

ISSN 2518-1467 (Online),
ISSN 1991-3494 (Print)

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

Х А Б А Р Ш Ы С Ы

ВЕСТНИК

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

THE BULLETIN

THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

PUBLISHED SINCE 1944

5

SEPTEMBER – OCTOBER 2021

ALMATY, NAS RK

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.

Қазақстан Республикасы Ұлттық ғылым академиясы «ҚР ҰҒА Хабаршысы» ғылыми журналының Web of Science-тің жаңаланған нұсқасы Emerging Sources Citation Index-те индекстелуге қабылданғанын хабарлайды. Бұл индекстелу барысында Clarivate Analytics компаниясы журналды одан әрі the Science Citation Index Expanded, the Social Sciences Citation Index және the Arts & Humanities Citation Index-ке қабылдау мәселесін қарастыруда. Web of Science зерттеушілер, авторлар, баспашылар мен мекемелерге контент тереңдігі мен сапасын ұсынады. ҚР ҰҒА Хабаршысының Emerging Sources Citation Index-ке енуі біздің қоғамдастық үшін ең өзекті және беделді мультидисциплинарлы контентке адалдығымызды білдіреді.

НАН РК сообщает, что научный журнал «Вестник НАН РК» был принят для индексирования в Emerging Sources CitationIndex, обновленной версии Web of Science. Содержание в этом индексировании находится в стадии рассмотрения компанией Clarivate Analytics для дальнейшего принятия журнала в the Science Citation Index Expanded, the Social Sciences Citation Index и the Arts & Humanities Citation Index. Web of Science предлагает качество и глубину контента для исследователей, авторов, издателей и учреждений. Включение Вестника НАН РК в Emerging Sources Citation Index демонстрирует нашу приверженность к наиболее актуальному и влиятельному мультидисциплинарному контенту для нашего сообщества.

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«Қазақстан Республикасы Ұлттық ғылым академиясының Хабаршысы».

ISSN 2518-1467 (Online),

ISSN 1991-3494 (Print).

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» РҚБ (Алматы қ.). Қазақстан Республикасының Ақпарат және коммуникациялар министрлігінің Ақпарат комитетінде 12.02.2018 ж. берілген № 16895-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік.

Тақырыптық бағыты: *әлеуметтік ғылымдар саласындағы зерттеулерге арналған.*

Мерзімділігі: жылына 6 рет.

Тиражы: 300 дана.

Редакцияның мекен-жайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., тел.: 272-13-19

<http://www.bulletin-science.kz/index.php/en/>

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Типографияның мекен-жайы: «Аруна» ЖК, Алматы қ., Мұратбаев көш., 75.

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«Вестник Национальной академии наук Республики Казахстан».

ISSN 2518-1467 (Online),

ISSN 1991-3494 (Print).

Собственник: РОО «Национальная академия наук Республики Казахстан» (г. Алматы). Свидетельство о постановке на учет периодического печатного издания в Комитете информации Министерства информации и коммуникаций и Республики Казахстан № 16895-Ж, выданное 12.02.2018 г.

Тематическая направленность: *посвящен исследованиям в области социальных наук.*

Периодичность: 6 раз в год.

Тираж: 300 экземпляров.

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, тел. 272-13-19

<http://www.bulletin-science.kz/index.php/en/>

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Адрес типографии: ИП «Аруна», г. Алматы, ул. Муратбаева, 75.

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Bulletin of the National Academy of Sciences of the Republic of Kazakhstan.

ISSN 2518-1467 (Online),

ISSN 1991-3494 (Print).

Owner: RPA «National Academy of Sciences of the Republic of Kazakhstan» (Almaty). The certificate of registration of a periodical printed publication in the Committee of information of the Ministry of Information and Communications of the Republic of Kazakhstan No. 16895-Ж, issued on 12.02.2018.

Thematic focus: *it is dedicated to research in the field of social sciences.*

Periodicity: 6 times a year.

Circulation: 300 copies.

Editorial address: 28, Shevchenko str., of. 220, Almaty, 050010, tel. 272-13-19

<http://www.bulletin-science.kz/index.php/en/>

ЭКОНОМИКА – ЭКОНОМИКА - ECONOMICS

BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

ISSN 1991-3494

Volume 5, Number 393 (2021), 6 – 11

<https://doi.org/10.32014/2021.2518-1467.161>

IRSTI: 11.15.89

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PUBLIC RELATIONS AS A PART MARKETING COMMUNICATIONS

Abstract. This article “Public Relations as a Part of Marketing Communications” reveals the theoretical foundations, analyzes the definitions. The analysis showed that public relations are an integral part of marketing communications with great potential for achieving the company’s communication goals and appropriately complement other tools of the communication complex within the framework of integrated marketing communications.

The principles on which the activities of public relations are based are revealed, and the main functions of public opinion are highlighted: information function - collection of information; analytical function - information processing; evaluation function - evaluation of processed information; constructive function - search for solutions, development of the necessary direction of public opinion. We must understand that information work is one of the forms of social management, and its result can and must be considered purposeful interaction with society, bringing it to a state in which this or that problem will be solved or become less acute. Thus, a public relations specialist must be in constant dialogue with various structures of civil society, in a two-way, balanced communication.

Key words: marketing, public relations, PR-campaign, principles, functions of PR-communication.

Introduction. After a basic outline concerning the field of marketing, which is very broad and to which public relations belongs as one of the disciplines of the communication mix, comes the key part of the theoretical basis devoted in detail to the issue of public relations. The importance of this area has been growing significantly in recent years, thus gaining a strong place in integrated marketing communication. (Přikrylová&Jahodová, 2010) In comparison with the previous part, more space is devoted to this sub-area of marketing, which is understandable given the topic of the work. On the other hand, the space is devoted mainly to those areas of public relations that are related to the subject of the following practical part.

It is impossible to give a clear definition of public relations (abbreviation PR), which is often literally translated as “public relations” or “public relations”, for a simple reason - there is no such definition. More than 40 years ago, Harlow (1976) collected 472 definitions of public relations. Based on their analysis, it offers its definition, which mentions that it is “a specific management function that helps to establish and maintain two-way communication, understanding, acceptance and cooperation between the organization and its audiences; includes managing problems or topics, enabling management to be informed and accountable to public opinion. (Harlow 1976, p. 36) Similar phrases, such as management functions, communication, and mutually beneficial relationships between organizations and audiences, are used by other PR theorists. In addition, Cutlip, Center & Broom (2006) emphasize that these are mutually beneficial relationships. Authors Grunig and Hunt (1984, p. 6) then state in their simple definition that public relations is “the management of communication between an organization and its audiences.” The Czech author Ftorek (2009, p. 15) in his definition points out the fact that the meaning of public relations is to “create a predefined perception of the presented subject”.

It is clear from the definitions that this is a planned, systematic and long-term activity, and that public relations in the perception of experts shifts between the terms “managed communication” and “two-way relationship of communication between the organization and the audience”. Often mentioned audiences

with means different target groups and not the general public as such. (Kopecký, 2013) These target groups (audiences) can be perceived as so-called stakeholders. These are persons who may be affected by communication or other activities of the organization. (Freeman, Harrison & Wicks 2007) As Lubbe (2004) points out, it is a communication process aimed at building relationships, maintaining image, minimizing reputation threats and thus essentially promoting the survival of organizations.

Materials and 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. There is still often no distinction between public relations and advertising among the general public. A relatively widespread but erroneous definition is that “PR is free advertising”. (Hejlová, 2015) This is due to the fact that these two disciplines have a few elements in common in general. For recipients of a message, when looking at PR and advertising, the most typical identical feature is the use of the same media. However, it is well known, especially to the professional public, that there are several characteristics that distinguish these disciplines. Probably the most fundamental is the fact that the placement of public relations outputs in the media is free of charge compared to advertising. Another key difference is the low degree of control over the media communication in the case of public relations, while at the ad goes about its control, not only the content but also the timing. In favor of PR plays on the other hand, the fact that in comparison with advertising is the credibility of the present communication is relatively high, and it also because it is harder to recognize. (Přikrylová&Jahodová, 2010) Finally, even PR is not free. Unlike advertising, the contracting authority does not pay the given space for the publication of the message, however, it still has to pay manpower to arrange for the given message to be given space in the medium free of charge. (Hejlová, 2015)

A few years ago, there was a situation that evokes the impression that PR and advertising are in competition with each other. In their publication Ries and Ries (2004), the marketing communication experts, indicated that advertising time is irreversible. They argued that it had lost its main - persuasive - function, as evidenced by the fact that most of today's already renowned brands (eBay, Amazon, Starbucks) were communicated through PR at the expense of advertising when entering the market. The book provoked strong criticism, and after a few years saw the light of day a publication bearing the exact opposite title (Engeseth, 2009) reflecting the modernization of the advertising industry and its ability to effectively influence consumers.

The field of public relations is not very popular with the general public for several reasons. It 's due to both the very ignorance of this field, which has moreover rooted in perceived pejorative propaganda (in addition to their own workers PR often are not able to describe the nature of their work), but also a balancing act on the edge of ethical conduct mergers or handling. (Hejlová, 2015) Paradoxically, this negative perception also applies to the perception of the journalistic community. (Kopecký, 2013) At the same time, the ideal relationship between PR staff and journalists is partnership (although it often does not look like that), mainly because the journalist decides on the final form of the output. (Karlíček, 2016)

From the presented definitions of the field of public relations, it can be concluded that its main task is to conduct two-way communication between the organization and target groups (resp. Stakeholders). An integral part of this discipline is positive publicity, which can be understood as public awareness. The main task of public relations professionals in the 21st century is to reduce ambiguity in society and thus enable the search for security. (Gregory &Halff, 2013) While positive publicity is the result of the systematic and systematic work of PR professionals, negative publicity arises independently of these activities and cannot be managed. (Přikrylová&Jahodová, 2010) Hejlová (2015) in her publication presents four key tasks of public relations, which lead to the main general goal, which is the already mentioned creation of trust between the organization and stakeholders. The individual tasks are persuading and influencing, informing, building long-term relationships and contributing to the good name of the organization. By organizations are meant not only commercial but also non-commercial organizations and individuals, such as celebrities. (Karlíček, 2016)

Objectives in the field of public relations can be divided into strategic ones, which have a longer-term character and tactical ones, characterized by a short-term nature. Tactical goals should be in line with strategic

ones and lead to their achievement. (Svoboda, 2009) While this author states in the book that PR goals should only be realistic, correctly defined and current, Hejlová (2015) in her publication emphasizes the fact that goals should meet all the characteristics of the English acronym SMARTER:

- Specific - specific
- Measurable - measurable, can be checked and verified
- Achievable - realistic and reflective assignment
- Relevant - enabling results to be achieved
- Time limited - time-bound
- Evaluated - evaluated at the end of the communication
- Reviewed - continuously and gradually evaluated in the case of long-term cooperation

Goals in public relations are achieved through PR campaigns, the process of which was divided by Cutlip and Center (2006) into a four-step process involving information retrieval, planning, communication and evaluation. As Hejlová (2015) points out, many theorists neglect the budget, which significantly limits individual campaigns and thus the whole strategy.

There is no uniform agreement in the theory of public relations when trying to categorize individual areas, activities and tools. (Hejlová, 2015) For example, many authors agree on the importance of distinguishing between internal and external communication, but the target groups in a given division differ. While Hejlová (2015) and Svoboda (2009) include only employees, top management and possibly shareholders in internal communication, Příkrylová&Jahodová (2010) perceive the internal public as a broader concept and include stakeholders such as suppliers and customers or the immediate environment. Other authors consider them to be the target groups dealt with by external PR.

Depending on which stakeholders are targeted, there are various sub-activities within public relations. Community relations are talked about in relation to local communities, communication with the public administration and legislators is called public affairs, towards its own employees it is communicated through internal communication and communication using journalists is called media relations. (Karlíček, 2016) All authors deal with the issue of crisis communication as part of public relations, Caywood (2003) also mentions the importance of investor relations. Other authors, such as Svoboda (2009), are also adding other activities, such as issue management. Public relations is very often strongly associated with CSR activities - corporate social responsibility. This is often associated with corporate PR, which focuses on building trust in the organization as a whole and its leaders, while the subject of product PR, individual products, whether tangible or intangible, are communicated in both the B2B and B2C markets. With the expansion of the Internet, online PR is also gaining momentum. (Hejlová, 2015) Individual industries also have different specifics. Caywood (2003), for example, demonstrates differences in pharmacy, insurance, healthcare, sports, and more in his publication

The difference in the classification of these individual areas of public relations within the theory is not essential for this work and its goals. The key is the agreement in terminology and therefore the possibility to further approach those areas and activities in the field of PR (including their tools), which the reader will encounter in the practical part. For this reason, on the contrary, it will continue to be abstracted, for example, from areas such as public affairs, issue management or internal communications and others.

Discussion. Public relations are an integral part of marketing communication with great potential to meet the company's communication goals and appropriately complement other tools of the communication mix within integrated marketing communication.

The objective was to reveal current tendencies in the field of public relations, which in the second decade of the 21st century determine the direction of activities of companies specializing in this tool of marketing communication. The basis for achieving the set goals of the work became (i) secondary research working with internal data of one of the largest PR agencies on the Czech market, (ii) also conducting primary research in the form of free expert interviews with PR professionals of this company. The obtained secondary data directly from the internal database of the agency was subjected to comparative media analysis and supplemented by analysis of data obtained from expert interviews, which allowed the author to name specific trends resulting from implemented communication PR campaigns in 2013 and 2017. The aim of this work was not to evaluate and compare the results. campaigns, but on the basis of the analysis associated with them, compile a list of trends that resulted from either the similar features of the two campaigns or their biggest differences.

Thanks to the research, the author comes up with a list of six trends which, according to the researched 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. While in the year 2013, this type of media was not included in the communication, in 2017 he was already covered in a separate part of the action and outcomes in these platforms have played an important part of the campaign. The second mentioned trend is a shift in the level of viewership of individual media types within the target audiences. Enormous progress has been made during the period under review by online media, whose increase in consumption is enormous. Public relations professionals, on the other hand, have been observers of a gradual decline in print media readership for several years. Experts strongly emphasized and an important trend in the field of PR is work within media relations. 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. This element, in theory called celebrity endorsement, was part of both compared campaigns and also, according to expert interviews, is still a handy tool when PR professionals can work with it appropriately and support their own communication goals. 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.

Conclusion. The author is aware that the list of current trends in public relations at the beginning of the 21st century is not exhaustive. Nevertheless, the goal set in the introduction of the thesis is considered fulfilled when it presents current trends that can be observed on the basis of the research. It is based on work with secondary and primary data related to professionally implemented campaigns within the PR communication of a company operating in the field of retail development. The results of this diploma thesis thus open up space for further research work dealing with the issue of public relations, which can use other methods to supplement or specify this list of current public relations trends from the perspective of PR agencies. Furthermore, it is possible to verify the above-mentioned trends by one of the quantitative research methods among experts from the ranks of PR agencies and to find out how widely perceived and possibly used these trends are among experts in Czech public relations. Last but not least, another interesting opportunity for continuing this work is emerging in the next few years, when the developer has entered another Prague shopping center and intends to similarly reconstruct and expand it, followed by a similar road.

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ҚОҒАММЕН БАЙЛАНЫС МАРКЕТИНГТІК КОММУНИКАЦИЯНЫҢ БӨЛІГІ РЕТІНДЕ

Аннотация. «Қоғаммен байланыс маркетингтік коммуникацияның бөлігі ретінде» мақаласында теориялық негіздер ашылып, анықтамаларға талдау жасалды. Талдау көрсеткендей, қоғаммен байланыс компанияның коммуникациялық мақсаттарына жету үшін үлкен әлеуеті бар маркетингтік коммуникацияның ажырамас бөлігі болып табылады және интеграцияланған маркетингтік коммуникациялар аясында коммуникациялық кешеннің басқа құралдарын тиісті түрде толықтырады.

Қоғаммен байланыс қызметі негізделетін қағидаттар ашылды және қоғамдық пікірдің негізгі функциялары анықталды: ақпараттық функция – ақпарат жинау; аналитикалық функция – ақпаратты өңдеу; бағалау функциясы – өңделген ақпаратты бағалау; конструктивті функция – шешім жолдарын іздеу, қоғамдық пікірдің қажетті бағытын әзірлеу. Ақпараттық жұмыс Әлеуметтік басқарудың бір түрі. Қоғаммен байланыс жөніндегі маман екі жақты, теңдестірілген байланыс жағдайында азаматтық қоғамның әртүрлі құрылымдарымен тұрақты диалогта болуы керек.

Түйін сөздер: маркетинг, қоғаммен байланыс, PR науқаны, принциптері, PR байланысының функциялары.

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СВЯЗИ С ОБЩЕСТВЕННОСТЬЮ КАК ЧАСТЬ МАРКЕТИНГОВЫХ КОММУНИКАЦИЙ

Аннотация. В данной статье «Связи с общественностью как часть маркетинговых коммуникаций» раскрыты теоретические основы, проведен анализ дефиниций. Анализ показал, что связи с общественностью являются неотъемлемой частью маркетинговых коммуникаций с большим потенциалом для достижения коммуникационных целей компании и надлежащим образом дополняют другие инструменты коммуникационного комплекса в рамках интегрированных маркетинговых коммуникаций.

Раскрыты принципы, на которых основывается деятельность связей с общественностью, и выделены основные функции общественного мнения: информационная функция – сбор информации; аналитическая функция – обработка информации; оценочная функция – оценка обработанной информации; конструктивная функция – поиск путей решения, выработка необходимого направления общественного мнения. Мы должны понимать, что информационная работа – это одна из форм социального управления, и результатом ее может и должно считаться целенаправленное взаимодействие с обществом, приведение его к такому состоянию, в котором та или иная проблема будет решена или станет менее острой. Таким образом, специалист по связям с общественностью должен быть в постоянном диалоге с различными структурами гражданского общества, в условиях двусторонней, сбалансированной связи.

Ключевые слова: маркетинг, связи с общественностью, PR-кампания, принципы, функции PR-коммуникации.

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**УВЕЛИЧЕНИЕ ИНВЕСТИЦИОННОЙ ВЫГОДЫ ОТ ИСПОЛЬЗОВАНИЯ
ДЕЦЕНТРАЛИЗОВАННОЙ СИСТЕМЫ ERP В СФЕРЕ УПРАВЛЕНИЯ КОММЕРЧЕСКОЙ
НЕДВИЖИМОСТЬЮ**

Аннотация. В последнее время фирмы полагаются на корпоративные системы, такие как планирование ресурсов предприятия (ERP), для интеграции, автоматизации и поддержки бизнес-стратегий и операций. Однако неопределенная среда требует от фирм непрерывной адаптации своих ERP-систем для удовлетворения меняющихся требований бизнеса уже после внедрения. Какие возможности могут способствовать адаптации ERP после внедрения (PIA), заслуживают дальнейшего исследования. Основываясь на представлении о динамических возможностях, мы предполагаем, что динамические ИТ-возможности для ERP, а именно ИТ-зондирование, ИТ-обучение, ИТ-интеграция и возможности координации ИТ могут управлять ERP-PIA.

В этой статье мы концептуализируем ERP-PIA как степень, в которой фирма реализует изменение ERP после внедрения для удовлетворения меняющихся требований бизнеса, что включает функциональные обновления или постоянное улучшение указанной ERP (Frohlich & Dixon, 1999; Khoo et al., 2011; Осени и др., 2017). Это обновление и расширение ERP должно (1) предоставлять новые функции или (2) улучшать существующие функции, чтобы гарантировать соответствие системы бизнес-требованиям (Khoo et al., 2011; Oseni et al., 2017).

Ключевые слова: ERP, интеграция, ИТ-возможности, ERP-PIA, исследование, ИТ-зондирование.

Введение. Современные компании сталкиваются со все более глобализированной и нестабильной деловой средой. Таким образом, все увеличивающиеся компании полагаются на корпоративные системы (ES), такие как системы планирования ресурсов предприятия (ERP), для повышения операционной эффективности и поддержки бизнес-стратегии в реагировании на окружающую среду (Jiang et al., 2019; Rezvani et al., 2017; Шiao, 2019). ERP-системы в последнее время стали наиболее типичными и широко распространенными ES в компаниях и во многом внедрились в повседневную деятельность компаний (Barth & Koch, 2019; Elragal & Hassanien, 2019; Peng et al., 2018). Различные организационные преимущества, которые приносят ERP-системы (например, операционные, управленческие, стратегические и организационные преимущества), широко продемонстрированы в литературе (Jiang et al., 2019; Staehr et al., 2012).

Системы ERP неизбежно требуют адаптации после завершения первоначального внедрения и использования в течение определенного периода (Aanestad & Jensen, 2016; Albert et al., 2015; Oseni et al., 2017). В противном случае ERP-системы могут стать устаревшими, а некоторые функции не актуальными (Furneaux & Wade, 2011).

ERP, однако, не может адаптироваться или обновляться сама по себе, а зависит от возможностей фирмы (Vessey & Ward, 2013). Таким образом, возникает вопрос исследования: какие возможности будут способствовать развитию ERP-PIA? Мы утверждаем, что динамические ИТ-возможности для ERP сделают ERP-PIA. Динамические ИТ-возможности для ERP, а именно: зондирование ИТ, обучение ИТ, интеграция ИТ и способность координировать ИТ являются высокоуровневой способностью фирмы целенаправленно модифицировать свою существующую базу ресурсов, связанную с ERP, в новую (Helfat et al., 2007). Согласно представлению динамических возможностей (DCV) (Teese et al., 2016; Teese et al., 1997), фирмы с особыми динамическими возможностями могут улавливать, а затем реагировать на требования изменений среды путем интеграции и перенастройки внутренних и

внешних ресурсов (Грегори и др., 2015). Постоянно выявляя потенциальные возможности и реализуя серию планов действий (например, проекты модернизации и улучшения ERP) (Barth & Koch, 2019; Daniel et al., 2014; Seddon et al., 2010), динамические ИТ-возможности для ERP позволяют компаниям адаптировать свои ERP-системы к возникающим бизнес-требованиям (Daniel et al., 2014; Staehr et al., 2012; Zhu et al., 2010), тем самым облегчая организационные преимущества. Например, столкнувшись с появлением облачных вычислений и рыночной турбулентностью, компания может почувствовать потребности бизнеса в облачной ERP, которая обеспечивает лучший доступ к информации, совместное использование информации и масштабируемость (Liu et al., 2018; Walther et al., 2018) и предпринять проект модернизации существующей ERP для удовлетворения указанных потребностей (Barth & Koch, 2019; Daniel et al., 2014; Liu et al., 2018; Walther et al., 2018).

Определение ERP-PIA исключает обновление инфраструктуры, которое переносит внедренную систему на новую платформу без реализации новых функций для изменения поведения пользователей или бизнес-процессов (Oseni et al., 2017; Seddon et al., 2010). Фактически, этот продолжающийся эволюционный характер системы ERP подразумевает, что неотъемлемые возможности фирмы влияют на то, участвуют ли фирмы в адаптации ERP, потому что она вырастает из текущей ситуации и осуществляется с течением времени (Albert et al., 2015).

Влияние ERP-PIA на организационные выгоды от использования системы. Как мы предполагали, сегодняшние фирмы сталкиваются с более серьезными изменениями окружающей среды (Tallon et al., 2019). Такая меняющаяся среда затрудняет достижение бизнес-целей (Tallon et al., 2019). Для достижения бизнес-целей компании неизбежно необходимо адаптировать свою бизнес-деятельность, стратегию и структуру (Mu et al., 2015; Teece, 2014, 2018). ERP-PIA предоставляет фирме адаптированную систему, которая постоянно удовлетворяет возникающие потребности в информации и бизнесе. Таким образом, функциональные возможности системы могут объединить бизнес-стратегию и операции (Zhou et al., 2018), достигая баланса между системой и бизнесом (Chang et al., 2011; Mu et al., 2015; Shao, 2019). Это также облегчает ассимиляцию функциональных возможностей системы в бизнес-операциях, что приводит к увеличению организационных выгод от использования системы (Shao, 2019). Напротив, неспособность адаптировать ERP может вызвать несоответствие между системой и бизнес-стратегией и операциями, а также повысить жесткость и инерцию ядра в фирме, препятствуя достижению бизнес-целей и, следовательно, производительности фирмы (Furneaux & Wade, 2011; Liang et al. др., 2017). Таким образом, в данном исследовании предлагается следующая гипотеза:

H1: ERP-PIA фирмы положительно ассоциируется с ее организационными преимуществами, полученными от использования системы.

Материалы и методы исследования. Для сбора данных от 100 ведущих производственных компаний Казахстана был проведен кросс-секционный почтовый опрос руководителей компаний и ИТ-служб с использованием сопоставимых пар. Модель структурных уравнений методом частичных наименьших квадратов (PLS-SEM) была построена для подтверждения измерений и проверки гипотез.

Оригинальность/ценность исследования. Это исследование концептуализирует и демонстрирует важность ERP-PIA, которая представляет собой конкретный пример адаптации ИТ/ИБ. Это исследование также концептуализирует динамические возможности ИТ для ERP и теоретизирует, как эти возможности взаимодействуют, чтобы позволить компаниям адаптировать системы ERP для удовлетворения возникающих требований. Это исследование улучшает понимание роли динамических ИТ-возможностей для ERP в обеспечении ERP-PIA и организационных преимуществ за счет более богатой теоретической основы, чем в предыдущих исследованиях.

Результаты исследования. На основе 100 выборок (74 фирмы) наши выводы демонстрируют важность динамических ИТ-возможностей для достижения более высоких уровней ERP-PIA. ERP-PIA может способствовать увеличению организационной выгоды от использования системы.

Обсуждение. Просмотр динамических возможностей. Чтобы исследовать, какие возможности движут ERP-PIA, мы отметим шесть потенциальных теоретических оснований из литературы. Первая - институциональная теория (DiMaggio & Powell, 1983). Основываясь на этой теории, исследователи часто предполагают, что миметические, принудительные и нормативные силы являются движущими силами внедрения и ассимиляции системы (Liang et al., 2007; Saraf et al., 2013). Хотя институциональная теория, может быть, полезна для объяснения внешних сил, побуждающих фирмы адаптировать свои системы ERP, и того, как они это делают, она не объясняет, какие внутренние возможности могут позволить фирмам адаптировать свои ERP для удовлетворения возникающих требований. Теория обработки информации (IPT) - еще одна потенциальная теория (Galbraith, 1973).

Согласно IPT, возникающие потребности или неопределенности могут служить потребностями в обработке информации, а адаптация может улучшить возможности обработки информации для удовлетворения потребностей (Chen & Chou, 2009; Gattiker & Goodhue, 2005; Tian & Xu, 2015). Однако как институциональная теория IPT не объясняет, могут ли внутренние возможности фирмы влиять на ERP-PIA. Третья потенциальная теория — это теория реальных опционов (ROT). Согласно ROT, новые ИТ-функции могут служить вариантами, которые могут принести пользу компаниям в будущем (Cao et al., 2013). Однако эта точка зрения не может ответить на вопросы нашего исследования. Более того, концепция «технология - организация - среда» (Tornatzky & Fleischer, 1990) может оказаться полезной (Zhu et al., 2010). Однако это слишком просто и грубо, чтобы дать представление о текущем контексте исследования. В этой структуре больше внимания уделяется влиянию «контекстов», а не возможностям фирмы. Перспектива локального обучения - еще одна линза, используемая в области исследований после внедрения (Wagner & Newell, 2007). Однако он больше подходит для объяснения обучения пользователей. Наконец, структура взаимной адаптации технологии и организации (Леонард-Бартон, 1988) может объяснить адаптацию несоответствий между технологией и организацией. Однако в рамках меньше говорится о том, как добиться адаптации. Таким образом, мы опираемся на DCV, потому что он дает понимание для ответа на вопросы нашего исследования.

Согласно DCV, фирмы не могут останавливаться на достигнутом, поскольку бизнес-среда становится более глобально интегрированной и возникают новые формы технологий и конкуренции (Helfat et al., 2007). Фирмы должны развивать динамические способности для обновления методов, с помощью которых они зарабатывают себе на жизнь, чтобы соответствовать меняющейся среде и создавать некоторые конкурентные преимущества Helfat et al., 2007; Peteraf et al., 2013). Динамическая способность — это способность фирмы целенаправленно создавать, расширять или изменять свою ресурсную базу (Helfat et al., 2007). Ресурсная база фирмы включает материальные, нематериальные и человеческие ресурсы, а также операционные возможности, которыми фирма владеет, контролирует или имеет доступ на льготной основе. (Helfat et al. 2007). Согласно этому определению, фирмы с динамическими возможностями могут создавать ресурсную базу или части ресурсной базы, расширять свою текущую ресурсную базу для получения большего количества тех же результатов и изменять свою ресурсную базу для изменения своего бизнеса, в том числе в ответ на изменения во внешней среде (Eisenhardt & Martin, 2000; Helfat et al., 2007). По данным Helfat et al. (2007), мы предлагаем и определяем динамические ИТ-возможности для ERP как высокоуровневые возможности компаний целенаправленно создавать, расширять или изменять свою существующую, связанную с ERP базу ресурсов (например, связанные с ERP функции), в новые.

Динамические ИТ-возможности. Хотя DCV может быть полезен для объяснения того, как фирмы стремятся к некоторым конкурентным преимуществам, его часто критикуют за его абстрактные концепции и парадокс, а также за отсутствие эмпирически обоснованного понимания конструкции (Pavlou & El Sawy, 2011; Peteraf et al., 2013). Исследователи считают динамические возможности скрытыми или невидимыми, сложными и неявными, трудными для наблюдения и причинно-неоднозначными, что затрудняет изучение динамических возможностей. Павлу и Эль Сави (2011) определили эти трудности и предложили измеримую модель динамических способностей путем концептуализации, реализации и измерения динамических способностей. Они полагаются на понятие, предложенное Эйзенхардтом и Мартином (2000): «динамические способности на самом деле состоят из идентифицируемых и конкретных процедур, которые часто сами по себе были предметом обширных эмпирических исследований». Маритан (2007) поддержал Эйзенхардта и Мартина (2000) и отметил, что «трудно наблюдать динамическую способность, которой обладает организация, если она не используется, а процессы — это механизмы, которые делают это возможным». Следовательно, определяя конкретную динамическую способность и ее процедуры в фирме, мы можем развивать, измерять и понимать динамические возможности. Павлу и Эль Сави (2011) следовали этой логике и использовали литературу по стратегическому менеджменту, чтобы предложить идентифицируемый набор динамических возможностей в контексте разработки нового продукта. На основе оригинальных работ Теесе et al. (1997) (реконфигурация, обучение, интеграция и координация) и Теесе (2007) (обнаружение, захват и реконфигурация активов), Pavlou & El Sawy (2011) предложили динамические возможности, которые можно использовать в качестве инструментов для реконфигурации существующих операционных возможностей, включая возможности восприятия, обучения, интеграции и координации. Они определили измеримые процедуры этих четырех динамических способностей. Их подход дает полезную информацию для разработки измеримой модели

динамических ИТ-возможностей для ERP в этом исследовании. Следуя Павлу и Эль Сави (2011), мы опираемся на ИТ-зондирование, ИТ-обучение, ИТ-интеграцию и возможности ИТ-координации в качестве динамических ИТ-возможностей для ERP. Однако мы адаптируем и переосмысливаем эти возможности в контексте нашего исследования. Мы утверждаем, что динамические ИТ-возможности ERP могут (пере) настраивать существующие ресурсы ERP и операционные возможности, облегчая ERP-PIA. В следующем разделе мы определяем четыре динамические ИТ-возможности ERP.

Возможность ИТ-зондирования. Согласно DCV (Теесе, 2007), для выявления возможностей, когда они появляются, фирмы должны постоянно сканировать, искать и исследовать рынки. Эти действия включают изучение рыночных тенденций и потребностей клиентов, структурную эволюцию отраслей и рынков, а также вероятную реакцию поставщиков и конкурентов (Teese et al., 2016). Эта информация может помочь фирмам откалибровать требуемую трансформацию и произвести требуемые корректировки с минимальными затратами, тем самым используя рыночные возможности, опережая конкурентов (Teese et al., 1997). Эти действия подчеркивают критическую роль сенсорных возможностей ИТ. Он определяется как способность читать и интерпретировать потребности организации и требования окружающей среды для улучшения ERP (Pavlou & El Sawy, 2011). В контексте нашего исследования компании должны определять окружающую среду и бизнес-единицы, чтобы собрать информацию об организационных потребностях, рыночных требованиях, действиях конкурентов, бизнес-партнерах и новых информационных технологиях, чтобы менеджеры могли определить новые требования к улучшению ERP (Mu et al., 2015), и решили заняться исследовательской деятельностью для оценки этих требований с помощью новых планов улучшения ERP. Это также подразумевает важность информации от линейных функций. Согласно Павлу и Эль Сави (2011), три основных режима способности зондирования генерируют, распространяют и реагируют на информацию.

Генерация информации проводится для выявления требований, распознавания жесткости и выявления сочетаний ресурсов (Galunic & Rodan, 1998). Эти действия сосредоточены на поиске и сборе информации о событиях в бизнес-экосистеме, включая внутреннюю и внешнюю среду (Теесе, 2007). Распространение информации проводится для интерпретации информации, осмысления событий и развития и изучения новых возможностей (Kogut & Zander, 1996). Реагирование на информацию проводится для инициирования планов по использованию информации. Например, компания, обладающая возможностями ИТ-зондирования, может перенастроить свою существующую ERP-систему и соответствующие повседневные операции. Сбор информации повышает потенциал фирмы для выявления новых требований со стороны бизнес-единиц и среды (Mu et al., 2015; Seddon et al., 2010). Распространение информации помогает фирме интерпретировать требуемые функции и определять соответствующие улучшения ERP и потенциальную жесткость фирмы (Seddon et al., 2010). Ответ на информацию помогает фирме инициировать планы улучшения ERP, определять доступные ресурсы, инвестировать ресурсы в планы и определять подходы к преодолению негибкости (Cao et al., 2013).

Возможности обучения ИТ. Теесе et al. (1997) и Тис (2007) подчеркнули решающую роль способности к обучению в динамических способностях. Теесе et al. (1997) отметили, что обучение — это процесс, посредством которого повторение и экспериментирование создают новые знания и позволяют выполнять задачи с большей эффективностью и скоростью. Этот процесс подразумевает, что фирме требуются конкретные знания, творческая активность, способность понимать процесс принятия решений пользователями и практическая мудрость (Теесе, 2007). В контексте нашего исследования мы утверждаем, что для адаптации ERP компании должны учиться понимать поведение пользователей, находить новые ИТ-решения и, наконец, создавать новые знания об ИТ и пользователях для адаптации ERP (Wagner & Newell, 2007). Таким образом, способность к обучению в сфере ИТ определяется как способность обновить существующие функции ERP с помощью новых знаний (Pavlou & El Sawy, 2011). Его можно рассматривать как поглощающую способность (Cohen & Levinthal, 1990; Zahra & George, 2002). Согласно Захре и Джорджу (2002), четыре основных процесса способности к обучению — это приобретение, усвоение, преобразование и использование знаний. Приобретение знаний относится к выявлению и получению новой информации и знаний, которые имеют решающее значение для работы. Усвоение знаний означает анализ, обработку, интерпретацию и понимание новой информации и знаний. Преобразование знаний относится к объединению существующих знаний и вновь приобретенных и усвоенных знаний. Использование знаний относится к уточнению, расширению и использованию существующих компетенций или созданию новых путем включения

приобретенных и преобразованных знаний в свою деятельность. В контексте нашего исследования получение ИТ-знаний означает получение фирмой новых знаний об ERP и других ИТ, таких как новые ИТ-функции, отзывы пользователей о существующей системе (Wagner & Newell, 2007) и практические знания пользователей из их социальных сетей. сеть (Sykes et al., 2014). В последнее время, в связи с быстрым развитием ИТ фирмы должны уделять больше внимания новым ИТ-приложениям и методам, которые могут быть использованы для развития существующих систем, таким как анализ больших данных и новый алгоритм ИИ (Али и др., 2018; Эльрагал и Хассаниен, 2019). Усвоение знаний в области ИТ означает формулирование и понимание новых знаний об ERP, ES и других технологиях. Например, фирмы часто усваивают новые знания об ERP от консультантов (Ko et al., 2005) или из других источников информации. Преобразование ИТ-знаний означает обновление существующих знаний об ERP и ES новыми приобретенными и усвоенными знаниями. Использование ИТ-знаний позволяет фирме предлагать планы улучшения ERP (т. Е. Проекты модернизации и улучшения ERP (Barth & Koch, 2019; Daniel et al., 2014; Seddon et al., 2010)) на основе полученных новых знаний. от приобретения и усвоения рутин для перенастройки ERP и повседневных операций.

Возможности интеграции ИТ. Чтобы изменить конфигурацию существующей ресурсной базы, фирмы должны интегрировать новые ресурсы и операционные возможности в текущую, используя коллективную логику высокого уровня (Galunic & Rodan, 1998; Pavlou & El Sawy, 2011). Новые ресурсы и операционные возможности, создаваемые способностью к обучению, часто проявляются как индивидуальные возможности. Без интеграции существующей ресурсной базы в коллективном смысле новые ресурсы и операционные возможности будут действовать индивидуально, тем самым создавая разнообразие и препятствуя синергии. В контексте нашего исследования отдельные модули ERP должны работать вместе как единое целое, что является ключом к созданию выгод для фирм (Markus & Tanis, 2000). Индивидуальные планы улучшения ERP определяются на основе возможностей восприятия и обучения и, следовательно, требуют интеграции в текущую ERP. В этом исследовании, основанном на концепциях управления программами (PMI, 2013), мы определяем возможность интеграции ИТ как способность объединять новые возможности, предоставляемые отдельными планами улучшения ERP, в существующую ERP. Это также означает обеспечение преимуществ новых возможностей существующей ERP. Таким образом, на основе принципов получения выгод от управления программами (PMI, 2013) можно выделить две процедуры, а именно согласование и предоставление ценности. Согласованность относится к способности обеспечить связь предлагаемых мероприятий по улучшению ERP и направлений улучшения ERP (Daniel et al., 2014). Доставка ценности — это способность гарантировать, что новые функции и подсистемы, полученные в результате предлагаемых улучшений ERP, могут обеспечить обещанный эффект для существующей ERP. Эти две процедуры являются способностями гарантировать, что новые функции или подсистемы могут быть согласованы с существующей ERP и предоставить ожидаемые возможности для нее, создавая таким образом консолидированную систему.

Возможности ИТ-координации для изменения конфигурации операционных возможностей, таких как функциональность ERP, требуется эффективная координация задач и ресурсов, а также синхронизация действий (Helfat & Peteraf, 2003). Возможности координации направлены на администрирование задач, действий и ресурсов для развертывания новых операционных возможностей, что позволяет реконфигурировать (Pavlou & El Sawy, 2011). Способность к координации имеет решающее значение, потому что нехватка ресурсов всегда ограничивает способность фирмы предоставлять достаточные ресурсы для задач и мероприятий по реконфигурации (PMI, 2013; Reiss et al., 2006). Координирующая способность относится к соответствующему развертыванию ресурсов для задач и действий. Процедура координации способностей состоит в том, чтобы назначать соответствующие ресурсы задачам (Helfat & Peteraf, 2003), назначать нужного человека для выполнения нужной задачи (Eisenhardt & Martin, 2000), определять взаимодополняемость и синергию между задачами и ресурсами (Pavlou & El Sawy, 2011; PMI, 2013) и динамически распределять ресурсы по задачам и действиям с программным смыслом (PMI, 2013). В контексте ERP-PIA координирующая способность ИТ — это способность координировать и развертывать задачи и ресурсы среди ИТ-операций и проектов, таких как возможные проекты улучшения ERP и другие (Seddon et al., 2010). Возможности координации ИТ могут помочь фирме эффективно развивать новые возможности ERP. Четыре процедуры координации ИТ-ресурсов заключаются в следующем: (1) выделение соответствующих ресурсов, включая финансовую поддержку, ИТ-персонал, консультантов и поддержку соответствующих заинтересованных сторон, проектам улучшения ERP (Wang et al., 2006); (2) назначение подходящего человека, такого как ИТ-

персонал, для правильного проекта улучшения; (3) создание портфеля с правильным приоритетом среди ресурсов и задач проектов улучшения ERP и других, создавая таким образом синергию (Daniel et al., 2014; Reiss et al., 2006); и (4) выделение и перераспределение ресурсов для сбалансирования проектов по улучшению ERP и других проектов (Daniel et al., 2014; PMI, 2013).

Влияние динамических ИТ-возможностей для ERP на ERP-PIA. Мы утверждаем, что динамические ИТ-возможности ERP могут побудить фирмы адаптировать свои ERP с помощью четырех методов. Во-первых, создавая, распространяя и отвечая на потребности в улучшении ERP с помощью различных источников (способность распознавания ИТ), фирмы с большей вероятностью разработают первоначальные планы улучшения ERP. Во-вторых, быстро распознавая, усваивая и применяя новые знания в области ИТ и ERP (возможности обучения ИТ), фирмы с большей вероятностью будут предлагать новые функции или подсистемы (например, через проекты улучшения (Seddon et al., 2010)) для улучшения своих ERP. В-третьих, путем интеграции новых функций или подсистем с существующими ERP (возможности интеграции ИТ) компании могут внедрить улучшенную систему, и новые функции могут обеспечить обещанные эффекты, что позволит адаптировать ERP. Наконец, чтобы правильно координировать ресурсы (способность координировать ИТ), компании могут более эффективно внедрять новые функции или подсистемы. Интегрируя эти возможности, фирмы могут упростить свою ERP-PIA. Таким образом, настоящее исследование предлагает следующую гипотезу:

H2: Динамические ИТ-возможности компании для ERP положительно связаны с ее ERP-PIA.

Динамические ИТ-возможности для ERP и ERP-PIA в нестабильных средах. Предлагаемое влияние динамических ИТ-возможностей для ERP на ERP-PIA, вероятно, будет смягчено уровнем турбулентности окружающей среды, который определяется в терминах частоты и амплитуды изменений в окружающей среде и общих условий неопределенности (Duncan, 1972; Wilden & Gudergan, 2015). Экологическая турбулентность возникает из трех основных источников: турбулентность рынка (т. е. Неуверенность в рыночных требованиях или скорости изменения состава потребителей и их предпочтений) (Wilden & Gudergan, 2015), турбулентность конкуренции (т. е. количество конкурентов в данной области). и их действия) (Jap, 2001), и технологические турбулентности (то есть, частота технических прорывов) (Rai & Tang, 2010). В стабильной среде эти турбулентности происходят, но они имеют тенденцию быть предсказуемыми и постепенными с низкими темпами изменений (Duncan, 1972; Wilden & Gudergan, 2015). В этой среде динамические возможности, как правило, играют относительно незначительную роль, но в турбулентных условиях динамические возможности продемонстрировали решающую роль в помощи фирмам в достижении конкурентоспособности (Peteraf et al., 2013). Поскольку экологическая турбулентность часто создает новые возможности, это усиливает стимулы фирм к использованию динамических возможностей для реконфигурации существующих ресурсных баз для реализации новых возможностей (Pavlou & El Sawy, 2011). Эти новые возможности также побуждают фирмы осознавать разрыв между их существующей и идеальной ресурсной базой и возможностями (Wilden & Gudergan, 2015), что увеличивает потребность фирм в реконфигурации, тем самым повышая ценность динамических возможностей (Teese et al., 1997). В контексте нашего исследования мы отмечаем, что фирмы в неспокойной среде имеют более высокие стимулы для использования новых возможностей, которые вызывают изменения в их деловой активности (Chen & Chou, 2009), что приводит к увеличению несоответствия между действиями и функциональными возможностями ERP. Потребности ERP-PIA, вероятно, увеличатся. В этом состоянии компании с динамическими ИТ-возможностями могут перенастроить свои существующие функциональные возможности ERP, такие как устаревшие и устаревшие, чтобы обеспечить лучшее соответствие бизнес-деятельности и реагирование на окружающую среду. Поэтому мы утверждаем, что ERP-PIA может быть более значительно облегчена динамическими ИТ-возможностями в турбулентных средах (Eisenhardt & Martin, 2000).

H3: Положительная взаимосвязь между динамическими ИТ-возможностями фирмы для ERP и ERP-PIA положительно смягчается нестабильностью окружающей среды.

Управляющие переменные. Хотя ожидается, что динамические ИТ-возможности для ERP повлияют на компании, чтобы адаптировать их ERP, они не единственные факторы, которые влияют на ERP-PIA и организационные преимущества от использования системы. В литературе конструкции, относящиеся к ИТ-средам, возможностям ИТ-отдела и ИТ-ресурсам, могут играть решающую роль в формировании ERP-PIA. Поэтому мы сначала включаем турбулентность ИТ, внимательность ИТ и финансовые ресурсы ИТ в качестве управляющих переменных. ИТ-турбулентность относится к степени, в которой ИТ включены в отраслевые изменения (Mu et al., 2015). Внимательность ИТ-

специалистов определяется как способность ИТ-отдела быть внимательным к потребностям клиентов, распознавать связанные с ними неожиданные проблемы и возможности и реагировать контекстуально соответствующим образом (Mu et al., 2015). Более того, конструкции, относящиеся к организационным возможностям и ресурсам, также могут влиять на ERP-PIA. Поэтому мы включаем адаптивную гибкость и размер фирмы в качестве контрольных переменных. Адаптивная гибкость определяется как способность фирмы обнаруживать динамику рынка и реагировать на нее в защитной манере (Chakravarty et al., 2013). Наконец, чем дольше существует ERP, тем больше вероятность, что фирма адаптирует ERP к своей деловой деятельности. Поэтому мы указываем время (ежемесячно) с момента развертывания ERP в целом в качестве управляющей переменной.

Закключение. В этом исследовании мы разработали и протестировали номологическую сеть, которая связывает динамические ИТ-возможности для ERP, турбулентность окружающей среды, ERP-PIA и организационные преимущества от использования системы на основе DCV. Эмпирические результаты подтверждают модель, а полученные данные представляют собой конкретные практические рекомендации для практиков в отношении того, как адаптировать ERP на этапе после внедрения. Это исследование отличается от предыдущих исследований по пост-внедрению ERP по нескольким причинам, тем самым дополняя совокупный объем знаний в этой важной области исследований. Во-первых, мы концептуализируем и эмпирически демонстрируем важность ERP-PIA для получения большей организационной выгоды от использования системы. Во-вторых, мы концептуализируем четыре динамические ИТ-возможности для ERP, а именно: зондирование ИТ, обучение ИТ, интеграцию ИТ и возможность координации ИТ, и теоретизируем, как эти возможности взаимодействуют, чтобы позволить компаниям адаптировать системы ERP для удовлетворения возникающих требований. В-третьих, мы показываем, что динамические ИТ-возможности ценны независимо от стабильности или турбулентности. В целом мы обеспечиваем решающий шаг к лучшему пониманию роли динамических ИТ-возможностей для ERP в обеспечении ERP-PIA и организационных преимуществ за счет более богатой теоретической основы, чем в предыдущих исследованиях. Это обучение имеет несколько ограничений. Во-первых, хотя мы предлагаем новые концепции динамических ИТ-возможностей для ERP и четырех ИТ-возможностей, включая возможности распознавания, обучения, интеграции и координации, эти конструкции специфичны для контекстов улучшения и совершенствования ERP. Таким образом, обобщение этого исследования на другие информационные системы может быть ограничено и потребовать дальнейшей адаптации. Будущие исследования могут способствовать дальнейшему развитию более всеобъемлющих ИТ-возможностей для улучшения обобщения. Например, возможности обучения ИТ могут быть сосредоточены не только на процессах обучения, но также и на изучении конкретной информации и областей знаний. Во-вторых, мы использовали данные поперечного сечения для оценки нашей модели. Хотя предложенные исследовательские гипотезы были получены теоретически, результаты по-прежнему отражают ассоциации, а не причинную связь. В-третьих, это исследование опирается на меры восприятия, которые могут неточно отражать истинные отношения между изученными нами теоретическими построениями. Однако, поскольку менеджеры обычно принимают свои решения и действуют на основе своих представлений, это не может быть серьезным ограничением. В-четвертых, процент ответивших на опрос кажется низким, что приводит к небольшому размеру выборки. Этого следовало ожидать, потому что мы использовали подход с несколькими информантами для исследования, чтобы уменьшить систематическую ошибку общего метода и получить данные от более подходящих информаторов. Однако небольшой размер выборки также может ограничить наше обобщение. Наконец, хотя возможность систематической ошибки, связанной с неполучением ответов, была проверена и исключена статистически, репрезентативность выборки и, следовательно, возможность обобщения результатов могут быть ограничением данного исследования.

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КОММЕРЦИЯЛЫҚ ЖЫЛЖЫМАЙТЫН МҮЛІКТІ БАСҚАРУ САЛАСЫНДА ОРТАЛЫҚТАНДЫРЫЛМАҒАН ERP ЖҮЙЕСІН ҚОЛДАНУДЫҢ ИНВЕСТИЦИЯЛЫҚ ПАЙДАСЫН АРТТЫРУ

Аннотация. Жақында фирмалар бизнес-стратегия мен операцияларды біріктіру, автоматтандыру және қолдау үшін кәсіпорын ресурстарын жоспарлау (ERP) сияқты корпоративті жүйелерге сүйенеді. Алайда, белгісіз орта фирмалардан іске асырылғаннан кейінгі кезеңде бизнестің өзгеретін талаптарын қанағаттандыру үшін ERP жүйелерін үздіксіз бейімдеуді талап етеді. ERP (PIA) енгізілгеннен кейін, оның бейімделуіне қандай мүмкіндіктер ықпал етуі мүмкін екені әрі қарай зерттеуді қажет етеді. Динамикалық мүмкіндіктер идеясына сүйене отырып, ERP үшін динамикалық IT мүмкіндіктері, атап айтқанда IT-зондтау, IT-оқыту, IT интеграциясы және IT үйлестіру мүмкіндіктері ERP-PIA-ны басқара алады деп болжаймыз.

Бұл мақалада біз ERP-PIA-ны фирманың өзгерген бизнес талаптарын қанағаттандыру үшін ERP өзгертулерін енгізу дәрежесі ретінде тұжырымдаймыз, бұл функционалды жаңартуларды немесе көрсетілген ERP-ді үнемі жақсартуды қамтиды (Frohlich & Dixon, 1999; Khoo et al., 2011; Oseni et al., 2017). ERP жаңартуы мен жетілдірілуі (1) жаңа функционалдылықты қамтамасыз етуі немесе (2) жүйенің бизнес талаптарына сәйкес келуін қамтамасыз ету үшін қолданыстағы функционалдылықты жақсартуы керек (Khoo және басқалар, 2011; Oseni және басқалар, 2017).

Түйін сөздер: ERP, интеграция, AT мүмкіндіктері, ERP-PIA, зерттеу, AT зондтау.

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INCREASE IN INVESTMENT BENEFITS FROM THE USE OF A DECENTRALIZED ERP SYSTEM IN THE FIELD OF COMMERCIAL REAL ESTATE MANAGEMENT.

Abstract. More recently, firms have been relying on enterprise systems such as enterprise resource planning (ERP) to integrate, automate, and support business strategy and operations. However, an uncertain environment requires of firms to continuously adapt their ERP systems to meet changing business requirements at the post-implementation stage. What opportunities can contribute to the adaptation of ERP after implementation (PIA), deserve further research. Based on the concept of dynamic capabilities, we assume that dynamic IT capabilities for ERP, namely IT probing, IT training, IT integration, and IT coordination capabilities, can drive the ERP-PIA.

In this article, we conceptualize ERP-PIA as the degree to which a firm implements a post-implementation ERP change to meet changing business requirements, which includes functional upgrades or continual improvement of said ERP (Frohlich & Dixon, 1999; Khoo et al., 2011; Oseni et al., 2017). This ERP update and enhancement should (1) provide new functionality or (2) enhance existing functionality to ensure that the system meets business requirements (Khoo et al., 2011; Oseni et al., 2017).

Key words: ERP, Integration, IT Capabilities, ERP-PIA, Research, IT Probing.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 21 – 27

<https://doi.org/10.32014/2021.2518-1467.163>

UDC 338.51
IRSTI 06.56.21.

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PRIORITIES OF STATE REGULATION AND PRICING STRATEGY OF THE AGRICULTURAL SECTOR

Abstract. State regulation is the mechanism in agrarian sphere of economy to organize its functioning which is proved by experience of economically developed countries in which the active stimulating role of market mechanisms in agrarian sphere is realized with combination of state influence on the principle that market stimulates and state corrects.

Ensuring competitiveness of the agrarian sector is possible when the state takes a significant part of functions of its development and the regulating role of the state increases as competition in the agrifood market grows stronger. The system of state impact on the agricultural sector should be designed with the following objectives: promoting the development of the industry with the creation of an effective system of marketing and processing of products; ensuring the effectiveness and availability of state support with the maximum coverage of rural producers; implementation of a targeted export policy and promotion of Kazakhstan's brand of organic products. Price relations that emerge in the grain market are marked by a tendency of reducing the role of measuring and stimulating function of grain prices. Significant gap between supply price (price of agricultural commodity producers) and price of grain purchase by processing enterprises, absence of stable proportional dependence between price for grain and price for products of its processing in separate branches and links of grain product subcomplex is typical for price chain "production-sales-processing". Real tools of state regulation of agrifood market are the use of tariff and non-tariff regulation of import and export of agricultural products, raw materials and food, material and technical resources, with the adoption of a special target program to adapt the agroindustrial complex to WTO conditions; antitrust measures, technical regulations, certification and licensing; procurement and commodity interventions with changes in the order and mechanism of their conduct, pledge operations, expanding the purchase of products for the state and the market of agricultural products.

Key words: regulation, industry, subcomplex, price, resources, measures, producers, program, agreements, mechanism, obligations, operations.

Introduction. There are three main participants of the reproduction process in the agrarian sphere of economy: the state, producers of products, goods and services and their final consumers. Although all of them to a certain extent participate in production, distribution, exchange and consumption, it is the state that plays the determining role in the reproduction process, management of the agricultural economy as a unified and integral system, in its orientation in the necessary direction for the whole country.

However, it is fundamentally important to determine the place of state regulation in the overall system of management of agrarian economy at macro- and microlevel. Undoubtedly, along with state regulation, which is a system of various kinds of legislative and organizational-economic impacts of public authorities at various levels, mechanisms of corporate governance and market competition should function [1]. At the same time there is one clear regularity, the more effectively these mechanisms operate, the more fully self-regulation is manifested and the less the load on the state regulation becomes.

As you know, the main purpose of state regulation of the agrarian sphere of the economy is to eliminate or partially eliminate the so-called market failures inherent in agriculture as its basic sector due to significant fluctuations in production volumes and the price situation occurring under the influence of internal and especially

external factors. It is an indispensable and effective tool of more or less rational organization and development of agricultural production.

Materials and methods. State regulation becomes not only necessary, but also the only effective mechanism of “adjustment” of the agricultural sphere of the economy in order to organize its functioning in the interests of society as a whole, as evidenced by the experience of most economically developed countries, in which the active stimulating role of market mechanisms in the agricultural sphere is implemented more effectively [2].

In this connection it should be noted that the mechanism of state regulation of agriculture in economically developed countries is characterized by a great variety of the use of economic and financial instruments, the principle of action of which in some of them has much in common, although the forms and methods of their application differ in the originality and scale adequate to the national economy. The differences are caused by national peculiarities of development of agriculture and productive forces, positions of the country in the world agrifood market and other internal and external factors [3].

Research results. The purpose of state regulation in the field of economy of agro-industrial production is to create normal conditions for the effective functioning of its economic entities and depends on the degree of justification, first of all, of economic relations between them.

The development of democracy in its various manifestations, the expansion of interstate relations with the increase of numerous risks and a number of other factors of external and internal nature objectively contribute to the constant increase of the role of the state in the economy of the agrarian sphere.

In the current situation it is possible to ensure competitiveness of the agrarian sector only if the state assumes a significant part of functions on its development. As competition in the agrifood market intensifies, the regulatory role of the state increases. At the same time the system of state influence on the agrarian sector should be designed taking into account its main goal - to promote the development of the industry.

Unfortunately, due to various reasons in the country these strategically important provisions are not duly taken into account. The state program for the development of the agro-industrial complex for 2017-2021, which basically preserved the current economic conditions for agriculture and in terms of regulation of the agri-food market, provides for an increase in the efficiency of livestock production by 58% and crop production by 40%; development of large-scale agricultural cooperation to involve 670 thousand small producers in commercial production and create an effective system of marketing and processing of products; ensuring the effectiveness and availability of state support with the maximum coverage of

State support measures are provided for production of main crops and livestock breeding. An increase by more than 15% is envisaged in the financing of the agro-industrial complex (for 2020 the amount is 38.4 billion tenge) [4].

At the same time, the implementation of the State program of development of agriculture for 2017-2021, can hinder the manifestation of systemic risks, which are due to the impact of negative factors and existing in the agricultural sector unresolved socio-economic problems [5]. The situation may be complicated by Kazakhstan's participation in the WTO, as domestic producers of agricultural products often compete in the domestic market with highly subsidized imports.

Kazakhstan adheres to the obligations and restrictions stipulated by the agreements concluded within the framework of the WTO and the EAEU. To implement the strategic objectives in the development of the agro-industrial complex, which are to provide the domestic market with affordable high-quality agricultural raw materials, products and food, taking a leading position in foreign markets, the state pursues a systematic institutional policy.

Economically sound regulation of the agroindustrial complex is caused by a number of factors, among which the most important are: natural and economic impact, the low degree of monopolization of rural producers compared to other sectors of the economy, the high level of capital intensity of agriculture and its low profitability, the aggravated disparity in prices for agricultural and industrial products [6].

The country's participation in the WTO requires an assessment of both positive and, in particular, negative consequences. These decisions should be based on financial support, scientific study of agricultural competitiveness, methods of protection of domestic producers, as well as methods of regulation of the domestic agro-food market with their rational combination with purely market instruments. Market and regulation are not antipodes but a necessary symbiosis without which a modern market economy cannot function normally.

Discussion. The adopted energy policy will automatically lead to the growth of non-competitiveness of many sectors of agriculture and food industry, although the level and quality of their production potential is not comparable with foreign countries. In this situation, of course, the role of state regulation of the agro-food market in terms of:

- reconsidering the position on the convergence of domestic and world prices for domestic energy resources;
- constant monitoring of prices for agricultural and industrial products in order to ensure their parity;
- creation of a developed market infrastructure, first of all a commodity distribution network guaranteeing access to it for agricultural producers, ensuring the overcoming of monopoly on the market;
- formation of a constantly operating effective system of protection of domestic producers on the domestic market from highly subsidized import of agricultural products, raw materials and foodstuffs.

As real tools of state regulation of agrifood market we can use: tariff and non-tariff regulation of import and export of agricultural products, raw materials and food, material and technical resources, for which a special target program on adaptation of AIC to WTO conditions should be adopted; antimonopoly measures, technical regulations, certification and licensing; purchasing and commodity interventions, changing the order and mechanism of their conducting as well as collateral operations, expanding the purchase of p

Grain and grain products market in the modern world is a direction and sphere of strategic interests of the states. The formation of the world market occurred because of the difference in grain production and consumption. Consumption in each country is not the same. In China and India consumption exceeds production, while in the United States the situation is reversed.

Nominal world wheat prices are not expected to change much, as the market will be relatively balanced.

Corn prices are expected to rise because of the decline in its exports from the U.S., due to its increased use in the production of ethanol. Rice prices are expected to rise more sharply due to limited resources for its cultivation in some countries, increasing competition for land and water, affecting the increase in energy costs. Consequently, world grain prices will be influenced by economic, geographical, political and other factors, but their level will still be determined by leading countries-exporters of grain, which supply large volumes to the world market.

With creation of full and uninterrupted accounting system for grain produced and imported into the country and its processing products in every region, data will be available online in real-time mode. In the signed amendments to the Law "On Grain" they will touch upon formation of state reserve of grain and will give "Prod Corporation" function of operator.

If Kazakhstan does not create its own accounting system, then in accordance with the interstate agreements, according to which in 2022 the identification and traceability system of grain should function in the EAEU, the country will have to adopt developments in this area by analogy with dairy products, which will significantly increase the cost of implementing these technologies. In January-February 2021, companies in Kazakhstan exported 764,400 tons of wheat and meslin - 27.4% more than a year earlier. In monetary terms, exports reached \$175.5 million. In monetary terms, exports reached \$175.5 million, an increase of 39.3% over the year." Most of the exports went to the CIS countries.

The main export group of domestic agricultural products are cereals and oilseeds, so it is necessary that the financing of the industry increased in ensuring the availability of credit for small and medium-sized farms on favorable terms for spring field work and renewal of agricultural machinery fleet. Large farms need sources of funding, but they have an opportunity to participate in the programs through state financial institutions Agrarian Credit Corporation, Damu Fund, JSC Prod Corporation. Kazakhstan is the only country in the post-Soviet space, which has a stable grain supply and has significant resources for the export of grain and processed products.

For 2019-2020 season, the International Grain Council (IGC) presented the forecast of grain production, ending stocks and trade, so "the production forecast increased by 3 million tons, from 2 172 to 2 175 million tons, the consumption forecast decreased by 1 million tons from 2 193 to 2 192 million tons.

On the basis of external demand for domestic products and the needs of the domestic market the main directions of restructuring of production of the processing industry should be developed

Much of the above functions of state regulation of the industry are beyond the scope of the Ministry of Agriculture of Kazakhstan. In other words, the formation of acceptable conditions for management in the agricultural sector is a national task, and requires the efforts of many parties, for example: local authorities in terms of political and administrative support, the economic bloc of the Kazakh government to create an optimal inter-sectoral balance.

As practice shows, realization of reserves of development of agrarian sector should be carried out from less costly. One of particularly significant of them is more complete accounting of soil and climatic conditions at conducting of agricultural production. The solution to this urgent problem involves the assessment of the country's food potential, the availability of the latter will raise the system of forecasting and planning of agriculture to a new level, maximize the use of natural resources, significantly improve the efficiency of

agricultural production, create conditions for the rational use of natural resources [7]. In other words, these developments can become an important prerequisite for improving the state regulation of agro-industrial production in the country.

During the years of market transformations, the models of agricultural organizations and peasant (farm) farms with the indication of the optimal set of equipment, technology, working capital, personnel and possible production indicators depending on the specialization, the area of agricultural land, soil and climatic conditions were not substantiated either.

On the basis of these models different variants of business plans can be developed in which it is necessary to indicate the volume of necessary investments and terms of their payback and other information. Availability of such models and business plans would contribute to the inflow of investors and highly qualified personnel into agriculture and to the solution of other relevant problems.

It is known that in order to farm efficiently in the countryside, it is not enough to produce a lot and cheaply; it must also be profitable to sell it. The study of potential investors' opinions in this regard shows that agriculture can become attractive only if it provides the level of profitability of at least 30%, taking into account the risks and the constant growth of prices for energy resources purchased by agricultural producers.

The domestic practice has shown that under market conditions there is a high degree of need in norms of efficiency and profitability of production which could be used for forecasting, justification of investment projects, development of scenario conditions of development of branches of agroindustrial complex.

For the most part, domestic agricultural producers are deprived of the opportunity to freely sell their products in the consumer markets of major cities, Kazakh producers are often forced to sell their products at throwaway prices to various kinds of resellers. As a result, every year significant funds that could have been invested in the village, the development of agriculture and the social sphere of rural areas do not reach them.

It is known that one of the main driving forces of the grain market of the country is price, and price strategy is the main component of its marketing strategies. Its goal is to ensure that under conditions of unstable volume of grain production agricultural producers receive sustainable maximum profit, sufficient for implementation of reproduction process on simple or extended basis, and consumers acquire grain in necessary volume and appropriate type and variety assortment.

Price strategy on the grain market is realized through such tactical measures as regulation of production costs (establishment of marginal prices for the most important production resources, compensation of part of production costs), introduction of indicative prices, state commodity purchases and interventions, collateral operations, regulation of costs of grain storage and processing. They make it possible to regulate the price situation on the grain market and thereby somewhat weaken its spontaneous development, since it is often an uncontrolled, unorganized sphere of grain buying and selling.

The main figure on the grain market is a trade intermediary. Afflicted parties are both agricultural producers (from underestimation of purchase prices for grain sold by them and distribution of profits from the sale of final products of the grain subcomplex) and the population (from high food prices and reduction of its quality), and the state (from under-receipt of taxes). All this led to the fact that in recent years the ratio of profits from the production of grain and food from it was distributed approximately in the following proportion: the share of grain producers was 20%, the share of grain processing enterprises was 30% and the share of trade was 50% [8].

Generalization of the practice of price relations that develop on the country's grain market allows us to draw the following main conclusions:

First, the tendency to decrease a role of measuring and stimulating function of grain prices was sharply revealed for commercial grain producers. The first one was expressed in lowering of degree of compensation of its costs and fall of profitability level of grain production.

In conditions of disparity of prices for industrial inputs and services, demand limitations on grain, mainly on fodder grain, producers of commodity grain cannot use fully the cost methods of establishing prices on it and, by virtue of comparatively high energy- and material-intensiveness of applied agro-technologies of cultivating grain crops reduce production costs. Therefore, under conditions of falling efficiency of grain farming they reduce the volume of production, thus creating a situation of artificial overproduction of grain in the country.

The second trend manifested itself in the fact that there is no close direct relationship between price and quality of grain [9]. For example, the relationship between the price of wheat and its quality indicators is mainly limited to two criteria: food wheat and feed wheat.

Price differentiation and its linkage with the content and quality of gluten is used only for the purchase of grain by the state, whose share in the total volume of commercial grain is only 6-8%. This situation, naturally, does not stimulate the improvement of wheat quality, which ultimately leads to a decrease in the quality of flour, bread and other bread products;

Secondly, the price chain “production-sales-processing of grain” is characterized by a significant gap between the supply price (the price of agricultural producers) and the purchase price of grain by processing enterprises due to the presence of excessive number of trade and intermediary structures, high costs for transportation, storage and processing of grain at elevators and bakery points, transaction costs. All this, undoubtedly, affects the increase in the price of final products of the grain product subcomplex, contributing to the concentration of profits mainly in the commodity circulation of grain.

Thirdly, there is no stable proportional relationship between the price of grain and the price of its products in individual sectors and links of the grain product subcomplex. For example, a sharp drop in grain prices at the beginning of the current decade did not entail a similar drop in prices for flour and bread products. Profitability of a considerable part of grain-producing farms was combined with profitability of organizations engaged in its sale and processing. Enterprises of separate branches and links of the grain product subcomplex work for their own interest and their organizational and economic mechanism is not aimed at reducing the price of final products. Thus, the existing system of grain sales ensures redistribution of the main income in favor of about 400 medium and large companies involved in the sale and purchase of grain.

