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**M.E. Munasipova¹, A.T. Abdykarimova², A.N. Narenova³,
Zh.M. Omarhanova⁴, D.A. Amerzhanova⁵**¹International Kazakh-Turkish University named after A. Yasawi;²Karaganda University of Economics;³Taraz State University named after M.H. Dulati;⁴Kazakh Agrotechnical University named after S.Seifullin;⁵Ekibastuz Engineering and Technical Institute. ac K. Satpayevmunasipova62@mail.ru, aliyata@mail.ru, aiman1967@mail.ru, zhynysova@mail.ru dididara@mail.ru**INNOVATIVE ECONOMY AS A FACTOR OF SUSTAINABLE
DEVELOPMENT OF RURAL TERRITORIES OF KAZAKHSTAN**

Abstract. The rural economy of Kazakhstan experienced a structural crisis caused by a break in the inter-industry ties necessary for balanced and sustainable development, which was accompanied by an imbalance between the production of important types of products and their needs. The key task of the state policy of Kazakhstan is the revival of the countryside, the solution of which is carried out on the basis of improving the development policy of rural territories, searching for new ideas and directions for the qualitative development of the countryside. Along with this, there are factors hindering the achievement of sustainable development of rural territories, among which there is a persistent low labor productivity and insufficient level of economic efficiency of production activities.

Keywords: strategic management, enterprise, investment, technology, innovation, innovation, innovation management.

INTRODUCTION

The country has accumulated sufficient experience in reforming the rural economy and achieved positive results, characterized by an increase in the growth rate of agricultural production, investment aimed at updating, modernizing fixed assets and introducing innovations, as well as the development of social, transport, engineering infrastructure of the village and the growth of the level rural life.

In order to realize the competitive advantages of rural areas, it seems appropriate to further develop and improve the sectorial structure of the rural economy. This requires a qualitatively different approach to doing business in order to increase the level in the field of material production, ensuring the release of demanded products. Improving the competitive environment in terms of the qualitative characteristics of manufactured goods is considered a priority, since it is the high level of competition that stimulates the demand for innovations, which are a real factor contributing to the improvement of the structure of production and the development of an innovative economy.

MAIN PART

For this, it is necessary to use elements of competitiveness, to develop a more advanced system of economic incentives that contribute to the growth of business activity, cooperation, enlargement of economic entities aimed at organizing production of a higher technological level based on innovation and production of products that meet quality and price parameters, as well as needs and the wishes of the population.

For the full and effective functioning of rural areas, the presence of the following main conditions is mandatory:

- the availability of land, water and human resources;
- favorable environmental and climatic conditions;
- the existence in this territory of agricultural enterprises with the necessary production potential (material, technical, financial and other resources);

- appropriate engineering communications;
- the availability of appropriate facilities for social services;
- proximity of points for transport communications;
- source of electricity, gas supply and others.

The main directions of improving the functioning of the labor market in rural areas are:

• the development of agricultural production and the revival of its social sphere in all promising rural settlements;

• intensification of the system of processing, transportation, storage and marketing of agricultural products, service sectors of agricultural units;

- support for peasant (farmer) households and other forms of small business in rural areas.

An integral part of the organizational and economic mechanism for improving the efficiency of rural territories is the strengthening of decentralization of managerial state functions at the expense of local self-government.

Therefore, at the legislative level, the following conditions for local self-government are determined: the formation at the level of the village, village, village, city of regional significance, thereby ensuring the implementation of the basic principle of optimal population settlement - compact living; legal protection, i.e. local self-government is created solely on the initiative of the residents themselves and act on the basis of the charter; the definition of functions and powers is transferred to local self-government, which largely eliminates the possibility of duplication in management.

