығаруға болмайды. Оқытушының тұтастай алғанда оқу тобына және әр студентке жеке көзқарасы қандай болатынына байланысты. Оқытушы мен студенттің басты міндеті - олар үшін өзара әрекеттесу әлдеқайда сәтті және нәтижелі болатын алтын ортаны табу. Ынтымақтастық, байланыс жасау, сенімді болу, бір-бірінің ұстанымдары мен жағдайларына кіру қажеттілігі келісілген өзара әрекеттесудің, ықтимал мәселелер мен оларды шешудің нақты көрінісі үшін қажетті талап болып табылады.

Жалпы іс-әрекеттің тәжірибесі көрсеткендей, оқытушыға ғылым негіздерін және оның пәнін оқыту әдістемесін білу жеткіліксіз. Оқытушының білімі мен практикалық дағдылары студенттерге олармен тікелей және тікелей қарым-қатынас жүйесі арқылы ғана жеткізіледі. Студенттермен қарым-қатынасты ұйымдастыра білу, олармен қарым-қатынас жасау, олардың іс-әрекеттерін басқару – оқытушының маңызды қасиеттерінің бірі. Психологиялық-педагогикалық әдебиеттерде бұл жағдайда олар педагогикалық әрекетті жүзеге асыру үшін маңызды болып табылатын оқытушының коммуникативті қабілеттері туралы айтады [6]. Оқытушының студенттермен қарым-қатынасы, ең алдымен, балаларға деген терең, шынайы сүйіспеншілікке негізделген, В.А. Сухомлинский айтқандай - «үйрену мүмкін емес, бұл қабілет тек күнделікті педагогикалық іс-әрекет процесінде, ынтымақтастық қағидаты негізінде құрылған оқытушы мен студенттердің бірлескен әрекетінде дамиды» - деп тұжырымдауға болады.

Яғни, оқытушы мен студент өзара әрекеттесу субъектілері ретінде өзара әрекеттесудің маңызды бағыттарын анықтау үшін байланыстар орнату және кеңейту қажеттілігін сезінеді, бұл түпкі нәтижеге - білікті маман даярлауға өзара қызығушылықты болжайды. Сонымен бірге оқыту сапасы оқытушылармен студенттер арасындағы қарым-қатынастың сапасына тікелей байланысты.

Қорытынды. Зерттеу барысында оқытушы-студент педагогикалық қарым – қатынасын қалыптастыру жоғары оқу орындарында маман даярлаудың бүгінгі күнгі талаптарын ескере отырып, жасалған біртұтас жүйелі жұмысының сапалы құрылған мазмұнда жүргізілуіне және болашақ маманның өзінің ынтасы мен жігеріне, ұмтылысы мен қызығушылығына байланысты екені анықталды.

Дакина Г.Т.[1],* Джумажанова Г.К.[2], Аманова А.К.[3]

[1]Казахский гуманитарно-юридический инновационный университет, Семей, Казахстан;
[2]Университет Шакарима города Семей, Казахстан;
[3]Евразийский национальный университет им. Л.Н. Гумилева, Нур-Султан, Казахстан.
E-mail: mymail_64@inbox.ru

ВЗАИМОДЕЙСТВИЕ ПРЕПОДАВАТЕЛЯ И СТУДЕНТОВ ВО ВЗАИМООТНОШЕНИЯХ В ВУЗЕ

Аннотация: статья посвящена теоретическому осмыслению проблемы профессиональной педагогической деятельности преподавателя вуза, теоретическому исследованию проблемы педагогического взаимодействия «преподаватель – студент» с позиций психолого-педагогических аспектов.

В статье поднимаются вопросы взаимодействия преподавателя и студента, занимающие особое место в гуманизации учебного процесса в высшей школе. Авторы отмечают, что взаимодействие

«преподаватель – студент» эффективно с учетом и реализацией определенных характеристик, а именно имеет конкретную цель, направленную на профессиональное развитие студента.

Исследована специфика педагогического общения в системе «преподаватель – студент»современного вуза, конкретизированы методы исследования, что педагогическое общение приобретает личностный характер, тем самым выявлена необходимость целенаправленной организации взаимодействия преподавателя со студентами на индивидуальном уровне для повышения эффективности учебного процесса вуза. Также определены основные критерии эффективности педагогического взаимодействия в современном вузе.

Ключевые слова: личность, преподаватель, студент, обучение, вуз, взаймодействие, общение, стиль.

Dakina G.T.[1],* Dzhumazhanova G.K.[2], Amanova A.K.[3]

[1]Kazakh Humanitarian and Law Innovation University, Semey, Kazakhstan;
[2]Shakarim University of Semey, Semey, Kazakhstan;
[3]Eurasian National University named after L.N. Gumilyov, Nur-Sultan, Kazakhstan.
E-mail: mymail_64@inbox.ru

INTERACTION OF THE TEACHER AND STUDENTS IN THE RELATIONSHIP AT THE UNIVERSITY

Abstract: thisarticleisdevoted to the theoretical understanding of the problem of professional pedagogical activity of a university teacher, the theoretical study of the problem of pedagogical interaction «teacher-student» from the point of view of psychological and pedagogical aspects.

The article raises the issues of interaction between a teacher and a student, which occupy a special place in the humanization of the educational process in higher education. The author points out that the interaction «teacher – student» is effective if you take into account and implement some specific characteristics, namely, it always has a specific goal, which is aimed at the professional development of the student.

Researched and specificity of pedagogical communication in the system of teacher - student in the modern University, lies in the fact that pedagogical communication becomes personal, thus, to improve the efficiency of the learning process in higher education institution requires deliberate organization of teacher communication with students on a personal level; identified the main criteria of efficiency of pedagogical communication in the modern University.

Key words: personality, teacher, student, training, university, borrowing, communication, style.

Information about authors:

Dakina G.T. – master of pedagogical sciences, senior lecturerof the departmen to fpedagogy and psychology, Kazakh Humanitarian and Legal Innovation University, Semei, Kazakhstan, mymail_64@inbox.ru, https://orcid.org/0000-0003-4105-1632;

Dzhumazhanova G.K. – candidate of psychological sciences, docent, Head of the Department of Psychology, University Shakarim state University of Semey, Kazakhstan, https://orcid.org/0000-0001-5934-9766;

Amanova A.K. – PhD, Eurasian National University named after L.N. Gumilyov, Nur-Sultan, Kazakhstan, https://orcid.org/0000-0003-0909-9089.

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Duisenbek A.A., Ablaikhanova N.T., Bauyrzhan A.B.*

Al-Farabi Kazakh National University department of biophysics and biomedicine**,** Almaty, Kazakhstan.
E-mail: ayaulym040917@gmail.com

THE ROLE OF COOPERATIVE LEARNING TECHNOLOGY IN THE INTENSIFICATION OF TEACHING GENERAL BIOLOGY

Abstract: this article discusses the role of cooperative learning in the intensification of teaching general biology. Among the wide range of pedagogical technologies, cooperative learning is the one that corresponds the most to the educational objectives. In addition, the authors looked at the content, timing, and intensity of training; considered the most effective methods of integrating this technology into the educational process; and reviewed domestic and foreign literature. It was revealed that intensification of teaching process is one of the main problems in the modern education system. Thus, its central objective is to increase the expediency, motivation and expand the education content; increase the intensity of learning activities; develop the skill to organize learning activities; as well as to develop and implement new methods and forms of educational process. The effectiveness of general biology learning depends on clarity, the formulation of specific learning objectives, and the adequacy of the choice teaching strategy. Our main findings confirm the importance of cooperative learning technology in intensifying the process of teaching general biology. This technology contributes to the development of students' creative qualities, as well as to the development of their moral and value orientations. A literature review shows that teachers and students benefit in many ways from co-education.

Key words: educational technologies, intensification of teaching process, biological knowledge, cooperative learning.

Introduction. In the 21st century, the humanity has entered a completely new stage of development. This period is characterized by the fact that information may remain relevant only for 5-7 years in the course of historical development. Earlier technologies used to dominate for centuries or even millennia, but nowadays they are updated very dynamically. Living in such a period requires from an individual to actively acquire a wide range of new information. Therefore, each student needs to embrace technologies and action methods that allow them to acquire a large amount of information without harming quality of education. Thus, intensification of the educational process is becoming one of the urgent issues due to active integration of information technologies into the modern education system.

Encyclopedic dictionaries define «intensification» as «strengthening, increasing intensity, productivity and efficiency» [1].

Intensification is the creation of an appropriate didactic system of educational activities for teachers and students. Such a system is distinguished by modern material and didactic equipment, maximum physiological and psychological efforts of students, motivation, creating the most favorable conditions for learning [2].

Odintsov A.I., who studies the problems of educational process intensification in modern pedagogical science, concludes as follows: «The main course of complete modernization of the education system is intensification of educational process. It should be practical and systematic, and also prepare a student for the future special education environment. Introduction of intensification in the educational process will make it possible to overcome formalism in teaching, as well as to change the structure of the educational process from dogmatism to creativity» [3].

Intensification of teaching biology in general education schools is implemented through the expansion of goals, motives, methods, means, and organization forms. It becomes necessary to completely revise the content of education and teaching process in the course of studying ways to improve the quality. Applying a set of active teaching forms, methods and tools; as well as taking into account the goals, content, and learning objectives; allow us to intensify the process of teaching biology. However, using only traditional teaching methods in achieving goals, such as development of communication and cognitive skills, presents some difficulties.

Currently, leading pedagogical practices widely use innovative approaches in education and modern psychological and pedagogical technologies along with traditional forms and methods of teaching [4].

Among various humanistic pedagogical technologies, it is critical to consider those that ensure evolutionary development of education and can smoothly and easily integrate the traditional learning system with the classroom system. Schools widely use a number of technologies aimed at achieving certain results in the intensification of teaching general biology. One of these pedagogical technologies that meets the set objectives is the cooperative learning technology.

Cooperation is a type of interaction when subjects seek to understand, support and help each other to achieve a joint result, seek to take into account each other's interests and take an active part in lessons [5].

Cooperative learning technology - one of the technologies of personal-oriented learning, which is based on the principles:

- the interdependence of group members;
- the personal responsibility of each group member for his or her own achievements and those of the group;
- joint educational activities in the group;
- general evaluation of the work in the group.

The use of cooperative learning technologies in educational process among the innovative areas of general education modernization is convenient and effective for several reasons:

- first, in the context of existing classroom educational system, these technologies are easily combined with the educational process and do not have any effect on the content of education, assigned by the compulsory educational standard;
- second, as a result of the introduction of these technologies into the educational process, it is possible to achieve educational goals for each academic course using alternative methods.

Materials and methods. Cooperative learning technology is considered the most successful alternative to traditional teaching methods in the world. Cooperative learning is a set of teaching methods that include a student-centered approach [6].

According to Polat E.S.: "The main idea of cooperative learning is not only to do something together, but also to learn together. The purpose of cooperative training is to acquire knowledge, develop educational and communication skills in accordance with students level, as well as their socialization» [7].

Many sources compare cooperative learning with other technologies or methods, emphasizing that it is very effective in increasing the mastery of students, such as teamwork with a group, active participation in the educational process [8].

According to Johnson and Johnson (1987), Lobato (1997) and Domingo (2008), in collaboration, five components are important for effective group work in learning: positive interdependence (group members “sink or swim together”), face-to-face interaction (mutual support), individual accountability (individual contributions to the task are assessed), social skills (include trust-building, leadership, and decision-making) and finally group self-evaluation (groups and their teacher reflect on the efficacy of the group) [9,10,11].

Cooperative learning technology suggests three aspects of communication:

- informative, i.e. understanding and exchanging information by students;
- interactive, it helps develop and coordinate students' joint actions during cooperation;
- perceptional, i.e. students' adequate perception and understanding of each other during
- communication. Lectures, seminars, laboratory workshops, discussion sessions, debate sessions, and conference sessions can be used when integrating this technology into teaching general biology. Thus, existing lesson seminars can be divided into introduction, overview, self-organization, search, elective seminars, idea formation seminars, round table seminars, etc.

Results. The cooperative learning method contributes to the development of communication skills and intellectual empathy. Cooperative learning technology, along with oral, visual, practical methods, comprehensively uses cognitive and creative methods, such as creating hypothesis and concepts, comparison, research, "brainstorming", and self-esteem.

General biology course requires students to pay as much attention as possible to independent work with natural objects. According to the statements above, one of the most effective joint training methods is excursion. Excursions help students to comprehensively cover the content of education, observe the relationship between objects of study and natural phenomena, and master the skills of universal knowledge application. Since the lesson topics focus on contemporary issues, conducting joint activities, such as laboratory work, excursions on cooperative learning technology, contributes to the dynamic development of intellectual, research, organizational, communication skills of students, as well as their personal qualities.

The cooperative teaching of general biology can be divided into four stages:

The first stage is forming study groups. When forming a group, consider the following features:

- lesson aims;
- students' interpersonal communication;
- level of students' knowledge and skills.

The second stage is the organization of students' learning activities in groups, which includes several stages:

- acquisition of the task assigned to the group;
- finding (discussing) the best solution;
- collecting reviews;
- summing up the group work.

It is worth noting that the content of an educational task differs from the traditional form of education.

First, assignment of a non-standard task forces students to learn each other's opinions, exchange views on the task, hence helps form a common group opinion.

Second, the task must be performed by the whole group.

Third, it should be taken into account that students may complete slightly fewer tasks when working in a group compared to individual work within the allotted time.

The third diagnostic stage shows how the group coped with the task. The process of discussion within a group (subgroup) becomes a form of intergroup communication. Discussion of group decisions depends on the lesson's planned structure and can be carried out in various forms.

The fourth stage is testing and assessing knowledge. Methods of testing and assessing students' knowledge include traditional forms (preliminary, current, repeated, periodic, final), traditional testing methods (tests, exams, homework, etc.), as well as methods that require certain actions in the proposed cases (methods of testing authenticity).

There are certain advantages in the systematic use of cooperative learning technology in general biology lessons:

- while working in small groups, as a result of joint activities, students exchange views on the lesson topic by asking each other questions, if necessary, they turn to the teacher for help;
- students learn to understand phenomena and problems in the environment and look for possible ways to solve them on their own;
- students realize that the group's success depends on the ability both to memorize ready-made information and to independently acquire new knowledge and apply it in specific situations;
- students form their own point of view and learn to defend their opinions;
- acquire communication skills, develop partnership and mutual assistance.

There are many options for cooperative learning technology, the most interesting of them are presented in Table 1 [12].

Table 1- Options for cooperative technology

Technology	Basic principles of learning
Teamwork	Success in the group work can be achieved through the independent work of each group member
«Saw»	Study of training material fragments and subsequent exchange of information
Learn together	Learning is achieved through teamwork between individual groups and all groups
Research work	Achieving a single result based on the tasks performed by each member of the team

According to Sharan Y. and Sharan S., integration of teaching technologies in the classroom should be carried out as follows: «Traditionally teachers begin with methods that call for short term cooperative tasks that include group discussions and allow students to make some choices and decisions. Students should have opportunities to rotate group management roles and discuss how they feel about working together in groups. Gradually the teacher assigns tasks that increase the amount of responsibility students have for their own learning and their team-mates' learning. As students and teachers gain confidence in the practice of cooperative learning, teachers add long term strategies to their repertoire. These call for more diverse and complex behaviors and interaction» [13]. Furthermore, cooperative learning requires from teachers to continually reinforce positive, cooperative behavior among students.

Brush T.A. studied the advantages and disadvantages of cooperative learning and provided the following information: «A number of studies have dealt with the effects of cooperative learning groups on the academic achievement of the group participants. Many of these studies compared the achievement of students participating in cooperative learning with students learning individually. Slavin has examined over 100 studies in which cooperative learning groups were compared with individual instruction and found that a vast majority (nearly 75%) reported a significant increase in achievement levels for students participating in cooperative learning groups. Slavin further noted that the studies that did not show learning gains for students in cooperative learning groups did not incorporate one or more of the important aspects of cooperative learning discussed previously; that is, individual accountability, positive interdependence, and group training [14]. In addition to improving academic achievement, research has found that cooperative learning also has an impact on numerous other factors directly related to academic achievement» [15].

According to Corner Research: Education Data and Research Analysis from Edvantia (2005), «Research on cooperative learning shows that it has a significant impact on student achievement, but also increases motivation and improves social interaction with adults and peers» [16].

Whereas Raviv A., Cohen S. and Alfalo E. in their works state that «Despite the advantages of cooperative learning in groups, as frequently noted in the research literature, it is difficult to find any empirical studies indicating the effectiveness and advantages of cooperative learning in the middle school» [17].

Cooperative learning is also underutilized because many do not understand how to work with others. The dominant culture and remuneration system of our society is oriented towards competition and individual work.

Discussion. For years, cooperative learning has been one of the most studied topics in education. Since cooperative learning strategies have positively influenced students' self-esteem, academic performance and behavior over the past quarter century, this technology has become a popular alternative to traditional learning. Cooperative learning technologies are based on activities that stimulate development of interpersonal relations, cognitive abilities of students. This, in its turn, leads to great results of students in biology classes. The relevance of these technologies is associated not only with the development of certain knowledge, but also with students' personal development, formation of independent work skills.

Furthermore, the cooperative learning structure is detailed and extensive. The number of participants in a joint group can be two or more. Each team member can perform separate functions or tasks, or all of them do the same tasks. Cooperative learning in any form has long been used to teach any subject in all types of schools, from preschool organizations to university.

The main goal of intensifying the educational process is to create conditions that allow our specialists to be competitive internationally. In this regard, studying the world's practice of higher education and bringing the national education system in line with international quality standards is a challenging task for today. The school system can respond to the needs of the community flexibly and rapidly while preserving its positive experience. The role of school education at a basic level is extremely important, as it guides and determines the basis for the development of vocational education.

Conclusion. The general education system now needs to be modernized. Its necessity stems from the increasing objective need of society for active people who can think independently and make informed decisions in unusual life situations.

As reported by the analysis of the literature review, using cooperative learning technologies in general biology classes will significantly improve the level of students' knowledge. Cooperation technologies implement democracy, equality, partnership in subjective relations of teacher and students. This technology contributes to their creativity, as well as to moral guides and values. Hence, to achieve the goals of teaching general biology in the context of intensification, it is necessary to apply various cooperative learning options. They should allow to model all types of group work, to help develop a culture of communication, skills of objective self-assessment and introspection combined with collective discussion and reflection.