Fourthly, there is no clear state pricing policy on the country’s grain market. Undeveloped wholesale markets, exchange trade in grain, available information systems and other elements of the market infrastructure necessary for sustainable grain trade contribute to an unreasonably large number of intermediary links on the way of grain movement from producers to consumers, as well as throwing in knowingly biased information [10]. This directly or indirectly leads to underpricing of grain purchased from its direct producers and to overpricing of retail prices for end consumers, significantly distorting the real mechanisms of functioning of the grain market, often causing inadequate reaction of agricultural producers and reducing the efficiency of grain farming.

Conclusion. Price situation on the grain market, determined by disparity of prices for sold grain and industrial goods purchased by grain-producing farms, as well as emerging disproportions between the demand for grain and its supply, is greatly aggravated by the absence of highly effective and well-organized forms of grain marketing and weak development of other elements of infrastructure. Because of constant inconsistency and inconsistency of actions in the system of commodity movement there is multilinking, presence of large number of intermediaries in grain trade, weak awareness of grain market participants, quantitative and financial transparency of commodity flows of grain and products of its processing is not provided.

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АГРАРЛЫҚ СЕКТОРДЫ МЕМЛЕКЕТТІК РЕТТЕУ МЕН БАҒА СТРАТЕГИЯСЫНЫҢ БАСЫМДЫҚТАРЫ

Аннотация. Мемлекеттік реттеу экономиканың аграрлық саласындағы оның жұмыс істеуін ұйымдастыру мақсатындағы тетік болып табылады, мұны экономикалық дамыған елдердің тәжірибесі дәлелдейді, онда аграрлық саладағы нарықтық тетіктердің белсенді ынталандырушы рөлі мемлекеттік әсер ету жүйесімен үйлесіп жүзеге асырылады – мұнда нарық ынталандырады, мемлекет түзетеді.

Аграрлық сектордың бәсекеге қабілеттілігін қамтамасыз ету мемлекет оны дамыту жөніндегі функциялардың едәуір бөлігін алған және аграрлық азық-түлік нарығындағы бәсекелестіктің күшеюіне қарай мемлекеттің реттеуші рөлі артқан жағдайда мүмкін болады. Аграрлық секторға мемлекеттік ықпал ету жүйесі: өнімді өткізу мен қайта өңдеудің пәрменді жүйесін құра отырып, саланы дамытуға жәрдемдесу; ауыл тауар өндірушілерін барынша қамти отырып, мемлекеттік қолдаудың тиімділігі мен қолжетімділігін қамтамасыз ету; нысаналы экспорттық саясатты іске асыру және органикалық өнімнің қазақстандық брендін ілгерілетудің мақсатын ескере отырып жобалануға тиіс. Астық нарығында қалыптасқан баға қатынастары астық бағасының өлшеу және ынталандыру функциясының рөлін төмендету үрдісімен белгіленген. «Астықты өткізу – қайта өңдеу өндірісі» баға тізбегі үшін ұсыныс бағасы (Ауыл шаруашылығы тауарын өндірушілер бағасы) мен қайта өңдеуші кәсіпорындардың астықты сатып алу бағасы арасындағы елеулі алшақтық, астық бағасы мен астық өнімі кіші кешенінің жекелеген салалары мен буындарындағы оны қайта өңдеу өнімдерінің бағасы арасында тұрақты пропорционалды тәуелділіктің болмауы тән.

АӨК-ні ДСҰ жағдайларына бейімдеу жөніндегі арнайы нысаналы бағдарламаны қабылдай отырып, ауыл шаруашылығы өнімінің, шикізат пен азық-түліктің импорты мен экспортын, материалдық-техникалық ресурстарды тарифтік және тарифтік емес реттеуді пайдалану; монополияға қарсы шаралар, техникалық регламенттер, сертификаттау және лицензиялау; оларды жүргізу тәртібі мен тетігін өзгерте отырып, сатып алу және тауар интервенциялары, кепіл операциялары, мемлекеттік мұқтаждар үшін өнімді сатып алуды кеңейту аграрлық азық-түлік; аграрлық азық-түлік нарығы инфрақұрылымының жетіспейтін элементтерін қалыптастыру үшін кредиттер мен лизингті қолдау.

Түйінді сөздер: реттеу, сала, кіші кешен, баға, ресурстар, шаралар, тауар өндірушілер, бағдарлама, келісімдер, механизм, міндеттемелер, операциялар.

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ПРИОРИТЕТЫ ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ И ЦЕНОВОЙ СТРАТЕГИИ АГРАРНОГО СЕКТОРА

Аннотация. Государственное регулирование является механизмом в аграрной сфере экономики с целью организации ее функционирования, о чем свидетельствует и опыт экономически развитых стран, в которых активная стимулирующая роль рыночных механизмов в аграрной сфере реализуется с сочетанием с системой государственного воздействия на принципе, в котором рынок стимулирует, государство корректирует.

Обеспечение конкурентоспособности аграрного сектора удастся при условии, когда государство берет значительную часть функций по его развитию и по мере усиления конкуренции на агропродовольственном рынке регулирующая роль государства повышается. Система государственного воздействия на аграрный сектор должна быть спроектирована с учетом цели: содействие развитию отрасли с созданием действенной системы сбыта и переработки продукции; обеспечением эффективности и доступности государственной поддержки с максимальным охватом сельских товаропроизводителей; реализации целенаправленной экспортной политики и продвижением казахстанского бренда органической продукции. Ценовые отношения, складывающиеся на зерновом рынке, отмечены тенденцией снижения роли измерительной и стимулирующей функции цены на зерно. Для ценовой цепочки «производство реализация – переработка зерна» характерен существенный разрыв между ценой предложения (ценой сельскохозяйственных товаропроизводителей) и ценой приобретения зерна перерабатывающими предприятиями, отсутствием устойчивой пропорциональной зависимости между ценой на зерно и ценой на продукты его переработки в отдельных отраслях и звеньях зернопродуктового подкомплекса. Реальными инструментами государственного регулирования агропродовольственного рынка являются использование тарифного и нетарифного регулирования импорта и экспорта сельскохозяйственной продукции, сырья и продовольствия, материально-технических ресурсов, с принятием специальной целевой программы по адаптации АПК к условиям ВТО; антимонопольные меры, технические регламенты, сертификацию и лицензирование; закупочные и товарные интервенции с изменением порядка и механизма их проведения, залоговые операции, расширение закупки продукции для государственных нужд; поддержку кредитов и лизинга для формирования недостающих элементов инфраструктуры агропродовольственного рынка.

Ключевые слова: регулирование, отрасль, подкомплекс, цена, ресурсы, меры, товаропроизводители, программа, соглашения, механизм, обязательства, операции.

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494
Volume 5, Number 393 (2021), 28 – 38

<https://doi.org/10.32014/2021.2518-1467.164>

UDC 336.742
IRSI 06.73.07

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DIGITAL CURRENCY OF THE CENTRAL BANK: RISKS AND WAYS OF GLOBALIZATION

Abstract. The central bank's digital currency (CBDC) is a digital form of the country's currency that is regulated by the country's central currency.

Although the central bank is the issuer of digital currency, this type of money carries certain risks for users / consumers, the financial / banking system and the state. However, the nature of the risks and their potential impact will be significantly different from the risks of circulation of individual cryptocurrencies. [1-4].

For commercial banks, the CBDC is a type of money that competes with bank accounts. In recent years, banks have begun to pay more attention to ensuring that their accounts can be used for money transfers, including among individuals. The growth rate of money transfers is compared with the growth rate of cash and card payment transactions at ATMs. Part of these remittances is payment for goods and services. If citizens are willing to use e-money for everyday needs, then the CBDC can also perform the function of storing value (such as cash and current accounts in banks). The competitiveness of the CBDC compared to banking systems may depend on the design of the central bank's retail digital currency.

In recent years, significant changes have taken place in the field of money circulation, both in Kazakhstan and around the world. Many people today use non-cash forms of payment for goods and services. The idea of creating a national digital currency today. The day is one of the most topical topics.

Key words: Digital currency of the Central Bank, paper banknotes, means of payment, units of account, means of storing valuables.

Introduction. Today, access to the Central Bank's liabilities is limited - for commercial banks, these are reserves and deposits in the Central Bank. Money becomes a new form of money on the basis of a register distributed for such settlements among money market participants. The economic value of the wholesale CBDC should not differ significantly from the existing reserves of the Central Bank, the only difference is in the technological implementation.

Materials and 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. From the user's point of view, the CBDC can have many characteristics and can be circulated both as an alternative to cash and as an alternative to deposits. The CBDC may have different characteristics compared to existing types of money (Table 2).

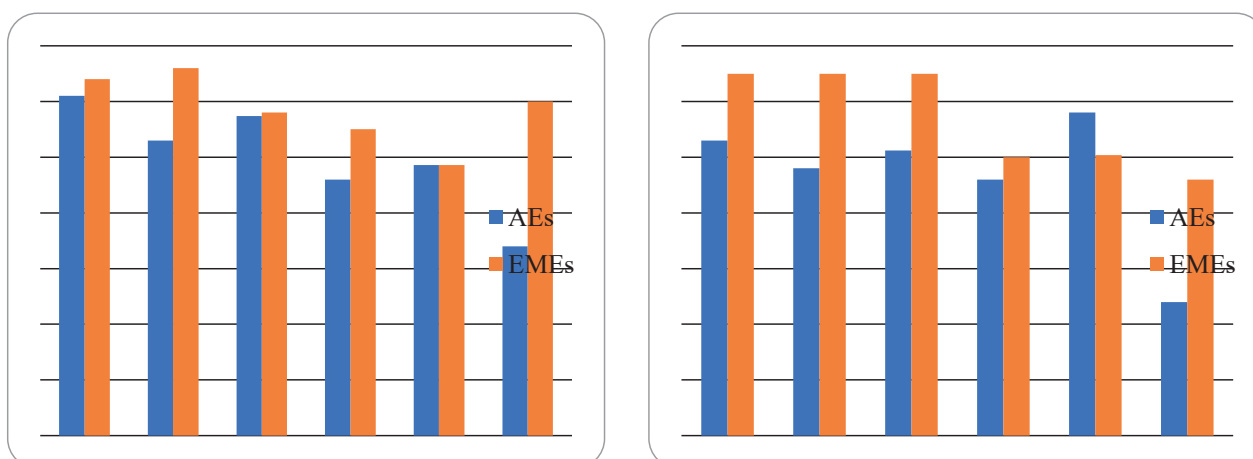


Figure 4. Mean value of general purpose retail and wholesale CBDC (1 = not so important; 2 = more important; 3 = important; 4 = very important). Note - compiled according to the source [1].

The figure shows the average importance of digital currencies of retail and wholesale central banks through the criteria of payment security, efficiency of payments (internal and cross-border), financial stability, implementation of monetary policy, financial availability.

Although the central bank is the issuer of digital currency, this type of money carries certain risks for users / consumers, the financial / banking system and the state. However, the nature of the risks and their potential impact will be significantly different from the risks of circulation of individual cryptocurrencies.

The second major risk of the central bank's digital money is the potential decline in the profitability of commercial banks due to the loss of customers, as some of them prefer to use the services of the Central Bank rather than private credit institutions. Accordingly, banks lose part of the commission income.

In addition, banks will need additional interest costs on deposits to retain customers, as customers may prefer the central bank's secure accounts to current and current accounts with commercial banks. As a result, the risks of the central bank's digital money are more important for the banking system than individual digital money.

For the government and the financial regulator, there are certain risks associated with the issuance of digital money: reputation and strategy. The entry of central banks into new unexplored territories is always associated with certain risks. Expansion of responsibilities in terms of customer base growth leads to a special need for organizational reorganization of the regulator's staff, and potential disruptions in the system can lead to reputational costs for both the regulator and the state as a whole.

A number of economists have noted the new opportunities that central banks can provide digital currencies, as well as the negative impact of central banks on monetary policy. During periods of financial instability, the outflow of depositors' money from banks to the central bank's safe money hinders the performance of commercial banks (English-defunding) and their financial intermediaries, which can significantly disrupt the transmission mechanism of monetary policy.

It is also necessary to develop requirements for the anti-money laundering system in the case of the central bank issuing money in digital form. It is clear that the tokenized forms of digital money of central banks are associated with a certain level of anonymity of money holders, which contradicts the recent global trend to combat money laundering and terrorist financing.

Summing up the interval, we note that central banks today have the necessary technological capabilities for many people to issue their own digital money. However, while central banks are reluctant to take this step, there are significant risks to the financial system and the regulator itself. began to check their digital currencies.

The main way to manage risks in personal digital money circulation is through legislative mechanisms by which the state completely prohibits their movement or creates circulation rules that protect consumers from excessive perception of risks.

However, the Central Bank's approach to risk management for digital money should be different. This is due to the fact that the digital money of the Central Bank itself is safe for users who have a reliable alternative to deposits in commercial banks.

Table 4 - Risks of digital money circulation in the CB for a wide range of users

For consumers	For the financial / banking system	For the state / regulator
Cyber risk is the loss of money due to theft and unauthorized interference by third parties	Risk of liquidity loss of credit institutions	Reputation and strategic risks of the central bank
Операциялық тәуекелдер	Loss of commission income for credit organizations	Potential decrease in the effectiveness of the central bank's monetary policy
Other risks	Increasing interest expenses of credit organizations	Potential possibility of using money to launder criminally obtained funds (for hidden forms of payments)

Note - compiled according to the source [4].

Accordingly, legislative mechanisms play a secondary role here, and the endogenous configuration (characteristics) of digital currency comes first. By changing the configuration of the digital currency, central banks can reduce the level of risk to the banking sector.

In recent years, significant changes have taken place in the field of money circulation, both in Kazakhstan and around the world. Many people today use non-cash forms of payment for goods and services. The idea of creating a national digital currency is one of the most topical issues today.

The attitude of the world's central banks to digital money has changed dramatically. According to the Bank for International Settlements (BIS), in 2017-2018, the public statements of central banks on digital currencies were only negative. However, currently the introduction of the central bank's digital currency (CBDC) is highly valued.

As can be seen from the diagram, the pace of implementation of CBDC is growing significantly. This shows that many countries are ready to switch to cash, electronic and digital currencies, and the work being done for this is showing positive results.

According to experts, the development of the CBDC is one of the most important trends in the monetary sphere, and it will radically change the world of money in the next decade.

According to BIS, as of January 2020, more than 80% of central banks were engaged in research and development in the field of CBDC.

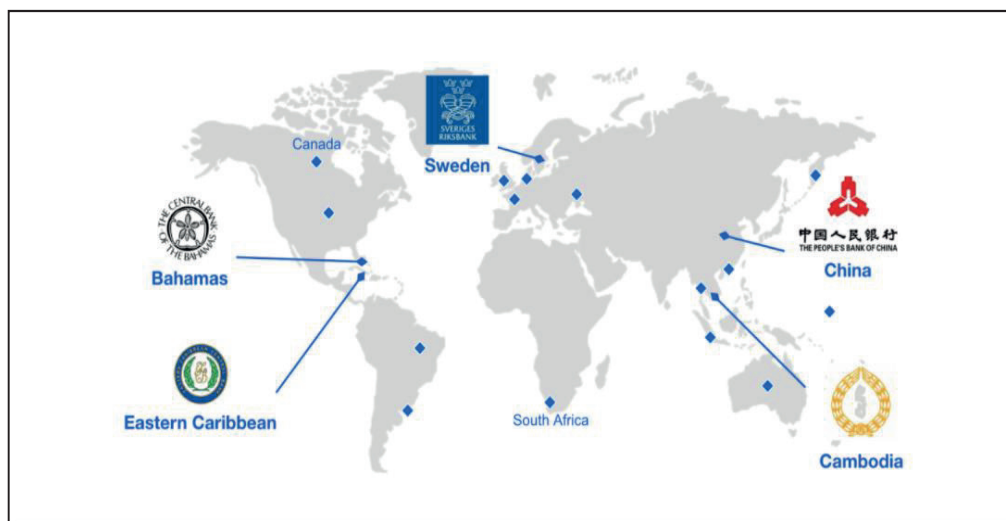


Figure 10. The work of the world's central banks in the field of CBDC by 2020

Note - based on the source [5].

A report released by BIS in April 2020 states that the coronavirus pandemic has only accelerated development in this area. According to the document, China, Sweden and Canada are leaders in the development of the CBDC.

Compared to 2019, the number of proposals that Central Bank officials have influenced on various aspects of the CBDC has increased.

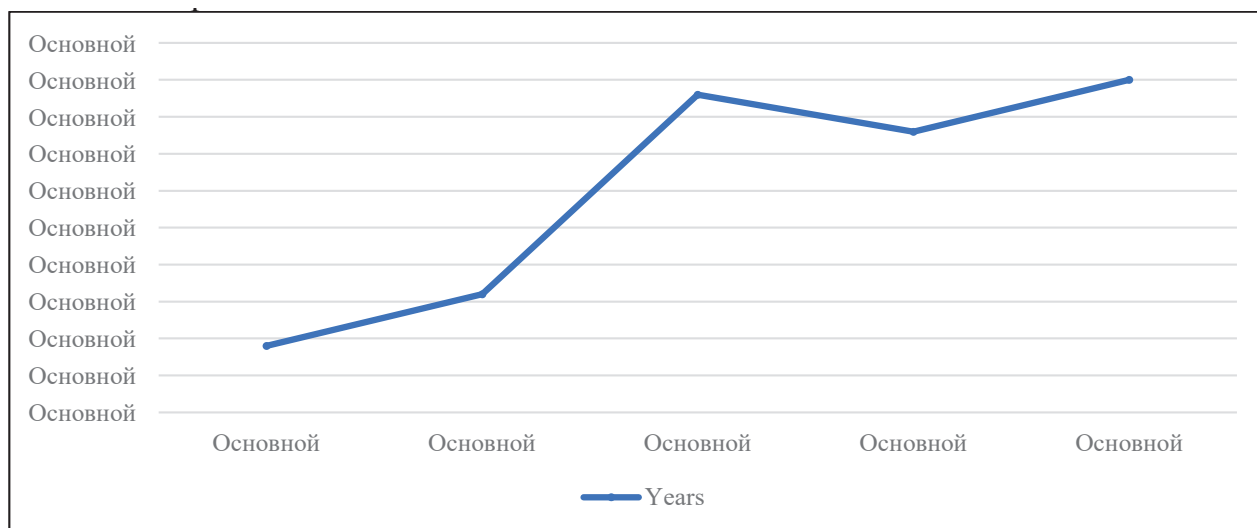


Figure 11. Speeches of central banks on CBDC dynamics of the number.

Note - based on the source [5].

If in 2017, about 65% of central banks were interested in studying the potential of digital currencies, in early 2020, more than 80% of central banks were engaged in research and development in the field of CBDC. The coronavirus pandemic has significantly contributed to the development of this area. Compared to 2019, this year the number of speeches by representatives of the Central Bank on various aspects of the CBDC has increased significantly.

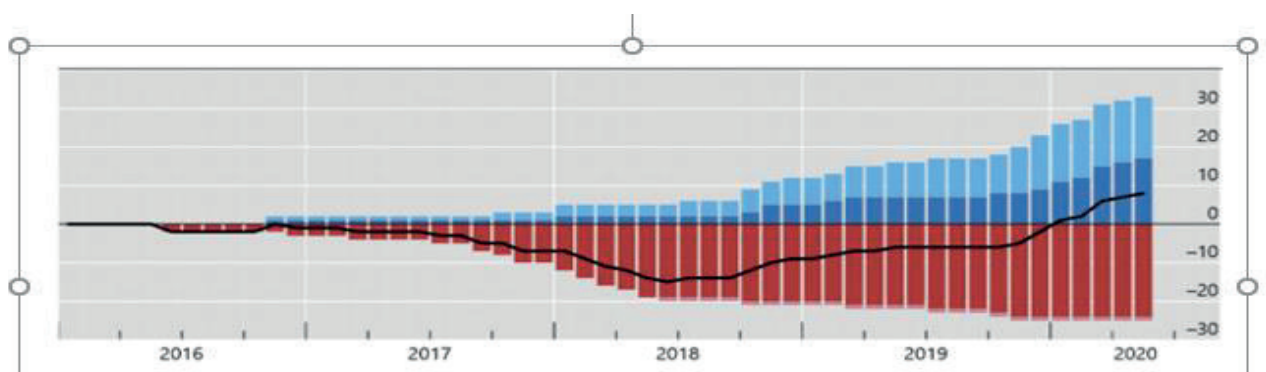


Figure 12. CBDC usage statistics for central banks for 2018-2020.

Note - based on the source [6].

As of mid-July 2020, 36 Central Banks have published works reviewed by the retail or wholesale CBDC. At least three countries (Uruguay, Ecuador and Ukraine) have completed CBDC retail pilot projects. Currently, six retail CBDC pilot projects are being implemented: in Sweden, South Korea, the Eastern Caribbean Monetary Union, the Bahamas, China and Cambodia.

Currently, a growing number of banks consider digital currencies with a hybrid or intermediary architecture to be promising. In this sense, the CBDC is a direct payment requirement to the Central Bank, but the private sector monitors customer interaction.

Only a few jurisdictions consider models in which the Central Bank plays an important operational role in payments to customers.

Central banks often choose direct or hybrid / intermediary architecture with a relatively high standard of living, broad access to banking services and effective governance.

In less developed countries, central banks usually do not describe the architecture of their choice.

The infrastructure can be based on a traditional centralized database or a distributed registry (DLT).

Many banks consider different technological options. However, the current approbation of the CBDC concept is largely DLT-based, rather than traditional technology infrastructure.

Central banks that experiment with DLT typically use permissioned systems, where operators have the right to decide who to take to the network.

The access mechanism based on digital tokens allows you to implement different cost-oriented payment methods - for example, the issuance of prepaid CBDC banknotes, which can be exchanged in physical and digital formats.

However, this is associated with the risk of counterfeiting. At the same time, access to such a scheme is difficult for people who do not have access to banking services and are forced to use only cash.

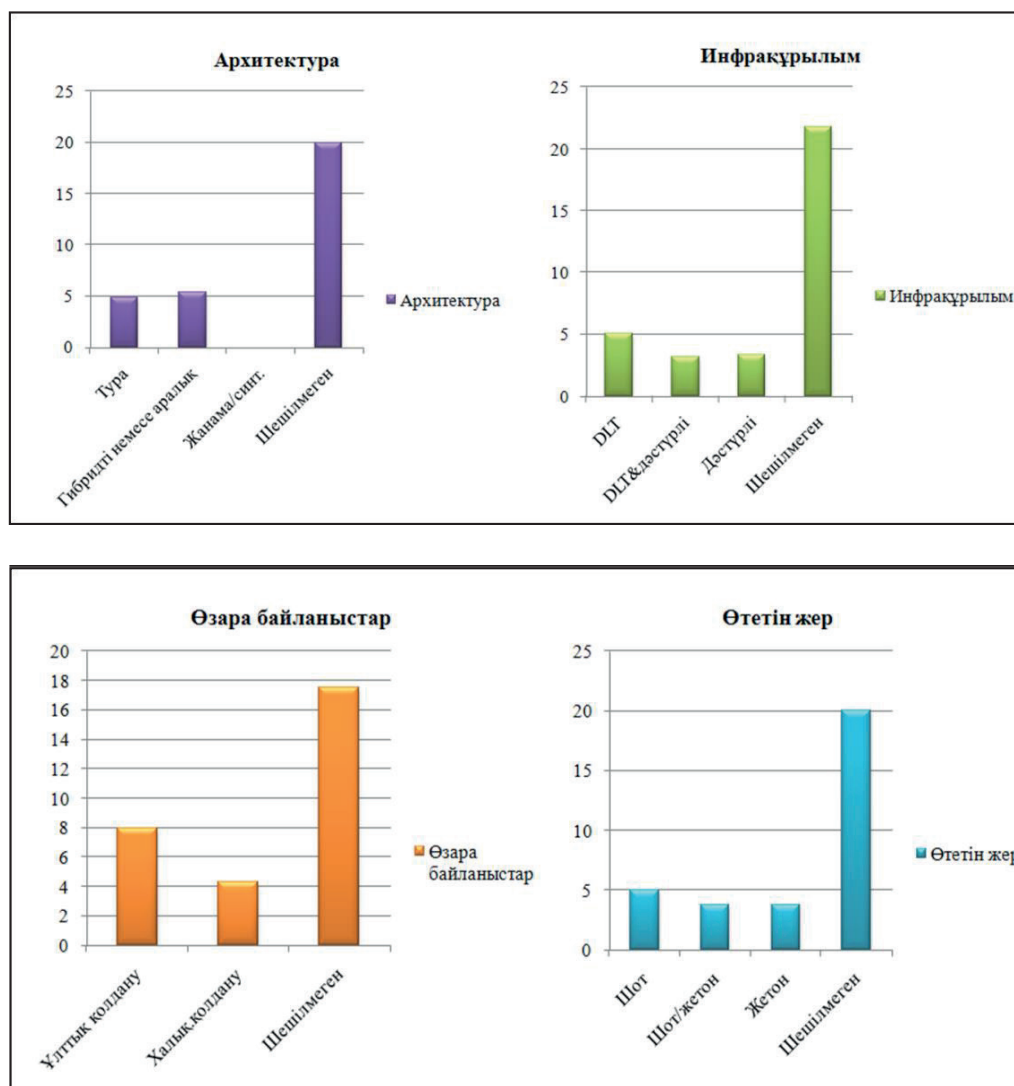


Figure 13. Number of CBDC retail projects that explore each design option.

Note - based on the source [7].

The chart classifies the attributes of CBDC retail projects. Among CBDC retail projects, we find a wide range of approaches to architecture, infrastructure, accessibility and cross-border (retail or wholesale) relations. When it comes to architecture, we see that the four central banks consider a direct model (often to increase financial accessibility). Seven consider hybrid or intermediate versions (in some cases with a direct version), and a large group has not yet defined the architecture. None of the reports considered in this study indicate that the central bank adheres to an indirect / synthetic architecture.

In terms of infrastructure, we see that seven central banks will launch their prototypes in DLT, three using simple technology and taking both into account. However, these versions of the infrastructure are often used for initial proof of Concept or pilots. Only time will tell whether the same choice will be made for large-scale projects. Among the methods of access, account-based access seems to be the most common today, with six central banks tending to use accounts, while two more consider both account-based access and token-based access. Thus, most of the projects of our model are aimed at domestic use, and some - the central banks of the ECB, France, Spain and the Netherlands, as well as the ECB - are designed for cross-border use among members of the multi-country currency zone.

Table 5 - Countries around the world using CBDC technology (Definitions in the table include: 1 - Architecture, 2 - Infrastructure, 3 - Accessibility, 4 - Communication with the world.

1 - D = independent; H or I = hybrid or intermediate; U = unknown or multiple options together.

2 - C = generally accepted; D = DLT; U = unknown or multiple options together.

3 - A = account-oriented; A / T = account-and token-oriented; T = token-oriented; U = unknown or multiple options together.

4 - I = International; N = National; U = unknown or multiple options together)

Selected design				Project Country	Notes on status, motivation and conclusion
1	2	3	4		
D	U	A	N	Rafkrona Iceland	During the study; Aims to "permanently reduce banknotes and coins"; "Many issues have not been clarified yet and need to be addressed before reaching a definite position."
D	U	U	N	E-krona* Denmark	During the study; "The potential benefits of CBDC implementation are not assessed in terms of compliance with the important issues that the implementation proposes."
H or I	C	A	I	E-euro* Netherlands	During the study; "CBDS implementation does not require the use of DLT."; "The choice of CBDC means confidence in the central bank, so the reference design with a centralized consensus mechanism was chosen"; "The technology of invoice-based digital payment systems has reached a much higher level than cost-based digital money."
H or I	D and C	A	N	DC/EP (Digital Currency/ Electronic Payments) China	Work in progress; trying to create a digital alternative to cash and coins for retail use.
H or I	D	A/T	I	E-euro* European Central Bank	During the study; "CBDC, which has the status of a legal tender, can provide all users with access to cheap and simple payments"; "Evidence for the concept also highlights a number of areas for improvement."
H or I	D and C	A/T	N	E-dollar* Canada	Sub-plan; "If necessary, the central bank has the opportunity to issue digital currency (CBDC) to the population in the form of cash."
H or I	D	A/T	N	E-krona Sweden	Pilot period; "For several years, if the current trend continues, cash will no longer be accepted as a means of payment"; "An invoice-based e-crown can make it easier for agencies to make payments and reduce their dependence on commercial agents."
H or I	U	U	U	E-pound* Great Britain	During the study; "Households and businesses can make payments quickly, efficiently and reliably and benefit from a stable, inclusive, innovative and competitive payment system"; "The two main elements of the platform are: the first is the main ledger provided by the bank, which registers and processes payments CBDC, and the second is that the private sector" payment interface providers "interact with end users of CBDC and provide additional payment functions through stacking services."
U	D	T	I	DXCD Eastern Caribbean countries	Pilot period; "High cost of current payment instruments and banking services" seeks to address the problem of inefficient settlements on customer needs and checks.
U	D	U	N	Bakong Cambodia	Pilot period; "Expanding access to quality formal financial services"; Seeks to "reduce the demand for cash."
U	U	T	N	Electronic legal tender South Africa	Shows interest; "The scope of this project is related to the use of the CBDC as an electronic legal tender (ELT) that is similar to the characteristics of cash and complements them."

U	U	U	I	E-euro* France	During the study; “The invoice-based model gives good results in CBDC retail. However, this could lead to a significant loss of resources for banks.
U	U	U	U	E-won* Korea	Pilot period; began to study and analyze technologies, processes, legal framework. The CBDC is testing its technical performance in a confined space.

Note - based on the source [8].

- The design of the Bahamas project is similar to Iceland (DUAN). Norway’s digital currency and project design (DUUN) are in line with Denmark.

- Architecture in Brazilian project design - N / I, infrastructure - D, accessibility - T, communication with the world - N.

- A pilot phase of the introduction of digital currency in Ecuador, project design - UCAN.

- The design of the project considered by Ukraine corresponds to Cambodia.

- Spain promotes the French project model for the introduction of digital currency.

- And the architecture and infrastructure of the digital currency model of Uruguay, Israel, New Zealand, Eswatini, Indonesia, Malaysia, accessibility is unknown and the connection with the world is national.

- Tunisia, Russia, the United States, Australia, Japan and Switzerland continue the list of countries with similar project design to Korea. The project design of these countries is UUUU, ie in the course of research.

The simplified economic system of underdeveloped countries allows them to test the technology first. The implementation of the CBDC will significantly enhance the image of key countries and open up new financial opportunities.

CBDC can be used for internal payments or cross-border payments. Accordingly, the digital currency model may consider retail and wholesale relationships and availability options for residents or non-residents. An internal label-based CBDC will be open to all, including non-residents [9].

Many projects are prone to internal use. The central banks of the ECB, France, Spain, the Netherlands, as well as the Central Bank of the Eastern Caribbean, by contrast, focus on the cross-border use of digital currencies.

Discussion. Kazakhstan has also launched a process to study the introduction of the national digital currency. The National Bank of Kazakhstan, along with 28 Central Banks of other countries, participates in the work of the main international research group on this issue. The National Bank of Kazakhstan, together with the Bank for International Settlements and the International Monetary Fund, is studying ways to regulate digital currency, as well as observer in pilot projects for the introduction of digital currency in the People’s Republic of China, Southeast Asia, Canada, Singapore and the European Union.

Currently, a report is being developed to consider various scenarios for the introduction of digital currency in the Republic of Kazakhstan, taking into account the technological infrastructure and regulatory approaches. The report is scheduled for publication in the second half of 2021. Following the discussion of the document, it is planned to implement a pilot project on the phased introduction of digital currency by the central bank in Kazakhstan.

Digital currency has many advantages, including:

- security and stability of payments;
- efficiency of payments (national market);
- financial stability;
- efficiency of cross-border payments;
- increasing the availability of financial services;
- reduction of the share of cash turnover;
- increase the speed, convenience and transparency of payments.

In general, the country is ready for the digital transformation of the national currency. In recent years, Kazakhstan has been working hard to digitize the financial system. The use of cashless money by the population is growing from year to year.

Kazakhstani experts have different views on possible news. Thus, answering the question about the need for digital currency for any country, he noted that digital currency has a hybrid-interesting properties between cash and modern non-cash methods.

First, digital currency can work when communication is lost. That is, transfers are possible directly from wallet to wallet, without the involvement of the banking system. It is also possible to save a significant

(virtually unlimited) amount of funds without using bank accounts. Second, digital currency transactions may be cheaper than modern technology, but this feature of digital currency has not yet been proven. All this can give new properties to the calculated environment. But so far we can not say how this will be done in practice, not all the negative aspects of the process are clear. Therefore, the implementation of digital currencies in all countries is still at the stage of experiments and the study of properties [10].

- Today, Central Banks use virtual currency issues, and a significant part of payments and transfers are made in cashless form. The differences between the CBDC and the current system are as follows:

- CBDC will increase the competitiveness and stability of the financial sector in the context of how banks disperse technology companies and cryptocurrencies.

- CBDC will increase financial inclusion, as they can offer a new payment infrastructure for transfers at low cost. In addition, the central bank will facilitate the work in the digital economy.

- Digital currencies expand the fiscal policy tools available to regulators, for example, to get rid of the “zero rate trap”. Thanks to CBDC programming and transparency, it is easier for regulators to monitor the performance of deposits and loans at negative rates. The most accurate data on the value of payments increases the quality of macroeconomic statistics.

- The CBDC also encourages the use of local currency to pay for goods and services, which is especially true in countries that are subject to “dollarization”.

- The “commercial” version of the CBDC (when digital currency is available only to banks) to reduce settlement risks, provide round-the-clock access to liquidity for banks, reduce costs during cross-border transfers, etc. b. allows.

Conclusion. After all, the gradual transition from cash will lead to the withdrawal of part of the economy from the shadow sector, as the population’s demand for them decreases, as the use of large denomination banknotes will be rare. In addition, the cost of storing and collecting cash is reduced, which also frees up some of the economic resources for more efficient use.

Thus, there is no reason for individuals and legal entities to transfer alternative money from the Central Bank after the complete elimination of cash. However, the speed of cash withdrawals may depend on the extent to which third parties provide a high degree of anonymity of payments and payments in terms of access to information about the lives of users, as well as consumer confidence in the reliability and stability of the banking system.

Digital currencies of central banks (CBDC) will continue to develop in the near future. First of all, this is due to China, which is rapidly developing pilot projects of the digital yuan.

The CBDC has been discussed for several years in many countries and at different intensities. Unlike cryptocurrency, the CBDC is a legitimate payment instrument guaranteed by governments. They also do not require the use of Blockchain technology.

Despite the fact that the governments of several countries have experimented with the CBDC, the real market leader today is the People’s Bank of China (PBU). Last year, China took a very important step in the introduction of the digital yuan in the form of its DCEP (electronic payments in digital currency) project. DCEP is the only legal digital currency in China. It relies on a two-tier infrastructure in which commercial banks (as well as non-banking organizations such as Alibaba and Tencent) act as intermediaries between end users and the Central Bank. It should be noted that the digital yuan is not a decentralized cryptocurrency, but operates in a centralized network managed by the BIE.

In addition, the early transition to digital currency may reduce the market share of the US dollar, making payments more efficient and cheaper. It is necessary to create an international infrastructure for the digital Chinese yuan to provide a competitor to the US dollar.

And rich countries benefit less and lose more from the rapid introduction of CBDC.

The risk of disrupting the banking system with a poorly designed CDBC may be high in these countries as well. Therefore, large-scale implementation in the United States or Europe is unlikely, except for Sweden and South Korea, where CBDC is implementing retail projects. But some countries, such as Russia, have followed in China’s footsteps and debated the issue.

Of course, as is clear from China’s motives for creating the aforementioned CBDC, cryptocurrencies are in stark contrast to the meaning of Chinese politicians. The fact that cryptocurrencies guarantee anonymity means that they undermine the flight of capital that the digital yuan can achieve or any success in the fight against corruption. It will also be much more difficult to implement negative interest rates when cryptocurrencies offer an alternative to a zero interest rate. In addition, the tighter the CBDC control and the more likely negative interest rates are, the faster the population will switch to other cryptocurrencies.

Of course, the authorities are well aware of this, and this may explain the hostility of Chinese politicians to cryptocurrencies. China has already declared cryptocurrency illegal, but the production of cryptocurrencies is still allowed during this period. But as the digital yuan becomes more widely available, the government is likely to take more serious action against other cryptocurrencies. Although the year 2021 began with a large rise in cryptocurrency rates, the value of the CBDC may rise and they may be an important source of risk for non-government cryptocurrencies [11].

The gradual transition to digital currency due to the reduction of the population's need for cash will contribute to the exit of part of the economy from the shadow sector, as the use of large denomination banknotes will become less frequent. In addition, the cost of storing and collecting cash is reduced, which also frees up some of the economic resources for more efficient use.

Thus, once the cash is completely eliminated, there is no reason for individuals and legal entities to be given alternative money by the Central Bank. However, the speed of cash withdrawals may depend on the extent to which third parties provide a high degree of anonymity of payments and payments in terms of access to information about the lives of users, as well as the reliability and stability of the consumer banking system.

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ОРТАЛЫҚ БАНКТИҢ САНДЫҚ ВАЛЮТАСЫ: ТӘУЕКЕЛДЕРІ МЕН ЖАҒАНДАНУ ЖОЛДАРЫ

Аннотация. Орталық банктің цифрлық валютасы (CBDC) – бұл елдегі орталық валюта арқылы реттелетін елдік валютаның сандық нысаны.

Орталық банк сандық валютаның эмитенті болғанына қарамастан, ақшаның бұл түрі пайдаланушылар/тұтынушылар, қаржы/банк жүйесі және мемлекет үшін белгілі бір тәуекелдерді көтереді. Алайда, тәуекелдердің сипаты және олардың ықтимал әсері жеке криптовалюталардың айналым тәуекелдерінен айтарлықтай өзгеше болады [1-4].

Коммерциялық банктер үшін CBDC – бұл банктердегі шоттармен бәсекелес ақша түрі. Соңғы жылдары банктер өздерінің шоттарын ақша аударымдарын жүзеге асыру үшін, соның ішінде жеке тұлғалар арасында пайдалану мүмкіндігін қамтамасыз етуге көп көңіл бөле бастады. Ақша аударымдарының өсу қарқыны банкоматтарда берілетін қолма-қол ақша мен карталар бойынша төлем операциялары көлемінің өсу қарқынымен салыстырылады. Бұл ақша аударымдарының бір бөлігі тауарлар мен қызметтерге ақы төлеу болып табылады. Егер азаматтар электронды ақшаны күнделікті қажеттіліктер үшін пайдалануға дайын болса, онда CBDC де (қолма-қол ақша және банктердегі ағымдағы шоттар сияқты) құнды сақтау функциясын орындай алады. CBDC-тің банктік жүйелермен салыстырғанда бәсекеге қабілеттілігі орталық банктің бөлшек сандық валютасының дизайнына байланысты болуы мүмкін.

Соңғы жылдары Қазақстанда да, бүкіл әлемде де ақша айналымы саласында айтарлықтай өзгерістер болып жатыр. Бүгінгі таңда көптеген адамдар тауарлар мен қызметтерге ақы төлеудің электронды түрін қолданады. Ұлттық цифрлық валютаны құру идеясы бүгінгі күні өзекті тақырыптың бірі болып табылады.

Түйінді сөздер: Орталық банктің сандық валютасы, қағаз банкнота, төлем құралы, есеп айырысу бірлігі, құнды сақтау құралы

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ЦИФРОВАЯ ВАЛЮТА ЦЕНТРАЛЬНОГО БАНКА: РИСКИ И ПУТИ ГЛОБАЛИЗАЦИИ

Аннотация. Цифровая валюта центрального банка (CBDC) – это цифровая форма валюты страны, которая регулируется центральной валютой страны.

Несмотря на то, что Центральный банк является эмитентом цифровой валюты, этот вид денег несет определенные риски для пользователей/потребителей, финансовой/банковской системы и государства. Однако характер рисков и их потенциальное влияние существенно отличаются от рисков обращения отдельных криптовалют [1-4].

Для коммерческих банков CBDC – это тип денег, конкурирующий со счетами в банках. В последние годы банки стали уделять больше внимания обеспечению возможности использования своих счетов для осуществления денежных переводов, в том числе между физическими лицами. Темп роста денежных переводов сопоставим с темпом роста объема платежных операций по наличным деньгам и картам, выдаваемых в банкоматах. Часть этих денежных переводов – оплата товаров и услуг. Если граждане готовы использовать электронные деньги для повседневных нужд, CBDC также может выполнять функцию сохранения стоимости (например, наличные деньги и текущие счета в банках). Конкурентоспособность CBDC по сравнению с банковскими системами может зависеть от дизайна розничной цифровой валюты Центрального банка.

В последние годы происходят значительные изменения в сфере денежного обращения как в Казахстане, так и во всем мире. Сегодня многие люди используют безналичную форму оплаты товаров и услуг. Идея создания национальной цифровой валюты на сегодняшний день является одной из актуальных тем.

Ключевые слова: цифровая валюта Центрального банка, бумажная банкнота, платежное средство, расчетная единица, средство хранения стоимости.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 39 – 47

<https://doi.org/10.32014/2021.2518-1467.165>

UDC 330:336 (574), IRSTI:06.35.35

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INTERCONNECTION OF MACROECONOMIC INDICATORS AND PARAMETERS OF THE THREE-YEAR REPUBLICAN BUDGET

Abstract. The article examines the indicators of the approved and revised republican budget for 2021-2023, developed on the basis of the Forecast of the country's socio-economic development, and its possibilities for financing state development programs. The article also provides a comparative characteristic of the volume, structure and directions of budget lending, analyzes the costs associated with the acquisition of financial assets in order to value such transactions.

It was noted that the baseline scenario was taken as a basis for preparing the draft republican budget for 2021-2023, which assumes moderate growth rates of the world economy, a gradual increase in demand, a less volatile situation in external exchange markets and the adaptation of economic policy to the new realities of global development. The main impetus for the development of the economy will be provided by the implementation of strategic and program projects, within the framework of which it is planned to ensure high-quality and sustainable economic growth. At the same time, stable and progressive economic dynamics is expected due to a higher increase in gross capital formation, moderate and sustainable growth in consumption and exports.

However, the unfavorable consequences of the development of the world economy led to a revision of forecasts. In this regard, the article notes the reasons for revising the forecasts of economic development, the main of which are the risks persisting in connection with the expectations of the second wave of the coronavirus epidemic and the slowdown in economic growth due to the escalation of political and trade differences between the leading countries of the world. It was also established that the formation of the republican budget for the next three years was based on the outlined priority areas of economic policy aimed at further implementation of the new development course "Strategy Kazakhstan - 2025" and, first of all, in terms of ensuring financing of tasks to fulfil social obligations of the state.

The article provides a fairly detailed comparative characteristic of the volume, structure and directions of budgetary financing of costs. The expenses on raising the status of teachers and medical workers, state contributions for compulsory social health insurance, per capita financing in secondary education organizations, providing the population with high-quality drinking water, developing local roads, gasification, providing housing for young people, etc. low-income large families.

As a result of the study, it can be stated that in the approved republican budget for a three-year period, there is a correlation between the costs provided for by functional groups and the funds allocated for the implementation of state development programs.

The methodology for studying the forecast indicators of the republican budget presented in the article can be used in the study of financial disciplines, in particular, the state budget, as well as for assessing the volume of financing of state programs.

Key words: macroeconomic indicators, republican budget, revenues, costs, deficit, transfers, forecast of socio-economic development, baseline scenario.

Introduction. The basis for the formation of the republican budget for 2021-2023 was the Forecast of the country's socio-economic development for 2021-2025 amid a slowdown in economic growth and an unfavorable situation in world commodity markets and budget parameters for 2021-2023. The forecast of

the country's macroeconomic indicators for 2021-2025 was formed taking into account the reporting data on GDP for 2019 and the updated estimate for 2020, forecasts of international organizations on the growth of the world economy and trends in world prices in commodity markets.

The unfavorable consequences of the development of the world economy led to a revision of its forecasts. Despite the beginning of the recovery of the largest economies in the world, the risks of a protracted recovery remain against the backdrop of the second wave of coronavirus and the escalation of political and trade disputes between the United States and China. As a result of the beginning of the recovery of the world economy and the growth of energy consumption, oil quotations of Brent rose from the minimum mark in April 2020 by 2.8 times and amounted to USD 45.1 per barrel on August 25 of the same year.

Such an increase in oil prices this year can be explained by the continuing aggravation of trade relations between the two world powers, as well as an increase in oil production by OPEC members. However, surveys of Kazakhstani enterprises conducted by the National Bank indicate the expectation of low rates of recovery in economic activity against the background of quarantine restrictions in the Republic.

It should be noted that the baseline scenario was taken as a basis for preparing the draft republican budget for 2021-2023, which assumes moderate growth rates of the world economy, a gradual increase in demand, a less volatile situation in external exchange markets and the adaptation of economic policy to the new realities of global development. At the same time, stable and progressive economic dynamics is expected due to a higher increase in gross capital formation, moderate and sustainable growth in consumption and exports.

Real GDP growth is predicted at 2.8% in 2021 with further growth to 4.6% in 2025. The average annual GDP growth rate for the coming medium term will be 4.0%. Nominal GDP will grow from 76.7 trillion. tenge in 2021 to 104.8 trillion. tenge in 2025. GDP per capita will be USD 9.6 thousand in 2021, with an increase to USD 12.7 thousand in 2025. The IFI consensus forecast for oil prices for 2021-2022 is \$ 45 and \$ 55 per barrel, respectively. For the medium term, the forecast is based on a more conservative price of USD 35 per barrel.

The main impetus for the development of the economy will be provided by the implementation of strategic and program documents, within the framework of which it is planned to ensure high-quality and sustainable economic growth. In particular, this is an increase in labor productivity, export-oriented production, the growth of the manufacturing industry through the implementation of the SPIID, the development of the transport industry through the implementation of the Nurly Zhol State Program and an increase in housing commissioning through the implementation of the Nurly Zher State Program. The development of SMBs will be facilitated by the improvement of the business climate, as well as the implementation of the Business Roadmap 2025, the "Economy of Simple Things" program and the "Enbek" State Program. An increase in the share of investments in fixed assets in GDP will be facilitated by the implementation of investment projects and an improvement in the investment climate.

In this article, the goal was set to identify the relationship between macroeconomic indicators and the main parameters of the republican budget for 2021-2023.

The practical significance of the study is to study the predicted dynamic changes in the formation of the main parameters of budgets, including income, as well as the volume of expenditures in the social sphere. This approach makes it possible to methodologically correctly assess the relationship between economic development indicators and budget parameters.

Materials and methods. The research methodology consisted of the use of methods of comparison and calculation of dynamic indicators characterizing both the forecast indicators of budgets and the amount of financing of budget programs. The research methodology was also based on the methods of calculating indicators of the dynamics of income and costs in the context of functional groups and their comparative analysis. For the analysis, methods were used to compare the calculated levels of dynamics according to the budget of the republic in conjunction with the main macroeconomic indicators.

Results. It should be noted that the Government of the country, when forming the forecast of socio-economic development, additionally considered the pessimistic and optimistic development scenarios, taking into account the volatility of the global environment, the assumed less favorable external conditions compared to the baseline scenario. Taking into account the current trends in the development of the country's economy since the beginning of 2020 and the situation in the global economy, as noted above, the base case was taken as the basis for the formation of the forecast, the parameters of which are the most probable with a slight deviation from current expectations.

The possibility of various scenarios for the development of the economy of our country presupposes consideration of the trends in income and expenditure of the republican budget in the coming three-year

period. Based on the foregoing, a comparative study of the forecast parameters of the budget makes it possible to assess the level of formation and expenditure of funds from the republican budget, to identify the degree of continuity in the implementation of the main directions of fiscal policy in the medium term.

Along with the Forecast of the country's socio-economic development, the basis for the formation of the republican budget for the next three years is the priority areas of economic policy aimed at further implementation of the new development course of the Republic of Kazakhstan "Strategy of Kazakhstan - 2025". Here we are talking primarily about the formation of the republican budget in terms of the implementation of tasks to fulfill the social obligations of the state. First of all, of course, this concerns socially important areas: health care, education, support for small and medium-sized businesses and, in general, support for the population in the context of an economic downturn.

Now let us consider in more detail the main parameters of the three-year republican budget for the project for 2021-2023. (Table 1).

Table 1 - Main parameters of the three-year republican budget (draft), billion tenge

Indicators	2021	2022	2023	Chained pace of change, %	
				2022.	2023
Revenues	11277,1	11656,5	11907,8	103,4	102,2
Including:					
Tax revenues	6635,6	8420,6	9064,7	126,9	107,6
Non-tax revenues	286,5	139,8	145,1	48,8	103,8
Proceeds from the sale of fixed assets	3,6	5,6	7,2	155,6	128,6
Transfers revenues	3700	3090,4	2690,7	83,5	87,1
Costs	13747,3	13767,1	13868,4	100,1	100,7
Net budget crediting	115,7	-54,1	-86	-	159,0
The balance on transactions with financial assets	17,4	4	0,1	23,0	2,5
Deficit	2603,3	2060,5	1874,8	79,1	91,0

Compiled by the authors on the basis of the draft Law of the Republic of Kazakhstan "On the republican budget for 2021-2023."

The revenues of the republican budget (including transfers) will amount to 11 277.1 billion tenge in 2021, 11 656.5 billion tenge in 2022, and 11 907.8 billion tenge in 2023. The guaranteed transfer is proposed to be determined in 2021 in the amount of 2 700 billion tenge, in 2022 – 2 400 billion tenge and in 2023 – 2 200 billion tenge.

It can be seen that the revenues of the republican budget in the forecast version will increase by 3.4%, and by 2023 - by 2.2%. The main sources of budget revenues are tax revenues and transfers, including from the National Fund, which have the largest absolute size and positive dynamics.

In the revenues of the republican budget in 2021, the largest share (58.8%) is occupied by tax revenues, in 2022 their share will increase to 72.2% and to 76.1% in 2023. In tax revenues annually, a significant share falls on the receipts of value added tax (46.6%), corporate income tax (28.0%). The annual growth of VAT and CIT in tax revenues for 2021-2023 is expected to be achieved by increasing the volume of GDP in accordance with the forecast of the country's socio-economic development and the projected volume of imports for 2021-2025.

The expenditures of the republican budget are projected in 2021 in the amount of 13 747.3 billion tenge, in 2022 – 13 767.1 billion tenge, in 2023 – 13 868.4 billion tenge.

The expenses of the social block in the three-year period will amount to 23.4 trillion tenge, of which for 2021 – 7,1 trillion tenge with an increase of 394 billion tenge compared to the current year. And their share will be 50.4%. 3,2 trillion tenge will be allocated to support and develop the real sector of the economy. In 2021, about 4 trillion tenge will be allocated to the regions at the expense of the republican budget, which is more than 28% of the total budget expenditures.

The draft budget expenditure takes into account the continuity of expenditures approved in the budget for 2020 - 2022, taking into account changes in certain areas in the policy of state bodies, the addition of new obligations in accordance with the messages of the President of the country, legislative acts, as well as the results of budget execution for 2019 and first half of 2020.

It should be noted that the main priority areas of the republican budget expenditures for 2021 - 2023 are:

- improving the quality of human capital,
- provision of high-quality, affordable medical care and provision of high-quality, safe medicines,
- maintaining the employment of the population by stimulating productive employment and the development of mass entrepreneurship,
- development and increasing the efficiency of the agro-industrial complex,
- development of transit potential,
- creation of conditions for technological modernization and digitalization of economic sectors,
- increasing the affordability of housing,
- development of the energy infrastructure.

In order to achieve key national indicators of the Strategic Development Plan of the Republic of Kazakhstan until 2025, the implementation of state programs for infrastructure development “Nurly Zhol”, housing construction “Nurly Zher”, development of the agro-industrial complex, industrial and innovative development, the new program “Business Road Map - 2025”, development of productive employment and mass entrepreneurship, and other documents of the State Planning System.

The draft republican budget is aimed at continuing the implementation of the instructions of the Head of State, voiced in the Address to the people of Kazakhstan dated September 2, 2019 “Constructive public dialogue is the basis of stability and prosperity in Kazakhstan.”

Thus, the draft budget provides for expenses for raising the status of teachers and medical workers by raising wages, state contributions for compulsory social health insurance, per capita financing in secondary education institutions, providing the population with high-quality drinking water, developing local roads, gasification, providing housing for young people, etc. low-income large families.

In accordance with the Law of the Republic of Kazakhstan “On the volume of transfers of a general nature between republican and regional budgets, budgets of cities of republican significance, the capital for 2020-2022,” subventions to regions in 2021 will amount to 2,120.9 billion tenge, in 2022 - 2,124 , 7 billion tenge and in 2023 -1,924.7 billion tenge. Table 2 shows the main directions of expenditures of the republican budget for 2021 - 2023 (draft).

Table 2- Main directions of expenditures of the republican budget for 2021 - 2023 (draft)

Indicators	2021		2022		2023		2022/ 2021, %
	billion tenge	% of GDP	billion tenge	% of GDP	billion tenge	% of GDP	
TOTAL, of which:	14049	18,3	13873,1	16,8	13 888,6	15,5	98,7
Social sphere	7074,1	9,2	7805	9,5	8 550,9	9,6	110,3
in% to all expenses	50,4		56,3		61,6		-
Defense, law enforcement, special government agencies	1313,6	1,7	1087,7	1,3	953,5	1,1	82,8
in% to all expenses	9,4		7,8		6,9		-
Real sector of the economy	1697,1	2,2	916,5	1,1	538,5	0,6	54,0
in% to all expenses	12,1		6,6		3,9		-
National expenditures	3451	4,5	3628,9	4,4	3 513,5	3,9	105,2
in% to all expenses	24,6		26,2		25,3		-

According to Table 2, it can be seen that the total expenditures of the republican budget for the project will amount to 1404 9 billion tenge in 2021, 13873.1 billion tenge in 2022 and 13888.6 billion tenge in 2023. In other words, it is envisaged to reduce them as a percentage of GDP - from 18.3% in 2021 to 16.8% in 2020 and to 15.5% in 2023.

At the same time, noting the forecast of a decrease in the overall level of budget expenditures, it is necessary to consider them from the point of view of the directions of use of budget funds. From the data in Table 2, it can be noted that the prevailing functional group of costs provides, as in previous years, the 6th group of costs “Social security and social assistance”, which accounts for 50.4% in 2021, 56 in 2022. , 3% and in 2023 - 61.6% of all costs, which emphasizes the social orientation of the republican budget. The second place is taken by general government expenditures with a share equal to 24.6%, 26.2% and 25.3%, respectively, over the years. It should be noted that the level of funding for defense spending, the law

enforcement system and special government agencies is predicted to be 9.4%, 7.8% and 6.9% by year. And how very low is the direction of budget funds to support the real sector of the economy (12.1%, 6.6% and 3.9%). It can be seen that the financing of the economy, according to the forecast, by 2023 will be 1.8 times lower than the financing of the defense and the law enforcement system as a whole. On the contrary, the maintenance of the state apparatus will be 6.5 times greater than the financing of the economy.

Since the social sphere prevails in the budget expenditures for the project, Table 3 shows its financing.

Table 3 - Expenditures of the republican budget, billion tenge

Types of costs	2021	2022	2023	Chained pace of change, %	
				2022	2023
Costs, total	13747,3	13767,1	13868,4	100,1	100,7
including:					
- education	1337,3	1746,1	2219,1	130,6	127,1
-health care	1631,4	1732,8	1790,9	106,2	103,4
- social assistance and welfare	3959,7	4210,9	4467,3	106,3	106,1

As can be seen from the data in Table 3, the costs of the approved republican budget in 2021 are predicted at 13,747.3 billion tenge, in 2022 - 13767.1 billion tenge, or increase by 19.8 billion tenge, and in 2023 - 13868.4 billion tenge, or increase by 101.3 billion tenge. As for the relative growth of costs, it practically does not increase (100.1% and 100.7%).

Discussion. It can be seen that it is planned to allocate 3959.7 billion tenge, 4210.9 billion tenge and 4467.3 billion tenge, respectively, in spending on social assistance and social security, respectively. Then the share of such costs will be 28.8%, 30.6% and 32.2%, or increases over the years. The largest growth is foreseen in the education sector, which accounts for 9.7%, 12.1% and 16.0% of the total cost. And, finally, financing of health care costs according to the forecast for 2021 is higher than the level of financing of education (1,631.4 billion tenge), or almost 22%, which is associated with the current unfavorable epidemiological situation in the country and in the world. In subsequent years, the growth rate of such costs will decline according to the forecast (106.2% and 103.4%).

As for budget lending, the issuance of such loans, according to the forecast, will sharply decrease from 284 billion tenge in 2021 to 102 billion tenge in 2022 and to 20 billion tenge in 2023, or 14 times less compared to 2021.

Starting from 2022, the repayment of budget loans is much higher than the amount of their issuance, therefore, net budget lending is negative.

The balance on operations with financial assets of the state is the last parameter of the republican budget. No proceeds from the sale of such assets are budgeted. According to the forecast, the value of the balance tends to decrease: from 17.4 billion tenge in 2021 to 4.0 billion tenge in 2022, and in 2023 to -0.1 billion tenge. Such a decrease should be noted as a positive moment, since the growth of this indicator, other things being equal, contributes to the growth of the budget deficit.

In absolute terms, the budget deficit in 2021 is projected at the level of 2603.3 billion tenge, in 2022 it is planned to decrease to 2060.57 billion tenge, or by 21%, and in 2023 it is expected to decrease the budget deficit to 1874.8 billion tenge, or by 9.1%. All these changes in the budget deficit are due to the corresponding parameters of the Forecast of socio-economic development for 2021-2025.

The study of the main indicators of the approved republican budget allows us to state that in the forecast version for 2021-2023, the growth of expenditures of the republican budget is kept at a level that does not exceed the growth of the nominal value of GDP. Permanent observance of this condition will allow reducing the republican budget deficit from 3.4% of GDP to 2.5% of GDP in 2022 and to 2.1% in relation to GDP in 2023. The developed three-year budget is more focused on the implementation of state and sectoral programs and, first of all, in the social sphere (medicine and education).

At the same time, noting that the volumes of the estimated revenues of the republican budget as a whole have a low growth rate in the next three years, and it should be noted that the development of the non-oil sector of the economy is not yet the main factor in the predicted growth of budget revenues, since this growth is conditioned by the development of the oil revenues tax base.

In general, the republican budget for 2021-2023 provides for an increase in the volume of spending on social assistance and social security in the amount of 1,476.8 billion tenge. This increase in funding is

consistent with the implementation of the tasks that are provided for in the Concept of Social Development of Kazakhstan.

Conclusions. As a result of the analysis, it can be stated that the volumes of the expected revenues of the republican budget have a positive trend, which indicates the preservation of continuity in the implementation of the main directions of the state's economic policy. The main goal of the economic policy being pursued is to maintain positive economic growth rates and social stability in the country, and to prepare conditions for post-crisis development. The new model of the economy will be focused on improving the quality of human capital, providing affordable medical care and providing quality care, maintaining employment through the development of mass entrepreneurship, increasing the efficiency of the agro-industrial complex, creating conditions for the digitalization of sectors of the economy and increasing the affordability of housing.

The implementation of such tasks and directions will create a solid foundation for the long-term and sustainable development of the country, as well as opportunities for financing the implemented state programs.

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МАКРОЭКОНОМИКАЛЫҚ КӨРСЕТКІШТЕРМЕН ҮШ ЖЫЛДЫҚ РЕСПУБЛИКАЛЫҚ БЮДЖЕТ ПАРАМЕТРЛЕРІНІҢ ӨЗАРА БАЙЛАНЫСЫ

Аннотация. Мақалада Еліміздің әлеуметті-экономикалық дамуы болжамының негізінде әзірленген, бекітілген және нақтыланған 2021-2023 жылдардың республикалық бюджетінің көрсеткіштері мен оның мемлекеттік даму бағдарламаларын қаржыландыру мүмкіндігі қарастырылды. Сонымен қатар, мақалада бюджеттік несиелендірудің көлеміне, құрылымы мен бағыттарына салыстырмалы сипаттама берілген және қаржылық активтерді сатып алуымен байланысты операцияларды бағалау мақсатымен оларға арналған шығындарға талдау жасалған.

Мақалада 2021-2023 жылдарға арналған республикалық бюджеттің жобасын дайындаудың негізіне әлемдік экономиканың баяу өсу қарқынын қарастыратын, сұраныстың бірте-бірте өсуін, сыртқы биржалардағы волатильдік жағдайларын және экономикалық саясаттың жаһандық жаңа дамуын есепке ала отырып әзірленген базалық сценарий алынғаны көрсетілген. Экономиканың дамуына негізгі импульсті беруші ретінде экономиканың сапалы да тұрақты өсуін қамтамасыз ету үшін жоспарланып отырған стратегиялық және бағдарламалық жобаларды іске асыру ықпал етеді. Сонымен қатар, жалпы жинақтаудың неғұрлым жоғары өсуі, халықтың тұтыну мен экспорттың баяу және тұрақты өсуі арқылы тұрақты экономикалық динамика күтілуде.

Бүгінде әлемдік экономиканың дамуының жағымсыз салдары барлық болжамдарды қайта қарауды талап етеді. Осыған байланысты мақалада экономиканың даму болжамдарын қайта қарастырудың себептері анықталған. Олардың бастылары ретінде әлемнің жетекші елдерінің арасындағы саясаттық және саудалық келіспеушіліктердің эскалациясы арқылы экономикалық өсімінің баяулауы және коронавирустық індеттің екінші толқынының күтілуіне байланысты тәуекелді атап айтуға болады. Сондай-ақ мақалада алдымыздағы үш жылға арналған республикалық бюджеті қалыптастырудың негізінде «Стратегия Қазақстан – 2025» жаңа даму жобаны әрі қарай іске асыруға бағытталған экономикалық саясаттың белгіленген басымдық бағыттары, әсіресе мемлекеттің әлеуметтік міндеттемелерін орындауды қаржыландыруды қамтамасыз ету есепке алынды.

Мақалада шығындарды бюджеттік қаржыландырудың көлемі, құрылымы мен бағыттарына жеткілікті толық салыстырмалы сипаттамалар берілді. Ал бюджет жобасында мұғалімдер мен денсаулық сақтау мамандарының статусын көтеруге, мемлекеттің әлеуметтік медициналық міндетті сақтандыруға арналған салымдарына, орта білім беру мекемелеріндегі жан басына қаржыландыруға, тұрғындарды сапалы ауыз сумен қамтамасыз етуге, жергілікті жолдарды дамытуға, газдандыруға, жастарды және көп балалы отбасыларды тұрғын үймен қамтамасыз етуге қарастырылған шығындарды оңынан бағалауға болатыны көрсетілген.

Жүргізілген зерттеу нәтижесінде үш жылға нақтыланған республикалық бюджетте функционалдық топтар бойынша қарастырылған шығындармен мемлекеттік даму бағдарламаларын іске асыруға бөлінген қаражаттар арасындағы қажетті өзара байланыстар орын алғаны байқалады.

Мақалада келтірілген республикалық бюджеттің болжамдық көрсеткіштерін зерттеу әдістемесі қаржылық пәндерді, атап айтқанда, мемлекеттік бюджетті, сонымен бірге мемлекеттік бағдарламаларды қаржыландыру көлемдерін бағалау үшін қолданылуы мүмкін.

Түйін сөздер: макроэкономикалық көрсеткіштер, республикалық бюджеттің параметрлері, кірістер, шығыстар, тапшылық, трансферттер, әлеуметік-экономикалық дамудың болжамы, базалық сценарий.

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ВЗАИМОСВЯЗЬ МАКРОЭКОНОМИЧЕСКИХ ПОКАЗАТЕЛЕЙ И ПАРАМЕТРОВ ТРЕХЛЕТНЕГО РЕСПУБЛИКАНСКОГО БЮДЖЕТА

Аннотация. В статье рассмотрены показатели разработанного на основе прогноза социально-экономического развития страны, утвержденного и уточненного республиканского бюджета на 2021-2023 годы и его возможности по финансированию государственных программ развития. В статье также приводится сравнительная характеристика объема, структуры и направлений бюджетного кредитования, проведен анализ затрат, связанных с приобретением финансовых активов с целью оценки таких операций.

Отмечено, что за основу при подготовке проекта республиканского бюджета на 2021-2023 годы взят базовый сценарий, который предполагает умеренные темпы роста мировой экономики, постепенное увеличение спроса, менее волатильную ситуацию на внешних биржевых рынках и адаптацию экономической политики к новым реалиям глобального развития. Основным импульс развитию экономики будет давать реализация стратегических и программных проектов, в рамках которых планируется обеспечить качественный и устойчивый рост экономики. В то же время ожидается устойчивая и поступательная экономическая динамика за счет более высокого увеличения валового накопления, умеренного и устойчивого роста потребления населения и экспорта.

Однако сложившиеся неблагоприятные последствия развития мировой экономики привели к пересмотру прогнозов. В этой связи в статье отмечены причины пересмотра прогнозов развития экономики, главными из которых являются риски, сохраняющиеся в связи с ожиданиями второй волны коронавирусной эпидемии и замедление экономического роста за счет эскалации политических и торговых разногласий между ведущими странами мира. Установлено также, что в основе формирования республиканского бюджета на предстоящие три года учтены намеченные приоритетные направления экономической политики, направленной на дальнейшую реализацию нового курса развития «Стратегия Казахстан – 2025» и, прежде всего, в части обеспечения финансирования задач по выполнению социальных обязательств государства.

В статье дана достаточно подробная сравнительная характеристика объема, структуры и направлений бюджетного финансирования затрат. Отмечены в качестве положительного момента предусмотренные в проекте бюджета расходы на повышение статуса педагога и медицинских работников, взносы государства на обязательное социальное медицинское страхование, подушевое финансирование в организациях среднего образования, обеспечение населения качественной питьевой водой, развитие дорог местного значения, газификацию, обеспечение жильем молодежи и малообеспеченных многодетных семей.

В результате проведенного исследования можно констатировать, что в утвержденном республиканском бюджете на трехлетний период прослеживается взаимосвязь предусмотренных в разрезе функциональных групп затрат и выделенных средств для реализации государственных программ развития.

Приведенную в статье методику исследования прогнозных показателей республиканского бюджета можно использовать в изучении финансовых дисциплин, в частности, государственного бюджета, а также для оценки объемов финансирования государственных программ.

Ключевые слова: макроэкономические показатели, республиканский бюджет, доходы, затраты, дефицит, трансферты, прогноз социально-экономического развития, базовый сценарий.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494
Volume 5, Number 393 (2021), 48–54

<https://doi.org/10.32014/2021.2518-1467.166>

UDK 657
MPHTI: 06.35.31.