In the future, the most relevant, in our opinion, directions of development of social infrastructure and improvement of social security of the rural population are:

- coverage of a wide range of people with the services of accumulative pension funds;
- control over the completeness and timeliness of the transfer by enterprises of mandatory pension contributions withheld from employee income to accumulative pension funds, which reduces the capitalization of these funds;
- providing workers with adequate retirement income through their compulsory and voluntary pension contributions to funded pension funds;
- increasing the level of per capita total income of the rural population due to the transition to hourly wages for workers in all sectors of the economy.

There is a need to develop a concept for sustainable development of rural areas of Kazakhstan.

The following areas of improvement of services for residents living in rural areas are proposed:

- in the field of healthcare: improving the accessibility and quality of primary medical and social assistance by promoting the development and strengthening of the network of medical institutions in rural areas, providing means of transport and communication for urgent and urgent calls to develop the institute of a general practitioner, and creating conditions for consolidation in rural locality of graduates of higher and secondary special educational institutions;

- in the field of social services: improving the accessibility and quality of social and socio-medical services by promoting the development of social service institutions and the creation of mobile social services;

- in the field of education: increasing the availability of quality education in rural areas, the restructuring of rural schools, the development of information technology, including Internet access;

- in the field of telecommunication networks and communications: providing the population and social institutions with telephone communications and other information services; maintaining a network of post offices and rural areas, including cash management services;

- in the field of transport: access to bus and rail services;

- in the field of commercial services: the possibility of acquiring goods and services at the place of residence;

- in the housing sector: the formation of organizational and credit and financial mechanisms for the acquisition and construction of housing, including a mechanism for mortgage lending;

- in the field of culture: accessibility and expansion of the structure of services of rural cultural-leisure institutions and libraries;

- in the field of rural advisory services: full access of the rural population to consultations on technical, technological, organizational, economic, legal and other issues.

The raw material orientation dominates in the agricultural sector of the republic, which is a fundamental barrier to indefinitely long economic growth and creates a dependence of the industry on world prices.

World experience shows that agricultural production functions in integration with processing enterprises. A similar scheme in the agricultural sector of Kazakhstan is not sufficiently developed, therefore, in our opinion, it seems advisable to actively implement a cluster approach, in which the level of economic efficiency of production will increase significantly.

The real state of the economy of the republic shows positive achievements based on a strategically sound economic policy aimed at diversifying the national economic system and giving economic development an innovative, sustainable and socially oriented character.

To improve the structure of the economy, it is necessary to use the following key approaches:

- the formation and high-quality functioning of institutions to promote and support the activities of economic entities, the harmonization of investment policies, the creation of favorable and reliable capital growth points conducive to the active attraction of investments, the suppression of the negative influence of government bodies on the business climate, the reduction of administrative barriers and the maintenance of market competition;
- implementation of government policy related to improving the structure of the economy on the basis of special economic incentives in the form of financial preferences and tax incentives aimed at increasing investment and business activity.

One of the important conditions for the transition of rural territories to the path of sustainable development is the development of rural economy growth models based on the maximum use of available reserves and resources for increasing labor productivity.

Rural territories as an integral part of a single national economy can also be considered as independent entities with a certain resource potential, economic, demographic, infrastructural and other conditions. The multidimensional nature of rural regions has a number of its own characteristics that affect the process of managing regional development. The analysis of various indicators of the state and development of the region's economy is aimed at determining the objective development trends, on the basis of which the regional development strategy and tactics are formed.

Regional policy, due to large regional differences in terms of social security, is aimed at resolving issues of social tension and is an integral part of the country's socio-economic development strategy.

In developed countries, there are many options for improving the competitiveness of the region, based on an innovative economy, an important area of which is government support for the generation of innovative developments and their diffusion. When implementing diffusion of innovations, we consider it necessary to take into account the product life cycle, since it is not economically feasible to introduce a technological line for the production of goods with a short-term life cycle. This is due to the fact that during the period of time spent on the acquisition, installation, commissioning and production of such goods, moral aging occurs. Given the above, it follows that the diffusion of innovation has the feasibility and economic effect in the case of a long-term life cycle of an innovative product.