Дүйсенбек А.А., Аблайханова Н.Т., Бауыржан А.Б.*

Әл-Фараби атындағы Қазақ ұлттық университеті биофизика және биомедицина кафедрасы
Алматы, Қазақстан.
E-mail: ayaulym040917@gmail.com

ЫНТЫМАҚТАСТЫҚТА ОҚЫТУ ТЕХНОЛОГИЯСЫНЫҢ ЖАЛПЫ БИОЛОГИЯНЫ ОҚЫТУ ҮДЕРІСІН ИНТЕНСИФИКАЦИЯЛАУДАҒЫ РӨЛІ

Аннотация: бұл мақалада ынтымақтастықта оқыту технологиясының жалпы биологияны оқыту үдерісін интенсификациялаудағы рөлі қарастырылған. Себебі, педагогикалық технологиялардың ішінде білім берудің мақсаттарына сәйкес келетіні – ынтымақтастықта оқыту технологиясы болып табылады. Сонымен қатар, авторлар ынтымақтастықта оқыту технологиясын білім беру мазмұнын, мерзімін, тығыздығын есепке ала отырып талдаған. Бұл технологияны білім беру үдерісіне кіріктіруде қолданылатын ең тиімді әдіс ретінде қарастырып, отандық және шетелдік әдебиеттерге шолу жасаған.

Жалпы биологияны оқытудың нәтижелерінің тиімді болуы білім берудің мақсаттарының нақтылы тұжырымдалуына және оқыту стратегиясының дұрыс таңдалып алынуына байланысты. Ынтымақтастықта оқыту - теория, зерттеу және білім беру тәжірибесінің ең кең таралған және жемісті бағыттарының бірі болып табылады. Ынтымақтастықта оқыту технологиясы оқушыға топта жұмыс істеуді үйренуге ғана емес, сонымен қатар олардың оқу деңгейін жақсартуға мүмкіндік береді, өйткені топтың жетістігі оның әр мүшесінің жетістігімен анықталады. Тиісінше, топтың басқа мүшелері артта қалған, үлгерімі нашар оқушылардың өз нәтижелерін жақсартуына мүдделі болып келеді.

"Педагогикалық технология" ұғымын – біз мақсат қоюды, жоспарлауды, оқу үдерісін ұйымдастыруды көздейтін жалпылама түсінік ретінде қарастырамыз.

Шолудың нәтижесінде қазіргі білім беру жүйесінің негізгі мәселелерінің бірі - білім беру үдерісін интенсификациялау болып табылатындығы анықталды. Осылайша, жалпы биологияны оқытуды интенсификациялаудың негізгі міндеті: оның мақсаттылығын, уәжділігін арттыру және оқытудың мазмұндық жағын кеңейту, оқу әрекеттерінің қарқындылығын арттыру, оқу үдерісін ұйымдастырудың шеберлігін дамыту, оқу-тәрбие жұмысының жаңа әдістері мен формаларын әзірлеу және енгізу болып табылады.

Мақалада ынтымақтастықта оқыту технологиясын білім беру үдерісінде пайдаланудың мүмкіндіктері айқындалып, бұл педагогикалық технологияның оқушылардың білімдері мен қабілеттерін дамытудағы рөлі анықталды. Ынтымақтастықта оқыту білім алушының жеке жұмысын алмастырмайды, бірақ оны үйлесімді түрде толықтыра алады. Сондай-ақ, ынтымақтастықта оқыту технологиясы білім алушылардың шығармашылық, білімділік, коммуникативтік дағдыларын қалыптастырушы фактор болып табылады.

Жоғарыда айтылғандардың бәріне қосымша, мақалада ынтымақтастықта оқыту технологиясын білім беру үдерісіне қалай оңай кіріктіруге болатындығы туралы мысалдар келтірілді. Биологиядан тәжірибелік сабақтарды, зертханалық жұмыстарды, экскурсияларды ынтымақтастықта оқыту технологиясы бойыншы өткізу оқушылардың ақыл-ой, ұйымдастырушылық, зерттеушілік, коммуникативтік дағдыларын қалыптастыруға ықпал етеді. Сонымен қатар, оқу сабақтарының тақырыптары қазіргі заманның мәселелерін терең қозғайтындықтан, бұл айтарлықтай дәрежеде оқушылардың тұлға ретінде қалыптасуына әсер етеді.

Әдебиеттерге шолудың нәтижесі оқытушылар мен оқушылардың бірлескен оқудан алатын пайдасының көп екендігін көрсетеді. Оқытушылар мен оқушылар арасындағы қарым-қатынас пен өзара әрекеттесу ынтымақтастықта оқытудың нәтижелеріне қол жеткізуде маңызды болып табылады.

Осылайша, ынтымақтастықта оқыту технологиясын жүйелі түрде пайдалану жалпы биологияны оқыту үдерісін ұйымдастырудың білім беру мақсаттарына нақты сүйене отырып жүзеге асырылуын қамтамасыз етеді. Бұл технологияны білім беру үдерісінде пайдалану оқушылардың шығармашылық қасиеттерін дамытуға, сондай-ақ олардың адамгершілік-құндылық бағдарларын қалыптастыруға ықпал етеді.

Біздің негізгі тұжырымдарымыз жалпы биологияны оқыту үдерісін интенсификациялауда ынтымақтастықта оқыту технологиясының маңыздылығын растайды. Ынтымақтастықта оқыту технологиясы оқушыларға мұғалімдердің басшылығында бола отырып, білім берудің мақсаттарына қол жеткізуге көмектеседі. Осылайша, ол білім алушылардың жан-жақты қабілеттерін жетілдіруге бағытталған тәсілдерді болжайды.

Түйін сөздер: педагогикалық технологиялар, білім беруді интенсификациялау, биологиялық білім, ынтымақтастықта оқыту.

Дуйсенбек А.А., Аблайханова Н.Т., Бауыржан А.Б.*

Казахский национальный университет им. аль-Фараби кафедра биофизики и биомедицины,
Алматы, Казахстан.
E-mail: ayaulym040917@gmail.com

РОЛЬ ТЕХНОЛОГИИ ОБУЧЕНИЯ В СОТРУДНИЧЕСТВЕ В ИНТЕНСИФИКАЦИИ ПРОЦЕССА ОБУЧЕНИЯ ОБЩЕЙ БИОЛОГИИ

Аннотация: в данной статье рассмотрена роль технологии обучения в сотрудничестве в интенсификации процесса обучения общей биологии, так как среди многообразия педагогических технологий наиболее подходящий образовательным целям является технология обучения в сотрудничестве. Кроме того, авторы проанализировали содержание, сроки, плотность обучения и рассмотрели наиболее эффективные методы интеграции данной технологии в образовательный процесс. Также в этих же целях провели обзор отечественной и зарубежной литературы.

Эффективность результатов обучения общей биологии зависят от четкости, формулировки конкретных учебных целей и адекватности выбора стратегии обучения. Обучение в сотрудничестве является одной из наиболее распространенных и плодотворных областей теории, исследований и образовательной практики. Технология сотрудничества позволяет обучающемуся не только научиться работать в группе, в команде, но и улучшить свой уровень обученности, поскольку успех всей группы напрямую зависит от успеха каждого его члена. Соответственно, другие участники группы также заинтересованы в том, чтобы отстающие, слабые ученики улучшили свои собственные результаты.

Определение "педагогическая технология" мы разбираем в качестве абстрактного понятия, предполагающего постановку целей, планирование, организацию учебно-воспитательного процесса, выбор методов и средств обучения, предельно аналогичных целям и содержанию образования для интенсификации результативности обучения и воспитания учащихся.

В результате проведенного обзора выяснилось, что одной из основных проблем современной системы образования является интенсификация образовательного процесса. Таким образом, основной задачей интенсификации процесса обучения общей биологии является увеличение мотивации и целеполагания, повышение плотности учебной деятельности, развитие содержательной стороны обучения, развитие умения организации учебного процесса, формирование и интеграция новых методов и различных форм учебно-воспитательной работы.

В статье были раскрыты возможности использования технологии обучения в сотрудничестве, определены способности и знания, которые развивает данная педагогическая технология. Работа в сотрудничестве не заменяет индивидуальную работу ученика, а гармонично ее дополняет. Также технология обучения в сотрудничестве является фактором формирования творческих, ученических, коммуникативных навыков учеников.

Дополнительно ко всему перечисленному были приведены примеры того, каким образом технологию обучения в сотрудничестве легко можно интегрировать в учебный процесс. Проведение практических занятий, лабораторных работ, экскурсий по технологии обучения в сотрудничестве оказывает содействие деятельностному формированию умственных, организационных, исследовательских, коммуникативных навыков у учащихся, равным образом способствуя обретению индивидуально значимого смысла, поскольку темы учебных занятий основательно затрагивают задачи и вопросы современности.

Результаты обзора литературы свидетельствуют о том, что преподаватели и учащиеся во многих отношениях получают пользу от совместного обучения. Коммуникация и взаимодействие между преподавателями и учащимися имеет важное значение для успешного совместного обучения.

Следовательно, системное применение технологии обучения в сотрудничестве обеспечивает организацию процесса обучения общей биологии с четким вектором на достижение учебных целей. Данная технология способствует развитию созидательных качеств учеников, а также выработке нравственно-ценностных ориентиров учащихся.

Наши основные выводы подтверждают важность технологии обучения в сотрудничестве в интенсификации процесса обучения общей биологии. Совместное обучение помогает учащимся достичь своих целей обучения под руководством учителей. Таким образом, она предусматривает подход, направленный на улучшение всесторонних способностей учащихся.

Ключевые слова: педагогические технологии, интенсификация обучения, биологическое знание, обучение в сотрудничестве.

Information about authors:

Duisenbek A.A. – Master degree student, al-Farabi Kazakh National University, Almaty, Kazakhstan; e-mail: ayaulym040917@gmail.com, https://orcid.org/0000-0003-3846-4305;

Ablaikhanova N.T. – Candidate of Biology Sciences, Associate Professor at the Department of Biophysics and Biomedicine, al-Farabi Kazakh National University, Almaty, Kazakhstan; e-mail: nurzhanat75@mail.ru, https://orcid.org/0000-0001-7288-1917;

Bauyrzhan A.A. – Master degree student, al-Farabi Kazakh National University, Almaty, Kazakhstan; e-mail: aitolkyn.bauyrzhan@mail.ru, https://orcid.org/0000-0002-9934-457X.

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Gizdatov G.G.[1],* Abenova P.M.[1]

[1]Kazakh University of International Relations and World Languages, Almaty, Kazakhstan.
E-mail: gizdat@mail.ru

LINGUISTIC ASPECTS OF TRANSLATION OF GONZO-TEXT

Abstract: this article concerns the issue of linguistic aspects of translation of gonzo-texts. Gonzo text is a type of text in which the author uses the subjective style of first-person storytelling, there he acts as a participant in the events that he describes. The gonzo text has its own stylistic and linguistic features, as the author often uses free vocabulary, humor, sarcasm, irony, jargon, slang, etc. Translation is a branch of modern linguistics. The language undergoes a certain system; however, each language has its own system. Translator faces linguistic challenges in transmitting the message from SL to TL, as author’s individual writing style, novel’s genre, and untranslatability in translation, expressive phrases and others. Translator may overcome those challenges through translation transformations. Excessive use of transformations may lead to interpretation, lack of equivalence between SL and TL. Thus, translator should provide equivalent and adequate translation.

Key words: translation, translation transformation, translation equivalence, translation adequacy, gonzo text, gonzo style, linguistics, interpretation.

Introduction. Translation practice has longtime history and it is an integral part of modern linguistics. People were engaged in translation practice since ancient times, as soon as the first tribes, speaking in different languages, were formed. Interpreters served as a bridge between representatives of different languages and cultures, ensuring their communication. Translation performs not only a linguistic function, for the implementation of intercultural communication, translation performs a number of other functions such as social, cultural, psychological, etc. Because translator, uses not only linguistic units, but also takes into account the situation, the participants in the communication, their cultural and psychological characteristics.

The development of translation theory allowed the world to read the great works of authors such as Shakespeare, Tolstoy, and translation practice was studied by many scientists and contributed to the development of the science of translation theory, such scientists as Retsker Ya.I., Komissarov V.N., Barkhudarov L.S., Revzin I.I., Rozeintsweing V.E., Schweitzer A.D. and others. “Translation is a means to ensure the possibility of communication between people speaking in different languages” [1, 36] - such a definition was given to the translation by the great scientist, translator V.N. Komissarov in 1990 in the textbook "Theory of Translation". We believe that this description is completely correct and accurate. Morepver, along with V.N. Komissarov many other scholars who have studied translation have given their own definition to the term "translation".

Research materials and methods. One of them was L.S. Barkhudarov, who understood “translation as the process of converting a speech work in one language into a speech work in another language. Translation deals not with language systems, but with specific speech works” [2, 27] - thus, the author specifies that translation deals specifically with speech works. However, in our opinion, this specificity is not correct; in fact, the translation covers many more aspects of linguistics in addition to the linguistic work. Thus, the author narrows down the number of subjects that the translator, in turn, must take into account in translation process. If the translator transfers only speech works only in the target language, he runs the risk of making an inadequate translation, thus the recipient may not understand the full meaning of the original. Retsker Ya.I. Russian scientist gives the following definition: “Translation is an exact reproduction of an original by means of another language while maintaining the unity of content and style. This differs translation from retelling, in which it is possible to convey the content of an original labguage, omitting minor details and not worrying about reproducing the style. The unity of content and style is recreated in translation on a different linguistic basis and therefore will be a new unity inherent in the target language" [3, 1] - and he separates translation from retelling, but nevertheless its definition considers translation at the language level. Based on the above definitions, translation is linguistic science. Let's consider a little the history of the development of translation, translation is one of the ancient professions. Any communication between representatives of different languages and cultures requires translation. Any person who knows these languages could act as a translator in this situation. Thus, translators ensured communication between the two cultures. Despite this, translation considered as separate science much later. The theory of translation developed within linguistics, thus scientists initially used a linguistic approach and gave a linguistic definition. All works that in one way or another related to translation followed the main principle literal translation, in other words word-for-word translation, including such sacred books as the Bible. The translators tried to translate every word of the spoken or written message, thereby transmitting the message to the reader in the target language. These authors considered the translation from a linguistic point of view, and this is natural. However, within linguistics, there are separate areas of linguistics, which, if absent, can become a factor in unsuccessful and inadequate translation. L.S. Barkhudarov notes, "There is a close connection between the theory of translation and such linguistic disciplines and trends, such as psycholinguistics, communicative syntax, linguistics of the text. They have passed from the study of language as an abstract system to the study of the functioning of language in speech" [4, 25] - from this statement it follows, that every nation is unique, respectively; the language of each nation is also unique. Despite the fact that all the languages comply with a certain system, each language has its own. We agree that many languages are related and have the same roots. However, every people have its own history, social position, communicative characteristics in any century, they make their own adjustments in a certain period in history and the development of the language of the given people. In this regard, the translator must take into account the peculiarities of source language and the target language systems, as well as their psycholinguistic, syntactic and communicative directions of linguistics.

Different languages have different roots and do not always have similar language constructs. This is where the problem of untranslatability in translation arises. When this difficulty appears in translation, we use compensation. According to V.N. Komissarov "compensation is a method of translation, in which the elements of meaning lost during the translation of the unit of SL in the original are transmitted in the translation text by some other means, and not necessarily in the same place of the text as in the original" [2, 185] - thereby, the translator compensates for the missing linguistic structure or the unit of the language with another existing in the target language. However, not all language systems are eligible for compensation. In such cases, translator uses translation transformations. According to L.S. Barkhudarov, "Translation transformations are qualitatively diverse interlanguage transformations made by a translator, so that the text of the translation with the maximum possible completeness conveys all the information contained in the original text, subject to strict adherence to the rules of the TL" [4, 149] - thus translator uses different types of translation transformations in order to convey the full meaning of the text contained in the original. We have reviewed many terms used in translation. These terms were introduced by scientists in order to develop translation activities and develop new methods and techniques for translation. The theory of equivalence and adequacy are evaluative concepts. With the help of the theory of equivalence and adequacy, we are able to assess the quality of the translation and the level of correspondence between SL and TL. The translator replaces untranslatable language constructions and units in the TL by using the methods of translation compensation and transformation.

One of the significant advances in the linguistic aspect of translation is the development of the theory of equivalence. Many Russian and Western scientists studied and proposed their theory of equivalence, including V.N.Komissarova, L.S. Barkhudarova, L.K. Latysheva, A.L. Schweitzer. One of these authors was E. Naida, who in her book "Towards the Science of Translation" proposed two levels of equivalence - formal and dynamic [6, 15]. According to E. Nida, "formal equivalence is oriented towards the original text and its purpose is to provide the possibility of direct comparison of multilingual texts" [6, 18] - by the word "comparison", the author means the achieving translation equivalence through all linguistic units, including "... parts of speech in translation, the absence of articulation or rearrangement of the original sentence members, the preservation of punctuation, breakdown into paragraphs, as well as the application of the principle of concordance "[6, 21] - thus the translator must literally transmit every word and punctuation mark to the target language to achieve formal equivalence. We should note that all translators have been guided by these principles since the inception of translation activity. Moreover, as we have already mentioned above, one of the holy books the Bible was translated into 2000 languages based on this principle.

The second level of equivalence, according to E. Nida's definition, “dynamic equivalence is focused on the reaction of the recipient and should strive to ensure equal impact on the reader” - in this case, the translator is guided not by the transfer of linguistic units, but by the meaning of the message. This can be achieved by “adapting vocabulary and grammar to such an extent that the translation sounds like the author would write it in another language” [Nida, 1964] - the translator sets himself the task of conveying the meaning of the message, and reproduce those emotions and convey that effect messages included in the original to the reader or listener in the target language. E. Nida considers, the goal of “dynamic equivalence is designed to perform the main function of translation - a full-fledged communicative replacement of the original text” [6, 48] - while the translator can avoid literalism and translate the text in his own way using those linguistic units in the language translations, he considers appropriate.

J. Catford in his monograph "Linguistic Theory of Translation" [7] proposed his own version of the equivalence of translation - "connected" and "unrelated". Another theory was proposed by the scientist J. Newmark in the book "Approaches to Translation" [8]. There he offers "semantic" and "communicative" levels of equivalence. Croatian scholar V. Ivir proposed "correspondence" and "translation" equivalence. All these equivalence theories have similar characteristics and the principle of division. This was mentioned by the Russian translator-linguist V.N. Komissarov, “these dichotomies were new terminological titles, into which the subject of the ancient and already prosy discussion about the contradictions between the literal (literal) and idiomatic (free) translation” was covered, between the orientations to the “letter” and “spirit” of the original was " [2, 54]. In turn, V.N. Komissarov offers five levels of equivalence, namely the level of linguistic signs, the level of utterance, the level of the structure of the message, the level of describing the situation and the level of the goal of communication. We would like to note that many post-Soviet translation schools are guided by the Komissarov’s theory of equivalence. Regarding the theory of equivalence, V.S. Vinogradov believes that “equivalence is the preservation of the relative equality of content, semantic, stylistic and functional-communicative information contained in the original and the translation” [9, 18] - thus, when translating the original text, it is necessary to obey certain rules and preserve the content and correctly convey the meaning of the message. Yet there were scientists who criticized this theory of equivalence. Among the scholarly critics of equivalence theory were Snell-Hornby, Gideon Turi, Werner Koller and others. In their opinion, "the theory of equivalence is a relative concept and it is nothing more than an ordinary similarity" [10] – we consider, the equivalence of translation is extremely relevant and an indicator of how well the translation corresponds to the original. Correspondence between original language and target language can be achieved in several ways. Dynamic and formal equivalence of E. Nida, or five levels of equivalence of V.N. Komissarov. Of course, we should not forget the works of other scientists in the development of the theory of equivalence; however, they are similar to the theory of E. Nida.