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DEVELOPMENT OF AN ACCOUNTING SYSTEM BASED ON THE DETERMINATION OF THE COST OF PRODUCTION (WORK, SERVICES) IN ACCORDANCE WITH IFRS

Abstract. This article analyzes the TMZ accounting system and determines the cost of production. The methods of cost accounting and calculation per unit of production are considered. The main characteristic of this method is that all information relates to a specific order. Such information does not relate to a specific reporting period and is not obtained as a result of averaging. However, in some cases it is necessary to set the unit cost for an order consisting of several identical units. Data related to a specific order can be presented in the context of cost elements to the extent necessary for the purposes of control and analysis.

In a special section of the regulatory map, data on the norms of material (semi-finished product) costs are provided: its name, nomenclature number, calculation group, accounting price, cost and unit of measurement. During the research in the article, it was revealed that regulatory maps are not kept for all orders, and there is also an incomplete filling of them. The lack of proper analytics leads to distortion of accounting data for a particular order.

Key words: IAS, FIFO, LIFO, company, Direct expenses, Indirect costs.

Introduction. In the process of economic activity, company employees use objects of labor, that is, objects that make up the material basis of products (works, services), and means of labor, that is, objects designed to transform objects of labor and give them the necessary consumer properties to achieve their goals. The objects of labor are stocks, and the means of labor are fixed assets [1].

The accounting of stocks and the procedure for reflecting them in financial statements in international standards are regulated by IAS 2 “Inventories”.

IAS 2 establishes a procedure for accounting for inventories, defines the number of costs to be recognized as an asset and carried forward to the subsequent periods before the sale of inventories and recognition of the related revenue. IAS 2 provides practical guidance on determining costs and their subsequent recognition as expenses, including any reduction in value to the amount of the possible net selling price. It also provides insights into costing methods used to determine the cost of inventory.

As a result of the manufacturing process, more than one product can be produced at a time. If in the manufacture of jointly produced or by-products the processing costs of each product cannot be determined separately, then such costs should be distributed among the products by some justified criterion (on a rational and consistent basis). For example, by its quantity or sales value of each product at that stage of the production process, when the products become identifiable, or at the end of the production process [1].

To help the accountant determine what can be included in the cost of inventory and what should be recognized as expenses of the period, we will present the information considered in table 1.

Table 1. – Cost of inventory

Cost Types	Included in cost of inventory		Attributed to expenses
	Direct expenses	Indirect costs	Commercial and administrative expenses
Production materials	+		
Staff salary	+		

Losses of materials within the limits of natural attrition rates	+		
Production manager salary		+	
Indirect labor costs		+	
Supporting materials		+	
Industrial property rent, production utility bills, certain types of taxes (excluding income tax)		+	
Other indirect costs		+	
Depreciation of production equipment and property		+	
Development work		+	
Marketing research			+
Excess losses			+
Selling expenses			+
Storage costs		+	+
Administrative expenses			+
Note - compiled by the author [1]			

This method is based on the normative level of use: materials and raw materials; labor; effectiveness; power.

They are regularly checked and reviewed in connection with changes in the current situation. The method is used in mass and mass production. Accounting for regulatory costs is a powerful tool for managing the company when it analyzes the planned (forecasted) and actual indicators.

For the production of products, the company uses the following standards for the production of one product:

- expenses for direct labor payment (with deductions) - 1200 tenge
- the cost of direct raw materials and materials - 360 tenge
- the cost of direct components - 3 000 tenge
- normative distribution of overhead variable production costs - 120 tenge
- the normative distribution of overhead fixed production costs - 240 tenge

Total standard cost of the product - 4 920 tenge

The company's production warehouse has 240 products. The total estimate of the company's stocks is 240 x 4920 tenge = 1,180,800 tenge [2].

Materials and methods. This method is used in retail to estimate stocks consisting of a large number of rapidly changing products with the same percentage of margin and for which it is not practical to use a different method. The essence of the retail price method is to add to the purchase price of the product a certain margin, which is called the trade margin. This approach is widely used by Kazakhstan trading companies.

The cost of inventories is determined by reducing the total cost of goods sold by the corresponding percentage of gross margin. The amount of interest used takes into account depreciated inventories, the price of which has been reduced from the initial cost. For each retail unit, the average percentage is often used.

Table 2. - Retail pricing method, thousands tg

Indicators	Acquisition cost	Retail price
Goods at the beginning of the period	22400,0	32000,0
Acquisitions	100800,0	144000,0
Items for sale	123200,0	176000,0
Minus implementation		136000,0
Goods at the end of the period at the selling price		40000,0
Note – was formed by the author on the bases of [2]		

Margin percentage = $123200,0 : 176000,0 \times 100\% = 70\%$

Cost of goods at the end of the period = $40000,0 \times 70\% = 28000,0$.

This method can also be used for other purposes if a uniform rate of return is established for all stocks. So, if the company considers it inappropriate to maintain a continuous inventory method and estimates inventory periodically, then using the retail price method, it can make an inventory assessment at the end of the period. In case of losses associated with emergencies (theft, floods, fires), it is impossible to inventory the warehouse, then, taking into account the data on the statement of comprehensive income, you can use the gross margin to estimate stocks sold and estimate losses.

Results. In general, the methods for estimating inventories at regulatory costs and retail prices in accordance with Clause 21 of IAS 2 are used in cases where their application does not lead to significant deviations from real cost values [2].

If identical stocks are purchased during the reporting period at different prices, then it is not economically feasible to take into account the real flow of physical stocks and, therefore, their costs. In practice, the physical movement of stocks (goods flow) does not coincide with the movement of their values (cost flow). Making various assumptions about the movement of stocks, accountants use various formulas for estimating the cost of stocks.

IFRS (IAS) 2 allows you to use various formulas (methods) for determining the cost of reserves, if the results of their application approximately express the value of the cost.

The generally accepted formulas for assessing the final stocks and, accordingly, the amount charged to the cost of sales are (п.23 - 27 IFRS 2):

a) specific identification method This reflection method is suitable for products, goods or services intended for special projects, regardless of whether they were purchased or produced and individual stock items, which are usually not interchangeable. Specific cost identification means that specific costs are allocated to certain (identified) inventory items (paragraph 23, 24 of IFRS 2).

This is the only way in which the cost flow reflected in accounting is fully consistent with the physical flow of the values taken into account. The main advantage of the specific identification formula is that this method provides the most accurate implementation of one of the key accounting principles - the principle of conformity of expenses written off to the prime cost and the resulting income. However, this calculation method is highly labor-intensive, since it requires separate accounting for each identifiable product at all stages of its movement - from purchase to sale. It is difficult and expensive to use in mass and large-scale production, in companies with bunker storage of raw materials. Partially, this drawback is eliminated by various technical means of identification, such as for example, bar codes, scanning devices, and others.

To apply this formula, the company must maintain not only quantitative but also price (at purchase prices) records of each stock sold. In addition, using this formula, a company with serial stocks can manipulate its profit by selling, if necessary, more expensive, or cheaper units of stock.

If this costing formula is not applied, then the company can use any of the following:

b) the average cost method and its variants - the weighted average cost and the moving average cost formula are based on the assumption that each stock unit of a given period has the same average cost calculated for the period [3].

The cost of inventories is calculated by determining the average cost of similar units available at the beginning of the reporting period and purchased or produced during the period. In fact, this is the weighted average cost per unit of inventory. The average value can be calculated as each additional delivery is received, and in this case, they talk about the moving average cost method.

The weighted average cost formula is used when applying the system of periodic inventory accounting. The average value can be calculated as each additional delivery is received, and in this case, they are talking about the moving average cost formula. Typically, this calculation method is used when applying a permanent inventory system.

The advantage of the average inventory valuation cost formula is a certain “smoothing” of the cost price of sold products (goods) in those cases when there are sharp jumps in purchase prices, and there is no need for a part-time accounting of purchase prices for goods sold. At the same time, with a system of constant cost write-offs, the calculation of the average cost for each frequently occurring facts of product sales is a rather laborious procedure.

This method of calculation is most effective for wholesale trading operations. The average cost formula eliminates inflationary effects on the cost of inventories and the value of their balances.

в) FIFO first-in-first-out - formula for estimating the cost of inventories at first purchase prices. According to the FIFO formula, the value of the sold (used) stocks is determined by the cost of the first-time purchases of stocks. Therefore, the value of inventories at the end of the period is determined by the prices of the latest

receipts. That is, this calculation method assumes that the stock items purchased first will be sold first and, accordingly, the items remaining in stock at the end of the period are most recently acquired or produced.

Using FIFO maximizes the flow of values to the flow of physical units. The result of its application is that the value of final stocks is close to their current market value, and the cost of realized (used) stocks is underestimated, which leads to a maximum value of net profit. This is especially noticeable in periods of rising prices, when this method of calculation gives the highest possible level of net profit.

The disadvantage of this method of calculating the cost (FIFO) is that it increases the impact of the economic development cycle on the indicator of income. The company seeks to increase selling prices with rising current prices, although inventories were acquired prior to price increases, i.e. high level of net income. Accordingly, in the period of price reduction - the reverse process [3].

Typically, FIFO is used at stable prices and a high rate of inventory turnover for one operational production cycle.

LIFO last-infirst-out - The formula for estimating the cost of inventories at the prices of recent purchases is prohibited for use from January 1, 2005.

Discussion. The company must apply the same method of calculating cost for all inventories that are similar in basic properties and methods of their use. For inventories with different basic properties or differing in the way they are used, the use of different methods of calculating the cost may be justified (paragraph 25 of IFRS 2). A company can change the method of calculating the cost of reserves only if there are serious reasons, and the reasons and consequences of the transition to a new method should be disclosed in the statements.

Consider the impact of the method of estimating the cost of inventories on the value of final inventories and gross profit of the company reflected in the financial statements.

Table 3. - The company acquired the following stocks during the year

	Number of units	Unit Price	Total cost
26 January	200	\$20	\$4 000
2 March	180	\$25	\$4 500
19 July	300	\$30	\$9 000
25 November	260	\$32	\$8 320
Total	940		\$25 820
Note – was made by the author on the bases of [4]			

According to the inventory results, at the end of the reporting period, 270 units of stock remained in the warehouse. Income from sales of stocks in the reporting period amounted to \$ 20,650.

FIFO:

1. Revenue from the sale of \$ 20,650
2. Cost of inventories ready for sale \$ 25,820
3. Reserves at the end of the period $260 \times \$ 32 = \$ 8,320$ $10 \times \$ 30 = \$ 300$ \$ 8,620
4. Cost of sales (\$ 17,200)
5. Gross profit from sales of \$ 3,450

Weighted Average Cost:

1. Weighted average cost per unit of stock (\$ 25,820: 940) \$ 27.47
2. Revenue from the sale of \$ 20,650
3. Cost of inventory ready for sale \$ 25,820
4. Inventories at the end of the period 270×27.47 \$ 7 416.90
5. The cost of sales (\$ 18,403.10)
6. Gross profit from sales of \$ 2,246.90

Specific identification:

According to the inventory at the end of the reporting period, 270 units of stock are in stock, including 20 units from the second batch, 50 units from the third batch, 200 units from the fourth batch.

1. Revenue from the sale of \$ 20,650
2. Cost of inventories ready for sale \$ 25,820
3. Reserves at the end of the period $20 \times \$ 25 = \$ 500$ $50 \times \$ 30 = \$ 1,500$ $200 \times \$ 32 = \$ 6,400$ \$ 8,400
4. Cost of sales (\$ 17,420)
5. Gross profit from sales of \$ 3,230.

Table 4. - Comparison of methods for estimating the cost of inventories

	FIFO	Weighted average cost	Specific identification
Income	\$20 650	\$20 650	\$20 650
Cost of inventory ready for sale	\$25 820	\$25 820	\$25 820
Inventories at the end of the period	\$8 620	\$7 416,90	\$8 400
Cost of inventory sold	\$17 200	\$18 403,10	\$17 420
Gross profit from sales	\$3 450	\$2 246,90	\$3 230
Note – was made by the author on the bases of [4]			

The table shows that the minimum estimate of the cost of used (sold) stocks is achieved using the method of calculating the cost of inventory according to FIFO, and the balance of inventories - using the weighted average cost formula. The following pattern is visible: the higher the cost of final stocks, the higher the gross profit of the company. The specific identification method is based on actual costs, and the other two methods are based on assumptions of information on the movement of cost. Therefore, the choice of inventory valuation method becomes critical during long periods of price fluctuations in one direction - both upward and downward.

The given example is very simplified. It does not show the implementation of stocks during the reporting period and how it affected the cost of sold stocks and the value of inventory balances during the year, how the floating average cost is calculated.

One of the main accounting problems is associated with stocks - the problem of reflecting stocks in financial statements.

In preparing financial statements in accordance with paragraph 9 of IAS 2, inventories are measured at the lower of cost or net realizable value (net realizable value). That is, companies should reflect inventories in the financial statements according to the lowest valuation rule. Its essence is that, due to the principle of prudence, the book value of assets (stocks) should not exceed the amount that can be obtained from their sale or use [5].

IAS 2 attaches paramount importance to the calculation of the possible net selling price, which should be based on a reliable estimate of price or cost fluctuations and take into account the purpose of a particular type of stock.

Net realizable value (net selling price) - this is the expected selling price in the normal course of business, minus the possible costs of fine-tuning (completion) and the possible costs of selling assets.

In the event that the net selling price of inventories is below cost, the cost of inventories is non-refundable. This is possible if: stocks are damaged (spoilage, breakage, defects); stocks are fully or partially outdated; the selling price of inventories has declined (loss of future benefits); the market situation for specific stocks has changed (there is no sales market due to the crisis state of the industry); Possible costs of completion or sale [6].

That is, at each reporting date, the company must make an inventory assessment for impairment. If the inventory item (or group) has depreciated, the company should recognize a loss in profit or loss equal to the difference between the carrying amount and the selling price, net of costs to complete and sell (net realizable value).

When writing off inventories to net realizable value, it is necessary to follow certain rules based on the purpose of inventories:

If they are intended for sale, then the calculations are based on current market selling prices;

If they are intended for sale under concluded contracts, then settlements are carried out at contract prices in the amount intended for the execution of the contract. Stocks in excess of those required by contract are revalued at current market prices;

Raw materials are not revalued if finished products manufactured on their basis are sold at prices equal to or higher than cost. If there is no such certainty, raw materials are revalued at their replacement cost (replacement cost).

Inventories are usually written off to the level of the possible net selling price on an individual (itemized) basis. However, you can group the same or similar stocks. Inventories related to the same assortment of products that have the same purpose or end use, are manufactured and sold in the same geographical area and which cannot be valued separately from other articles of this assortment, can be evaluated together.

Conclusion. IAS 2 prohibits the comparison of cost and possible net realizable prices based on inventory

classification, for example, for finished products as a whole or for all inventories in a particular industry or geographic segment. [7].

Thus, in international practice, there are three main methods for estimating stocks according to the minimum (lowest) valuation rule: the item-by-item method, or the stock unit method; the method of the main product groups; general inventory method.

When using the article-by-article method, a comparison is made of the cost and net cost of sales for each individual type or unit of inventory. In each case, the smallest quantity is determined, then these quantities are summed up.

When using the method of main product groups, the cost and net cost of sales of the main categories (groups) of inventories are compared, for each of which the lowest value is selected, which are then summed.

Using the general inventory level method, the cost and net realizable value of all the company's inventories are compared, then the lowest value is taken to estimate the inventories.

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ҚЕХС-МЕН ЕСЕПКЕ АЛУ КЕЗІНДЕ ӨНІМНІҢ (ЖҰМЫС, ҚЫЗМЕТ) БАҒАСЫН АНЫҚТАУҒА НЕГІЗДЕЛГЕН БУХГАЛТЕРЛІК ЕСЕП ЖҮЙЕСІН ДАМУ

Аннотация. Бұл мақалада ТМҚ есепке алу жүйесі мен өнімнің өзіндік құнын анықтау жолдары, өнімнің бірлігіне шығындарды есепке алу және өзіндік құнын есептеу әдістері қарастырылған. Бұл әдістің негізгі сипаттамасы – барлық ақпарат белгілі бір тапсырысқа қатысты болып келеді. Сонымен қатар, мұндай ақпарат бірнеше бірдей бірліктерден тұратын тапсырыс үшін өнім бірлігінің құнын анықтау қажет болмаған жағдайда, белгілі бір есепті кезеңге және орташа есеппен алу нәтижесінде қолданылмайды. Нақты тапсырысқа қатысты деректер бақылау элементтерін талдау және бақылау үшін қажет болған жағдайда шығын элементтері контекстінде ұсынылуы мүмкін.

Нормативтік картаның арнайы бөлімінде материалды (жартылай фабрикатты) тұтыну нормалары туралы мәліметтер келтірілген: оның атауы, зат нөмірі, калькуляциялық топ, есептік баға, өзіндік құны және өлшем бірлігі. Зерттеу барысында нормативтік карточкалар барлық тапсырыстар үшін сақталмайтындығы, сондай-ақ олардың толық еместігі мақалада анықталды. Тиісті аналитиканың болмауы белгілі бір тапсырыс бойынша бухгалтерлік есеп деректерінің бұрмалануына әкеледі.

Түйінді сөздер: ФИФО, ЛИФО, компания, тура шығындар, жанама шығындар.

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РАЗВИТИЕ БУХГАЛТЕРСКОЙ СИСТЕМЫ НА ОСНОВЕ ОПРЕДЕЛЕНИЯ СТОИМОСТИ ПРОДУКЦИИ (РАБОТЫ, УСЛУГ) В СООТВЕТСТВИИ С МСФО

Аннотация. В данной статье проведен анализ системы учета ТМЗ и определения себестоимости продукции. Рассмотрены методы учета затрат и калькулирования на единицу продукции. Основная характеристика данного метода заключается в том, что вся информация относится к конкретному заказу. Такая информация не относится к конкретному отчетному периоду и не является полученной в результате усреднения. Однако в некоторых случаях необходимо установить стоимость единицы продукции для заказа, состоящего из нескольких идентичных единиц. Данные, относящиеся к конкретному заказу, могут быть представлены в разрезе элементов затрат в той степени, насколько это необходимо для целей контроля и анализа.

В специальном разделе нормативной карты приводятся данные о нормах расходов материала (полуфабриката): его наименование, номенклатурный номер, калькуляционная группа, учетная цена, стоимость и единица измерения. При проведении исследования в статье было выявлено, что нормативные карты ведутся не на все заказы, а также имеет место неполное их заполнение. Отсутствие

должной аналитики приводит к искажению учетных данных по тому или иному заказу.

Ключевые слова: ФИФО, ЛИФО, компания, прямые расходы, косвенные расходы.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494
Volume 5, Number 393 (2021), 55 – 63

<https://doi.org/10.32014/2021.2518-1467.167>

UDC 334.024
IRSTI 06.39.31

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UPDATING AND DEVELOPING AN ORGANIZATIONAL AND ECONOMIC MECHANISM FOR THE EFFECTIVE DEVELOPMENT OF REGIONAL TOURISM

Abstract. The post-industrial description of the process of development of modern civilization determines the dominant position in the field of services and Information Technology in a number of sectors of the national economy. Tourism is one of the most dynamic «service» industries. The rapid development of tourism in the advanced countries of the world in recent decades is explained, first of all, by the growth of social labor productivity as a result of scientific and technological progress, an increase in the material well-being of the population and an improvement in the quality of life, which ultimately led to an increase in the share of tourist services in the structure of household expenses. Another factor in the development of tourism is an increase in free time and an increase in demand for tourist services.

Currently, economic growth in the tourism sector in Kazakhstan is hindered by insufficient information openness, a focus on providing standard tourist services, which is contrary to the emerging opportunities of socio-economic communication innovations that have significantly changed the conditions and opportunities for implementing processes of interaction between people and elements of socio-economic systems, and a high level of income differentiation of the population (in relation to developed countries) that require diversification of the tourist product. Thus, the most important element that determines the effectiveness of the management of the tourist complex and individual economic entities that carry out their activities in this area is the level of development of the communication system.

All the issues contained in the literature on determining the organizational and economic mechanism for the development of the tourism industry, the actual introduction of innovative approaches to the development of tourism at the micro level, the theoretical aspects of determining certain types of tourist activity, as well as the development of a methodology for calculating the effectiveness of tourist activity, remain insufficiently studied.

Empirical research in this direction is still very small and is carried out at a sufficiently imperfect level. A very large number of factors studied attract attention. This is explained, in particular, by the uniformity of the research objects (levels of the state or economic zone). Due to the insufficient amount of source data and the lack of evidence for their correctness, along with methodological problems, industry differences are also problematic. Therefore, it is necessary to identify situational situations that affect the relationship between success factors and actual success.

Scientific novelty of the conducted research: an organizational and economic model for improving the efficiency of the tourism industry of the region has been developed.

Key words: tourism, regional tourism, economic efficiency, organizational and economic model, tourism system, tourism industry.

Introduction. The Covid-19 epidemic has devastated the tourism industry around the world. A full assessment of the impact of the pandemic on the Kazakh Tourism Industry is not yet possible.

Modern tourism is called the phenomenon of the twentieth century, and the modern century has every chance of becoming the century of Tourism. Of the 195 countries of the world, more than 150 countries are

involved in tourism. In recent decades, global tourism has shown reliable growth. According to estimates of the World Tourism Organization (UNWTO), by 2030, the number of tourist arrivals worldwide will be 1.36 billion. make up a person. On a global scale, tourism accounts for about 10% of GDP and more than 6% of global exports.

For the regional economy, the use of the potential of the tourism industry is of great importance: cash flows generated by tourist activities are generated within the region, which has a positive impact on socio-economic parameters and the process of reproduction.

At the same time, many sectors of the regional economy are covered. This is the multiplier effect of Tourism.

Research shows that this can stimulate the development of up to fifty sectors of the national economy [1,2].

In the scientific literature, which gives an idea of tourism as an important factor in the development of the region, its role in the economy is widely outlined.

Scientists believe that stimulating tourism as a factor in the development of the region can activate investment processes, smooth out socio-economic inequality, contribute to increasing the human potential of the population, and create new jobs in municipalities, increase employment and reduce migration flows.

The need to intensify tourist activities in the regions of Kazakhstan is becoming more relevant due to the restriction of tourist travel abroad due to the spread of Covid-19 coronavirus infection.

However, in order to obtain maximum economic and social benefits from tourism and increase its importance in regional development, it is necessary to diagnose problems that limit its functioning in a timely manner, including in the regions.

Materials and methods. The theoretical and methodological basis of the study is the works of domestic and foreign scientists in the field of theory and practice of assessment and determination of the tourism industry, as well as legislative acts on tourism activities, decrees of the president of the Republic of Kazakhstan, resolutions of the Government of the Republic of Kazakhstan.

The information base of the research is the materials of the statistics agency of the Republic of Kazakhstan, data of regional management bodies, reports of research institutes, regulatory reference materials.

Results and discussion. As world experience shows, crises are not only non-existent, but also necessary in a certain sense, because they are associated not only with negative phenomena and processes - crises almost always open up additional opportunities for further growth and development.

According to a study conducted by the World Tourism and Travel Council (WTTC) in the spring of 2020, the coronavirus pandemic began to reduce to a million jobs in global tourism every day.

Russia is in second place, Italy and the United Kingdom are in third place. In addition, Brazil, France, Japan, Indonesia and India are expected to suffer greatly in the near future.

According to the researchers, the largest crisis is expected in the Asia-Pacific region, and only the Middle East will experience the least devastating effects of the virus.

In addition, according to the results of the study, it was noted that the total losses of the industry due to the coronavirus in 2020 could reach up to 2.1 trillion US dollars (based on the experience of previous epidemics caused by swine flu H1N1 viruses and acute respiratory viral infections).

The crisis is an opportunity to rethink the development of Tourism. The restoration should include the reconstruction of the sector, the reconstruction of tourist routes and enterprises, the reconstruction of the tourist ecosystem, the introduction of innovations and investments in sustainable tourism.

In essence, tourism is an experience that involves tasting local food, getting acquainted with local landscapes and sights of historical significance. But the main role here is played by people - local guides, hotel operators, or people who provide other services that make your trip unique or help you run a business and enter international markets.

Our answers should be directed primarily at people and promise not to leave anyone behind. The crisis should ensure a more equitable distribution of tourism benefits and allow us to move forward on the path of a carbon-neutral and more viable tourism economy [3].

First, for the resumption of tourism, enhanced multilateral cooperation and full support are very important [4]. Cooperation and a sequence of measures to regulate travel at the bilateral, regional and international levels are tools that allow us to safely resume tourism, accelerate the recovery of the economy and inspire hope for millions of people. This includes strengthening safety for travelers and employees and ensuring safe cross-border travel, as well as creating viable travel routes.

For travel and tourism, it is very important to strengthen global cooperation and assistance and accelerate the recovery of both the economy and society to mitigate the effects of the Covid-19 pandemic.

Resuming the activities of the tourism sector requires a coordinated and integrated approach. Due to its intersectoral nature, tourism has formed the basis of the Sustainable Development Agenda and is included in the UN package of socio-economic measures in response to the Covid-19 pandemic.

Secondly, governments should approach the issue of restoring tourism from a more comprehensive point of view, involving all levels of government, the private sector and civil society in working with a practically focused and implemented plan to revive the tourism sector. Tourism services are interdependent [5].

The scattered and diverse nature of the sector means that it intersects with different areas of policy, such as health, transport, ecology, Foreign Affairs, and the economy.

In addition, all countries should improve coordination mechanisms to help businesses, workers and tourism destinations, in particular the most vulnerable entities, such as SMEs, to be considered as the leading principle of restoring stability.

To achieve a sustainable and viable tourism economy, the private sector should also be directly involved in policy formation [6]. It helps to overcome long-standing challenges, such as resource efficiency and management, and avoid problems that include excessive tourism and pressure on local infrastructure, the environment, and communities [7]. It is necessary to focus the recovery policy on accelerating digital transformation and the transition to a low-carbon economy in the future.

Third, we must focus tourism on responsible and inclusive development. The tourism sector can have a significant impact on the environment and society – greenhouse gas emissions, impacts on the natural and cultural environment, or impacts on host communities. Studies have shown that 8% of global greenhouse gas emissions are accounted for by tourist transport emissions.

The pandemic has opened up opportunities for more diverse, «slow», less and more authentic experiences. We must participate in a collective discussion of the future of Tourism and the delicate relationship between Tourism and the environment. We need to invest more in technology, green infrastructure, and more valuable jobs.

This will lead us to a sustainable, inclusive and viable tourism sector.

Tourism by its very nature is associated with specific resources, geographical factors, regional specifics and, in our opinion, in order to increase the competitiveness of Kazakhstan, which has a huge territory, it is appropriate to analyze the formation and development of tourism from a regional point of view with regions that differ in natural, social and economic factors [8]. At the same time, focusing on the development of tourism in the regions of Kazakhstan, it is possible to achieve an increase in the tourist attractiveness of the country as a whole [9].

Currently, despite the growing interest of regions in the development of tourism, the very concept of «regional tourism» is not included in the main document regulating tourism activities in the Republic of Kazakhstan, but Kazakhstani researchers are trying to form the concept of this type of Tourism and consider the specifics of its development.

Regional tourism should be understood as tourist activity that is characteristic of a particular region, a set of countries and territories with the same conditions for tourism development, and a similar level of Tourist Development.

But, in our opinion, regional tourism is a very complex, organized system that is formed from many elements (recreational resources, tourist infrastructure, environmental and personal security, etc.) that are interconnected with each other, perform the functions of meeting tourist needs within the borders of a particular territory and are necessary conditions for its development.

Therefore, it should be considered further:

- tourist attractions and infrastructure systems within the region;
- a large independent intersectoral complex of the regional economy, including enterprises and organizations belonging to various industries;
- socio-economic resource that requires adequate compliance with the goals and objectives set for the formation of an organizational and economic management mechanism;
- management object that is the basis for forming a strategy for Sustainable Tourism Development in the region.

At the same time, the specificity of tourism as a segment of the regional economy lies in the special nature of interaction between Tourism and the region.

The region, from the point of view of the interests of regional tourism, is considered, first of all, as a defined territory—a space in which objects of tourist interest and infrastructure serving tourists are located.

Secondly, as a socio-economic complex that ensures the sustainable development of tourism in the region through the provision of qualified workers, the formation and management of a tourist destination.

Tourism, considered from the point of view of the interests of the development of regional tourism:

- as a targeted resource for restoring the vital forces of local residents and visiting tourists;
- as an independent economic complex that provides employment and additional income to the region;
- as a factor of preserving the natural and recreational potential and increasing the competitiveness of the region.

According to our analysis, the most significant negative factor hindering the development of tourism in the regions was the lack of funding for the tourism industry. This situation has a direct impact on the formation of conditions for tourism development in the regions.

Thus, the well-known and characteristic problems of many Kazakhstani regions in the field of Tourism (underdeveloped tourist infrastructure, wear and tear of the material and technical base, lack of accommodation facilities with a modern level of comfort, etc.) have been formed and continue to have a negative impact due to insufficient funding.

For a more complete description of regional tourism, it is advisable to group the conditions of its development into three structural blocks (Table 1).

Table 1-Basic Conditions for the development of regional tourism

Mainblocks	Structural elements
Territorialandresource	- territory of the region (as a route of tourist flows); -natural-geographical, historical-cultural features and resources of the territory. It is the basis for the development of regional tourism
Socio-economicdevelopment	- meeting tourist needs; - provision of local labor resources; - availability of information on developed types of Tourism
Organizationalandmanagerialactivities	- organization and financial support of tourist activities in the region; - development of tourist infrastructure; - transport accessibility of the region and its attractions; - Regional Planning and Tourism Development Management; - safety of tourists in the region

Grouped in this way, the development conditions allow us to form an effective regional policy, which, in our opinion, is a set of programs, methods and directions that affect the work of the tourism industry.

Thus, a comprehensive analysis of the territorial and resource block allows us to determine the effectiveness of using the recreational potential, identify the resource potential that is not involved in the regional tourism sector, and identify existing and potentially new promising types of Tourism.

The socio-economic block allows us to assess the availability of labor resources in the field of tourism in the region, analyze the effectiveness of employment of the local population. The analysis of the components of the organizational and management unit helps to assess the existing material and technical base of the region, build a coordinated system of regional tourism management [10].

One of the most important elements of this block, which requires proper assessment and constant monitoring, is the provision of security in the formation of regional tourism.

The effective functioning of the tourism system in the region is impossible without planning, regulation and coordination of the actions of the structures responsible for its development. This requires the development of a comprehensive mechanism for stimulating tourist activity at the regional level.

Thus, when planning the development of tourism in the region, from a purely economic approach (from the point of view of enterprises and stakeholders), attention should be focused on marketing, that is, on tourists and travelers who act as consumers of regional tourist products and sources of cash receipts.

All the presented indicators and internal indicators form the impression of tourists (as well as their desire and readiness to visit the territory), on the basis of which the tourist attractiveness of the region is formed. In this regard, all of them should be taken into account when considering tourism as a tool for regional development.

The importance of these factors is explained by the fact that temporary stay implies the need to use the services of all spheres of life (hospitals, public transport, law enforcement agencies, utilities, etc.) used by local residents.

At the same time, their impact on the tourist experience can be significantly higher in comparison with

the perception of the quality of services provided directly from tourist enterprises (hotels, restaurants, travel agencies, tour bureaus, etc.). This understanding of tourism in the region ultimately determined our approach to assessing its role in the development of the territory and increasing its attractiveness as a tourist destination.

It should be noted that the mechanism for stimulating the development of tourism in the region cannot be created solely due to its internal conditions, since the region, demonstrating its tourist product, enters the national and international tourism markets, competing with other regions for potential consumers.

The organizational and economic mechanism for the effective development of regional tourism is shown in Figure 1.

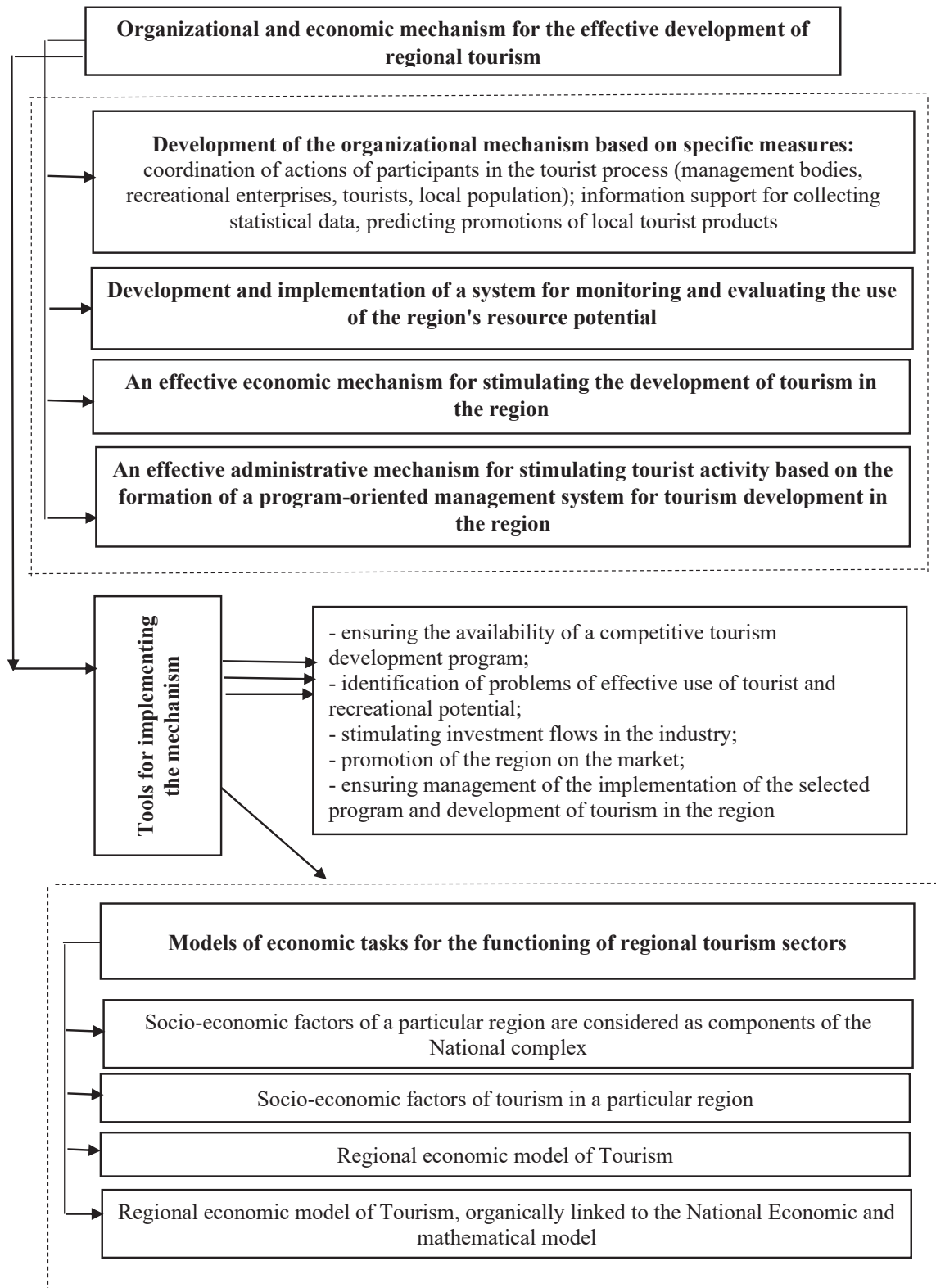


Figure 1-Organizational and economic mechanism for the effective development of regional tourism.

This mechanism for stimulating the development of tourism in the region should be implemented through a set of targeted measures, including the following main actions:

- ensuring the availability of a competitive tourism development program;
- identification of problems of effective use of tourist and recreational potential;
- stimulating investment flows in the industry;
- promotion of the region on the market;
- ensuring management of the implementation of the selected program and development of tourism in the region.

The development of the tourism industry stimulates the formation of related industries, contributes to the growth of the standard of living of the population of the regions, job creation, increases revenues in the economy and budget of the region, contributes to the preservation of natural and cultural heritage. Therefore, one of the tasks of regional government bodies is to develop comprehensive programs for the development of the tourism industry as an integral part of the regional socio-economic complex and a factor of growth.

The presence of a rich cultural and natural potential allows the region to occupy an important place in the world tourism market, but it is mandatory to conduct an active regional policy in the field of Tourism Development.

Summary and Conclusion. The identified and grouped conditions for the development of regional tourism are certain specific factors influencing the formation of an incentive mechanism that can be provided by functional groups that form a system of resource, economic, organizational and administrative approaches to targeted impact. Let's look at some of them:

1. Development and implementation of a system for monitoring and evaluating the use of resource potential. As the main measures of action aimed at this, it is necessary to properly reflect the inventory of tourist resources of the region and the preparation of its cadastre; identify tourist zones in the region, taking into account the potential for the development of natural, historical, socio-cultural assets and various types of Tourism.

2. An effective economic mechanism for stimulating the development of tourism, which involves, first of all, the formation of a system of support for the authorities, which includes a wide range of economic mechanisms: partial subsidizing of interest rates on loans of domestic banks for the modernization of existing enterprises of tourist infrastructure and the construction of new ones; financial benefits at low interest - providing benefits and loans at very low interest rates (stimulating the flow of investments at the expense of their own funds); preferential taxation of recreational enterprises, etc.

3. Development of the organizational mechanism: coordination of actions of participants in the tourist process (management bodies, recreational enterprises, tourists, local population); information support for collecting statistical data, forecasting promotions of local tourist products.

4. An effective administrative mechanism for stimulating tourist activity based on the formation of a program-oriented tourism development management system in the region: development of a targeted regional tourism development program; creation of conditions for the activities of tourism industry enterprises, their regulation and control; support for the development of social tourism, protection of the interests of all participants in the tourism system.

The principle of systematic analysis of the regional tourism economy: clearly formulate a specific regional problem of Tourism, identify goals and find effective ways to solve it.

Models of economic tasks for the functioning of regional tourism industries are based on the following principles:

- socio-economic factors of a particular region are considered as components of the National complex;
- socio-economic factors of tourism in a particular region are considered as components of the regional complex;
- the regional economic model of Tourism corrects all-Russian models in this territory, linking them to a single territorial complex of the state;
- the regional economic model of tourism is closely related to the National Economic and mathematical model and is its projection on a specific territory (economic zone, region, etc.).

The main stages of systematic analysis of the regional economy are goal setting and model development:

- the purpose of studying the regional tourism economy is the same as that of the territorial organization of the country as a whole. This is a step-by-step creation of a highly efficient, harmonious territorial sectoral farm;

- regional tourism industry. The main content of the goal is as follows:

- rational placement of tourism industries in the economic region;
- purposeful formation of a certain «personality» of the tourist economic zone;
- creation of an optimal network of tourist industries interconnected with other sectors of the region's economy.

The development of economic and mathematical models of regional economic processes includes:

- modeling of stages of socio-economic development of the future tourism industry in the region as a whole;
- modeling the placement of tourist productive forces in their three-dimensional proportions and time;
- adjustment of the scale of taxation in the regional tourism industry;
- development of a regional investment policy in the field of Tourism.

Obviously, the success of the tourist activity of the region (i.e., the service of receiving domestic and foreign tourists on its territory) depends on the economic level as a whole, how the infrastructure is developed, how high the standard of living in the region is, and many other factors.

It is able to identify the problems of this region in a timely manner, identify the causes of these problems and create the right program that allows us to correct shortcomings and implement the prospects for the development of the region, in respect of which the ongoing state policy is crucial for the development of the region.

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Өңірлік туризмді тиімді дамытудың ұйымдастырушылық-экономикалық тетігін өзектендіру және әзірлеу

Аннотация. Қазіргі өркениеттің даму процесінің постиндустриалды сипаттамасы ұлттық экономиканың бірқатар салаларында қызмет көрсету және ақпараттық технологиялар саласындағы үстем жағдайды анықтайды. Туризм серпінді «сервистік» салалардың бірі болып табылады. Соңғы онжылдықтардағы әлемнің алдыңғы қатарлы елдерінде туризмнің қарқынды дамуы, ең алдымен, ғылыми-техникалық прогрестің нәтижесінде қоғамдық еңбек өнімділігінің өсуімен, халықтың материалдық әл-ауқатының артуымен және өмір сүру сапасының жақсаруымен түсіндіріледі, бұл, сайып келгенде, үй шаруашылығының шығындар құрылымындағы туристік қызметтер үлесінің өсуіне әкелді. Туризмді дамытудың тағы бір факторы – бос уақыттың ұлғаюы және туристік қызметтерге сұраныстың өсуі.

Қазіргі уақытта Қазақстандағы туризм саласындағы экономикалық өсу ақпараттық ашықтықтың жеткіліксіздігімен, үлгілік туристік қызметтерді ұсынуға бағдарланумен тежеледі, бұл адамдар мен әлеуметтік-экономикалық жүйелер элементтерінің өзара іс-қимыл процестерін іске асыру шарттарымен мүмкіндіктерін айтарлықтай өзгерткен әлеуметтік-экономикалық коммуникациялық инновациялардың пайда болған мүмкіндіктеріне, туристік өнімді әртараптандыруды талап ететін халықтың табысын саралаудың жоғары (дамыған елдерге қатысты) деңгейіне қайшы келеді. Осылайша, туристік кешенді және осы салада өз қызметін жүзеге асыратын жеке шаруашылық жүргізуші субъектілерді басқарудың тиімділігін анықтайтын ең маңызды элемент байланыс жүйесінің даму деңгейі болып табылады.

Туризм индустриясын дамытудың ұйымдастырушылық-экономикалық тетігін анықтау, микро деңгейде туризмді дамытуға инновациялық тәсілдерді нақты енгізу, туристік белсенділіктің жекелеген түрлерін анықтаудың теориялық аспектілері, сондай-ақ туристік қызметтің тиімділігін есептеу әдістемесін әзірлеу туралы әдебиеттерде қамтылған барлық мәселелер жеткілікті зерттелмеген күйінде қалып отыр.

Бұл бағытта эмпирикалық зерттеулер әлі де аз әрі жеткілікті түрде дамымаған. ФИФО, ЛИФО, Бастапқы деректердің жеткіліксіз көлеміне және олардың дұрыстығына дәлелдердің болмауына байланысты әдіснамалық проблемалармен қатар салалық айырмашылықтар да қиындық тудырады. Сондықтан сәттілік факторлары мен нақты жетістігі арасындағы байланысқа әсер ететін ситуациялық жағдайларды анықтау қажет.

Орындалған зерттеудің ғылыми жаңалығы: өңірдің туристік индустриясының тиімділігін арттырудың ұйымдастырушылық-экономикалық моделі әзірленді.

Түйінді сөздер: туризм, аймақтық туризм, экономикалық осу, тиімділік, ұйымдастырушылық-экономикалық моделі, туризм жүйесі, туризм индустриясы.

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АКТУАЛИЗАЦИЯ И РАЗРАБОТКА ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКОГО МЕХАНИЗМА ЭФФЕКТИВНОГО РАЗВИТИЯ РЕГИОНАЛЬНОГО ТУРИЗМА

Аннотация. Постиндустриальная характеристика процесса развития современной цивилизации определяет доминирующее положение в сфере услуг и информационных технологий в ряде отраслей народного хозяйства. Туризм является одной из наиболее динамичных «сервисных» отраслей. Стремительное развитие туризма в передовых странах мира в последние десятилетия объясняется, прежде всего, ростом производительности общественного труда в результате научно-технического прогресса, повышением материального благосостояния населения и улучшением качества жизни, что в конечном итоге привело к росту доли туристских услуг в структуре расходов домохозяйств. Еще один фактор развития туризма – увеличение свободного времени и рост спроса на туристические услуги.

В настоящее время экономический рост в сфере туризма в Казахстане сдерживается недостаточной информационной открытостью, ориентацией на предоставление типовых туристских услуг, что противоречит возникшим возможностям социально-экономических коммуникационных инноваций, существенно изменивших условия и возможности реализации процессов взаимодействия людей и элементов социально-экономических систем, высокому (по отношению к развитым странам) уровню дифференциации доходов населения, требующей диверсификации туристского продукта. Таким образом, важнейшим элементом, определяющим эффективность управления туристским комплексом и отдельными хозяйствующими субъектами, осуществляющими свою деятельность в данной сфере, является уровень развития системы коммуникаций.

Остаются недостаточно изученными все вопросы, содержащиеся в литературе об определении организационно-экономического механизма развития индустрии туризма, реальном внедрении инновационных подходов к развитию туризма на микроуровне, теоретических аспектах определения отдельных видов туристской активности, а также разработке методики расчета эффективности туристской деятельности.

Эмпирических исследований в данном направлении еще мало и проводятся они на недостаточно зрелом уровне. Обращает на себя внимание чрезвычайно большое число исследуемых факторов. Объясняется это, в частности, разнородностью объектов исследования (государственный или региональный уровень). Наряду с методологическими проблемами, обусловленными недостаточным объемом исходных данных и отсутствием доказательств их корректности, затруднения вызывают и отраслевые различия. Поэтому необходимо идентифицировать ситуативные обстоятельства, которые влияют на связь между факторами успеха и фактическим успехом.

Научная новизна выполненного исследования: разработана организационно-экономическая модель повышения эффективности туристской индустрии региона.

Ключевые слова: туризм, региональный туризм, экономическое развитие, эффективность, организационно-экономическая модель, система туризма, индустрия туризма.

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«ҚАЗАҚ» (1913-1918) ГАЗЕТІНДЕГІ ЭКОНОМИКАЛЫҚ ЖӘНЕ ҚОҒАМДЫҚ-САЯСИ СӨЗДЕРДІҢ ҚОЛДАНЫСЫ

Аннотация. Мақалада экономика, экономика мен қоғамдық-саяси салада кездесетін дублеттердің көбінің пайда болуы мен қолданысқа енуін XX ғасыр басындағы «Қазақ» газеті мәтіндерінен, сол тұстағы зиялылардың жазбаларынан табуға болатыны нақты мысалдармен көрсетілді. Бірақ XX ғасыр басында жарық көрген «Қазақ» газетінде макроэкономика, микроэкономика, экономикалық теорияға байланысты пайда болған экономикалық таңдау, баламалы шығын, экономикалық таңдау ынтасы (мотивация), шекті шығындар, өзгермелі шығындар, нормативті экономика, позитивті экономика сияқты терминдер жоқ. Тіпті әр елдің белгілі тұлғалары туралы жазған танымдық мақалаларында да Ә. Бөкейханов экономикалық теория терминдерін қолданбайды. Бірақ кейбір экономикалық мәні бар сөздер, терминдер мен экономикалық кірме сөздер қоғамдық-саяси тақырыпқа жазылған мәтіндерде, хабарларда, хабарлама жолдарда кездеседі. Сондықтан қоғамдық-саяси сөздердің кейбірінде экономикалық та мән болатыны байқалады. Сонымен қатар «Қазақ» газетіндегі араб-парсы сөздерінің қазіргі қазақ тіліндегі лексикалық, фонетикалық дублеттердің, жарыспалы қолданыстардың негізінде жатуы алғышарттарының бірі ретінде осы газетті санауға болатынын көрсетеді. Ал XX ғасыр басындағы кірме сөздердің, экономикалық және қоғамдық-саяси терминдердің басым бөлігінің жазылуы қазіргі қазақ тіліндегі жазылуынан бөлек болды. Сондықтан жазудағы айырмашылықтарды анық байқау үшін келтірілген мысалдарда сол кездегі экономикалық және қоғамдық-саяси сөздердің жазу ерекшелігі ішінара сақталды, осылайша сол кезең мен бүгінгі қолданыстағы тілдік фактілерді салыстыруға мүмкіндік жасалды.

Түйін сөздер: экономикалық төл және кірме сөздер, экономикалық терминдер мен тіркестер, экономикалық атаулық тіркестер, публицистикалық стиль, әліпби, емле, газет тілі, қоғамдық-саяси сөздер, тарихи мұра, кірме сөздер, төл сөздер, әдеби тіл, дублеттер, лексикалық дублеттер, фонетикалық дублеттер, әдеби норма.

Кіріспе. Экономикалық сөздер мен терминдердің қалыптасуын түсіндіру сала мамандары үшін де, тілшілер үшін де маңызды. Экономикалық мәтіндерде ұшырасатын экономика, нарық, сауда, салық, сатып алу, несие, ақша, табыс, пайда сияқты бұрыннан келе жатқан сөздер мен бүгінгі таңдағы маркетинг, менеджмент, блокчейн, электрондық ипотека, бағалы қағаздар, лизинг, факторинг, форфейтинг т.б. сөздерінің шығу тегі де, қалыптасуы да әртүрлі. Бұл жағдай басқа сала сөздеріне де қатысты. Қай сала сөздері болмасын олардың қазақ тіліне сіңуі, қазақша нұсқасының пайда болуы, сәтті баламасының таңдалуы сияқты процестерден өтеді. Мәселе **классикалық саяси экономия**, маржинализм теориясы, кейнсиандық теория сынды экономикалық теорияның проблемаларынан бөлек, яғни күнделікті өмірде қолданылатын шаруашылыққа, экономикалық сөздерге байланысты. Сөздің лексика-грамматикалық, мағыналық, фонетикалық өзгеріске ұшырауы сынды әрбір тілдік қадам тілші ғалымдар назарында болады. Айталық, біраз уақыт өткенмен, көтерген мәселелері сол кезде ғана емес, бүгінгі күні де өзекті болып отырған белгілі ғалым М. Балақаевтың «Баспасөздің тіл мәдениеті туралы» деген мақаласы 1968 жылы «Тіл мәдениеті және баспасөз» [1] деген ғылыми жинақта жарияланған. Осы мақалада тіл тазалығына, ой дәлдігіне көңіл бөлудің маңызы туралы айта отырып, «Әдеби тілдің жауы – анархия» деп шегелеген ғалым біраз күрделі мәселелерді талқыға ұсынады. Соның бірі мынадай пікір-ұсыныс: «Әдеби тілдің қалыптасқан синонимдік қатарлары тұрғанда, ескірген сөздермен әуестенушілер

көбейді, диалектизм, профессионализм, дублет сөздерді қалай болса солай қолдану баяғысындай. Тілде бардың бәрі алтын деген сөз тілдік анархияға есік ашық деген болады. Соңғы кезде кейбір авторлар айтылмыш, ләкин, һәм, мартаба, бағзы біреу, хақында, рауаяты, қауышқан, тәржима сияқты жазуларды сән көретін болды. Ондайлар, рас, Октябрь алдындағы әдеби тілде, көбінесе зиялылар, діни әдебиеттер тілінде жиі қолданылатын. Олардың халықтық қасиеті болмағандықтан, кейін қалып қойды да, олардың халықтық нұсқалары әдеби нормаға айналып кетті. Алайда 50-60 жыл өткеннен кейін оларды қайта тірілтетіндей не қажет болғанын білу қиын. Соңғы кезде бұрынғы тұрқы өзгеріліп, әдеби тілде әбден қалыптасып кеткен араб-иран сөздерін бұрынғыларша айту, ескі жазу да етек алып барады. Мысалы, ғұмыр, уағда, хақиқат, кітап, мәлім, күна, бейнет, азап, имарат, тағысын тағылар. Қазіргі әдеби тіліміз үшін жоғарғылар керек болса, ғырат, ғұзыр, һатта, пұл, рәуіш, шәһар, үшбулармен қатар, біздің көз алдымызда бұрынғы тұрқын өзгертіп қазақ тілінің дыбыс заңы бойынша жымдасып кеткен мәлім, өмір сияқты екі мыңдай сөз тұрады. Біз оларды өзгертуге қарсымыз» [1, 7-б.]. Экономика мен саясат тілдің өміршеңдігін айқындаудағы ықпалы күшті, маңызды салалар. Шаруашылық пен экономикалық терминдер, негізінен, алғашында төл сөздерден тұрады. Себебі кез келген ұлттың географиялық аймағына қарай айналысатын шаруасының түрі, экономикасы болады. Қазақ халқының да экономикалық қатынастарды жүргізуіне қарай экономикалық сөздердің қалыптасқаны байқалады. «Қазақ» газетінде (1913 ж.) миллионшық (миллионер), жәрдемшіл, жәрдем, банкі (Государственни банк), пайда (жұрт пайдасы), пұлдау, базары көтерілу, қазына, пособие, задатка сияқты төл сөздер де, кірмелер де бар. Ал экономика саласы метатілінің қазақша қалыптасуын білгісі келетіндер үшін қызықты мәліметтер тарихи жазбалардан, мерзімді басылымдардан жиналады.

Материалдар және әдістеме. Қазіргі экономикалық, қоғамдық терминдердің және қазақ тіл білімінің дамуын байқататын жайттарды, дублеттердің пайда болуы себептерін анықтау және сөздердің қолданысын жүйелеу мақсатында аталған салаларға қатысты сөздердің бүгінгі қолданысын негіздеу үшін жинақтау, пайымдау, болжам жасау, мағыналық өзгерістерді түсіндіру, яғни интерпретациялау, лингвистикалық тұрғыдан талдау жасау, әдістерін қолдану арқылы зерттеу жүргізілді.

Талқылау және нәтижелер. Қазақстанда латыннегізді жаңа әліпбиге көшу туралы шешімнің саяси, ғылыми және әдістемелік тұрғыдан негізді болуы тілдегі экономикаға, қоғам мен саясатқа қатысты сөздердің бұрыннан болған дағдылы жазылуы мен қолданысын білу, емле үлгілерінің қалыптасуын көрсету оңтайлы болады. Сондықтан тілдік фактілерге, дәлелдемелерге, емле жүйеленуінің тарихи сипатына көңіл бөлінді. Ал экономикаға, күнделікті тұрмыстық жағдайда ауыс-түйістер, сауда-саттық жасауға орай туындаған, түрлі іс-әрекеттерге байланысты экономикалық сөздер мен кейіннен терминдік мән иеленген экономикалық атаулар және саяси сөздер сынды тілдік фактілер нақты жазба мұралардан өзгеріссіз алынды, сол тұстағы жазу ерекшелігі мен оқылуы бүгінгі қазақ тіліндегі айтылуы, жазылумен салыстырылды. Бір ғана атаулық тіркестердің пайда болуы мен жасалу жолдары жазба мұралардағы жай-күйі, мағыналық өзгерістері мен ауысулары белгілі бір деңгейінде ұғынықты, соған қарамастан ең мәнді фонетикалық, лексикалық, грамматикалық белгілері нақтыланды. Сонымен бірге экономикалық, қоғамы түсініктердің мағынасына терең үңілу білім алушылар үшін білім сапасының көтерілуіне қол жеткізеді, олардың танымдық белсенділігі артады. Мәселеге осылай қарау ғылымдар тоғысы тұрғысынан да, практикалық тұрғыдан да маңызды. Бірақ мақалада экономикалық таңдау, баламалы шығын, экономикалық таңдау ынтасы (мотивация), шекті шығындар, өзгермелі шығындар, нормативті экономика, позитивті экономикат.б. ғылыми терминдерге қатысты мәліметтер болмайды. Сондай-ақ «Жалпы экономикалық теория. Оқулық» [2], Экономикалық теория негіздері: оқулық [3], Экономикс. Принципы, проблемы и политика: учебник [4], Использование научных трудов видных казахских мыслителей при изучении экономической теории. Учебное пособие [5], экономическая теория. Введение в экономическую теорию. Микроэкономика. Макроэкономика: учеб. пособие [6] т.с.с. еңбектердегі терминдердің қолданыстарын, аударма еңбектердегі баламаларды XX ғасыр басындағы экономикалық оқулықтар тілімен салыстыру – болашақта орындалатын кешенді, іргелі еңбектер арқылы жүзеге асады деп ойлаймыз.

Жоғарыда айтылғандай, «ескіше» жазудың «сән болып» қайта-қайта бой көрсетуі себебін ілгеріден, «Қазақ» газетінен, яғни XX ғасыр басынан, ал тереңдей түсу үшін тіпті одан әрідегі кезеңнен де іздестіруге болады. Ғалым М. Балақаев келтірген ғырат, ғұзыр, пұл, рәуіш, шәһар сөздері түрлі фонетикалық өзгерістермен бүгінгі таңда тілдегі өмірін жалғастыруда, мысалы: ғұзыр – құзыр, пұл - бұл, рәуіш-рәуіш, шаһар, ғимарат т.б. сөздері өміршеңдік танытып отыр. Кейбір сөздердің екі түрлі

жазылуы олардың мағыналық айырмашылықтарын тудыруға себеп болғаны сезіледі. Мысалы, уәде, уағда сөздерінің екі түрде айтылуы да, жазылуы да қолданыста жүр. Әрқайсысының контексті олардың мәнін ашып отырады. Ал мысалға келтірілген сөздердің кейбірі екі түрлі мағына иеленіп кетті. Мысалы, дублеттердің бір түрі фонетикалық дублет болып, о баста бір мағынаны білдірген үкімет – үкімет – өкімет ұштағанынан үкімет қалды да, қолданыла келе ол сөз өкіметтен басқа мағынаны білдіруге көшті, ал үкімет – үкімет сөзінің үкімет варианты әдебиленді. Ал шәр – шәһар – шаһар дублеттерінің ішінен шаһар сөзі жиі қолданылады, бірақ әдеби норма ретінде қала сөзі орныққан. Осындай дублеттер қалыптасуының белгілі бір алғышарттары болады, көбінесе алғышарт ретінде жазба мұралар жүреді, сондай жазба мұралардың бірі – өзіндік тарихы бар, мәні зор басылым «Қазақ» газеті. 1913-1918 жж. жарық көрген «Қазақ» газеті төте жазусыналған алғашқы әрі жалпыхалықтық басылым болды. Өйткені бұл газет ДУГ, ТУГ басылымдары сияқты аударма газет емес еді әрі алғашқы жылдары таралымы жақсы болды. Шығарушылары да, бас шығарушысы да қазақ тарихы мен мәдениетінде ерекше орны бар тұлғалар. Газеттің Бас шығарушысы болып бес жыл бойы есімі жазылған А. Байтұрсынұлы тек соңғы нөмірлеріне ғана қол қоймаған. Оның да өзіндік себептері болды. Газет Ахмет Байтұрсынұлы, Міржақып Дулатұлы, жиі-жиі бас мақала жазған Ә. Бөкейханов т.б. тікелей атсалысуымен жарық көрді. А. Байтұрсынұлы қазақ әліпбиінің реформаторы, усул жадид бағытындағы төте жазуды қазақ өміріне әкелген тұлға [7]. Ал төте жазудың қиындығы да, жақсылығы да байқалған алғашқы кезең – осы газет жарық көрген уақытқа тиесілі.

«Қазақ» газеті – ХХ ғасыр басындағы, онда да 1913-1918 жж. қазақ жазуының сипатын көрсететін тарихи мұра, оның ерекшеліктерге бай куәсі. Сондықтан газетте графикаға, таңбаларға байланысты **фонетикалық ерекшеліктер** А. Байтұрсынұлы ұсынған әліпби таңбаларының қолданысын, алғашқы емле түзу тәжірибесін, жазу үлгілерін көрсететін фактілер ретінде қарастырылады. **Лексикалық және емле ерекшеліктері:** а) төл сөздер және олардың жазылуы; ә) кірме сөздерді топтастыру; кірме сөздер мен олардың жазылуы; б) араб-парсы сөздері мен олардың жазылуы, жазу барысында туындаған қиындықтары; в) өзге түркі тілдерінен енген кірме сөздердің жазылуы; г) орыс тілінен енген сөздердің жазылуы; д) аудармалар, ерекшеліктері; ж) қанатты сөздер т.б. мәселелер тұрғысынан сөз болуы керек. Ал **грамматикалық ерекшеліктер** қосымшалардың жалғануы, қосымшалардың өнімді-өнімсіз түрлерін көрсету; сөздердің жасалуы, сөздердің тіркесуі және сөйлем түрлері мен кейбір ерекшеліктер тұрғысында қарастырылады. Өйткені, газет - қазақ халқы үшін маңызды жазба мұра. Алдыңғы ғасырлардан біртіндеп қалыптасып келе жатқан әдеби тіл нормаларын, жазу үлгілерін бүгінгі күнмен сабақтастыра отырып зерттеу, әсіресе қазіргі қазақ тіліндегі қоғамдық-саяси, экономикалық сөздердің қалыптасуына игі әсері болғанын көрсету – газет тілін зерделеудегі басты бағдар. ХХ ғасыр басы, 1913-1918 жылдары «Қазақ» газетінде байқалған **лексикалық, емле ерекшеліктері** жоғарыдағы проф. М. Балақаев келтірген сөздердің арасында сабақтастықтың барын байқатады. Профессор М. Балақаевтың «50-60 жыл өткеннен кейін оларды қайта тірілтетіндей не қажет болғанын білу қиын» деген сөзіне жауапты осы газет материалдарынан да іздеген жөн. Өйткені ғалымның мысалға келтіріп отырған сөздерінің көбі «Қазақ» газетінде қолданылған. Ескерту ретінде газеттен алынған мысалдардың кейбір грамматикалық, лексикалық ерекшеліктері салыстыру мақсатымен сақталғанмен, қазіргі жазумен берілгенін айту керек: **Үкім - хүкім:** 19-ншы статия өлімге байлаб хукім салынған я салынатын адамдарға өлтіру орнына 20 жыл катржни работа кесілген (Қ., 1913, 1 март, жұма, №4). Газетте хукім сөзі хкм деп жазылып, тек дауыссыз дыбыстар тізбесі түрінде беріледі. **Үкімет – хүкімет – өкімет:** Хүкімет мұнан былай солармен ақылдасыб іс істейді деген манипес шықды (Қ., 1913, 17 март, сембі, №6). Газеттегі жазылуы: хкмтт.б.; **Ұлық - ұлұғ:** Ұлұғ тойды жұрт ұлұғлаб қуаныш бен өткізді (Қ., 1913, 1 март, жұма, №4); **Дәреже - даража:** ...ағұс манипесінде ақылдасарлық ғана хукімет даражасында беріліб еді (Қ., 1913, 17 март, сембі, №6); **Шәр – шәһар - шаһар:** Астаналы шәрлер, астаналы губерналарға кіруге һәм қуылған уалайаттарынан басқа қалаған жерінде тұрмақшы (Қ., 1913, 1 март, жұма, №4); **Және – һәм:** Росиа халқының көңілін толқытатын тағы бір нәрсе – біздің соғыста жолымыз болмау һәм оның себебін жоғалту туралы (Қ., 1915ж., сембе, 8 ағұс, №144). Біздің одақтастарымыздың да рухы һәм қазынасы олқы түскен жоқ (сонда); **Қате – хата:** Еліктеуіміз өлшеуден шығыб бара жатса, рух сыны біздің ғана көзімізді ашыб, хатамызды көрсетер; **Ақиқат – хақиқат:** Адағында хақиқат хақтығын етді (Қ., 1917, 2 феврал, бейсенбі, №216); **Әріп – харп:** Бірінші бөліміне росша харп танып аз-маз оқыб жаза білетіндер, еіншісіне екі класты школ біліміне ие болғандар мұнан соң октабрдің 18 не шейін қабул етіледі (Қ., 1916, 8 октабр, сембе, №200). Міне, ғасыр басында тілімізде жұмсалған харп сөзі соңғы жылдары **қарып, қаріп** (қарпі, қарпімен) болып, фонетикалық жарыспалылықты тудырып жүр. Қазақ тілінің «Орфографиялық сөздігінде»:

«Қаріп (шрифт), қарпі» түрінде (харып, харіп түрі жоқ) реестрге енгізілген [8,366-б.]. Әрине, аталған сөздіктегі әріп сөзі де әдеби норма ретінде танылады: «Әріп, әрпі, әріп тану, әріп теруші» [3,102-б.]. Бірақ осы сөздіктің шығарылымы туралы соңғы беттегі мәліметінде «қаріп түрі...» деп жазылған. Бұл жалғыз-жарым ғана қолданыс емес, көптеген кітаптарда кездеседі, әріп пен қаріпжарыса қолданылады.

Ақы – хақы: Оқу хақы айға 8 сом (Қ., 1916, 8 октабр, сембе, №200); **Әскер – ғаскер:** Жаңадан көб ғаскер алыб келу керек (Қ., 1915, 15 октабр, бейсембе, №153); **Хазірінде – әзірінде:** Қай жағы жеңіб шығары хазірінде мағлұм емес (Қ., 1915, 15 октабр, бейсембе, №153); **Дұшпан – дұшман:** Орынбор губернаторы генерал-лейтенант Сухомлинов: «Бұл мақала мен газет қазақ халқын көрінеу хукіметке қарсы дұшмандыққа үндемекші» деб, төтенше жарлығы бойынша газет шығарушы А.Байтұрсыновқа 1500 сом штраф салған, төлемесе үш ай абақты бұйырған (Қ., 1916, 168); **Данышпан – данышман:** Мақалдар мен мәтелдер халықтың бір неше ғасырлық данышмандығын көрсетеді (Қ., 1915, №120, 18 апрел, сембе); Оң түстік халықдары айтады (ғараб, парсы, түрік һәм басқалар) айтады: Мақал тілдің көлі деб; қытайлар – бұрынғы данышмандардан қалған өсиет деб; немісдер - көше арасындағы данышмандық деб; италиа халқы халық мактабы деб; ағылшындар, прансуздар – көб көргендіктің жемісі деб; росдар – қанатты сөз, әдемі сөз деб айтады (Қ., 1915, №120); **Арабша – ғарабша:** Енді 12 айға ғарабшадан анық қойылған 12 ат бар ма? (Қ., 1916, №172); **Ақиқат – ғақиқат:** ... бастауыш мактабда балалар ана тілінде оқуы тиістілігі, мисионерлер болмаса басқалар таласбайтын ғақиқат еді (Қ., 1916, №167); **Айыптау – ғайыптау:** Ғайыптап тұрған заман (Қ., 1914, №50); **Әзірлеу – хазірлеу:** Ұрғашыларға жеке бір үйге, еркекдерге бір үйге тамақ хазірленген еді (Қ., 1917, 13 иануар, жұма). Мысалдардағы даража, һәм, хукімет, шәр және шаһар, ғадет т.б. сөздері қазіргі кезде тарихи мәтіндерде мақсатты түрде қолданылады. Көркем мәтіндерде де кейіпкер тілінде, өткен өмір реалийлерін таныту үшін автордың сөз саптауында жүреді. Ал көрсетілген сөздердің хазірлеу, ғайыптау, ғақиқат, ғарабша, данышман варианттары қолданыстан шығарылған. Бұл мысалдар араб-парсы сөздеріне, онда да тұлғасын тұтас өзгертіп, тілге сіңіп кете қоймаған сөздерге қатысты. Келтірілген мысалдар ескі жазудың ерекшелігінен және осындай сөздердің жылдар өткізіп барып, тілде бой көрсетіп отыруының себебін түсіндіріп береді және ескі сөзқолданыс туралы мәлімет жеткізеді. Аталған мақаласында М. Балақаев: «Мағыналары дәлме-дәл келетін фонетикалық, лексикалық, семантикалық және грамматикалық дублеттер мыналар: айуан – хайуан, арам – харам, әдет – ғадет, дұшпан – дұспан, залал – зарар [1, 8-б.] деп көрсетеді. Осы келтірілген мысалдардан «Қазақ» газетінде ғадет сөзі үнемі қолданылған: **Әдет - ғадет:** Бұл ғадетді тастау керек (Қ., 1913, №23). «Қазақ» газетінде сондай жиі қолданылған сөздің енді бірі - зарар сөзі. Зарар сөзі қазіргі әдеби тілдегі зарарсыздану, зарар білдіретін ауыл шаруашылығында, әлеуметтік салада жұмсалатын терминдік мәннен гөрі залал, зиян келтіру деген тұрмыстық мәнді сөз болып қолданылған. **Мекеме – маһкама:** Камисиа ағзалары жұмысшыларға қатысы бар маһкамалардың адамдары – мысалы, Торғай облосной правлениесінің, темір жол управлениесінің, воински нашалник кеңсесінің адамдары, Орынбордағы қазақдар мен ноғайлардан бір неше адамдар һәм қала камитетіндегілер (Қ., 1917, 13 иануар, жұма). Үнемі және газет шығып тұрған кезеңде өзгеріссіз сол күйінде қолданылған **илану – инану** сөзі: Жұртдың көбі олардың пәтуасына инаныб, усул жадидтен балаларын ала бастаған соң... (Қ., 1915, №153). **Әйел – ұрғашы:** Ұрғашыларға жеке бір үйге, еркекдерге бір үйге тамақ хазірленген еді (Қ., 1917, 13 иануар, жұма). Ерекше жазылып кеткен сөздер: **зонғар - жоңғар:** Сөйтіб, соғысыб, зонғарды қуыб алған жеріне ие болыб қалған ел Қосайдар қыпшақ Тілеубердінің тұқымы (Қ., 1915, №153).

