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S.S. Baktymbet, S.A. Kozhabayev, A.S. Baktymbet
Kazakh University of Economics, Finance and international trade,
Nur-Sultan, Kazakhstan
(E-mail: saule_sbs@mail.ru, saule_285@mail.ru, asem_abs@mail.ru)

Issues of transformation of the national model of development of small innovation business in Kazakhstan Republic

Abstract. The development of individual entrepreneurship acquires special significance in the analyzed period in the light of the modern development of market relations. The most flexible, economical and quickest way to solve the problems of economic diversification, the formation and saturation of the consumer goods market is able to a greater extent only small and medium-sized businesses that do not require large start-up investments and guarantee a high speed of financial resources turnover. Therefore, the high degree of development of small innovative business is a necessary component of the modern system of market economy.

Key words: Innovative development, innovative activity of an enterprise, innovation, entrepreneurship, development of small and medium-sized businesses, innovative projects, national innovation system.

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Introduction. In the modern world, in the context of globalization of world markets for goods and services, innovations are the basis for the qualitative transformation of the production potential of the economic system, the intellectualization of the economy and improving the standard of living of the population while strengthening the interdependence and mutual influence of various spheres of social life and activity.

Small businesses are most susceptible to innovations in managerial and production activities, highly adaptable to external factors, quick turnover of funds, and also a high level of specialization of production and labor, as they have the ability to make decisions more quickly and flexibly. The most important distinguishing feature of the functioning of small enterprises (SM) in developed countries is that they provide about half of all innovations, the amount of which per unit of cost, is often greater than in medium and large enterprises, and the speed of their development is one third higher. For example, in the United States, small innovative firms create 24 times more innovations than large firms. [one]

Therefore, in developed countries, MPs are in a more favorable position compared to large enterprises, since they are guaranteed by the state inviolability of private property, broad economic independence and freedom of action, support for fair competition and the fight against monopolistic activities, concessional lending and financing, and substantial assistance in provision of investment.

At the same time, in the UK, small and medium-sized enterprises participate in the implementation of state innovation programs. In Japan, special mechanisms are used to financially

support small innovative enterprises, the basis of which is soft loans. If a regular loan in modern Japan can be obtained at 4-8%, then a "soft loan" for small innovative enterprises means half this interest rate for using a loan. The stimulation of the cooperative activity of small innovative enterprises is carried out by combining small enterprises into cooperatives or cooperatives. In the event of bankruptcy, small enterprises receive the support of the respective insurance funds for protection against chain bankruptcies, and the legislation exempts deductions from these funds from taxation [2].

Setting goals:

• analysis of the innovative development of the Republic of Kazakhstan;

• Based on the analysis, the identification of areas of stimulating economic growth of individual entrepreneurship in Kazakhstan.

Goal. Based on the study of the effective activities of individual entrepreneurship, the development of proposals for improving innovation, improving the work of small businesses in Kazakhstan.

Research methods. When writing an article, the following methods were applied: analysis and synthesis, systematic analysis and statistical methods.