Several participants are involved in the translation process, such as addressee - translator - addresser. It should be taken into consideration that the success of the translation depends on the translator, more precisely on his professional training. The translator plays an intermediary role in this process. However, he makes his own adjustments. In a translation process, a translator must take into account not only the linguistic aspects of the text, but the whole situation, all its social, psychological and cultural aspects. If necessary, supplement or correct the translation to make it adequate and equivalent in relation to the original text. Each translator is individual and has the right to choose his own translation methods. Nevertheless, he should not forget that the translation must be identical with the original in meaning, purpose and function. If you make great changes to the original, then there is a possibility of obtaining an interpretation of the original text. I. Levyi believes that "the incommensurability of the linguistic material of the origin and the translation leads to the fact that there can be no semantic identity in expression between them. Therefore, a linguistically correct translation is impossible, and only interpretation is possible" [11, 66] - in this case, what we get on the TL may be an adequate text, but not equivalent in relation to the original text. Such works in the form of interpretation often differ in all of the above aspects, so it makes no sense to call it a translation.

In translation, besides the theory of equivalence, there is also the concept of adequacy. Adequacy theory is highly valued as well as equivalence theory. Often, translators are faced with such a problem as all the language units of the SL and TL coincide, but the meaning of the original and the translation does not match, or the translation does not sound correct. This problem occurs due to the lack of adequacy in translation. It is necessary to take into account the fact that the equivalence is used for individual units of the language SL and TL, however, the adequacy of the TL can be assessed by a full-fledged, complete text, and not its individual units. In this connection, we understand that both separate parts of the text and a full text can be equivalent, and only a full text can be adequate.

Research results. Developing the topic of interpretation and translation, we note that nowadays there are no any types of measures of the amount of permissible transformation and compensation, or control of the translation quality. Barkhudarov L.S. argued that "the translator has to resort to various transformations, he needs to make a large number of compensations in order to restore the original balance of the transmitted information and the means of its linguistic expression" [5, 42] - taking into account the linguistic, cultural and social characteristics of each language and people, translators cannot be guided by a certain criterion for assessing the quality of the translation, since there are no generally accepted criteria as such. The lack of generally accepted criteria is easily explained by the variety and personality of each language. Etkind E.G. believes that “there is not and cannot be a universal criterion for assessing the correctness of a translation to the origin. Correctness is a variable concept that changes depending on what type of poetry the thing being translated belongs to” [12, 39] - each translation is unique and individual in its own way. The main critic of the translation is its reader. Some translators try to adapt the translated text to the culture of the people of the target language, while other translators, on the contrary, try to preserve the cultural, social and psychological characteristics of the people of the source language. To prove this theory, let’s explore an example, we are considering Thompson Hunter's novel "Fear and Loathing in Las Vegas", published in 1971, was translated into Russian by several translators. Alex Kervey published the first translation in 1999. In his translation, Alex Kervi tried to preserve the culture and convey the spirit and tone of that time, and used the literal translation of some American words, like "hitchhiker, “Okie kid", etc. Obviously, the translator tried to convey the American writing style and retained such phenomena that are inherent in the American people. However, he was criticized more than once for such a translation, and one of the critics was another translator, Timofey Kopytov. He says, “In particular, I don’t confuse a chronic topic with a rema and don’t put shoes on the hero in sneakers” [16]. There, we understand that not all readers encourage and use similar methods of translation, it is more convenient for them to read the adapted type of translation, as was done by Timofey Kopytov a little later. In turn, he used the method of pragmatic adaptation and nevertheless translated all the words and adapted them for the Russian-speaking reader. For example, he translated "hitchhiker" as "hitchhiker", and "Okie kid” was translated as "unfortunate redneck" [16].

Thompson Hunter published "Fear and Loathing in Las Vegas" in 1971 in the United States. The novel is written in the gonzo style. Gonzo text is a type of text in which the author uses the subjective style of first-person storytelling, in which he acts as a participant in the events that he describes. The gonzo text has its own stylistic and linguistic features, as the author often uses free vocabulary, humor, sarcasm, irony, jargon, slang, etc. Such a text contains a huge number of details, detailed descriptions of the author's actions in reality, which often is not important in the presentation of the main idea, while the story is written necessarily from the very beginning of the event to its end. This technique helps the reader to independently verify the accuracy of what is presented.

The gonzo text is used primarily in American journalism. Although from the beginning of the XXI century, it has entered to the environment of post-Soviet journalism. The term gonzo was first used in journalism in the early 1960s. In English, it means "crazy", "out of mind" [14, 1]. Relatively speaking, we can say that gonzo journalism is "crazy journalism". To some extent, this definition is right for this genre. “Gonzo journalism is a branch in journalism, known for the fact that all journalistic material under this banner is written in the genre of subjective, emotionally colored reporting. The author himself is not only a direct participant in any event, but often completely gets used to the image of main hero” [14, 3]. The author describes the event as a reportage. Thus, the gonzo text becomes clear, the stage-by-stage description of the event makes it dynamic and the maximum amount of details makes it informative. A properly written gonzo text should give the reader the effect of presence and participation. Since the author not only presents a fact about any event, but also lets the reader understand his attitude to this event, shows his reaction.

Discussion. Analyzing Thompson Hunter’s writing style, one can notice that it is expressive, he often uses emotionally colored expressions, phraseological units, stylistic diminished vocabulary, a large number of cultural references, realities, various epithets, metaphors, hyperboles and comparisons. Thompson Hunter's individual style of writing causes a number of difficulties in translation, and translators are forced to use translation transformations in order to preserve the individual style of the author in TL, to make an adequate translation in Russian and understandable to a Russian-speaking reader.

When translating emotionally colored vocabulary, translators used different lexical transformations. one of the methods of translation was - tracing. For instance,

Goddamn animals – чертовые твари

Poor bastard – бедный ублюдок

Rotten stuff – гнилой продукт

Poor fool – бедный дурак

Screamers – визгуны

Laughers – хохотуны

Alex Kervy has saved lexical meaning of the following words in translation “goddamn” - чертов, “poor” - бедный, “rotten” – гнилой. Russian translation sounds equivalent to the meaning in English. We believe that the word “poor” - «несчастный», should be translated differently in Russian but it has similar meaning - несчастный ублюдок, несчастный дурак. According to the phrase “Rotten stuff” - «гнилой продукт», sounds not adequate. In context, it sounds as:

“There is nothing in the world more helpless and irresponsible and depraved than a man in the depth of an ether binge. And I knew we’d get into that rotten stuff pretty soon” [14, 5p].

«Ничто в мире не бывает менее беспомощным, безответственным и порочным, чем человек в пропасти эфирного запоя. И я знал, мы очень скоро дорвемся до этого гнилого продукта» [15, 39].

This translation is equivalent to the source text. However, instead of the word «гнилой продукт», we offer to use «дрянь или гадость», which suites more to the gonzo style.

In the novel, the heroes often abuse drugs, and "Screamer and laughers" is one of the drug types. The translator used the calque method. "To scream" - from the verb to scream, scream, "to laugh" - from the verb to laugh, smile. The names in English were also chosen, most likely from the effect that these drugs cause when used.

In addition to calque, the translator used the method of contextual correspondence when translating emotionally colored words. Let's give an example,

What the hell are you yelling about? – Какого хрена ты так орешь?

Hot damn! – Черт возьми!

Hell! – Черт!

Shit, look at him! – Хрена лысого, да ты взгляни на него!

God, hell! – Господи, мать твою! [15]

As we can see, in this passage, the translator avoids direct translation and used expressions that are more understandable to the Russian-speaking reader. The method of contextual matching was used to convey the emotional content of the situation in which the heroes of the novel found themselves. In our opinion, the translation sounds adequate, but not equivalent.

In this novel author often uses English phraseology. For example,

For good or ill –живым или мертвым

Let’s get right to the heart of this thing – Давай конкретно разберемся, с чувством, толком, расстановкой.

We would have to drum it up on our own – Придется нам самим выкручиваться, как угря. [15].

Analyzing the translation of phraseological units, we understand that the translator used an alternative of English-language phraseological units in Russian. Of course, the translator's decision is appropriate and the translation sounds adequate.

Also, contextual translation was used in the translation of other types of drugs as:

Uppers – стимуляторы

Downers – транки (транквилизаторы)

Can you grasp that? – ситуацию просекаешь?

Shit, look at him! – Хрена лысого, да ты взгляни на него! [15].

The word “uppers” was translated as «стимуляторы», which means it stimulates, lifts upwards as well as “downers” – the thing that tranquilizer goes downwards.

The context sounds as:

“We had two bags of grass, seventy five pellets of mescaline, five sheets of high-powered blotter acid, a salt shaker half full of cocaine, and a whole galaxy of multi-colored uppers, downers, screamers, laugher” [14, 4].

«У нас в расположении оказалось две сумки травы, семьдесят пять шариков мескалина, пять полос промокашек лютой кислоты, солонка с дырочками, полная кокаина, и целый межгалактический парад планет всяких стимуляторов, транков, визгунов, хохотунов» [15, 37].

As we have mentioned above the author used an individual writing style and very often used epithets, metaphors, similes and hyperbole. There is an example for epithets,

Fabulous Mint 400 – легендарный «Минт 400»

Grim connection – неумолимая параллель

Метафоры:

A whole galaxy of - целый межгалактический парад

Depth of an ether binge – пропасть эфирного запоя

Гиперболы:

This is a very ominous assignment – with overtones of extreme personal danger…- это очень опасное предприятие – можно так вляпаться, что и костей не соберешь…[14, 35]

The translation of the above epithets and hyperboles was made by the calque method. Note only the example with "A whole galaxy of - целый межгалактический парад " - in this case, the translator slightly altered the construction of the sentence, if translated literally, it would have turned out "a whole galaxy of something ...", and the translation "целый межгалактический парад " - very appropriate contextual addition. The word "парад" - explains the subsequent list of narcotic substances that are discussed further

The novel describes many places and names some of the modes of transport. In the process of translation, they did not cause much difficulty, and the translator used the methods of calque, transcription and commenting. Let's give an example,

Polo Lounge of the Beverly Hills Hotel – Поло Ландж в отеле «Беверли Хиллз» - переводчик использовал метод транскрипции.

Vincent Black Shadow – «Винсент Блэк Шэдоу» - название мотоцикла.

This realia is not translated, because translator decided to save the name, then explain its meaning. Thus further it becomes clear to the reader the meaning:

- не выйдет. Где мы сможем раздобыть «винсент блэк шэдоу»?

-что это?

- Роскошный байк, - просветил я его. – у новой модели двигатель – две тысячи кубических дюймов, развивает двести лошадиных сил за четыре тысячи оборотов в минуту, силовая магниевая рама, два сиденья из пенорезины и общий точный вес – двести фунтов. [15, 27]

Horatio Alger – Горацио Элджер.

Except transcription method, translator often used the method of calque:

“One toke over the line, Sweet Jesus… One toke over the line…” - «Одна затяжка унесет тебя. Дорогой Иисус…Одна затяжка унесет тебя…»

Sympathy of the Devil - Симпатия к Дьяволу

Manson Family – семья Мэнсона

Singapore Slings - Сингапурский Слинг. [15]

Among the examples of English-speaking realities, the Russian-speaking reader may not understand some words. To make it easier for the reader to understand the text, the translator gives a footnote with a comment below the text. For instance,

Семья Мэнсона – Чарльз Мэнсон (род. 12.11.34) – «военнопленный системы» за убийство Тейт – ЛаБианки, которое осуществили члены его «семьи», приговорен к пожизненному заключению. Поэт и музыкант

Сингапурский слинг – напиток из рома, коньяка и др. с лимонным соком, водой и сахаром.

Горацио Элджер – писатель, «поставщик массового чтива для американцев» в конце прошлого века. [15]

Conclusion. Thompson Hunter often uses realias in his novels that relate exclusively to American culture or even the 70s of the twentieth century. A Russian-speaking reader may not fully understand what is discussed and why these realias were mentioned in the text; to explain the situation, translators write comments in the form of a footnote under the text.

Summing up, the linguistic aspect of translation is an important branch of modern linguistics. Since the language and culture of each nation has its own characteristics and is individual, it is not possible to draw up some generally accepted and universal criteria for assessing the quality of translation. However, the similarity between SL and TL is checked by the level of equivalence. Many authors and scientists have studied equivalence theory. Nevertheless, the formal and dynamic equivalence of E. Nida and five levels of equivalence of V.N. Komissarova is widely used in translation schools.

Each language has its own special linguistic systems and untranslatables in translation. In addition, each author is unique. Thompson Hunter is a bright representative and creator of the gonzo style, the author of the novel “Fear and Loathing in Las Vegas” under consideration, has his own individual writing style. He often uses emotionally colored vocabulary, phraseological units, epithets, metaphors and realias, which causes difficulties in translation. However, translators, using various translation transformations and methods, try to convey the meaning, purpose and function inherent in the TL. Yet, with frequent use, different types of transformation run the risk of becoming an interpretation of the original, but not translation.

Translators used such types of transformations as calque, description, contextual translation, pragmatic adaptation, transcript, comments, etc in translation of gonzo-texts. If the translation method is used correctly, it is possible to translate novels in the gonzo style quite adequately and equivalently.

Гиздатов Г.Г.[1],* Әбенова П.М.[1]

[1]Абылай хан атындағы Қазақ Халықаралық Қатынастар және Әлем Тілдері Университеті,
Алматы, Қазақстан.
E-mail: gizdat@mail.ru

ГОНЗО-МӘТІНДЕРДІ АУДАРУДЫҢ ЛИНГВИСТИКАЛЫҚ АСПЕКТІЛЕРІ

Аннотация: мақалада гонзо мәтіндерді аударудың лингвистикалық аспектілері қарастырылған. Гонзо мәтінде автор орын алып отырған жағдайдың тікелей қатысушысы ретінде сол жағдайға қатысты өзінің субъективті пікірін жазады. Гонзо-мәтіннің өзіндік стилистикалық және лингвистикалық ерекшеліктері бар, себебі онда автор ауыз-екі тілді, юморды, сарказмды, иронияны, жаргонды, сленгті және т.б. сөздерді жиі қолданады. Аударма дегеніміз заманауи лингвистиканың бір саласы. Кез-келген тіл белгілі бір жүйеге бағынады, дегенмен әр тілдің өзіндік жүйесі бар. Аудармашы түпнұсқаны аударуда белгілі-бір лингвистикалық қиындықтарға тап болуы мүмкін, оның ішінде автордың өзіндік жазу стилі, туындының жанры, аударылмайтын сөздер, экспрессивті сөздер және т.б. Аудармашы аталмыз қиындықтардан аударма трансформацияларын қолдану арқылы шыға алады. Аударма трансформацияларын коп мөлшерде қолдану интерпретацияға, түпнұсқа тілі мен аударма тіліндегі эквиваленттіліктің жетіспеуіне алып келуі мүмкін. Мұндағы аудармашының басты мақсаты аударманы түпнұсқамен эквивалентті және барабар қылып жасау.

Біз аударма саласында қолданылатын бірқатар термин сөздерге жүгіндік. Аталмыш терминдерді ғалымдар аударматану саласын дамыту және жаңа аударма әдістері мен амалдарын жасау мақсатында енгізген. Эквиваленттілік және барабарлық (адекваттылық) терминдері аударма сапасын бағалауда қолданылатын терминдер. Эквиваленттілік және барабарлық (адекваттылық) теориясы көмегімен біз аударманың қаншалықты сапалы және дәл аударылғанын бағалай аламыз. Сонымен қатар, аударма компенсациясы және трансформациясы аудармашыға аударма тілінде жетіспейтін тілдік құрылымдарды аударуға көмектеседі.

Түйін сөздер: аударма, аударма трансформациясы, аударма эквиваленттілігі, аударма барабарлығы, гонзо мәтін, гонзо стилі, лингвистика, интерпретация.

Гиздатов Г.Г.[1],* Әбенова П.М.[1]

[1]Казахский Университет Международных Отношений и Мировых Языков имени Абылай хана,
Алматы, Казахстан.
E-mail: gizdat@mail.ru

ЛИНГВИСТИЧЕСКИЕ АСПЕКТЫ ПЕРЕВОДА ГОНЗО-ТЕКСТОВ

Аннотация: в статье рассматриваются лингвистические аспекты перевода гонзо-текстов. Гонзо – текст – это вид текста, в котором автор использует субъективный стиль повествования от первого лица, выступая в нем в качестве участника событий, которые он описывает. Гонзо-текст имеет свои стилистические и лингвистические особенности, так как в нем автор часто использует свободную лексику, юмор, сарказм, иронию, жаргоны, сленг и т.д. Перевод – это один из отраслей современной лингвистики. Язык подчиняется определенной системе, однако у каждого языка есть своя система. Переводчик сталкивается с разными лингвистическими проблемами при передаче сообщения с ИЯ на ПЯ как уникальный стиль автора, жанр романа, непереводимое в переводе, экспрессивные выражения и др. Переводчик может использовать переводческие трансформации при переводе, чтобы преодолеть эти проблемы. Излишнее использование переводческих трансформаций может привести к интерпретации и отсутствию эквивалентности между ИЯ и ПЯ. Таким образом, переводчик должен предоставить эквивалентный и адекватный перевод.

Нами были рассмотрены многие термины, используемые в переводческой деятельности. Данные термины были введены учеными с целью развития переводческой деятельности и разработки новых методов и приемов перевода. теория эквивалентности и адекватности являются оценочными понятиями. С помощью теории эквивалентности и адекватности мы имеем возможность оценить качество перевода и уровень соответствия ИЯ и ПЯ. Также с помощью методов переводческой компенсации и трансформации переводчик заменяет непереводимые языковые конструкции и единицы в ПЯ.

Ключевые слова: перевод, переводческая трансформация, переводческая эквивалентность, переводческая адекватность, гонзо-текст, гонзо-стиль, лингвистика, интерпретация.

Information about authors:

Gizdatov G.G. – Doctor of philological sciences, professor of Kazakh University of International Relations and World Languages named after Ablai khan, Almaty, Kazakhstan, E-mail: Gizdat@mail.ru, https://orcid.org/0000-0002-6014-4183;

Abenova P.M. – PhD student 2 year, specialty "Translation studies", Kazakh University of International Relations and World Languages named after Abylai khan, Almaty, Kazakhstan. E-mail: abenova.p@mail.ru, https://orcid.org/0000-0002-8960-3451.

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Kalibayeva A.S.