Лексикалық ерекшеліктердің ендібірі кірме сөздер мен олардың жазылуына орай қалыптасқан. Кірме сөздердің бір парасы араб-парсы сөздері және олардың кейбір фонетикалық, лексикалық варианттылықтарды тудыратыны – айтылып жүрген мәселелер. Ал бұрыннан белгілі араб-парсы сөздері қатарындағы хкүмет, ахлам, хлаф, ғлам, тарфи, үмт(і) т.б. газетте жиі кездеседі. Газеттен терілген мына мысалдар жазудағы қиындықтардың көбін (кейбірі қазір де қиындық тудырады) ескі жазудың ықпалынан іздестіруге нұсқайды және газеттегі ескі сөздердің біраз екенін нақты сандық тұрғыдан болмағанмен, бағдарлауға мүмкіндік береді.

«Қазақ» газетіндегі жазылуы	«Қазақ» газетіндегі оқылуы	«Қазақ» газетіндегі жазылуы	Қазіргі кездегі жазылуы, оқылуы
мғлім	мұғалым немесе мұғалім	оғда	уағда
һм	һәм	һөнер	өнер
һш (км)	һеш (кім)	һарыз	арыз
		һәттә	кәттә, кәтте

мдрсе	медресе немесе медресе	hүн	үн
		hәр	әр
Ғбдалле	Ғабдалла (дұрысы Ғабдолла)	хұқ	хұқ
		райыс	райыс
хбр	хабар	кент	кент

Кесте 1. «Қазақ» (1913-1918) газетіндегі сөздердің жазылуы мен оқылуы және қазіргі сөздермен салыстырмалы қолданысы.

Дауысты дыбыстардың кейде мүлде жазылмауы, сондықтан әліпбидің квазиәліпбилік ерекшелігі бары төте жазудың қолданысқа енген алғашқы кезеңінде жарық көрген газет беттерінен айқын көрінеді. Ол жөніндегі кейбір мәліметтерді А.Байтұрсынұлы атындағы Тіл білімі институтының ғылыми басылымы «Тілтаным» журналында жарияланған мақаладан білуге болады [9]. А. Байтұрсынұлы өзіне дейінгі қазақ жұртының пайдаланып, тұтынып келген араб жазуында қазақ тілі үшін қолайсыздықтардың бар екенін дәлелдеп, жазуды жетілдіріп, «дәйекшені» енгізеді. 1912 жылы алғашқы әліппесін – «Оқу құралын» [1] бастырып шығарады. Сол жылдарда осы даулы мәселеге арналған «Жазу тәртібі» (Айқап, 1912, №9-10), «Жазу мәселесі» («Қазақ», 1913, №34-35) т.б. мақалаларын жариялайды. Әрине, ескіден үзілді-кесілді бірден бас тарту, әсіресе қалыптасып қалған жазу үлгісінің бірден қолданыстан шығып кетуі қиын, жазудың санаға сіңіп қалатыны, сөздің жазылуы образ тудыратыны туралы тұжырымдар жай айтылмайды, өйткені халық арасында бұрыннан қалыптасқан жазу дағдысы сол кездің өлшемімен алғанда кең таралған еді және мысалдарға қарағанда, медресе, һәм сөздері мен адам аттарының, мысалы, Ғбдалле сияқты, негізі араб сөздері, діни лексика элементтері болуы әсер еткені байқалады. Мұндай ерекшеліктер бір-екі мысалмен бітпейді. Сонымен, ескі (шартты атау, қазіргі Қытай Халық Республикасында тұратын диаспора жазуын жаңа төте деп шартты түрде алатын болсақ – Б.М.) төте жазудағы дыбыстардың таңбалануындағы ерекшеліктер мыналар: 1. Бірінші буында және екінші буында да «а» дыбысы жазылмайды: хбр – хабар т.б.; 2. Сөз басында «ы», «і» анық естілетін сөздерде бұл дыбыстар түсіріліп жазылады: нтымақ – ынтымақ, с - іс т.б.; 3. Бір буынды сөздердегі «ы» анық естілсе де, жазылмаған: жл.; 4. Сөздің бірінші буынында анық естілетін «ы», «і» түсіріліп жазылған: қлады – қылады, жлқы – жылқы, мрза – мырза.; 5. Сөз ортасындағы «і», «ы» дыбыстары анық естілсе де түсіріліп жазылған: бөлм – бөлім, қатн - қатын, алғс – алғыс, Беркқара, орсча – орысча, жгтдер - жігіттер т.б.; 6. «BI», «і» дыбыстары сөздің соңғы буынында анық естілсе де, таңбаланбаған: ұрлқ-зорлқ – ұрлық-зорлық, болс – болыс т.б.; 7. Сөздің соңындағы ы,і дыбыстары (3-жақ тәуелділікті білдіргенде) таңбаланған: мамдары – имамдары және түрлі, т.б.; 8. Бірақ қосымшалар құрамында «ы», «і» дыбыстары болса, түсіріліп жазылған: жәрдемнң – жәрдемнің, көрсетб – көрсетіб, жатр – жатыр, иеснде - иесінде т.б.; 9. Сөз басында и естілетін жердеде «и» түсіріліп жазылған: мамдары – имамдары; 10. Сөз басында «ө» естілетін сөздерде «ө» жазылмайды және сөз жіңішке айтылатын сөз болса, сөз басына дәйекше қойылады: зі - өзі; 11. Қазіргі кезде уағда түрінде дыбысталып, айтылатын сөздер оғда түрінде жазылған. «О» дыбысы сөздің бірінші буынында отр сынды сөздерде де жазылады; 12. Жіңішке айтылуы тиіс сөздердің алдына дәйекше қойылған, мысалы, «бр» (дәйекшемен), «брн брі», «тлі» (алдында дәйекше қойылған), «үчн» (дәйекшелі), «мсілесі» сөзінде «ы»-ның үстінде дәйекше қойылғандықтан, жіңішке болып оқылады, соңындағы «ы» да «і» болып оқылады [9, 14-22 бб.]. Міне, «Қазақ» газетіндегі емлелік, грамматикалық ерекшеліктердің кейбірі осындай.

Кірме сөздердің келесі тобын құрайтын орыс тілінен енген сөздердің жазылуы жеке сөз етуге тұрады. Газет бетінде қолданылған орыс сөздері өте көп. Ондай сөздердің көбеюіне, әрине, қоғамдық-саяси өмірдің өзгеріспен қатар экономикалық жағдай әсер еткен, соған орай газетте қоғам мен әлеуметтік жағдайға арналған материалдарға ерекше көңіл бөлінген, өйткені олардың бәрі де қазақтың танымын, көзқарасын кеңейтетін материалдар. Айталық, 1913 жылғы бірнеше нөмірде жарияланған «Сырт падшалар жайынан» (№5), «Росианың ішкі жайы» (№6), «28-нші феврал» (№4), «Қазақ жайында» (№10), «Хақ жолында» (№23), 1914 жылғы «Жарақты тыныштық» (№55), 1915 жылғы «Думада» (№144), «Европа соғысы» (№153) т.б. ондаған мақалалар орыс сөздері мен орыс тілі арқылы енген шеттілдік сөздердің үлес-салмағын көбейткен, ал орыс тілінің, шеттілдік сөздердің фонетикалық, грамматикалық ерекшеліктері көп болатыны, жазуда қиындық тудыратыны белгілі. Сондықтан ерекшеліктерді көрсету мақсатында кірме сөздер жіктеліске түсірілді. Оның алғашқысы – орыс тілінен енген және барынша өзгеріссіз жазылған сөздер. Сөздерді сол күйі қабылдау, яғни

аударма жасамау, сол күйі жазу газетте қазақ халқының әлеуметтік өмірі үшін маңызды құжаттарды жариялағанда, шамасынша аударғанда орын алған. Себебі газетті шығару жұмыстарына байланысты осындай сөздерді аударуға, өзгертуге, бейімдеуге уақыт та жете бермеген сияқты. Мысалы: атдел - атдел сөзі кейбір мақалада өте жиі кездеседі, айталық, заңды түсіндіруге арналған «28-ші феврал» мақаласында атдел 7-8 рет кездеседі. Осы мақалада статия сөзінің кездесу жиілігі одан да көп, 27-ден асады, аударылмаған. Экономикалық терминдердің қазіргі қолданысымен бірдей ақша (халықтан алған ақшаның көбі шенеуніктердің қалтасына түсіп, азы ғана халықтың керегіне жаралады (Қ., 1913, №6. - Русианың ішкі жайы); жәрдем, сом (қажы баба Уралскідегі «Қазақстан» газетасына да 1 мың сом жәрдем бергендігі мәлім. - сонда); мағынасы түсініксіз ағана (Бакуға қайтқан соң және көп ағана жинап жіберуге уәде қылыпты (Қ., 1913, №6); аударылмай жұмсалған миллионшық (Қазақтарда бай жоқ емес, миллионшық (миллионер) жоқ емес); пұлдау (Ол кезде малын пұлдауға да қазақ онша жаны-тәнімен ұмтылмаушы еді. - сонда); пособие (Жер бос беріледі, пойызда тегін жүреді, қора-қопсы салуына, егін-құрал алуына қазынадан пособие беріледі. - сонда), Бір помещиктің (жерлі байдың) тасын 260 мұжықтың тасына барабар закон әділ закон болып табылар ма? (Қ., 1913, №8), пайданы жесір қалдыру, т.б. Орыс сөздерін аудару мүмкіндігі мүлде болмауы, аударуға көнбеуінің, біздіңше, бірнеше себебі бар: а) халық түсінігінде осы ұғымның болмауы; ә) қазақ танымына жат болуы; в) газетті мерзімімен шығаруға үлгіру (асығу); б) құжат дәлдігін сақтау мақсаты болуы т.б. Бірақ бұл сөздің қазіргі кезде тек аудармасы қолданылады. Яғни уақыт сөздердің қолданысына өз түзетулерін енгізген. Ал газетте сөздерді бейімдегенде, көбінесе орыс тілінің «согласование» заңдылығы ескерілмеген, мысалы, народни судиа, воени тсензура т.б. Соған қарамастан, газеттің публицистикалық стиль қалыптастырудағы рөлі мен ықпалының күштілігі сондай, тіпті біраз қоғамдық-саяси сөздер әлі күнге дейін «Қазақта» қалай жазылса, сол үлгісімен жазылып та, айтылып та келеді. Соның бірі – газет сөзі. Қазіргі кезде әбден қалыптасып кеткен «газет» сөзі басылым жарық көрген алғашқы жылы «газета» болып жазылған: Газетамыздың 1-нші нөмірінде айтып едік, 21-нші февралда Росиа империясын меңгерген Романов тұқымының үш жүз жылдай үзілмей падшалық еткен ұлұғ тойы болады деб (Қ., 1913, 1 март, жұма, №4). Кейінгі жылдарда, шамамен, 1915 жылдан газет деп жазу орныққандай көрінеді: Газет шығарушылар да иа өлмей, иа қолынан айрылмай газет шығаруын, газетке жазуын қоймайтыны да белгілі (Қ., 1916, 8 октябрь, сембі, №200). Бірақ газета сөзінің біресе газетке ауысып, енді бірде қайта газета болып жазылған жарыспалылығы 1917 жылға дейін созылған: Бүгін газетамыз 4 жасды өткізіб 5-ке айақ басды (Қ., 1917, 2 феврал, №216). Газет шығарушылары сөз ғана емес, сөз тіркесін де (көбінесе бір ұғымды білдірсе) аудармай, орыс тілінің грамматикалық үйлесімінсіз қазақыландырып жазған. Ондай сөз тіркестері молынан ұшырасады. **Сөз тіркестері:** главни оглашения, уголовни палажение, воени тсензура, арестански атделение, справителни дом, катржни работа, сылни паселенс, палитиса надзоры, народни судиа, акружной сод, крестиански нашалник, мирауай содиа, земски сайуз, войнски нашалник, облосной правление, дух крититсизма (рух сыны), атестат зрелости, т.б. **Жеке сөздер:** недоимке, палажения (кейде положение), пункт, крепст, срок, паселение (кейде поселение), аписер, общество, губерна (губерния), телеграм, правила, морской, партиа, дума, депутат, салдат, сенат, кнеге, губернатор, закон, облос, үйез, аркестр, ешелон, ушитл, музыка, роман, камисиа, десетина (десиатина), пылан, тауар, вермишел (3-нші думаның жұмысына жылан көже (вермишел) деб ат қойылған. 3-нші дума бес жылдай халықды «жылан көжемен» сыйлады) т.б. Фонетикалық өзгеріспен аталған пән атауы: география – жағрапия, т.б., ал баламалары табылған атаулар жан тану, тән тану, мал бағу білімі, т.б.

Анықтауыштық қатынаста тұрып, бір ұғымды білдіретін атаулық тіркестер «Қазақ» газетінің әрі лексикалық, әрі грамматикалық ерекшелігіне жатады. Сол кез үшін жаңа құбылыс, танымның жаңа деңгейлік ұғымын атайтын атаулық тіркестердің пайда болуы ерекше құбылыс. Атаулық тіркестер екі түрлі болады: бірі – екеуі де төл сөздердің тіркесуінен жасалған: ашық хат («Қазақ»-дың 162-ші номрнда басылған «Мдрсе Ғалие» шәкірттерінің ашық хаты туралы әріптесіміз «Уақыт» газетасының бетінде сөздер айтылып өтді (Қ., 1916, қойан, 31 иануар, №167, жексембе); сондай-ақ уақ қарыз, ұйым дүкен, шала қазақ, тентек су, өлі бұйым, т.б. атаулық тіркестер кездеседі. Осыған ұқсас есім-етістік (тұйық рай) тіркесінен болған атауларды айтуға болады, мысалы, ел тартуу (ел тартууданжғлс табу), т.б. Екінші түрі – бірі кірме (араб, парсы және орыс тілінің, яки орыс тілі арқылы өзге тілдерден енген) сөздер мен төл сөздердің тіркесуінен болған. Ал кірме сөз бен төл сөздің тіркесуінен жасалған атаулар, болмаса қазір гибридтер деп аталып жүрген сөздерге байланысты тілдік деректерді «Қазақ» газетінен де кездестіруге болады, олар гибрид сөздердің тарихи қалыптасуын көрсетеді. Есім төл сөз бен төл сөздің тіркесуінен жасалған атаулық тіркестер қоғамдық-саяси сөздер қатарында мол және

осындай атаулық тіркестер сөзжасамның аса тиімді моделі болған: атстафкаға чгу, ғскер молайту, еуропа соғысы, нтымақ падшалар, одақ падшалар, закон жобасы, ғскери тсензура, жол расход, аулни школдар, соғыс расходы, земства жарлығы, т.б. Келтірілген мысалдар гибри́д сөздердің кеніші – публицистикалық стиль болғанын да дәлелдейді.

Қорытынды. Міне, XX ғасыр басындағы сөздердің қолданысы, жазылуы мен оқылуы, оның ішінде «Қазақ» газетінен тікелей өзгеріссіз алынған мысалдар, сөздер, сөз тіркестері қазіргі қазақ тілінде кейбір сөздердің, кейбір сөз тіркестерінің өзгеріспен, кейбірі мағыналық айырыммен айтылатын, жазылатын күйге қалай жеткенін білдіреді. Ал әдеби тілге жат саналатын жарыспалылықтың, онда да аталған тілдік бірліктердің фонетикалық, лексикалық, грамматикалық жарыспалылықпен әлі күнге дейін қолданыс тауып жатуының себептерін жазба мұралардан іздестіру керектігін білдіреді және оны фактілермен дәлелдеуге болатынын көрсетеді.

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УПОТРЕБЛЕНИЕ ЭКОНОМИЧЕСКИХ И ОБЩЕСТВЕННО-ПОЛИТИЧЕСКИХ СЛОВ В ГАЗЕТЕ «КАЗАХ» (1913-1918)¹⁰

Аннотация. В статье показано, что истоки большинства дублетов экономической и общественно-политической лексики казахского языка можно найти в трудах интеллигенции начала XX века, а также в текстах газеты «Казах». Однако в газете «Казах» начала XX века нет терминов, связанных с макроэкономикой, с микроэкономикой, с экономической теорией, таких как экономический выбор, альтернативные издержки, мотивация экономического выбора, предельные издержки, переменные издержки, нормативная экономика, позитивная экономика и т.д.

Сложно сказать, что термины экономической теории встречаются даже в статьях А. Бокейханова, написанных для ознакомления с известными людьми из разных стран. Однако некоторые слова, а также заимствованные слова с экономическим значением и связанные с экономической деятельностью встречаются в текстах, в газетных полосах, сообщениях, посвященных общественной и политической жизни казахского народа того периода. Поэтому общественно - политические слова иногда имели и экономические значения. А арабо-персидские слова, использованные в газете «Казах», означают, что они являются одной из предпосылок появления лексических, фонетических дублетов, вариативных употреблений в современном казахском языке, в том числе в рядах экономических терминов.

Письменные модели заимствованных экономических и прочих слов начала двадцатого века, отличались от письменных моделей современного казахского языка. Поэтому, чтобы отчетливо увидеть различия в письме, в приведенных примерах частично сохранили модели правописания того времени. Таким образом, предоставлена возможность сравнивать лингвистические факты того периода, т.е. начала XX века и современности по экономическим и общественно-политическим терминам.

Ключевые слова: исконно казахские и заимствованные термины и словосочетания экономики, политическая экономика, публицистический стиль, алфавит, общественно-политические слова, правописание, язык газеты, заимствованные слова, литературный язык, дублеты, лексические дублеты, фонетические дублеты, литературная норма, номинативные словосочетания по экономике.

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USE OF ECONOMIC AND SOCIO-POLITICAL WORDS IN THE NEWS PAPER "KAZAKH" (1913-1918)

Abstract. The article shows that the origins of most doublets of the economic and socio-political vocabulary of the Kazakh language can be found in the works of the intelligentsia of the early twentieth century, as well as in the texts of the newspaper "Kazakh". However, in the newspaper "Kazakh" of the early

twentieth century there are no terms related to macroeconomics, microeconomics, economic theory, such as economic choice, opportunity costs, motivation of economic choice, marginal costs, variable costs, normative economics, positive economics, etc. It is difficult to say that the terms of economic theories are found even in the articles of A. Bokeikhanov, written for acquaintance with famous people from different countries. However, some words, as well as borrowed words with economic meaning and related to economic activity, are found in texts, in newspaper strips, messages devoted to the social and political life of the Kazakh people of that period. Therefore, socio-political words sometimes had economic meanings. And the Arabic-Persian words used in the newspaper "Kazakh" mean that they are one of the prerequisites for the appearance of lexical, phonetic doublets, variable uses in the modern Kazakh language, including in the ranks of economic terms. The written models of borrowed economic and other words of the early twentieth century differed from the written models of the modern Kazakh language. Therefore, in order to clearly see the differences in writing, the spelling models of that time were partially preserved in the examples given. Thus, it is possible to compare the linguistic facts of that period, i.e. the beginning of the twentieth century and the present in economic and socio-political terms.

Key words: native Kazakh and borrowed terms and phrases of economics, political economy, journalistic style, alphabet, spelling, newspaper language, borrowed words, original words, literary language, doublets, lexical doublets, phonetic doublets, literary norm, nominative phrases in economics.

Project title: *Written heritage and analysis of the text: spelling, word formation of publicistic writing of the early 20th century and linguistic poetics of the artistic text (IRN: AP09260734).*

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- Abbreviation: K. - "Kazakh" newspaper (1913-1918)
- Article is prepared according to the research project during the period of 2021-2023, supported by the MES RK (IRN: AP09260734).

BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 73 – 81

<https://doi.org/10.32014/2021.2518-1467.169>

ISSN 1991-3494

JEL Classification: J11, J21, J23

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THREATS OF LABOUR POTENTIAL LOSS IN UKRAINE IN THE CONTEXT OF ECONOMY DIGITALIZATION

Abstract. The labour potential of the society ensures the development of economy and determines its innovation and competitiveness. Ukraine is faced with a difficult challenge. It is the loss of labour potential due to demographic processes, which are exacerbated by the digitalization of economy. The purpose of this study is to identify the risks of losing country's labor potential in the context of economy digitalization and work out recommendations for their reduction. **Methods.** The article uses statistical and analytical methods, methods of forecasting and expert survey conducted by the authors. The information basis of the study is represented by the official statistical materials of the State Statistics Service and the International Labour Organization. **Results.** The dynamics of changes in the labor potential of Ukraine is studied and a projected estimate of its quantitative indicators until 2030 is made. Based on the results of the author's expert survey, the factors of negative impact on quantitative and qualitative indicators of the country's labour potential are determined. The threats of external labour migration and its component – digital labour migration as a factor in reducing the labour potential of the country are substantiated. The shortcomings of employees' social welfare, including those employed through digital platforms, are identified and the areas that should be the subject of social protection for this category of workforce are pointed out. An expert assessment of the importance of potential social protection of those employed through digital platforms is made. The shortcomings of the educational and qualification sphere are outlined, which is the basis for the formation of qualitative characteristics of labour potential in the context of the development of digital technologies. The directions for reducing the risks of losing the country's labor potential have been formulated.

Key words: labour potential; digitalization of economy; labour migration; digital labour migration; employed through digital platforms; social protection; expert survey.

Introduction. Labour resources are a key factor in the country's competitiveness through participation in the creation of the public welfare and the development of innovation. The quality of labour resources determines the limits and potential of technological, economic and social modernization of the national economy. The issues and problems related to the transformation of the employment sector are particularly relevant in connection with the change in technological patterns, which is manifested in the introduction of digital technologies in business and production processes.

In the context of globalization and digitalization of economy, workforce has gained access to the world's information, education, production and other resources. The formation, development and use of labour potential are no longer limited to the region, the country where a person physically lives. Digitalisation is blurring the boundaries between countries and employees are able to offer their services globally, not just in their country of residence. Digital technologies have formed a new type of labour migration, i.e. digital and posed a number of challenges in the social and labour spheres. The issues of formation, development, use and maintenance of labour potential in the countries that are insufficiently institutionally developed, including Ukraine, are especially acute.

A significant amount of publications and research is devoted to the human factor as an important aspect in the production and competitiveness of the country. Among the recent publications, the following are of the greatest interest in our study. The publications by Kalenyuk I., Grishnova O., Tsymbal L., Djakona A.,

Panchenko E. are devoted to the peculiarities of the accumulation of intellectual capital [1]. The scale of migration processes, causes and consequences for Ukraine have been thoroughly studied by Libanova E. [2]. Evaluation of the effectiveness of the use of labour potential on a sectoral basis with an emphasis on knowledge is presented in the study by Antonyuk V., Shamileva L. [3]. Shaulskaya L., Doronina O., and Yakimova investigate innovative types of employment [4], Grishnova O., Azmuk N., Kuklin O. [5] focus on the development of educational and professional potential, Kolot A. and Gerasimenko O. Explore the prospects of social and labour development in the context of globalization and digitalization of economy [6]. Author's researches are devoted to new forms of realization of human capital in the conditions of digitalization of economy, the issues of social protection of employees [7, 8, 9]. Trends in the global labour market are the focus of many scholars, including McCollum D. Findlay A., Sophie Cranston, Joris Schapendonk & Ernst Spaan, Beech Suzanne and many others who study the formation and development of the global mobility industry (Global Mobility Industry (GMI) [10-13].

A significant challenge for the national economy and the sphere of labor in the conditions of complex transformation processes was the COVID-19 pandemic, the consequences of which have not yet been fully assessed and realized. At the same time, the global scale of the challenges associated with the pandemic acts as a catalyst for accelerating the digitalization of the labour sphere. Since March 2020, the International Labor Organization has prepared 6 editions of the report "COVID-19 and the world of work", the last edition is dated September 23, 2020 [14].

At the same time, the problems of the pandemic have marginalized the challenges of digitalization of the social and labour sphere. Among the latest research in this area it "Digital labor platforms and the future of work: Towards decent work in the online world" (2018) is worth mentioning [15]. In this context, it is urgent to study the main trends in the field of labour in the context of digital transformation and their assessment in Ukraine. It is expedient to note that Ukraine lacks social research on the digitalization of labour. The last and almost the only sociological survey at the national level on this topic was conducted in 2017 by Kyiv International Institute of Sociology on request of the International Labour Organization, the results of which were published in 2018. [16]

The purpose of the study is to determine the risks of loss of labour potential of Ukraine in the transition to digital economy and workout recommendations for their reduction.

Methods of research. The results of the presented research are comprehensive and include, alongside with the analysis of statistical data and forecasting based on them, the results of the author's expert survey. The expert survey was conducted from November 2019 to March 2020. 108 respondents participated in it. The number and representation of various professional groups and parties to social and labour relations is sufficient to ensure statistical accuracy and representativeness. The experts involved in it met survey requirements according in terms of their publications, specialty and type of activity. The experts are representatives of IT sphere (17.9%), industry and business (17.9%), central and local authorities (10.4%), scholars (25.5%) and representatives of educational institutions (28.3 %). By nature of activity, respondents represent three aspects of social and labour relations: employees, employers and the state.

Research results. The human factor is the main aspect of production and ensures its competitiveness. Directly depending on the quality, quantity, nature of use, motivation, development of labour potential changes the efficiency of production. And the entry of the world economy into the digital stage of development requires a radical change in approaches to the formation and development of labour potential in national economies. The modern economy of Ukraine is in the process of transition to digital form, which leads to the formation of new requirements for labour potential.

The analysis of quantitative indicators shows the processes of labour reduction in Ukraine, which is due to: natural population decline; aging population, declining labour force; the predominance of the older age group in the structure of the working group, external labour migration; a significant proportion of young people out of work, education, training.

According to the State Statistics Service, the population of Ukraine has decreased by almost 10 million over the past 30 years and as of January 1, 2020 amounted to 41.7 million people with a simultaneous decline in the working-age population (16-59 years old) by 5.3 million people, which amounted to 24.97 million people. As of January 1, 2020, in the structure of the population 23.9% accounted for persons over 60, 16.3% - for persons under 15 years of age, and the average age of the population was 41.8, the median - 41.4 [17, 18]. Ukraine is characterized by natural contractions, which are manifested in the predominance of births over deaths, while there is a tendency to slow growth in life expectancy, in particular in 1990 the average life expectancy was 70.42, the lowest value was in 1996 - 67.08, in 2019 - 72.01 [18].

According to the available data on quantitative indicators of labour potential, it is advisable to make a projected estimate of changes in population and working age. The projected estimate of these indicators until 2030 is shown in Figure 1.

According to the results of the projected estimate, provided that the current demographic trends continue, the population in the country will have decrease to 37 million people by 2030, the working age population – up to 20 million people.

Ukraine is characterized by a negative natural movement of labour resources, which is a determining factor in the risk of losing the country's labour potential. This has become the basis for conducting an author's expert survey to determine the factors that, against the background of unfavorable demographic processes, lead to a decrease in the qualitative and quantitative characteristics of Ukraine's labour potential. Negative social and economic burden caused by the coronavirus pandemic added much to these challenges in the field of labour. According to the ILO report "COVID-19 and world of work: impacts and responses", 6th edition, about 94% of those employed in the world live in areas where there are certain restrictions that lead to job losses [14]. This leads to an increase in global imbalances in national labour markets. Ukraine is one of the countries with the highest pandemic losses.

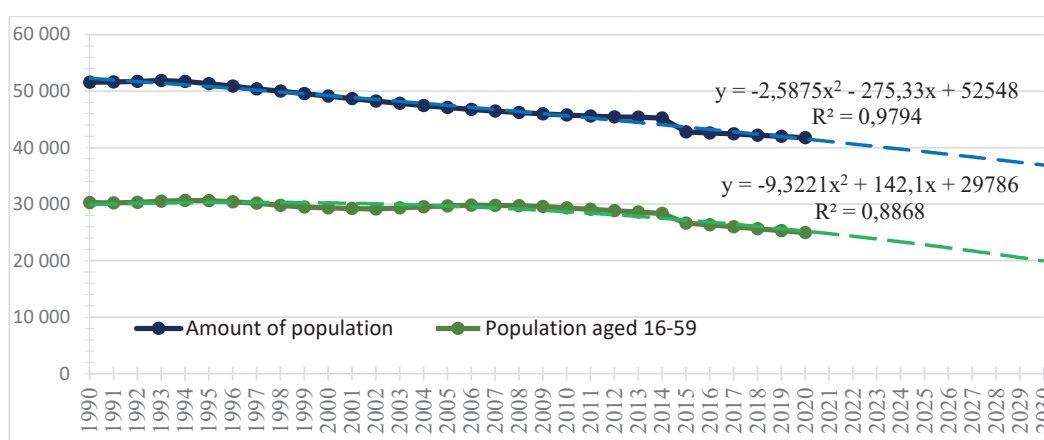


Figure 1 – Projected estimate of quantitative indicators of labour potential until 2030.
Made by the authors on the basis of data [17, 18]

The author's expert survey was conducted from November 2019 to March 2020. The survey had been conducted for four months from November to February in stable external conditions, but at the time of armed conflict inside the country. And the last month (March 2020) was extremely unfavorable for the expert survey due to the growth of real threats to life and health of the population, loss of income, uncertainty of the term of restrictions associated with quarantine measures. It was because of the pandemic that radical changes took place in both global and national labour markets.

In the framework of the author's expert survey, the involved experts identified the factors that most influenced these processes in Ukraine (Fig. 2).



Figure 2 – Assessment of the factors of the negative impact of reducing the qualitative and quantitative indicators of labour potential in Ukraine, % of respondents

According to experts, the growth of external labour migration has the most negative impact on the qualitative and quantitative indicators of labour potential (69.4%). According to the Ministry of Social Policy of Ukraine, it was determined that 3.2 million Ukrainians worked abroad on a permanent basis in 2018, and in some periods their number ranged from 7 to 9 million [19].

The results of a modular sample survey conducted by the State Statistics Service in the period from 2015 to 2017 show that Ukraine has become a donor country for labour migrants for Poland, the Russian Federation, the Czech Republic, Italy and others. According to the age structure among labour migrants, the largest shares fall on the age categories of 40-49s (26.3%) and 50-59 (18.2%) and are actually equally distributed among other age categories of 15-25 (12.8%), 25-29 (14.4%), 30-34 (14.1%), 35-39 (12.0%) [20].

The outflow of labour potential outside the country is due to internal and external factors. The internal ones are instability, a long-lasting armed conflict in the country, low wages, low employment opportunities for young people, systemic crisis in the country, insufficient opportunities for development and self-realization, inefficiency of social elevators and more. External factors are high material job evaluation in comparison with the domestic one, growing demand from developed countries for foreign employees, as well as a large global labour market.

Ukraine is on the path of digital transformation, but the degree and speed differs from the developed countries. At the same time, Ukraine has some success in digital development compared with the advanced European countries. They are due to the presence of a significant number of professionals with advanced digital skills, the demand for them in foreign labour markets, where much better conditions for pay and professional development. From 2013 to 2017, the country ranked first in Europe and fourth in the world in terms of financial flows and the number of tasks performed on digital platforms [16].

It gives grounds to claim that the outflow of labour resources is exacerbated by digitalization processes, which shifts labour migration to another plane – digital. Due to digitalization, the subjects of intellectual, innovative work become a global labour resource that goes beyond the national labour market. According to the opinion of 16.7% of experts, digital technologies simplify the process of providing labour services by domestic employees to foreign employers, which contributes to the outflow of digital employees outside the country of development.

The largest consumers of online services are the United States, Australia, Great Britain, Canada, the UAE, Singapore, Israel, Germany, the Netherlands and New Zealand. Donor countries for such services are the United States, India, Ukraine, Pakistan, Great Britain, Russia, the Philippines, Romania, and China. It proves that there is a redistribution of labour resources due to their involvement in global digital production. We define this process as digital labour migration. Digital labour migration is not associated with a change of residence, as services are provided remotely – using information and communication technologies, i.e. services are provided in digital format [7].

The negative consequences of the outflow of labour resources in digital form are the loss of Ukraine's competitive innovation-oriented workforce, which undermines socio-economic, innovative, labour and digital development. Non-target costs of training are significant when added value is created in other countries.

A significant shortcoming of the national labour market, which contributes to the outflow of labour resources indirectly is the low level of social protection of employees in Ukraine, which was noted by 25.0% of experts in general. However, depending on the professional status of the experts, there were some specifics and differences in the answers. Thus, the most negative values of indicators on social protection of employees were noted among respondents from the education system (32.3%), government officials (27.3%) and IT industry (26.3%); scientists appeared to have average indicators – 25.0%. It is worth mentioning that the level of social protection of employees by industrialists and entrepreneurs is the lowest in the country (10.5%), i.e. they do not see the severity of the existing problem of low level of social protection of employees.

Special attention should be paid to the social protection of the digitally employed, in particular through digital platforms. The experts were given the task to identify an effective defender for the interests of those employed through digital platforms. According to the respondents, digital professional associations (30.6%), the state (25.9%), and the employees themselves (20.3%) can become a real defender of the interests of those employed on digital platforms and on the Internet. At the same time, only one respondent considers it appropriate to rely on trade unions in the future, and testifies to the complete discrediting of this institution.

Respondents prefer to increase the responsibility of three subjects of social interaction – digital professional associations, the state and employees for the realization of the rights and interests of those employed on digital platforms. Experts also identified new forms of social protection through insurance companies of public legal status (10.4%), as well as hopes for public organizations in the field of digital technologies (8.3%).

Employment through digital platforms is characterized by legal irregularities. Therefore, it is important to regulate the provisions that require priority legal definition in order to guarantee the protection of the rights and guarantees of the employed through digital platforms.

Experts' answers to the question: "Which positions should be the subject of social protection of the rights and guarantees of the employed through digital platforms in the first place?" determine the needs for digital regulation of labour rights and guarantees. (Fig. 3).

The answers of the vast majority of experts indicate that 80.6% say that the issue of compliance with cash payment agreements by customers of services needs the greatest protection. Respondents believe that the issue of royalty payments for the use of copyrighted works needs to be strengthened – 43.5%; as well as payments of compensation for overtime work and work at night, on holidays and weekends – 37%, paid vacation – 30.6%. The provisions of the labour legislation of Ukraine do not take into account the peculiarities of digital employment in general and on digital platforms in particular, as well as working conditions related to pay and labour protection, vacation, professional development, disability, etc.

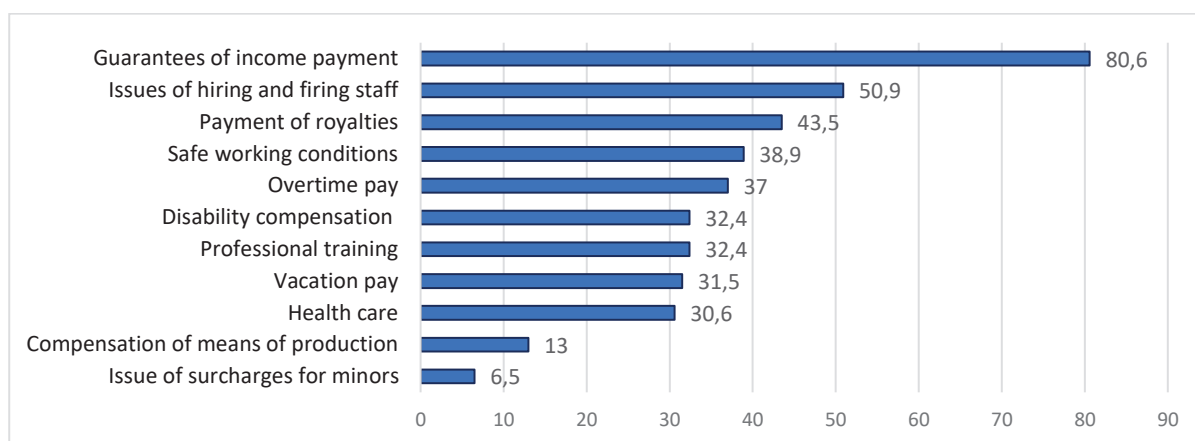


Figure 3 – Priority evaluation of protection areas of the rights and guarantees of the employee through digital platforms, in% of respondents

According to experts, a significant number of threats to the non-compliance of the qualitative characteristics of the labour potential with the latest requirements is related to the educational and qualification sphere, although it is the educational sphere that lays the foundation for the development of the country's labour potential. Almost half of the respondents (47.2%) link the decrease in the qualitative and quantitative indicators of Ukraine's labour potential with the educational sphere due to the mismatch of skills and knowledge to the needs of the labour market provided by the education system. According to experts, alternatives such as 1) unwillingness of the labour force to switch to new forms of work and employment in the context of digitalization and 2) low opportunities for reproduction of qualification skills, retraining for the labour force (22.2% each); 18.5% of respondents attribute the decline in qualitative and quantitative indicators of Ukraine's labour potential to the actual lack of lifelong learning programs.

At the same time, the problem is much deeper and it is expedient to consider it in two planes. Firstly, the lack of culture and traditions of developing self-learning skills, which should be laid down at school. Secondly, flexible forms of employment are characterized by a much lower level of social protection and require greater responsibility of the employed person. In fact, there is a transfer of costs from employer to employee.

In the study there are variations in the assessments of experts depending on their professional status, who noted the presence of problems in the educational sphere as a threat of losing the country's labour potential. (Fig. 4).

An indirect factor that testifies to the imbalance of labour and education markets is the unwillingness of employees to move to new forms of work and employment in the context of digitalization (22.2%). To some extent, this is due to the difficulty of mastering new forms of work and employment by employees against the background of growing demand for highly skilled workforce, which meets the latest requirements of digitalization of the economy. The assessments of experts from the IT sector (31.5%) differ significantly from the assessments of experts from other professional groups (difference in assessments is more than 13%), as well as from the assessments of business representatives (21%), which is evidence of high demand of IT

sphere for highly skilled employees. After all, the IT industry needs constant update of knowledge and skills of employees in order to ensure the competitiveness of IT companies in the labour market in the context of digitalization. This is a characteristic feature of the formation of a gap between those who work in digital and traditional segments of the labour market.

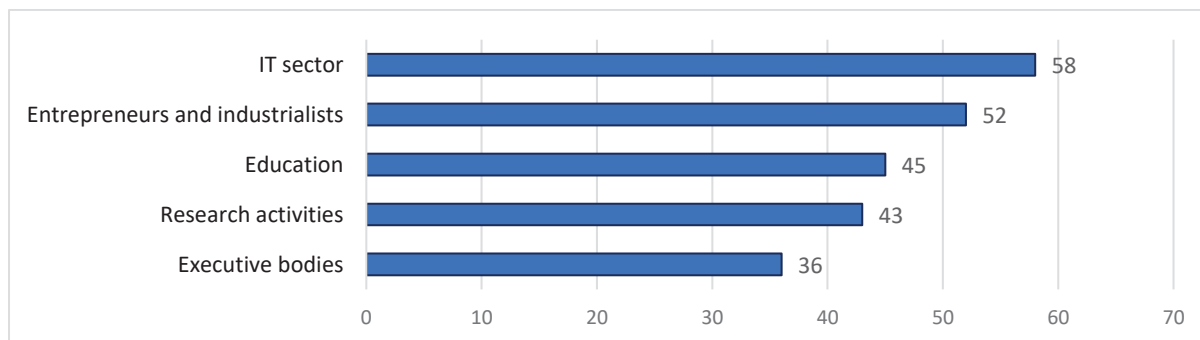


Figure 4 – Assessment of the mismatch of skills and knowledge provided by the domestic education system to the market needs, in% of respondents

The introduction of digital technologies in the world of labour determines the formation of the digital segment of the labour market. The digital labour market is a segment of the global labour market, the subjects of which are involved in global digital production through the use of information and computer technologies, digital platforms [7]. At the same time, the digital segment of the labour market is out of the national regulation due to many factors: the global nature of social and labour relations, lack of digital employment monitoring, legal uncertainty of digital employment and employment through digital platforms. Today, the main barriers to the creation of a strong digital labour market in Ukraine and strategies for its regulation are: lack of state strategies for digitalization of the economy and society and the Action Plan for their implementation; lack of coordination of actions of state executive bodies on labour and educational development; lack of national policy to support and encourage business to use digital tools, as well as the development of entrepreneurship on the basis of digital employment.

The development of the strategy for adapting the regulation of digital employment is a necessary step for the preservation and development of labour potential in the country. The results of the expert survey revealed the priority of regulating the digital segment of the labour market.

According to experts, the most effective way to regulate digital employment is the formation of a favorable regulatory environment for the digital labour market (71.3%), which would take into account current trends at the global and national levels in the digitalization of the economy. Effective regulation allows to prevent and counter threats, mitigate the negative effects of economic downturns, crises and pandemics.

The common opinion of half of the experts is noted in determining the effectiveness of such priority areas of state regulation of the labour market digital segment as the formation of a single national digital platform for employers and employees and / or self-employed – 51.9%, as well as investing in additional digital jobs for vulnerable groups of the economically active population – 50.9%.

The same assessments (41.7% each) gained in importance in the areas of digital labour market regulation: state support for the movement of IT volunteering in education for the most vulnerable segments of the economically active population in order to reduce the “digital gap”; implementation of programs for the unemployed to establish their own business in the digital space through economic, organizational and methodological support; development of the system of tax benefits to stimulate the creation of new digital jobs.

Among the much-needed regulatory mechanisms of the digital labour market, 39.8% of experts see the harmonization of labour and digital development and they suggested developing and implementing digital tools to provide social guarantees for employees through digital platforms. One third of experts (32.4%) preferred such areas among the areas of digital labour market regulation as the development and implementation of digital monitoring tools in the field of social and labour relations through digital platforms.

Materials. The article is based on analysis of statistical data and the results of the author's expert survey. The experts are the leading scientists of Ukraine who study the labor market, entrepreneurs and business, IT specialists, representatives of government authorities. The study was performed within the scientific theme of the Institute of Economics and Industry of the National Academy of Sciences of Ukraine “Transformation

of the social and labor sphere in the context of digitalization of the economy” (state registration number 0119U001481, 2019-2021)

Discussion. Digitalization has made and continues to make significant changes in the social and labor sphere. This requires additional research on issues such as the quality of working life and assessing the threat of losing the country's labor potential in the digital economy. Questions open for discussion and research are the search for optimal tools for monitoring and regulating digital employment, digital labor migration. These issues are relevant for any national economy. It should be noted that the economies of developing countries are most in need of these studies. This is due to a place in the global digital landscape, namely a donor of digital employment for developed countries.

Conclusions. The expert survey allowed to assess and outline the current state of Ukraine's labour potential and the threat of its loss in the transition to digital economy. The results of the study show an unfavorable demographic situation, aggravated by migration processes, socio-political instability, inconsistency of educational and qualification structure, unwillingness of employees to shift to new job forms, imperfect health care system, insufficient level of social protection. Negative factors influencing labour potential are exacerbated by digitalization processes, which lead to the formation of digital employment, a new type of migration – digital with a simultaneous decrease in the level of social protection of such employees.

The proliferation of digital employment is a potential mitigating factor for business constraints due to the global pandemic. Ukraine is one of the donor countries for digital specialists. It requires immediate development of strategic directions to ensure favorable conditions for the use of labour potential in the country, including social protection of digital specialists and people employed through digital platforms. The results of the study show that the development of strategic principles of digital employment regulation, which creates conditions for the strong development of the digital labour market in Ukraine, will contribute to overcoming the shortcomings, obstacles and barriers to digital development.

The main directions of development, use and preservation of labour potential in the context of digitalization are: formation of a favorable regulatory environment, development of digital infrastructure, investment in digital jobs, government support for IT volunteering, implementation of digital tools for monitoring, regulation, social protection, education system that meets the needs of the labour market.

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ЭКОНОМИКАНЫ ЦИФРАНДЫРУ АЯСЫНДА УКРАИНАНЫҢ ЕҢБЕК ӘЛЕУЕТІН ЖОҒАЛТУ ҚАУП

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УГРОЗЫ ПОТЕРИ ТРУДОВОГО ПОТЕНЦИАЛА УКРАИНЫ НА ФОНЕ ЦИФРОВИЗАЦИИ ЭКОНОМИКИ

Аннотация. Трудовой потенциал общества обеспечивает развитие экономики и определяет его инновационность и конкурентоспособность. Сложным вызовом для Украины является потеря трудового потенциала вследствие демографических процессов, которые усиливаются внедрением цифровых технологий в бизнес и производственные процессы. Определение рисков потери трудового потенциала Украины в условиях цифровизации экономики и разработка рекомендаций по их снижению является **целью** данного исследования.

Методы. В статье использованы статистическо-аналитические методы, методы прогнозирования и экспертного опроса, проведенного авторами. В экспертном опросе приняли участие 108 респондентов, которые представляют три стороны социально-трудовых отношений: работодателей, наемных

сотрудников и государство. За типом научных публикаций и видом профессиональной деятельности эксперты представляли сферу ИТ, промышленность, науку, образование, органы власти.

Результаты. Исследована динамика изменения трудового потенциала Украины и сделана прогнозная оценка до 2030 г. численности населения и количества трудоспособного населения в возрасте 16-59 лет. Результаты исследования подтвердили наличие неблагоприятной демографической ситуации в стране, которая усугубляется миграционными процессами, социально-политической нестабильностью, несбалансированной образовательно-квалификационной структурой, неготовностью сотрудников осваивать новые формы труда и виды занятости, несовершенной системой здравоохранения, недостаточным уровнем социальной защиты. Негативные факторы влияния на трудовой потенциал страны усиливаются процессами цифровизации социально-трудовой сферы, что выявляется в формировании нового типа миграции – цифровой.

В статье обоснованы угрозы внешней трудовой миграции и ее составляющей – цифровой трудовой миграции как фактора снижения трудового потенциала страны. Определено, что Украина принадлежит к странам-донорам цифровых работников, что требует немедленной разработки стратегических направлений по обеспечению благоприятных условий использования трудового потенциала внутри страны, в том числе и сфере социальной защиты цифровых занятых и занятых через цифровые платформы.

Определены недостатки социальной защиты работающих, в том числе и занятых через цифровые платформы и обоснованы направления, которые должны стать предметом социальной защиты для названной категории рабочей силы. Осуществлена экспертная оценка значимости потенциальных субъектов социальной защиты занятых через цифровые платформы. Результаты авторского опроса подтвердили низкий уровень доверия к действующим институтам защиты прав трудящихся в сфере социально-трудовых отношений – профсоюзам. Результаты экспертизы засвидетельствовали недостатки образовательно-квалификационной сферы, что является основой для формирования качественных характеристик трудового потенциала в контексте развития цифровых технологий. Установлены расхождения в оценках экспертов в зависимости от их профессионального статуса, которые отметили наличие проблем в образовательной сфере как угрозу потери трудового потенциала страны.

Выводы. Результаты экспертизы показали, что снижению рисков цифровизации в социально-трудовой сфере будет способствовать разработка стратегических направлений регулирования цифровой занятости, что создаст условия для развития и эффективного использования трудового потенциала в Украине. Результаты экспертного опроса стали основой для формирования направлений минимизации рисков в социально-трудовой сфере на фоне цифровизации экономики.

Ключевые слова: трудовой потенциал, цифровизация экономики, трудовая миграция, цифровая трудовая миграция, занятые через цифровые платформы, социальную защиту, экспертный опрос.

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494

Volume 5, Number 393 (2021), 82 – 89

<https://doi.org/10.32014/2021.2518-1467.170>

ГРПТН 06.39.31

UDK 332.1:339.564 (574.25)

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“ELECTRONIC GOVERNMENT” IN THE PUBLIC ADMINISTRATION SYSTEM

Abstract. The aim of the work is to analyze the nuances of the development of e-government in the Republic of Kazakhstan, proposes a periodization of the development of the phenomenon and recommends a set of practical measures aimed at solving the problems of e-government development.

The relevance of studying e-government is due to the following factors: acceleration of digital modernization processes in Kazakhstan under the influence of global informatization; increasing the efficiency of the Kazakh government through the introduction of information technology; the need to develop a state policy in the field of applying new technologies in the political sphere in Kazakhstan; the need to accelerate the economic and political modernization of Kazakhstani society through the widespread use of information technology, as well as the theoretical and practical interest in exploring the potential benefits of e-government.

An analysis of the current state of informatization in the field of public administration in Kazakhstan shows that, despite the impressive success in the development of electronic government, electronic voting and electronic document management, further development will require solving many problems.

In general, the organization of e-government requires large-scale reforms in public administration. Therefore, efforts should be directed both at reforming many administrative mechanisms, primarily bureaucracy, as well as strengthening democratic procedures, since the interactivity of e-government presupposes an active political dialogue and an increase in political culture.

A number of political, legal, administrative and technical tasks need to be fulfilled in order to develop new operating principles and the corresponding transformation of government activities. Therefore, the effective use of e-government requires a consistent strategy that allows organizing and coordinating the development of e-government infrastructure, appropriate training of specialists, as well as solving many other issues implemented by all parts: government, business, public associations, scientific institutions and citizens.

Key words: e-government portal, e-government, information technology, government services.

Introduction. One of the integral parts of the “information society” is the “electronic government”, which operates on the basis of the information infrastructure of public authorities, ensuring the effective implementation of most functions of public administration and, first of all, focused on the interaction of the state apparatus with citizens and business structures on the basis of information -communication technologies.

Electronic government is understood as a method of providing information and providing an already formed set of state and municipal services to citizens, business, other branches of government and government officials, in which personal interaction between the state and the applicant is minimized and information technologies are used as much as possible.

The objectives of the introduction of e-government are, first of all:

- reducing the time for servicing applicants;
- elimination of administrative barriers in the work of business entities;
- expanding the list of provided state and municipal services in electronic form;
- increasing the degree of involvement of citizens and authorities in the development of the information society;
- growing involvement of citizens in democratic processes;
- increasing the competitiveness of the economy;
- increasing the openness and transparency of the activities of the authorities [1].

Materials and methods. One of the main tasks of e-government is to improve the quality of provided state and municipal services and use the best ways to provide them for citizens and organizations.

Electronic government is not limited to the relationship between the state and society, different levels and branches of government should also interact. In the e-government model, there are three main areas of relationships:

The scheme of electronic interaction between the state, business and citizens is shown in Fig. 1. The following levels of interaction between the above parties can be distinguished here:

- C2B (customer-to-business) - between citizens and private companies;
- B2B (business-to-business) - between private companies;
- G2C (government-to-citizen) - between government services (at the level of government, departments and regions) and citizens;
- G2B (government-to-business) - between the state and private companies;
- G2G (government-to-government) - between government bodies.

EG provides for the automation of interaction at the G2C, G2B and G2G levels. Let us consider the prospects for the introduction of electronic signatures at these levels in more detail. What does e-government give to authorities?

- Quick access to reliable information for decision making.
- Improving communication between government agencies, increasing the efficiency of information exchange, integrating services and reducing costs.
- An economical effective tool for communication with civil society organizations, the ability to quickly disseminate information for them, collect information from them, organize any events.
- The ability to quickly and economically implement government plans on the ground, carry out uniform programs or events in different regions, cities, as well as the ability to exchange relevant experience between regions.
- Opportunity to improve planning and management at the regional and local levels, to overcome significant not only for Kazakhstan “territorial remoteness” of regions.
- The interested public will be able to really participate in the development of plans, projects, policies and initiatives.

- Constant and widespread informing of the public.

What does e-government give to each individual, the public?

- The ability at any time to get almost any information on an issue of interest.
- The ability to simply send your request to the “one window”, without wasting either time or effort to study the functional responsibilities of government departments. There is a high probability of getting an exhaustive answer to the question. The ability to independently review the archive of requests made by other residents.
- Influence the adoption of management decisions: express your opinion, proposal and track its progress.
- Monitor the quality of services provided by government organizations to people.
- Access to information will allow the use of existing opportunities (benefits, special programs, educational programs, participation in events, etc.).
- An opportunity to increase the degree of public control over the work of the government and reduce the level of corruption.

What does e-government give to business?

- A new company can be registered without leaving the table.
- The process of obtaining or renewing various licenses, permits, etc. will be simplified and accelerated.
- There will be new opportunities for business development. Conditions for participation in tenders announced by government agencies will become equal for all.
- The process of registration of customs declarations will be accelerated, the submission of tax reports, the possibility of round-the-clock submission of reports to the state statistics bodies will be greatly facilitated [2].

Results. So, e-government provides an open direct dialogue of citizens with the authorities, departments, various social services, and most importantly - with each individual person.

The most ambitious reforms to digitalize public administration and all sectors of the economy began with the Address of the First President of the Republic N.A. Nazarbayev. “The third modernization of Kazakhstan: global competitiveness” dated January 31, 2018. [3]

In the Address, the First President instructed the Government to develop a separate state program «Digital Kazakhstan», the main task of which is to introduce and create conditions for the development of digital technologies in all sectors of the economy.

In this connection, the Government of the Republic of Kazakhstan by Decree No. 827 of 12.12.2018 adopted the state program “Digital Kazakhstan”. The ultimate goal of the state program is the formation of a digital government - “the creation of a proactive state.” To accomplish this task, the state program provides measures for the digitalization of all spheres of the economy, the development of electronic and mobile government, the maximum transfer of public services to an electronic format, etc.

The dynamics of the provision of public services in electronic mode for 2017-2019 shows an increase of up to 80%, which characterizes the gradual transition to a “paperless” option for obtaining public services. Compared to 2017, the number of public services increased by 8%, which indicates that every year there is an increasing optimization of public services.

Despite such a large selection of opportunities provided, the main services received through e-gov.kz are address certificates, social assistance benefits and statements of pension contributions. This indicates that this portal is most often used by individuals. For example, in 2019, the number of address certificates received amounted to more than 12 million, and the number of appointments to a doctor was about 3 million (Table 1).

Table 1 - Dynamics of receiving services through e-government, units

Name	2017	2018	2019
Getting address information	15553896	16238572	12 664 835
Issuance of a certificate of registered rights (encumbrances) to real estate and its technical characteristics	2 582367	2638413	2 443 714
Issuance of a certificate of absence (presence) of immovable property	2 367852	2460915	2 241 798
Issuance of a certificate of the presence (absence) of a criminal record	1 537785	1511925	1 722 669
Issuance of information on the receipt and movement of funds of the contributor of the unified accumulative pension fund	1 659872	2772323	1 701 726

The number of active population able to use the portal is 13,220,482 people. We arrived at this figure based on the fact that 4012460 people are under 15 years old, and the remaining 1375137 people are over 64 years old. Consequently, the main middle-aged population is more than 13 million. At the beginning of 2019, 12.8 million already have an electronic digital signature, which is a good result. This means that our main goal for 2019 is to attract 420,482 people (this number is considered a net indicator, excluding those who turn 16) to use e-government. To achieve this goal, it is necessary to use effective methods of involving the population in the use of e-government.

An assessment of the use of the electronic portal by the gender of users shows that the number of men is increasing annually - in 2019 it increased to 6.44 million people (50.2%), and women, for several years, has remained stable - 6.38 million. Human. (49.8%). At the same time, in 2018, the ratio of women to men was 60.1 and 39.9% (Figure 1).

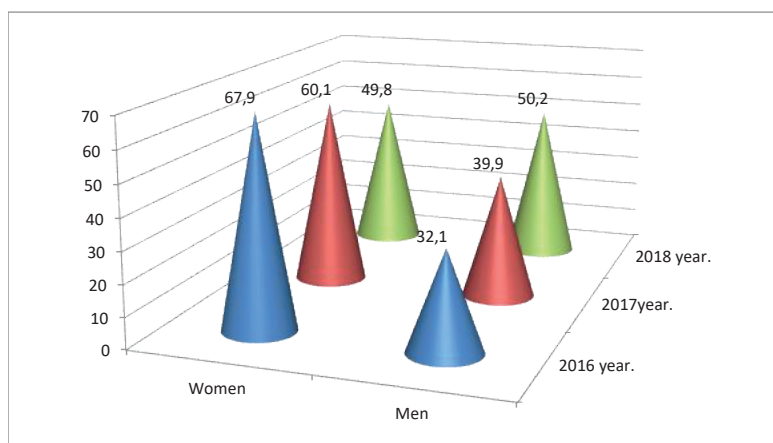


Figure - 1 Gender of e-gov.kz users

Active users of the portal (57%) are people whose age varies from 25 to 34 years. In second place are people aged 18-24 (15%). This indicates that the younger generation is most interested in e-government, better adapting to modern digital technologies (Table 2).

Table 2 - Age category of active users of the e-gov.kz portal

	18-24	25-34	35-44	45-54	55 and older
2017 year	6,7%	14,8%	44,9%	18,4%	9,5%
2018 year	2,1%	15%	45,7%	20%	10,8%
2019 year	5,93%	14,6%	56,6%	11,4%	7,65%

In the context of the regions of the republic, the greatest activity is observed in the Almaty and Akmola regions. Such activity is characterized by the fact that in these regions the younger generation prevails, who are skillfully versed in information digital technologies. Also, Almaty and Nur-Sultan are cities of republican significance, which indicates that these cities have sufficient funding for the development of e-government.

The rest - almost equally show low interest in using e-government. This is due to the fact that in other areas there is insufficient informatization of the population (Table 3).

Table 3 - The share of regions by the number of visits to e-gov.kz, %

Region	2017	2018	2019
Almaty	29,42	32,23	
Akmola	18,71	19,48	19,8
Karaganda	5,97	6,52	7,08
South Kazakhstan	6,24	5,87	5,56
Kostanay	4,09	4,13	5,23
East Kazakhstan	3,84	4,02	4,27
Aktobe	3,64	3,95	3,37
Pavlodar	3,65	3,39	3,23
Atyrau	3,69	4,07	2,87
Mangystau	3,25	2,56	2,83
West Kazakhstan	2,81	2,52	2,41
Kyzylordinskaya	1,82	2,02	2,19
Zhambyl	1,76	1,98	2,07
North Kazakhstan	1,45	1,69	1,81

One of the main indicators of the level of e-government is its rating in the assessment of international organizations. One of the important indicators of the development of the information society is the UN rating, which is compiled every 2 years. It takes into account three main factors: the web presence of government bodies; telecommunication infrastructure; human capital. But the rating itself is compiled on the basis of the e-government development index (EGDI) (table 4).

Table 4 - Kazakhstan in the UN e-government rating among the CIS countries

Country	EGDI development level	EGDI	Online services	ICT	Human capital
Russia	Very tall	0,7969	0,9167	0,6219	0,8522
Belarus	Very tall	0,7641	0,7361	0,6881	0,8681
Kazakhstan	Very tall	0,7597	0,8681	0,5723	0,8388
Georgia	High	0,6893	0,6944	0,5403	0,8333
Moldova	High	0,659	0,7708	0,4787	0,7274
Azerbaijan	High	0,6574	0,7292	0,5062	0,7369
Uzbekistan	High	0,6207	0,7917	0,3307	0,7396
Ukraine	High	0,6165	0,5694	0,4364	0,8436
Armenia	High	0,5944	0,5625	0,466	0,7547

Kyrgyzstan	High	0,5835	0,6458	0,3418	0,7628
Tajikistan	Average	0,422	0,3403	0,2254	0,7002
Turkmenistan	Average	0,3652	0,1319	0,3011	0,6626

According to the UN e-government rating for 2019, Denmark has the highest e-government development index (EGDI), which is the main indicator of the use of digital technologies in public administration - 0.915. Kazakhstan in this rating took 39th place with the index indicator - 0.7597.

Compared to 2017, Kazakhstan dropped from 33rd place to six positions. This suggests that in Kazakhstan, the pace of development of e-government capabilities is unstable. The state needs to strengthen measures to develop e-government services.

In terms of e-Participation in 2019, Kazakhstan ranks 43rd with an e-government development index of 0.8379. Compared to 2017, Kazakhstan in this rating has risen by 24 points (67th place, with the index - 0.5932).

Discussion. Good governance through transparency and accountability is less prone to corruption. It is generally recognized that the fight against corruption is difficult to implement without the participation of society. Kazakhstan, among many other countries, has joined the UN Convention on the Fight against Corruption and has undertaken obligations to implement systemic anti-corruption reforms and fight corruption. Guarantees for the implementation and protection of the right to access information affect the effectiveness of anti-corruption reforms. To successfully advance anti-corruption reforms and involve society in this process, strong guarantees of the right to freedom of information are required, enshrined in a separate law [4,5].

Thus, the importance of freedom / access to information is due to at least three aspects:

- the situation with human rights, the need to ensure, respect, promote and protect the right to freedom of information;

- reforming public administration, the need to achieve transparency and accountability of the state;

- carrying out anti-corruption reforms, the need to involve society in this process.

The use of information technologies in public administration will reduce the influence of the human factor in making decisions that are significant for the population. The robotization of the provision of public services will eliminate mechanical errors and minimize the level of corruption. In addition, it will provide the heads of state bodies with operational and statistical information for making managerial decisions.

Open public administration is a modern answer to many questions faced by the authorities and society. This is a modern management model based on the principles and mechanisms of involving citizens in the development and control of management decisions, facilitating the interaction of citizens with state institutions, transparency and clarity of government work.

Conclusion. The introduction of mechanisms for openness of public administration in Kazakhstan is primarily aimed at:

1. Increasing the personnel potential of the civil service;

2. Improving the quality of decisions of state and local authorities;

3. Increasing the efficiency of the provision of budgetary services through the development of a competitive environment in their implementation and more complete use of the potential of society in the development of government decisions and implementation of certain government functions;

4. Reducing the level of corruption in the government, including in the process of providing budget services;

5. Improving the quality of public services, as well as the level of satisfaction of the population with the quality of public services;

6. Increasing the investment potential of the region and increasing the competitiveness of territories due to a more understandable and favorable institutional environment and investment opportunities;

7. An increase in the quality of life due to a timely and optimal response to socio-economic challenges;

8. Growth of trust between the state and society.

Measures to improve information transparency include:

1. Increasing the availability and transparency of information on government activities:

- providing the state with high-quality collection and storage of information, ensuring the availability of information for citizens, prompt response to information requests;

- expansion of available information and disclosure of data on the activities of different levels of government in a format adapted for further use and creation of information products demanded by society;

- publishing data on government spending and performance of important public services and works;
 - analysis and consideration of the public's requirements for information.
2. Stimulating the participation of civil society in the process of formation and decision-making:
- increasing the transparency of management processes;
 - creation and use of feedback channels from society,
 - setting up mechanisms for civil participation in the development, control and assessment of the activities of public authorities;
 - ensuring freedom of expression and assembly in the work of non-profit organizations;
3. Application of new standards of professional activity and ethics in the public administration system:
- introduction of anti-corruption mechanisms and practices to ensure transparency in public finance and procurement management;
 - establishing and / or maintaining a legal basis for providing the public with information on the income and assets of high-ranking government officials;
 - improving mechanisms for challenging illegal decisions of officials, protecting the interests of persons reporting violations;
 - advanced training and development of competencies of civil servants, the creation of regional and interregional centers of competence.
4. Expanding access to new technologies for openness, excellence and government accountability:
- the use of innovative technologies for the publication of significant volumes of information, contributing to the clarity and accessibility of the activities of the authorities, control of budget expenditures by citizens;
 - development of accessible and secure online platforms for the provision of social services, public engagement, exchange of experiences and ideas;
 - ensuring equal access to the Internet and mobile communications as an infrastructure of openness;
 - promotion of alternative mechanisms of civil participation in the process of formation and decision-making;
 - stimulating the use of technological innovations by both civil servants and citizens;
 - ensuring free access of citizens to new technologies.
 - providing live broadcasting of meetings of governments, courts and sessions of legislative assemblies on the Internet;
 - creation and maintenance of websites of authorities (including, standard technical specifications for their development, standard structures and composition of information with the fixation of the agency providing it and the frequency of updates, the principles of accessibility of information according to the rule of "three clicks", etc.) [6,7].

Summing up the results of recent years, we can say with confidence that Kazakhstan has fulfilled all the main tasks set by the First President of the Republic of Kazakhstan, Nursultan A.N. We took the 3rd place among the CIS countries, transferred most of the public services to a paperless option and improved the system for the provision of public electronic services.

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МЕМЛЕКЕТТІК БАСҚАРУ ЖҮЙЕСІНДЕГІ «ЭЛЕКТРОНДЫҚ ҮКІМЕТ»

Аннотация. Жұмыстың мақсаты – Қазақстан Республикасындағы электронды үкіметтің даму нюанстарын талдау, құбылыстың даму кезеңін және электрондық үкіметтің дамуы мәселелерін шешуге бағытталған практикалық шаралар кешенін ұсыну.

Электрондық үкіметті зерделеудің өзектілігі мынадай факторларға негізделген: жаһандық ақпараттандырудың әсерінен Қазақстанда цифрлық жаңғырту процестерін жеделдету; ақпараттық технологияларды енгізу есебінен Қазақстан Үкіметінің тиімділігін арттыру; Қазақстанда саяси мазмұнды жаңа технологияларды қолдану саласында мемлекеттік саясатты әзірлеу қажеттілігі; ақпараттық технологияларды кеңінен пайдалану арқылы қазақстандық қоғамдық, экономикалық және саяси жаңғыртуды жеделдету қажеттілігі, сондай-ақ электрондық үкіметтің әлеуетті артықшылықтарын зерделеуге теориялық және практикалық қызығушылықтың артуы.