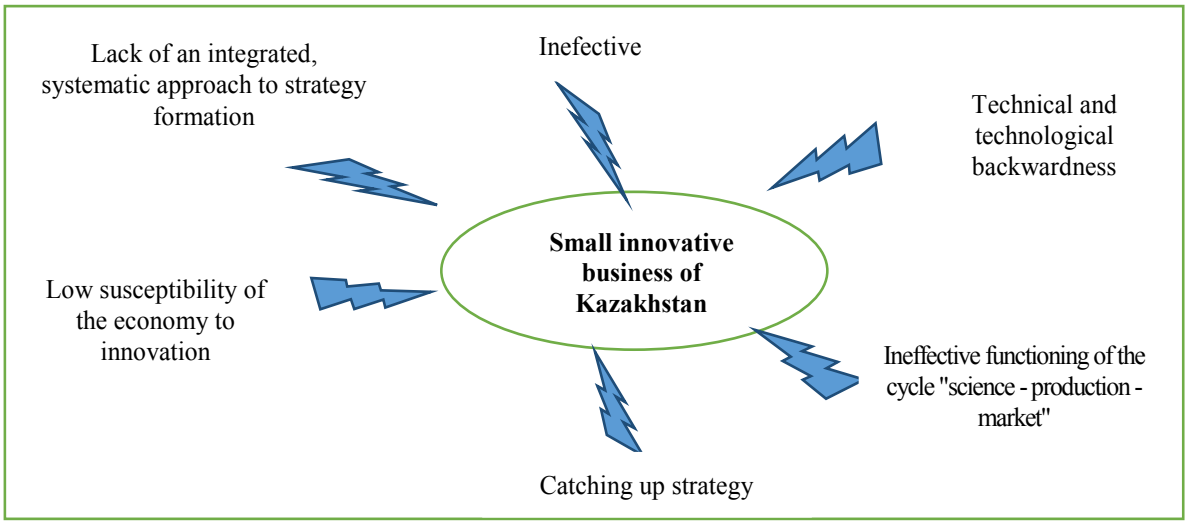
Taking into account world experience, one of the endogenous forces of Kazakhstani society leading the republic to sustainable development should be a civilized, modern small innovative entrepreneurship that can withstand competition in a globalized economy. As the President of the Republic of Kazakhstan N.A. Nazarbayev in his Message to the people of Kazakhstan, it is important to «strengthen the trend of innovative industrialization» and not without the help of small and medium-sized businesses, which by 2050 «will produce at least 50 percent of Kazakhstan's GDP,» instead of the current 20 percent.

Domestic small enterprises are interested in innovation, but cannot realize their maximum potential for objective reasons. This is primarily due to the extreme degree of deterioration of fixed assets. Since the creation of competitive products involves the use of innovative technologies and high-quality resources, the majority of industrial enterprises are not ready for technological modernization.

The problem that restrains the innovative activity of small enterprises is the imperfect process of reproduction of innovations, the destroyed system of financing R&D. It is characteristic that in modern conditions the enterprises themselves are more oriented to the previous methods of work, in which they continue to create their products without establishing reverse flows of communication with consumers.

One way or another, according to experts, in the current Kazakhstani conditions there are no any effective incentives that encourage both manufacturers to widely use innovations and investors to finance their development and implementation. According to experts, in Kazakhstan there is no noticeable progress towards the formation of an innovative economy. By its macroeconomic indicators, Kazakhstan belongs to middle-income countries, but according to the KEI index (the level of knowledge application in the economy), a country can only be compared with countries such as Kenya and Mongolia, where population incomes are much lower. In general, as experts say, an assessment of the current situation in Kazakhstan suggests that the formation of effective mechanisms to support and introduce innovations remains a weak link in the national innovation system.

One of the most acute problems of the Kazakhstani economy is the poor adaptation of enterprises in the real sector of the economy to the conditions of the modern market, manifested in technical and technological backwardness and, as a consequence, low competitiveness of products. The hypertrophied development of the financial and commercial sectors to the detriment of the real sector (industry, agriculture, transport, communications) leads, as practice has shown, to unstable growth and, ultimately, to crisis phenomena in the country's socio-economic situation. (picture 1)



Picture 1 – Kazakhstan Small Innovative Business Development Model

The innovative development of entrepreneurship requires a systematic approach, since it is not considered as one-sided causal relationships leading from R&D to innovation, but as a process of interaction and feedback between the whole complex of economic, social, organizational and other factors that determine the creation and commercialization of innovations.

Thus, in the new technological order, where high-tech and high-tech industries dominate, the main factor that ensures the implementation of state innovation policy is innovative entrepreneurship, the effectiveness of which directly depends on strategic management.

Meanwhile, Kazakhstan, responding to global challenges of the twenty-first century by deepening Eurasian integration, as the President of the Republic of Kazakhstan N.A. Nazarbayev, must carry out socio-economic modernization, strengthen the economy, make society stable, increasing its well-being and quality of life. An optimal balance between economic success and the provision of public goods is possible with fair competition in the regions of the Republic of Kazakhstan, high rates of economic development, and an efficiently functioning industrial complex.