Kurmangazy Kazakh National Conservatoire, Almaty, Kazakhstan.
E-mail:aizhanakalibayeva@gmail.com

UNIVERSALISM OF CREATIVE PERSONALITY (ON THE EXAMPLE OF GULZHAN UZENBAYEVA)

Abstract: although the concept of universalism – a creative versatility of a person – is infrequently found in scholarlyliterature, as a phenomenon, it is inherent in many musicians of different national cultures and eras. At the beginning of the 21stcentury, different types of creative personalities have developed in a ramification of the composer tradition of Kazakhstan: composers oriented towards national culture, towards Western academicism, and authors of a mixed orientation. Many musicians harmoniously combine performing, composing, teaching, research, organizational, leadership, and other talents. Concerning the forms of creative activity, universalism seems to be an intrinsic property of a professional musician in any ethnic tradition, in mass art, and in Western music until the 18thcentury. In modern conditions, the self-realization of a musician in various qualities again becomes relevant. Expanding the field of creative self-expression, it gives impetus to the manifestation of innovative thinking. Based on the analysis of the multifaceted activities of the composer, pianist, and teacher GulzhanUzenbayeva, various aspects of the universalism of the creative personality are revealed. The combination of the artistic means of two traditions (ethnic and modern westernized composer) reflects the universalism of style. Multidimensional self-realization (composer-performer-teacher) contributes to greater demand and a successful career as a musician. Both the style and the career of a musician combine the features of syncretic (characteristic of oral traditions) and synthetic (characteristic of art music) universalism. The musical culture of Kazakhstan is of significant interest in the light of this topic because this culture has preserved various types of universalism,and unique ‘bicultural’ approaches to the study of this phenomenon have been formed.

Key words: universalism in creativity, creative versatility, composers of Kazakhstan, composer-performer, GulzhanUzenbayeva.

Introduction. Universalism as a phenomenon of musicians’ multifaceted self-realization has always existed and goes back to the syncretism of creative activity in traditional culture. A holistic understanding of this phenomenon is associated with a wide range of issues from such areas as musical professionalism (oral tradition and writing), the creative process of the musician, psychology, and sociology of music.

Despite the prevalence of the phenomenon, universalism has not been studied as an independent phenomenon yet. To date, there are several studies devoted to the universalism of personality, where the phenomenon of versatile activity and creativity of representatives of the different culturesand eras is considered, and attempts are made to determine the types of universal genius[7]. At the same time, studies on the creative biographies of musicians explore specific aspects of and approaches to universalism[8]. This phenomenon appears in art history and philosophical works exploring the psychology of creative activity. However, the universalism issue, combining writing and performing, and research, pedagogical and organizational activities of composers is currently little studied in Russian[9] and English-language scholar literature[10].

[7]Among the authors of these works are Yu. Berestennikov [1], N. Gavryushin [2], N. Goncharenko [3], V. Garpushkin [4], S. Markov [5], V. Semina [6], E. Sinitsyn, O. Sinitsyna [7], Yu. Tolkachev [8];
[8]Works by Yu. Kremlyov [9], A. Solovtsov [10], K. Zenkin [11], D. Zhitomirsky [12] and others;
[9] The dissertation by Qin Qin [13] is a rare example of this topic;
[10]Researches of foreign authors – F. Richards [14], S. G. Shewbert [15], R. Frost [16].

The musical culture of Kazakhstan is of significant interest in the light of this topic because this culture has preserved various types of universalism, and unique 'bicultural' approaches to the study of this phenomenon have been formed.

Methods. The study of this phenomenon assumes an integrated approach and has an interdisciplinary character in the combination of musicological, musical-sociological, and musical-cultural methods. The methodology of this work is based on the established typology of traditions. The very history of the phenomenon dictates this approach. From ancient times to the 20th century, almost all composers combined the composition with music performance. In the last century, there has been a tendency to differentiate musicians into performers-interpreters and performers-creators. According to the just statement of L. Cardassi and G.G. Bertissolo, by the middle of the 19thcentury, a specific hierarchy of musical professions was formed: "From then on composers were placed hierarchically above the – much less heroic – performers. Indeed, despite the highly technical needs required to perform the new music being created, performers have been seen as 'executors' of a score, expected to reproduce it in the most transparent way possible, blocking any intention of creating on, or – in the composers' minds, altering – the composer's creation" [17, p.6]. However, universalism is preserved in different layers of culture, and, including in connection with the composer's creativity, provides many advantages. It promotes universal self-realization in modern conditions, ensures the performance of works and satisfies demand from the public.

Depending on the type of tradition (oral, written), there are different ways of combining creative activity. In the conditions of Kazakh art, the phenomenon of universalism has its national specificity since it is conditioned by ethnic thinking and worldview, a deep connection with oral professional traditions, for which syncretism is typical. In the context of oral culture, the definition of 'syncretic universalism' is applicable – the fundamental inseparability of writing and performing in the creative process.

An essential aspect of universalism is the simultaneous possession of a complex means of artistic expression within both traditions: ethnic Kazakh and Kazakh westernized. Even brought up in the conditions of an academic tradition, composers in various ways study and implement the compositional features of Kazakh music in their work. A. Raimkulova notes that through the complication of the musical language of transcriptions and the combination of elements of folklore with new composer techniques of the 20thcentury, the so-called 'stylistic biculturalism' is formed [18, p.78]. Thus, from the perspective of style, almost every composer of Kazakhstan is universal, and this universalism can be called 'bicultural'.

Musical and sociological foundations of the universalism of Kazakhstani composers.

The fundamental distinction of contemporary composers-performers is a fundamentally separate existence in these two hypostases. Only in mass art,the existence of 'syncretically' universal musicians is possible, and academic music presupposes the universalism of a 'synthetic' quality. The work of such Kazakhstani composers as N. Mendygaliyev, A. Isakova, S. Yerkimbekov, A. Raimkulova, G. Uzenbayeva, K. Onalbayeva makes it possible to reveal both the modern specifics of universalism and the objective reasons for its existence and study. Its 'surge' falls on the generation of composers whose creative activity began in the 1980s. It is due to the education of 'superprofessionals'in the mainstream of the ideal Soviet society.

Secondly, by this time, a stable system of music education had formed in Kazakhstan, in which it became possible to study two specialities. GazizaZhubanova made a significant contribution to the teaching of this generation of composers. During the years of her leadership, the teachers' qualification in the Almaty Conservatoire significantly increased. The necessary conditions have been created for the manifestation of the creative potential of young composers.

Thirdly, the increased level of performing culture in Kazakhstan – opera performances, symphony concerts – stimulated young musicians to expand the range of creative activities.

Finally, the universalism of the younger generation opened up new opportunities. It provided higher chances for self-realization in various areas of musical creativity, such as composition, concert activity and teaching (both composingand performing arts), rather than a narrow specialization in one of the aspects.

The universalism of Gulzhan Uzenbayeva's creativity. A clear example of universalism in style and self-realization is the Honored Worker of the Republic of Kazakhstan, composer, professor of the special piano department at Kurmangazy Kazakh National Conservatoire – Gulzhan Uzenbayeva. She belongs to the fourth generation of composers in Kazakhstan, who vividly represent their national composer school in the country and abroad. Her multifaceted creative activity is representative ofthe modern musical culture of Kazakhstan. As the musicologist T. Jumaliyevanotes: "She is a unique, actively thinking composer who created her peculiar style, a deep brilliant performer, a thoughtful teacher" [19, p. 453].

The genre diversity distinguishes the creative heritage of G. Uzenbayeva: from transcriptions of Kazakh folk songs to concerts, chamber works, and single-movement symphonic works. The composer uses pre-classical genres – Prelude and Fugue, Toccata, Fantasy for Piano, Variations for Organ; classical – Sonata for violin and piano, Cello and Piano concertos, Piano trio GAsEsA; romantic – Poem for piano and orchestra GasyrYelesi, concert pieces Samgau, Zharys.

Currently Gulzhan Uzenbayeva is actively giving concerts. Her extensive repertoire includes masterpieces of Western European and Russian music and works by composers of Kazakhstan, including her own, which allows us to speak of intensive educational work. Along with solo concerts, G. Uzenbayeva annually prepares a number of the most complex chamber repertoire programs.

Her pedagogical work is inextricably linked with the concert and educational activities of the musician. Among her pupils are laureates of international competitions. It is noteworthy that some of G. Uzenbayeva'sstudents compose themselves in a raw. At the heart of her pedagogical method lies in revealing students' creative potential in different directions, including teaching pianistic skills from the composer's point of view, which, in her opinion, is one of the essential components in the performing process[11].

The development and formation of the facets of the musician's talent proceeded in a different rhythm, forming a kind of polyphony in which performance, music composition, and pedagogy complemented each other. Successful self-realization in all areas is a noteworthy example of universalism. Analysis of the mutual influence of G. Uzenbayeva'scomposing, and performing activities explains her success and recognition in the modern culture of Kazakhstan.

Discussion. Activity as a concert performer has a significant impact on the creative image of G. Uzenbayeva, expressed both in style and in the genre palette of the composer. Of particular interest in the light of this topic are those works in which she is simultaneously a composer and a performer. Noting the unity of the two professions, researcher A. Nusupova writes: "The author subtly senses the procedural nature of performing art, the psychological and physiological aspects of which find a kind of expression in the score" [20, p.11]. Thus, the interpenetration of the two spheres of creativity contributes to the fundamental enrichment of both.

G. Uzenbayeva'spiano style is diverse; its richness is due to active performing activity. In her piano compositions, the features of her pianism are manifested in entirely different ways. For example, in Toccata (1982), various types of sub-voice, contrast and imitation polyphony are involved in developingthe thematic material, which indicates the composer's polyphonic thinking. In the Piano Concerto A minor (1987), in the carefully developed symphonic drama, strict logic and classical harmony of conception are noticeable. "The work, which is distinguished by the lyric-epic and dramatic perception of the world," writes T. Jumalieva, "was created at the junction of two worlds and two musical cultures – East and West. G. Uzenbayeva was inspired by Kazakh folk music, concerts of her favourite composers-pianists – S. Rachmaninov, S. Prokofiev" [19, p. 455].

Performing chamber-instrumental compositions in an ensemble with outstanding musicians allowed G. Uzenbayeva to study the acoustic, technical and expressive capabilities of various instruments and feel 'from the inside' the specifics of chamber genre, the logic of thematic development and interaction ofparts. Deep knowledge of the subtlest nuances and secrets of performing skills became the basis of her composing ideas. For example, in the Sonata for Violin and Piano (1984), the pianist-composer reveals the ensemble properties of her instrument – the ability to concede gently to a partner and co-intonate. Thus, both in solo and chamber works of G. Uzenbayeva, the features of the pianistic thinking of the composer-performer are captured, subtly feeling the nature of the piano sound, its beauty, and richness.

According to the stylistic guidelines of creativity, G. Uzenbayeva can be characterized as a kind of 'post-neoclassicist'. Romanticism, neoclassicism, impressionism, and modern compositional techniques are the spheres of the musician'sartistic interests and professional searches. Over the years, her style has evolved significantly. In her student years, the young composer applied an experimental approach to creativity, used original means of expression combined with strict constructive logic. "At the beginning of my career, my musical language was complicated, I was very fond of modern writing techniques, but I always tried to ensure that the musical text was 'embedded' in accessible forms and was understandable to listeners and performers"

[11]From a personal conversation with G. Uzenbayeva.

[21, p. 87]. Currently fluent in the style palette of academic music, she tends mainly to music in a neo-romantic vein. Despite her academic education, her creative biography and the style of her works speak of the firm rootedness of her composer's talent in traditional culture through purposeful training and the development of national traditions.

The uniqueness of G. Uzenbayeva'sstyle is associated with the ability to synthesize contemporary and conventional elements of the language organically. She does not tend to stay in one emotional state for a long time. For example, Fantasy for Piano (1997) attracts listeners with a mobile and dynamic change of images, improvisational development, the brevity of utterance – properties characteristic of national musical art. At the same time, the range of aesthetic and stylistic components of the European tradition, sensitively perceived and synthesized in pianistic and composing practice, is also extensive. On the one hand, her work is diverse and universal in terms of genre.

On the other hand, she unites in her creative heritage an almost exclusive interest in instrumental music. "She has more of a penchant for instrumental music. From the very first lessons, she proved to be an erudite musician", writes G. Zhubanova, "she knew a lot of modern music and had a bright, refined, expressive talent and to some extent confidently mastered the technique of instrumental writing associated with intellectual thinking ... Gulya is one of those, about which people say – there is a divine spark!" [22, p. 235].

A striking example of manifold universalism is the piano piece Tocca (2018), written for K. Onalbayeva. In this work, G. Uzenbayeva develops her specific version of national harmony, rhythm, expands the range of the piano sound space due to sonoristic-colour effects, in the spirit of the ethnic sound image S. Utegaliyeva associates with the concept of 'ethnic sound ideal' [23]. It merges the features of the improvisational beginning of the European toccata, and at the same time, in harmony, the meter-rhythm features characteristic of Kazakh music emerge.An example is an initial theme (Figure 1). The modal intonation cell built on the pentatonic scale sounds, which is a synthesis of ancient baroque and Kazakh music, serves as the material for the thematic development. The dominance of the thematic core, or the so-called 'small cell', organizes various levels of the musical texture and forms its integrity.

Figure 1. G. Uzenbayeva. Tocca (2018)

It is noteworthy that G. Uzenbayeva appears in this work, first of all, as a modern composer-pianist. This was reflected in musical space's expansion, despite the miniature genre, the strengthening of chamberness (piano predominance), the combination of various timbre colours, the rhythmic complication (polyrhythm), the deviation of the tonal principle towards the modal (pentatonic). At the same time, the imitation of dombyra[12] sound, the use of 'ethnic sound ideal'[13] (F. Bose's term) in the middle part of the work, the improvisational development, inherent in traditional music,are the stylistic elements of the composition. An intimate, confessional tone distinguishes the Tocca. Everything is built on the colour of the piano sound. Such qualities of G. Uzenbayeva'sperforming and composing style as spiritual concentration and utmost brevity are manifested in it.

Thus, the artistic manner and G. Uzenbayeva'sstyle became the embodiment of the peculiarities of her versatile creative nature, characterized by the richness of musical imagination, ingenuity, a sense of inner freedom, and a desire for novelty. Her stylistic universalism is manifested in the pianistic richness, the combination of ethnic and universal. G. Uzenbayeva, brought up in academic conditions but firmly rooted in traditional culture through purposeful training and mastering national traditions, made a significant contribution to the development of Kazakhstani pianism.

Conclusion. Using the example of G. Uzenbayeva'screativity, it becomes evident that the skills acquired in performing, pedagogical and social work had a beneficial effect on her composer's activity. The universalism of the

[12]Kazakh traditional two-stringed lute chordophone.

[13]S. Utegaliyeva defines it as "the timbre-register model of sound represented as an image, the concentrated expression of sound nations of the Turkic People, its transformation - from throat sound to instrumental 'voice' [24, p. 517].

composer-pianist finds various manifestations, on the one hand, in a style where bicultural style guidelines are visible: the oral traditions of the Kazakh people and academic music. On the other hand, in creative self-realization, the synthetic type characteristic of written traditions is revealed. Thus, universalism contributes to more successful self-realization in modern conditions, ensures the performance of works, and often is associated with the peculiarities of upbringing and the specifics of the ethnic Kazakh culture.

This material does not exhaust the whole variety of universalism manifestations in the musical culture of Kazakhstan. For a complete panorama of the universal and nationally specific in this phenomenon, it is necessary to study the creative biographies and works of composers of the current generation, self-actualizing in this way, and trace the parallels between composers', traditional, and mass music. However, these problems are the subject of independent research beyond the scope of this article.

These days, musicians are required to be flexible and versatile in their professional activities. They have a specific motivation that distinguishes them from the first and modern generations. Composers-instrumentalists performing on the current concert stage develop and expand the repertoire, engage in educational activities, promote national art outside Kazakhstan. Further study of the phenomenon of universalism can influence the transformation of educational programs for the training of composers and performers.

Калибаева А.С.

Құрманғазы атындағы Қазақ ұлттық консерваториясы, Алматы, Қазақстан.
E-mail: aizhanakalibayeva@gmail.com

ШЫҒАРМАШЫЛЫҚ ТҰЛҒАНЫҢ ӘМБЕБАПТЫҒЫ (ГҮЛЖАН УЗЕНБАЕВАНЫҢ МЫСАЛЫНДА)

Аннотация: "әмбебаптылық" ұғымы арнайы әдебиеттерде іс жүзінде кездеспесе де, құбылыс ретінде ол әртүрлі ұлттық мәдениеттер мен дәуірлердегі көптеген музыканттарға тән. XXI ғасырдың басында Қазақстанның тармақталған композиторлық дәстүрінде әр түрлі шығармашылық тұлғалар қалыптасты. Олар: ұлттық мәдениетке, батыс академизміне бағдар алған композиторлар және де аралас бағытты ұстанған авторлар. Бұл авторлардың арасында орындаушылық, композиторлық, педагогтық, зерттеушілік, ұйымдастырушылық, басқарушылық және де басқада қырынан үйлесім таба білетін музыканттар аз емес. Шығармашылық қызмет түрлеріне қатысты әмбебаптылық кез-келген этникалық дәстүрде, бұқаралық өнерде, сондай-ақ XVIII ғасырға дейінгі батыс музыкасында кәсіби музыканттың имманентті қасиеті болып көрінеді. Қазіргі жағдайда музыканттың әр қырынан өзін-өзі танытуы, қайтадан өзекті бола бастады. Шығармашылық қарымын кеңейте отырып, ол тың инновациялық ойлардан серпіліс табады. Композитор, пианист және педагог Гүлжан Узенбаеваның санқырлы қайраткерлік қасиетін талдау негізінде шығармашылық тұлғаның әмбебапты түрлі аспектілері ашылады. Екі дәстүрдің (этникалық және жаңа еуропалық композиторлық) көркемдік бейнелеу құралдарының үйлесімі стильдің әмбебаптығын көрсетеді. Жан-жақты өзін-өзі шыңдау (композитор-орындаушы-педагог) музыканттың үлкен сұранысқа ие болуына, табысты болуына ықпал етеді. Музыканттың стилінде, мансабында, синкретикалық (ауызша дәстүрлерге тән) және синтетикалық (академиялық өнерге тән) типтегі әмбебаптылық белгілері біріктірілген. Қазақстанның музыкалық мәдениеті осы тақырып бойынша айтарлықтай қызығушылық танытады, өйткені бүгінге дейін әмбебаптықтың әртүрлі типтері сақталып, осы феноменді зерттеуге ерекше "бикультуралық" тәсілдер қалыптастырылды.

Түйін сөздер: шығармашылықтағы әмбебаптық, Қазақстан композиторлары, композитор-орындаушы, Гүлжан Узенбаева.

Калибаева А.С.