Қазақстандағы мемлекеттік басқару саласындағы ақпараттандырудың ағымдағы жай-күйін талдау электрондық үкіметті, электрондық дауыс беруді және электрондық құжат айналымын дамытудағы елеулі табыстарға қарамастан, одан әрі жетілдіру көптеген проблемаларды шешуді талап ететінін көрсетеді.

Тұтастай алғанда, электрондық үкіметті ұйымдастыру мемлекеттік басқаруда кең ауқымды қайта құруды қажет етеді. Сондықтан күш-жігер көптеген әкімшілік тетіктерді, бірінші кезекте бюрократияны реформалауға, сондай-ақ демократиялық рәсімдерді күшейтуге бағытталуы тиіс, өйткені электрондық үкіметтің интерактивтілігі белсенді саяси үндесу мен саяси мәдениетті арттыруды көздейді. Жұмыстың жаңа қағидаттарын әзірлеу және мемлекеттік органдардың қызметін тиісті қайта құру үшін бірқатар саяси, құқықтық, әкімшілік және техникалық міндеттерді орындау қажет. Сондықтан электрондық үкіметті тиімді пайдалану электрондық үкімет инфрақұрылымының дамуын, мамандарды тиісінше оқытуды ұйымдастыруға және үйлестіруге, сондай-ақ биліктің, бизнестің, қоғамдық бірлестіктердің, ғылыми мекемелер мен азаматтардың барлық бөліктері іске асыратын басқа да көптеген мәселелерді шешуге мүмкіндік беретін дәйекті стратегияны талап етеді.

Түйін сөздер: электрондық үкімет порталы, электрондық үкімет, ақпараттық технологиялар, мемлекеттік қызметтер.

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«ЭЛЕКТРОННОЕ ПРАВИТЕЛЬСТВО» В СИСТЕМЕ ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ

Аннотация. Целью работы является анализ нюансов развития электронного правительства в Республике Казахстан. Предлагается периодизация развития феномена и рекомендуется комплекс практических мер, направленных на решение проблем развития электронного правительства.

Актуальность изучения электронного правительства обусловлена следующими факторами: ускорение процессов цифровой модернизации в Казахстане под влиянием глобальной информатизации; повышение эффективности казахстанского правительства за счет внедрения информационных технологий; необходимость разработки государственной политики в области применения новых технологий в политической сфере в Казахстане; необходимость ускорить экономическую и политическую модернизацию казахстанского общества посредством широкого использования информационных технологий, а также теоретический и практический интерес к изучению потенциальных преимуществ электронного правительства.

Анализ текущего состояния информатизации в области государственного управления в Казахстане показывает, что, несмотря на впечатляющие успехи в развитии электронного правительства, электронного голосования и электронного документооборота, дальнейшее развитие потребует решения многих проблем.

В целом организация электронного правительства требует крупномасштабные преобразования в государственном управлении. Поэтому усилия должны быть направлены как на реформирование многих административных механизмов, в первую очередь бюрократии, а также усиление демократических процедур, так как интерактивность электронного правительства предполагает активный политический диалог и повышение политической культуры. Для разработки новых принципов работы и соответствующего преобразования деятельности государственных органов необходимо выполнить ряд политических, правовых, административных и технических задач. Поэтому эффективное использование электронного правительства требует последовательной стратегии, которая позволяет организовать и координировать развитие инфраструктуры электронного правительства, соответствующее обучение специалистов, а также решение многих других вопросов, реализуемых всеми частями: власти, бизнеса, общественных объединений, научных учреждений и граждан.

Ключевые слова: портал электронного правительства, электронное правительство, информационные технологии, государственные услуги.

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494

Volume 5, Number 393 (2021), 90 – 99

<https://doi.org/10.32014/2021.2518-1467.171>

UDC 316.346.2-055.2+314.74+351/354
IRSTI 04.51.67; 06.77.65; 10.17.47

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**IS GENDER INEQUALITY A FACTOR IN FEMALE'S BRAIN DRAIN?
POSSIBLE MEASURES OF PUBLIC REGULATION**

Abstract. Global female's migration and mobility is a topic often studied in research papers in various fields of science. Nevertheless, the topic of “female brain drain” has long been ignored by academic research. Alongside this, women are just over half of the world's population and, therefore, half of its human potential. However, at present, gender inequality persists everywhere, which leads to stagnation in social progress. This phenomenon is also evident in the migration of highly skilled female specialists. The number of skilled women emigrants has recently been rapidly increasing for a number of identified reasons, such as differences in access to certain benefits, infringement of rights, socio-economic reasons, unequal conditions of urban and rural women, traditions and cultural biases, and others. It should be noted that the problem of female brain drain itself has existed for several years in the world, and its solution is possible only with the direct intervention of the government through regulation. Therefore, to eliminate negative impacts and enhance the positive effects obtained by the government through the female's brain drain and to maintain the security and stability situation in the country required to use a complex of measures of state and interstate regulation of migration processes; a targeted and comprehensive migration policy aimed at national integration and consolidation is essential. Thus, to solve the “female brain drain” problem, authors suggest possible ways on the basis of a gender approach, such as: increasing funding for R&D / projects of female researchers, equalizing salaries of men and women, creating a free and accessible scientific environment for all genders, orientation legislation in the field of regulating the migration of highly skilled women specialists, not only for the temporary attraction of the latter, but also for their adaptation and integration in society for long-term relationships, the expansion of programs to attract “brains”, including women, and others.

In connection with the above, this paper presents theoretical aspects of studying the female brain drain, analyzes data from international organizations on female's migration in the world, identifies factors affecting the movement of women, and also suggests some ways of solving this problem by the government, taking into account a gender approach.

Key words: gender inequality, female brain drain, public regulation, female's mobility and migration, gender approach, highlyskilled specialists.

Introduction. Gender is one of the least studied factors in human development. The influence of gender is due to differences in the socialization of men and women, as well as economic factors related to structural market changes [1-2]. The gender dimension of human potential is largely due to legislation regulating gender segregation [3-5]. Defining role of gender is now similarly recorded in the study of migration processes. European and North American researchers say that gender “permeates a variety of social practices, identities, and institutions associated with migration” [6-7]. Thus, we can talk about impact of the gender aspect on formation of human potential and migration processes. The nature of migration is one of the most important components of the territory's human potential. The results of regional socio-economic development directly depend on the qualitative characteristics and volume of migration loss of the population, on the one hand, and what are the similar indicators for migration inflows of the population, on the other [8]. For example, the “outflow of highly-skilled labour resources” (or “brain drain” / intellectual migration) and the profit of low-skilled labour in their place contributes to the emergence of stagnation in the development of the territory, leads to a decrease in the standard of living of the population, generates social tension [5].

While there is widespread recognition of the importance of integrating a gender perspective into development programming in order to improve its effectiveness, recent research in a number of countries around the world has shown an inadequate level of integration of gender perspectives into policies and programs aimed at enhancing the relationship between migration and development, as well as a lack of understanding of the processes involved. This explains the importance of in-depth study of the direct interests, special needs and unique experience of women in migration processes, impact of gender relations on decision-making in this area, issues of resource use and other relevant topics in the context of labor migration [9].

With regard to expected increase in production efficiency, the following trend is observed: even if there are significant improvements in health and education indicators, they are not always followed by an improvement in the quality or increase in the number of jobs in the local labor market [9]. In other words, growth of human capital faces the realities of labor markets that may not meet new professional and personal expectations. This is especially true for women, who tend to have even fewer job offers due to gender discrimination and segregation in the labour markets. This conflict leads to internal migration – the so-called brain drain – when educated people leave their homes in search of better opportunities in cities, and sometimes abroad. This is especially true in many rural areas, where structural problems and unequal rights and opportunities of urban and rural residents lead many to believe that life in rural areas is hopeless. In general, this can be summarized as “gender inequality”. The dictionary of gender terms defines this concept as follows: “gender inequality is a characteristic of the social structure, according to which different social groups (in this case, men and women) have stable differences and the resulting unequal opportunities in society” [10].

Thus, purpose of this paper is to analyze the female brain drain in the world and determine whether gender inequality is one of the factors that significantly affect female's migration; as well as the use of a gender approach to find solutions for countries through public regulation.

Literature review (background). Two trends in international migration flows have recently attracted much attention (figure 1) [11]:

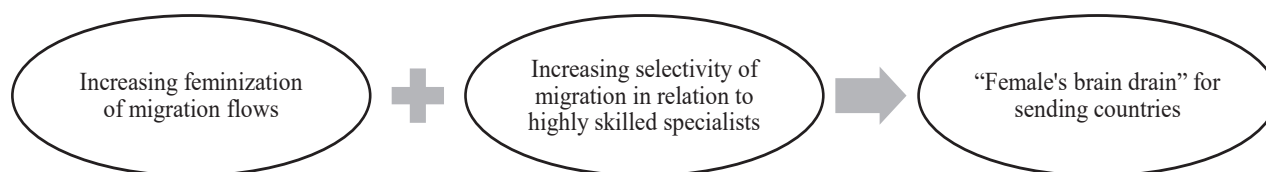


Figure 1 – Current trends in international migration flows [15]

However, these two issues were not considered together, mainly due to the lack of relevant data. This shortcoming is eliminated in the work of Jean-Christophe Dumont et al. (2007) [11], where by looking at the gender dimension of brain drain based on a new comparable data set collected by the OECD, identify people by country of residence, place of birth, gender, and level of education. The data summarized in this paper show that female's migration to OECD countries has increased significantly in recent decades, so that the current number of migrants is more or less gender-balanced. A more surprising result is that this is also true for “highly skilled professionals”. Given the fact that women still face unequal access to higher education in many less developed countries, it seems that women are overrepresented in the brain drain. This result is supported by econometric estimates showing that the higher the emigration of highly skilled women, the poorer their country of origin. This effect is also observed in men, but to a lesser extent. However, this is not observed at lower levels of education, where the traditional migration hump can be identified. Econometric estimates also show the negative impact of emigration of highly skilled women on three key indicators of education and health: infant mortality, under-5 mortality, and the level of secondary education coverage by gender. It is worth noting that these results raise concerns about the potentially significant negative impact of female brain drain on the world's poorest or developing countries [11].

It is also worth noting that in practice, in addition to the international female brain drain, there is also such a concept as “internal female brain drain” or “downward internal mobility of women”. This phenomenon can be characterized by the example of the Republic of Korea. In this country, the percentage of women graduates in the fields of natural sciences and agriculture reaches 40%, and in the field of medical sciences – 71%. However, the overall percentage of women scientists is only 18% [12-13]. This reflects the lack of investment in girls' and women's education to the higher education level, a result of traditional views on women's role in society and at home. The noted tendency of Korean women to leave their jobs to take care of their children and family is called “internal brain drain” [14]. In recent decades, there has also been an increase in emigration

of highly skilled professionals within the European Union (EU) – temporary or permanent – for three main reasons, which are illustrated in figure 2.

For instance, about 20 million people of Polish origin do not live in Poland, which is equal to more than half of the Polish population living in Poland. These high numbers of the Diaspora are a reflection of Poland's turbulent history. Since 1950, about 2.5 million poles have moved to Germany, and now 6.5% of all foreigners living in Germany are poles, among whom the number of women is very high [15-16].

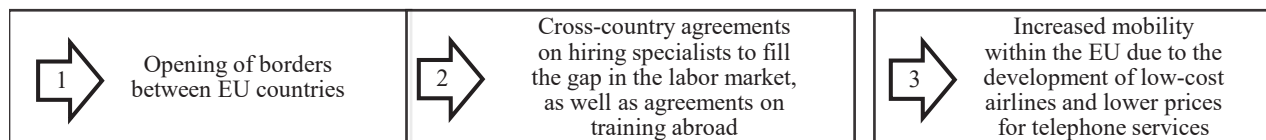


Figure 2 – The main reasons for the increase in emigration of highly skilled specialists, including women migrants within the EU [15]

Also, the paper [16] examines the analysis of issues related to female's brain drain on the example between Poland and Germany in 1989-2015: the structure of migration of women and men in specific time periods, problems of women's migration, emigration of highly skilled specialists to Poland and Germany, as well as issues related to brain drain from a gender perspective.

Research data and methods. The initial data in this paper were the research works in the field of migration and mobility, female's brain drain, public administration, gender equality and inequality, and many others. Of these articles, the research papers of such scholars as Beaumont, et al. (2017); Dumont, et al. (2007); Kim & Moon (2011); Eichhorst & Wozny (2012); Kicinger & Weiner (2007); Ravara (2018); Kofman (2012); Balezina & Bulgakova (2017); and Moorhouse (2017) were of special significance. In addition, the paper used analytical and statistical materials and research reports from various international organizations. For example, data from the UNDP, UN Women, OECD, UNESCO, UN Department of Economic and Social Affairs, World Bank, UN ILO, UN IOM, and others.

The methodology of this research was based on modern theory of migration in the national dimension. In this case, the impact of intellectual migration flows on the economy of the state and the national identity of its citizens (in particular, women), the system of domestic relations and political culture, on the human potential (intellectual potential) of the state based on a gender approach is considered in the theoretical aspect. One of the main issues studied in this dimension is the control of intellectual migration flows and, accordingly, the development of mechanisms to inhibit or stimulate the mobility of skilled women, as well as the “female brain drain”. In addition, various general research and special methods were used in the study of public regulation of female's brain drain. Among the research methods used, analysis and synthesis were of great importance. In the paper also used the logical, comparative and extrapolation methods. Moreover, in the course of the research, the methods of public administration/regulation and political science analysis were widely used: comparative political science method, system and gender approach, institutional analysis, predictive method.

Results and discussions.

Analysis of the state of women's migration in the world. The gender, age, and professional structure of migration flows is changing. Since the 1990s, migration has been feminized. Whereas previously women went abroad mainly as members of male migrant families, today an increasing number of women migrate independently, rather than together with their spouse, in search of work in places where their work can be better paid. As a result, since the 1990s, women have accounted for almost 50% of self-employed migrant workers in most developed countries (49.6% worldwide). The share of women in migration labor flows is especially high (more than 60%) from the Philippines, Indonesia, Peru, Eastern European countries, etc. [17]. Moreover, women's migration is preferable for donor countries, since it is believed that women send a larger share of income to their families back home than men. The reasons for the increase in female migration are related to structural changes in host countries. Immigrant women find jobs in the textile and clothing industries, leisure and entertainment industries, international tourism, home services, etc. Along with low-skilled migrant women, the number of highly-skilled professional women who are not satisfied with a particular situation in their country of origin is also growing.

According to the UN, the number of migrants in the world in mid – 2019 has grown significantly – to 272 million from 153 million people in 1990. International migrants accounted for 3.5 % of the world's population. Women in the total number of migrants around the world are slightly less than men. In 2019, the “female” share was 47.9% (figure 3) [17].

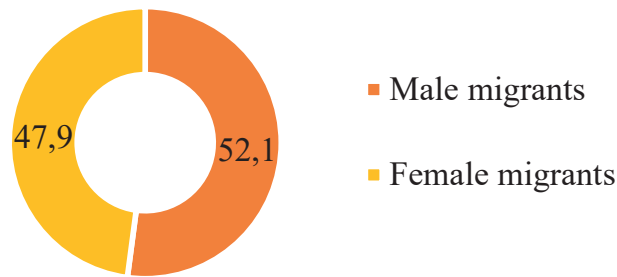


Figure 3 – Gender ratio of international migrants, % [17]

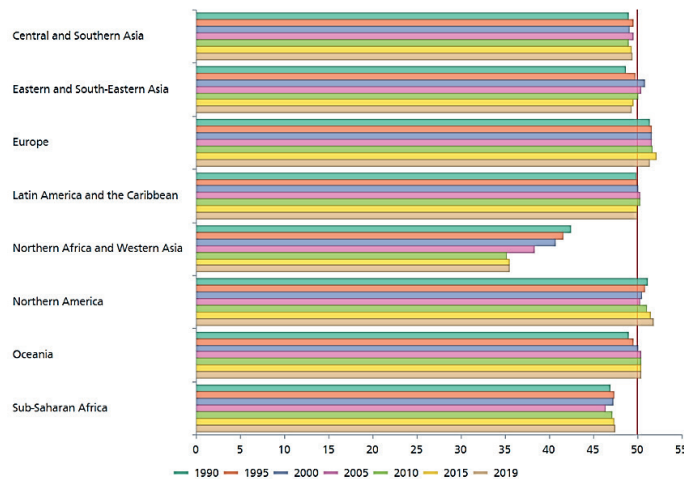


Figure 4 – Percentage female among international migrants by major area of destination [17]

The gender composition of international migrants varies greatly by region. Female migrants outnumber male migrants in the North, and male migrants outnumber female migrants in the South. In 2019, 47.9% of all international migrants were women, but this percentage ranged from 43.4 % in less developed regions to 51.5% in more developed regions. Although women migrants outnumber men in North America (51.8%), Europe (51.4%) and Oceania (50.4%), they are less numerous in Latin America and the Caribbean (49.9%), Central and South Asia (49.4%), East and South-East Asia (49.3%), sub-Saharan Africa (47.5%) and North Africa and West Asia (35.5%) (figure 4).

The proportion of female migrants was highest in North America (51.8%) and Europe (51.4%), and lowest in sub-Saharan Africa (47.5%) and North Africa and West Asia (35.5%) (figure 5) [17]. Thus, between 2000 and 2019, the proportion of women migrants increased in sub-Saharan Africa, Central and South Asia, Oceania and North America, while it declined in North Africa and West Asia, East and South-East Asia, Latin America and the Caribbean and Europe [17].

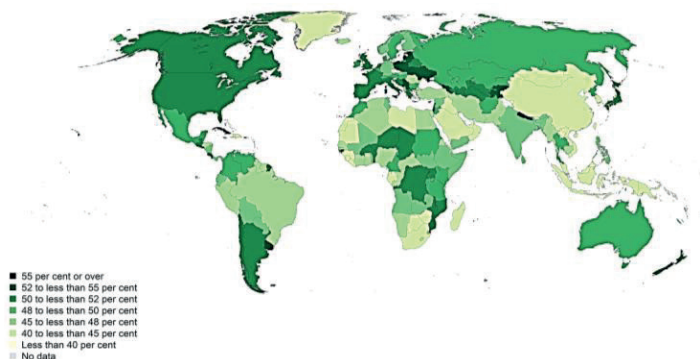


Figure 5 – Map of the percentage female among all international migrants [17]

These regional differences are due to a number of factors, such as different levels of labour migration, an ageing migrant population, and forced migration.

Causes and factors of female brain drain. The reasons for migration are numerous and represent gender-specific “push factors”: difficulties in adapting to changes caused by political and economic transformations,

better career opportunities abroad, avoiding socio-economic problems in the home country, such as unemployment or gender inequality, or following a migrating husband [18]. Among highly educated women, negative factors are associated with poor living and working conditions, especially wages. For instance, in 2018, equality in economic security, material well-being, and opportunity is not guaranteed for most of the 3.3 billion people who make up the labor force. The level of informal labor relations remains high, accounting for 61% of the total labor force. There was no positive picture of addressing gender inequality [19].

Another issue worth analyzing concerns skilled migrant women who emigrate for personal reasons, such as marriage, family reunification, or accompanying their husbands who emigrated for work. These women are classified as migrating for personal reasons, and their skills or the fact that they are highly educated is not an angle that is being looked at paper [20]. For example, in a study conducted in Germany on mixed marriages, when Polish women married German men, it is possible to see that the main reason for Polish women's departure from their country was a personal rather than an economic factor [16; 21].

Many studies [22-23] have shown that gender inequality hinders economic growth and that, on the contrary, gender equality, as well as a high level of women's participation in the labor market, contribute to economic development. The world economic forum demonstrated the relationship between GDP per capita and global gender gap index, showing the links between human development, gender gap and global competitiveness, identifying correlation between these three indicators, and demonstrating that women's empowerment and reducing gender inequality contribute to economic growth [16]. Moreover, in a study by Beaumont Karolina et al. (2017) [16] found that other gender issues, such as the pay gap and access to childcare, are linked to brain drain among women. It was also noted that gender inequality in the sending country can be a driving factor for women and, conversely, that improved gender policies limit brain drain and its negative consequences. In addition, it was noted that social and economic inequality that existed before emigration does not disappear with migration: gender inequality and social inequality related to social status are reproduced and exacerbated by migration. Thus, migrant women suffer even more from economic and social inequality than indigenous women, since their particular vulnerability is not only related to the labour market, but also to the host country's society (i.e., the country of origin), due to lack of knowledge about the legal aspects of the host country's labour market or lack of knowledge about access to social security).

In support of the above, it is possible to cite the research paper by Adriana Ravara on “Female brain-drain or female empowerment” [24], where it is noted that women migrate more than men because of the cultural impact of gender roles on their freedom. This research paper uses the most comprehensive set of data on brain drain, which contains data for 193 countries over the past 30 years. By evaluating the group of fixed effects, this paper finds that freedom rights are indeed the most important determining factor, refuting the hypothesis of previous studies that attributed brain drain to violations of women's rights. In addition, this work found that there is a trend towards a linear relationship between the importance of violating freedom rights and the level of education of women, as well as an inverse relationship for women's rights, which are most important for low-skilled women.

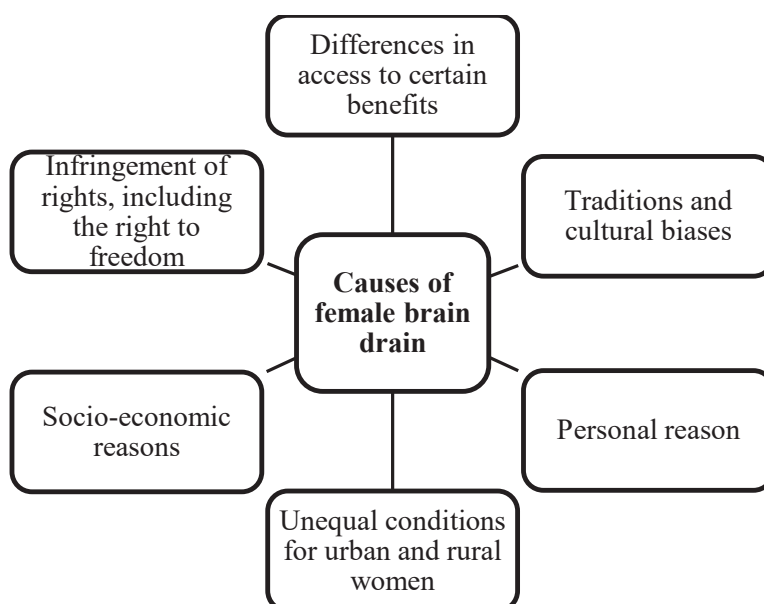


Figure 6 – Main causes of brain drain among women in the context of gender inequality [16; 18; 24-25]

Elizabeth A. Moorhouse [25] in her work, drawing a distinction between gender biases in access to economic opportunities and gender differences in economic outcomes, found that differences in access also have a significant impact on the emigration of highly-skilled women compared to men.

Thus, based on the literature review, it is possible to identify the main causes of female brain drain in the context of gender inequality (figure 6). Thus, the problem of “female brain drain” is present in the world today. The number of highly skilled women emigrants has been rapidly increasing recently for a number of reasons. The problem of female’s brain drain has existed for years in the world, and its solution is possible only with the direct intervention of state authorities through regulation.

Public regulation of female's brain drain. As part of the paper, it was revealed that at the moment the problem of female brain drain is really acute, which is more amplified due to gender inequality not in favor of women. Therefore, in order to prevent the outflow of skilled women, it is necessary to use the tools of state and interstate regulation of migration processes, a well-thought-out, firm, purposeful and comprehensive migration policy aimed at national integration and consolidation is needed.

So, what is migration policy? Migration policy is a set of legislative, organizational, and economic measures aimed at regulating the entry and exit of the population, and, in particular, the labor force. The government's policy in the field of labor migration includes two directions: immigration, which regulates the admission of foreign citizens, and emigration, which regulates the departure of citizens from the country and protects the rights of emigrants abroad [26-27]. It is worth mentioning that international organizations also play a role in regulating labor migration. There are a number of international organizations dealing with labour migration: the UN Commission on Population, the International Labour Organization (ILO), the World Health Organization (WHO), the International Organization for Migration (IOM), and others.

Within the framework of public regulation, a legislative and regulatory framework is being formed that contributes to strengthening the effects of migration policy on the country's economy, in particular, regulating the migration of highly skilled women specialists. Of course, the implementation of migration policies to regulate women's migration in different countries is diverse. It is necessary to approach regulation taking into account the economic, social, geographical, cultural, and gender characteristics of each country. In addition, regulating the migration of highly skilled women professionals at the legislative level is a direct mechanism for influencing female's brain drain (or so-called female's intellectual migration). However, there are also indirect mechanisms. These include various social programs aimed at eliminating gender inequality, grants, scholarship programs, academic exchange programs, dual degrees, and postdoctoral research institute.

However, it is important to note that the international activities carried out by universities allow future highly skilled women specialists to gain knowledge and competence on the basis of the world's leading universities, thereby investing in themselves, in their human capital. In the future, after graduation, the knowledge gained for women will be a competitive advantage in the labor market, including in the world. To solve the problem of “female brain drain”, the authors suggests some ways based on a gender approach:

- increased funding for research and projects by women scientists;
- equation of wages for men and women;
- creating a free, democratic, accessible research environment for all genders;
- increase in material remuneration for skilled women specialists;
- creating an enabling environment for women scientists with special needs in mind;
- orientation of legislation in the field of regulating migration of highly skilled women specialists not only to temporarily attract the latter, but also to adapt and integrate them in society for long-term relationships;
- expanding programs to attract “brains”, including women.

Thus, in order to enhance the effects and reduce the risks of intellectual migration of women, a migration policy is being implemented, which includes legislative, economic and organizational measures.

Conclusion. Thus, two sides of the feminization of migration can be seen. Its positive aspect is that for highly educated young women, migration becomes a chance for self-realization, achieving a higher standard of living, building a career, and showing their citizenship. Although there are some problems associated with the lack of recognition of the skills and abilities they received in their native country. This type of migration has a negative impact on the countries from which women leave: territories are losing not only highly skilled specialists, but also their reproductive potential. Migration of women with education and active social positions is part of a more global process of brain drain, which has positive consequences for the host countries, usually developed countries. Without spending money, they receive already trained personnel who are ready to create families and contribute to the socio-economic development of the territory.

A negative aspect of the feminization of migration is the often disenfranchised position of migrant women.

Even with an education, they cannot always find a job. As a result, they are adding to the market for services, getting jobs in households, taking care of someone else's home, exposing themselves to social insecurity. Such migration has a negative impact on the development of the human potential of the country from which women leave. It has only some positive consequences for the host territory. Firstly, it is a large business and labor activity of the local population due to the lack of need for home care. Secondly, when migrants successfully assimilate, they contribute to the country's future by giving birth to children who are likely to be able to get an education and join the country's economic system in the future.

Thus, this paper examines the problem of female's brain drain based on a gender approach, where it was found that gender inequality and its consequences are among the most impacting factors. In addition, within the framework of this research, some solutions were proposed through public and interstate regulation.

Acknowledge. *The paper was prepared as part of the (1) dissertation research of the first co-author on an educational grant of the MES RK, (2) participation in the International MDP/Global Citizenship program at the Ban Ki-moon Institute for Sustainable Development at al-Farabi KazNU.*

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ГЕНДЕРЛІК ТЕҢСІЗДІК – ӘЙЕЛ АҚЫЛМАНДАРЫНЫҢ ЖЫЛЫСТАУ СЕБЕБІНІҢ КӨРСЕТКІШІ МЕ? МЕМЛЕКЕТТІК РЕТТЕУДІҢ ЫҚТИМАЛ ШАРАЛАРЫ

Аннотация. Жаһандық әйелдердің көші-қоны және мобильділігі – бұл әртүрлі ғылым салаларындағы зерттеу жұмыстарында жиі зерттелетін тақырып. Дегенмен, әйел ақылмандарының жылыстау (brain drain) тақырыбы ұзақ уақыт бойы академиялық зерттеулерде аса назар аударылмай келді. Сонымен бірге, әйелдер планета тұрғындарының жартысынан көбі, демек оның адами әлеуетінің жартысы. Алайда, қазіргі уақытта гендерлік теңсіздік барлық жерде сақталуда, ал бұл, өз алдына, әлеуметтік прогрестің тоқырауына әкеп соғады. Бұл құбылыс жоғары білікті әйел мамандардың көші-қонында да көрініс табады. Соңғы уақытта білікті эмигрант әйелдердің саны белгілі бір игіліктерге қол жеткізудегі айырмашылықтар, құқықтарына нұқсан келтіру, әлеуметтік-экономикалық себептер, қалада және ауылдық аймақтарда тұратын әйелдердің тең емес жағдайлары, дәстүрлер мен мәдени теріс бейімділіктер секілді бірқатар белгіленген себептерге байланысты қарқынды ұлғаюда. Айта кететін жайт, әйел ақылмандарының жылыстау проблемасы әлемде бірнеше жылдан бері орын алуда және оны реттеу арқылы мемлекеттің тікелей араласуымен ғана шешуге болады. Демек, әйел ақылмандарының жылыстауы нәтижесінде мемлекетке тиетін жағымсыз салдарды жою және оң әсерлерді күшейту, сондай-ақ елдегі жағдайдың қауіпсіздігі мен тұрақтылығын сақтау үшін көші-қон процестерін мемлекеттік және мемлекетаралық реттеудің құралдары мен тетіктерінің жиынтығын пайдалану қажет; ұлттық интеграция мен біріктіруге бағытталған нысаналы әрі кешенді көші-қон саясаты қажет. Осылайша, авторлар «әйел ақылмандарының жылыстауы» мәселесін шешу үшін гендерлік тәсілге негізделген ықтимал жолдарын ұсынады, мысалы: әйел зерттеушілерінің әзірлемелерін/жобаларын қаржыландыруды ұлғайту, ерлер мен әйелдердің жалақысын теңдестіру, барлық жыныстар үшін еркін және қол жетімді ғылыми орта құру, жоғары білікті әйел мамандардың көші-қонын реттеу саласындағы заңнаманы уақытша тартуға ғана емес, сондай-ақ олардың ұзақ мерзімді қатынастар үшін қоғамға бейімделуі мен интеграциялануына бағдарлау; «ақылмандарды», оның ішінде әйел ақылмандарын да тартуға арналған бағдарламаларды кеңейту, және т.б.

Жоғарыда айтылғандарды ескере отырып, осы мақалада әйел ақылмандарының жылыстауын зерттеудің теориялық аспектілері ұсынылған, халықаралық ұйымдардың әлемдегі әйелдердің көші-қоны жайлы деректері талданған, әйелдердің қозғалысына әсер ететін факторлары анықталған, сондай-ақ гендерлік тәсілді ескере отырып, мемлекеттің осы проблеманы шешудің кейбір жолдары ұсынылған.

Түйінді сөздер: гендерлік теңсіздік, әйел ақылмандарының жылыстауы, мемлекеттік реттеу, әйелдердің ұтқырлығы және көші-қоны, гендерлік тәсіл, жоғары білікті мамандар.

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ГЕНДЕРНОЕ НЕРАВЕНСТВО – ФАКТОР ЖЕНСКОЙ УТЕЧКИ УМОВ? ВОЗМОЖНЫЕ МЕРЫ ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ

Аннотация. Глобальная миграция и мобильность женщин – это тема, часто изучаемая в исследовательских работах в различных отраслях науки. Тем не менее, тема женской утечки умов долгое время игнорировалась академическими исследованиями. Вместе с тем, женщины являются чуть больше половиной населения нашей планеты и, следовательно, половиной ее человеческого потенциала. Однако в настоящее время повсеместно сохраняется гендерное неравенство не в пользу женщин, которое приводит к застою в социальном прогрессе. Данное явление проявляется и в миграции высококвалифицированных специалистов-женщин. Количество квалифицированных женщин-эмигрантов в последнее время стремительно увеличивается по ряду обозначенных причин, таких как различия в доступе к определенным благам, ущемление прав, социально-экономические причины, неравные условия городских и сельских женщин, традиции и культурные предубеждения, и другие. Необходимо отметить, что сама проблема женской утечки умов существует не первый год в мире, и решение ее возможно только с непосредственным вмешательством государства путем регулирования. Следовательно, для ликвидации отрицательных последствий и усиления положительных эффектов, получаемых государством в результате женской утечки умов, а также для поддержания безопасности и устойчивости ситуации в стране необходимо использовать набор средств и механизмов государственного и межгосударственного регулирования миграционных процессов; нужна целенаправленная и комплексная миграционная политика, направленная на национальную интеграцию и консолидацию. Таким образом, для решения проблемы «женской утечки умов» авторами на основе гендерного подхода предлагаются возможные пути, такие как: увеличение финансирования разработок/проектов исследователей-женщин, уравнивание заработных плат мужчин и женщин, создание свободной и доступной научной среды для всех полов, ориентация законодательства в сфере регулирования миграции высококвалифицированных женщин-специалистов не только на временное привлечение последних, но также и на их адаптацию и интеграцию в обществе для долгосрочных отношений, расширение программ для привлечения «умов», в т.ч. и женских, и др.

В связи с вышеизложенным, в настоящей статье представлены теоретические аспекты изучения женской утечки умов, проанализированы данные международных организаций о миграции женщин в мире, выявлены факторы, влияющие на перемещение женщин, а также предложены некоторые пути решения данной проблемы государством с учетом гендерного подхода.

Ключевые слова: гендерное неравенство, женская утечка умов, государственное регулирование, мобильность и миграция женщин, гендерный подход, высококвалифицированные специалисты.

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INDUSTRY CLUSTER ECONOMY (ON THE EXAMPLE OF TOURISM)

Abstract. The purpose of the research is to study the cluster organization of management on the example of tourism in the context of the problem of creating an economy of an industry cluster. The research method is a methodological analysis of the problem of creating clusters in Kazakhstan tourism in the context of the problems of its organization and individualization.

Expanding the scope of employment of the population, tourism contributes to solving social problems of society, improving the standard of living of the people, the quality of human potential. By developing tourism, the country's economy can get not only these positive effects. But also, the effect of the inflow of foreign currency and thus a positive impact on the balance of payments and total exports of the country.

The development of tourism and the contribution to the GNP of Kazakhstan is characterized by a low level. Currently, an external factor–COVID-19–has a negative impact. The introduction of sanitary quarantine on a global scale, the closure of national borders has led to the stagnation of both external and internal tourist flows. As a result, the tourism industry is in crisis.

The creation of clusters contributes to the competitiveness of Kazakhstan's tourism. The role of clusters is to develop partnerships between the state and business. In the Concept of development of tourism industry of Kazakhstan until 2023 it is expected to create six cultural tourism clusters: "Astana - heart of Eurasia", "Almaty – free cultural zone of Kazakhstan", "the Pearl of Altai", "Revival of the Great Silk Road", "the Caspian gates", "the Unity of nature and nomadic culture".

Building a cluster is not simply a matter of adding up production and services. The tourism cluster creates its own Economy, which has an intersectoral nature of product design, preparation for the production of new products.

Key words: cluster, economy, tourism, tourist, competitiveness, service, product, chain.

Introduction. A systematic approach is used, as a methodological approach, based on the methods of logical, statistical analysis and synthesis. The state and competitiveness of the travel and tourism sector were studied by comparative methods of cognition used by the world travel and tourism council (WTTC) and the world tourism organization (UNWTO) and applied to Kazakhstan by N. Kenzhebekov, G. Zambinova, R. Bespaeva, A. Kabdybai, Z. Zambinova (table 1).

Table 1 – Comparative analysis of the development of the tourism industry in Kazakhstan with the global average [1]

Indicators	2013	2014	2015	2016	2017
Volume of services rendered by placements, million tenge	59 714,1	72 401,94	72 597,2	82 853,4	108 359,8
volume of services rendered by public catering enterprises, million tenge	238 307,70	269 320,50	321 919,0	415 836,9	512 543,6
GDP, million tenge	35 999 025,1	39 675 832,9	40 884 133,6	46 971 150,0	51 966 790,2

Share of Kazakhstan's tourism industry in GDP, %	0,90	0,80	1,00	1,06	1,19
Place in the ranking of competitiveness in the tourism sector	88		85		81
Share of tourism in the global GDP structure	10%				
Maldives tourism industry share of GDP, %	86,9%				
Share of the UAE tourism industry in GDP, %	12,1%				
Share of Turkish tourism industry in GDP, %	12,5%				
Share of the French tourism industry in GDP, %	8,9%				

The travel and tourism competitiveness index is compiled every two years by the world travel and tourism Council (WTTC) and the world tourism organization (UNWTO). In 2017 the travel and tourism sector competitiveness index covered 136 countries. As can be seen from table 1, Kazakhstan ranked 81st in this rating, 85th in 2015, and 88th in 2013.

In general, we can agree with the experts' opinion that the level of development of the tourism industry in Kazakhstan is far behind its potential. Moreover, a number of paradoxical circumstances can be identified. In particular, on the one hand, natural and climatic conditions act as a fundamental factor of a tourist destination. This is primarily a wealth of flora and fauna, unique natural complexes and landscapes included in the UNESCO world heritage list. They are the catalysts for the development of the tourism industry. At the same time, natural and climatic conditions are a limiting factor in the development of the tourism industry. In particular, a large territory of the country, long distances, and an insufficiently long climate season require more global investment in the development of tourist infrastructure [2, 3].

2019 has become a particularly difficult time for tourism. The global negative factor for tourism is COVID 19. COVID 19 caused the closure of national borders and sanitary quarantines. The result of tourism is practically in crisis.

Largely due to these circumstances, the level of development of the Republic's tourism industry is still far from global trends. If the share of tourism in the global GDP structure is about 10%, in Kazakhstan this indicator, despite the growth dynamics, has not yet reached 1.5% [4,5].

Consideration should be given to the impact of COVID on tourism in Kazakhstan. «... covid stagnation of tourism creates a cumulative effect. COVID caused a decline in the tourist market. In turn, the decline in the tourist market caused a decline in the hospitality industry, including the hotel and restaurant and aviation business. The decline in the tourist market also carries social risks. Risks of job loss, that is, unemployment. Risks of loss of opportunities for recreation labor resources, restoration of health and strength during holidays. Risks of growing social tension in society. In general, the recession in the tourist market poses a threat to the entire world economy, including the national one» [6].

Materials and methods. When writing the article used normative and legislative acts of the Republic of Kazakhstan, analytical sources of domestic and international organizations, literary sources of Kazakh and foreign authors, periodicals.

The work used economics - statistical, economics - analytical, comparative analysis methods.

Results. Due to the low level of tourism development, the Government intends to create tourist clusters that would become economic mechanisms for the development of tourism. The Concept of development of the tourism industry of the Republic of Kazakhstan until 2023 provides for the creation of six cultural and tourist clusters [7].

"**Astana-the heart of Eurasia**" is a tourist cluster based on the city of Nur-Sultan. Key elements of tourist interest in this cluster: objects of the international specialized exhibition "Astana EXPO-2017"; Astana - Baiterek monument; state Opera and ballet theater "Astana Opera"; Khan Shatyr shopping and entertainment center"; ethno-memorial complex "Map of Kazakhstan" Atameken"; Hazret Sultan mosque; independence square; national Museum of the Republic of Kazakhstan; park "Lovers"; the triumphal arch "Mangilik El".

In the cluster "**Almaty-free cultural zone of Kazakhstan**" of the concept of development of the tourism industry of the Republic of Kazakhstan until 2023, the following key places of tourist interest are identified:

archaeological petroglyphs of Tamgaly (UNESCO object); state national natural Park "Altyn-Emel", included in the preliminary list of UNESCO; Charyn canyon on the territory of the Charyn state national nature Park; lake Balkhash (South-Eastern part); the Alakol lake (the southern part); the reservoir Kapchagai; "Akbulak" international tourist center; ski areas near the city of Almaty with the Ile-Alatau state national natural Park included in the UNESCO preliminary list; "Zhongar-Alatau" state national nature Park; state national natural Park "Kolsai lakes"; balneological resort area "Kara Dala"; Khan Tengri Peak is the highest peak in Kazakhstan.

Eight key places of tourist interest have been identified in the **"Pearl of Altai"** cluster of the concept for the development of the tourism industry of the Republic of Kazakhstan until 2023: Berel mounds; Bukhtarma reservoir; Ertis river – Zaisan lake; Katon-Karagay state national nature Park; Kiin-Kerish; Ridder city-West Altai state reserve; The Alakol lake (the Northern part); Semey city and Abay district (Zhidebay).

The cluster **"Revival of the great silk road"** of the Concept of development of the tourism industry of the Republic of Kazakhstan until 2023 identifies key places of tourist interest: The modern city of Turkestan; The mausoleum of Khoja Ahmed Yassauy (UNESCO object); Archaeological sites of the medieval settlement of Otrar and the Otrar oasis included in the UNESCO preliminary list; Sauran archaeological complex; Karatau state nature reserve with Paleolithic sites and geomorphology; Arpa-Uzen petroglyphs included in the UNESCO preliminary list; "Sairam-Ugam" state national nature Park; "Aksu-Jabagly" state nature reserve; "Baikonur" complex; "Kaskasu" mountain resort; Kyzylorda, Saryagash, Shardara, Taraz cities.

In the cluster **"Caspian gate"** of the Concept of development of the tourism industry of the Republic of Kazakhstan until 2023, the following key places of tourist interest are identified: Underground mosques Beket-ATA, Shopan-ATA and Karaman-ATA, mausoleum of Omar and Tura; Mount "Sherkala"; "Karakiya" - Karakol state nature reserve; The complex of monuments "the Bokey Horde"; "Saraishyk" settlement; Kenderly resort area.

In the cluster **"Unity of nature and nomadic culture"** of the Concept of development of the tourism industry of the Republic of Kazakhstan until 2023, the following key places of tourist interest are identified: State national natural park "Kokshetau"; "Burabay" state national nature park; "Buiratau" state national nature park; Karaganda city; "Karkaraly" state national nature park; "Bayanaul" state national nature park; "Ulytau" state nature reserve (Zoological); National historical, cultural and natural museum-reserve "Ulytau"; Imantau-Shalkar resort area, including monuments of Botay culture of the eneolithic era; Zerendinsky recreation area; Northern Balkhash region; Kyzylaraly state nature reserve.

We should agree with the statement that, in the form in which they (AR - clusters) currently function, they cannot be called clusters. Most likely, this can be called a protocluster, i.e. a territory potentially capable of performing tourist functions. Each cluster should be able to create special tourist brands, as well as perform special functions in the regional tourism and recreation system, and stand out for their types of tourism and recreation. To do this, in our opinion, it is necessary to conduct tourist zoning of destinations within each potential tourist cluster and develop a clustering strategy based on its results [1].

The main requirement of a tourist cluster is geographical concentration within a limited territory. Geographical blurring leads to blurring of the economic relations of the tourist cluster. This geographical requirement for a tourist cluster is confirmed by A.Yu. Alexandrova: a prerequisite for the formation of a cluster is the geographical proximity of economic units. A critical mass of firms in related and supporting industries, organizations that provide economies of scale and diversity, as well as economic resources, information, is concentrated on a limited territory, and a "cluster" of relationships is created, so that the cluster achieves higher competitiveness [8].

Therefore, a Tourist Cluster is a spatial association of interconnected tourist structures, firms of related industries in a single system of strategic cooperation in order to create joint unique competencies.

In the formation of a tourist cluster, one should take into account the specifics of tourist services as the main type of economic activity [9, p. 5 -6]:

1. A tourist product can be consumed only in the location of service (in loco), and therefore, it is a very important factor of local/regional development. In this case, both physical (stay in a specific place) and abstract/ideal (acquaintance with the social environment) interaction of the tourist with the product takes place.

2. The Tourist product is complementary (multi-component) in nature. Its creation involves many manufacturers responsible for food, accommodation, transport and excursion services, and much more. Tourism unites up to 25 different economic sectors, and they can only be combined and coordinated within a certain territory.

3. Tourist services are provided by people. Tourism is a "business with a human face". Therefore, the level of training and "quality" of staff in tourism is one of the factors that ensure the competitive advantage of the destination.

4. Tourism services are immaterial in nature. Unlike ordinary goods, they cannot be evaluated or "touched" until they are consumed. Therefore, it is very important to arouse interest and trust in a tourist destination. In this sense, it is important to develop the image or brand of the territory.

5. Tourist services are characterized by their inability to store. If a place in a hotel, lunch in a restaurant, or an excursion to a Museum are not sold, this means unused profit and financial losses. Therefore, the organization of a single marketing structure in a tourist cluster plays a critical role in success (Destination marketing system).

6. The demand for tourist services is extremely elastic. It depends on changes in tourists' preferences, political, technological, economic environment, etc.

At the moment, eco-tourism is one of the most dynamically developing types of tourism – the consciousness of consumers is "green". It is growing by 30% per year with an average annual growth in international tourism of 4.5%. Up to 20% of all trips are considered "green" tourism. In this regard, when creating a cluster in a tourist destination, it is necessary to use the fashion for green tourism and ensure control over the "environmental friendliness" of regional tourist products.

7. The Tourist service is inelastic in terms of the possibility of changing the existing offer (if the hotel has a certain number of seats, then in case of increased demand, the number of seats cannot be increased). In this sense, it is important to cooperate and exchange information in the tourism cluster, which will make the entire existing infrastructure more flexible and adaptable.

8. Tourist services are not constant in quality. This largely depends on the training of the staff providing services, as well as on the circumstances of consumption of tourist products. Therefore, in the tourist cluster it is necessary to pay attention to personnel training, certification and standardization services.

The tourism cluster creates its own Economy. The **Economy of a Tourist Cluster** should have a **Unique Tourist Offer (UTO)**. The **Axiom of the Tourism Cluster** is the uniqueness of the basic product that needs to be found or formulated. They can be

- natural objects,
- protected natural areas,
- historical monuments,
- archaeological sites,
- ethnographic,
- sacred monuments,
- religious monuments,
- temples,
- folklore,
- unique festivals
- unique holidays

This is called **Tourist Cluster Positioning**.

The economy of the tourist cluster is reproduced on the basis of the tourist value chain. The General regularities of cluster formation and functioning, as well as the specifics of their manifestation in this sphere, are confirmed in the tourism industry. As already noted, the essence of a cluster is revealed through the interrelationships of its member firms, which appear in the form of value chains. Each type of productive activity in the enterprise creates added value. Built in a certain sequence-one in continuation of the other-they form intra-company value chains. To achieve a competitive advantage, a firm must optimize both its own value chain and the external chains that link it to suppliers and consumers. A dynamically developing cluster contains many different value chains, the totality of which M. Porter called the value system (often translated as "value system") [10, p.88].

In the tourism cluster, the value accumulation system includes four types of value chains of suppliers (primarily transport companies), accommodation and entertainment facilities, sales channels for tourist products (tour operators, travel agents), as well as the buyers themselves-tourists (Fig. 2).

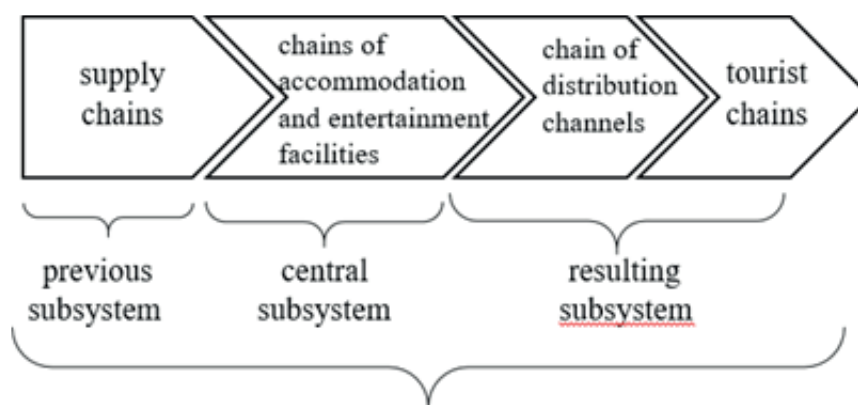


Figure 1 – The system of value accumulation in the tourist cluster[11, p.88]

According to the world tourism organization, between 10 and 20 chains operate during a visitor's seven-day stay in a remote tourist center. They involve 30-50 different companies, starting from a tour desk, specialized stores of tourist literature and insurance companies to souvenir shops, currency exchange offices, taxis, etc. [12, p.71].

The main prerequisites for the formation of regional clusters in the tourism sector are the following [9, p.8 -10]:

1. the presence of competitive advantages in the region for cluster development, including:
 - the availability of competitive resources is one of the conditions for a successful destination;
 - availability of qualified tourism personnel or educational institutions (structures for training personnel in the field of tourism activities). We can also talk about organizations that are aimed at training personnel in the field of eco-tourism, forming knowledge in the use of alternative energy sources, careful attitude to non-renewable resources, protection of biodiversity, preservation of traditions (resource centers, craft centers, art centers, public organizations, etc.);
 - favorable geographical location associated with proximity to large cities, highways, border crossings, which provides a sufficient number of tourists and generates demand for tourist services.

2. Geographical concentration and proximity of cluster members.

Key cluster participants are located in geographical proximity to each other and have opportunities for active interaction and savings on the rapid establishment of industrial relations, exchange of social capital and organization of the learning process. The geographical scale of a cluster can vary from a single city, region to a country, or even a number of neighboring countries.

3. The linkages and interaction between members of the clusters.

One of the success conditions for the development of tourism clusters is the presence of interaction and coordination between participants. Such links may be institutionalized or non-institutionalized.

4. A wide range of participants and the presence of a "critical mass".

For the creation and development of clusters, it is important to have participants who ensure the implementation of the "tourist value chain" for creating a tourist product. For the formation of a single technological service cycle, it is not important even the level of service of tourist business facilities, but their environmental friendliness and compliance with the principles of sustainable development. At the same time, competition and cooperation should be the main forms of relationships between firms in the cluster. Simultaneously, it is necessary to have a sign of cluster connectivity – the activities combined within it should pursue a common goal and there should be active interactions between firms within the cluster.

5. The presence of environmental standards, initiatives and environmental management in the field of tourism services is an important factor for the development of entrepreneurship in the field of ecotourism initiatives, eco-certification, separate waste collection, alternative energy sources, protection of biodiversity, the production by farmers of organic products – a significant plus in the process of regional clusterization.

6. Availability of joint tourism activities in the region that demonstrate public-private partnership. Successful cluster operation requires a certain experience of cooperation between representatives of various audiences – the state, business, and non-profit organizations. The best way to do this is through joint events and initiatives. These can be regional festivals, tourist investment forums, the creation of a common tourist site or destination booklet.

Successful experience quite a lot of creating and operating clusters abroad. The example of South Africa is illustrative: in the 1990 s, a local tourist cluster was formed near Cape town with the initiative of the local

community and the support of the tourist administration of the Cape province. An example of a thematic tourism cluster is the Napa Valley Wine Tourism Cluster in California, USA [13, p.118 – 124].

Discussion. *We will discuss the results and how they can be interpreted in terms of previous research and working hypotheses. The results obtained and their significance should be judged in the broadest possible context. The article is based on the foundations of the cluster theory of the study of the famous economist M. Porter in the 20th century. M. Porter [10] considered the cluster as a basic factor in improving the competitiveness of the regional economy. The regulatory framework of the article is the Concept of development of the tourism industry of the Republic of Kazakhstan until 2023 [7], where clusters in tourism of Kazakhstan are proposed. We agree with the assessment of the scientific basis of the clusters in the Concept of tourism industry development of the Republic of Kazakhstan until 2023 by N. Kenzhebekova, G. Zambinova, R. Bespaeva, A. Kabdibai, Z. Zambinova [1]. When designing clusters in tourism, the need to take into account the peculiarities of tourist services was highlighted. In this regard, we agree with the conclusions of Alexandrov A.Yu. [8]. The formation of tourist clusters is based on objective natural, historical, cultural factors, tourist destinations. This correlates with the results of research by T.S. Vertinskaya and V.A. Klitsunova [9]. Therefore, we have identified the Economy of the Tourism Cluster. The economic mechanisms of the Economy of the Tourist Cluster are the Unique Tourist Offer, the tourist value chain. Successful international experience is the creation of tourist clusters in the world. International experience in designing tourist clusters was studied by A. Ramazanov and A. Maksut [13].*

Conclusion. In modern practice, the world travel and tourism council (WTTC) and the world tourism organization (UNWTO) determine the effectiveness of the development of the tourism industry based on the competitiveness index of the travel and tourism sector. This index is calculated based on 70 indicators of three sub-indices: the regulatory framework sub-index, the business environment and infrastructure sub-index, and the human, cultural, and natural resources sub-index. 136 countries. According to the index of competitiveness of the travel and tourism sector, Kazakhstan ranked 81st among 136 countries. Tourism development in Kazakhstan is relatively low. Economic mechanisms for tourism development include clusters. The Concept of development of the tourism industry of the Republic of Kazakhstan until 2023 provides for the creation of six cultural and tourist clusters. "Astana-the heart of Eurasia" is a tourist cluster based on the city of Astana. Astana is the political, administrative, business and cultural center of the country. The main tourist products that will be developed in this cluster are MICE-tourism and short-term recreation. Cluster "Almaty-free cultural zone of Kazakhstan", "Pearl of Altai", "Revival of the great silk road", "Caspian gate", "Unity of nature and nomadic culture". There are few administrative decisions for cluster formation. We need objective formal and informal links between clustering participants, with stable market links, geographical, natural, economic, social, and transport conditions that create a cluster. According to the strength of competitive positions, it is desirable to form clusters with international competitiveness, cross-border clusters with Russia, China, Uzbekistan, and Kyrgyzstan.

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САЛАЛАРДЫҢ КЛАСТЕРЛІК ЭКОНОМИКАСЫ (ТУРИЗМ МЫСАЛЫНДА)

Аннотация. Зерттеудің мақсаты – туризм мысалында салалық кластер экономикасын құру проблемалары контекстінде шаруашылық жүргізудің кластерлік ұйымын зерттеу. Зерттеу әдісі – қазақстандық туризмде кластерлерді құру проблемасын оны ұйымдастыру және дараландыру проблемалары тұрғысынан әдіснамалық талдау. Қазіргі заманғы туризм Ұлттық экономика мен дәстүрлі бизнес салаларының біріне айналды. Туризм халықтың жұмыспен қамтылуын, қосымша жұмыс орындарын қамтамасыз ете отырып, ұлттық экономиканың дамуына әсер етеді. Ұлттық экономиканың салалық құрылымында туризм күшті мультипликациялық әсерге ие. Туризм көліктің, қонақжайлылық индустриясының, тамақтану, ұлттық колөнердің дамуына әсер етеді.

Халықтың еңбек қолдану аясын кеңейте отырып, туризм қоғамның әлеуметтік мәселелерін шешуге, халықтың өмір сүру деңгейін, адам әлеуетінің сапасын арттыруға үлес қосады. Ел экономикасы туризмді дамытудан тек осы оң әсерлерді алып қана қоймай, сонымен қатар шетел валютасы

ағынының эффектісіне және сол арқылы елдің төлем балансы мен жиынтық экспортына оң әсер етеді. Қазақстанда туризмді дамытатын әртүрлі шикізат базасы бар. Туризмнің шикізат базасы туристік-рекреациялық ресурстармен ұсынылған.

Туризмнің даму процесі және Қазақстанның ЖҰӨ үлесі төмен деңгеймен сипатталады. Қазіргі уақытта сыртқы факторға – COVID-19 кері әсер етті. Әлемдік масштабта санитарлық карантин енгізу, ұлттық шекаралардың жабылуы сыртқы және ішкі туристік ағындардың тоқырауына әкелді. Нәтижесінде туризм саласы дағдарысқа ұшырады.

Қазақстандық туризмнің бәсекеге қабілеттілігіне кластерлер құру ықпал етеді. Кластерлердің рөлі мемлекет пен бизнес арасындағы әріптестікті дамыту болып табылады. Қазақстан Республикасының туристік саласын дамытудың 2023 жылға дейінгі тұжырымдамасында алты мәдени-туристік кластер құру көзделеді: "Астана – Еуразия жүрегі", "Алматы – Қазақстанның еркін мәдени аймағы", "Алтай інжулері", "Ұлы Жібек жолын жаңғырту", "Каспий қақпасы", "Табиғат бірлігі және көшпелі мәдениет".

Кластерді құру өндірістер мен қызметтердің жай қосылуымен байланысты емес. Туристік кластерде өнімдерді жобалаудың салааралық сипаты бар, жаңа өнімдер өндірісін дайындайтын өз экономикасы құрылады.

Түйінді сөздер: Кластер, экономика, туризм, турист, бәсекеге қабілеттілік, қызмет, өнім, шынжыр.

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ЭКОНОМИКА ОТРАСЛЕВОГО КЛАСТЕРА (НА ПРИМЕРЕ ТУРИЗМА)

Аннотация. Цель исследования – изучение кластерной организации хозяйствования на примере туризма в контексте проблемы создания экономики отраслевого кластера. **Метод исследования** - методологический анализ проблемы создания кластеров в казахстанском туризме в контексте проблем его организации и индивидуализации. Современный туризм стал одной из сфер национальной экономики и традиционного бизнеса. Туризм оказывает влияние на развитие национальной экономики, обеспечивая занятость населения, дополнительные рабочие места. В отраслевой структуре национальной экономики туризм обладает сильным мультипликационным эффектом. Туризм влияет на развитие транспорта, индустрии гостеприимства, общественного питания, национальных ремесел.

Расширяя сферы приложения труда населения, туризм вносит вклад в решение социальных проблем общества, повышение уровня жизни народа, качества человеческого потенциала. От развития туризма экономика страны может получить не только эти положительные эффекты. Но и эффект притока иностранной валюты и тем самым – положительное влияние на платежный баланс и совокупный экспорт страны. В Казахстане для развития туризма имеется разнообразная сырьевая база. Сырьевая база туризма представлена туристско-рекреационными ресурсами.

Развитие туризма и вклад в ВВП Казахстана характеризуется низким уровнем. В настоящее время негативное влияние оказывает внешний фактор – COVID -19. Введение санитарного карантина в мировом масштабе, закрытие национальных границ привело к стагнации как внешних, так и внутренних туристских потоков. В результате туристская отрасль находится в кризисе.

Конкурентоспособности казахстанского туризма способствует создание кластеров. Роль кластеров заключается в развитии партнерства между государством, бизнесом. В Концепция развития туристской отрасли Республики Казахстан до 2023 года предполагается создание шести культурно-туристских кластеров: "Астана - сердце Евразии", "Алматы – свободная культурная зона Казахстана", "Жемчужина Алтая", "Возрождение Великого Шелкового пути", "Каспийские ворота", "Единство природы и кочевой культуры".

Построение кластера связано не с простым сложением производств и услуг. В туристском кластере создается своя Экономика, имеющая межотраслевой характер проектирования продуктов, подготовку производства новых продуктов.

Ключевые слова: кластер, экономика, туризм, турист, конкурентоспособность, услуга, продукт, цепь.

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494
Volume 5, Number 393 (2021), 108 – 119

<https://doi.org/10.32014/2021.2518-1467.173>

ISSN 1991-3494
UDC 325.2

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IMPACT OF REMITTANCES OF LABOR MIGRANTS FROM OECD COUNTRIES ON JOB CREATION IN TAJIKISTAN

Abstract. The article considers the factors of reorientation of labor migration from Tajikistan to new directions in the OECD countries, the channels of emigration from Tajikistan to the OECD countries. Remittances from OECD countries and its impact in the Republic of Tajikistan, as well as remittances from OECD countries to the job creation in the Republic of Tajikistan. After the civil war, the lack of economic opportunities forced many Tajik citizens to seek work abroad. Many young people found themselves without employment opportunities or any reasonable prospects for the future, and labor migration became a safety valve for easing the pressure of social discontent. Russia has become the main migration channels for Tajik citizens. Economic growth in Russia, relatively high wages, ease of migration, and labor shortages have further pushed Tajiks to Russia. But in the mid-2010s, the reorientation of the flow of labor migrants from Tajikistan to a new direction - the OECD countries-gradually began.

Tajikistan has made steady progress in reducing poverty over the past decade. One of the main drivers of this economic progress is the remittances of migrant workers. For the country, remittances of migrant workers are considered an alternative way of earning money, which helps to reduce the unemployment rate and increase the country's foreign exchange reserve.

The dependence on migration will not decrease in the short term. The Government of Tajikistan has already taken some steps to make migration profitable for both the migrants themselves and their families by providing them with social protection. The purpose of the article is to show the role of remittances of Tajik migrants from OECD countries in creating jobs in the Republic of Tajikistan.

Key words: labor migration, remittances, workplaces, Tajikistan, OECD, GDP, Russia, emigration.

Introduction. There is a high level of emigration in Tajikistan. Remittances play a vital role in the economic well-being of the population; about 89% of emigrants regularly send remittances to their relatives and households in Tajikistan. For Tajikistan, Russia remains the country where the most remittances come from. According to the World Bank, in 2013 the volume of remittances from Russia to Tajikistan peaked at \$ 3.2 billion [1]. A lot of remittances from OECD countries also enter the economy of Tajikistan. So far, the values of the OECD countries are incomparable with the data for Russia and Kazakhstan, but with an increase in the reorientation of the flow of Tajik migrants to the OECD countries, this share will grow and exert an increasing influence on the labor markets of the host countries. It is the OECD that is becoming the new channel for Tajik migrants.

In recent years, the government has taken advantage of advanced and communication technologies in the process of education and dissemination of information, including through mobile applications and websites. Digitalization of information has its own challenges and advantages. However, in countries that provide labor, such as Tajikistan, the digital approach can be a practical and effective tool for fully providing information to all migrants. During the ongoing COVID-19 pandemic, when social distance should be maintained as an important way to fight infection, digital tools can play an important role in informing and educating migrant workers [2].

Research methods and sources of information. In the present study, two methods were used. First, the statistical and mathematical analysis of data on labor migration, socio-economic parameters, and remittances.

This approach made it possible to establish the extent to which remittances of Tajik migrants from OECD countries have an impact on the formation of the labor market in countries of origin of migrants. Secondly, the sociological method, the results of opinion polls and expert interviews were analyzed (secondary analysis of sociological data). In our study, we used statistical data on the number and structure of labor migration from Tajikistan, the volume of remittances for the last few years. The data were provided by the Agency on Statistics under the President of the Republic of Tajikistan, the World Bank, the National Statistical Service of Tajikistan, the Federal State Statistics Service of the Russian Federation (Rosstat), the Main Directorate for Migration Issues of the Ministry of Internal Affairs of Russia (GUVM Ministry of Internal Affairs). Currently, the Agency on Statistics under the President of the Republic of Tajikistan on the Labor Market Review in the Republic of Tajikistan - provides data until 2017.

Factors of reorientation of labor migration from Tajikistan to new directions to OECD countries.

In recent years, the main directions of emigration for Tajik citizens have been the Russian Federation and the Republic of Kazakhstan. For citizens of Tajikistan there is no need to obtain visas to these countries since there is an agreement on a visa-free regime between Tajikistan and the CIS countries [3].

In the OECD countries, new Tajik communities are being actively formed, which may become networks of attraction for new migrants soon. The growing number of labor migrants from Tajikistan in the OECD countries suggests that there is an increase in the emigration of Tajik citizens to new, previously almost undeveloped countries [4].

This reorientation was due to a number of reasons, including difficulties in Russia (the introduction of the exam on the basics of the Russian language, history, statehood and the legal system for migrant workers, which, with a low level of educational infrastructure development, leads to an increase in corruption in this area; a decrease in income in dollar terms caused by the fall in the ruble exchange rate in 2014-2015.; the rigidity of the migration policy and the growing competition in the Russian labor market with citizens of the EAEU countries who do not require permits to work; operational restrictions on the rights and legitimate interests of migrant workers who do not have legal grounds for obtaining a temporary residence permit or residence permit, etc.), the formation of social networks in the countries of new emigration, active policies of a number of countries in the Central Asian region (for example, Japan and the Republic of Korea). The countries of the Middle East, East Asia, the USA and Canada, and the countries of Europe became new directions of labor emigration from Tajikistan [4].

In these countries, new communities and migration networks of Tajiks are being formed, which may become centers of attraction for new migrants from Central Asia soon. This is proved by the OECD statistics: in 2018, the role of the OECD country in attracting citizens of Tajikistan was much higher than that of Kazakhstan (Fig. 1). Of the total number of emigrants from Tajikistan, 6.1% were received by the OECD countries. The most popular states of emigration of Tajiks were Germany, Turkey, USA, Poland, Korea, and Japan.

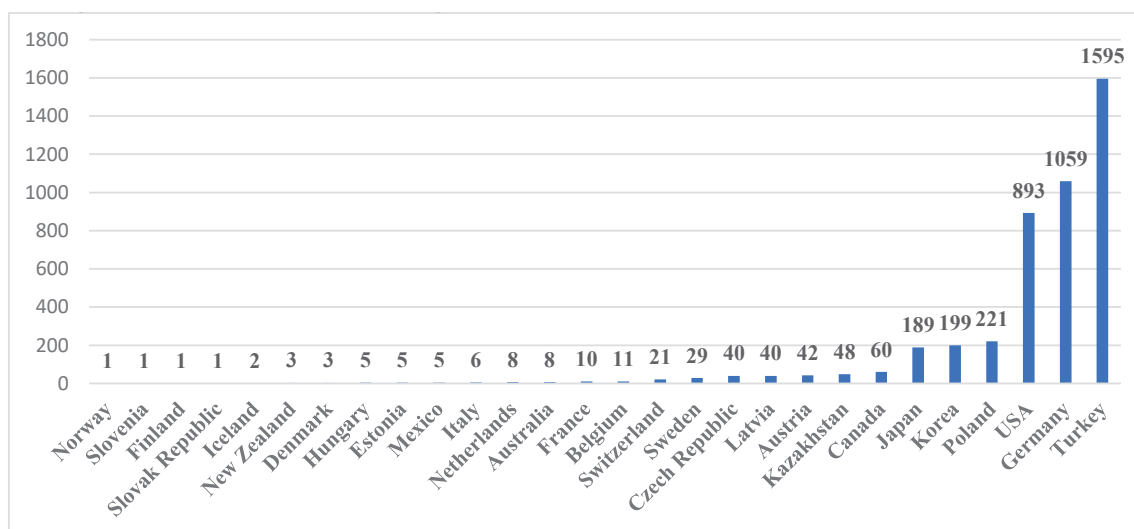


Figure 1. The number of migrants from Tajikistan in some countries of the world in 2018, people

Source: compiled by the authors based on:

1. OECD data [5]
2. Data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan [6]

Also, according to Rosstat, the number of Tajik migrants in Russia in 2018 amounted to 67,929 people [7], compared with Turkey, 42 times more (Fig. 1).