One of the main factors stimulating the implementation of this strategic goal is the development of small and medium-sized businesses, conducive to the sustainable development of various regions of the republic through the use of their competitive advantages. Small business plays an important role in the development of the innovative economy of the state, investing in high technology high-tech areas of production. The restructuring of Kazakhstan's small business in an innovative focus will prepare the business for the development of large technical enterprises that contribute to the recovery and development of the entire national economy.

Small business seems to be the main source of innovation, the generator of fresh ideas, and its very development provides the opportunity for innovative development of the economy. Under the current conditions of globalization, the traditional division of the economy into branches or sectors is losing its importance, and the cluster approach is coming to the fore as the most effective tool for increasing the region's competitiveness and intensifying the innovative development of the economy. Therefore, an in-depth study of the experience of creating and functioning innovative clusters will have undoubted interest and practical benefit. The innovation cluster, being a highly effective form of acquiring a significant level of competitiveness, is an informally organized group uniting the efforts of various organizations (industrial firms, research centers, institutes, personal traders, municipal authorities, social organizations, etc.). As a result of the formation of

the cluster, it is guaranteed that a system for disseminating fresh ideas, knowledge, technologies and innovations is provided.

Small business in innovation provides innovative processes in the economy, contributing to the improvement of production and management, creates a demand for new developments, ensuring continuous progress.

Small Business Benefits:

- in small forms of entrepreneurship, the most favorable conditions for creativity are created, which in itself is individual in nature;

creative activity by its nature is alien to the excessive organization characteristic of large enterprises, at the same time it is characterized by the desire for freedom, which is an important condition for achieving the expected results;

- in small enterprises, the inventor, owner and manager often act in the same person, which virtually eliminates the main contradiction of corporate governance;

- the production activity of small innovative enterprises is distinguished by their narrow subject specialization, which involves the concentration of efforts and funds in the final stages of creating an innovation and in the first stages of its distribution. Therefore, in fact, the enterprise begins scientific and production activities with experimental development, the purpose of which is to achieve high technology products and quickly establish its industrial production;

- unit costs for research and development at small high-tech enterprises are often several times higher than those of large enterprises, which contributes to their faster and more effective appearance on the innovation market;

- New information technologies create favorable conditions for small enterprises to function.

As general principles for organizing the innovative activity of an enterprise, researchers call [4]:

1. Target orientation, that is, the organization of innovation should contribute to the continuous flow of the innovation process. By continuity is meant the integrity of the innovation system, which should help to overcome the negative aspects in the transfer of information through the stages of the innovation cycle;

2. Systematic innovation, that is, the presence of clearly defined functions, their executors and the interactions between them;

3. Adaptability as the most adequately reflecting the influence of factors of the external, internal environment of the enterprise on the processes of creating innovations, taking into account the trends of their change;

4. The optimal combination of powers and responsibilities of units;

5. Profitability, that is, the organization of innovative activity should contribute to the optimal effectiveness of the innovation process by reducing the innovation cycle, increasing the competitiveness of new products, timely response to consumer requests, etc .;

6. Hierarchy, that is, ensuring hierarchical interaction between the elements of innovative activity at any vertical and horizontal levels of the system.

Along with this, the practice of innovative activity of the enterprise chose the specific principles of its organization [5]:

1. Creating an atmosphere that stimulates the search and development of innovations;

2. The focus of innovation on the needs of the consumer;

3. Priority areas of innovation work stem from the goals and objectives of the enterprise;

4. The organization of innovations is carried out on the principle of parallel implementation;

5. Innovation is in the competence of the leader and his functions are to formulate strategic innovative problems, goals and directions of organizational development;

6. Units engaged in innovative activities should have the unity of the tasks to be solved and their set should be optimal;

7. The entire potential of the enterprise is attracted to innovation. The key tasks of organizing the innovation activity of any enterprise are [6]:

1. Planning innovative activities of the organization. Planning for innovation begins with the formulation of a mission, which is expressed in the orientation of the organization's activities on innovation. The next step is to determine the strategic directions of innovation and setting goals in each of them. Then the management of the organization selects the optimal development strategy for each direction. Based on the innovation strategy, long-term, medium-term and short-term plans are formed, which are implemented on the basis of specific actions of managers and employees.