Казахская Национальная Консерватория им. Курмангазы, Алматы, Казахстан.
E-mail: aizhanakalibayeva@gmail.com

УНИВЕРСАЛИЗМ ТВОРЧЕСКОЙ ЛИЧНОСТИ (НА ПРИМЕРЕ ГУЛЬЖАН УЗЕНБАЕВОЙ)

Аннотация: хотя понятие «универсализм» практически не встречается в специальной литературе, как явление он присущ многим музыкантам разных национальных культур и эпох.На начало XXI века в разветвленной композиторской традиции Казахстана сложились разные типы творческих личностей: композиторы, ориентированные на национальную культуру, на западный академизм, авторы смешанной направленности. Среди них немало музыкантов, гармонично сочетающих исполнительские, композиторские, педагогические, исследовательские, организаторские, руководительские и другие таланты. В отношении форм творческой деятельности универсализм представляется имманентным свойством музыканта-профессионала в любой этнической традиции, в массовом искусстве, а также в западной музыке до XVIII века. В современных условиях самореализация музыканта в различных качествах снова становится актуальной. Расширяя поле творческого самовыражения, она дает импульс к проявлению новаторского мышления. На основе анализа многогранной деятельности композитора, пианистки и педагога ГульжанУзенбаевой раскрываются различные аспекты универсализма творческой личности. Совмещение средств художественной выразительности двух традиций (этнической и новоевропейской композиторской) отражает присущий ей универсализм стиля. Многоплановая самореализация (композитор-исполнитель-педагог) способствует большей востребованности и успешной карьере музыканта. И в стиле, и в карьере музыканта совмещаются черты универсализма синкретического (свойственные устным традициям) и синтетического (характерные для академического искусства) типа. Музыкальная культура Казахстана представляет существенный интерес в свете данной тематики, поскольку до нашего времени сохраняются разные типы универсализма и сформированы особые «бикультурные» подходы к изучению данного феномена.

Ключевые слова: универсализм в творчестве, композиторы Казахстана, композитор-исполнитель, Гульжан Узенбаева.

Information about author:

Kalibayeva A.S. – Doctoral student, Kurmangazy Kazakh National Conservatoire, aizhanakalibayeva@gmail.com, https://orcid.org/0000-0002-8021-496X.

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ТАРИХ – ИСТОРИЯ – HISTORY

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Zakiyeva Zh.K.

Abai University, Almaty, Kazakhstan.
E-mail: zhanat.zaki@mail.ru

PROSPECTS OF DIGITAL SILK ROAD IN CENTRAL ASIA

Abstract: this article examines the problems and prospects of development of the Digital Silk Road of Central Asian five states. The possibilities of creating a single digital space based on the interaction and coordination of the digital potentials of the countries of the region have been investigated. There is an author's interpretation of digital interconnectivity, that takes into account a critical analysis of existing problems, approaches to the development of the digital economy, the priority position of the common digital space. The substantive aspects of studying the situation and plans for promoting the digital economies of countries are presented, as well as a comparative analysis of the digital strategies of five countries. The assessment of the level of development of the countries of the region in the field of digital technologies was carried out. An analysis of the problems and prospects for the development of countries in the digital economy is given. The foreign experience of digital development is analyzed on the example of China, the Eurasian Economic Union (EAEU), Organization for Economic Cooperation and Development (OECD). Prospects for cooperation of Central Asian countries with the European Union (EU) and the United States of America (USA) are presented as well. The priorities of the digital development of each country and the key directions for the development of the Digital Silk Road of the region have been determined.

Key words: digital Silk Road, digital economy, digital transformation, digital connectivity, digitalization.

Introduction. In recent decades, the contemporary world is rapidly moving towards a new economy, where knowledge and digital technologies are the fundamental tool for its formation. In modern conditions, undoubtedly, the role of digitalization in ensuring the growth of the national economy, the modernization of industries and the development of the social sphere is crucial. In the conditions of quarantine and self-isolation, digital solutions have become the locomotive of the development of society. The information and communication technology infrastructure and the implementation of technical solutions are critical factors that play a key role in achieving the well-being and exploiting the economic potential of a nation.

During the pandemic, the Central Asian states, having different levels of digitalization have experienced a period of economic slowdown and even a recession, which indicates the need to look for additional sources of economic growth, including economic diversification based on digitalization within the Digital Silk Road. According to the economic performance of 2020, economic growth in Kazakhstan amounted to (-2,6%); the decline in the economy of Kyrgyzstan reached 8,6%. The GDP growth rate of Tajikistan decreased to 1%. The economy of Uzbekistan avoided a recession and maintained a positive trend of 1,6% growth. Data on Turkmenistan are inaccurate due to the closed nature of this state and the specifics of national statistics [1].

The landlocked countries of the region, which cover the vast territory of Eurasia, are in the urgent need of digital connectivity and inclusiveness to grow their economies and intensify economic cooperation. Economic integration between countries and regions through the creation of a common digital space, at the national and regional level, is one of the most effective solutions to mitigate the effects of the economic downturn in 2020. Building digital connectivity will improve the competitiveness of the region's countries and accelerate sustainable economic development.

Materials and methods. For the purposes of better understanding the objectives of the study, it is necessary to clearly identify the terms used in this article, such as: digital economy, digital connectivity, Digital Silk Road. In international practice, there is still no harmonized definition of the digital economy. In general definition, digital economy refers to an economy that is based on digital computing technologies. The digital economy is also sometimes called the Internet Economy. France Strategie wrote that “the digital economy has four specific features: the irrelevance of geographical location, the key role played by platforms, the importance of network effects and the use of big data”. Gérard Valenducanalysed the digital economy and examined new features of the digital economy model; new forms of work in the digital economy, follows the principles of growing returns [2] [3].

However, the most generally accepted term is the definition formulated by the World Bank "the digital economy is a new way of economy based on knowledge and digital technologies, within which new digital skills and opportunities are formed in society, business and government." The definitions which emerge from the above-mentioned literature can be summarized as follows: the digital economy is a new way of economy based on knowledge and digital technologies, that fully transformed the nature of business and government, within which new digital skills and opportunities are formed in society, business and government [4].

Digital connectivity, which refers to digital transformation in the society, in accordance with the Hewlett Packard Enterprise, is the process of integrating digital technologies into all aspects of the economy, requiring fundamental changes in technologies and principles for creating new products and services. This process, according to the Australian government’s definition, also means phasing out outdated technologies, as well as changing the culture of interaction, which must now support the acceleration of processes provided by digital transformation [5] [6].

Digital interconnectivity of the countries of the region, due to Gabarro, is based on the creation of a digital space. He discussed the institutional, legal, regulatory, and policy frameworks that are needed to prompt the investment necessary to close the digital connectivity gap. These good practices include infrastructure sharing, international coordination, and public–private collaboration, which are necessary for increasing productivity and well-being [7].

The Digital Silk Road, by the World Bank, is a digital space aimed at creating a high-tech digital infrastructure by providing broadband Internet access in the countries of the region; improving the TV and radio broadcasting network, developing a telecommunications hub; ensuring information security; constructing big data centers, implementing 5G technologies and much more [8].

Digital Silk Road as a common digital space provides for a general coordinated approach within the framework of digital development at the national and regional levels to obtain a synergistic effect from the implementation of national digital agendas. The unification of the countries of the region on the basis of the Digital Silk Road project is designed to provide high-speed and safe access to the Internet and high-quality mobile coverage of the territory of all countries in the region. The creation of a common digital space will allow the region to mitigate the consequences of a serious economic crisis in five countries. The common Central Asian digital space based on the consolidation of regional, bilateral and corporate alliances will allow the participating countries to eliminate contradictions and create conditions for digital economic agreements [9].

The role of digital technologies for the developing countries in the current situation require special attention. Stephen Knight approves that greater participation in the digital economy provides a game changing opportunity to diversify and strengthen regional economies. Effective, integrated planning for the delivery of high-speed digital connectivity and the development of digital capability, at a regional level, is critical to achieving this [10].

The World Bank Report recommends to make a special focus on digitalization and digital technologies, which are expected to play a key role in recovering of countries in the region after the COVID 19 pandemic, improving governance and accelerating inclusive growth. Great Twenty (G20) also emphasized the role of connectivity, digital technologies, and policies in accelerating response to the COVID 19 pandemic and enhancing ability to prevent and mitigate future crises. The United Nations Commission on Trade and Development (UNCTAD) noted that, despite the opportunities that digital technologies provide, the digital divide poses a threat to developing economies. This case special challenges for governments to develop digital strategies based on strengthening partnerships with developed countries [11] [12] [13].

The Organization for Economic Co-operation and Development emphasizes that countries should set digital strategies at the center of national policies for economic recovery from the COVID 19 crisis. The states should take an integrated approach to the development of digital processes to ensure digital transformation, the interconnectivity of government, business and citizens within the country and between the countries of the region. Particular attention should be paid to the possibilities of digital transformation for economies affected by the crisis [14].

The International Telecommunication Union (ITU) explores, how the nations of the Asia-Pacific Region can improve the contributions that communications services make to their economic development through better policy and regulation in relation to communications infrastructure. These recommendations include improving the quality of government services. European Digital considered the digital challenges, as e-governance; use of smart city concepts. It was undermined needs to connect, share and combine opportunities and create living labs for startups with lighter-regulation zones. With regard to E-governance Christina Akrivopoulou and Nicolaos Garipidis brought together a detailed examination of the new ideas on e-governance and the impact on governance and politics. It is essential for this paper due to detailed consideration of e-government for five Central Asian republics [15] [16] [17].

Indeed, the recommendations of the ASEAN, European Union, G7 countries, OECD, World Bank, UN and other countries demonstrates a new approach, where digital, information and communication and integrated technologies play especially important role in promoting national and regional economies. For the countries of Central Asia, in the recovery of economies after the COVID 19 crisis, the most important is the use of digital technologies to promote sustainable economic growth; eradicate poverty; reduce inequalities within and between countries; and revitalize global partnerships. In current conditions digital connectivity as well as physical connectivity plays an important role in the economic and social potential of regions. The relationship between them is also an important issue in rural development.

The article uses a wide methodological base, including general scientific and special research methods, such as historical, systemic, comparative, institutional, statistical, and analytical methods. The use of these methods provided the implementation of the following: 1. analysis of digital strategies of five countries; 2) assessment of the level of development of the countries of the region in the field of digital technologies; 3) analysis of the foreign experience of digital development; 4) analysis of problems and assessment of the prospects for the development of countries in the field of digital technologies; 5) formulation of the priorities of digital development of each country; 6) elaboration of the general directions of the development of the common digital space of the region.

To determine the directions for the development of digital connectivity, it is necessary to assess the levels of development of the countries of the region in the field of digital technologies. According to the UN, in Central Asia, up to 73% of the population is covered by the Internet. However, high-speed Internet access in five countries of the region differs in coverage and affordability. In Kazakhstan more than 80% of the population use the Internet, then in Uzbekistan - 48%, in Kyrgyzstan - 35%, in Tajikistan - 33%, in Turkmenistan - only 18% [18].

In the field of digitalization, Kazakhstan belongs to developed countries, which has implemented almost all the elements that characterize the national innovation system and built the elements of an independent and growing digital ecosystem. IT sector in Kazakhstan reached 5,9 billion USD representing around 3,3% of total GDP. One of the goals is to achieve 5% GDP share of IT sector by 2025. The state program "Digital Kazakhstan" acts as a key tool for the development of E-government and information technology in building a sustainable and viable society. A number of elements of the innovation ecosystem have been created in the republic. Kazakhstan, as a member of the Eurasian Economic Union (EAEU), takes an active part in the implementation of the integration program of the EAEU Digital Agenda 2025. The country is one of the three largest Asian countries in terms of the online services index and shares the top position in the open government data index in the world. This is primarily due to strong government leadership and the scale of work to provide citizens with the highest quality electronic services. According to a study by the Center for integration studies of the Eurasian Development Bank, Kazakhstan, along with Russia, is recognized as a country where the state is actively involved in digitalization processes in various fields [19] [20].

Kyrgyzstan and Uzbekistan belong to a group of developing countries with the main elements of the digital ecosystem. The digital sector of Uzbekistan is developing in accordance with the “Digital Uzbekistan” strategy adopted in 2020, which provides for the digitalization of over 280 projects in the period 2021-2022, creates a legal basis for the transition to a digital economy, transformation of regions and sectors of the country's economy, as well as introduction of “Digital Tashkent” program. The digitalization process includes such priority areas as the development of digital infrastructure, E-government, the national digital technology market, education and advanced training in the field of information technology. The share of the digital economy in the country's GDP is about 2%. In the short term, one of the priority tasks is to double the share of digital services in GDP [21].

Kyrgyzstan is carrying out complex work to implement measures within the framework of the Concept of digital transformation "Digital Kyrgyzstan - 2019-2023". Kyrgyzstan is taking active measures to create conditions for the development of business, as well as conditions for the comfortable life of citizens with the introduction of digital technologies and the formation of an open digital society. Concrete steps have been taken to create a national environment for digital transformation of all sectors of the economy, for which an appropriate regulatory and legal framework has been developed. Work is underway on the digital transformation of tax and customs authorities, the transfer of public services to an electronic format and the introduction of digital technologies of public administration. A basic information environment was built with a main focus on the social block, including education and health, which proved to be effective during the COVID 19 pandemic [22].

Tajikistan and Turkmenistan are included in the group of countries with economies in transition with significant economic potential. The level of broadband penetration in Tajikistan and Turkmenistan is one of the lowest in the region. Access to broadband is limited by high prices for subscribers, among the highest in the world and a limited number of fixed lines, as well as the lack of investment in the creation of modern fiber-optic infrastructure throughout the republics. In Tajikistan about 77% of Internet usage came from smartphones. The Tajik government developed the digital economy concept as part of National Development Strategy 2030. Their goals are to improve global ranking position; to develop E-governance, online education; better access to broadband and mobile Internet; create data centers.

The indicator of the availability of mobile Internet indicates the readiness of countries for digital transformation. According to the research "Worldwide Mobile Data Pricing" conducted by the British company Cable, in terms of the cost of mobile Internet, Kazakhstan and Kyrgyzstan in 2019 entered the top five countries among 230 countries with the cheapest mobile Internet in the world. Kazakhstan: tariff – 0,28 – 0,79 USD per GB; Kyrgyzstan: tariff – 0,48-0,8 USD per GB. Uzbekistan took 69th place with a tariff of 0,43 – 11,89 USD per GB; Tajikistan ranks 103rd with a tariff of 1,05 – 15,86 USD per GB. Turkmenistan has the most expensive mobile Internet in Central Asia, is in 211th place out of 230 and has a tariff of 10-42 USD per GB [23].

The speed of the mobile Internet demonstrates the degree of its development. According to the "Speedtest Global Index" rating, in 2021, Kazakhstan ranked 103rd in the world in terms of the speed of mobile Internet. Kyrgyzstan in 2020 ranked 105th in 2021. In terms of the speed of mobile Internet, Uzbekistan took 128th place, moving up 2 positions. Tajikistan – 129th place. Turkmenistan is in 175th place [24].

In general, Kazakhstan and Kyrgyzstan are leading in terms of the availability of cheap Internet, which has a positive effect on the state of the electronic services market and the development of the E-economy. Uzbekistan is making efforts to liberalize its Internet market. The situation with the use of the Internet in Tajikistan has worsened in recent years. The Internet has moved into the category of services inaccessible to the majority of citizens. In Turkmenistan, the internet is a luxury for most residents.

Kazakhstan also takes the leading place in the region in terms of the speed of wired Internet – 65th place. Kyrgyzstan showed 83rd result. Uzbekistan took 95th place. In 2020, the speed of the fixed Internet in Uzbekistan increased by almost 2,3 times. Tajikistan took 101st place. Turkmenistan is in 176th place.

The indicator of the availability of mobile Internet characterizes the level of development of digital technologies. In Kazakhstan, the number of mobile Internet users with access to the 3G / 4G network is 16 million, or 84,2% of the total population of 18,8 million. The number of Internet users in Kazakhstan has grown 114 times since 2000. In 2011, the republic introduced 3G communications; in 2014 began to provide services in the 4G / LTE standard. In 2019, a pilot project was implemented in Kazakhstan to test 5G communication networks in three cities. The growth of the Internet in Kazakhstan is taking place against the background of the growth of used traffic. The speed is growing, despite the increase in load. The used traffic, in turn, is growing due to the transition to a distant format of work of the majority of Kazakhstanis, distance learning, a significant increase in the consumption of video content. The government, on the basis of a public-private partnership, is implementing large-scale investment projects in order to further provide population with high-speed Internet. In 2020, investments in fixed assets in the telecommunications market increased by 37,2% to 330 million USD [25].

In Kyrgyzstan, about 99% of citizens are covered by mobile networks. The main obstacle to equal access to the Internet is the hindered natural landscape in mountainous communities. At the same time, fourth generation 4G / LTE technologies are being introduced in the republic [26].

In Uzbekistan, the development of mobile Internet had been accelerated in 2010. If the number of Internet users in 2009 was about 2,1 million people, then in 2011 – 7,5 million, in 2017 - up to 14,8 million users. Today their number has grown to 22 million people and doubled since 2016. Public and private mobile operators have become more flexible in their policies, lowering Internet prices and offering multiple tariff options, improving infrastructure [27].

Tajikistan at the beginning of 2010 occupied the leading places in the development of mobile Internet in Central Asia. In 2005, the republic successfully tested 3G mobile communications. At this time, the number of subscribers increased to 3 million subscribers, while in the 2000s their number did not exceed 3 thousand people. However, in 2016, due to the monopolization of the Internet by the state operator Tojiktelecom, the development of Internet business and mobile communications slowed down sharply. In all respects, Tajikistan has gone down to the last places. However, in 2020 there was an increase in the number of mobile subscribers by 600 thousand users [28].

The highest fluctuations in the cost of the Internet and mobile communications were recorded in Turkmenistan. So, in 2013, prices for Internet services provided by the state-owned company "Turkmen Telecom" increased by 30-70%. Despite a slight decrease in prices, the cost of the Internet, including mobile, remains unaffordable for most residents of Turkmenistan [29].

In Kazakhstan, Kyrgyzstan and Uzbekistan, the public sector and the introduction of E-government have become the basis of digital transformation. The E-participation index shows the involvement of citizens in the decision-making process, transparency and openness of government activities.

Electronic governance is the key index of digital transformation. In 2020, in the UN world ranking of electronic government development, Kazakhstan took the 29th place, rose by 10 positions. In the direction of the "Digital State", 83,7% of public services are now provided to citizens online. In 2021, it is planned to bring the level of provision of services in electronic form to 90%. By 2021, it is planned to fully move to the E-Gov 3.0 stage. According to the government's open data index, Kazakhstan took 1st place and 3rd place by the index of online services, among the Asian countries, reaching 11th place in the global ranking [30].

Kyrgyzstan ranked 83rd out of 193 UN member states in terms of E-government development and rose by 8 positions. Kyrgyzstan showed the greatest growth in terms of the level of development of telecommunications infrastructure - 73%. In terms of the E-Participation Index, Kyrgyzstan ranked 66th out of 193 UN member states, up 9 positions compared to the previous survey.