For the development of innovative systems, it is important to use the following approaches:

- Providing equally state support to public and private companies and firms that commercialize innovations;
- the use of a selective method of financial support for the development of industries and industries characterized by the introduction of a cluster approach, the active development of scientific and technical projects and the production of competitive products that are in demand both on the domestic and foreign markets. As a result of the support of such growth points, a multiplier effect is created that contributes to the development of related industries;
- production based on acquired patents and technologies;
- sustainable integration of the innovation system of higher education institutions with business structures in order to develop a national innovation and economic system. In world practice, the main sources of generating scientific knowledge and innovation are universities with a powerful research platform.

In order to sustainable development of socio-economic subsystems of the national economy in modern conditions, the urgent task facing the countries of the world is to create the necessary prerequisites

for effective management. The development of rural territories should be considered as a socio-economic subsystem of strategic importance for the country in the context of ensuring food and territorial security.

During the transition period, rural areas have unresolved social and economic problems related to employment issues, primarily productive, improving the quality and standard of living, development of transport and social infrastructures. A significant number of rural settlements cannot independently solve these problems. The transition to the sustainable development of rural territories requires the creation of conditions by state institutions for the formation of relations between subjects of the agro-industrial complex, investment and innovative infrastructures of the rural economy, contributing to the dynamic development of various types of economic activity. The implementation of this direction must be carried out through the active development of credit and financial institutions, technology parks in the agricultural sector, business incubators, integration of production and science. The development of the innovative economy of rural settlements based on the use of science will ensure an increase in labor productivity, an increase in added value, a reduction in the cost of energy, raw materials, materials, and labor. The implementation of business processes based on labor-saving technologies leads to the release of personnel and at the same time makes high demands on the qualification level of labor resources. In this regard, it is advisable to pay attention to areas focused on the development of human capital. For this, fundamental changes and a qualitative approach are needed in the national education system to improve the training level of rural school graduates, since human capital is the main resource that provides decisive competitive advantages for rural areas and, as an important factor in economic growth and the sustainability of social policy, is a significant component inter-territorial competition.

At the present stage, it is important to provide the national labor market with competitive personnel on the basis of their retraining at a higher level, which allows them to obtain new professions in demand. Due to the fact that labor-surplus regions mainly represent rural areas, the main direction of state bodies for social protection of the population is the development of personnel potential and assistance to the development of small business, since enterprises in this sphere are quite efficient.

Given the existing structure of the rural economy, characterized by low labor productivity, economic growth is possible, but this growth will not be sustainable. Therefore, it is necessary to achieve and maintain a certain rate of economic growth, which will meet the sustainability criterion. To achieve this goal, it is advisable to make the transition to a more intensive model of economic growth by attracting investment in technological processes and introducing innovations that provide for the reduction of energy and material consumption of production. Competition of rural territories for attracted investment capital creates an impetus to improve investment attractiveness. Given the above, as well as the natural, demographic potential and socio-economic conditions of rural areas, they can be conditionally divided into two groups: progressive, which will accumulate the flow of capital in the form of investments, and regressive, for which the availability of attracted capital will be significantly lower.

CONCLUSION

A policy aimed at achieving long-term sustainable growth should include an analysis of the current state of the rural economy, identification of existing restrictions on economic growth and measures to reduce them, and also take into account the economic effect of the competitive advantages that determine the competitiveness of territories and change of investment approaches that provide for a shift of emphasis from commodity sector for technology transfer. Improving investment attractiveness, increasing business activity is a necessary element of economic diversification and an important factor in the competitiveness of rural areas, aimed at a higher level of development.