As a result of the research, internal and external factors were identified that contribute to the reorientation of the flow of labor migrants from Tajikistan to a new direction - the OECD countries. Internal factors include the spread of the English language, a higher salary level in OECD countries, the orientation of the local elite and officials to get their children educated in universities in OECD countries, etc. As external factors, one can single out the active work of forces, information factors, support of the diaspora, deportation to the Russian Federation, a decrease in earnings in the Russian Federation, after the currency crisis of 2015, etc.

One of the main reasons for the reorientation of Tajik migrants from Russia to the new direction of the OECD countries is the deportation in Russia. These migrants have no choice but to find another channel of emigration. Migrants included in the list of deportees who are prohibited from re-entering the Russian Federation are a group that needs support in order to remove their names from the list, in finding alternative work in the country or other destination, as well as in psychosocial counseling. Migrant families left behind also suffer. Since most migrants are men, this creates an additional burden on women, adding economic activity to their traditional responsibilities. Another issue of concern is the informal abandonment of a spouse. According to various studies, about 30% of wives abandoned by their husbands consider themselves abandoned [8].

Channels of emigration from Tajikistan to OECD countries. Throughout the post-Soviet period, the main and traditional areas of labor emigration of Tajiks were Russia and Kazakhstan, but in recent years, emigration from Tajikistan to the OECD countries, as a new direction of labor emigration, has become more and more noticeable [9].

Between 2001 and 2019, about 138 thousand Tajik citizens migrated to the OECD countries.



Figure 2. Geography of emigration of Tajik citizens to OECD countries for the period 2005-2016, %

Source: compiled by the authors based on OECD data. [5].

In percentage terms, Tajik migrants went mainly to the following OECD countries: to Western and Eastern Europe - 51%, the United States-30%, Canada-8%, Japan-7%, Korea-4%. In the UK, Australia, New Zealand, Israel, Mexico, Tajiks are sent much less often because of the flight distance, limited channels of emigration, lack of jobs, high requirements for emigrants in the labor markets of these countries.

In the United States between 2001 and 2019, about 69,000 Tajik citizens migrated (Figure 3).

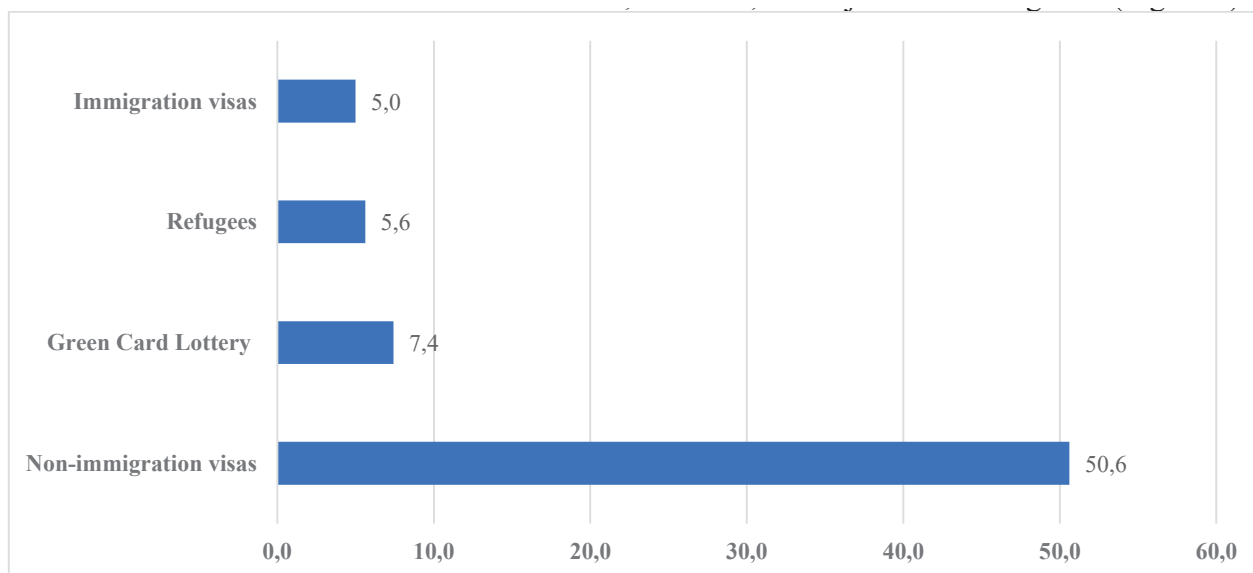


Figure 3. Channels of emigration from Tajikistan to the United States for 2001-2019, thousand people.

Source: compiled by the authors based on the US Department of State data [10].

Among the channels of emigration from Tajikistan to the United States, Tajik citizens most often migrated through nonimmigrant visas – 50.6 thousand people. Nonimmigrant US visas include such types of visas as: tourist visa; educational visa; diplomats and officials of foreign countries; business visa, etc.

Another new direction of emigration for citizens of Tajikistan was the countries of Western and Eastern Europe. In 2001-2019, about 61 thousand citizens of Tajikistan visited the countries of Western and eastern Europe (Figure 4).

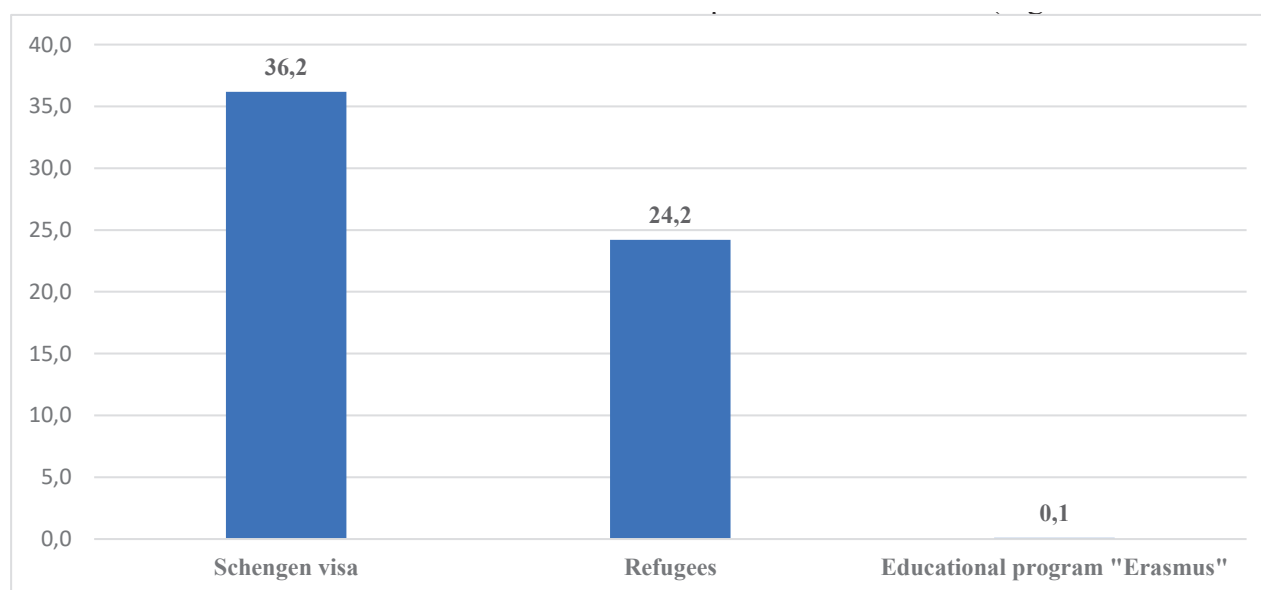


Figure 4. Channels of emigration from Tajikistan to the countries of Western and Eastern Europe for 2001-2019, thousand people.

Source: compiled by the authors based on:

1. Data on "Schengen visa statistics" by countries [11]
2. UNHCR data [12]
3. Eurostat data [13]

The main channels of emigration from Tajikistan to the countries of western and eastern Europe were the Schengen visa – 36.2 thousand people, refugees-24.2 thousand people and the educational program "Erasmus" - about a thousand people. As we can see, compared to the United States, Tajik citizens migrated most of all as refugees to the countries of Western and eastern Europe.

Among the OECD countries, Canada is also gaining popularity for the migration of Tajik citizens. Tajik communities in Canada can be divided into four branches: first, Persian-speaking and Russian-speaking Tajiks who came from Tajikistan; second, Tajiks from Afghanistan; third, Tajiks, including Bukharian Jews from Uzbekistan; and fourth, Tajiks-Bukharian Jews and Ashkenazi Jews who came from Israel and Russia [4].

According to the OECD, over 4,000 Tajik citizens visited Canada in 2001-2019 (Figure 5).

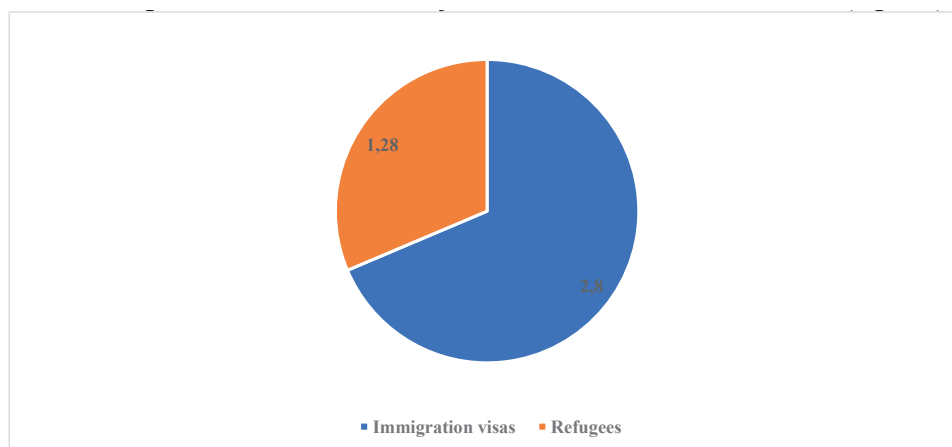


Figure 5. Channels of emigration from Tajikistan to Canada for 2001-2019, thousand people.

Source: compiled by the authors based on Data from the Canadian national statistics Agency [14]

In Canada, migrants from Tajikistan are resettled based on applications for immigration. The main channels of emigration for Tajik citizens to Canada were immigration visas – 2.8 thousand people, then refugees-1.28 thousand people.

To help migrants easily adapt to another country, some countries provide them with pre-departure orientation programs (pre-departure orientation programs), which include important information about the country, life, culture, language, and laws of the host country. Pre-departure Orientation (OPO) also informs migrants about their rights and obligations, about the services provided by government agencies (both in the country of origin and in the country of residence), as well as civil society organizations [15].

Relatively new directions of labor migration from Tajikistan to the OECD countries are the Republic of Korea and Japan. This is a well-organized labor migration, which includes a system of selection and preliminary training of workers through specially opened centers in the country of origin.

Between 2001 and 2018, about 4.8 thousand Tajik citizens migrated to the Republic of Korea and Japan (Figure 6).

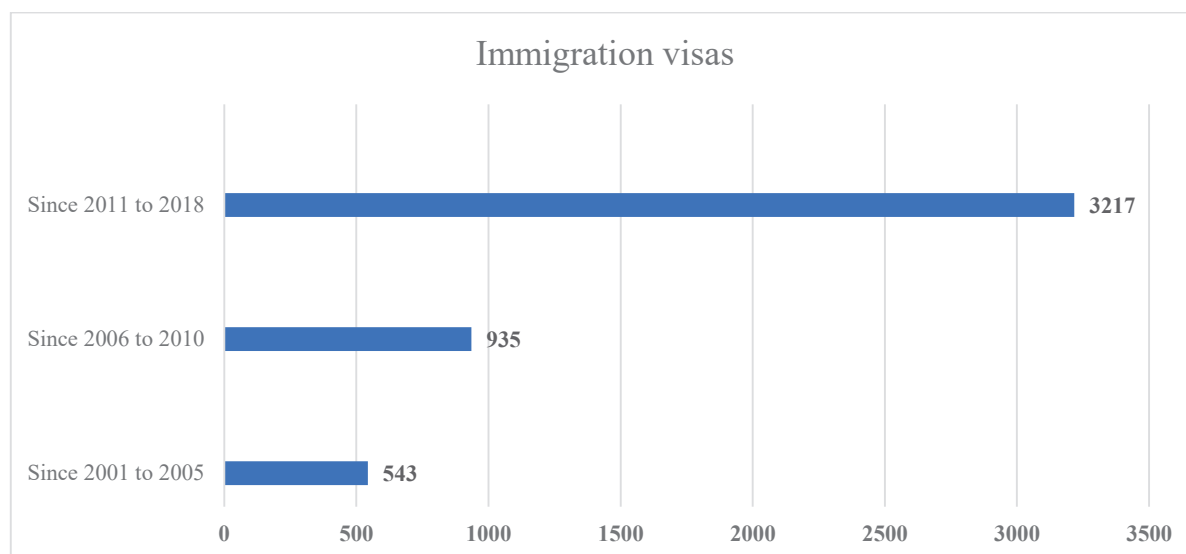


Figure 6. The number of Tajik citizens traveling to the Republic of Korea and Japan via an immigration visa for 2001-2018, people.

Source: compiled by the authors based on the data of the Korean statistical information service [16]

The main channels of emigration from Tajikistan to the Republic of Korea and Japan are immigration visas, it is through this channel that most Tajik citizens migrated to these countries. During the period 2010 – 2018, about 3.2 thousand citizens of Tajikistan visited the Republic of Korea and Japan, which is 6 times more than in the period 2001-2005.

Also, the Republic of Korea is visited by those citizens who have dual citizenship – "Russian-Tajik" citizenship. Many Tajiks visit the Republic of Korea as citizens of the Russian Federation. Even though Tajiks who came to work in Korea with Russian passports, they send their money to Tajikistan, and not to Russia, that is, their contribution goes to the economy of Tajikistan [17].

Most Tajik migrants go abroad to work, without having detailed information about the OECD countries to which they are going to go. They rely almost entirely on information from informal sources, such as online resources, family, and friends. Migrant workers and other stakeholders identified the following necessary activities: training and providing information on language and vocational training, remittance management, history, culture, law, human-right, document processing, legal and other types of support. The need to create new jobs after returning, the recognition of skills acquired during the migration period – these are other areas that need support.

Remittances from OECD countries and its impact in the Republic of Tajikistan. Over the past decade, Tajikistan has made steady progress in poverty reduction and economic development. Between 2000 and 2017, the poverty rate of the population decreased from 83% to 30%, and annual economic growth averaged 7% [18]. The political stability established after the civil conflict (1992-1997), as well as foreign aid, allowed the country's economy to grow, and the country's GDP growth rate was among the highest among neighboring countries. One of the main drivers of economic growth is international labor migration. In the former Soviet Union, including Tajikistan, labor migration is not a new phenomenon. However, since independence, the Tajik economy has become more reliant on migration and remittances. From Soviet times to the present, the Russian Federation has remained the main destination for Tajik migrants. Remittances from migrant workers are equivalent to about a third of the country's GDP [19].

Tajikistan is one of the first hundred countries in the world in terms of population. The number of Tajik labor migrants leaving for work exceeds the population of countries such as Estonia, Bahrain, Cyprus, Luxembourg, Malta, Iceland, Montenegro, and others. The scale of migration is constantly growing - every seventh inhabitant of the country goes to work abroad. According to the 2010 census, out of 194 peoples living in Russia, Tajiks occupy 29th place, with an increase in the number of 67.73% [20]. Now, there are more Tajiks in Russia than Kalmyks, Jews, Circassians, Koreans, etc.

Remittances are an important indicator that reflects the status and performance of our migrant workers. The growth rate of remittances in the CIS countries in the period from 2001 to 2006 was 264% [20] and was higher than in all countries with economies in transition.

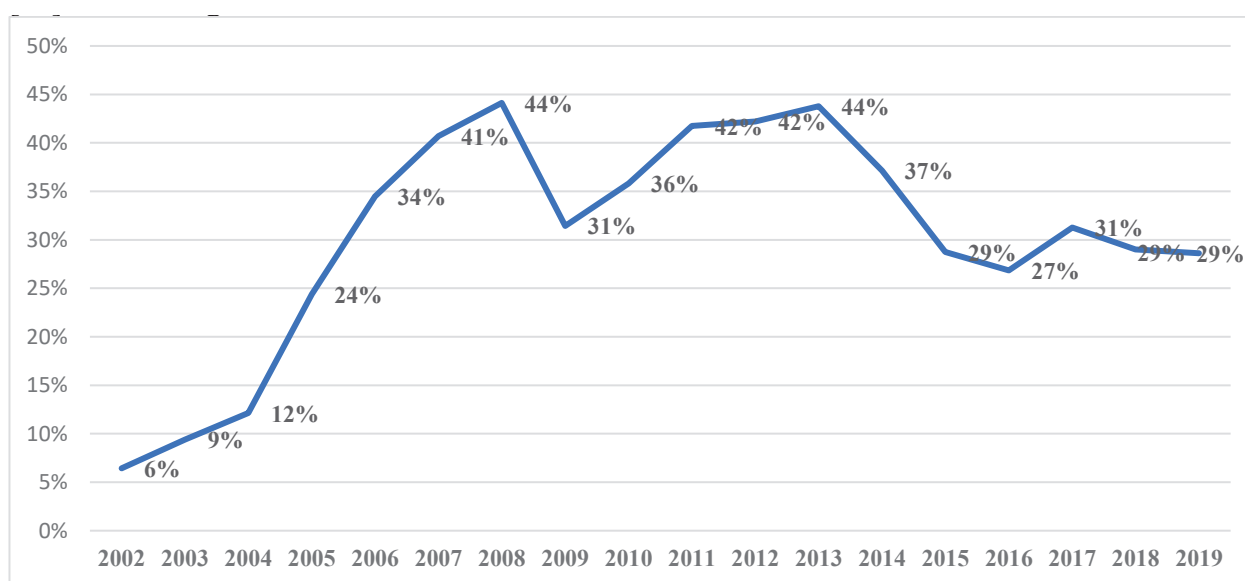


Figure 7. - Share of remittances in Tajikistan's GDP in 2002-2019, %

Source: The Data of World Bank [21].

In the last decade, remittances from labor migration in Tajikistan have ranged in the equivalent of 27% to 44% of the country's GDP. Between 2011 and 2013, remittances, measured against GDP, exceeded 40%.

And in 2013, the highest value was reached (43.8%). However, due to the economic slowdown in Russia, new migration regulations, and the devaluation of the national currency, many Tajik migrants did not find it economically viable to continue working in Russia. Between 2014 and 2019, remittances as a percentage of GDP ranged from 27% to 37% [19].

Tajikistan is one of the five largest recipient countries of remittances in terms of relative GDP. In 2019, remittances totaled \$ 2.7 billion, equivalent to 33.4% of GDP. Remittances from the Russian Federation have been significant over time, aided by the relatively low cost of transfers from the Russian Federation to Central Asian countries. Among the factors contributing to this growth is the continued recovery of economic activity in the Russian Federation. Russia is still the main country from which most money transfers come to Tajikistan. In 2010-2018, an average of 75% of remittances came to Tajikistan from Russia. A lot of remittances from the OECD countries also come to the economy of Tajikistan. For example, the remittances of Tajik labor migrants from OECD countries from 2010 to 2012, as well as in 2018 (figure 8), exceeded the remittances of Tajik migrants from Kazakhstan. It is the OECD that is becoming a new channel for Tajik migrants.

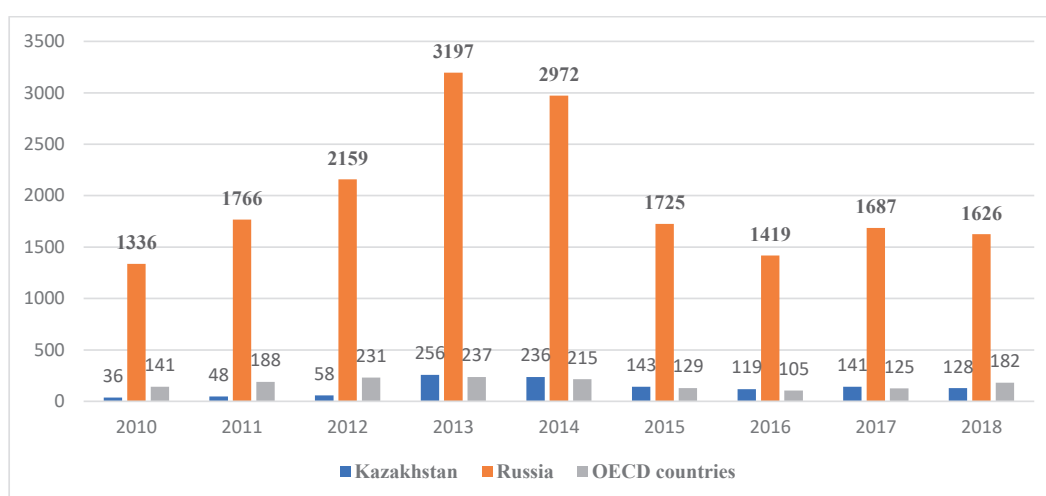


Figure 8. - Geography of incoming remittances of labor migrants from abroad to Tajikistan in 2010-2018., %
Source: The Data of World Bank [2]

The share of remittances from Tajik migrants to OECD countries has varied over the years. For example, in 2010-2012, it was about 7%. By 2017, it was reduced to 5.6% (Fig. 9). This may indicate a reduction in labor emigration from Tajikistan to OECD countries over the past two to three years.

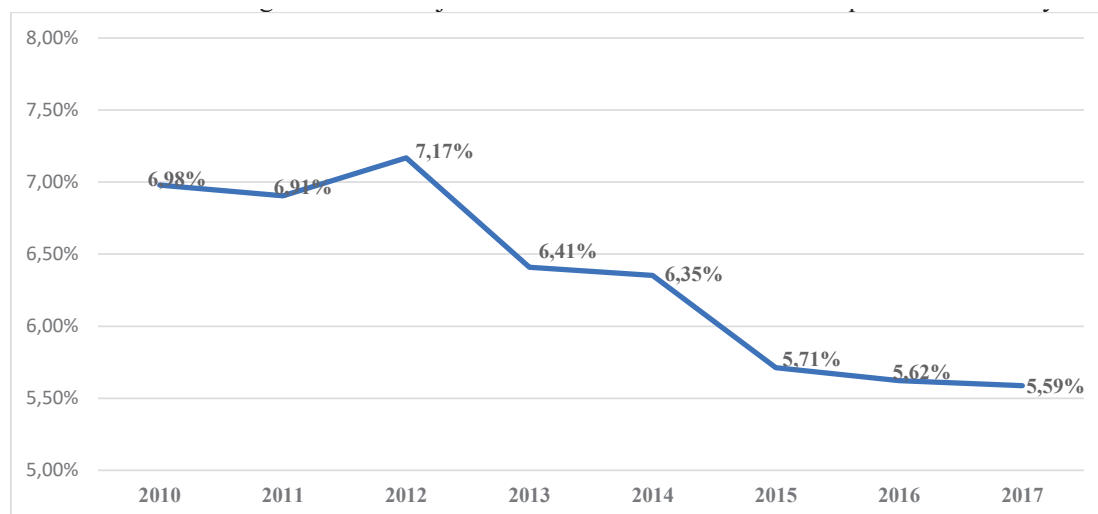


Figure 9. - The share of remittances from OECD countries in the total volume of remittances to Tajikistan in the years 2010-2017., %
Source: The Data of World Bank [21]

Downtime at work, travel bans, and social distancing have to some extent suspended economic activity. Host countries face additional challenges in many sectors that depend on migrant labour, such as health and agriculture. On the other hand, migrants face the risk of infection and may lose their jobs, health insurance and work visas.

Even before the pandemic, moving migrant workers to another country where the culture, traditions, and work are different from their home countries was a problem. During the focus group discussions held with Tajik migrants, they identified issues related to ignorance of the language, rights, professional skills, and cultural adaptation as the main problems. Migrants and stakeholders stressed the importance of adapting to work and life in host countries as a major issue for migrants, especially for those who are visiting the country for the first time.

Remittances from OECD countries to the job creation in the Republic of Tajikistan. According to the data announced by the head of the National Bank of Tajikistan, J. Nurmakhmadzoda, the total volume of remittances in 2019 to Tajikistan amounted to 2,731 million USD, an increase compared to 2018 amounted to 163 million USD (or 7%) [22]. Despite a slight decrease in the dependence of the Tajik economy on the inflow of migrant remittances, Russia remains for Tajikistan a country where a significant amount of remittances comes from, both in absolute and relative terms.

Table 1

Jobs created in the Republic of Tajikistan in 2011 - 2017, number of vacancies

	Number of jobs	Average wage per month		GDP expenditures for job creation for each year		GDP expenditures for job creation of the total GDP of the Republic of Tajikistan, %	Share of remittances of labor migrants from OECD countries to job creation	
		USD	Ruble	million USD	million Rubles		%	million USD
2011	32406	93	3000	36,2	1166,6	1,2	2,9	1,05
2012	35374	117	3535	49,7	1500,6	1,3	3,0	1,49
2013	37903	146	4805	66,4	2185,5	1,6	2,8	1,86
2014	38911	154	8749	71,9	4085,2	1,9	2,4	1,73
2015	72750	126	8525	110,0	7442,3	4,9	1,7	1,87
2016	77349	122	7630	113,2	7082,1	6,1	1,5	1,70
2017	79619	129	7628	123,3	7288,0	5,5	1,7	2,10

Sources: compiled by the author based on

1. The Data of World Bank [21]
2. Data from the national Bank of Tajikistan [23]
3. Data the labor Market in the Republic of Tajikistan – 2017 [24]

The main expense of the state in creating jobs is the employee's wages. To determine the role of remittances in job creation, we first found the number of jobs created in Tajikistan over a certain period, and then determined the average wage per month in the Republic. GDP expenditures for job creation for each year, we calculated using the following formula:

Number of jobs * Average wage per month * 12.

For example: $32406 * 93 * 12 = 36.2$ million us dollars. This means that in 2011, 36.2 million us dollars were allocated from the GDP of the Republic of Tajikistan to create jobs in the Republic. GDP expenditures on job creation from the total GDP of the Republic of Tajikistan were found using the following formula: $(\text{GDP expenditures for job creation} / \text{GDP of Tajikistan}) * 100$. For example, GDP expenditures on job creation as a percentage of the total GDP of the Republic of Tajikistan in 2011: $(36.2 \text{ USD mln} / 3059.9 \text{ USD mln}) * 100 = 1.2\%$. To find the share of labor migrants' remittances from OECD countries to job creation in the Republic of Tajikistan, we found the share of labor migrants' remittances from OECD countries to Tajikistan's GDP, then multiplied it by GDP spending on job creation. For example, the share of remittances from labor migrants from OECD countries to job creation in 2011: $36.2 \text{ USD million} * 2.9\% = 1.05 \text{ USD million}$. This

means that in 2011, the total amount allocated for creating jobs in the Republic of Tajikistan was allocated from GDP (36.2 million us dollars), 1.05 million US dollars of which were remittances from Tajik labor migrants from OECD countries.

Also, based on table 1, it can be concluded that in 2011-2017, an average of 8609 jobs were created in the Republic of Tajikistan due to remittances of Tajik labor migrants from OECD countries. On average, in 2011-2017, the total amount allocated for job creation was 3 million US dollars, including remittances from labor migrants from OECD countries.

Remittances increase the rate of migration, creating a vicious circle that cannot be broken until Tajikistan is able to engage in similar economic activities [25].

Some of the money earned goes to the development of the local community where the migrant workers were born. For example, the Ayni Diaspora in Moscow provides comprehensive assistance to its countrymen in equipping schools, medical institutions, and building mosques. A small hydroelectric power station was built in the Rasht district at the expense of labor migrants. And there are many such examples. In Tajikistan, it has become fashionable for migrants to send their parents to the Hajj. And more than once. In some regions of the Republic, those who want to perform the Hajj are waiting in line until 2025. However, the money of migrants who come to Tajikistan does not always bring their families the benefit that they could. If some of this money went to private investment in small and medium-sized businesses, it could contribute to the country's economic development and create new jobs. They could provide reliable sources of income for migrants and their families.

Due to the economic crisis caused by the COVID-19 pandemic and the shutdown of work in almost all countries of the world, international migration flows have changed. In 2020, the volume of money transfers in the world will decrease by 7.0%. However, in Europe and Central Asia, it fell to about 28% due to the impact of the COVID-19 pandemic and lower oil prices.

Result and discussion. Tajikistan is one of the first hundred countries in the world in terms of population. The number of Tajik labor migrants leaving for work exceeds the population of countries such as Estonia, Bahrain, Cyprus, Luxembourg, Malta, Iceland, Montenegro, and others. Remittances are an important indicator that reflects the status and performance of our migrant workers. The growth rate of remittances in the CIS countries in the period from 2001 to 2006 was 264% [20] and was higher than in all countries with economies in transition.

Tajikistan is one of the five largest recipient countries of remittances in terms of relative GDP. In 2019, remittances totaled \$ 2.7 billion, equivalent to 33.4% of GDP. Remittances from the Russian Federation have been significant over time, aided by the relatively low cost of transfers from the Russian Federation to Central Asian countries. Among the factors contributing to this growth is the continued recovery of economic activity in the Russian Federation. Russia is still the main country from which most money transfers come to Tajikistan. In 2010-2018, an average of 75% of remittances came to Tajikistan from Russia. A lot of remittances from the OECD countries also come to the economy of Tajikistan. For example, the remittances of Tajik labor migrants from OECD countries from 2010 to 2012, as well as in 2018, exceeded the remittances of Tajik migrants from Kazakhstan. It is the OECD that is becoming a new channel for Tajik migrants.

In 2011-2017, an average of 8609 jobs were created in the Republic of Tajikistan due to remittances of Tajik labor migrants from OECD countries. On average, in 2011-2017, the total amount allocated for job creation was 3 million US dollars, including remittances from labor migrants from OECD countries.

Conclusion. International migration is an important source of income for many households in developing countries, including Tajikistan. The total value of remittances far exceeds the value of official development assistance (ODA) for many developing countries, and for some even exceeds the value of foreign direct investment (FDI). Money transfers also significantly replenish the foreign exchange reserves of many countries. In 2017, remittances in Tajikistan were almost equivalent to 30% of GDP, net foreign direct investment inflows were 2.6% of GDP, and official development assistance was 3.7% of gross national income.

International migration provides employment, income, and foreign exchange reserves for the economy [26]. However, this affects the social dynamics. Since many citizens of working age, especially men, are absent from home for several months to a year, women take on more responsibilities for the introduction of the household and become decision-makers. In 2019, almost 21.5% of the labor force officially left for work abroad, while the percentage of remittances compared to GDP was 33.4%. Tajik migration brings new opportunities and challenges for responsible structures and policy makers, and one of the main tasks of the Government is to manage the outflow of migrant workers, ensuring their safety, rights, and well-being.

A lot of remittances from OECD countries also enter the economy of Tajikistan. So far, the values of

the OECD countries are incomparable with the data for Russia and Kazakhstan, but with an increase in the reorientation of the flow of Tajik migrants to the OECD countries, this share will grow and exert an increasing influence on the labor markets of the host countries. From OECD countries, Tajik migrants were transferred to their homeland in 2010-2018. about USD 1.553 billion. The volume of remittances from OECD countries during the financial crisis in Russia also decreased: in 2013 - 237 million, and in 2016 - 105 million. US dollars. The decline in the volume of remittances from the OECD countries is associated not so much with currency fluctuations as with the reduction in the scale of labor emigration from Tajikistan to the OECD countries during this period. It should be noted that in 2010, 2012 and 2018. according to the World Bank, remittances to Tajikistan from OECD countries were higher than from Kazakhstan.

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ЭЫДҰ ЕЛДЕРІНЕН КЕЛГЕН ЕҢБЕК МИГРАНТТАРЫ АҚША АУДАРЫМДАРЫНЫҢ ТӘЖІКСТАНДАҒЫ ЖҰМЫС ОРЫНДАРЫНЫҢ ҚАЛЫПТАСУЫНА ӘСЕРІ

Аннотация. Мақалада Тәжікстаннан ЭЫДҰ елдеріндегі жаңа бағыттарға еңбек көші-қонын қайта бағдарлау факторлары, Тәжікстаннан ЭЫДҰ елдеріне эмиграция арналары қарастырылады. ЭЫДҰ елдерінен ақша аударымдары және олардың Тәжікстан Республикасына әсері, сондай-ақ Тәжікстан Республикасында жұмыс орындарын құруға ЭЫДҰ елдерінен ақша аударымдары зерттеледі. Азаматтық соғыстан кейін экономикалық мүмкіндіктердің болмауы Тәжікстанның көптеген азаматтарын шетелде жұмыс іздеуге мәжбүр етті. Көптеген жастар жұмысқа орналасу мүмкіндіктерінсіз немесе болашаққа қандайда бір ақылға қонымды перспективаларсыз болып, еңбек көші-қоны әлеуметтік наразылықтың қысымын төмендетудің қауіпсіздік клапанына айналды. Ресей Тәжікстан азаматтары үшін негізгі көші-қон арнасына айналды. Ресейдегі экономикалық өсу, салыстырмалы түрде жоғары жалақы, көші-қон жеңілдігі және жұмыс күшінің жетіспеушілігі тәжіктерді Ресейге одан әрі итермеледі. Бірақ 2010 жылдардың ортасында Тәжікстаннан келген еңбек мигранттарының ағынын жаңа бағытқа-ЭЫДҰ елдеріне қайта бағдарлау біртіндеп басталды.

Соңғы он жылдықта Тәжікстан кедейшілік деңгейін төмендетуде тұрақты прогреске қол жеткізді. Экономикалық прогрестің негізгі факторларының бірі – мигранттардың ақша аударымдары. Ел үшін мигранттардың ақша аударымдары жұмыссыздықты азайтуға және елдің валюта резервін арттыруға көмектесетін балама табыс әдісі болып саналады.

Қысқа мерзімді перспективада көші-қонға тәуелділік төмендемейді. Тәжікстан үкіметі көші-қонды мигранттардың өздері үшін де, олардың отбасылары үшін де әлеуметтік қорғауды қамтамасыз ету үшін бірнеше қадамдар жасады. Мақаланың мақсаты – Тәжікстан Республикасында жұмыс орындарын құруда ЭЫДҰ елдерінен тәжік мигранттарының ақша аударымдарының рөлін көрсету.

Түйін сөздер: еңбек көші-қоны, ақша аударымдары, жұмыс орындары, Тәжікстан, ЭЫДҰ, ЖІӨ, Ресей, эмиграция.

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ВЛИЯНИЕ ДЕНЕЖНЫХ ПЕРЕВОДОВ ТРУДОВЫХ МИГРАНТОВ ИЗ СТРАН ОЭСР НА ФОРМИРОВАНИЕ РАБОЧИХ МЕСТ В ТАДЖИКИСТАНЕ

Аннотация. В статье рассматриваются факторы переориентации трудовой миграции из Таджикистана на новые направления в странах ОЭСР, каналы эмиграции из Таджикистана в страны ОЭСР. Денежные переводы из стран ОЭСР и их влияние в Республике Таджикистан, а также денежные

переводы из стран ОЭСР на создание рабочих мест в Республике Таджикистан. После гражданской войны отсутствие экономических возможностей вынудило многих граждан Таджикистана искать работу за границей. Многие молодые люди оказались без возможностей трудоустройства или каких-либо разумных перспектив на будущее, и трудовая миграция стала предохранительным клапаном для ослабления давления социального недовольства. Основными каналами миграции для граждан Таджикистана стала Россия. Экономический рост в России, относительно высокая заработная плата, легкость миграции и нехватка рабочей силы еще больше подтолкнули таджиков в Россию. Но в середине 2010-х годов постепенно началась переориентации потока трудовых мигрантов из Таджикистана на новое направление - страны ОЭСР.

За последнее десятилетие Таджикистан добился устойчивого прогресса в сокращении масштабов нищеты. Одной из главных движущих сил этого экономического прогресса является денежные переводы трудовых мигрантов. Для страны денежные переводы трудовых мигрантов считается альтернативным способом заработка, который помогает снизить уровень безработицы и увеличить валютный резерв страны.

Зависимость от миграции в краткосрочной перспективе не уменьшится. Правительство Таджикистана уже предприняло некоторые шаги для того, чтобы сделать миграцию выгодной как для самих мигрантов, так и для их семей, обеспечив им социальную защиту. Цель статьи-осветить роль денежных переводов таджикских мигрантов из стран ОЭСР в создании рабочих мест в Республике Таджикистан, показать роль денежных переводов таджикских мигрантов из стран ОЭСР в создании рабочих мест в Республике Таджикистан.

Ключевые слова: трудовая миграция, денежные переводы, рабочие места, Таджикистан, ОЭСР, ВВП, Россия, эмиграция.

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494
Volume 5, Number 393 (2021), 120 – 128

<https://doi.org/10.32014/2021.2518-1467.174>

UDC 321.011.7

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DILEMMA: GLOBALISM OR SOVEREIGNISM. THEIR DISTINCTION IN TERMINOLOGY AND ANALITICAL DISCUSSION

Abstract. The authors study a dilemma: globalism or sovereignism making a distinction between them in terminology. The preface highlights a historical evolution of the world order taking into account all the changes from creating the Westphalian system, which had accepted the principle of national sovereignty as a key one and provided development to a state-centric model of the world with its mechanisms and managerial apparatus, political and legal regulations.

When analyzing the processes of globalization and global governance, the article emphasizes the economic aspect of globalization. The author focuses on the fact that Europe in the 20th century was characterized by a strong tendency to integration having led to the establishment of the European Union as well as in the second half of the 20th century – early in the 21st century there was an increase in functioning the global governance institutions (the major international organizations such as the United Nations, the World Trade Organization, the International Monetary Fund, the World Bank and others), but the European integration is facing a crisis for the moment.

The authors also highlight the development of one of the political aspects of global governance, that is, the decline in a number of nation-states and the reduction of their sovereignty, which had happened due to the development of the countries' relations from the Westphalian system whose basis was the principle of national sovereignty and was based on a state-centric model of the world to a polycentric model one.

Outlining and analyzing scientists' analytical discussion as to develop nation-states and their role under current society makes up the central part of the article. The first group of scientists insisted on collapsing and disappearing nation-states (A. Giddens, K. Jaspers, H. Arendt and others), the second group insisted on nation-states' inviolability and their development (J. Habermas, S. Huntington and others). There pointed out to G. Delannoi's centrist position who calls to avoid conservative traditionalism (“the nation is eternal”) and destructive progressivism (“the nation must disappear”) as well as B. Davydov's neutral position who emphasizes that there is a strengthening of a state's functions in some cases (the example of China, India and Brazil). The group of researchers such as I. Wallerstein, M. Gefter, Kh.E. Marinosyan and V.L. Sheinis note that the future of the world and nation-state is in uncertain environment.

The article concludes by analyzing the current global cooperation stating that the regulatory model through international organizations is not properly working for the moment, and the world community has to engage in interfacing globalism and sovereignism in connection with the COVID-2019 pandemic.

Key words: globalization, sovereignty, Westphalian system, nation-state, global governance, the United Nations (UN), unipolar and bipolar world models, polycentric model of the world.

Introduction. A historical overview shows how the globalization process is changeable. As prof. Lebedeva notes, “from ending the Thirty Years' War in Europe and signing the Peace of Westphalia in 1648 the Westphalian system had been created. The Peace of Westphalia initiated a system of international relations that spread beyond Europe later and it was termed a state-centric model of the world. A system of intra- and inter-State relations with its mechanisms and managerial apparatus, political and legal regulations began building” [17, p.598].

The principle of national sovereignty was determined to be as one of the key principles. Sovereignty is “a capability of a State to independently fulfill its functions on the territory of its own and beyond, in international relations” [23].

The topicality and novelty of the research on the dilemma between globalism and sovereignism is not only to analyze these notions and make a distinction between them in terminology but also to show globalism and sovereignism’s coincidence in modern reality.

Research methods, purpose and objectives. The aim of the work was to make a distinction between globalism and sovereignism and analyze them. Achieving **the research objectives** showed that the development of the global processes made the world more integrated requiring a collective participation in global governance through political and economical international organizations. The world is undergoing a complex process; on the one hand, a number of nation-states are slackening (the conception of A. Giddens), which transfer their functions to the world society, on the other hand, nation-states are showing their resilience (the conception of S. Huntington), and there is an increase in a number of nation-states’ functions. For instance, China, India, Brazil (the conception of V. Davydov).

To solve the objectives, we chose such research methods as the Sorbonne method, comparative-contrastive method (comparative analysis) and historical comparison.

Research analysis. The terminology description of the globalization processes and global governance shows that “globalization is an integrated, powerful, objective, social and historical process”. As R. Robertson and H. Khondker noted, “Globalization is the process of a compressed world and strengthening the world’s conscience as an integrated whole leading to a specific global interdependence and an awareness of the global unit in the 20th century” [20: p. 11, 13].

M. Castells’ interpretation of the notion emphasizes the economic aspect of globalization as follows: “the emergence and rise of the global economy in which “major economic activities (production, consumption and circulation of goods and services) are globally organized” [7, p. 81].

When defining global governance, James Rosenau analyzed the terms *government* and *governance*, noting their differences; for the term *government* includes bodies lodged with authoritative powers and basing on a public and international recognition encoded in law and the constitutions of a State. Legal arrangements provide the Government with not only full authority, but impose full liability on it. Rosenau pointed out that global governance was understood a function of the global development process, globalization [21, pp. 71-73].

A strong trend towards integration, its apotheosis was the formation of the European Union that includes 28 countries was characteristic for Europe in the 20th century. At present time the European integration is facing a crisis. The apotheosis was the results of the UK referendum in 2016, when 59 % of its citizens voted to leave the European Union.

So, we say that increasing power and functioning of global governance institutions (the major international and inter-governmental organizations. As Russian scientists note, “the most important functions of global governance institutions are as follows: to identify norms and rules for intergovernmental cooperation, to address global challenges by means of joint leadership” [27, pp. 18-19].

There also developed one of the political aspects of global governance, that is, the decline in a number of States and the reduction of their sovereignty. There has been an evolution from the Westphalian system whose basis was the principle of national sovereignty and was based on a state-centric model of the world to a polycentric model under which a number of States are reluctant to limit their sovereignty.

Discussion. According to A. Giddens, “due to the fact, that modern states are closely related to regional and transnational political and economic groups and corporations, the borders of modern states lose their status as hard lines of demarcation” [13, p. 81]. However, S. Huntington trusted that nation-states had been, was and would be: “Nation-states are and will continue to be the most important players in the international arena while at the same time noting that their interests, alliances and conflicts between them are largely decided by cultural and civilizational factors” [15].

A number of researchers take a neutral position and point out that one cannot take up the position that a nation-state is descending from the international arena and it is being eroded, because for the States-new powers the particular role of the central authority is a prerequisite for their promotion to the forefront». As Vladimir Davydov noted, “in relation to the States-new powers, on the contrary, there is a strengthening of a state’s functions, its consolidation. This includes China, India and Brazil. The new structuring of the world gives rise to the new management tools. Some of them will prove their vitality and some will not stand the test of time” [8, pp. 55-56].

Regarding the disappearance of the nation conception, in his paper “The elite nation-phobia: why antipathy to the nation spread among the elites is unfounded”, the French researcher G. Delannoi points out that the elite antipathy to the nation can hardly be considered founded even the arguments being put forward in defense of this position are presented as axioms, not being subject to discussion due to their evidence [9]. He notes that these views had gained a noticeable impact by the beginning of the 1950s of the 20th century. For example, Karl Jaspers advocated the eradication of the nation-state who pointed out that history had a deep meaning, but it was not available to human knowledge. By contrast, J. Toynbee tried to show by all means available that history was open for achievement and the human was able to rise up to the global challenge [25, p. 13].

Karl Jaspers’ student Hannah Arendt declared «the collapse of a nation-state» [2]¹, Philosopher Jorgen Habermas announced that our world would be better provided, that there would not have been nations in it. He specified: “Regarding the overthrow of a nation-state, we think, first of all, about the long observed changes in the system of states, emerged by the Peace of Westphalia. According to this model, a world of states consists of independent national state actors.

Although the State-owned sovereignty and monopoly of power formally have remained unchanged, growing interdependence in global policy casts doubt on the assumption that national policy could possibly coincide with the actual fate of national society within the borders of the territory of the State» [14].

Following on from the discussion, G. Delannoi concludes that «the vision of the imminent disappearance of the nation as an idea and a real fact has gradually turned into the conventional wisdom, which considers the nation as a stable and important phenomenon is perceived as an apology for the “closed society” [9]. Moreover, I. Berlin pointed out, that “for most Western liberals and socialists, nationalism was exclusively reduced to nativism and imperialism” [6, p. 278].

Let us dwell on the above-mentioned conclusions of Hannah Arendt in more detail. In the preface to the first Russian edition “The Origins of Totalitarianism” there pointed out, that the book studies the totalitarian society and its origins, the conditions for its establishment, the principles for its functioning. Also the author proposed a well-reasoned definition of the term “totalitarianism”. In addition to this, Arendt considers the whole analysis of a nation-state, its formation, development and crisis through the attitude towards the Jewish nation, the rise of antisemitism and its effect (this position is quite understandable taking into consideration the author’s nationality and the tragedy of her life, which included the multiple arrests and her having been as an inmate in a concentration camp, which she managed to get out of. A quotation from David Rousset “Regular people do not know that all is possible”, used in the book “Totalitarianism”, makes clear her attitude).

Arendt notes that the homogeneity of the population was considered the characteristics of a state in the pre-imperialist states. Arendt emphasizes an economic basis for the emergence of imperialism. Here she shows crucial differences between imperialist state and nation: “The nation conceives of its laws as an outgrowth of a unique national substance which are not valid beyond its own people and the boundaries of its own territory. The only grandeur of imperialism lies in the nation-state’s losing against it. Power became the essence of political action and the center of political thought when it is separated from the political community which it should serve. It is true that this was based on an economic factor” [2].

Arendt concludes: “Equality, in contrast to all that is involved in mere existence, is not given to us, but is the result of human organization insofar as it is guided by the principle of justice. We are not born equal; we become equal as members of a group on the strength of our decision to guarantee ourselves mutually equal rights” [2].

One more thing is paid attention to itself in H. Arendt’s book, set forth in paragraph 12.1 “The So-called Totalitarian State”. She points out: “Many of the errors of the nontotalitarian world in its diplomatic dealings with totalitarian governments (the most conspicuous ones being confidence in the Munich pact with Hitler and the Yalta agreements with Stalin) can clearly be traced to an experience and a common sense which suddenly proved to have lost its grasp on reality. Contrary to all expectations, important concessions and greatly heightened international prestige did not help to reintegrate the totalitarian countries into the

¹ As a matter of interest, Hannah Arendt took his teacher’s saying for her book “Weder dem Vergangenen anheimfallen noch dem Zukünftigen. Es kommt darauf an, ganz gegenwärtig zu sein” (Ger.) that means “One should be given oneself to neither the past nor the future. One needs to entirely live in the present”. To our mind, Arendt’s admiration for her teacher had led to largely both dogmatism and inconsistency. The evaluation of the past from the standpoint of our day only without taking into consideration historical factors will be limited. One should say that the present always contains the past, the future always contains the present (*the author’s point of view*). In one respect, hypothesizing the evaluation of the past from the standpoint of our day only, at the same time Arendt devoted very much of her book to both the immediate past and the analysis of the prehistoric events.

community of equal nations or induce to abandon their lying complaint that the whole world had solidly lined up against them. And far from preventing this, diplomatic victories clearly precipitated their recourse to the instruments of violence and resulted in increased hostility against the powers that had shown themselves willing to compromise" [2].

It is surprising to see Hannah Arendt's homogenous comparison and interpretation of the "Munich Pact" in March 1938, which had led to Germany's annexation of part of Czechoslovakia (Sudetenland), according to which part of the Czech territory had been also given to Poland and Hungary) with the "Yalta agreements" drafted at the Crimean conference in February 1945 during the meeting of the "Big Three" (I. Stalin, F. Roosevelt and W. Churchill). These leaders of the allied countries were on the topic of the postwar period and the development of the world in the postwar period in Crimea and had laid the basis for the United Nations (the UN) to regulate international relations.

If to abstract away from the political labels "totalitarian" and "democratic" when characterizing the country-negotiators, one should emphasize the fact that the outcome had been the establishment of the main international organization of global importance based on the democratic equal principles, influencing the development of the postwar global order.

The other classic of the nationalism theory E. Gellner pointed out that nationalism was deeply rooted in human consciousness [12, p. 23]. Gellner emphasized that nationalists preached the doctrine alike: let all nations have their own political roofs and let all of them refrain from including non-nationals under it [12, p. 87]².

Having realized the current situation, G. Delannoi summarizes that being the main beneficiaries of economic globalization, the elites of the early 21st century find profit in their current nation-phobia comparable to the elitist loyalty to the nation of a century ago. G. Delannoi concludes by saying that the nation as a political form is not outdated; it does not mean that this form remains unchanged; on the contrary, it is constantly changing [9].

If we get back to Karl Jaspers' tenet above shared by Hannah Arendt: "One should be given oneself to neither the past nor the future. One needs to entirely live in the present", it would be natural to present another point of view expressed by Viktor Sheinis as follows: "People tend to imagine the future like more or less repetition of the past. The more the historical process has accelerated, the more their expectations have proved to be disappointed" (Sheinis 2019: 87). He points out that I. Wallerstein had been the first to pay attention to this who noted that "the historical systems were of limited duration, the current world society has entered the final crisis. The transition period will be a formidable day of temporary shocks, which, by their complexity, instability and difficult predictability, will surpass everything it had happened before" [26, p. 5].

Sheinis notes that the world view changes and questions about what direction this change occurs. He makes clear that it would be impossible to answer this question clearly. It is just certain to say that the differentiation processes develop in leaps and bounds, and the changes often turn out to be rather dramatic... with the "end of history" having become technically possible and the future prospects having become unpredictable [22, p. 88].

What does the future hold for our world? I. Sheinis presents the conclusions of M. Gefter, the prominent historian and philosopher about the transition to the new diversity but not homogenization holding for the world. Therefore, the challenge is to find an integral development model, which would be oriented on differences, various approaches, local conditions, various traditions and circumstances, and misunderstandings among civilizations ... Gefter concludes that "this is a nerve-knot of all the problems of our phase..." [11, pp. 6-7].

If we touch upon the development of the three major world powers of our time – the USA, China and Russia, regarding statehood, nation and sovereignty, it should be noted that during both his presidential campaigns Barack Obama consistently represented the United States of America as One Nation in both the domestic and foreign policy; "in 2012 the Chinese leader Xi Jinping "defined his main problem as the "revival of the Chinese nation" and added by saying that it was the "Chinese dream" that had underpinned a new Chinese ideology and it was projected onto the country's foreign policy" [10].

What is the Russian Federation spoken of abroad?

² In the preface of his book «Nations and nationalism» Gellner points out that the term «nationalism» is used in accordance with the English (Western) tradition which applies it in a neutral sense and does not contain the shades of disapproval or approval just to define the principles which require the political and ethnic units to coincide and the governed and governing within the political units to be the same ethnos. Thus, Gellner proposes a scientific structure of more emotional and difficult perceivable "units": participation and solidarity, also heritage and voluntary identification, free will and shareable opposition instead economic, territorial and psychological communities [12, pp. 5, 307].

The Bulgarian researcher I. Krastev points out that Putin's Russia is not an ordinary authoritarian state, not the Soviet Union "light" and not a liberal democracy. He calls it a "managed democracy", which has its long history in K. Schmitt and F. Guizot [16]; a Radio Liberty reviewer Ya. Shimov quotes from an article by F. Lukyanov, head of the Council for foreign and defense policy: "Russia is a strong and rigid centralized state that considers the full range of sovereignty to be the main value" [23].

I. Krastev notes if to begin with the definition, sovereignty is "the feature of a state to fulfill its functions on its territory and beyond, in international communication independently from the power of other States". In general, "to domineer" [16].

Taking into consideration the dilemma between "globalism" and "sovereignism", Shimov notes that "the more interconnected the world has become, the more difficult it is even for the most powerful states to defend the full range of their sovereignty. He gives an example of the relationship between the USSR and the USA in the Cold War. These States served as mutual restrictions, which were clearly shown by the Caribbean crisis – the sovereignty of these superpowers has their borders. Within the spheres of their influence, these powers did not stand upon ceremony: deploying the tanks in Czechoslovakia, L. Brezhnev formulated a conception, which the West called the "doctrine of limited sovereignty" [23].

Ya. Shimov concludes: "in fact, the most sovereign countries are the most isolated ones in today's world (e.g. North Korea). Regarding the USA, Ya. Shimov points out that the policy of Donald Trump is wholly a sample of sovereignism; this is an attempt to free his hands having got rid of those international obligations, which limit sovereignty and infringe upon interests. An example of this is the wall being built on the border with Mexico" (Shimov).

As we can see, the trends in the position and status of today's largest countries have always been the focus of the Russian and foreign researchers' attention who have been debating about the bipolarity, multi-or unipolarity of the modern world and leadership of countries in certain regions and the world as a whole at different times.

So, what do we result from this enlarged discussion?

How do researchers define sovereignism in politics and philosophy?

As stated at the beginning of the article, from a political perspective, "sovereignism", according to the experts, is a primacy of bilateral relations without including allies, international organizations and third parties, without preconditions and restrictions. From the standpoint of philosophy, "sovereignism" is a triumph of pessimism and deep disbelief in the ability to negotiate (that is, a zero-sum game on the principle "it is for me to win, you must lose") [23]. This philosophy was formulated by O. Spengler in the book "the Decline of the West": "World history is a court that always decides in favour of a stronger and more confident man, a court that always sacrifices truth and justice to power and race". Spengler pointed out that the decline of the West presented *the problem of civilization...* and was one of the most key issues in the history. He understood civilization as a logical consequence, the end of any culture ..., as an inescapable fate of any culture, but he noted himself that the "immovable philosophical truths were just an illusion" [24, pp. 12, 15].

Considering patriotism as a basis for sovereignism, Spengler pointed out that "Motherland" was a word of profound meaning acquired by it when turning a barbarian into a well-mannered person and becoming meaningfulness again as soon as a civilized person learns the motto "Ubi bene, ibi patria" ["Where there is bread, there is my country"] [24, p. 211].

Thus, concerning the state of global cooperation, one should mention that the model, which must have regulated relations between countries through the United Nations Organization and international financial and regional organizations, is not working properly for the moment. These institutions failed to prevent the global and eurozone crisis.

For instance, Zygmunt Bauman notes the powerlessness of the institutions, which are intended to create and ensure the world order among them nation-states were given a crucial role a while ago, and is alarmed by the State having lost the controls of the economic policy. Noting that the "global policy" was to uphold the principle of each state's full and authoritative sovereignty over their territory... and to deal with the ambiguous threat that had occasionally occurred from the "overlapping" of sovereignties on each other or the outstanding territorial claims [3, p. 92]. However, he emphasizes that in respect of the current social processes which often have no predetermined direction these changes are not always clear-cut [5, p. 67] and points out that confidence as a way of co-existing with uncertainty and risk but not a way of avoiding anxiety at all [4, p. 226].

Noting that a number of researchers define the essence of globalization through the nation-state's loss of its powers and authority, Kh. E. Marinosyan points out that it remains unclear to who will and how then

keep order? Marinosyan's conclusion is as follows: "The future of a nation-state keeps in the practical and intellectual-theoretical uncertainty, and the discourse on the essence, formation and evolution of globalization and nation-state is rather diverse and internally inconsistent" [18, p. 6].

Conclusion. Thus, the world is entering an era when, on the one hand, its constituent individual actors are engaged in searching for their identity, on the other hand, there has been a need to develop a new ideology and philosophy, which would be used for building a new world, as the systems based on existing tough barriers among nations largely have lost their effectiveness and others have not been built yet [9, pp. 5, 248). A split in the social system causes a split in citizens' souls (*the author's note*); aggressive nationalism is the reverse of inferiority sense. It is the cooperation that should be the norm and degree of social liability as well as the key to the sustainable and effective development of society and intersubjective relations.

At the current time the world community has to engage in interfacing globalism and sovereignism in connection with the COVID-2019 pandemic. Being an external threat to each and every country and continent, the COVID-2019 pandemic has led to a strict self-isolation regime across the globe thus contributed to the temporary closure of many production branches and termination of commercial relations, merchandise and service exports, labour migration, transport interoperability and international tourism, etc.

Countries have closed their borders and drastically reduced their cooperation, motivated by an objective need for self-preservation. However, the necessary self-isolation and human losses (the diseased and deceased due to the coronavirus) have brought tremendous damages to each and every country but these restrictions were vital. With a decline in the pandemic external economic relations and cross-country collaboration will be gradually getting back to the way they used to be, but the lesson for mankind is that the global danger requires clear and simultaneous actions by all community members, as modern society is closely interrelated and interdependent, there are enough many risks and threats to both countries and human beings in it.

We would like to conclude the article with a quote from the encyclical of Pope John XXIII "Peace on Earth", which has become his will: "If one country is equipped with nuclear weapons, others should produce such weapons, equal in destructive force. Consequently people are living in fear and awaiting a storm that may break upon them with violence and bring them unimaginable suffering. And they have good reasons for their fear, insofar as such weapons have been fully operational... Justice, reason and humanity cry out for cessation of the armaments race and simultaneously reduction of the existing weapons as well as banning of nuclear weapons and finally disarmament implementation as specified in the general agreement and under effective control... A true peace can be established only on mutual confidence..." [1, p. 16].

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ДИЛЕММА: ГЛОБАЛИЗМ НЕМЕСЕ ЕГЕМЕНДІК, ТЕРМИНОЛОГИЯЛЫҚ ШЕКТЕУ ЖӘНЕ АНАЛИТИКАЛЫҚ ТАЛҚЫЛАУ

Аннотация. Мақалада авторлар дилемманы зерттеудің күрделі мәселесін қозғап: глобализм немесе егемендік туралы, осы ұғымдардың терминологиялық делимитациясы жүзеге асырылатынын, Еуропадағы отыз жылдық соғыстың аяқталу кезеңіндегі барлық өзгерістерді, Вестфалия әлеміне қол қоюды және Ұлттық егемендік принципін негізгі деп таныған Вестфалия жүйесін құруды ескере отырып, әлемдік тәртіптің тарихи дамуын зерттейді.

Жаһандану және жаһандық басқару процестерін талдау кезінде мақалада жаһанданудың экономикалық аспектісі нақты көрсетілген. Авторлар XX ғ. Еуропа үшін Еуропалық одақтың құрылуымен аяқталатын интеграцияға күшті үрдіс тән болғанына, сондай-ақ XX ғ. екінші жартысында – XXI ғ. басында жаһандық басқару институттарының, ірі халықаралық ұйымдардың (БҰҰ, ДСҰ, ХВҚ, ХҚДБ, G-8, G-20 және т. б.) жұмыс істеуінің күшеюіне назар аударады. Бірақ дәл қазіргі уақытта еуропалық интеграция дағдарысты бастан кешуде.

Басылым авторлары сонымен бірге жаһандық басқарудың саяси аспектілерінің бірінің дамуын, атап айтқанда бірқатар ұлттық мемлекеттердің әлсіреуі мен олардың егемендігінен айырылуын, елдер арасындағы әлем дамуының көп орталықты моделіне байланысты эволюциясын бақылайды.

Ғалымдардың ұлттық мемлекеттердің эволюциясы және олардың қоғам дамуының қазіргі кезеңіндегі рөлі туралы аналитикалық пікірталасын ұсынады және талдайды. Ғалымдардың бірінші тобы ұлттық мемлекеттердің құлдырауы мен жойылуын талап етсе (Э.Гидденс, К. Ясперс, Х. Арентс және т.б.), екінші топ ұлттық мемлекеттердің құқығына қол сұғылмауын және олардың дамуын талап етті (Ю. Хабермас, С. Хантингтон және т. б.). Центристік позициядағы Ж. Деланнуа консервативті дәстүрліліктен («ұлт мәңгілік») және жойқын прогрессивтіліктен («ұлт өлуі керек») және В.М. Давыдовтың аралық ұстанымынан аулақ болуға шақырып, кейбір жағдайларда мемлекеттің функциялары күшейтілетінін атап өтті (мысалы: Қытай, Үндістан және Бразилия), зерттеушілер тобы И. Валлерштейн, М. Гефтер, Х.Э. Мариносян және В.Л. Шейнис әлем мен ұлттық мемлекеттің болашағы белгісіздік кеңістігінде екенін айтады.

Мақала халықаралық ұйымдар арқылы елдер арасындағы қатынастарды реттеу моделі сәтсіздікке ұшырайтынын және қазіргі уақытта тиісті деңгейде жұмыс істемейтінін, ал әлемдік қоғамдастық COVID-2019 коронавирустық пандемиясының дамуына байланысты тағы да жаһандану мен егемендіктің түйісуімен айналысуға мәжбүр екенін көрсете отырып, қазіргі жаһандық өзара іс-қимылдың жай-күйін талдаумен аяқталады.

Түйінді сөздер: жаһандану, егемендік, Вестфалия жүйесі, ұлттық мемлекет, жаһандық басқару, Біріккен Ұлттар Ұйымы, бірполярлы, әлемнің биполярлық және полицентрлік модельдер.

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ДИЛЕММА: ГЛОБАЛИЗМ ИЛИ СУВЕРЕНИЗМ, ТЕРМИНОЛОГИЧЕСКОЕ РАЗГРАНИЧЕНИЕ И АНАЛИТИЧЕСКАЯ ДИСКУССИЯ

Аннотация. Авторами в статье затронута сложная проблема исследования дилеммы: глобализм или суверенизм, для чего проводится терминологическое разграничение этих понятий, прослеживается историческое развитие мироустройства с учётом всех изменений от периода окончания Тридцатилетней войны в Европе, подписания в Вестфальского мира и создания Вестфальской системы, признававшей принцип национального суверенитета в качестве главного.

При анализе процессов глобализации и глобального управления в статье чётко подчеркивается экономический аспект глобализации. Авторы акцентируют внимание на том факте, что для Европы в XX в. была характерна сильная тенденция к интеграции, увенчавшаяся образованием Европейского Союза, а также во второй половине XX в. – в начале XXI в. происходит усиление функционирования институтов глобального управления – крупнейших международных организаций (ООН, ВТО, МВФ, МБРР, G-8, G-20 и др.), но в настоящий момент европейская интеграция переживает кризис.

Авторами публикации также прослеживается развитие одного из политических аспектов глобального управления, а именно ослабление ряда национальных государств и сокращения их суверенитета, произошедшее в связи с эволюцией взаимоотношений стран к полицентричной модели развития мира.

Центральную часть статьи составляет изложение и анализ аналитической дискуссии ученых об эволюции национальных государств и их роли на современном этапе развития общества, первая группа которых настаивала на упадке и отмирании национальных государств (позиция Э. Гидденса, К. Ясперса, Х. Арентс и др.), вторая группа настаивала на нерушимости национальных государств и их развитии (позиция Ю. Хабермаса, С. Хантингтона и др.). Указывается на центристскую позицию Ж. Деланнуа, призывающего избегать консервативного традиционализма («нация вечна») и разрушительного прогрессизма («нация должна отмереть») и промежуточную позицию В.М. Давыдова, подчеркивающего, что в ряде случаев происходит усиление функций государства (пример Китая, Индии и Бразилии), а группа исследователей И. Валлерстайн, М. Гефтер, Х.Э. Мариносян и

В.Л. Шейнис отмечают, что будущее мира и национального государства находится в пространстве неопределенности.

Завершается статья анализом состояния современного глобального взаимодействия с указанием, что модель регулирования отношений между странами через международные организации дает сбои и не срабатывает в должной мере в настоящий момент, а мировое сообщество в связи с развитием пандемии коронавируса COVID-2019 вновь вынуждено заниматься сопряжением глобализма и суверенизма.

Ключевые слова: глобализация, суверенизм, Вестфальская система, национальное государство, глобальное управление, Организация объединенных наций, однополярная, биполярная и полицентричная модели мира.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494
Volume 5, Number 393 (2021), 129 – 135

<https://doi.org/10.32014/2021.2518-1467.175>

DOI
UDC338

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THE ROLE OF FINANCIAL INNOVATION AND FINANCIAL TECHNOLOGIES IN THE EMERGING DIGITAL TRANSFORMATION CONDITIONS

Abstract. The main feature of financial innovation is the key role of the banking sector in the development of financial technologies. Banks are actively working on their own innovative solutions developed by their own IT specialists. The dominance of banks in fintech explains the relatively low level of market entry for independent fintech solutions. For example, in Kazakhstan, Kaspi.kz (KSPI) is one of the largest fintech companies, whose shares were quoted on the London Stock Exchange and is currently a technology company – a bank. Kaspi brought in over USD 1 billion.

Shares opened at USD 38 per share and traded at USD 46.90 with over 4.4 million shares in volume. This is the second largest IPO in 2020 and the fourth largest in all of Europe.

The proceeds from the IPO are almost USD 1 billion. Kaspi first planned to list in 2019, but closed it in October due to unfavorable market conditions. Kaspi is the largest investor and is playing a leading role in Kazakhstan's rapidly evolving digital transformation. Kaspi owns Super App, the most popular mobile app in the country and the foundation for everything they do for both retail and business clients, including banking and e-commerce, with over 7.8 million monthly active users.

Fintech banking applications have been developing rapidly in the Countries of Independent States since 2010. The surge in investor and consumer interest in online brokerage operations is driven by a combination of pandemic restrictions and low interest rates.

For emerging market investors looking for something cheaper than the Nasdaq NDAQ –2.6%, financial technology is the place to be in Russia and Kazakhstan. Companies and investors across the region are seeking to move out of this space into new economy stocks, stimulating demand for stocks in tech companies such as Kaspi.kz.

Key words: financial innovations; financial technologies; business development; financial markets; global economy.

Introduction. The global economy is characterized by free trade in goods, services and free movement of capital. Interest rates, exchange rates and stock prices in various countries are directly related to the global financial markets, having a great impact on economic conditions. International financial markets and large financial centers are located in the most important cities of the world, such as New York, London, Washington, Frankfurt am Main, Tokyo. Money capital as a symbol of its development and power is determined by the world money supply. The movement includes stock markets that use financial technology and financial innovation, as well as the latest information technology.

Materials and methods. It is possible to use various research methods as a methodological basis: dialectical, system-functional, economic-statistical and formal-logical methods.

The following scientific methods were used in the work: the system-functional method used to study the essence of financial technologies; the method of economic analysis was used to identify factors and causes of changes in financial innovations in the financial market; the generalization method is used to obtain general research results, formulate conclusions and general results concerning financial technologies; the comparison method is used to identify and substantiate trends, features, directions, factors and conditions affecting the

level of financial technology in the development of the state; the formal logical method is used to identify problems and opportunities for future growth, as well as areas requiring in-depth analysis.