In the UN rating on the level of E-government development, Uzbekistan dropped by 6 positions and took 87th place among 193 countries. Despite this, there has been some improvement in online services. The E-Government Development Index (EGDI) of Uzbekistan was 0,66 (in 2018 – 0,62).

In E-government development Tajikistan took 133rd place, down two positions, compared to 2018. In 2021, Tajikistan began the first stage of a gradual transition to the introduction of modern digital technologies in various spheres of citizens' lives. The creation of the Agency for Innovation and Digital Technologies and a new, electronic government are underway. The Concept of E-government has been developed, which sets the task until 2030 of the transition to full digital services for the population.

Turkmenistan in E-government took 158th place, having decreased the indicator by 11 positions (147). In 2021, the electronic government system "X-Road" will be created with the assistance of the Estonian company Roksnet Solutions and the participation of the state-owned "Turkmen communication."

Results and discussion. Thus, an analysis of the state of digitalization in five countries of the region showed the presence of a number of problems that hinder the growth and development of the Central Asian digital platform. These are problems such as:

1. The digital divide. The different level of development in the field of digitalization between countries includes many aspects - from different levels of digitalization of national economies to different vectors of the process of digitalization of states. There is a digital divide between regions within the country, between rural and urban populations.

2. Limited financial, material, technological resources. Insufficient development or lack of digital infrastructure in some countries is also one of the negative factors. The states of the region lack the capacity and capabilities to introduce digital technologies.

3. Readiness and affordability of services. Digital divide, high prices and low incomes are a challenge for all countries in the region. Measures such as expanding fixed and mobile networks and lowering prices will boost demand and economic activity.

4. Uneven transition to digital services of different structures. There are differences in open access to national electronic government services.

5. Low level of digital technologies in production and manufacturing services.

6. Lack of qualified labor.

7. Insufficient investments of digital sector, including foreign direct investments.

Addressing these challenges will complete the overall challenge of improving digital infrastructure and building digital connectivity.

Taking into account the presence of different levels of development of the digital economy in the countries of the region, specific problems and development priorities have been identified for each country.

Conclusion. In order to successfully digitalize the economy, Kazakhstan must solve such problems as: accelerating the development of new services; better regulating to create a digital future; attracting investment in the creation of data processing centers and applications.

For the further development of the digital sector, Kyrgyzstan and Uzbekistan must solve the following problems: development of broadband communications; improvement of the legal and regulatory framework; provision of frequency spectrum to attract investment and stimulate the development of services.

Tajikistan and Turkmenistan must solve such problems as: expanding the coverage radius of fixed and mobile networks; ensuring the affordability of services; increase and diversification of international communication channels.

Закиева Ж.К.

Абай атындағы Қазақ ұлттық педагогикалық университеті, Алматы, Қазақстан.
E-mail: zhanat.zaki@mail.ru

ОРТАЛЫҚ АЗИЯДАҒЫ САНДЫҚ ЖІБЕК ЖОЛЫНЫҢ БОЛАШАҒЫ

Аннотация: мақаланың басты мақсаты болып Сандық Жібек жолы шеңберіндегі Орталық Азияның бес мемлекетінің сандық өзара байланыстарының даму перспективаларын анықтау және мәселелерді бағалау болып табылады. Зерттеу мәселесі пандемия кезеңінде цифрландырудың әр түрлі деңгейіндегі Оралық Азия мемлекеттерінде экономикалық өсудің баяулауы, тіпті құлдырау кезеңі болды, бұл сандық Жібек жолы аясында цифрландыру негізінде экономикалық өсудің қосымша нүктелерін іздеу қажеттілігін көрсетті. Ұлттық және аймақтық деңгейде бірыңғай сандық кеңістік құруға негізделген елдер мен аймақтар арасындағы экономикалық интеграция 2020 жылғы экономикалық құлдырау салдарын азайтудың тиімді шешімдерінің бірі болып табылады. Сандық өзара байланыстылықты қалыптастыру өңір елдерінің бәсекеге қабілеттілігін арттыруға және тұрақты экономикалық дамуға мүмкіндік береді.

Осыған байланысты мақала авторы аймақтағы бес елдің сандық әлеуеттерін үйлестіру және өзара әрекеттесу негізінде бірыңғай сандық кеңістік құру мүмкіндіктерін зерттеуге әрекет жасады. Зерттеу шеңберінде бес елдің сандық стратегияларына талдау жүргізілді және өңір елдерінің сандық технологиялар саласындағы даму деңгейіне баға берілді. Автор мақала жазу барысында тарихи, жүйелік, салыстырмалы, аналитикалық әдістер сияқты жалпы ғылыми және арнайы зерттеу әдістерін қамтитын кең әдістемелік базаны қолданды. Талдау нәтижелері өңірдің бес елінде интернеттің жоғары жылдамдығына қолжетімділік айырмашылығы мен бағалық қолжетімділік бойынша ерекшеленетін анықтауға мүмкіндік берді. Зерттеу нәтижелері өңірдің бес еліндегі цифрландыру саласындағы жағдайды талдауға және Орталық Азия сандық платформасының өсуі мен дамуын тежейтін бірқатар мәселелерді анықтауға мүмкіндік берді. Бұл мәселелерді шешу сандық технологиялар инфрақұрылымын жетілдірудің және сандық өзара байланысты қалыптастырудың жалпы міндетін шешуге мүмкіндік береді. Автор өңір елдерінде сандық экономиканы дамытудың түрлі деңгейлерінің болуын ескере отырып, әрбір ел үшін нақты проблемалар мен даму басымдылықтарын айқындады.

Түйінді сөздер: сандық экономика, сандық трансформация, сандық өзара байланыс, сандық Жібек жолы, цифрландыру.

Закиева Ж.К.

Казахский национальный педагогический университет имени Абая, Алматы, Казахстан.
E-mail: zhanat.zaki@mail.ru

ПЕРСПЕКТИВЫ ЦИФРОВОГО ШЕЛКОВОГО ПУТИ В ЦЕНТРАЛЬНОЙ АЗИИ

Аннотация: целью статьи является оценка проблем и выявление перспектив развития цифровой взаимосвязанности пяти государств Центральной Азии в рамках Цифрового Шелкового пути. Вопрос исследования заключается в том, что в период пандемии государства Центральной Азии, обладающие различными уровнями цифровизации, пережили период замедления роста и даже спада экономики, что указывает на необходимость поиска дополнительных точек экономического роста, включая экономическую диверсификацию на основе цифровизации в рамках цифрового Шелкового пути. Экономическая интеграция между странами и регионами на основе создания общего цифрового пространства на национальном и региональном уровне является одним из действенных решений по смягчению последствий экономического спада в 2020 году. Формирование цифровой взаимосвязанности позволит повысить конкурентоспособность стран региона и устойчивое экономическое развитие.

В связи с этим автором статьи сделана попытка исследования возможностей создания единого цифрового пространства на основе взаимодействия и координации цифровых потенциалов пяти стран региона. В рамках исследования проведен анализ цифровых стратегий пяти стран и сделана оценка уровня развития стран региона в сфере цифровых технологий. Автором использована обширная методологическая база, включающая общенаучные и специальные методы исследования, такие как исторический, системный, сравнительный, аналитический методы. Результаты анализа позволили выявить, что доступ к высокоскоростному интернету в пяти странах региона различается по охвату и по ценовой доступности. Результаты исследования позволили проанализировать состояние в области цифровизации в пяти странах региона и выявить ряд проблем, сдерживающих рост и развитие центрально-азиатской цифровой платформы. Решение этих проблем позволит решить общую задачу усовершенствования инфраструктуры цифровых технологий и формирования цифровой взаимосвязанности. Автором, с учетом наличия различных уровней развития цифровой экономики в странах региона, определены конкретные проблемы и приоритеты развития для каждой страны

Ключевые слова: цифровая экономика, цифровая трансформация, цифровая взаимосвязанность, цифровой Шелковый путь, цифровизация.

Information about author:

Zakiyeva Zh.K. – Candidate of Economic Sciences, Associate Professor at Institute Sorbonne Kazakhstan, Abai University, Almaty, Kazakhstan, e-mail: zhanat.zaki@mail.ru, https://orsid.org/ 0000-0002-0327-8353.

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Кышпанаков В.А.

Хакасский государственный университет имени Н.Ф. Катанова, Абакан, Хакасия, Россия.
E-mail: kyshpanakovv@mail.ru

ТРАНСФОРМАЦИЯ НАЦИОНАЛЬНОЙ СТРУКТУРЫ НАСЕЛЕНИЯ ХАКАСИИ В XX-XXI ВЕКАХ

Аннотация: в статье рассматривается трансформация национальной структуры населения Хакасии в течение двадцатого и двадцать первого веков. В начале двадцатого столетия население фактически было дуонациональным и состояло из коренных жителей и преимущественно русских. Наличие богатых природных ресурсов, быстрое хозяйственное освоение Хакасии в годы первых пятилеток стимулировало мощный приток переселенцев из различных районов СССР. Показывается, что по переписи 1939 года хакасы составляли уже абсолютное меньшинство.

В дальнейшем эта тенденция только упрочивалась при одновременном притоке пришлого населения. Существенные изменения в годы Великой Отечественной войны в национальный состав населения Хакасии внесла и депортация народов, немалое число представителей которых было сюда сослано. В годы освоения целины, формирования Саянского ТПК на юге Красноярского края в 70-80-е гг. двадцатого века процесс «мультипликации» национального состава населения Хакасии ещё более усилился. По данным последней переписи в СССР 1989 года, коренное население составляло лишь 11 процентов всего населения области, при этом в ней уже проживало около 100 этносов.

В статье подчеркивается, что распад СССР, пертурбации 90-х годов, наступление третьего тысячелетия в значительной степени повлияли как на численность населения Хакасии, так и на ее национальный состав и другие демографические характеристики. В постсоветский этап изменились формы, направления и масштабы миграции в сторону оттока части населения из представителей депортированных народов (немцы и др.) и притока мигрантов из бывших союзных республик Средней (Центральной) Азии и Казахстана, Закавказья. Это привело к существенному изменению национального состава населения Хакасии и породило вопросы, связанные не только с проблемами этнокультурной безопасности, адаптации мигрантов к общественному устройству, но и в определенной мере существования и дальнейшего развития самого хакасского этноса.

Ключевые слова: хакасия, население, этнос, мигранты, переписи населения, национальный состав, диаспоры, социокультурная адаптация.

Введение. Хакасия по своему национальному составу является многонациональной республикой, в которой в настоящее время проживают представители более 100 народов и народностей. Это самая многонациональная республика не только в Саяно-Алтае, но и в Сибири в целом. По количеству национальностей она намного превосходит соседние с ней республики Алтай и Тыва. Однако такое положение было не всегда. В начале двадцатого столетия на территории современной Хакасии проживало коренное население, которое официальные власти именовали «сибирскими (минусинскими) татарами». Но еще в 1868 году известный тюрколог, академик В.В Радлов отмечал, что «абаканские татары представляют собою смесь самых разнообразных и разнородных племен, но долголетним обращением между собою они слились в отношении языка и обычаев почти в одно целое» и «образуют что-то вроде национальности» [1, p. 14]. На территории хакасских ведомств коренное население в 1910 году составляло 98,3 %, а в 1917 году – 42950 человек [2, p. 8]. Население в основном было дуонациональным и в равной пропорции распределялось между коренными жителями и русскими. Сами же они не имели ни самоназвания, ни территории, ни какой-либо формы национально – административного устройства. На втором съезде инородцев Минусинского и Ачинского уездов в улусе Чарков в 1917 году было принято постановление о самоназвании народа и территории, на которой они проживали – Хакасия [1]. Стех пор уже больше века хакасский народ носит утраченное было имя своих древних предков.

Образование Хакасского уезда (1923 г.), а позднее и других форм автономии, открытие железной дороги Ачинск – Абакан (1925 г.), давшей выход на Транссиб, открыло прямую дорогу к освоению природных богатств Хакасии. Последующее её быстрое хозяйственное освоение в годы индустриализации обусловили ускоренный рост населения, главным источником которого являлась миграция.

В данной статье основное внимание уделено изменению численности и доли коренного населения республики – хакасов в общем процессе «мультипликации» населения региона. Общая проблема заключается в том, что в течение XX-XXI веков хакасы утратили свое «статусное» положении по численности населения в начале двадцатого века, став по существу миноритарным столетие спустя. Это порождает непростой комплекс вопросов как межнационального и межконфессионального характера, так и вопросы собственно дальнейшего сохранения и развития самого хакасского этноса.

Цель и задачи данной статьи – анализ изменений, трансформации национального состава населения Хакасии за последнее столетие и обозначение проблем, порожденным этим сложным и многофакторным явлением.

Методы и материалы. В работе использовались как общеисторический метод, так и специальный инструментарий – сравнительный и статистический методы. В статье использовались материалы Национального архива Республики Хакасия, Всесоюзных и Всероссийских переписей населения, данные текущей статистики.

Результаты исследования. В региональной историографии вопросу о национальном составе населения уделялось достаточное внимание. Однако рассматривались либо отдельные периоды между переписями, либо отдельные аспекты темы. Наибольший вклад в ее разработку внес Д.М. Карачаков. Он изучал национальный состав населения Хакасии в основном за период 1960 – 1980-х годов сквозь призму подготовки национальных кадров для промышленности и строительства [3].

В 1990 – начале 2000-х годов к этой теме обратились социологи, философы. Они стали исследовать межэтнические отношения в республике [4]. Один из главных выводов их работы – ухудшение показателей демографической сферы хакасского населения.

В последующие годы в работах Л.В. Анжигановой особое внимание уделялось межнациональным отношениям и вопросам социокультурной адаптации мигрантов из Средней Азии и Закавказья [5].Отмечалось, что рост числа мигрантов из этих республик, усиление влияния ислама как религии на общественную жизнь республики приводит к настороженности большинства населения Хакасии к этому явлению [6].

В.Н. Тугужекова освещает этнодемографические процессы в Хакасии конца XX – начала XXI веков [7]. Она обращает внимание на такой фактор, как трудовая миграция, особенно на резкое увеличение численности мигрантов из Киргизии, которые стали уже третьей по численности этнической группой в Хакасии после русских и хакасов.

Масштабные изменения в национальном составе, усложнение этносоциальной ситуации в республике в целом вызывают необходимость изучения трансформации национального состава населения Хакасии в длительной исторической ретроспективе. Проведенное исследование позволило прийти к следующим выводам и заключению.

В течение XX – XXI веков в Хакасии произошли коренные изменения в национальном составе населения. Если в начале двадцатого столетия фактически дуонациональным районом, то в настоящее время это мультинациональный и мультикультурный регион, в котором проживают представители свыше 100 народов. За это время коренное население – хакасы утратили свое численное преобладание или паритетное положение и сегодня представляют собой миноритарный этнос. Если в 1926 г. доля коренного населения Хакасского округа составляла половину всего населения, то уже по данным переписи 1939 года удельный вес хакасов составил лишь 16,2% , а их численность росла очень медленно: с 44,2 тыс. человек до 44,7 тыс. человек, или на 1,3% [8]. Можно предположить, что главную роль в причинах такого медленного роста коренного населения сыграла принудительная и сплошная коллективизация, тяжело ударившая по народам, у которых скотоводство было главной отраслью ведения хозяйства и укладом жизни. Это также отразилось и на других народах – казахах, киргизах, калмыках и др. При этом численность всего населения Хакасии за этот же период выросла более чем в три раза, что было значительно выше темпов роста по РСФСР и СССР.

Аналогичные процессы происходили не только в национальных районах Сибири, но и в соседнем Казахстане. Так, М.-А.Х. Асылбеков, Т.А. Апендиев, Е.Ж. Сатов, описывая изменения национального состава населения Южного Казахстана, отмечают, что «в межпереписной период (1926-1939 гг. – прим. автора) на юге, как и в целом по Казахстану усиливался процесс полиэтничности, Это резко снизило удельный вес коренного населения региона, где казахи традиционно преобладали над пришлым населением» [9, с. 130]. Среди причин снижения численности казахов они также выделяют пертурбации 1920 – 1930-х и массовый голод 1931 – 1933 годов.

В Хакасии тенденция «размыва» дуонационального населения в сторону его полиэтничности продолжалась и очередные переписи населения лишь фиксировали постепенное, но неуклонное снижение удельного веса коренного населения Хакасии: 1959 г. – 11,8%, 1970 г. – 12,3%, 1979 г. – 11,5%, 1989 г. – 11,1% [10, с. 6]. По переписям 2002 и 2010 годов удельный вес хакасов оставался на уровне 12%, и они остаются на втором месте среди других этносов после русских с численностью 65,4 тыс. человек [11, с. 291]. Некоторое снижение численности хакасов в последний межпереписной период до 63,6 тыс. человек не дает оснований полагать, как считает В.Н. Тугужекова, депопуляцией хакасского народа [7, с. 88]. На самом деле причина чисто демографическая – вступление в детородный возраст поколения, родившегося в 80-е годы XX века, когда происходил спад рождаемости. Кроме того, свою роль сыграли и социально-экономические факторы.

Крупные преобразования экономике, культуре, быте привели к коренной ломке социальных отношений у хакасов и вызвали большие изменения в системе их расселения. Город стал главным мотивом устремлений для учащейся и работающей молодежи. Наибольшая концентрация коренного населения зафиксированы в столице республики – г.Абакане. В сопоставлении с другими национальными районами южной Сибири – Горным Алтаем и Тувой, Хакасия имеет наиболее высокий удельный вес коренного населения среди горожан.

Важным аспектом, влияющим на процесс формирования хакасского народа, является показатель его миграционной мобильности, характеризующий его этническую компактность. По переписи 1989 года география расселения хакасов охватывала практически весь СССР. Наибольшая часть их после РСФСР проживала в республиках Средней Азии и Казахстане. Сложилась устойчивая тенденция снижения этнической компактности коренного населения. Это также существенно отличало хакасов от соседних народов – алтайцев и тувинцев. Однако последние переписи населения 2002 и 2010 годов выявили, что его значение стало увеличиваться. Если в 2002 году за пределами республики проживало 10,2 тыс. человек, то по переписи 2010 года – 9,3 тыс. человек (таблица 1).

Таблица 1. Распределение хакасов по территории проживания,
(по материалам переписей 2002, 2010 гг., человек)

	2002 г.	2010 г.	2010 г. в % к 2002 г.
Российская Федерация	75622	72959	96,5
Республика Хакасия	65421	63717	97,4
За пределами Хакасии, всего	10201	9316	91,3
в % к РФ	13,5	12,8	-

Последние переписи отразили новую ситуацию: снижение удельных весов «старых» этносов, проживавших на территории Хакасии многие десятилетия – немцев и украинцев. Если немцы массово уезжали в 1990-х годах на свою историческую родину – в Германию, то украинцы возвращались на Украину и в дальнее зарубежье (таблица 2).

