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**DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP
IN KAZAKHSTAN: TRENDS AND PROSPECTS**

Abstract. According to the authors, the success of many innovative projects, the growth of innovative products depends on measures to extend the life cycle of the innovative product - “newly introduced or undergoing significant technological changes”. Analysis of economic development in Kazakhstan shows that innovation in the country plays a large role. At the same time, it should be noted that innovation activity in the republic is not yet a source of increasing the country's competitiveness in the world market. Despite the positive experience of a number of initiatives, a significant breakthrough in the field of innovative development of the country's economy did not occur.

Keywords: innovation, entrepreneurship, competitiveness, innovations, products.

INTRODUCTION

Innovative entrepreneurship is a special innovative process of creating something new, the process of managing, which is based on the constant search for new opportunities, focus on innovation. It is associated with the willingness of the entrepreneur to take all the risk of implementing a new project or improving an existing one, as well as the resulting financial, moral and social responsibility.

In general terms, innovative entrepreneurship can be defined as a social technical economic process leading to the creation of the best in its properties goods (products, services) and technologies through the practical use of innovations [1, p. 56].

Entrepreneurship is one of the most active forms of economic activity. The behavior of people, as you know, is exacerbated when they risk something (property, decline in popularity, money, position, etc.). Entrepreneurs do not always know whether they will sell all their goods and services and how profitable. They take risks: after all, the same goods and services come to the market from other manufacturers. This is precisely what creates the conditions for the emergence of such activity, which is expressed in the eternal search for improvement of one's situation in comparison with the existing one, and always forces one to do something in order to prosper and develop.

MAIN PART

The most significant changes, one might say radical, occur on the basis of “new knowledge”. Innovations based on new knowledge (discoveries), as a rule, are difficult to manage. This is due to a number of circumstances. First of all, as a rule, there is a big gap between the emergence of new knowledge and its technological use, and secondly, it takes a long time before a new technology materializes in a new product, process or service.

In this regard, innovations based on new knowledge require:

1. A thorough analysis of all necessary factors.

2. A clear understanding of the goal pursued, ie A clear strategic orientation is needed.

3. Entrepreneurial management organizations, since financial and managerial flexibility and market focus are needed here.

From the experience of foreign countries, an innovative agrarian economy is formed when agro-industrial production is based mainly on the basis of innovative activity, which is impossible without new technologies for the formation of a single financial and information space.

Table 1 - State of innovation activity in the Republic of Kazakhstan

	Number of enterprises total, units			Deviation, %	of which are innovative			Deviation, %
	2015	2016	2017		2015	2016	2017	
The Republic of Kazakhstan	31784	31077	30854	0,97	2585	2879	2974	1,15
Akmola	1325	1301	1299	0,98	90	91	98	1,09
Aktobe	1236	1234	1149	0,93	86	115	116	1,35
Almaty	1643	1648	1797	1,09	114	129	146	1,28
Atyrau	1276	1193	1145	0,90	102	101	92	0,90
West Kazakhstan	857	917	932	1,09	35	33	49	1,40
Zhambylskaya	852	834	846	0,99	90	90	96	1,07
Karaganda	2340	2235	2309	0,99	216	238	257	1,19
Kostanay	1502	1438	1475	0,98	218	161	167	0,77
Kyzylorda	846	812	784	0,93	99	91	89	0,90
Mangystau	1027	1060	1131	1,10	41	43	40	0,98
Pavlodar	1354	1286	1292	0,95	65	83	112	1,72
North Kazakhstan	1047	1049	1023	0,98	111	119	115	1,04
Turkestan	884	905	939	1,06	52	60	50	0,96
East Kazakhstan	2091	1985	2010	0,96	240	296	303	1,26
Astana	4103	4003	4039	0,98	541	543	582	1,08
Almaty city	7970	7716	7124	0,89	377	590	550	1,46
Shymkent	1431	1461	1560	1,09	108	96	112	1,04

The number of enterprises in Kazakhstan has a tendency to decline by 3%, however, the number of entrepreneurs introducing innovations is steadily growing by 15%. At the same time, the highest growth of innovative enterprises is observed in Almaty by 46%, in Aktyubinsk by 35% and by 28% in Almaty oblasts.

An innovation based on new knowledge must “mature” and be accepted by society. Only in this case will it bring success. But there are innovations that are sometimes based not on new knowledge, but on ideas. This type of innovation quantitatively and in its consequences covers all other types of innovation. It can be considered the eighth in addition to the above classification. An example of this is the appearance of zippers such as ball pens, spray cans, aerosol cans, ring openers on cans of beer or soft drinks, and much more. Entrepreneurs should always focus on using witty ideas.

But with their use there is a high degree of risk.

In general, speaking of changes based on new and brilliant ideas, it should be emphasized that a number of principles should be guided by their implementation. These include the following:

- All innovations should be focused;
- they should all begin with an analysis of opportunities, and first of all, the sources of innovative opportunities are analyzed;

- Establishing market susceptibility of ongoing innovations.
- Innovations should be simple and directional. They should be aimed at solving only one problem. Simplicity and accessibility are the key to success.
- Following these principles in their practice, an entrepreneur can achieve good results in their work.