Analysis of publications. American financier and trader George Soros noted that the global capitalist system is like a giant circulatory system that attracts capital from markets and financial institutions and pumps it to the periphery, either directly in the form of loans and portfolio investments, or indirectly through multinational companies.

Results. Financial technologies are actively developing in Kazakhstan. Thus, the Kazakhstani International Financial Center of Astana (AIFC) has created a working group with Deloitte and the Russian crowdfunding platform Waves, where the largest blockchain project is being developed. The new platform is designed to support the issuance, trading and exchange of digital tokens using Blockchain technology.

Deloitte is working with the AIFC as well as Waves to develop Kazakhstan's regulatory framework for blockchain and cryptocurrency organizations in the financial technology sector [1–12].

The Leader of the Nation of Kazakhstan, Nursultan Nazarbayev, previously proposed the idea of a global cryptocurrency system Bitcoin and supported the idea of blockchain solutions. It is known that only Kazakhstan and Japan are developing a cryptocurrency market system at the state level.

One of the key players in any national fintech ecosystem is the financial regulator. In Russia, the Bank of Russia assists in the development of the financial market and financial technologies [1–12].

In 2017, the peer-to-peer (P2P) Robocash platform launched in the European Union and has attracted over 4 million EURO during this time. The platform operates within the framework of an international financial group specializing in non-bank lending, and attracts funds to the loan portfolio of its companies using a model called «peer-to-peer portfolio». Automatic investment and buyback guarantees have proven to be quite convenient for investors, but the greatest focus is on hedging risks through geographic business diversification [1–12].

The online market, namely e-commerce, continues its rapid growth and transformation.

In e-commerce, Kaspi has become the largest in Kazakhstan by value of sales as of 2019, with an e-commerce gross merchandise value (GMV) share of 46% of the financial market. Their GMV value for all retail trade in Kazakhstan last year amounted to 5.5%.

Figure 1 shows data from Payment Methods in the Domestic E – commerce Market.

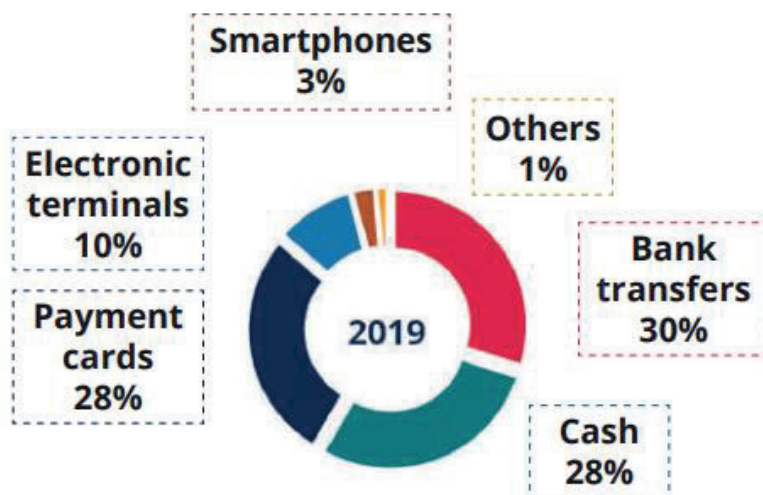


Figure 1. Payment methods in the domestic market. E-commerce market.

Note: Based on data from Fintech Market Entry to CIS Central Asia and Mongolia.

About 74 million people live in Central Asia, and these are the republics: Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan and Tajikistan. Most of them do not have access to banking services, and about 55.2% of the region's population lives in rural areas, where financial accessibility is limited; a boon for fintech in general, according to the report of the Astana International Financial Center, The State of Fintech in Central Asia: How Kazakhstan is Boosting the Regional Fintech Industry, published in June 2020 [1–12].

For your information, the population of Kazakhstan is 18.7 million people. Internet penetration – 90%, mobile communications – 1.36 times, financial technologies – startups ~ 53, key subsectors – payments, accounting, lending, sales markets. Global Innovation Index – 79th place. Thus, the volume of non-cash payments, USD billion is presented in Figure 2.



Figure 2. The volume of cashless payments, USD billion.

Note: Based on data from Fintech Market Entry to CIS Central Asia and Mongolia.

In 2019, the volume of digital payments in Kazakhstan more than doubled and amounted to 34.8 billion USD, the growth was due to the fact that Kaspi.kz strengthened its strategy, actively began to develop the financial infrastructure, as well as trade POS terminals, the entry of Apple Pay and Samsung Pay into the markets of Kazakhstan, further stimulation of non-cash payments with bonuses and Cashback, as well as the active use of non-cash payments on all types of public transport [1-12].

Discussion. Kazakhstan is developing its policy towards stimulating financial technologies and the development of the digital economy, as well as financial and innovation. The goal of financial innovation is to meet the need of the moment without taking into account its duration over time. Capital provides many benefits, increasing and improving productivity and stimulating financial innovation. Kazakhstan creates attractive conditions for competition for attracting, retaining and exploiting capital.

In financial products, the technology cycle is shorter, flexibility in responding to demand increases with the development of new information technologies. This triggers changes in competitive forces, motivating alliances between companies to stimulate technological synergies or the exchange of key competencies [4-12].

Financial innovation is transferring, redistributing and diversifying it, all this can lead to a more rapid development of the leverage effect, raising questions about the application of monetary policy methods.

The financial sector is one of the areas that does not show much interest in changes, and for this reason this technology can be considered a threat to traditional banks and financial institutions. So, investments in this industry are significantly increasing. But today fintech has become the basis for all online transactions – money transfers, loans, utility payments, etc [6-12].

The term «fintech» was first published in the 80s of the last century – an article by Peter Knight called «fintech» was published in the Sunday Times newspaper, where he used the term to describe the bot that made changes to his email. After the global crisis of 2008 – 2009, there were many Start – Ups who realized that the trust of consumers of financial services in the old format was destroyed and there was a need for new financial business models.

Financial technologies facilitate economic transactions and speed up work. The term «fintech» has appeared recently, but we understand such nuances as ATMs, which became the first signs of appearance. Fintech was previously perceived solely as internal developments and processes of financial institutions, to which financial service consumers did not have direct access [1-12].

Fintech has been able to create a well-defined image for itself and make significant progress. Thanks to fintech, you can get a wide range of services in this area, such as account management, stock trading, payment of expenses and bills, as well as insurance management. In fact, thanks to fintech, consumers' access to their

finances has changed, and these changes have accelerated in recent years, despite the pandemic, which has made many more interested in it.

One of the best ways to find out what fintech is is to find out how they are used. It has been repeated many times that fintech is a flexible and broad field of activity. But how far does this sphere extend and what does it cover? By receiving various amounts through online platforms, you can save time and money [1–12].

So, in Iran, to start another business, you do not need to apply to a traditional bank for a loan. Instead, you can directly contact investors to support the project through fintech, which is a platform for selling in installments without a guarantor.

The most common approach to fintech is that almost every resident with a smartphone uses some form of mobile payments. In fact, the advent of financial technology has led to the provision of services that allow users to make their financial transfers via the Internet and smartphones. This investment was so tempting that large companies launched payment applications [5–12].

After the global financial crisis of 2008, fintech companies began to develop rapidly and significantly changed commerce, investment, asset management, insurance and securities transactions.

The objectives of the development of financial technologies are: to promote competition in the financial market; to increase the availability, quality and range of financial services; to reduce risks and costs in the financial sector; to ensure security and sustainability in the application of financial technologies; to increase the level of competitiveness of technologies. In recent years, the governments of the countries have been paying special attention to innovative development, they encourage financial institutions in the financial market, organizations that introduce new technologies and solutions.

In accordance with the development of a perfect new type of economy, an important element of it, due to the technical development of society, has become the use of new information and telecommunication technologies. Due to the possibility of their application in various spheres of the organization of modern human life, information technologies are characterized by high potential and, as one of their leading goals, ensure sustainable economic development and increase the welfare of the population. The development of information technologies and their active use has an impact on a variety of spheres of human society. And the sphere of monetary relations is no exception [1–12].

During the development of credit circulation and the crisis of paper money, the use of electronic money begins, which, compared with paper money, have a number of advantages: increasing the speed of use and transfer of payment documents, reducing the cost of ensuring payment turnover, ease of processing financial documents. In accordance with this, within the framework of the economic literature, electronic money is defined as money that is in the computer memory accounts of banks. The disposal of electronic money takes place through the use of special electronic devices [7–12].

Electronic money acts as a new means of payment, which allows you to perform various payment transactions without using direct access to deposit accounts. Electronic money is a more universal monetary obligation, which is characterized by an indefinite nature and is certified by an electronic digital signature [8–12].

With the help of financial technologies and electronic cash, it is possible to conduct transactions, pay for goods and services within the virtual economy based on the transfer of information from one computer to another. Electronic cash can be used repeatedly, while the uniqueness of the numbers of digital banknotes allows you to secure the organization of money circulation [9–12].

The French Ministry of Finance in the decree defined the subtleties and allowed trading unquoted securities with blockchain-based accounting. Thanks to the adoption of new laws to implement the changes, France will become the first country in Europe to allow trading using technology with protection against unauthorized access. The French government has opened the way for financial and technology companies to trade unquoted securities through blockchain platforms, and on September 9, 2017, the French Treasury published a reform strategy to create new legislation [1–12].

In 2018, MTS operators (PJSC «Mobile Tele Systems») and Veon (PJSC «Vimpel Com») began to try to use blockchain when making financial transactions. However, large operators were then able to make no more than two transactions, since financial technology is new and it takes time for widespread use. The main engine for the introduction of this technology will be commercial banks, which will be able to make no more than three or four transactions per year due to legal, financial and other features [1–12].

Conclusion. Thus, financial innovation is seen as a strategic market response to the reduction of operating costs, business management and risk, which has made available to investors flows of funds in the national and international environment.

Singapore-based startup TenX has unveiled its debit card as an instant conversion solution for multiple digital currencies (USD, EUR, JPY). With a 2% reduction in transactions, TenX has already received orders for more than 10,000 cards.

The digital economy can be seen as one of the key solutions for fintech and financial innovation as most programs are critical to the fintech market such as AI, DLT, BIG DATA, and wireless.

The current level of development of financial innovations and financial relations, the emergence and active use of gadgets, technological progress, the formation of electronic payment systems and their improvement have become the main factor that led to the emergence and active development of financial technologies in the system. Its functioning is based on the use of a program code, which is an electronic key.

In international practice, electronic money is characterized as prepaid or value-storing financial products, information about the value and availability of which is stored and used using electronic devices. In the broadest sense of the word, electronic money is a set of subsystems of cash and non-cash money, the issue of which is carried out, respectively, without opening and with the opening of settlement accounts by personnel, or is interpreted as a system of monetary settlements organized on the basis of the use of electronic technology.

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ДАМУШЫ ЦИФРЛЫҚ ТРАНСФОРМАЦИЯ ЖАҒДАЙЫНДА ҚАРЖЫЛЫҚ ИННОВАЦИЯЛАР МЕН ҚАРЖЫЛЫҚ ТЕХНОЛОГИЯЛАРДЫҢ РӨЛІ

Аннотация. Қаржы технологияларының басты ерекшелігі қаржы технологияларын дамытудағы банк секторының негізгі рөлі болып табылады. Банктер өздерінің IT мамандары жасаған инновациялық шешімдермен белсенді жұмыс істейді. Финтехтегі банктердің Үстемдігі тәуелсіз финтех шешімдерінің нарыққа шығуының салыстырмалы түрде төмен деңгейін түсіндіреді. Мысалы, Қазақстанда ірі финтех-компанияларға мыналарды жатқызуға болады Kaspi.kz (KSPI), оның акциялары Лондон қор биржасында белгіленген және қазіргі уақытта технологиялық компания – банк болып табылады. Kaspi 1 млрд USD астам пайда әкелді.

Акциялар бір акция үшін 38 USD деңгейінде ашылды және 4,4 млн-нан астам акция көлемімен 46,90 USD деңгейінде сатылды. Бұл 2020 жылғы IPO бойынша екінші және бүкіл Еуропа бойынша төртінші деңгейді көрсетеді.

IPO – дан түскен түсім шамамен 1 млрд USD құрайды. Kaspi алғаш рет 2019 жылы листинг өткізуді жоспарлады, бірақ қазан айында ол қолайсыз нарықтық жағдайға байланысты жабылды.

Kaspi – бұл ірі инвестор және ол Қазақстанның қарқынды дамып келе жатқан Цифрлық трансформациясында жетекші рөл атқарады. Kaspi – елдегі ең танымал мобильді қосымша және бөлшек сауда үшін де, бизнес клиенттері үшін де, соның ішінде банк және электрондық коммерция үшін айына 7,8 миллионнан астам белсенді қолданушылар бар Super App.

2010 жылдан бастап Тәуелсіз Мемлекеттер елдерінде финтех-банкингке арналған қосымшалар қарқынды дамып келеді. Инвесторлар мен тұтынушылардың интернеттегі брокерлік операцияларға деген қызығушылығы пандемия шектеулері мен төмен пайыздық мөлшерлемелердің үйлесуіне байланысты арта түсті.

Ozon.ru АҚШ-та листинг жүргізуді қарастырып, 2020 жылдың соңына дейін өзінің Ozon несиелік платформасы арқылы қаржылық технологиялар саласында жетістіктерге қол жеткізе алады.

Nasdaq NDAQ – 2,6% – ға қарағанда арзанырақ нәрсені іздейтін дамушы елдердің инвесторлары үшін – Ресей мен Қазақстанда қаржылық технологиялардың болуы аса маңызды. Бүкіл аймақтағы компаниялар мен инвесторлар технологиялық компаниялардың Kaspi.kz. акцияларына сұранысты арттыра отырып, кеңістіктен жаңа экономиканың акцияларына ауысуға тырысады

Түйін сөздер: қаржылық инновациялар; қаржылық технологиялар; бизнесті дамыту; қаржы нарықтары; жаһандық экономика.

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РОЛЬ ФИНАНСОВЫХ ИННОВАЦИЙ И ФИНАНСОВЫХ ТЕХНОЛОГИЙ В УСЛОВИЯХ РАЗВИВАЮЩЕЙСЯ ЦИФРОВОЙ ТРАНСФОРМАЦИИ

Аннотация. Главной особенностью финансовых технологий является ключевая роль банковского сектора в развитии финансовых технологий. Банки активно работают над собственными инновационными решениями, разработанными собственными ИТ-специалистами. Доминирование банков в финтех объясняет относительно низкий уровень выхода на рынок независимых финтех-решений. Например, в Казахстане к крупнейшей финтех – компании можно отнести Kaspi.kz (KSPI), акции которого котировались на Лондонской фондовой бирже и в данное время является технологической компанией – банком. Kaspi принесла более 1 млрд USD.

Акции открылись на уровне 38 USD за акцию и торговались на уровне 46,90 USD с объемом более 4,4 млн акций. Это второе по величине IPO 2020 года и четвертое по величине во всей Европе.

Выручка от IPO составляет почти 1 млрд USD. Kaspi впервые планировал провести листинг в 2019 году, но в октябре закрыл его из-за неблагоприятной рыночной конъюнктуры.

Kaspi – это крупнейший инвестор, и он играет ведущую роль в быстро развивающейся цифровой трансформации Казахстана. Kaspi владеет Super App – самым популярным мобильным приложением в стране и основой для всего, что они делают как для розничных, так и для бизнес-клиентов, включая банковское дело и электронную коммерцию, у него более 7,8 млн активных пользователей в месяц.

С 2010 года в Странах Независимых Государств приложения для финтех-банкинга стремительно развиваются. Всплеск интереса инвесторов и потребителей к онлайн-брокерским операциям обусловлен сочетанием пандемических ограничений и низких процентных ставок.

Ozon.ru рассматривал возможность листинга в США и, до конца 2020 года сумел сделать успехи в сфере финансовых технологий с помощью кредитной платформы.

Для инвесторов из развивающихся стран, ищущих что-то более дешевое, чем Nasdaq NDAQ – 2,6 %, финансовые технологии – это то место, где нужно быть в России и Казахстане. Компании и инвесторы во всем регионе стремятся уйти из этого пространства в акции новой экономики, стимулируя спрос на акции технологических компаний, таких как Kaspi.kz.

Ключевые слова: финансовые инновации; финансовые технологии; развитие бизнеса; финансовые рынки; глобальная экономика.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494
Volume 5, Number 393 (2021), 136 – 145

<https://doi.org/10.32014/2021.2518-1467.176>

UDC 336.22
IRSTI 06.73.15

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E-TAX DEBT MANAGEMENT BASED ON RISK ASSESSMENT AND TAX DEBTORS SEGMENTATION

Abstract. The amount of tax debt in Ukraine and the number of tax debtors, especially small and medium business, constantly and significantly increase. The tax authorities do not have necessary power to act quickly and effectively, the methods and tools used by them are not relevant to reality and do not consider the specific of the taxpayers' behavior in Ukraine, most procedures of the tax debt management are time consuming and not automatized. The purpose of the article is to show how fiscal authorities could improve its performance by applying the differentiated approach to the tax debtors based on innovative IT-tools of management. To explain the concept and design of the e-tax debt management model the authors used the theory game statements, economic and math modelling. The developed model of e-tax debt management involves the consistent application of different strategies depending on the debtors' behavior as well as the responsibility of business owners for non-repayment of tax debt. In contrast to current management practices, the new model establishes strong time frameworks for taxpayers to repay debts by themselves, gives more power to tax authorities and allows accelerating tax debt repayment due to automatization. The usage of IT tool for managerial procedures gives the possibility to reduce the influence of subjective factor on decision-making, as the electronic system makes decision about the type of strategy of tax debt management on a basis of strong and transparent criteria. The study results can be useful for government, business and researchers.

Key words: taxation, management, tax debt, risk management, large taxpayers, small and medium business, tax authorities.

Introduction. The issue of tax debt management has received considerable critical attention nowadays in Ukraine. It becomes more important in the context of fiscal decentralization, lack of financial resources caused by macro-financial instability and the consequences of the COVID19 pandemic. Finding solutions for improving tax debt management in the era of the Fourth Industrial Revolution is hardly possible without digitalization and automatization of the processes. The fiscal authorities in Ukraine introduce ICT in their practices and try to implement the new model of the relations with taxpayers of different types of business based on partnership. At the same time, some processes remain to be handled manually. The tax debt management is among them. In 2000th the order of the tax debt repayment was legislated and during last 20 years the fiscal authorities have been using it. However, for this period only some components of the tax debt repayment mechanism were changed, but as trend of tax debt nonpayment shows, that such change did not have positive effects. Moreover, the main principles and managerial strategies of the tax authorities remained the same. In the result of such management, there is a huge problem with tax payments in Ukraine. According to the State Tax Service of Ukraine (2019) data as of January 1, 2019, the number of the total tax debtors was 953.9 thousand (physical and legal entities). As of January 1, 2020 the number of tax debtors increased to 1014.9 thousand of physical and legal entities (or +6.3% comparing to 2019 year) [1]. The State Tax Service of Ukraine (2020) data shows that the amount of the tax debt significantly grew too: from UAH 10.1 mln at the end of 2000 to UAH 124705.4 mln at the end of 2019 [2]. The growth of the tax debt is accompanied by a reduction the staff of the tax managers responsible for working with tax debtors. It is hardly possible to solve the problem by using only current methods of management. It requires an innovative approach. Therefore,

it is extremely necessary to design a new model of the tax debt management based on ICT, risk assessment and tax debtors' segmentation. It is mean not just the automatization of the tax debt management process but substantiation the new principles and new strategies of interaction with tax debtors based on the information about them and processing it with ICT as well.

Literature review. The issues of improving tax management are one of the most important in scientific research of Kazakh scientists [3]. Moreover, the search for new forms and methods of management is carried out on the basis of risk assessment [4].

In the context of the study, of interest are the papers which represent the results of the research findings and practice experience of the IT use in tax administration and, in particular, in tax debt management. Some publications emphasize on the great importance of the digitalization in tax management and point out what complex tasks are in tax administration and in what way IT tools can help to solve them. For instance, in the joint paper of Microsoft and PricewaterhouseCoopers (2018) very important information about key components of successful digital transformation in tax administration was found out. Their recommendations will be used in this research [5]. The paper of Hanschitz & Campbell (2017) here should be also mentioned [6]. This publication does not deal with using IT exactly in tax debt management but gives us a significant issue about epistemic tax policy. Hence, developing the idea about E-tax debt management, one of the fundamental principles that the proposed model is epistemically correct and fits reality will be taken into consideration, therefore, it is valid and reliable. Studying the working papers of Intra-European Organization of Tax Administrations (2018) the road map of Finnish Tax Authorities' digital history attracted the attention [7, p.10]. In 2014 the tax debt register was created. It is "a public service allowing anyone to make enquiries on outstanding tax liabilities and negligence in tax return filing of all types of companies and self-employed businesses" (Vero Skatt (2017) [8]. The main goal of the Register is to inform the society about the tax debtors. It can influence on the taxpayers' behavior encouraging them to pay taxes on time. This experience is useful to design the E-model of tax debt management in Ukraine but only as an additional measure. Intra-European Organization of Tax Administrations papers contain the other important information concerning the experience of different countries in the IT tools use in tax administration (not exactly tax debt management) [9]. The same can be said about OECD (2019) report "Tax Administration 2019" [10].

Vuković (2018) divides the digital profiles of national tax administrations into 5 groups: 1) E-file; 2) E-accounting; 3) E-match; 4) E-audit; 5) E-assess [11, p.2]. However, a separate group "E-tax debt management" is also not mentioned. At the same time here should be emphasized that all of these E-components of tax administration can be used for designing E-tax debt management model.

It is widely known that all of these tax debt management procedures are automatized. Many countries use automatic call centers to inform tax debtors and such practice gives good results. OECD report (2013) contains detailed information about it [12]. IT tools are also used for risk analysis in tax debt management (IOTA 2016). As a result of this analysis, all tax debtors are divided into several groups (segments), for each of which the tax authorities apply appropriate strategies. A lot of information about it have been found in the reports of OECD (2013, 2014, 2015) [13-15] and IOTA (2016) [9]. Finally, here should be mentioned the tax debt management maturity model (OECD 2019) [16]. There are 5 levels of maturity in the model: from emerging to aspirational and 6 themes including IT capability. This model demonstrates an interesting approach to design and can be useful for monitoring the tax debt management development and compare tax debt management results of different countries.

The Ukrainian scientists' researches on tax debt management were also studied as well. First, here should be mentioned the findings of the scientists for which the tax debt is a main subject of research. These are works of Desiatniuk (2013), Uhryn (2013, 2014, 2015), Yurieva (2014, 2016, 2017) [17-23]. The authors research the problems of tax debt management complexly: from the fundamentals and main principles of management to the methods of influence on the tax debtor's behavior to motivate them to repay their tax debt. Some researchers study only some aspects of the tax debt problem in Ukraine. Krupa (2015) investigates nature of tax debt. In the context of the research, it is important for understanding the taxpayers' behavior and designing managerial strategies [24]. Pronoza (2018), Chudak (2019) analyze the dynamic of the tax debt in Ukraine and weaknesses of management [25-26]. Shevchuk & Martyniuk (2018) try to improve the organizational aspects of the tax debt management in Ukraine considering the weaknesses of the tax authorities' activity [27]. Shkarlet et al (2019) claim that insufficient tax debt management may cause state budget deficit in the countries of Central and Eastern Europe [28].

Elmirzaev & Kurbankulova (2016) analyze the tax debt trends and tax compliance and suggest some reasonable recommendations. But they recommend WHAT it is necessary to do, but do not provide any ideas on HOW to do it [29, p.92].

Summarizing literature review the following conclusion could be made: the IT tools are extremely active used in tax debt management and they help to achieve good results but the process of tax debt management in a whole only partially is automatized. However, a lot of solutions are adopted manually. The strategies that are applied by tax authorities to tax debtors do not always lead to desirable results especially in Ukraine. Consequently, a purpose of the article is to integrate all automated components of the tax debt management in a holistic system, suggest new strategies in it based on tax debtors' segmentation and using IT tools.

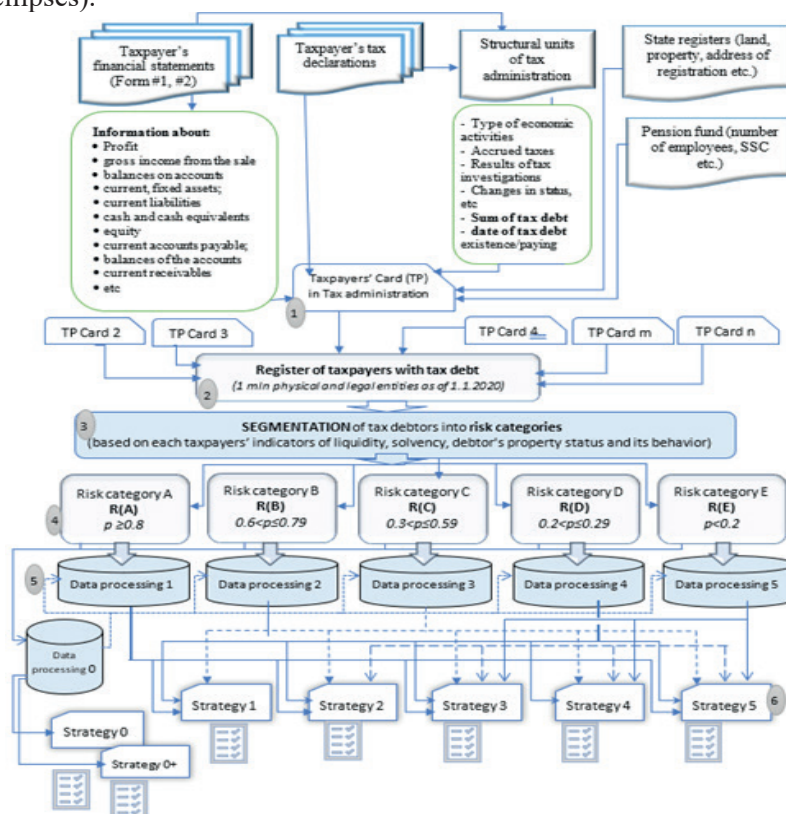
Methodology. The mentioned above experience and findings, especially those of them that reveal the weaknesses of tax debt management in Ukraine and demonstrate the best practices in this field in the world, will be used in the research. The authors' ideas are based on the main statements of game theory the essence of which is in the choice of the best strategy by each of the players. Therefore, there are two parties (players) in the game. One of them is a tax debtor who decides what is more favorable for him: to repay tax debt or not. The other player is represented by the tax authorities that decide what strategy should be used to motivate tax debtor to comply with tax legislation.

To develop the types of tax debt management strategies and the sequence of their application, the authors analyzed the weaknesses of various tax debt management tools that are currently used by the tax authorities in Ukraine. This was necessary to do to avoid these shortcomings in new strategies. The tax debtors' behavior and their reaction on such strategies were also analyzed.

The next step was designing the e-tax debt management model. For this purpose, the key components of the model were defined and described as well as the relations among them based on logical assumptions were substantiated. Big data analysis was used for structuring 954 thousand of tax debtors to divide them into groups and segments, determine the criteria of the further tax debtors segmentation by risk categories. The data for tax debtors' analysis was provided by the State Tax Service of Ukraine. The theoretical model was described with the algorithm that reflects the interconnection between the amount of tax debt and its duration, the risk segments of tax debtors and strategies that should be applied.

For automatization of tax debt management process the suggested model was represented in the system of logical equations. It makes possible to determine the risk category of tax debtor automatically and apply appropriate strategy, most of which can be also automatized.

The model of E-tax debt management. To improve the tax debt management in Ukraine the model represented in fig. 1 can be suggest. In the scheme (fig.1) the 6 key steps should be highlighted (they are marked with grey ellipses).



Source: Developed by the authors .

Figure 1. Scheme of e-tax debt management.

Ellipse 1 describes the possible sources of information that should be sent to the tax administration automatically and accumulated for each taxpayer (legal entity and physical person) individually. On the basis of this information and its automatically processing the risk category of the tax debtor can be automatically determined and the debtors can be segmented into risk groups for further applying appropriate strategies.

The Register of taxpayers with tax debt (**ellipse 2 fig. 1**) is a database of all taxpayers who have tax debt which automatically formed on the basis of information received from individual cards of taxpayers. For E-tax debt management the day when a taxpayer files a tax return (or) a tax inspector accrues the amount of tax to be paid in the result of tax verification is counted as day 0 (zero). If as of 11th calendar day after day 0 the tax liabilities are not paid, the information about the tax debt automatically being sent the tax inspector and the head of the tax debt department with indication the taxpayer's name and the amount of tax debt $\{X\}$. This information is automatically included in the register of tax debtors. The tax inspector could automatically see/open tax debtors' Card. Using Big data analysis, the information in the register can be automatically structured under different criteria, which is important for monitoring, analytical procedures and tax debt management results assessment as well as making decision.

The process of the taxpayers' segmentation (**ellipse 3 fig.1**) into risk categories is conducted automatically based on the taxpayers' tax compliance history, financial statements and the other sources of information accumulated in the taxpayers' card in tax administration. The detailed approach of assessing risks of taxpayers is presented in previous publication (Tymchenko et al., 2019) [30], therefore in this article the attention is not focused on it.

Each tax debtor will be in one of 5 risk categories/groups - $R(A,B,C,D,E)$ (**ellipse 4 fig.1**), where:

- $R(A)$ - a taxpayer is in a low risk group and probability of paying tax debt is more than 0,8.
- $R(B)$ - a taxpayer is in a higher than middle risk group and probability of paying tax debt is 0.6-0.79.
- $R(C)$ - a taxpayer is in a middle risk group and probability of paying tax debt is 0.3-0.59.
- $R(D)$ - a taxpayer is in a lower than middle risk group and probability of paying tax debt is 0.2-0.29.
- $R(E)$ - a taxpayer is in a high-risk group and probability of paying tax debt is less than 0.2.

Depending first of all on the risk category $R(A,B,C,D,E)$, and then on sum of tax debt $\{X\}$ and its duration (T), one or another strategy from available Str. (0,0+,1,2,3,4,5) will be automatically applied to the tax debtor (**ellipse 6 fig.1**). Which strategy will be applied depends on the results of automatic calculations (processing) (**ellipse 5 fig.1**).

Here should be mentioned, that every time when the updated information comes to the taxpayer's card from different sources and registers (**ellipse 1 fig.1**), it is automatically sent to the register of taxpayers with tax debt (till the debt is not fully repaid) (**ellipse 2 fig.1**) and risk category for such taxpayer is recalculated by the program application (**ellipses 3,4 fig.1**). If either property status or debtor behavior or its liquidity and solvency coefficients worsen, tax debtor could be automatically moved to the other segment (for example from $R(A)$ to $R(B)$ or $R(C)$), and vice versa. After that, depending on the tax debt sum and duration of tax debt, other strategy could be automatically applied to such taxpayer.

Before processing (**ellipse 5 fig.1**) for each risk category, first filter criteria will be applied for all tax debtors (risk category here is not so important, because the idea is to exclude from the number of tax debtors the most numerous group of them but with a very small amount of total debt – those whose tax debt is less than 1020 UAH (from 1 mln tax debtors near 64% has total tax debt less than 1020 UAH (total debt of such debtors is only 174 mln UAH). For these groups of taxpayers the strategies 0 or 0+ will be applied.

Therefore, **processing 0** means that for $R(A,B,C,D,E)$:

$$\begin{cases} \text{If } \{X\} < 1020 \text{ UAH AND } T \leq 360 \text{ days} \rightarrow \text{Str}0 \\ \text{If } \{X\} < 1020 \text{ UAH AND } T > 360 \text{ days} \rightarrow \text{Str}0+^1, \end{cases} \quad (1)$$

where: T – Duration of tax debt, in days, X – Amount of tax debt, in UAH, Str (0, 0+, 1, 2, 3, 4, 5) – different types of strategies of e-tax debt management.

After **processing 0** all other tax debtors automatically are moved to the next stage of data processing (1, 2, 3, 4, 5) (**ellipse 5 fig.1**) depending on the risk group of each taxpayer. Additional measure to minimize risk of not paying tax debt is the tax lien which is applied to all tax debtors (in this case risk category does not really matter) and to all tax debtor's property (that is not already in lease). Information about this right is automatically sent to the respective state registers of property.

The **Data processing 1** (2) that is applied to $R(A)$ has the following algorithm:

¹ It is expected that during several first months after new automatic system of tax debt management will be used, there will be no tax debtor with tax debt that is less than 1020 UAH, which is not paid during first month after its appearance. The reason is that results of tax debt analysis shows that such sums of debt usually belong to physical persons and they often do not even know about them, because such small sums of debt are not in the focus of tax administrators. However, after receiving bi-monthly automatic info from call-centres, such tax payers with a high possibility will pay these debts to avoid additional penalties from tax authorities.

$$\begin{cases}
 \text{If } 1020 < \{X\} < 100\,000 \text{UAH AND } T \leq 30 \text{ days} \rightarrow \text{Str1} \\
 \text{If } 1020 < \{X\} \leq 100\,000 \text{UAH AND } 30 < T \leq 360 \text{ days} \\
 \text{OR } \{X\} > 100\,000 \text{UAH AND } T \leq 360 \text{ days} \rightarrow \text{Str2} \\
 \text{If } \{X\} > 1020 \text{ UAH AND } 360 < T \leq 1080 \text{ days} \rightarrow \text{Str3} \\
 \text{If } \{X\} > 1020 \text{ UAH AND } T > 1080 \text{ days} \rightarrow \text{Str5}
 \end{cases} \quad (2)$$

For **Data processing 2** (3) that is applied to **R (B)** the algorithm is following:

$$\begin{cases}
 \text{If } 1020 < \{X\} \leq 10\,000 \text{ UAH AND } T \leq 30 \text{ days} \rightarrow \text{Str1} \\
 \text{If } \{X\} > 10\,000 \text{ UAH AND } T \leq 30 \text{ days} \\
 \text{OR } 1020 < \{X\} \leq 100\,000 \text{ UAH AND } 30 < T \leq 360 \text{ days} \rightarrow \text{Str2} \\
 \text{If } \{X\} > 10\,000 \text{ UAH AND } 30 < T \leq 360 \text{ days} \\
 \text{OR } 1020 < \{X\} \leq 100\,000 \text{ UAH AND } 360 < T \leq 1080 \text{ days} \rightarrow \text{Str3} \\
 \text{If } \{X\} > 100\,000 \text{ UAH AND } 360 < T \leq 1080 \text{ days} \rightarrow \text{Str4} \\
 \text{If } \{X\} > 1020 \text{ UAH AND } T > 1080 \text{ days} \rightarrow \text{Str5}
 \end{cases} \quad (3)$$

For **Data processing 3** (4) that is applied to **R (C)** the algorithm is following:

$$\begin{cases}
 \text{If } 1020 < \{X\} \leq 10\,000 \text{ UAH AND } T \leq 30 \text{ days} \rightarrow \text{Str1} \\
 \text{If } \{X\} > 10\,000 \text{ UAH AND } T \leq 30 \text{ days} \rightarrow \text{Str2} \\
 \text{If } \{X\} > 1020 \text{ UAH AND } 30 < T \leq 360 \text{ days} \\
 \text{OR } 1020 < \{X\} \leq 100\,000 \text{ UAH AND } 360 < T \leq 1080 \text{ days} \rightarrow \text{Str3} \\
 \text{If } \{X\} > 100\,000 \text{ UAH AND } 360 < T \leq 1080 \text{ days} \rightarrow \text{Str4} \\
 \text{If } \{X\} > 1020 \text{ UAH AND } T > 1080 \text{ days} \rightarrow \text{Str5}
 \end{cases} \quad (4)$$

For **Data processing 4** (5) that is applied to **R (D)** the algorithm is following:

$$\begin{cases}
 \text{If } 1020 < \{X\} \leq 100\,000 \text{ UAH AND } T \leq 30 \text{ days} \rightarrow \text{Str2} \\
 \text{If } \{X\} > 100\,000 \text{ UAH AND } T \leq 30 \text{ days} \\
 \text{OR } 1020 < \{X\} \leq 100\,000 \text{ UAH AND } 30 < T \leq 360 \text{ days} \rightarrow \text{Str3} \\
 \text{If } \{X\} > 100\,000 \text{ UAH AND } 30 < T \leq 360 \text{ days} \\
 \text{OR } \{X\} > 1020 \text{ UAH AND } 360 < T \leq 1080 \text{ days} \rightarrow \text{Str4} \\
 \text{If } \{X\} > 1020 \text{ UAH AND } T > 1080 \text{ days} \rightarrow \text{Str5}
 \end{cases} \quad (5)$$

For **Data processing 5** (6) that is applied to **R (E)** the algorithm is following:

$$\begin{cases}
 \text{If } 1020 < \{X\} \leq 10\,000 \text{ UAH AND } T \leq 30 \text{ days} \rightarrow \text{Str3} \\
 \text{If } \{X\} > 10\,000 \text{ UAH AND } T \leq 30 \text{ days} \\
 \text{OR } \{X\} > 1020 \text{ UAH AND } 30 < T \leq 360 \text{ days} \rightarrow \text{Str4} \\
 \text{If } \{X\} > 1020 \text{ UAH AND } T > 360 \text{ days} \rightarrow \text{Str5}
 \end{cases} \quad (6)$$

In the result of segmentation and data processing there will be 7 new registers of tax debtors and to each of them a certain strategy will be applied. Contact offices and tax servants (managers) automatically receive lists of such tax debtors. In the result of applying Str. (0,0+,1,2,3,4,5) tax debt will be paid.

Strategies of tax debt management. Based on the analysis of tax debtors' behavior and weaknesses of various tax debt management tools that are currently used by the tax authorities in Ukraine, six types of tax debt management strategies were developed. They are the following:

Str0 – the contact offices automatically receive a list of taxpayers with the amount of tax debt that is less than 1020 UAH (for current tax debtors there is an additional requirement - the total period of arrear must be less than 3 years) and the tax-bot informs tax debtors about their debts on a bi-monthly basis via different sources of communication – e-mails, SMS, Viber, phone calls etc. Such information messages are sent till tax debts are fully paid or till the amount of tax debt increases and exceeds 1020 UAH. Latter means, that for such tax debtor the other strategy of e-tax debt management will be automatically applied depending on three criteria taxpayers' group of risk, total amount of tax debt and its duration.

Str0+ means that additionally to measures applied according to the strategy 0 (Str0), a specialist of call-center (contact office) monitors the dynamics of tax debt and its status according to the data from the integrated taxpayer cards.

Str1 means that information about these tax debtors and the amount of tax debt automatically sent contact centers and such taxpayers are being informed on bi-monthly basis about situation with tax debt. Considering that this group of taxpayers has both high and higher than average probability to pay off tax debts, and the amounts of tax debt are insignificant (less than 10000 UAH) and debt just occurred (debts with less than 30 days), it is supposed that in case of being informed, such taxpayers are likely to pay their tax debts off on their own within 30 days or will request for installments of payments. It is also required, that all legal entities that have a tax debt submit financial statements (in case such statement has not been submitted in the last reporting period).

Str2 means that a tax inspector monitors the tax debt status and its tendencies. In addition the contact center contacts with such tax debtors twice a month and give messages and calls reminding about tax debt and the necessity to repay it. Additionally, such debtors must develop a list of measures that he or she plans to take for paying off the tax debt and submit it to the tax manager. The schedule for the tax debt repayment has to be approved by the tax manager and the taxpayer must follow it. If the repayment schedule is not obeyed, or during the existence of tax debt, the taxpayer accumulates new debts, then the debtor's bank accounts are blocked for expenditure transactions until the debt is fully repaid. As the alternative option to blocking accounts the other procedure could be suggested – automatically debit some percentage of any proceeds to the accounts of the debtor, for example, 5% of any proceeds to it until full repayment of debts. This measure could be applied with blocking expenditure transactions simultaneously, especially for the high risk group of tax debtors.

Str3 involves the following measures: blocking of the debtor's bank accounts and conducting financial analysis of tax debtor's economic activity by tax authorities for identification sources of repayment of tax debt with the finishing date only after the tax debt is repaid; the development of schedule of tax debt repayment. If a tax debtor does not allow tax authorities to conduct analysis of his financial and economic activity, the debtor is automatically included in the risk category E, and all the debtor's property is included into the lien, the debtor's accounts are blocked for conducting expenditure transactions, and the tax debtor case is brought to a court. Till the issue of repayment of the tax debt is not agreed with the tax manager, the taxpayer may pay only wages, single social contribution and electricity (heating) bills, but in amounts that not exceed the average monthly amounts of similar payments for the previous 6 months.

Str4 includes the following measures: selling assets and property of the tax debtor, debiting money from bank accounts, conducting financial analysis of tax debtor's economic activity by tax authorities for identification sources of repayment of tax debt with the finishing date only after the tax debt is repaid. There are some options in this strategy. So, it is necessary to define priorities and sequence of their applying. If as a result of segmentation, the debtor immediately fell into risk category D the financial analysis of tax debtor's economic activity by tax authorities as the priority procedure could be expedient as well as the debiting from the accounts of the debtor the define share of any receipts. In the framework of this strategy it is reasonable to provide the tax managers with right to collect tax debts from the personal property of the owners of the debtor company. Here should be mentioned that in reality such strategy is very strict and contradicts the principle of limited liability. But this principle cannot be an argument if it comes to tax debts to the treasure. Especially it is actually for Ukraine where very often the legal entities have permanent losses, but their owners are getting richer and richer. Under such circumstances it is extremely important to prevent bankruptcy and save working places and tax debt should be repaid for the count of owner but not for the funds of the enterprise. It can be automatically done through electronic connection with the owners' bank accounts.

Str5 – the tax debt debiting with preservation the information about the negative tax history of the owner, founders, managers, etc. of the company for 5 years. In the case if such owner founds a new company (legal entity) within next 5 years from the moment of the tax debt withdrawal this new taxpayer should repay the tax debt of the bankrupt enterprise the owner of which he or she was.

Results and discussion. There are some obstacles on the way of the authors' model implementation. According to current legislation, not all taxpayers are obliged to send financial statements to the tax authorities. Therefore, it is not possible to have all necessary information in electronic form to do the calculations for determining the risk category of tax debtors and segment them.

For Str 0, 0+ it is crucially important to have the active electronic cabinets of taxpayers (for both legal and physical entities) with actual email addresses, telephone numbers and place of registration. Very often this information is no updated. Therefore, any messages or calls will not reach the addressee.

As it mentioned above, only some part of assets can be taken as a tax lien according to the tax legislation of Ukraine. Automatically to define the assets, which value is of the same amount as a tax debt, is theoretically possible, but in this case, it could be illiquid assets. Thus, for the effective E-tax debt management the tax authorities should have the right to accept all tax debtors' assets, regardless the amount of debt, as a tax lien.

It is necessary to provide the local authorities with the information about tax debtors and the amount of their tax debt especially for local taxes and fees, on regular bases, so that they could also apply some measures to reduce the tax debt. Nowadays the local authorities are not involved into tax debt management in Ukraine; there is not any communication between the local authorities and the tax administration responsible for tax debt management.

For applying Str5 the tax authorities should have ID codes of all owners, founders and managers of the

company that will make it possible for tax managers to have quick access to the information about income and property state of pointed above stakeholders.

Conclusions. The model of e-tax debt management that could be applied in Ukraine was described in the article. The main idea of such model is to segment tax debtors and combine loyal and strong strategies depending on tax debtors' behavior, using innovative IT tools. In contrast to the current management practice, the new model establishes strong time frameworks for taxpayers to repay debts by themselves, gives more power to tax authorities and allows accelerating tax debt repayment due to automatization. The usage of IT tool for managerial procedures also reduces the influence of subjective factor on decision-making. The electronic system of tax debt management, not tax authorities, decides what strategy should be used on a basis of strong and transparent criteria. The tax managers have to execute strategies defined by the computer algorithm. In most cases, the proposed system implements strategies of tax debt management by itself and some of these strategies are new for Ukraine, for example the automated debiting money from the tax debtors' bank accounts in the definite share of any receipts and from enterprise owners' bank accounts for repaying tax debt. The designed model e-tax debt management cannot be implemented without the appropriate changes in the Ukrainian tax legislation, and the latter is the main obstacle on the way of improving the tax debt management in Ukraine.

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ТӘУЕКЕЛДІ БАҒАЛАУ МЕН САЛЫҚ ҚАРЫЗДАРЫН СЕГМЕНТАЦИЯЛАУ НЕГІЗІНДЕ САЛЫҚ БОРЫШЫН ЭЛЕКТРОНДЫҚ БАСҚАРУ

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ЭЛЕКТРОННОЕ АДМИНИСТРИРОВАНИЕ НАЛОГОВОГО ДОЛГА НА ОСНОВЕ ОЦЕНКИ РИСКОВ И СЕГМЕНТАЦИИ НАЛОГОВЫХ ДОЛЖНИКОВ

Аннотация. Суммы налоговой задолженности и количество должников по налогам, особенно представителей малого и среднего бизнеса, постоянно и значительно возрастают в Украине. Налоговые органы не обладают необходимыми полномочиями, чтобы действовать быстро и эффективно, используемые ими методы и инструменты устарели и не учитывают специфику поведения налогоплательщиков в, большинство процедур управления налоговой задолженностью требуют значительных затрат времени и не автоматизированы. Цель статьи - показать, как фискальные органы могут усовершенствовать администрирование налогового долга, применяя дифференцированный подход к налоговым должникам, основанный на инновационных ИТ-инструментах управления. Для объяснения концепции и дизайна модели электронного управления налоговым долгом авторы использовали положения теории игр и экономико-математическое моделирование. Разработанная модель электронного налогового управления долгом предполагает последовательное применение различных стратегий в зависимости от поведения должников, а также ответственности налогоплательщиков за несвоевременные расчёты с бюджетом. Авторы предложили 5 основных стратегий управления. Первая - предполагает использование автоматизированных контакт-центров для напоминания должникам о необходимости выполнить налоговые обязательства перед бюджетом. Вторая – дополнительно к информированию включает обязательство плательщика составить график

погашения налоговой задолженности. Если график не соблюдается или при наличии налоговой задолженности у налогоплательщика накапливаются новые долги, предлагается блокировать банковские счета должника для расходных операций до полного погашения долга. В качестве альтернативы или одновременно с блокировкой счетов может применяться процедура автоматического списания некоторого процента любых поступлений на счета должника в уплату долга. Третья стратегия предусматривает дополнительную меру - проведение налоговыми органами финансового анализа хозяйственной деятельности налогового должника для выявления источников погашения налоговой задолженности с постоянным пребыванием налоговых инспекторов на месте хозяйственной деятельности должника до полного погашения долга. Четвертая стратегия дополнительно к указанным выше мерам предполагает продажу имущества налогового должника и списание денег с банковских счетов. И если все предпринятые меры не привели к погашению долга, осуществляется списание налоговой задолженности с сохранением информации об отрицательной налоговой истории владельца, учредителей, менеджеров компании в течение 5 лет. В отличие от существующей практики управления, новая модель устанавливает жесткие временные рамки для налогоплательщиков для самостоятельного погашения долгов, дает больше полномочий налоговым органам и позволяет ускорить погашение налоговой задолженности за счет автоматизации процесса управления и коммуникации с должниками, а также применения более жестких мер к налогоплательщикам, которые самостоятельно не уплатили долг. Использование ИТ-инструментов для управленческих процедур дает возможность снизить влияние субъективного фактора на принятие решений, поскольку электронная система принимает решение о типе стратегии управления налоговой задолженностью на основе строгих и прозрачных критериев. Вторые также проанализировали возможные препятствия на пути практической реализации разработанной модели. Результаты исследования могут быть полезны для правительства, бизнеса и исследователей.

Ключевые слова: налогообложение, менеджмент, налоговая задолженность, риск-менеджмент, крупные налогоплательщики, малый и средний бизнес, налоговые органы.

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ҚҰҚЫҚТАНУ - ЮРИСПРУДЕНЦИЯ - LAW

**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**

ISSN 1991-3494

Volume 5, Number 393 (2021), 146 – 154

<https://doi.org/10.32014/2021.2518-1467.177>

UDC 618.39

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DETERMINANTS OF PERSONALITY DEVELOPMENT: INTRAUTERINE (PRENATAL) PERIOD. ON THE QUESTION OF THE INFLUENCE OF THE PERINATAL PERIOD ON THE MENTAL DEVELOPMENT OF THE INDIVIDUAL^{1*}

Abstract. In the article, the authors analyze the results of numerous studies in the field of perinatal psychology, indicating the importance of the prenatal period in the formation of the human psyche. Also, the authors of the publication, for the first time, substantiate arguments about the direct influence of factors acting on a child in the perinatal period of development on the entire subsequent dynamics of his mental and personal development. In particular, a hypothesis is argued about the existing connection between the unwillingness of having a child and antisocial behavior in adolescence.

In the work, it is noted that the knowledge obtained as a result of research in the sphere of influence of the perinatal period on the formation of a person's personality is of practical use in that at the prenatal stage of life they provide an opportunity to determine psychosomatic disorders in an infant that can complicate his life, and, if necessary, take preventive measures aimed at improving the mental health of pregnant women.

Also, there is every reason to support scientists in their assertion that the presented observations seem to be very important for criminological research. With serious arguments, the authors of the study note that among those convicted of murder and causing grievous bodily harm, there are many who are characterized by a state of tension, often close to paranoid.

The findings of the researchers presented in the work give every reason to assert that the inappropriate behavior of the mother in the prenatal period, her emotional reactions to stress, which our life is saturated with, are the cause of not only a huge number of such postpartum conditions of the child as neuroses, anxiety, various allergies, mental retardation or other forms of pathology, but can also have criminologically significant consequences. This tension is often promoted by the commission of violent actions, that is, such states are one of the essential elements of the internal psychological mechanism of criminal behavior”.

The authors come to the conclusion that the study of the factors acting on the child during the perinatal period of development is a necessary prerequisite for understanding the reasons leading to the formation of deviant behavior in him in later life.

Key words: perinatal development, intrauterine development, perinatal psychology, personality formation, mental development of personality, antisocial behavior, a threat to the life of an unborn child, abortion, behavior of a woman during the period of bearing a child.

Introduction. The knowledge accumulated in recent decades about the peculiarities of mental development before birth makes it possible to judge that it was during this period that the foundations of the health of the future generation were laid.

Personal development occurs throughout life under the influence of many external and internal determinants. External, or environmental determinants, include: belonging of an individual to a particular culture, socio-economic class and unique environment for each family.

¹ The study was carried out with the financial support of the Russian Foundation for Basic Research within the framework of the scientific project No. 19-011-00752 "City as a territory of security: man, society, power".

Internal determinants include genetic, biological and physiological factors. The many changes that accompany personality development – physical, social, intellectual, emotional, moral, etc. - show how complex the problem of human development is [29, c.21].

Thus, the study of any personality is to understand it as a holistic formation, as a unity of all properties and qualities, reflecting the relationship and interdependence of the personality and the social environment in which this person lives and is brought up and in which he manifests himself.

Undoubtedly, the conclusions of the researchers are correct that the influence of the family environment is of paramount importance in the formation of personality. With the birth of a child, a great responsibility falls on the family. The main function is the upbringing of the child, his successful socialization in accordance with the norms of society. It is in the family that his communication skills and culture of behavior are formed. Of particular importance is the form of parenting behavior, beliefs and goals. Parents serve as role models and, through their own actions, have an impact on children that persists throughout their later life [5].

A favorable microclimate in the family is the basis of mental health and full psychological development of the individual. Unfortunately, families do not always fulfill their functions. In such cases, the problem of the asocial role of the family arises.

Asocial families are not able to provide their members with safety, the necessary living conditions and mutual assistance, in such family's moral values are incorrectly presented. In asocial families, systematic drunkenness prevails, often a joint father and mother, a depraved lifestyle of parents, sometimes with the involvement of children. In such families, the main responsibilities of the subject of educational activity are grossly neglected, expressed in the application of unacceptable (in legal and moral terms) methods of education and treatment to the child and including all types of mental, physical and sexual abuse of children. Intra-family relationships are built in such a way that they bring significant harm to the spiritual and physical development of the child. Of course, violent actions leave an imprint on his entire future life [4], as a result, cruelty is formed and cultivated in the child and in society as a whole, and this stereotype, as a rule, is reproduced in subsequent generations [29].

The problem of the relationship between parent and child, as the main factor in understanding the problem of personality development, is extremely significant both in theoretical and practical aspects and continues to remain relevant to this day. In this regard, special attention in the scientific literature is paid to the factors influencing the mental development of the individual at all stages of his growing up. In recent years, researchers have focused on the problems of early childhood, when the foundation of physical, mental and moral health is being laid [16].

Materials and methods. Special attention of many scientists around the world is drawn to the issues of the influence of the perinatal period on the mental development of the individual. The researchers have established evidence of the legitimacy of the existence of prenatal psychology, which is based on anatomical, physiological, psychological and sociological arguments [10]. Reasoned arguments about the direct influence of factors acting on the child in the perinatal period of life, on his psychological characteristics in the future are presented [22].

Prenatal and perinatal psychology is a relatively new science in modern terms about the mental and psychological life of an unborn child or a newly born child, in other words, this science is designed to establish and explain the subtle mechanisms of mental life in the prenatal phase, as well as the process of receiving information from the mother, and through her - and from the world around, fixing this information in the memory of an unborn child and its influence on the entire subsequent life of the individual [15, 17].

From the point of view of perinatal psychologists, the perinatal period includes the entire prenatal period, the birth itself and a certain period of time after birth. The subject of research of perinatal psychologists is the mental processes associated with conception, as well as those occurring in the indicated periods. The selection of this age period occurred in the 60s. XX century, was caused by its great importance for the physical, neuropsychic and intellectual development of the child [18, p.83].

The importance of the perinatal period in the formation of personality was noted in their works by such foreign and domestic researchers as G.Kh. Graber, F. Grineacre, N. Fodor, O. Rank, V.R. Emerson, S. Grof, F. Lake, A. Hunter, H. Krenz, T. Verney, A. Bertin, D. Blum, N.I. Borovikova, I.V. Dobryakov, N.V. Malyutin, A.I. Zakharov, M.E. Lanzburg, N.P. Kovalenko, M.E. Komova, V.M. Livshits, G.G. Filippova and others.

Results. An analysis of scientific literature allows us to state that the child during the period of prenatal state perceives the world through the mother's organism, since the two organisms of the mother and the child begin to live a common life. In other words, they have everything in common. Everything that happens to the mother affects the child and everything that happens to the child affects the mother. According to many

scientists, the physical and mental health of a child, as well as the characteristics of his behavior, to a certain extent depend on various factors acting on him during the period of intrauterine life [3, p.117].

These factors include, among other things, factors imprisoned within the family awaiting the birth of a baby, for example, living conditions and financial situation of future parents, emotional atmosphere and sensory experiences, including the mother's desire or not the desire to have a child, the state of somatic health of the father and mother, the presence of bad habits among parents and so on.

All this predetermines the success of the prenatal period [22]. From the early stages of fetal formation, "the embryo comes under the influence of the external environment, transmitted first through the maternal organism, and then acting directly" [25, p.73]. Being an extremely sensitive creature, the child in the prenatal state retains many impressions in his brain [10].

The conclusions of the researchers give reason to assert that the inappropriate behavior of the mother in the prenatal period, her emotional reactions to the stresses with which our life is saturated, are the reason not only for a huge number of such postpartum conditions of the child as neuroses, anxiety, various allergies, mental retardation or other forms of pathology, but can also have criminologically significant consequences [3, 11, 13].

Emotions of a mother, notes T. Verney in his study "The Secret Life of a Child Before His Birth," leave a deep imprint on the psyche of a child, therefore their trace so strongly affects him in later life [1]. The quality of a woman's relationship with her husband or partner: whether she feels protected and happy, or, conversely, these relationships bring her a feeling of loneliness and threat - is crucial for her child, the author notes in the work. At the same time, the researcher comes to the conclusion that "although the external circumstances that cause the state of stress affect the condition of a pregnant woman, her feelings for her unborn child are still more important.

Mothers who are unhappy, depressed or unsure of their love for a child give birth to children more susceptible to neuroses, since their personality was formed in an atmosphere of fear and anxiety. The psychological experiments presented in the book convincingly show that it is the love of the mother for the child that plays the main role. The child feels not only the general mood of the mother, but also very sensitive to how she relates to her pregnancy. If the child feels love, then "it forms something like a shield that can reduce and in some cases neutralize the influence of external factors". Other authors give similar reasoning. Mother and child, noted A.S. Batuev and L.V. Sokolov, represent a single neurohumoral organism and each of them equally suffers from the adverse influence of the external world, which is recorded in long-term memory, affecting the entire subsequent life of the child [12].

Next, we present a situation from the private practice of a practicing perinatal psychologist (I.M.) about a difficult pregnancy, which provides evidence that not only physical, but also psychological conditions of pregnancy affect the unborn child. The patient (let's conditionally call her Marina), who was placed in the perinatal center for preservation with signs of a nervous disorder, was 6 months pregnant. She was married. The first child, a 4-year-old boy, suffered from infantile cerebral palsy. The husband behaved very aggressively towards her, often came home drunk. Marina began to suspect her husband of infidelity. Against the background of unpleasant life situations, she began to have severe depression, which was accompanied by sleep and appetite disorders, and a constant feeling of fear and anxiety began to haunt her. The fear of being left alone with two children has led to intense regret about the current pregnancy. Marina was also diagnosed with the threat of termination of pregnancy. There was an urgent need to reduce the patient's stress level and the amount of negative information traumatizing the child. A perinatal psychologist began to work with her. The psychotherapy sessions gave their positive results. Marina realized that she could lose her child - the girl she was expecting. Gradually, she changed her attitude towards pregnancy. Three months later, Marina had a completely healthy baby girl. This case confirms the conclusion of the researchers that a mother's attitude towards her child is the most powerful factor that is decisive for her child.

In the development of the above judgments, the results of numerous studies on the influence of stress during pregnancy on the course of pregnancy and childbirth, as well as on the nature of the child's behavior as they grow up, deserve attention, providing evidence that psychological conditions, being transmitted by the body of a pregnant woman, affect the psychophysical further development of the child. For example, Inge and Hans Krenz note in their work on the impact of maternal depression that a depressed mother is a depressed child. "Babies born to mothers who experienced depression during the last trimester of pregnancy also show signs of depression" [20].

Gerald Blum in his scientific work "Psychoanalytic theories of personality" gives several psychological theories that consider the very beginning of human life, which, in our opinion, deserve attention. Thus, the

leading researcher of the role of the prenatal period in the development of personality, F. Grineukr, comes to the conclusion that the constitution, prenatal experience, childbirth and the situation immediately after birth are significant in the predisposition to anxiety. All reactions to discomfort Grineacreinterprets as evidence of the existence of a pattern, like anxiety, before birth. The pattern is activated by childbirth and the first postnatal experience. The result of strong influences can be a predisposition to psychological breakdowns in the future [16].

Psychoanalyst N. Fodor assigns an exclusive place to prenatal conditions and birth trauma, sees in them a biological basis that determines many forms of neurotic behavior. He believes that many maternal misfortunes can harm and weaken the child's body before birth, causing the beginning of postnatal life with some kind of disability.

The above is confirmed by the experiments of other scientists. Thus, prenatal psychologist, doctor of medical sciences Thomas Verney reports on adults, the cause of whose suffering was information about the events of the prenatal period preserved in the subconscious. One of these men was put into a hypnotic state with the suggestion of age. When it was the turn of the seventh month, his voice suddenly broke off, his face contorted with a grimace of horror. The woman's mother admitted that, being in a state of depression exactly in the seventh month of pregnancy, she tried to interrupt her physically [2].

The results presented in the study by V.M. Livshits, in which examples of the impact of some perinatal events on the personality traits of children and adults are given. "People who were unwanted children exhibit a variety of psychological characteristics. They seek to assert themselves, showing conflict, striving to stand out, to attract attention, they are prone to antisocial actions (hooligan behavior, entering criminal companies). Unwanted children retain feelings of hatred and rejection and express them with varying frequency and effect. They themselves, the family and society as a whole will suffer from this" [21].

Discussion. There is every reason to support scientists in their assertion that the presented observations seem to be very important for criminological research. With serious arguments, the authors of the study note that among persons convicted of murder and causing grievous bodily harm, there are many who are characterized by a state of tension, often close to paranoid. This tension is often promoted by the commission of violent actions, that is, such states are one of the essential elements of the internal psychological mechanism of criminal behavior" [3].

In this regard, the scientific provisions on the peculiarities of the psychology of the personality of the criminal, which are the causes of criminal behavior, presented in the early works of such scientists as Y.M. Antonyan, M.I. Enikeev, V.E. Eminov.

In particular, the authors argue that "in the early stages of a person's life, as a result of emotional rejection by parents, deprivation of parental affection and care, anxiety, anxiety, fear of losing oneself, one's "I'm", and one's position in life are formed in a child at the unconscious level.

The little man feels that his very right to existence has been questioned, he therefore fears non-existence and constantly expects hostile, even aggressive actions from others. These personal characteristics are consolidated in later life: at school, in educational and labor collectives, among comrades, in numerous everyday conflicts and difficult situations that begin to be perceived from specific, subjective positions". It is impossible to ignore the reasoned conclusion of the researchers that "in anxious individuals, the threat to life, biological or social, is capable of overcoming any moral barriers, more precisely, makes them neglect the requirements of legal and moral norms that regulate relations between people. Due to the specified personal characteristics and the lack of proper education, legal and moral norms are not perceived by such people" [5].

The above provisions allow us to support the point of view of researchers that these conditions can take "the beginning in the prenatal period or in the early stages of development in childhood, and then, due to unfavorable living conditions, can be realized in socially dangerous forms" [3].

In support of the above judgment, one cannot but cite the scientifically grounded conclusions presented in the research works of N.V. Malyutina "Influence of a child's unwillingness on suicidal behavior in adolescence and adolescence"[23, p.111-112] and D.L. Zelentsova "The influence of unwillingness to have a child on the formation of deviant behavior in adolescence" [19, p.116], showing that the relationship between mother and child during intrauterine development has a huge impact on the further mental state and development of a person.

In the course of the study (N.V. Malyutina), a sociological survey was conducted among students in Moscow schools (grades 8-11) for the presence of signs of suicidal behavior: the presence of certain thoughts, fantasies of desires. Of the 642 surveyed schoolchildren, 231 (1/3 of adolescents) answered positively. At the same time, 31 of them out of the respondents actually tried to commit suicide, and 200 people had

only suicidal thoughts, intentions, desires. In particular, conversations were held with mothers to clarify the circumstances of the life of the family in general and the mother herself during conception, pregnancy and the first years of life. The results of the study showed that only the parents of 15 children did not have mutual claims and reproaches to the child, and to each other during the conception of the child, gestation and childbirth. The parents of 216 children did not want a child and were not ready for it, of which 32 were attempted abortions. At the same time, a peculiarity was noticed: almost all children whose parents wanted to have an abortion tried to make a suicidal attempt.

As we can see, the results of the study showed a direct relationship between the unwillingness of a child at conception and suicidal manifestations in adolescence and adolescence. The reasons for such unwillingness were both objective (attempted abortion) and subjective factors: not wanting a child by gender, untimely birth, parents' desire to make a career, etc.

At the same time, the author makes a well-founded conclusion that this connection is not unambiguous and "depends both on the individual psychological characteristics of the personality (neuroticism, anxiety, character accentuation) and on the type of child's upbringing in the family". At the same time, the authors clarify that it is interfamilial relations and the type of upbringing that largely predetermines the child's attitude to parents, to others, to life in general and to himself. "By raising a child according to a certain type, parents can neutralize or, conversely, increase the influence of these negative factors on the formation of behavioral reactions in adolescents," - the researcher explains.

Research by D.L. Zelentsova also showed that it is the perinatal period of a child's life that determines the personal qualities of a person, as well as the nature of his behavior and actions in the future. The factors of the social environment, the author notes, act as modulators. In particular, during the analysis of medical and individual child development charts and the results of a survey of mothers of deviant adolescents, the author revealed a connection between the peculiarities of the course of the prenatal period and the formation of a tendency towards deviant behavior in adolescence.

According to the experimental data, the majority of adolescents with negative intrauterine experiences (98%) had tendencies to increased anxiety, aggressiveness, and experienced difficulties in adapting to the social environment. At the same time, in the study, the author also assigns an important role to the type of family education. Based on the data obtained, the conclusion is confirmed that when raising an unwanted child in a favorable family environment, in which the mother accepts and loves him, the tendency to form deviations in the adolescent's behavior decreases.

Conclusion. Summarizing the above, we note that perinatal psychology has opened an important veil. As we can see, today in perinatal psychology there are many studies proving the direct influence of factors acting on a child during intrauterine development, on his psychological characteristics in the future, respectively establishing the importance of a conscious and serious attitude to the birth of children.

It is difficult to overestimate the importance of mental processes affecting a child before birth for his entire subsequent life. The study of the factors acting on the child during the perinatal period of development is a necessary prerequisite for understanding the reasons leading to the formation of deviant behavior in him in later life.

The knowledge obtained as a result of research in the sphere of the influence of the perinatal period on the formation of a person's personality is of practical use in that it provides an opportunity to identify psychosomatic disorders in an infant during intrauterine development and, if necessary, take preventive measures aimed at improving the mental state of pregnant women. In this regard, the opinion of scientists on the expediency of "Prenatal" education of future parents for preparing young people for conscious motherhood and fatherhood deserves support [10].

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ТҮЛҒАНЫҢ ДАМУЫН АНЫҚТАЙТЫН ФАКТОРЛАР: ЖАТЫРІШІЛІК (ПРЕНАТАЛЬДЫҚ) КЕЗЕҢ. ПЕРИНАТАЛДЫҚ КЕЗЕҢНІҢ ЖЕКЕ ТҮЛҒАНЫҢ ПСИХИКАЛЫҚ ДАМУЫНА ӘСЕРІ ТУРАЛЫ

Аннотация. Мақалада авторлар перинаталдық психология саласындағы көптеген зерттеулердің нәтижелерін талдап, адам психикасының қалыптасуындағы пренатальды кезеңнің маңыздылығын көрсетеді. Сондай-ақ, жарияланымның авторлары перинаталдық даму кезеңінде балаға әсер ететін факторлардың оның психикалық және жеке дамуының барлық кейінгі динамикасына тікелей әсері туралы дәлелдерді алғаш рет негіздейді.