Таблица 2. Национальный состав населения Хакасии по переписям 2002, 2010 гг.
(по наиболее многочисленным национальностям)

	человек		2010 г. в % к 2002 г.	в % к итогу	
	2002 г.	2010 г.		2002 г.	2010 г.
Всего населения	546072	532403	97,5	100,0	100,0
в том числе:					
русские	438396	427642	97,5	80,3	80,3
хакасы	65421	63643	97,3	12,0	12,0

немцы	9161	5976	65,2	1,7	1,1
украинцы	8360	5039	60,3	1,5	0,9
татары	4001	3095	77,3	0,5	0,6
мордва	1853	1124	60,6	0,3	0,2
чуваши	2530	1824	72,1	0,5	0,3
азербайджанцы	1672	1494	89,3	0,3	0,3
узбеки	668	1300	в 2 раза	0,12	0,2
киргизы	626	1875	в 3 раза	0,1	0,3
казахи	424	363	85,6	0,007	0,068

На их место стали претендовать выходцы из Киргизии, считающие Хакасию своей прародиной. В настоящее время киргизов в Хакасии свыше 11,5 тыс. человек, и они являются уже третьим по численности этносом в республике, в два с лишним раза опережая «этносов – старожилов» – немцев и украинцев. Это позволяет им не только занимать определенную нишу в экономической сфере республики (рыночная торговля дарами природы Хакасии, малый бизнес), но и были уже предприняты попытки баллотироваться в местные органы власти [12]. Рост доли и общественно-политического влияния этнических диаспор в Хакасии, религиозного фактора создает проблему социокультурной адаптации мигрантов в республике и ставит новые задачи по реализации государственной национальной политики перед исполнительной властью, а также вопросы сохранения и дальнейшего развития самого хакасского этноса.

Заключение. Из краткого анализа изменения национального состава населения Хакасии в течение рассматриваемого периода можно сделать следующие выводы.

1. За прошедшее столетие в Хакасии, которая в начале двадцатого века была дуонациональным районом, сформировалось многонациональное и мультикультурное общество.

2. Хакасский народ утратил свое численное преобладание или паритетное с русским населением положение, превратившись в миноритарный этнос в двадцать первом веке (12% от всего населения). Русскоязычный этнос и прежде всего русские составляют абсолютное большинство населения республики (св. 80%).

3. Происходит сужение функций хакасского языка, его утрата, прежде всего среди самих хакасов.

4. Продолжается, хотя в меньших масштабах в условиях современной сложной социально-экономической и эпидемиологической обстановки, отток коренного населения за пределы Хакасии, преимущественно молодых и средних возрастов.

5. Изменились направления и масштабы внешней миграции, в результате чего наблюдается рост численности и влияния в общественной жизни республики этнических диаспор из бывших советских республик Средней (Центральной) Азии и Закавказья, прежде всего Киргизии и Азербайджана.

6. Процесс русификации получил сильное развитие среди представителей вышеуказанных этносов. Так, по переписи 2010 года владели русским языком извсех азербайджанцев, проживавших в Хакасии – 100% , из 363 казахов – 362, чуть меньше показатель у киргизов: из 1875 человек – 1776 (94,7 %), из 1300 узбеков – 1212 (93,2%), из 776 армян – 771 (99,3%). При этом русский язык является родным для 30% хакасов, почти 90% немцев, 65,9% татар, 71,5% чувашей, то есть для представителей тех народов, которые долгое время проживают на территории Хакасии.

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Кышпанаков В.А.

Н.Ф. Катанов атындағы Хакас мемлекеттік университеті, Абакан, Хакасия, Ресей.
E-mail: kyshpanakovv@mail.ru

XX-XXI ҒАСЫРЛАРДАҒЫ ХАКАСИЯНЫҢ ҰЛТТЫҚ ҚҰРЫЛЫМЫНЫҢ ӨЗГЕРУІ

Аннотация: мақала XX және XXI ғасырлардағы Хакасия халқының ұлттық құрамының өзгеруін қарастыруға арналған. XX ғасырдың басында халық іс жүзінде көпұлтты болды және байырғы тұрғындардың негізін орыстар құрады. Бай табиғи ресурстардың болуы, Хакасияның алғашқы бесжылдықтардағы қарқынды экономикалық дамуы КСРО-ның әртүрлі аймақтарынан қоныс аударушылардың күшті ағынын ынталандырды. 1939 жылғы халық санағы бойынша хакастар қазірдің өзінде абсолютті азшылықты құрағаны көрсетілген.

Кейінірек бұл үрдіс жаңадан қоныстанушылар негізінде күшейе түсті. Ұлы Отан соғысы жылдарында Хакасия халқының этникалық құрамында айтарлықтай өзгеріс болды, олардың едәуір бөлігі автономиялық облысқа жер аударылды. Тың жерлерді игеру, Красноярск өлкесінің оңтүстігінде Саян ТПК қалыптастыру жылдарында XX ғасырдың 70-80-ші жылдары Хакасия халқының ұлттық құрамын "көбейту" процесі одан әрі күшейе түсті. 1989 жылы КСРО-дағы соңғы халық санағы бойынша, байырғы тұрғындар аймақтың жалпы халқының тек 11 пайызын құрады, қазірдің өзінде 100-ге жуық этникалық топ өмір сүрді.

Мақалада КСРО-ның ыдырауы, 90-шы жылдардағы көтерілістер, үшінші мыңжылдықтың басталуы Хакасия халқына да, оның этникалық құрамына және басқа да демографиялық сипаттамаларына айтарлықтай әсер еткені айтылған. Посткеңестік кезеңде көші-қон нысандары, бағыттары мен ауқымы халықтың бір бөлігінің депортацияланған халықтардың (немістер және т.б.) өкілдерінен жылы орнынан ығысуы және Орта Азия мен Қазақстанның, Күнгей Кавказдың бұрынғы одақтас республикаларынан көшіп-қонушылардың келуіне қарай өзгерді. Бұл Хакасия халқының ұлттық құрамының айтарлықтай өзгеруіне әкеліп соқты және этномәдени қауіпсіздік, мигранттардың әлеуметтік тәртіпке бейімделуі мәселелерімен ғана емес, сонымен бірге белгілі бір дәрежеде хакас этносының өмір сүруімен және одан әрі дамуымен байланысты мәселелерді тудырды.

Түйін сөздер: хакасия, халық, этнос, мигранттар, халық санағы, этникалық құрам, диаспоралар, әлеуметтік-мәдени бейімделу.

Kyshpanakov V.A.

Katanov Khakass State University, Abakan, Republic of Khakassia, Russia.
E-mail: kyshpanakovv@mail.ru

TRANSFORMATION OF THE NATIONAL STRUCTURE OF THE KHAKASIA IN THE XX-XXI CENTURIES

Abstract: the article is devoted to the consideration of transformation of the national structure of population of Khakassia during the twentieth and twenty-first centuries. At the beginning of the twentieth century, the population was actually du-national and consisted of indigenous people and mostly Russians. The presence of rich natural resources, the rapid economic development of Khakassia during the first five-year plans stimulated a powerful influx of immigrants from various regions of the USSR. It is shown that according to the 1939 census, the Khakass were already an absolute minority.

Later, this tendency only strengthened with a simultaneous influx of newcomers. During the Great Patriotic War, a significant change in the ethnic composition of the population of Khakassia was made by the deportation of peoples, a considerable number of whom were exiled to the autonomous region. During the years of the development of virgin lands, the formation of the Sayan TPK in the south of the Krasnoyarsk territory in the 70-80 s. the twentieth century further intensified the process of "multiplication" of the national composition of the population of Khakassia. According to the data of the last census in the USSR in 1989, the indigenous population made up only 11 percent of the total population of the region, while about 100 ethnic groups already lived in it.

The article emphasizes that the collapse of the USSR, the perturbations of the 90 s, the onset of the third millennium have largely influenced both the population of Khakassia and its ethnic composition and other demographic characteristics. In the post-Soviet stage, the forms, directions and scale of migration have changed towards the outflow of a part of the population from representatives of the deported peoples (Germans, etc.) and the influx of migrants from the former union republics of Central Asia and Kazakhstan, Transcaucasia. This led to a significant change in the national composition of the population of Khakassia and gave rise to questions related not only to the problems of ethnocultural security, adaptation of migrants to the social order, but also to a certain extent of the existence and further development of the Khakass ethnos itself.

Key words: кhakassia, population, ethnos, migrants, population censuses, ethnic composition, diasporas, socio-cultural adaptation.

Information about author:

Kyshpanakov V.A. – Candidate of Economic Sciences, Doctor of Historical Sci., Professor of the Department of Economics Katanov Khakass State University, Abakan, Republic of Khakassia, Russian Federation, kyshpanakovv@mail.ru, https://orcid.org/0000-0002-1233-9875.

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Труспекова Х.Х.

Казахская Национальная Академия Искусств имени Т. Жургенова;
Институт литературы и искусства имени М.О. Ауэзова, Алматы, Казахстан.
E-mail: Khalima.17@mail.ru

РЕКОНСТРУКЦИЯ НАЦИОНАЛЬНОЙ ИСТОРИИ В МИФОЛОГИЧЕСКОМ СОЗНАНИИ КАЗАХСКИХ ХУДОЖНИКОВ

Аннотация: статья посвящена анализу коммеморативных тенденций в общественном сознании масс и роли мифотворчества как одного из инструментов конструирования настоящего и будущего на примере изобразительного искусства Казахстана. Особенность ситуации в том, что культурно-исторический материал прошлого востребован всеми слоями современного постколониального общества республики. В то же время на фоне очередного переходного момента истории становление государственных суверенитетов постсоветских стран осложнено огромными социальными потрясениями XXI века.Технологические инновации и общая динамика развития современного мира создали возможности для самых разных манипуляций сознанием человека, но его фундаментальные потребности в поисках идентичности остались прежними. В данной связив тексте статьи дается краткая характеристика ситуации, способствовавшей формированию современного контекста культуры Казахстана.

Методологической базой исследования явились фундаментальные труды ученых, посвященные вопросам исторической и коллективной культурной памяти, а также изучение современной мифологии в культуре XX-XXI веков.

Утверждается, что реконструкция исторического контекста приводит казахских мастеров к созданию новых мифологем, а творческое мышление художника позволяет ему «строить» утраченное, сквозь призму присущего человеку мифологического сознания.

В статье в фокусе внимания исторический жанр, приводятся примеры из произведений художников выполненных по государственному заказу и по собственным авторским запросам, наиболее характерными признаками которых являются эпичность, монументальность и нарративность композиций.

Ключевые слова: историческая память, казахское изобразительное искусство, мифологическое.

Введение. Современное культурное пространство Казахстана переживает еще один переломный момент своей истории, определенный постколониальными трансформациями сознания. В очередной раз образовавшийся разрыв между прошлым, настоящим и тем более грядущим будущим горизонтами культуры крайне остро переживаются всеми слоями общества. В данном случае естественно желание человека найти «духовные» ниши, способные «снять» психологическое напряжение, когда его недавний жизненный опыт почти отвержен в силу объективных причин, а новый еще только формируется в условиях далеких от органичного включения в реалии настоящего момента. «Подвешенность», маргинальность такого состояния определена отсутствием четких границ духовных ориентиров, без которых очень сложно сохранять стабильность общего состояния. Именно в такие переломные моменты истории мифологическое сознание как форма мышления способствует становлению очередного культурного кода нации.

Ситуация характерна почти всему человечеству XX-XXI веков, однако именно постсоветские постколониальные страны переживают его в особой степени из-за резких смен темпоральных ритмов, в орбиту которых народы были вовлечены в течение последних ста лет. Периоды забвения, потерь, строительство иного и, наконец, обозначившийся возврат к утраченному, происходили здесь слишком стремительно и с большими сопутствующими проблемами.

В результате в настоящем в условиях становление государственных суверенитетов бывших советских стран поиски «исторических корней», возрождение преданных забвению культурных ценностей прошлого дают возможности как для становления новой формы идентичности, так и разного рода манипуляций сознанием людей. Одним из средств достижения поставленных целей, как и всегда, является опора на мифологическое сознание присущее природе человека. Как известно, именно оно позволяет ему признавать окружающий мир во всех его проявлениях, в каждом случае находя объяснения необъяснимого и изменяясь в соответствии с объективными и субъективными запросами конкретной эпохи. В данной связи такие понятия, как «коллективная память», «миф», «мифологическое сознание» все чаще появляются в поле научных исследований.

Материалы и методы исследования. Понятия «мифологическое мышление», «мифологическое сознание» прочно вошли в современную практику научных исследований во многих областях гуманитарных знаний. «Ремифологизация современной культуры, возвращение архаических мифов и профессиональное мифотворчество в искусстве, политике, рекламе, сфере массовых коммуникаций перевели академическую проблему мифа в разряд остро актуальных вопросов» [1.с. 63].

Особенность же современного мифотворчества в том, что «миф вернулся в новом облачении и с новыми возможностями» [1. с.63.]. Это не просто возрождение архаического мифа, это появление новых феноменов на базе традиционной структуры мифологического сознания человека.

Пристальное внимание к функционированию мифа в развитии всех цивилизаций широко представлено во всей мировой гуманитарной мысли человечества еще со времен античности. Но наибольшую остроту она обретает в связи с осмыслением модерна как одной из опорных точек перехода на новый уровень развития цивилизаций, в связи с чем тема исследуется с самых разных позиций в мировой научной мысли всего XX века (в работах Л. Леви-Брюля, Б.Малиновского, Дж Фрейзера, Э. Кассирера, К. Леви-Стросса, Ж.Фуко, Р. Барта и др.). Мифологическое сознание изучалось М.М. Бахтиным, А.Ф. Лосевым, тема мифа затрагивается в фундаментальных трудах Ю. Лотмана, посвященных концептам культурной памяти (невозможность выделения мифа из его внутреннего контекста) [2]. Место и роль мифа в концептуализации мира рассмотрен Е.М. Мелетинским [3, с. 25-31].

Сама проблематика реабилитации мифа задана модерном, феномен искусства которого связан, по мнению А.А. Пелипенко,с «общим кризисом логоцентрической макрокультурой парадигмы и переходом к постлогоцентрическим смыслообразовательным техникам» [4.с.223]. Весь ход цивилизационных процессов рубежа XIX-XX веков привел человечество к полному переосмыслению ранее существовавшего культурного опыта.

В целом XX век и начало XXI века – эпоха реабилитации ирефлексий мифологических конструкций прошлого, создания новых социальных мифов [5, 6, 7]. Особую актуальность мифологическое сознание обретает в политическом противостоянии сильных мира сего в современном дискурсе концептов идентичности с широким использованием мифа в конструировании новых идеологически окрашенных мифологемах [8, 9,10]. Существенные пересечения понятий «память» и «мифологическое сознание» также находят широкий отклик в самых разных публикациях исследователей, поскольку коллективная память общества опирается на этот фундаментальный принцип восприятия и толкования мира человеком. Значение мифологического сознания в формировании культурных кодов конкретных обществ столь же активно дискутируется в публикациях исследователей [10]. И, наконец, широкий резонанс тематика обрела в XXI веке в связи с глобальными переменами, заданные миру всей совокупностью происходящих событий под натиском технологических инноваций.

Таким образом, исследуемая тематика имеет огромный арсенал направлений в самых разных дискурсах научной мысли человечества. В современном постсоветском Казахстане концепт мифологического сознания также обретает особую значимость в изучении настоящего моменты развития культуры страны.

В нашем случае нас интересует художественное осмысление мифологических конструкций современностив творчестве художников Республики Казахстан в период очередного исторического перелома, совпавшего с новыми глобальными сдвигами во всех сферах жизни общества. Рефлексии в прошлое культурное наследие всех народов Средней Азии так или иначе упираются в факторы восстановления преданных забвению страниц истории и культуры. Коммеморативные процессы,сложившиеся за вторую половину XX века в странах Европы, охватили фактически все постсоветские страны после развала бывшего СССР.

Сам термин «коммеморации» (сохранение, передача памяти о значимом событии прошлого) и концепт мест памяти, их феномен введен французским историком П. Нора [11]. Тема культурной памяти и меморализация прошлого нашла отражение в трудах Яна Ассмана [12] и Аллейды Ассман [13,14], понятиям «история, забвение» посвящена книга П. Рикёра [15], теория социальной памяти освещена М. Хальбваксом [16]. Материалы этих исследований стали важнымиисточниками в изучении обозначенной нами темы.

Результаты и обсуждение. Необходимость осмысления истории в настоящем определена всем ходом развития цивилизации за последние двести лет. Как и представители народов Средней Азии со сложившейся в ходе многовековой истории развития культурой, казахский этнос перенес целую серию трансформаций сознания, созданную, прежде всего, внешними силами. Следует отметить, что динамичные процессы всевозможных социальных потрясений регион переживал многократно. Но самые глубокие перемены в традиционную среду привнесли разрушительные стихии, бушевавшие на протяжении последних трех столетий, особенно социально-экономические эксперименты XX века.

Начиная с вхождения в состав Российской империи, казахская нация прошла путь от общества с прочно сложившейся номадической формой организации до современного убранизированного типа бытия. Несмотря на большой процент сельского населения, именно урбанизм внес самые существенные перемены в традиционные коды национального самосознания казахов. Однако и казахский ауле избежал модернизации как прямое следствие смены социально-экономических основ уклада жизни, поскольку классический номадизм не приемлет стационарного типа бытия. Как известно, в основном под натиском октябрьских событий в Российской империи и утверждением нового государства СССР население вынуждено было перейти к оседлости.

Шрамы, нанесенные советской историей страны, были самыми глубокими и трагическими. Видимо, только период монгольских завоеваний региона и далее джунгарское нашествие в пределы казахских ханств в XVIII веке в какой-то мере сопоставимы с картиной событий начала и всего XX века. Тем не менее,таких утрат в области национальной культуры казахский народ никогда не знал.

События века, естественно, внесли кардинальные перемены и в области художественной культуры: от смены классических форм искусства, базировавшихся на основе народного творчества, и перехода на путь вестернизации, до смены идеологических конструкций советского образца в период обретения независимости. Согласно приведенному выше краткому экскурсу, в историю региона серию трансформаций переживали все виды искусства. История развития современного профессионального изобразительного искусства, к примеру, берет отсчёт с двадцатых годов прошлого века, с момента становления Казахской ССР в составе советской империи. За столь небольшой по меркам истории временной отрезок данный вид искусства, вобрав в себя все его идеологические клише, прошел путь равный самой эпохе.

Как известно, русская школа изобразительного искусства явилась источником становления современной национальной художественной школы. Русский авангард нашел отклик в творчестве казахских мастеров, но период был крайне эпизодическим. Поэтому на протяжении всего периода огромная плеяда мастеров была воспитана на утопиях советской мифологии «строителя коммунизма», воспевавшего жертвенность современника во имя будущего. Из-за «железного занавеса», из-за репрессий уровень эстетического сознания и народа, и художников, как и всей казахской творческой интеллигенции, формировался в строго заданных ограниченных параметрах; и в целом соцреализм оказал самое большое влияние настановление казахской живописи и скульптуры.