But in this case the question arises: how do relatively stable forms of economic activity differ from entrepreneurship in their content (this, as a rule, refers to the organization of work of enterprises that have large production and material assets), which in market conditions also tend to profit as economic basis of their development? This difference lies in the fact that their activities (forms and methods) are based on long-term goals for the development of the enterprise, and the goals include not only making a profit, but also increasing or maintaining a market share for marketing their goods or providing services, creating new types of products and services, radical improvement in the quality of products, constant updating of the assortment, etc.

The need to take into account the long-term development goals of the enterprise is determined by the fact that their implementation is R&D, production time, cooperation, etc. - requires a long time. In addition, it is necessary to increase the efficiency of using expensive equipment, which is possible only on a long-term basis. But this, of course, does not mean that the usual form of economic activity does not include certain elements of entrepreneurial activity. On the contrary, such features of entrepreneurship as mobility and dynamism, the desire to sensitively capture market conditions, etc., are always considered in terms of the implementation of current tactical actions aimed at the successful implementation of strategic goals, taking into account the changing environmental conditions in which enterprises operate.

At the same time, the entrepreneur in his actions proceeds from a long-term forecast and, perhaps, even from the establishment of long-term goals (in this case, as a rule, a profit is taken as a long-term goal) of his development, but this is not decisive for his results activities. He proceeds from the need to obtain a result within a short period, for him it acquires paramount importance, given that he has at his disposal small financial and material resources, accelerated financial assets turnover. This feature of entrepreneurship involves the establishment of appropriate technology for its management.

The Austrian and American economist, political scientist, sociologist and historian of economic thought J. Schumpeter was one of the first to present a comprehensive interpretation of the non-economic motives of entrepreneurship and identified three main groups of such motives:

- the desire to have "his empire" - to be a sovereign master in his own enterprise, which the entrepreneur himself designs and builds, and which, if successful, fully meets his needs, needs, values;
- the will to win - the opportunity, within the framework of one's own "business", to prove one's own viability, to show courage, intelligence, stamina in the fight against competitors and other environmental factors, to realize oneself as a person;
- the joy of creativity - the ability to do what you love, which is fully consistent with individual interests and attitudes, the ability to see specific results of your own efforts. At the same time, the key factors in motivating an entrepreneur are not factors of the result of activity (income received, social recognition, status, etc.), but factors of the process of entrepreneurial activity (search for a new one, opportunities for the manifestation of personal qualities, struggle and overcoming obstacles to success and etc.) [2, p. 5].

In the message of the President of the Republic of Kazakhstan N.A. Nazarbayev's people of Kazakhstan "The Strategy of Kazakhstan becoming one of the 50" of the most competitive countries in the world, the second priority says: "To maintain sustainable and dynamic growth of the country's economy, the state is obliged to stimulate demand for high-quality goods and services using fiscal, monetary and credit instruments policy, state regulation of the effective redistribution of the main factors of production".

The main prerequisites for the implementation of the Strategy, look, are:

firstly, ensuring an enabling institutional environment;

secondly, the identification and formation of the innovative potential of business entities.

Currently, the state creates all the necessary conditions. So, special structures have been formed, such as the Kazakhstan Investment Fund, the Export Insurance Corporation and the innovation fund.

Institutional instruments have been introduced that stimulate investment in manufacturing and agriculture.

It is obvious that the sectoral structure of the economy of Kazakhstan, with the dominance of extractive and primary processing sectors, inhibits the development of innovation. It should also be noted that the sectors prevailing in the Kazakhstani economy are characterized by a rather long life cycle of the technologies used, a relatively stable assortment of manufactured products and low rates of its renewal. Therefore, they belong to small medium-tech industries. In high-tech industries, there is an increased tendency to innovate, and the wider the knowledge-intensive industries are represented in the economy, the more developed is innovative activity in it.

There is an incorrect perception by Kazakhstani entrepreneurs of the innovation process itself and its life cycle. The Kazakhstani entrepreneurs see the innovation process not as a means of increasing financial efficiency and competitiveness in any financial and economic state of the country's economy, but as a tribute to fashion that can be financed only if the enterprise is financially stable and has a stable pace of development. Kazakhstani entrepreneurs do not take into account that most of the largest companies in the United States and European Union countries have reached their level thanks not to traditional business activities, but as a result of organizing effective innovation management.

The large share of innovation activity in foreign countries is due to the fact that the competitiveness of innovation-active enterprises is significantly higher than usual. And over time, innovatively inactive enterprises were simply squeezed out of the market. Even in the conditions of the development of integration processes in the territory of the post-Soviet space, Kazakhstani enterprises can be replaced by Russian ones, since the innovative activity of Russian enterprises is almost twice as high as Kazakhstani ones.

Among the innovative products of industrial enterprises, the largest share in innovative products was occupied by products newly introduced or undergoing significant technological changes - 81.2%, products that underwent improvement amounted to 6.2%, and other innovative products - 12.6%. This fact is a positive trend, for example, more than 80% of new or significantly changed technologies are in the manufacturing industry [4, p. 125].