М.Е. Мунасипова¹, А.Т. Абдикаримова², А.Н. Наренова³, Ж.М. Омарханова⁴, Д.А. Амержанова⁵

¹Международный казахско-турецкий университет им. А. Ясави;

²Карагандинский экономический университет;

³Таразский государственный университет им. М.Х. Дулати;

⁴Казахский агротехнический университет имени С. Сейфуллина;

⁵Экибастузский инженерно-технический институт. А.К. Сатпаева

Аннотация. Экономика сельских территорий Казахстана пережила структурный кризис, вызванный разрывом межотраслевых связей, необходимых для сбалансированного и устойчивого развития, который сопровождался дисбалансом между производством важных видов продукции и потребностями в них. Ключевой задачей государственной политики Казахстана является возрождение сельской местности, решение которой осуществляется на основе совершенствования политики развития сельских территорий, поиска новых идей и направлений качественного развития села. Наряду с этим, имеют место факторы, сдерживающие достижение устойчивого развития сельских территорий, среди которых сохраняющаяся низкая производительность труда и недостаточный уровень экономической эффективности производ-ственной деятельности.

Ключевые слова: стратегическое управление, предприятие, инвестиции, технология, инновация, инновационная деятельность, управление инновациями.

М.Е. Мунасипова¹, А.Т. Абдикаримова², А.Н. Наренова³, Ж.М. Омарханова⁴, Д.А. Амержанова⁵

¹Атындағы Халықаралық қазақ-түрік университеті А.Ясави;

²Қарағанды экономикалық университеті;

³Атындағы Тараз мемлекеттік университеті М.Х. Дулати;

⁴Сейфуллин атындағы Қазақ агротехникалық университеті;

⁵Екібастұз инженерлік институты. А.Қ. Сатпаева

ИННОВАЦИОННАЯ ЭКОНОМИКА КАЗАХСТАН РЕСПУБЛИКАСЫНЫҢ АУЫЛ АУДАНЫНЫ ТҰРАҚТЫ ДАМУ ФАКТОРЫ РЕТІНДЕ

Аннотация. Қазақстанның ауылшаруашылық экономикасы теңгерімді және тұрақты даму үшін қажет салааралық байланыстардың үзілуінен туындаған құрылымдық дағдарысты бастан өткерді, бұл өнімнің маңызды түрлерін өндіру мен олардың қажеттіліктері арасындағы теңгерімсіздікпен қатар жүрді. Қазақстанның мемлекеттік саясатының негізгі міндеті - ауылдық жерлерді жандандыру, оның шешімі ауылдарды дамыту саясатын жетілдіру, ауылдың сапалы дамуы үшін жаңа идеялар мен бағыттарды іздеу негізінде жүзеге асырылады. Сонымен қатар, ауылдық аумақтардың тұрақты дамуына қол жеткізуге кедергі келтіретін факторлар бар, олардың арасында тұрақты еңбек өнімділігі және өндірістік қызметтің экономикалық тиімділігінің жеткіліксіз деңгейі бар.

Түйін сөздер: стратегиялық менеджмент, кәсіпорын, инвестициялар, технологиялар, инновациялар, инновациялар, инновациялық менеджмент.

Information about the authors:

Munasipova Malike Erihanovna - candidate of economic Sciences, associate Professor of Finance, international Kazakh-Turkish University. A. Yasawi, munasipova62@mail.ru, orcid.org/0000-0001-5604-2398;

Abdykarimova Aliya Toleuovna - Karaganda economic University, aliyata@mail.ru, <https://orcid.org/0000-0001-5440-9803>;

Narenova Aiman Nurmaganbetovna - candidate of economic Sciences, Department of Management, Taraz state University named after M. H. Dulati, aiman1967@mail.ru, <https://orcid.org/0000-0002-0550-5986>;

Omarhanova Zhibek Maksutovna - Professor, Department of Finance Kazakh agrotechnical University named after S. Seifullin, 62 Zhenis Avenue, Astana, zhynysova@mail.ru, orcid.org/0000-0002-8015-2383;

Amerzhanova Dinara Amerzhanovna - Ekibastuz engineering and technical Institute. AK. K. Satpayeva, Professor, PhD, head of the Department of Economics and management, Ekibastuz, Republic of Kazakhstan, dididara@mail.ru, <https://orcid.org/0000-0002-4357-0287>

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