2. Organization of innovation. This function is to shape the processes and structures supporting innovation. While the formation and implementation of strategies aimed at development through innovation is not a rarity today, the creation of specific structures that allow managing ideas (potential innovations) is characteristic of only a small number of companies.

3. Motivation of participants in innovation. Motivation is one of the most discussed issues in management. Formation of a favorable organizational culture; creation of a creative team capable of achieving goals; the establishment of an effective system of remuneration of labor - all these are tasks of staff motivation.

4. A systematic assessment of the results of innovation. Innovation activities must be constantly evaluated in order to verify the correctness of the chosen strategy and take corrective actions in time.

An analysis of the current state of the country's innovative development shows that in 2017, 4.4 billion tengehas been spent on basic research, from which the innovation process directly begins, by research institutes, higher education institutions, engineering, design and technological organizations of the country. In 2017, 688 research and development departments operated at enterprises and organizations of Kazakhstan.

Industrial enterprises of Kazakhstan use a wide range of forms for acquiring new technologies and software. The most popular form in 2017 was the acquisition of the right to patents, licenses for the use of inventions, utility models, industrial designs - 82 units (50.0%), including 67 (40.9%) in Kazakhstan. The acquisition of research and development results amounted to 5 units (3.0%).

An analysis of the current state of domestic science shows that the state provides it with legal, organizational and financial support. However, a number of problems are still relevant. Today, in Kazakhstan, the share of expenditures on science is 0.24% of the country's GDP, while the share of expenditures on science recommended by the International Academic Council for developing countries is 1–1.5% of GDP

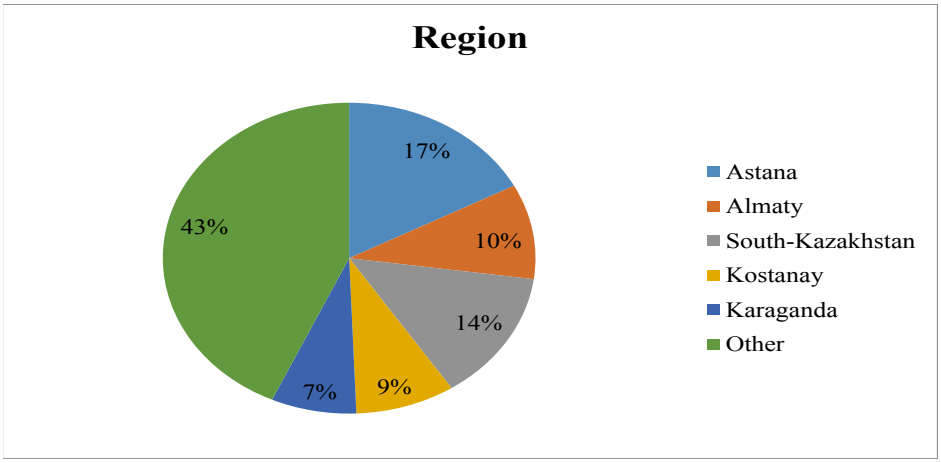


Figure 1 - The number of created and used new technologies and facilities by region of Kazakhstan in 2017

As shown in the diagram, the North Kazakhstan region occupies the highest percentage in the implementation and creation of new technologies in the regions of Kazakhstan. The connection with the commissioning of wind generators, the construction of which used advanced world technologies in the field of alternative energy, will reduce energy costs to 6.3 million tenge per month and will cover 100% of the partnership's electricity needs

The analysis shows that innovation activity at the country's industrial enterprises is still at a low level. In 2016, out of 10,096 enterprises where statistical monitoring of innovation was conducted, only 399 business entities had technological innovations (in 2015 - 447 enterprises). The susceptibility of industrial enterprises to innovative processes, which is characterized by the share of active enterprises, the innovative activity of Kazakhstan enterprises in 2016, as in 2015, amounted to only 4.0%. For comparison: the share of innovatively active enterprises in the USA is about 50%, in Turkey - 33, Hungary - 47, Estonia - 36, Russia - 9.1% [1, p. 15-17].