Another important problem is the low level of investment in research and development (R&D). In the absence of demand for technological innovation, the likely success of most technology transfer programs will remain low. In this regard, government policy is very important (targeted programs through government orders or government tasks), aimed at encouraging companies to invest in innovations either through their own laboratories or through orders to scientific organizations. In addition, further improvement of the science management system is necessary in order to concentrate financial resources, human and scientific and technical potential in priority areas of science, and first of all - to meet the needs of the effective development of the real sector of the country's economy, especially in those sectors where Kazakhstan already has competitive results. It should be noted here that the pace of financial investments in R&D should be compatible with the pace of development of human resources that can effectively use investments. It is also necessary to create conditions for the transfer and commercialization of the results of scientific developments and their introduction into economic circulation.

A two-level system of technology parks is being formed in the republic - national science and technology parks and regional technology parks. National technology parks are focused on the creation of new industries in Kazakhstan, which should help ensure the future competitiveness of the Kazakhstani economy.

A distinctive feature of national technology parks is the existence of a special economic zone regime with preferential taxation.

National science and technology parks include, for example, the Information Technology Park (Alatau), the National Industrial Petrochemical Technopark (Atyrau), the Tokamak Nuclear Technology

Technopark (Kurchatov), the space monitoring technology park (Almaty, Astana and Priozersk)

Regional technology parks, including the Almaty Technological Park (Almaty), the Algorithm technology park (Uralsk), and the Business City technology park (Karaganda), are created with the goal of identifying, revealing and developing innovative potential, the region's innovative ability, and meeting the needs of the region's economy in innovative products. At the regional level, the backbone components of technology parks are industrial enterprises of the regions, scientific and academic organizations. Regional technology parks provide a phased increase in the technological level of the economy and create conditions for small and medium high-tech and high-tech businesses.

The further development of technology parks in Kazakhstan is designed to solve the problems of strengthening the links between science and production, the introduction of modern technologies, increasing labor productivity in industry and a general increase in the level of scientific and innovative activity in Kazakhstan.

The review shows that the success of many innovative projects, the growth of innovative products depends on measures to extend the life cycle of the innovative product - "newly introduced or undergoing significant technological changes".

One of the problems of innovative development in Kazakhstan today is the incompleteness of scientific research, their separation from production. In modern conditions, a significant impetus to innovative processes can be given by the development of integration, cooperation at the national and international levels.

CONCLUSION

One of the effective mechanisms of state support of the innovative way of economic development and technological re-equipment of industries based on the use of the latest scientific and technical developments and high technologies could be interstate innovation programs within the EAEU. To implement them, as a rule, the means of the state budget of the EAEU countries and extra budgetary sources are attracted both to finance research and development, and to develop them in industrial production. In general, a balanced combination of interstate innovation programs, national targeted innovation programs, technological development programs, as well as individual innovation projects, will create conditions for saturating the Commonwealth markets with competitive products, and will open up access to world markets, and the country's domestic needs will be satisfied.

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РАЗВИТИЕ ИННОВАЦИОННОГО ПРЕДПРИНИМАТЕЛЬСТВА В КАЗАХСТАНЕ: ТЕНДЕНЦИИ И ПЕРСПЕКТИВЫ

Аннотация. По мнению авторов, успешность многих инновационных проектов, рост выпуска инновационной продукции зависит от мероприятий по продлению жизненного цикла инновационного продукта – «вновь внедренная или подвергавшаяся значительным технологическим изменениям». Анализ экономического развития в Казахстане показывает, что инновационной деятельности в стране отводится большая роль. Вместе с тем необходимо отметить, что инновационная деятельность в республике пока не является источником повышения конкурентоспособности страны на мировом рынке. Несмотря на положительный опыт целого ряда инициатив, заметного прорыва в области инновационного развития экономики страны не произошло.

Ключевые слова: инновации, предпринимательство, конкурентоспособность, нововведения, продукция.

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ҚАЗАҚСТАНДАҒЫ ИННОВАЦИЯЛЫҚ КӘСІПКЕРЛІКТІ ДАМУ: СТАНДАРТТАР ЖӘНЕ ПРОЦЕПТЕР

Аннотация. Авторлардың пікірінше, көптеген инновациялық жобалардың жетістігі, инновациялық өнімнің өсуі инновациялық өнімнің өмірлік циклін ұзарту шараларына байланысты - «жаңадан енгізілген немесе маңызды технологиялық өзгерістерге ұшыраған». Қазақстандағы экономикалық дамуды талдау елдегі инновация үлкен рөл атқаратынын көрсетеді. Сонымен бірге, республикадағы инновациялық белсенділік әлемдік нарықтағы елдің бәсекеге қабілеттілігін арттырудың көзі болып табылмайтындығын атап өткен жөн. Бірқатар бастамалардың оң тәжірибесіне қарамастан, ел экономикасының инновациялық дамуы саласында айтарлықтай серпіліс болған жоқ.

Түйін сөздер: инновация, кәсіпкерлік, бәсекеге қабілеттілік, инновациялар, өнімдер

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