Тем не менее, на протяжении всего советского времени, при всех идеологических напластованиях, в искусстве казахских мастеров отразился рост национального самосознания художественной интеллигенции страны. Так, если политическая мифология требовала одни виды и формы выражения идеи, то собственное сознание и собственное видение мира, всегда присутствовавшие в творчестве всех поколений художников, на поверку оказывались полны идеями суверенитета. Миф о будущем, столь долго культивировавшийся в пространстве огромной империи, достаточно быстро девальвировал.

На данном этапе, когда независимое государство строит новый мир, тема оказалась востребованной в большей степени, поскольку возникла потребность вновь открыть себе свое забытое прошлое, возникла потребность в поисках собственных героев и героического прошлого в истории нации. Отсюда тотальный интерес ко всем преданным забвению страницам национального историко-культурного наследия. Задача реконструкции исторического занимает мысли большого числа людей, ибо создается фундамент новой идентичности граждан страны.

Как и повсюду в мире, в реконструкции и в ремифологизации общественного сознания граждан постсоветского Казахстана огромную роль играет коммеморация. Поскольку процесс связан с осмыслением национальной культуры в современном контексте времени, то и основным полем его выражения является преимущественно художественная культура. И здесь реконструкция коллективной культурной памяти находит выражение сквозь призму новой мифологизации. Художник, стремясь погрузится в культурно-исторический материал прошлого, еще кое-где проглядывающего сквозь толщу времен, открывает его силами собственного воображения, в котором непременно усматривается современный контекст времени. Но так и свойственно собственно памяти: «Память – это всегда актуальный феномен, переживаемая связь с вечным настоящим» [8, 114 стр.].

Государственный заказ отвластей странына создание мест памяти, как правило, связан с возведениемскульптурных монументов и мемориальных архитектурно-пространственных комплексов. Помимо официальных, создаются иболее камерные композиции, обозначающие знаковые места для граждан как особо памятные. Та же тематика в других видах изобразительного искусства(станковой живописи, графике, прикладном искусстве) выражается уже на уровне личностного отношения человека в данному вопросу. Во всех случаях художник стремится отразить интересующее все казахстанское общество историко-культурное прошлое сквозь призму доступных ему информационных ресурсов. Объединяет всех желание определиться с реконструкцией прошлого опыта для ориентации в настоящем и конструировании будущего. Это уже социальный заказ общества в целом. Ситуация осложнена вмешательством из-вне и манипуляцией сознанием людей заинтересованными кругами.

В творчестве художника, выполняющего госзаказ или выражающего собственные мысли и свое отношении к контексту национальной истории и культуры, многие факторы заданы конкретными событиями времени. Так, творческие поиски, что велись художниками нулевых годов XXI века и творческие интересы на период 2010-2020 годов серьезным образом отличаются. В конце XX и первых годах XXI века казахские мастера вели активные поиски в определении своих исторических «корней». Отсюда большой интерес к культура древних номадов. Мифологическое мышление позволяло реконструировать этот пласт через искусство сакского и тюркского периодов, многие художественные традиции которого, как оказалось, сохранились в народной культуре. Процесс начался еще в 70-е годы XX века, и он вполне объясним с точки зрения того, что «современные мифы – не что иное, как результат проявления компенсаторных механизмов бессознательного» [3, 14 стр.]. То есть надо было определиться в глубинными пластами своего этнического происхождения, поскольку советская история полностью игнорировала его в свое время.

На данном этапе в связи с самыми разными нелицеприятными высказываниями из стран зарубежья (отдельными политиками России, к примеру), особо остро встал вопрос о признании казахских ханств как основы национальной государственностив прошлом. Пришло осознание того, что на протяжении многих веков, несмотря ни на что, им(предкам) удавалось сохранить этническуюнациональную целостность общества. Таким образом, факт обращенности коммемораций на настоящий момент и его связь с реалиями своего времени в полной мере подтверждается в рассматриваемой плоскости.

Коммеморативные процессы охватили почти все регионы Казахстана, что наглядно демонстрируют появление повсюду мест памяти. Изначально это были скульптурные монументы (конные статуи легендарных героев-батыров), далее – огромные пространственные архитектурно-мемориальные комплексы. История пересматривается, как и следует, исходя из контекста настоящих запросов самого государства и общества. Тема героического, наиболее активно муссируемая политическими кругами, вполне вписывается в политику государства, стремящегося определить на будущее важные «опорные точки» из прошлого национальной культуры. Все исторические личности от ханов до культурных и политических деятелей (Айтеке би, Казыбек би, Толе би и др.) считаются отцами-основателями национального объединения в разные периоды. Их образам предается значительное место в создании и меморализации мест памяти. Скульптурные композиции исполнены преимущественно в реалистической форме, репрезентативны, во многом повторяют хорошо усвоенный опыт соцреализма советского периода. Само изобилие конных композиций в изобразительном искусстве Казахстана отражает глубинный культурный код нации (номадизм, трактуемый как форма бытия народа).

Параллельно с «конной гвардией»в последние десятилетие в современных городах страны увеличилось количество скульптурных образов деятелей науки и культуры (К. Сатпаева, Н. Тлендиева, к примеру). Они пришли на смену советским партийным функционерам, чьи портреты занимали ведущие позиции в городских пространствах советского периода. Композиции могут быть монументальными или камерными в зависимости от контекста художественного исполнения и вписанности образа в конкретное место на территории населенного пункта. Форма официоза в данном случае в меньшей степени присуща таким произведениям.

В отличие от пространственных форм композиций в городской среде, в других видах и формах изобразительного искусства, в живописи, в частности, наблюдается та же картина. В данном случае госзаказ на создание монументальных полотен исторического жанра дается, естественно, для художественного оформления интерьеров знаковых официальных государственных административных и крупных культурных типов зданий. Одним из ярких примеров служит госзаказ на создание композиции, олицетворяющий идеи национальной независимости для центрального фойе Национального музея Республики Казахстан в Нур-Султане. Это монументальный триптих, созданный художниками А. Дюзельхановым, К. Ажибекулы, А. Жамханом, Ш. Айдосом под руководством Ерболата Тулепбая в 2015 году.

Идея авторов триптиха прочитывается очень легко. Центральная фигура – фигура президента Н. Назарбаева, торжественно идущая на зрителя через символически распахнутые двери – наше настоящее. Предыстория события, то есть прошлое, выражено огромными фланкирующими полотнами под названиями: «Қазақ қандары» и «Жеты жарғы» («Казахское ханство» и «Семь установлений»). Таким образом символический путь, олицетворяющий идею исторической преемственности становления казахской государственности – это образование казахских ханств и существование степных юридических законов (Жеты жарғы – великий памятник права, разработан при хане Тауке – 1680-1718 гг). Они и есть тот пласт исторического фундамента, что лежит в основе современного суверенитета: путь длиною в пять сотен лет.

Композиция триптиха торжественно статична. Если Президент изображен с фотографической точностью, в полном соответствии с существующим протоколам официоза государственной власти, то многофигурная толпа, предполагая страницы истории из XV –XVIII веков нашей эры, трактована торжественно театрально. Эпическое звучание данного триптиха определено самим заказом. Это символическое отражение идеи независимости нации, во все времена стремившейся к свободе и вольности. Но следует отметить, что почти также тема раскрывается и в частных работах художников. Легендарные мифологические герои изображаются эпически монументально.

История государственности – одна из наиболее злободневных в настоящих реалиях политического противостояния, в связи с чем госзаказ на создание масштабных полотен и монументальных скульптур продолжается. Однако исторический жанр в изобразительном искусстве Казахстана стал одним из актуальных уже в поздний советский период, стилистически по-разному выражаясь в творчестве художников (в форме примитива, символизма, неоимпрессионизма и, конечно, соцреализма).

Если в арсенале стилистических средств казахских мастеров реализм и явная опора на наследие русских передвижников, как и в целом на наследие соцреализма, в целом преобладают в композиционном решении таких произведений, то символико-знаковая система выражения сохраняется в декоративно-прикладном искусстве. Особенно когда гобелен используется в интерьерах общественных сооружений. Чаще всего это несколько иной тип выражения исторического жанра в монументальных произведениях, созданных в техниках ткачества.

Например, гобелен М. Муканова «Золотая эпоха скифов» для интерьера головного офиса Халык-банк в Нур-Султане (2016 год), центральная тема которого – истоки формирования этнической истории. Общая структура композиции представляет собой коллаж. Автор использовал детали археологических находок как символы художественного наследия древней культуры, а общий замысел в чем-то повторяет опыт создания героико-романтических монументальных произведений советской эпохи. Т о есть мифологическое сознание художника строит композицию на обрывках имеющихся артефактов археологии и на базе системы изображения торжественных статичных образов героев эпического звучания, разработанных советской монументальной пропагандой. В результате реконструкция прошлого культурного наследия создается в поле художественного обобщения мастером изученного материала и приобретенного опыта творческих навыков. По большому счету произведения адресованы современнику, поскольку таков современный уровень понимания текста прошлого и его бытие в настоящем («обрывки», «фрагменты» историко-культурного наследия, сохраняющиеся на подсознательном уровне этноса).

Не иссякает интерес казахской творческой интеллигенции к историческому жанру в поле авторских станковых типов работ. Так, явно отвечая на вызовы настоящего момента времени, в рамках исторического жанра, в 2021 году появилось полотно Нурлана Килибаева «Присяга на княжение» (100х150, х.м.). Композиция создана на основе исторического документа: эскизе художника В. Орлова-Петрова от 1912 года, в которой повествуется о том, как Василий II Темный (слепой), принося присягу,целует отпечаток пятыхана Золотой Орды во время церемонии получения титула Великого князя Московского. Период в истории ознаменован тем, что на тот момент было два претендента на российский престол, и они оба (Юрий и Василий II) отправлялись в Орду за княжеской грамотой; поддержку получил Василий II Темный.

В жанре исторической живописи документальная подлинность события особенно ценна. В картине «Присяга на княжение» художник повторяет в общих чертах эскиз другого мастера, созданный более ста лет назад. Автору важен сам факт исторического момента, когда этнические, национальные взаимоотношения Степи с окружением носили совсем иной характер. И в данном случае здесь явно личный авторский интерес художника к страницам этнической истории.

В художественном плане полотно Килибаева представляет собой нарративный вариант решения многофигурной эпической композиции. На фоне почти таинственного зимнего пейзажа коленопреклоненный Василии II Темный со своей свитой перед ханом, конная свита хана при этом малочисленна; дальний план – красивый пейзаж с архитектурой церквей под покровом пушистого снега. Богатая цветовая палитра позволяет представить всю гамму величия события. В целом именно колористическая гамма произведения несет на себе печать «давно минувших дней». То есть тот сложный слой в пространстве и во времени, что отделяет автора от изображаемой воображаемой им эпохи: костюмированный, театрально расставленный нарратив, при котором мы непременно ощущаем временную дистанцию. Зритель прекрасно осознает некую сказочность, притчевость общего звучания композиции – всего того, что сопутствует уже мифическому пространству и времени.

В творчестве большинства художников есть этот отпечаток, когда они обращаются к историческому жанру. В целом большинство произведений художников Казахстана, посвященные разным страницам исторических событий, включая реконструкции средневековых городов на полотнах, характеризуются наличием эпического звучания. Именно она придает мифологическую окраску произведениям, в том числе использование панорамности, формы художественной диорамы, что также способствуют романтизации и мифологизации образного ряда (в особенности батальные сцены).

Если обратиться к кухне художника в создании им исторических полотен, то естественно, мы понимаем, что инструментарием здесь являются авторская воображение и знание источников. В случае с казахской историей следует отметить, что для художника фактически нет наглядных примеров. Им приходится визуализировать (реконструировать) события, опираясь преимущественно на возможности собственного сознания. Конечно, он использует известную хронику и знания художественной культуры отдельных эпох. Однако отдаленность во времени и отрывочность знаний создают трудности, которые успешно преодолеваются мифологизацией образа. Художник должен сочинять «детали», о которых нет информации. А значит и результат – иное осмысление некогда происходившего. Чем дальше во времени, тем более поэтичен и мифологичен факт произошедшего. Поэтому исполнение такого полотна – всегда художественный вымысел, в котором мастер опирается на воображение. И в данном случае мифологическое сознание, присущее человеку, способствует преодолению пространственно-временных границ. Однако, естественно, это уже современный контекст прочтения исторической хроники.

На данном этапе определились своеобразные каноны решения композиций на исторические сюжеты в изобразительном искусстве страны: на первом плане героизация, поэтизация, романтизация, эпичность произведения. Все то, что сопутствует мифологизации страниц истории, то есть мифологическое сознание художника создает возможности для реконструкции прошлого. И это наблюдается на уровне и политического заказа от государственных органов, и социального заказа общества: «Мифологическое мышление, таким образом, является некоей структурной базой, основой последующих изменений форм сознания и разновидности духовности» [6, 187 стр.].

Заключение. Все постсоветские государства стремятся реконструировать и создать на базе прошлого современный текст исторической памяти. Мемориализуя события (к примеру, шествие «Бессмертный полк» в России и странах СНГ, посвященное войне 1941-45 гг.), возводя монументы, мемориальные площади, улицы и т.д. подводятся основы идентичности общества в настоящем. Полная девальвация советской идеологии, стремление создать ее новую базу как основы государства продолжается.

В строительстве современной мифологии используются все виды исторических хроник и артефакты археологии, способствующие реконструкции утраченной и преданной забвению памяти о национальном прошлом, национальном наследии. В данном процессе заинтересованы все члены общества.

В авангарде решения поставленной задачи – деятели искусства и культуры. В области изобразительного искусства Казахстана силами воображения художника и на базе исторических документов реконструируется (визуализируется) утраченное и вновь востребованное культурно-историческое наследие из прошлого.

Стилистически образ прошлого строится на опыте соцреализма, неоимпрессионизма, символизма и примитива в зависимости от конкретного назначения произведения.

Мифологическое сознание художника способствует конструированию неведомых автору деталей из истории.

Труспекова Х.Х.

Т. Жүргенов атындағы Қазақ ұлттық өнер академиясы;
М.О. Әуезов атындағы әдебиет және өнер институты, Алматы, Қазақстан.
E-mail: Khalima.17@mail.ru

ҚАЗАҚ СУРЕТШІЛЕРІНІҢ МИФОЛОГИЯЛЫҚ САНАСЫНДАҒЫ ҰЛТТЫҚ ТАРИХТЫҢ РЕКОНСТРУКЦИЯСЫ

Аннотация: мақала көпшіліктің қоғамдық санасындағы коммеморациялық тенденцияларды талдауға және де миф жасау рөлінің Қазақстан бейнелеу өнеріндегі осы шақ пен болашақты құрудың бірден бір құралы екендігіне арналған. Мұндағы жағдайдың ерекшелігі, өткен мәдени-тарихи мағлұматтар өзіндік барлық қатпарларымен республиканың заманауи постколониялық қоғамында аса сұранысқа ие.

Сонымен қатар, тарихтағы тағы бір өтпелі сәттер аясында посткеңестік елдердегі мемлекеттік егемендіктің қалыптасуы XXI ғасырда орасан зор әлеуметтік сілкіністерімен қиындады. Технологиялық жаңашылдық пен қазіргі әлемнің жалпы даму динамикасы адам санасының әр түрлі манипуляциялар жасауына мүмкіндік туғызды, бірақ оның ұлттық бірегейлікті іздеудегі түпкі қажеттіліктері өзгериссіз қалды. Осыған байланысты мақала мәтінінде Қазақстан мәдениетінің қазіргі жағдайының қалыптасуына ықпал еткен жағдайларға қысқаша сипаттама берілген.

Зерттеудің әдіснамалық базасы – ғалымдардың тарихи және ұжымдық мәдени жады мәселелеріне арналған іргелі еңбектері, сондай-ақ, XX-XXI ғасыр мәдениетіндегі заманауи мифологияны зерттеу болып табылады.

Тарихи контекстті реконструкциялау қазақ шеберлерін жаңа мифологемалар жасауға итермелейді, ал суретшінің шығармашылық ойлау қабілеті адамның өзіне тән мифологиялық санасының призмасы арқылы жоғалғандарды «тұрғызуға» мүмкіндік береді деп тұжырымдайды.

Мақалада тарихи жанрға баса назар аударылып, мемлекеттік тапсырыспен және де өздерінің авторлық сұраныстары арқылы орындалған суретшілердің туындылары мысалға алынады. Аталған туындылардың өзіне тән белгілері – эпикалық, монументалдылық жәнеде баяндау композициясы.

Түйін сөздер: тарихи жады, қазақ бейнелеу өнері, мифологиялық.

Truspekova Kh.Kh.

T. Zhurgenov Kazakh National Academy of Arts;
Institute of literature and art named after M.O. Auezov, Almaty, Kazakhstan.
E-mail: Khalima.17@mail.ru

RECONSTRUCTION OF NATIONAL HISTORY IN THE MYTHOLOGICAL CONSCIOUSNESS OF THE KAZAKH ARTIST

Abstract: the article is devoted to the analysis of commemorative trends in the social consciousness of the masses and the role of myth-making as one of the tools for constructing the present and future on the example of the fine art of Kazakhstan. The particularity of the situation is that the cultural and historical material of the past is in demand by all layers of the modern postcolonial society of the republic. At the same time, in the background of another transitional moment in history, the establishment of state sovereignty of post-Soviet countries is complicated by the enormous social upheavals of the XXI century. Technological innovations and the general dynamics of the development of the modern world have created opportunities for a variety of manipulations of human consciousness, but its fundamental needs in the search for identity have remained the same. In this connection, the text of the article gives a brief description of the situation that contributed to the development of the modern context of the culture of Kazakhstan.

The methodological framework of the research was the fundamental works of scientists, on the issues of historical and collective cultural memory, as well as the study of modern mythology in the culture of the XX-XXI centuries.

It is claimed, that the reconstruction of the historical context leads the Kazakh masters to create new mythologies, and the creative thinking of the artist allows him to "build" the lost, through the prism of human mythological consciousness.

The article focuses on the historical genre, also provides examples from the works of artists made by State orders and according to their own author's requests, where the most characteristic features are epic, monumental, and narrative compositions.

Key words: historical memory, Kazakh fine art, mythological**.**

Information about the author:

Khalima Khamitovna Truspekova – Cand. Sc. Art History, Associate Professor, Professor T. Zhurgenov Kazakh National Academy of Arts; Leading Researcherof the Institute of literature and art named after M.O. Auezov, Almaty, Kazakhstan, e-mail: Khalima.17@mail.ru, https://orcid.org/0000-0003-2951-1608.

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ФИЛОЛОГИЯ

ТАРИХ

СОДЕРЖАНИЕ

ЭКОНОМИКА

ЮРИСПРУДЕНЦИЯ

ПОЛИТОЛОГИЯ

ПЕДАГОГИКА

ФИЛОЛОГИЯ

ИСТОРИЯ

CONTENTS

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POLITICAL SCIENCE

PEDAGOGY

PHILOLOGY

HISTORY

Publication Ethics and Publication Malpractice in the journals of the National Academy of Sciences of the Republic of Kazakhstan

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