The volume of innovative products in 2016 in Kazakhstan decreased by 26% compared to 2015 and amounted to 82 597.4 million tenge, innovative services were provided by 13 854.6 million tenge. Among the innovative products of industrial enterprises, the largest share was occupied by products newly introduced or undergoing significant technological changes - 88.9%, products that underwent improvement amounted to 9.2%, other innovative products - 1.9%. The main types of innovation activities of enterprises with completed innovations in 2016 were the introduction of new technologies, equipment, materials - 51.2%, research activities - 12.6%, design and development activities - 3.1%, participation in research -technical programs - 2.0%.

Capital and current expenses for technological innovations in 2016 amounted to 61 050.9 million tenge (in 2015 - 11 3460.1 million tenge), including the cost of acquiring machinery and equipment related to technological innovations, amounted to 78, 2% The costs of research and development of new products, production processes - 15.7%, the acquisition of new technologies - 2.1%, which reinforces the trend towards innovative dependence on industrialized countries.

The main share in investment of innovative projects falls on own funds of enterprises - 88.6%, the republican budget - 8.1%, foreign investments - 1.6%.

Resultsof discussion. In general, the country's accelerated transition to an innovative path of development largely depends on its scientific and technical potential, which is understood as the totality of human, material, technical, information and organizational resources intended for the scientific substantiation of solutions to the problems facing the country.

Conclusion. The solution to this problem should be carried out from two sides. Firstly, economic entities themselves should develop an internal mechanism to increase innovative activity, focused, first of all, on the fullest possible use of the intellectual potential of their employees and the formation of an appropriate "creative" organizational culture. Secondly, state, first of all, regional authorities should pursue a systematic policy of stimulating innovative activity of economic entities, using various levers and methods developed in domestic and foreign practice of state regulation of the innovation process.

In general, if we compare the results with the indicators of developed countries of the world, then we have not yet reached a sufficient level of innovative activity of enterprises, and the efficiency of using the costs of technological innovation is not so significant.

The main reasons restraining the innovative activity of enterprises are the weak demand for innovation from industrial enterprises, a lack of financial resources for the development of science and innovation, and a shortage of highly skilled workers in high-tech sectors of the economy. In addition, the prevailing number of acquired new technologies over the number of transferred scientific developments and technologies, which indicates a low level of implementation of domestic scientific developments and technologies.

In our opinion, the state should pay more attention to mechanisms to stimulate the innovative activity of enterprises, then the latter will be interested in scientific development and research

[7,8].

To solve these problems, institutional conditions are needed, in particular, improving the legislative framework and mechanisms of interaction between the state and the private sector, and the integration of science and production. In this regard, information and analytical support is of great importance, since the results of marketing and technological studies of markets and industries will help identify niches in international markets for Kazakhstani business. It is necessary to use the principles of coordination and motivation to coordinate the activities of all participants.

The main tool for innovative development should be government programs as complexes that are interconnected in terms of resources, time frames and executors of events, providing an effective solution to the most important scientific and technical problems in priority areas of economic development. At the same time, the formation of a national innovation system and information market, as well as the creation of modern means of communication, are important areas of stimulation and development of the domestic innovation economy.

This is due to the fact that for the creation and full functioning of the legal and regulatory system it is not enough to adopt a standard set of laws, it is also necessary to develop mechanisms and a structure for protecting legal norms that guarantee their mandatory implementation by all agents of the economy, including the state. Compliance with these principles requires systematic interaction among all participants in the innovation process.

It is necessary to create an effective national innovation system that would promote the promotion of innovation with the participation of not only industrial enterprises, but also research, design organizations, the financing and stimulation of which should be carried out in close connection with the complex of measures throughout the entire research-production cycle «. At the same time, the central role should be played by industrial enterprises, which form the demand for the knowledge economy, namely they transform knowledge into intellectual capital. It is no coincidence that Kazakhstan's lagging behind the global level in the development of industrial production is not based on a low level of research and development, but on a weak infrastructure of innovation and lack of motivation for producers to introduce innovations as a way of competition.

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С.С. Бактымбет, С.А. Кожабаева, А.С. Бактымбет
Қазақ экономика, қаржы және халықаралық сауда университеті, Нұр-Сұлтан, Қазақстан

Қазақстан Республикасында шағын инновациялық кәсіпкерлікті дамытудың ұлттық моделін трансформациялау мәселелері

Аңдатпа. Жеке кәсіпкерлікті дамыту нарықтық қатынастардың қазіргі заманғы дамуы тұрғысынан талданып отырған кезеңде ерекше маңызға ие болады. Экономиканы әртараптандыру, тұтыну тауарлары нарығын қалыптастыру мен молықтыру проблемаларын неғұрлым икемді, үнемді және тез тәсілмен шешуге үлкен бастапқы салымдарды талап етпейтін және қаржы ресурстары айналымының жоғары жылдамдығына кепілдік беретін шағын және орта бизнес ғана қабілетті. Сондықтан шағын инновациялық бизнесті дамытудың жоғары дәрежесі нарықтық экономиканың қазіргі заманғы жүйесінің қажетті құрамдас бөлігі болып табылады.

Түйін сөздер: инновациялық даму, кәсіпкерліктің инновациялық қызметі, , инновация, кәсіпкерлік, шағын және орта бизнесті дамыту, инновациялық жобалар, ұлттық инновациялық жүйелер.

С.С. Бактымбет, С.А. Кожабаева, А.С. Бактымбет
Казахский университет экономики, финансов и международной торговли, Нур-Султан, Казахстан

Вопросы трансформации национальной модели развития малого инновационного предпринимательства в Республике Казахстан

Аннотация. Развитие индивидуального предпринимательства приобретает особое значение в анализируемый период в свете современного развития рыночных отношений. Наиболее гибким, экономичным и быстрым способом решить проблемы диверсификации экономики, формирования и насыщения рынка потребительских товаров является малый и средний бизнес, не требующий больших стартовых вложений и гарантирующий высокую скорость оборота финансовых ресурсов. Поэтому высокая степень развития малого инновационного бизнеса является необходимой составляющей современной системы рыночной экономики.

Ключевые слова: инновационное развитие, инновационная деятельность предприятия, инновация, предпринимательство, развитие малого и среднего бизнеса, инновационные проекты, национальная инновационная система.

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Information about authors:

Baktymbet S.S. - candidate of economic Sciences, Professor of the Department of Economics of the Kazakh University of Economics, Finance and international trade, 7 Zhubanova street, Nur-Sultan, Kazakhstan.

Kozhabayeva S.A. - candidate of economic Sciences, associate Professor of the Department of Economics of the Kazakh University of Economics, Finance and international trade, 7 Zhubanova street, Nur-Sultan, Kazakhstan.

Baktymbet A.S. - candidate of economic Sciences, Professor, head of the Department of Economics of the Kazakh University of Economics, Finance and international trade, 7 Zhubanova street, Nur-Sultan, Kazakhstan.

Бақтымбет С.С. - экономика ғылымдарының кандидаты, профессор, Қазақ экономика, қаржы және халықаралық сауда университетінің экономика кафедрасының профессоры, Жубанова көш., 7, Нұр- Султан, Қазақстан.

Қожабаева С.А. - экономика ғылымдарының кандидаты, доцент, Қазақ экономика, қаржы және халықаралық сауда университетінің экономика кафедрасының доценті, Жубанова көш., 7, Нұр- Султан, Қазақстан.

Бақтымбет Ә.С. - экономика ғылымдарының кандидаты, профессор, Қазақ экономика, қаржы және халықаралық сауда университетінің экономика кафедрасының меңгерушісі, Жубанова көш., 7, Нұр- Султан, Қазақстан.