Атап айтқанда, балалы болуды қаламау мен жасөспірім кезіндегі қоғамға жат мінез-құлық арасындағы байланыс туралы гипотеза дәлелденеді. Жұмыста перинатальды кезеңнің адамның жеке басының қалыптасуына әсері саласындағы зерттеулер нәтижесінде алынған білім, өмірдің пренатальдық кезеңінде оның өмірін қиындатуы мүмкін нәрестедегі психосоматикалық бұзылуларды анықтауға мүмкіндік беретіндігі және қажет болған жағдайда практикалық қолданыста екендігі атап өтілген. Жүкті әйелдердің психикалық денсаулығын жақсартуға бағытталған алдын-алу шаралары ұсынылды.

Сонымен қатар, жұмыста көрсетілген бақылаулар криминологиялық зерттеулер үшін өте маңызды болып көрінеді деген ғалымдардың пікірлерін қолдауға толық негіз бар. Зерттеу авторлары байыпты дәлелдермен кісі өлтіру және денсаулыққа ауыр зиян келтіру үшін сотталғандар арасында шиеленіс жағдайымен сипатталатын, көбінесе паранойяға жақын адамдар көп екенін атап өтті.

Зерттеушілердің жұмыста келтірілген тұжырымдары пренатальды кезеңдегі ананың орынсыз мінез-құлқы, стресс жағдайындағы эмоционалды реакциялары баланы босанғаннан кейінгі жағдайларының тек невроздар, мазасыздық, түрлі аллергиялар пайда болуына ғана әсер етіп қоймай, сонымен қатар, ақыл-ойының артта қалуы немесе патологияның басқа түрлеріне, криминологиялық маңызды салдарларға әкелуі мүмкін.

Бұл шиеленіске көбінесе зорлық-зомбылық әрекеттерін жасау ықпал етеді, яғни мұндай күйлер қылмыстық мінез-құлықтың ішкі психологиялық механизмінің маңызды элементтерінің бірі болып табылады.

Авторлар баланың перинаталдық даму кезеңінде әсер ететін факторларды зерттеу, кейінгі өмірде ондағы девиантты мінез-құлықтың қалыптасуына әкелетін себептерді түсінудің қажетті алғы шарты деген тұжырымға келеді.

Түйін сөздер: перинаталдық даму, жатыршілік даму, перинаталдық психология, тұлғаны қалыптастыру, тұлғаның психикалық дамуы, қоғамға жат мінез-құлық, болашақ баланың өміріне қауіп, аборт, бала көтеру кезеңіндегі әйелдің тәртібі.

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ДЕТЕРМИНАНТЫ РАЗВИТИЯ ЛИЧНОСТИ: ВНУТРИУТРОБНЫЙ (ПРЕНАТАЛЬНЫЙ) ПЕРИОД. К ВОПРОСУ О ВЛИЯНИИ ПЕРИНАТАЛЬНОГО ПЕРИОДА НА ПСИХИЧЕСКОЕ РАЗВИТИЕ ЛИЧНОСТИ

Аннотация. В статье авторами анализируются результаты многочисленных исследований в области перинатальной психологии, указывающих на важность внутриутробного периода в

становлении человеческой психики. Также авторами публикации впервые обосновываются доводы о непосредственном влиянии факторов, действующих на ребенка в перинатальный период развития на всю последующую динамику его психического и личностного развития.

В частности, аргументируется гипотеза о существующей связи между нежеланностью рождения ребёнка и асоциальным поведением в подростковом возрасте. В работе отмечается, что познания, полученные в результате исследований в сфере влияния перинатального периода на формирование личности человека, имеют практическую пользу тем, что на дородовой стадии жизни предоставляют возможность определения психосоматических расстройств у младенца, которые могут осложнить его жизнь, и при необходимости предпринять профилактические меры, направленные на улучшение психического состояния беременных женщин.

Также есть все основания поддержать учёных в их утверждении о том, что представленные наблюдения представляются весьма важными для криминологических исследований. С приведением серьезных аргументов авторы исследования отмечают, что среди лиц, осуждённых за убийства и причинения тяжкого вреда здоровью, немало таких, для которых характерно состояние напряжения, часто близкого к параноидальному.

Представленные в работе выводы исследователей дают все основание утверждать, что неадекватное поведение матери в предродовой период, её эмоциональные реакции на стрессы, которыми, насыщена наша жизнь, служат причиной не только огромного числа таких послеродовых состояний ребёнка, как неврозы, тревожные состояния, различные аллергии, отставание в умственном развитии или других форм патологии, но и могут иметь криминологически значимые последствия.

Этому напряжению нередко способствует совершению насильственных действий, т.е. подобное состояния представляют собой один из существенных элементов внутреннего психологического механизма преступного поведения».

Авторы приходят к выводу, что исследование факторов, действующих на ребенка в перинатальный период развития, является необходимой предпосылкой для понимания причин, приводящих к формированию у него отклоняющегося поведения в последующей жизни.

Ключевые слова: перинатальное развитие, внутриутробное развитие, перинатальная психология, формирование личности, психическое развитие личности, асоциальное поведение, угроза жизни не рождённого ребёнка, аборт, поведение женщины в период вынашивания ребёнка.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 155 – 161

<https://doi.org/10.32014/2021.2518-1467.178>

UDC 342.53
IRSTI 10.15.33

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MODERN KYRGYZSTAN: FROM PARLIAMENTARY REPUBLIC TO PRESIDENTIAL GOVERNMENT

Abstract. The article is devoted to the actual problem of the transition of modern Kyrgyzstan from the parliamentary form of government to the presidential one.

As a part of the research tasks, the authors analyze the constitutional and legal principles and norms secure the political and legal standards of the parliamentary republic, the issues of their formation and development, using the content of the basic laws of the Kyrgyz Republic, the Republic of Moldova and Tajikistan, the Russian Federation and the United States of America. The problems of government formation, the role of head of state, parliament and political parties and their factions in this process, issues of government responsibility are considered through the prism of the provisions of the constitutions of the Kyrgyz Republic in 2007 and 2010.

The authors pay special attention to constitutional analysis of the events of October 5-6, 2020 in Kyrgyzstan, which significantly changed the political and legal situation in the republic, substantiating the need for constitutional reform and the transition to presidential rule. The legal status of the President of the Kyrgyz Republic as the head of state and the chief of the executive branch, powers in the sphere of administrative power and personal responsibility for the draft of the new Constitution of the Kyrgyz Republic are studied.

This subject will be of interest to specialists studying the practice of establishing parliamentary and presidential forms of government in modern Kyrgyzstan.

Key words: Constitution of the Kyrgyz Republic, President of the Kyrgyz Republic, Jogorku Kenesh of the Kyrgyz Republic, Prime Minister of the Kyrgyz Republic, Government of the Kyrgyz Republic, no confidence in the Government of the Kyrgyz Republic, parliamentary republic, presidential republic.

Introduction. Native experts – lawyers, political scientists and other academics in Kyrgyzstan are usually inclined to believe this state passed to parliamentary rule with the adoption of the 2010 Constitution of the Kyrgyz Republic. As you know, government is the primary political authority in these states (Orlovich, 2012, p. 257). However, it should be noted that the starting point is that «pure» forms of separation of powers no longer exist even in traditional constitutional states, whereas in the so-called new democracies the practice is focused on exploring ways of rationalizing the traditional form of parliamentarism (Pejich, 2019, p. 45).

Materials and methods. The article analyzes using the normative and systematic methods, as well as analysis and synthesis, the content of the statements of the constitutions of the Kyrgyz Republic, the Republic of Moldova and Tajikistan, the Russian Federation and the United States of America and the works of legal scholars.

Results. Although some signs of a parliamentary republic were recorded in the Basic Law of the Kyrgyz Republic in 2007. The principles of government responsibility to parliament, election of the deputies according to the proportional system according to party lists, active participation of the parliament in formation of government were introduced into the constitutional practice of Kyrgyzstan at that time. So, in part 2 of Article 54 of the Constitution of the Kyrgyz Republic of October 23, 2007, it was written «the Jogorku Kenesh consists of 90 deputies elected for a term of five years according to party lists». This is, firstly.

Secondly, nomination and appointment of candidate for the post of Prime Minister was enshrined as the right of political party that won parliamentary elections. True, process and procedure for exercising this

right were far from the same as is case in the Western parliamentary republics. Thus, in accordance with the provisions of Articles 69 and 70 of the Constitution of the Kyrgyz Republic of 2007, deputies from political party received more than 50 percent of mandates of deputies of the Jogorku Kenesh had the right to nominate candidate for appointment to the post of Prime Minister no later than five working days from day of the first meeting of parliament. The President, however, no later than three days from date of submission was obliged to appoint the Prime Minister. Further, the Prime Minister appointed in this way determined structure of the Government, candidates for positions of its members, and submitted them for approval to the Jogorku Kenesh within seven working days from date of his appointment. After parliamentary approval, members of Government were to be appointed by President.

It should be emphasized members of the Government who were in charge of the sphere of defense, national security, internal affairs and foreign affairs were appointed directly by President himself at his own discretion. These were the provisions of Part 10 of Article 46 of the Constitution («President ensures exercise of powers of state bodies in charge of defense, national security, internal affairs, foreign affairs, approves, at the suggestion of Prime Minister, regulations on them; appoints and dismisses their heads and deputy heads»).

This constitutional provision was associated with the political and legal status of the President as head of state. Undoubtedly, this condition gave President state power powers, and constitutional, to determine main directions of domestic and foreign policy of state; represent the Kyrgyz Republic within the country and in international relations; take measures to protect the sovereignty and territorial integrity of the Kyrgyz Republic; ensure the unity and continuity of state power, coordinated functioning and interaction of state bodies, their responsibility to the people (part 3 of article 42 of the Constitution).

Third, the 2007 Constitution of the Kyrgyz Republic also enshrined government responsibility to parliament. Although this issue in the Basic Law was not resolved to its logical conclusion. Thus, the constitutional formula of government responsibility was enshrined in Article 71, according to which Government in its activities was responsible and accountable to President and Jogorku Kenesh within the limits stipulated by the Constitution. This act obliged Prime Minister to submit annual report on work of Government to Jogorku Kenesh. The Present organ, following consideration of Prime Minister's report, on initiative of one third of the total number of parliamentary deputies, could consider issue of expressing no confidence in Government. Resolution expressing no confidence in Government or its individual member was adopted by majority vote of total number of deputies of Jogorku Kenesh. After expressing no confidence in Government, President had the right: a) to decide on resignation of Government; b) disagree with decision of Jogorku Kenesh. If Parliament, within three months, re-adopted decision to express no confidence in Government, then President had the right to agree with Jogorku Kenesh and dismiss Government or disagree with Parliament and call early elections to Jogorku Kenesh.

The Constitution of the Kyrgyz Republic adopted at the referendum on June 27, 2010, according to the members of the Provisional Government (Otunbaev R., Tekebaev O., Beknazarov A., Isakov I., Ibraimova E., Duishobaev K., Kaptagaev E., Sher B.), which initiated its development and adoption, legitimized the constitutional system and the parliamentary system in Kyrgyzstan (Roza Otunbayeva and ...).

As the analysis shows, the Constitution of the Kyrgyz Republic of 2010, firstly, retained the proportional principle of elections of parliamentary deputies. Thus, part 2 of Article 70 of the Constitution stated «the Jogorku Kenesh consists of 120 deputies elected for a term of 5 years according to a proportional system».

Secondly, the principles of nominating candidates for post of Prime Minister and forming Government in general have not undergone major changes. So, according to article 84 of the Constitution of the Kyrgyz Republic of 2010, Government is formed according to the following order and procedure:

- parliamentary faction having more than half of the parliamentary mandates, or coalition of factions with its participation, within 15 working days from day of first meeting of Jogorku Kenesh of new convocation, nominates candidate for post of Prime Minister. The latter, in turn, submits to Parliament program, structure and composition of Government;

- if, before expiration of above-mentioned period, Jogorku Kenesh does not approve program, does not determine structure and composition of Government, or if, as result of elections, none of political parties receives more than half of deputy mandates, President proposes one of factions to form parliamentary majority within 15 working days and nominate candidate for office of Prime Minister;

- if, before expiry of above-mentioned term, Jogorku Kenesh does not approve program, does not determine structure and composition of Government, President proposes the second faction to form parliamentary majority within 15 working days and nominate candidate for post of Prime Minister;

- if, before expiry of above-mentioned term, the Jogorku Kenesh does not approve the program, does

not determine the structure and composition of the Government, factions, on their own initiative, within 15 working days must form parliamentary majority and nominate candidate for the post of Prime Minister;

- candidate for the post of Prime Minister, prior to expiration of above-mentioned term, submits to Jogorku Kenesh program, structure and composition of Government;

- President issues decree on appointment of the Prime Minister and other members of Government within three days. At the same time, if President does not issue decree on appointment of the Prime Minister and members of Government within aforementioned period, they are considered appointed;

- if program is not approved in the manner prescribed by Constitution, structure and composition of Government are determined, President shall appoint early elections to Jogorku Kenesh. In this case, Government shall perform its duties until formation of Government by new convocation of Jogorku Kenesh in manner prescribed by the Constitution.

At the same time, the 2010 Constitution of the Kyrgyz Republic retained President's right to independently appoint individual heads of executive bodies-members of Government, although their list was sharply reduced. Thus, in accordance with part 4 of article 64 of the Constitution, President has the right to appoint and accordingly dismiss members of Government who are heads of state bodies in charge of defense and national security.

Thirdly, the 2010 Constitution of the Kyrgyz Republic, in contrast to its predecessor, consolidated unequivocal government responsibility to parliament. So, in part 1 of article 85 of the Constitution, it was written Government is accountable to the Jogorku Kenesh and is responsible to it within the limits stipulated by the Constitution. Prime Minister annually submits to Jogorku Kenesh report on work of Government. Parliament, upon initiative of one third of total number of deputies of Jogorku Kenesh, may consider issue of expressing no confidence in Government. After expressing no confidence in Government, President has the right to decide on resignation of Government or to disagree with decision of Jogorku Kenesh. If, however, Jogorku Kenesh within three months again decides to express no confidence in Government, President will already be obliged to dismiss this executive body.

As you can see, the transition of modern Kyrgyzstan to parliamentary republic, from legal point of view, had a certain consistent character. Although, from political point of view, it can hardly be argued about consistency of parliamentarization process in Kyrgyzstan and introduction of parliamentary democracy institutions (Arabaev A., Arabaev R., Berenalieva, 2015, pp. 93-115; Arabaeva, 2010, pp. 26-49).

It should be emphasized the hallmark of parliamentary republic is the appointment of government by parliament. At the same time, government formed by parliament is headed by leader of political party won parliamentary elections.

Discussion. We observe such state-legal practice in Germany, India and other countries.

At the same time, there are also special variants of parliamentary practice in forming government. Thus, in the Republic of Moldova, in accordance with Article 98 of its Constitution, President himself nominates candidate for the post of the Prime Minister. But before that, he is obliged to consult with parliamentary factions. In addition, deputies of Parliament, by majority of votes, must give vote of confidence to program of Government's activities and its composition, which is represented by candidate for the post of the Prime Minister. Without such grounds, President is not entitled to appoint Government. This constitutional construction of appointment of Government in the Republic of Moldova stipulates government's responsibility to parliament. In this regard, article 104 of the Constitution of the Republic of Moldova and article 2 of the Law of the Republic of Moldova "On the Government" stipulate responsibility of Government to Parliament.

But in republics with presidential form of government, government is mainly formed by head of state. Thus, in accordance with the Constitution of the Republic of Tajikistan, President is both the head of state and the chief of the executive branch (article 64). Therefore, President forms ministries and state committees, appoints Prime Minister and other members of Government (article 69). According to Article 5 of the Constitutional Law of the Republic of Tajikistan «On the Government of the Republic of Tajikistan», Chairman of the Government of the Republic of Tajikistan is President of the Republic of Tajikistan and Government is responsible to him.

Tajikistan's the presidential model of is close to the state practice of the United States of America. Section 1 of article 2 of the US Constitution states executive power is vested in President of the United States. According to the Constitution, this official is simultaneously the head of both the state and the executive branch. In the United States, there is no government office of «Prime Minister». His powers are exercised by President. There also does not exist concept of Council or Cabinet of Ministers in our understanding. Instead, administrative power is exercised by President's cabinet and its ministers and other heads of executive bodies (Chirkin, 2013, p. 528).

The Republic of Kazakhstan, according to the Constitution, is also a state with presidential form of rule (article 2). But the presidential model of Kazakhstan differs significantly from the classical form of this government. According to articles 44, 64-65 of the Constitution of the Republic of Kazakhstan and articles 3 and 11 of the Constitutional Law of the Republic of Kazakhstan «On the Government of the Republic of Kazakhstan», Government, firstly, consists of Prime Minister, his deputies, ministers and other members. In other words, Government is a full-fledged supreme body of executive power. Secondly, Government is formed by President. Thirdly, the Government is accountable to President and Parliament.

There are also peculiarities in the presidential form of government in the Russian Federation. Thus, President of Russia, according to articles 80, 83 and 111 of the Constitution of this state, is its head and plays the decisive role in resolving issues related to Government. First, President appoints Chairman of the Government of the Russian Federation. Secondly, President has the right to preside over meetings of Government, and thirdly, President decides on resignation of Government. At the same time, the legislative basis for responsibility of Government of the Russian Federation, as the analysis of the above acts shows, is not clearly defined.

Meanwhile, the events of October 5-6, 2020 in Kyrgyzstan radically changed the political and legal situation in the country. The results of the next parliamentary elections, which took place on October 4, caused discontent among the population. Leaders and activists of individual political parties participated in the elections accused the chiefs of the state and their associates of obvious violations of electoral procedures and processes in favor of pro-government parties, and even of usurpation of power. Those who came to the central square of the capital city of Bishkek, dissatisfied after several hours of violent clashes with special detachments and law enforcement officers of the republic, broke into the «White House» and subsequently secured the resignation of the incumbent President of the Kyrgyz Republic S. Jejenbekov. The political forces came to power, led by Sadyr Zhaparov, first took up the constitutional reform aimed at restoring presidential rule in Kyrgyzstan. This position was motivated by the desire and demand of the people to create responsible government.

According to Kasmambetov S., Head of the Office of the President of the Kyrgyz Republic, “popular unrest led to the cancellation of the results of the parliamentary elections on October 4, the resignation of the Government and the President of the country, as well as the need for the constitutional reform and the creation of state institutions that meet the requirements of the people” (The work began ...).

On November 20, 2020, by the Decree of the President of the Kyrgyz Republic, the Constitutional Meeting was formed, which was instructed to “conduct the discussion of the concept of improving the foundations of the constitutional order; human and civil rights and freedoms; systems of state power; optimization and delineation of the powers between the branches of state power, as well as other issues arising from the above areas, as a result of which to submit to the Jogorku Kenesh of the Kyrgyz Republic proposals on the draft Law of the Kyrgyz Republic «On the Constitution of the Kyrgyz Republic». Constitutional changes during this period also took place in other countries of the former USSR, for example, in the Russian Federation (Ganino, 2020, p. 190; Gregorio, 2020, p. 140) and Georgia (Goradze, 2019, p. 81).

On January 10, 2021, elections of the new President of the Kyrgyz Republic were held and at the same time the nationwide vote was held to determine the form of government in Kyrgyzstan.

The draft of the new Constitution of the Kyrgyz Republic prepared by the members of the Constitutional Council provides for the establishment of the presidential form of government in the country. In particular, article 68 of the draft Constitution states President is the chief of state, the highest official and heads of the executive branch of the Kyrgyz Republic. At the same time, President ensures the unity of the people and state power; is the guarantor of the Constitution, the human and civil rights and freedoms; determines the main directions of domestic and foreign policy of the state; ensures the unity of the state power, the coordination and interaction of the state bodies; represents Kyrgyzstan in the internal and international relations; takes measures to protect the sovereignty and the territorial integrity of the Kyrgyz Republic. President is the Commander-in-Chief of the Armed Forces of the Kyrgyz Republic, determines, appoints and dismisses the highest command personnel of these Forces (article 72).

According to the constitutional innovations, Government of the Kyrgyz Republic will henceforth be referred to as Cabinet of Ministers. Its structure and composition is determined, and independently, by President of the Kyrgyz Republic. At the same time, President appoints Chairman of Cabinet of Ministers, his deputies and other members of Cabinet of Ministers with the consent of Jogorku Kenesh - Parliament of the Kyrgyz Republic (article 72).

President, as the head of state, also actively participates in formation of the judicial system of the Kyrgyz

Republic. Thus, he presents candidates to Jogorku Kenesh for election to posts of judges of Constitutional Court and Supreme Court and their release from their post; on proposal of Council of Judges and with consent of Jogorku Kenesh, appoints Chairmen of Constitutional Court and Supreme Court; assigns and dismisses judges of local courts.

The draft Constitution of the Kyrgyz Republic outlines not only the powers of the President regarding the executive branch, but also his responsibility. Thus, in accordance with the provisions of article 91 of this project, President, on the one hand, governs activities of the administrative branch, presides at meetings of Cabinet of Ministers, gives instructions to this organ and its subordinate bodies, monitors implementation of its instructions, repeals acts of Cabinet of Ministers and subordinate organs, temporarily removes members of Cabinet of Ministers. On the other hand, President bears personal responsibility for results of activities of this body and the executive branch of the Kyrgyz Republic as a whole. At the same time, if Parliament recognizes report on execution of republican budget as unsatisfactory, then responsibility of members of the Cabinet of Ministers is considered by President of the Kyrgyz Republic.

As for government responsibility, it is fixed in article 92 of the draft Constitution of the Kyrgyz Republic. According to its provisions, Chairman of the Cabinet of Ministers is responsible to President for the activities of this administrative organ.

Conclusion. As you can see, the draft of the new Constitution of the Kyrgyz Republic not only provides for the transition of the state to presidential rule, but also enshrines the personal responsibility of the head of state for the activities of the executive branch. Of course, such position of the members of the Constitutional Council, one must think, fully meets the demands of the people to establish responsible government.

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ҚАЗІРГІ ҚЫРҒЫЗСТАН: ПАРЛАМЕНТТІК РЕСПУБЛИКАДАН ПРЕЗИДЕНТТІК КЕҢЕСКЕ ДЕЙІН

Аннотация. Мақалада нормативтік және жүйелік әдістерді қолдану, сондай-ақ талдау және синтездеу, Кыргыз Республикасы, Молдова және Тәжікстан Республикалары, Ресей Федерациясы және Америка Құрама Штаттары Конституциялары ережелерінің мазмұны және заңгер-ғалымдардың еңбектері талданған.

Зерттеу міндеттерінің шеңберінде авторлар Кыргыз Республикасының, Молдова және Тәжікстан Республикаларының, Ресей Федерациясының және Америка Құрама Штаттарының негізгі заңдарының мазмұнын пайдалана отырып, парламенттік республиканың саяси-құқықтық стандарттарын, олардың қалыптасуы мен даму мәселелерін бекітетін конституциялық-құқықтық қағидаттар мен нормаларды талдайды. Үкіметті қалыптастыру проблемалары, Мемлекет басшысының, Парламенттің және саяси партиялардың және олардың фракцияларының осы процестегі рөлі, үкіметтік жауапкершілік мәселелері Кыргыз Республикасының 2007 және 2010 жылдардағы Конституциялары ережелерінің призмасы арқылы қаралады.

Авторлар республикадағы саяси және құқықтық жағдайды елеулі түрде өзгерткен 2020 жылғы 5-6 қазандағы Кыргызстандағы оқиғаларды талдауға, конституциялық реформа мен президенттік басқаруға көшу қажеттілігін негіздеуге ерекше назар аударады. Кыргыз Республикасы Президентінің Мемлекет басшысы және атқарушы биліктің басшысы ретіндегі құқықтық мәртебесі, атқарушы билік саласындағы өкілеттіктері және Кыргыз Республикасының жаңа конституциясының жобасы бойынша дербес жауапкершілігі зерделенеді.

Бұл тақырып қазіргі Кыргызстанда парламенттік және президенттік басқару формаларының қалыптасу тәжірибесін зерттейтін мамандарға қызықты болады.

Түйін сөздер: Кыргыз Республикасының Конституциясы, Кыргыз Республикасының Президенті, Кыргыз Республикасының Жогорку Кенеші, Кыргыз Республикасының Премьер-Министрі, Кыргыз Республикасының Үкіметі, Кыргыз Республикасының Үкіметіне, парламенттік республикасына, президенттікке сенімсіздік республика.

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СОВРЕМЕННЫЙ КЫРГЫЗСТАН: ОТ ПАРЛАМЕНТСКОЙ РЕСПУБЛИКИ К ПРЕЗИДЕНТСКОМУ ПРАВЛЕНИЮ

Аннотация. В статье проанализированы с применением нормативного и системного методов, а также анализа и синтеза, содержание положений конституций Кыргызской Республики, Республик Молдова и Таджикистан, Российской Федерации и Соединенных Штатов Америки и трудов ученых-юристов.

В рамках исследовательских задач авторы подвергают анализу конституционно-правовые принципы и нормы, которые закрепляют политико-правовые стандарты парламентской республики, вопросы их становления и развития, используя содержание основных законов Кыргызской Республики, Республик Молдова и Таджикистан, Российской Федерации и Соединенных Штатов Америки. Проблемы формирования Правительства, роль Главы государства, Парламента и политических партий и их фракций в данном процессе, вопросы правительственной ответственности рассматриваются через призму положений Конституций Кыргызской Республики 2007 и 2010 годов.

Особое внимание авторы уделяют анализу событий 5-6 октября 2020 года в Кыргызстане, которые существенным образом изменили политическую и правовую ситуацию в республике, обоснованию необходимости конституционной реформы и перехода к президентскому правлению. Изучаются правовой статус Президента Кыргызской Республики как главы государства и главы исполнительной власти, полномочия в сфере исполнительной власти и персональная ответственность по проекту новой Конституции Кыргызской Республики.

Данная тема будет интересна специалистам, изучающим практику становления парламентской и президентской форм правления в современном Кыргызстане.

Ключевые слова: Конституция Кыргызской Республики, Президент Кыргызской Республики, Жогорку Кенеш Кыргызской Республики, Премьер-министр Кыргызской Республики, Правительство Кыргызской Республики, недоверие Правительству Кыргызской Республики, парламентская республика, президентская республика.

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494

Volume 5, Number 393 (2021), 162 – 167

<https://doi.org/10.32014/2021.2518-1467.179>

UDC 575.16

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PROBLEMS OF THE USE OF GENETIC INFORMATION IN CIVIL PROCEEDINGS^{1*}

Abstract. In the presented article, the author analyzes the features of the use of genetic information obtained as a result of the study of human DNA (*Deoxyribonucleic acid*) in civil proceedings, which, until recently, was considered as one of the most reliable evidence in the case. However, the examples from practice given in the work show the vulnerability of the approach when any of the evidence is recognized as having the greatest value, compared to the rest.

The cases considered indicate that, despite the high reliability of the genetic information obtained as a result of the study of the DNA profile, nevertheless, the result of the examination may be erroneous due to cross-contamination of samples with other genetic material, mixing of DNA samples belonging to different persons in forensic medicine laboratories, including due to mislabelling and, finally, the minimal, but existing possibility, the overlap of DNA profiles in different subjects.

The presented article substantiates the conclusion that the value and significance of the results of DNA research for the purpose of providing genetic information about one of the parties to the trial will largely depend on its analysis in conjunction with other available evidence in the case.

Given that genetic tests in legal proceedings can certainly be useful and necessary, the court should use an individual approach when deciding whether to order a genetic examination.

The widespread use of genetic tests in civil proceedings can have far-reaching implications not only for judicial practice and legal doctrine, but for the whole society as a whole, and can affect public attitudes towards responsibility, privacy and justice.

Key words: genetic information, molecular genetic examination, DNA profile, genetic markers, forensic evidence, establishing the origin of the child, genetic relationship, assisted reproductive technologies, challenging paternity, trial.

Introduction. The development of modern technologies in genetics and biomedicine has led to an increase in the importance of genetic information contained in human DNA in various spheres of his life.

The peculiarity of genetic data (genetic information) is that they relate to the inherited or acquired genetic characteristics of an individual, which provide unique information about the physiology or health of the specified person and which is the result, in particular, of the analysis of his biological sample. [Regulation No. 2016/679 of the European Parliament and of the Council of the European Union “On the protection of natural persons in the processing of personal data and on the free circulation of such data, as well as repealing Directive 95/46 / EC (General Data Protection Regulation)” paragraph 13].

This quality of the uniqueness of genetic data allows them to be used in criminal and civil proceedings as evidence, with the help of which the court establishes the presence or absence of circumstances justifying the claims and objections of the parties. As well as other circumstances that are important for the correct consideration and resolution of the case (Article 55 of the Civil Procedure Code of the Russian Federation - hereinafter referred to as the Code of Civil Procedure of the Russian Federation; Article 74 of the Criminal Procedure Code of the Russian Federation).

It should be noted that, for example, in foreign judicial practice, human DNA research has long retained

¹ *The research was carried out with the financial support of the Russian Foundation for Basic Research within the framework of scientific project No. 18-29-14014 MK "The concept of civil legal protection of citizens' rights when using genomic technologies".

the status of a “gold standard” among judicial evidence for its ability to rehabilitate an innocent and convict a guilty person [Stiffelman, 2019].

However, then the picture began to change. Perhaps the most revealing incident that challenged the supremacy of DNA testing over other evidence occurred in Germany, where police spent years looking for a mysterious woman known as the “Heilbronn Ghost,” whose DNA profile has been recovered from crime scenes ranging from murder to theft. As a result of the investigation, it turned out that this woman worked in an organization that produces cotton swabs, which are used by forensic scientists to collect DNA from samples at the crime scene.

Accidental contamination of samples from the crime scenes with her DNA (which was on the tampons) was the basis for suspecting her of committing dozens of crimes. [Tompson, 2013]. This case is a vivid illustration of an error in the conduct of molecular genetic examination, when DNA samples from a crime scene are contaminated with foreign genetic material.

Another paradoxical incident occurred in the United States, where Lydia Fairchild was pregnant with her third child when she decided to divorce her husband and demanded child support from him. Both parents did a test to confirm the relationship with their children, during which it turned out that the children and the mother have no genetic link. Fairchild L. was accused of fraud involving a surrogate mother, and the prosecutor’s office demanded that her children be seized.

As a result of the proceedings, the court ordered that an observer be present at the birth of the third child, who had to make sure that blood samples were taken from the woman and the newborn. However, a DNA test showed that the American was not the mother of this child either. The investigation has reached a dead end. Then the woman’s lawyer, looking for arguments, came across an article about a similar case that happened with Karen Keegan, and insisted on a more detailed analysis of the cells of his client.

Genetic examination showed that L. Fairchild’s skin and hair contain one genome, and the cervix - another, corresponding to the set of genes of her children. All charges against the woman were dropped, she was awarded alimony. Thus, it was proved that L. Fairchild is genetically a chimera, due to the fact that in the womb in the early stages of pregnancy she absorbed her twin sister: an unborn twin sister and passed on her genes to the children.

Materials and methods. Further, the examples given show the vulnerability of the approach, when any of the evidence is recognized as having the greatest importance, compared to the rest, which is often demonstrated in legal doctrine. So, E.A. Usacheva notes that the results of the DNA examination are decisive in cases of establishing and challenging paternity [Usacheva, 2019]. Currently, this conclusion is shared by many researchers.

In particular, I.Y. Kuleeva claims that “a molecular genetic examination can make a reliable conclusion about the origin of a child from a certain man” [Kuleeva, 2019]. In turn, O.Y. Loginova admits that the development of the method of genomic fingerprinting “helps to establish the origin of a child from a certain subject, which is an unmistakable method” [Loginova, 2019].

As can be seen from the above example, L. Fairchild, who almost lost her children, would probably not agree with the conclusion about the infallibility of this method of establishing the origin of the child.

So, in accordance with paragraph 20 of the Resolution of the Plenum of the Supreme Court of the Russian Federation dated May 16, 2017 No. 16, to clarify issues related to the origin of the child, the court has the right, taking into account the opinions of the parties and the circumstances of the case, to appoint an examination, including molecular genetic, paternity (motherhood) with a high degree of accuracy.

At the same time, the courts should take into account that the opinion of the expert (experts) on the child’s origin is one of the evidence, it does not have a predetermined force for the court and is subject to assessment in conjunction with other evidence available in the case (part 2 of Article 67, part 3 Article 86 of the Code of Civil Procedure of the Russian Federation). [Resolution of the Plenum of the Supreme Court of the Russian Federation of May 16, 2017 N 16 (as amended on December 26, 2017) “On the application of legislation by the courts when considering cases related to establishing the origin of children” // “Rossiyskaya Gazeta”, No. 110, May 24, 2017].

Indeed, in a disputable situation, taking into account the level of development of medical, genetic research in accordance with part 1 of Article 79 of the Code of Civil Procedure of the Russian Federation, if issues arise in the process of considering a case that requires special knowledge in various fields of science, technology, the court may appoint an examination. At the same time, the Supreme Court of the Russian Federation indicates that when establishing paternity, the court takes into account any evidence that reliably confirms the origin of the child from a specific person. Such evidence can be obtained from explanations of the parties

and third parties, testimony of witnesses, written and material evidence, audio and video recordings, expert opinions (paragraph 2 of part 1 of Article 55 of the Code of Civil Procedure of the Russian Federation), (clause 19 of the Resolution of the Plenum of the Supreme Court of the Russian Federation of 05.16.2017 No. 16).

As the specialists of the Institute of Criminalistics of the Center for Special Technique of the FSB of Russia note in their study, if it is necessary to establish family ties in the case of a parent – child duet, it seems insufficient “genotyping of only STR-loci of non-sex chromosomes

The most reliable way to prove the relationship between any of the parents and the child is only if there is a complete trio of mother – child – father, but this is an ideal situation and in practice it is not always possible to study the trio. To confirm / exclude a possible parent – child relationship in the absence of one of the parents, in addition to genotyping the STR-loci of autosomes, it is absolutely obvious that additional molecular genetic studies must be carried out [Kovtun, 2013].

Results and discussion. It should be noted that in the study of DNA, it is impossible to exclude, albeit minimal, but the possibility of coincidence of the profiles of different persons. Thus, false accusations related to the coincidence of DNA profiles have occurred both in the UK and in the United States of America.

For example, in 1999, a DNA profile from a burglary site in Bolton, England, was matched in a database search with a profile of a person from Swindon, England. The frequency of six loci matches between DNA profiles has been reported to be 1 in 37 million. Although this Swindon man was arrested, doubts arose as to his identification as he was disabled and physically incapable of committing the crime in Bolton.

Testing additional genetic loci excluded him from the sample, proving that the original match of 1 in 37 million was exactly a match. As noted in this regard, D. Balding, the expected minimum probability of coincidence of DNA profiles is about two matches in the United Kingdom (population - 60 million), but there may be more [Balding, 2005].

The presence of a relative of the person who left traces at the crime scene, as well as the person in respect of whom paternity is established, can complicate the interpretation of the results of the examination.

For example, if the person who is the father has a brother, then excluding the paternity of the latter may require considerable effort. In the literature, there is a case when, having excluded the father's brother at one locus, experts had to analyze another 22 genetic markers before they received an exception for the alleged father's brother at the second locus [Goodwin et al, 2003]. In this regard, the question arises about the amount of identification information sufficient for an expert conclusion. So, E.R. Rossinskaya admits that “it is fundamentally important in this situation to consider the results of DNA analysis in a single block of other evidence in the case, especially when identification is carried out through the use of a database” [Galyashina et al].

The cases considered indicate that despite the high reliability of the genetic information obtained as a result of the study of the DNA profile, nevertheless, the result of the examination may be erroneous due to cross-contamination of samples with other genetic material, mixing of DNA samples belonging to different persons in forensic medicine laboratory, including due to mislabelling and, finally, the minimal, but existing, possibility of the coincidence of DNA profiles in different subjects.

It should be noted that the jurisprudence also takes into account the need to consider the available evidence in their totality when establishing the factual circumstances of the case (hereinafter the plot of the case is given).

Thus, in one of the disputes, the plaintiff filed a lawsuit against the defendant L. to annul the record of the act on establishing paternity in respect of the minor F., to cancel the decision to recover alimony, citing in support of the stated requirements that, that he is not the biological father of the daughter born to L., however, he established paternity in relation to this child, believing that he is her father.

According to the case file, the parties were not married. The defendant had a daughter, F., and the plaintiff acknowledged paternity in relation to her, which was confirmed by the record of the registry office. The child was given the name and patronymic of the plaintiff; new birth certificate issued. Later, by the decision of the magistrate, alimony was recovered from the plaintiff in favor of the defendant for the maintenance of a minor child.

The court, having checked the arguments of the parties and evaluated all the evidence presented by them in aggregate, concluded that the plaintiff voluntarily established his paternity in relation to the minor daughter F.

The plaintiff's argument that L. had misled him, that her daughter F. was the plaintiff's own child, was the subject of research and was not confirmed during the consideration of the case. The plaintiff's reference to the conclusion of the forensic molecular genetic examination that he is not the father of the child L. does

not refute the conclusion of the court that he knew that he was not the father of the child in respect of whom he established his paternity. [Appeal ruling of the Moscow Regional Court dated May 4, 2016 in case No. 33-7590 / 16].

Thus, the absence of a genetic link between the plaintiff and the child in this dispute, proved by a forensic molecular genetic examination, did not serve as a basis for canceling the record of his paternity in relation to the child born by the defendant. This conclusion of the court was based on the interpretation of paragraph 2 of Article 52 of the Family Code of the Russian Federation that the contestation of paternity can take place only if the court establishes that the person at the time of the entry of paternity did not know that he was not father of the child.

It should be noted that foreign judicial practice, in many respects, shares this approach. Thus, the decision of the High Court of Massachusetts in the *Re Paternity of Cheryl* case has become a famous precedent. Based on the materials of this case, the man officially recognized his paternity in relation to the minor Cheryl some time after her birth. He was not married to Cheryl's mother. For several years, he visited the child and supported him financially. He believed that he was the genetic father of the girl, but then began to suspect that this was not true.

After the court made a decision to increase the amount of alimony, the man independently transferred Cheryl's genetic material for examination, the results of which showed that she was not his genetic child. Then he went to court demanding release from all alimony obligations. However, the Massachusetts High Court ordered him to fulfill his parental responsibilities, basing his decision on the interests of Cheryl, who grew up as his child and called him her father. As the court believed, in this case it is not important whether his mother Cheryl deceived him, making him think that this is his genetic child. He could have avoided a similar situation if DNA testing had been carried out at the birth of the girl. Under the circumstances, the child had no choice at all to be born or not [Bartholet, 2004].

Thus, genetic relationship is not always the decisive factor in paternity matters. It seems that this approach of the legislator to a certain extent takes into account the ongoing social changes, medical advances in the treatment of infertility, and more. Currently, children are more often brought up by people who are not their genetic parents, this is especially true of children born as a result of the use of assisted reproductive technologies. In particular, the claims of persons registered as parents (single parent) of a child to establish paternity in relation to a person who was a donor of genetic material with which the child was born cannot be satisfied (clause 32 of the Resolution of the Plenum of the Supreme Court of the Russian Federation of 05.16. No. 16).

It should be noted that in the event of a dispute about the establishment of paternity of a man who provided his genetic material to a woman who is not in a marriage relationship with him, judicial practice attaches decisive importance to the direction of his will.

So, if his will was aimed exclusively at providing genetic material, he acquires the legal status of a donor.

However, if he provided informed voluntary consent to the use of assisted reproductive technologies aimed at treating infertility and the birth of a child, then it can be recognized that his will was aimed at the exercise of reproductive rights in order to acquire parental rights and responsibilities in relation to the unborn child. [See note below].

Note. Note. In this regard, the definition of the Judicial Collegium for Civil Cases of the Supreme Court of the Russian Federation dated 07.02.2019 No. 64-KG19-6 is of interest. In this dispute, the court, after examining the documents drawn up by the plaintiff and the defendant at the reproduction center, found that the defendant's will was aimed at providing the plaintiff with genetic material as a donor, and not at acquiring parental rights and responsibilities in relation to future children, despite the fact that the plaintiff filed an application for voluntary consent to medical intervention using the sperm of the defendant's donor, at the same time the defendant signed this application in the column "husband". However, the defendant emphasized in the statement two mutually exclusive points (I undertake (I do not undertake to take) all the rights and obligations of the parent in relation to the unborn child), which did not allow the court to conclude that the respondent agreed to take on the rights and obligations of the parent in relation to the unborn child // SPS Consultant Plus.

Conclusions. In foreign legislation, which faced these problems long before our country, special acts were adopted prohibiting discrimination against a person on the basis of his genome. So, in California, a law was passed that prohibits the use of genetic information for discrimination in housing. The California Genetic Information Discrimination Act (CalGINA) amended the California Fair Employment and Housing Act (FEHA). Its adoption was due to the fact that as long as an individual meets financial and other reasonable

qualification standards, property owners, mortgage lenders and other parties interested in residential real estate are prohibited from committing discriminatory actions against an individual based on predictive genetic information.

Thus, foreign judicial practice has also repeatedly faced the need to use DNA research in disputes arising from individual civil tort, in particular, in cases of liability for damage caused by defects in goods, work, services (product liability). In such situations, the defendants insist on carrying out genetic tests of the plaintiffs in order to prove that there is no causal relationship between exposure to harmful (toxic) products and the harm to health, arguing that the occurrence of harm was due to the genetic characteristics of the plaintiffs.

Based on the above, it should be recognized that the value and significance of the results of DNA research for the purpose of providing genetic information about one of the parties to the trial will largely depend on its analysis in conjunction with other available evidence in the case.

Given that genetic tests in legal proceedings can certainly be useful and necessary, the court should use an individual approach when deciding on the appointment of a genetic examination. The widespread use of genetic tests in civil proceedings can have far-reaching implications not only for judicial practice and legal doctrine, but for the whole society as a whole, and can affect public attitudes towards responsibility, privacy and justice.

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АЗАМАТТЫҚ СОТ ІСІН ЖҮРГІЗУДЕ ГЕНЕТИКАЛЫҚ АҚПАРАТТЫ ҚОЛДАНУ МӘСЕЛЕЛЕРІ

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ПРОБЛЕМЫ ИСПОЛЬЗОВАНИЯ ГЕНЕТИЧЕСКОЙ ИНФОРМАЦИИ В ГРАЖДАНСКОМ СУДОПРОИЗВОДСТВЕ

Аннотация. В представленной статье автор анализирует особенности использования генетической информации, полученной в результате исследования ДНК человека, в гражданском процессе, которая до недавних пор рассматривалась в качестве одного из самых достоверных доказательств по делу. Однако приведенные в работе примеры из практики показывают уязвимость подхода, когда какое-либо из доказательств признается имеющим наибольшее значение по сравнению с остальными.

Рассмотренные случаи свидетельствуют о том, что, несмотря на высокую достоверность генетической информации, полученной в результате исследования ДНК профиля, тем не менее, результат экспертизы может быть ошибочным из-за перекрестного загрязнения образцов другим генетическим материалом, смешивания образцов ДНК, принадлежащих разным лицам, в судебно-медицинской лаборатории, в том числе из-за неправильной маркировки и, наконец, минимальной, но существующей возможности совпадения профилей ДНК у различных субъектов.

В представленной статье обоснован вывод, что ценность и значение результатов исследования ДНК для целей предоставления генетической информации об одной из сторон судебного разбирательства будет во многом зависит от ее анализа в совокупности с другими имеющимися доказательствами по делу. Учитывая, что генетические тесты в судебных разбирательствах могут быть, безусловно, полезными и необходимыми, суду следует использовать индивидуальный подход при принятии решения о назначении генетической экспертизы. Широкое использование генетических тестов в гражданском судопроизводстве может иметь далеко идущие последствия не только для судебной практики и правовой доктрины, но и для всего общества в целом, может повлиять на общественное отношение к вопросам ответственности, неприкосновенности частной жизни и справедливости.

Ключевые слова: генетическая информация, молекулярно-генетическая экспертиза, ДНК профиль, генетические маркеры, судебные доказательства, установление происхождения ребенка, генетическое родство, вспомогательные репродуктивные технологии, оспаривание отцовства, судебное разбирательство.

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ЖОЛ-КӨЛІК ОҚИҒАЛАРЫНАН МҮЛІККЕ КЕЛТІРІЛГЕН ЗАЛАЛДЫ ҚАЛПЫНА КЕЛТІРУДІҢ ӨЗЕКТІ МӘСЕЛЕЛЕРІ

Аннотация. Бұл мақалада Қазақстан Республикасының заңнамасымен реттелетін көліктік құқық бұзушылықтар үшін заңды жауапкершілік мәселелерін зерттеу бағыттары талқыланды. Мақалада көліктік құқық бұзушылықтар құрамының тұжырымдамасы, әкімшілік және қылмыстық жауаптылық мәселелері, жол қозғалысы саласындағы құқық бұзушылықтар үшін еліміздің аймақтары тұрғысынан салыстырмалы талдау зерттелген. Еліміздегі жол көлік оқиғаларының орын алу жағдайлары және құқықтық жауапкершіліктің көлемі туралы айтылған. Қазақстан Республикасының құзіретті органның көрсетуі бойынша, жол-көлік оқиғалары кезіндегі жүргізушілердің жасайтын әрекеттері: белгіленген жылдамдықты көтеру, мас күйінде көлікті басқару, басып озу ережесін бұзып қарама-қарсы жолға шығып кету, жол қиылысы ережесін сақтамай жол кезегін бұзу; ақауы бар көлікті басқару, ара-қашықтықты сақтамау, реттеу дабылына бағынбау; жол жүрісі белгілеріне бағынбау, адамдарды тасымалдау ережесін бұзу; жаяу жүргіншілер ережесін бұзу және т.б. жағдайлар талданған. Көлік құралдарының көбеюі және қоғамдық қатынастың экономикалық дамуының әсерімен байланысты әкімшілік және қылмыстық жауапкершіліктің мөлшері туралы талдау жасалынған. Көлік қатынастарының дамуы да экономикалық тетіктердің дамушы құралы ретінде қарастырылады. Көлік қатынастарының даму кезеңімен қазіргі қоғамдағы жол көлік қатынастарының әсерінен адамзатқа келтірілетін зардаптар туралы және олардың құқықтық нормалар шегімен реттелуі мен келтірілген зардаптардың қалпына келтірілуі туралы баяндалады. Адамдардың жол көлік оқиғаларына қатысушы болуының себептері құқықтық нормаларда орын алуы маңызды. Жол қатынастарының дамуы еліміздегі экономикалық жағынан тиімді болса, апаттар жағынан қауіпті екенін түсінуіміз қажет. Мемлекеттік қызмет көрсетуді жол көлік оқиғаларын бақылауда ұстау үшін пандемияға байланысты қашықтықтан ұйымдастыру қарастырылған. Осы орайда көлік апатынан оқиғалардың кең көлемде орын алу және шешілу жолдарына талдау жасалынған.

Түйін сөздер: әкімшілік құқық бұзушылықтар, әкімшілік жаза, қылмыстық құқық бұзушылықтар, қылмыстық құқық.

Кіріспе. Адам өмірі – еліміздің Ата заңына сай басты қазына. Адам кез-келген мемлекеттің қомақты потенциалы. Азаматтар өмірінің қауіпсіздігі мен тіршілікті қамтамасыз ету шараларын мемлекеттік басқару органдары ұйымдастыру қажет. Құқық қорғау және құқық бұзушылық адами құндылық болғаннан кейін жұмыспен, біліммен, денсаулықты қамтамасыз ету бойынша мемлекет тарапынан ұйымдастырылатын бағдарламаларда жеке және заңды тұлғалардың қауіпсіздігі басты орында тұруы тиіс. Елімізде адами ресурсты тұрақты ұстау үшін соғыс жағдайын, пандемия жағдайын қоспағанда жолда жүріп тұруды қамту тікелей мемлекеттік органның міндеті. Біздің құқықтық нормаларымыздың басты қағидаларынан өмір қауіпсіздігі негіздері басты қорғауда болу қажет. Жол қауіпсіздігіне қатысты өзекті мәселелер жыл сайын күрделенуде. Жол оқиғасының адам өміріне әсер етуі және көлік оқиғаларынан келтірілетін залалдарды қалпына келтіру бойынша құқық қатынастарының заңдылық тұрғысында шешілуі - азаматтық қоғамның жетістігі.

Жол-көлік оқиғалары әлемдегі өлімнің басты себебі болып табылады, нәтижесінде жыл сайын 1,25 миллионнан астам адам қайтыс болып, 50 миллион адам жарақат алады. Жол-көлік оқиғасының құрбандары ұзақ уақыт бойы сақталатын бірқатар физикалық, психологиялық және

занды қажеттіліктерге ие. Бұл қажеттіліктер көбінесе ұзақ мерзімді жұмысқа орналасуға және жеке, әлеуметтік және экономикалық салдары бар қаржылық қиындықтарға әкеледі [1].

Пайдалану жылдамдығының арқасында «Есіктен есікке дейін» оның қалааралық және халықаралық жолаушылар тасымалындағы рөлі артады. Бұл процесс біздің елде де байқалады. 1991 жылы Қазақстанда жалпы алғанда 1,4 млн-ға жуық автомобиль, соның ішінде 372 мың жүк автомобилі, 54 мың автобус, 849 мың жеңіл және 119 мың арнайы автомобиль болды [2].

Қазақстан Республикасы автомобиль жолдарының ұзындығы 128,3 мың шақырымды құрайды, оның ішінде 97,4 мың шақырымнан астамы жалпы пайдаланымдағы автожолдар, оның ішінде 23,5 мың шақырым республикалық маңызы бар автожолдар және 73,9 мың шақырым облыстық және аудандық маңызы бар автожолдар.

Материалдар мен әдістер. Бұл мақаланы жазу барысында авторлар ғылыми-теориялық және практикалық материалдарды зерттеуге негізделген отандық және шетелдік ғалымдардың ғылыми еңбектерін пайдаланды. Жұмыс барысында жол-көлік қылмыстары саласын реттейтін нормативтік құқықтық актілерін талдау әдістері қолданылды, өзге елдерде зерттелетін мәселенің шешіміне салыстырмалы талдау әдістері қоса қолданылды. Жұмыс барысында формальды-логикалық және нормативті-құндылық статикалық әдістер қолданылды.

Зерттеу нәтижесі. Барлық байланыс жолдары, көлік кәсіпорындары мен көлік құралдары біріктіріліп, әлемдік көлік жүйесін құрайды. Көлік құралдары деп автомобильдерді, барлық түрдегі тракторларды және өзге де өздігінен жүретін машиналарды, трамвайларды, троллейбустарды, сондай-ақ мотоциклдерді және басқа да механикалық көлік құралдарын түсіну керек.

Көлік құралын басқару кезінде жүргізушінің телефонды не радиостанцияны пайдалануы – бес айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады. Әкімшілік жаза қолданылғаннан кейін бір жыл ішінде қайталап жасалған әрекет – он айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады. Көлік құралын басқару кезінде телефонды не радиостанцияны тыңдауышты немесе қатты дауысты байланысты қолдану арқылы пайдалануға рұқсат етіледі.

Көлік құралдары жүргізушілерінің белгіленген жүру жылдамдығын сағатына оннан жиырма шақырымға дейінгі шамаға арттыруы – бес айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады. Көлік құралының белгіленген жүру жылдамдығын сағатына жиырмадан қырық шақырымға дейінгі шамаға арттыру – он айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады. Көлік құралының белгіленген жүру жылдамдығын сағатына қырық километрден астам шамаға арттыру – жиырма айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады. Әкімшілік жаза қолданылғаннан кейін бір жыл ішінде қайталап жасалған әрекеттер – отыз айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады.

Маршруттық көлік құралдарын тоқтату, тұрғын аймақтарда жүру, жолаушыларды және жүктерді тасымалдау, қауіпсіздік белдіктерімен жабдықталған көлік құралдарымен жүру кезінде қауіпсіздік белдіктерін, мотоциклдерді басқару және олармен жолаушыларды тасымалдау кезінде мотошлемдерді пайдалану, көлік құралдарын сүйрету, тәуліктің қараңғы мезгілінде немесе анық көрінбейтін кезде жарық беретін аспаптарды пайдалану қағидаларын сақтамау – бес айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады.

Жүргізушінің өзі қатысушы болып табылатын жол-көлік оқиғасына байланысты Қазақстан Республикасының жол жүрісі саласындағы заңнамасында көзделген міндеттерді орындамауы – бес айлық есептік көрсеткіш мөлшерінде айыппұл салуға әкеп соғады. Жүргізушінің жол жүрісі қағидаларын бұзып, өзі қатысушы болып табылған жол-көлік оқиғасы болған жерден кетіп қалуы – бір жыл мерзімге көлік құралдарын басқару құқығынан айыруға әкеп соғады.

«Біздің есептеулеріміз бойынша, Қазақстан Республикасы ӘҚБтК-нің көлік құқық бұзушылықтары туралы 74-бабының 40-ы ғана қылмыстық-құқықтық жауапкершілік саласымен тығыз байланыста, сондықтан бұзылған қоғамдық қатынастарды мемлекеттің құқықтық қорғау дәрежесін анықтауда қателіктерден аулақ болу қиын. Қазақстан Республикасы Қылмыстық кодексінің 10-бабында алғаш рет «қылмыстық теріс қылық» ұғымы пайда болған кезде, іс жүргізу күрделене түсті, оны қылмыс пен әкімшілік құқық бұзушылықтан ажырату керек болды» – деп К.А.Бакишев өзінің ғылыми жұмысында көрсетеді [3].

Көліктегі қылмыстарды біздер ҚР Қылмыстық кодекстің 14-тарауында көрсетілгенін айта отырып, бұрынғы қылмыстық кодекске қарағанда бұл тарауда көліктің барлық түрлері – темір жол, әуе, су көлігі, автомобиль, троллейбус, трамвай, не басқа да механикалық көлік құралдарын жүргізуші адамның жол қозғалысы қауіпсіздігін немесе көлік құралдарын пайдалану ережелерін бұзғаны үшін қылмыстық жауаптылығы жинақталып берілген.

Жол қозғалысы қауіпсіздігі немесе көлік құралдарын пайдалану ережелеріне қарсы қылмысқа қылмыстық заңда көрсетілген қоғамға қауіпті іс-әрекеттерді жасап, көліктің бірқалыпты қызмет етуін бұзатын, соның нәтижесінде заңда көзделген зардаптардың орын алуына жол беретін іс-әрекеттер жатады.

Көлік қылмыстарының топтық объектісі болып жол қозғалысы қауіпсіздігін және көлік құралдарын пайдалану ережелерін реттейтін қоғамдық қатынастар табылады.

Қылмыстың тікелей объектісі – жол қозғалысы қауіпсіздігі және көлік құралдарының нақты түрін (темір жол, су, әуе немесе автомобиль) пайдалану ережелері, ал қосымша тікелей объектісі – кейбір құрамдар үшін адамның өмірі, денсаулығы, сондай-ақ меншігі болуы мүмкін.

Қылмыстың заты – темір жол, су, әуе, автомобиль көліктері және басқа да механикалық көлік құралдары.

Объективтік жағынан алғанда көлік құралдарына бағытталған қылмыстық құқық бұзушылықтардың көпшілігі әрекет немесе әрекетсіздіктен, зардаптан және олардың арасындағы себепті байланыстардан тұрады яғни материалдық құрамдағы қылмыстар десек те болады. Тек қана екі түрлі қылмыс құрамы құрылысы жөнінен формальдық құрамға жатады. Көліктегі қылмыстарды дұрыс саралау үшін осы қылмыстың заты болып табылатын көлік құралдарының түріне дәлме-дәл анықтама берудің маңызы ерекше [4].

Соған қарамастан, көлік саны мен түрлерінің көбеюіне байланысты көлік қылмыстарының көрсеткіші өсіп, онда зардап шеккендер санының күрт өсуі байқалды. Ал көлік қылмыстарының ішінде жол-көлік оқиғалары жетекші орын алады. Жол-көлік оқиғасы-көлік құралының жол бойымен жүруі процесінде және оның қатысуымен туындайтын, адамның өліміне, көлік құралдарының, құрылыстардың, жүктердің бүлінуіне не өзге де материалдық залалға әкеп соқтыратын оқиға³.

Адам өмірі мен денсаулығын бұзатын жол-көлік оқиғаларының нәтижесінде, ата- аналары мен бауырларынан айырып жатқаны жанымызға қатты батады. Мұндай жол қозғалысының қауіпсіздігін қамтамасыз ету және алдын алу мәселелерін шұғыл шешу қажеттігін көрсетеді. Бұл мәселе тек Қазақстанда ғана емес, дүниежүзі бойынша жол-көлік оқиғалары мен соның салдарынан болатын өлім мен жарақат фактілері азаймай, адамдардың көлік құралдарына деген сұранысының арту тенденциясымен қатар, сондай-ақ оларды пайдалану процесінде қоғам өміріне қауіп төндіретін жағдайлардың ұлғаюымен байланысты. Бұл ретте «Автокөлік өлімінің» әлем бойынша қатерлі ісік пен жүрек-тамыр ауруларынан кейін үшінші орынға шығуы таңғаларлық жағдай емес.

Жыл сайын елде көлік құралдарының саны мен жол қозғалысының қарқындылығы артып келеді, бұл қоршаған ортаны бірқатар жағымсыз салдарға әкеледі. Республика қалаларының инфрақұрылымы және көшедегі көлік қозғалысы «автокөлік санының күрт өсуіне» арналмаған, мемлекет тарапынан объективті себептерге байланысты жол-көлік қозғалысына қатысушылардың қауіпсіздігі және көлік оқиғаларының салдарынан сақтандыру іс жүзінде мүмкін емес болып отыр. Қарқынды қозғалыс үшін жолдардың болмауы жүргізушілерді жол қозғалысы ережелерін бұзуға «итермелейді» [5].

Барлық жол-көлік оқиғаларында негізгі орында жүргізушінің әрекеті немесе әрекетсіздігі байқалады. Көлік құралын басқаратын кінәлі кез-келген төтенше жағдайда оның белгілі бір апатты жағдай кезіндегі психологиялық жағдайы әсер етеді. Біздің өмірлік тәжірибеміз дәлелдегендей, мұндай оқиғалар мынадай түрде болады: көлік құралдарының соқтығысуы; көлік құралдарының аударылуы, жаяу жүргіншіні қағып кетуі немесе басып кетуі; тұрып жатқан адамды қағып кетуі немесе басып кетуі; көлік құралынан жолаушылардың құлауы және жануы, жануарларды басып кету т.б.

Жол-көлік оқиғалары көлік құралдарының зақымдалуымен, азаматтардың жарақаттарымен немесе өлімімен байланысты шығындармен ғана емес, сонымен бірге аса қауіпті жүктерді тасымалдайтын көлік құралдарының апаты кезінде болуы мүмкін төтенше жағдайлармен де байланысты. Құқықтық әдебиеттерде автомобиль қылмыстары әкімшілік немесе қылмыстық заңдарда көзделген қоғамға қауіпті іс-әрекеттер (әрекеттер немесе әрекетсіздік), жол қозғалысы қауіпсіздігіне және заңда немесе өзге де нормативтік актілерде белгіленген механикалық көлік құралдарының жұмыс істеу тәртібіне қол сұғушылық болып табылады [6].

Талқылануы. Қазіргі экономикалық дамуда көлік қатынасының және тасымалдау саласының тұрақтануы басты тетік болғандықтан адам өмірінің қауіпсіздігі тұрасында және экономикалық тауар ақша қатынастары мен қызмет көрсетудің аясында барлық механизм адамға зиян келтірмеуді көздеуі қажет. Адами фактор мемлекетіміздің құнды ресурсы. Экономикаға тасымалдау мен көлік қатынастарының дамуы қажет болғанымен азаматтардың жол көлік оқиғаларынан зардап шегу мәселелері де және одан келтірілетін зияндар мөлшерінің қалпына келтіру жолдары жүйелендіруді талап етеді.

Пандемия жағдайында меемлекеттік қызмет көрсетулер қашықтықтан ұйымдастырылуды қажет етті. Осы орайда «Цифрлық Қазақстан 2018-2022» бағдарламасын іске асырудың бес негізгі бағыты нақтыланды:

1. «Экономика салаларын цифрландыру» – еңбек өнімділігін арттыруға және капиталдандырудың өсуіне алып келетін озық технологиялар мен мүмкіндіктерді пайдаланып, Қазақстан Республикасы экономикасының дәстүрлі салаларын түрлендіру бағыттары бекітілді.

2. “Цифрлық мемлекетке көшу” – қажеттіліктерін күні бұрын біліп халық пен бизнеске қызмет көрсету инфрақұрылымы ретінде мемлекеттің функцияларын бірнеше қырынан қарастыру және даму бағыты. Инфрақұрылым саласына көлік саласының дамуы мен жол ережелерінің бақылау сервистері арқылы жұмыс жасауын дұрыс жолға қою және олардың жұмысы адами ресурсқа зиянын тигізбейтіндей етіп жүйелендіру бағытын ұстану қажет.

3. “Цифрлық Жібек жолын іске асыру” – ішкі контур үшін де, Қазақстан Республикасының транзиттік әлеуетін іске асыру үшін деректерді берудің, сақтаудың және өңдеудің жылдамдығы жоғары және қорғалған инфрақұрылымын дамыту бағыты. 4. “Адами капиталды дамыту” – жаңа жағдайға – білім экономикасына көшуді қамтамасыз ету үшін «креативті қоғам» деп аталатын қоғамды құруды қамтитын бағдарламалар адами ресурсты қолдау бағытында жұмыс жасау керек. Адамы жоқ мемлекет болмайды. Адами ресурс қауіпсіздігі – қандай да болсын бағдарламаның, құқықтық нормалардың басты міндеттері болуға тиісті. Бағдарламаны іске асыру бенефициарлары Қазақстан Республикасының барлық халқы, бизнес және мемлекеттік органдары болады, өйткені ол өмірдің барлық салаларына әсер етеді және мемлекеттің әрбір азаматы мен тұрғынының өмір сүру деңгейін арттыруға бағытталған Цифрландырудың жаһандық трендтері және халықаралық тәжірибе бүгінгі күні интернет экономикасы дамушы елдерде жылына 25%-ға дейінгі қарқынмен өсіп келеді, бұл ретте экономиканың бірде бір саласы мұндай қарқынға тіпті жақындай да алмайды. Барлық жаһандық деректердің 90%-ы бар жоғы соңғы екі жылдың ішінде жасалды. Қазірдің өзінде интернетке 35 миллиард құрылғы қосылған және деректермен алмасуды жүзеге асырады, бұл цифр әлемдегі тұрғындардың жалпы санынан бес есе артық. Бірақ, сонымен бірге Үкімет пен корпорация жыл сайын кең таралған жаңа құбылыс – кибершабуылдарға қарсы іс-қимыл жасауға жарты триллионға жуық АҚШ долларын жұмсайды. Цифрландыруға күш салу адами капитал белсенді түрде дамитын – болашақтың білімі мен дағдылары ерте жастан бастап тәрбиеленетін, автоматтандыру және басқа да жаңа технологиялар есебінен бизнес жұмысының тиімділігі мен жылдамдығы артатын, ал азаматтардың өз мемлекеттерімен диалогы қарапайым әрі ашық болатын жаңа қоғамды құруға әкеледі. Осы орайда жол көлік оқиғаларының адам өміріне әсер етуін азайту бағытында мемлекеттік қызмет түрлері қалыптасу керек. Қазіргі таңда шетелден келетін көліктерді тіркеуді жүйелендіру жұмыстары жүргізілуде. Өйткені бұндай көліктермен болатын жол көлік оқиғаларына қатысты тергеу амалдарын жүргізу, анықтау және келтірілген залалды қалпына келтіру сондай-ақ материалдық шығындарды өндіру жолдары қиынырақ болатыны белгілі. Елімізде келтірілген залалды өндіру жолдары азаматтық талап шеңберінде қойылады. Соттар арқылы талаптар материалдық тұрғыда қалпына келтіріледі. Осы тұрғыда азаматтық сот өндірісі арқылы және атқару өндірісі құқықтық нормасының аясында өндірілуге жатады. Ондай жағдайлар тек өндіруге болмайтын мүліктер мен өндіруге болмайтын борышкердің қабілеті арқылы анықталуға жатады. Бүгінде цифрландыру процесі әлемдегі барлық елдерге әсер етеді. Сонымен қатар әрбір ел цифрлық дамудың басымдықтарын өзі айқындайды. Әлемдегі 15-тен астам мемлекет қазіргі уақытта ұлттық цифрландыру бағдарламаларын іске асыруда.

Қазақстан Республикасы ИМ нұсқауы бойынша жол-көлік оқиғалары кезіндегі жүргізушілердің іс-әрекеттері: белгіленген жылдамдықты асыру, басып озу ережелерін бұза отырып қарсы жолаққа шығу, жол кезегін кесіп өту ережелерін сақтамай бұзу; ақаулы көлікті басқару, қашықтықты сақтамау, реттеу сигналына бағынбау; жол қозғалысы белгілеріне бағынбау, адамдарды тасымалдау ережелерін бұзу; жаяу жүргіншілер ережесін бұзу және т.б. [7].

Жол-көлік оқиғаларының жиелеуіне түрткі болатын тағы бір мәселе арнайы жолақпен белгіленген жолдағы жаяу жүргіншілердің өтпеуі; көлік құралынан кенеттен шығу; Көлік құралдарын басқарушылардың мас күйінде болуы, қала ішіндегі ара-қашықтықтың ұзақ орналасуы, қала халқының тығыз орналасуы, ішкі урбанизация процесі және т. б. әсер етеді.

Көлік құралдарын басқаруды, жол ережелерін, жол жағдайын бағалауды, білім алушылардың білімін саралауды және тексеруді үйрету үшін арнайы сынақтарды күшейту және камерамен тапсыру үшін және қажет болса саусақ іздері арқылы анықтайтын құрылғыларды енгізу қажет. Жол-көлік оқиғасы өздігінен пайда болмайды. Бұл қозғалыс ережелерінің кез-келген талаптарын сақтамау салдарынан

болады. ЖКО – да жүргізушілердің өздері ең аз зардап шегеді, ал жолаушылар мен жаяу жүргіншілер ең көп зардап шегеді. Ең сорақысы – жол-көлік оқиғалары кезінде балалардың қаза болуы. Бұл мәселені шешудің ең маңызды мәні – балаларды ең жас жаяу жүргіншілердің жол ережелерін дұрыс дайындау және үйретуге баса ден қою қажет.

Балалардың жол-көлік оқиғаларына ұшырауы жағдайлары да азаймай тұр. Өйткені қандай іс-әрекет болса ол өз ісіне жауап бермейді. Балалардың жол оқиғаларымен болатын байланыстары әсіресе апаттық жағдайда болса қайғы-қасіретке әкеледі. Орта білім бағдарламалары қаншалықты жол ережесін қамтитын шараларды мультфильмдер сияқты бейнероликтермен кәмелетке толмаған балаларға түсінікті қылып және қолжетімді болса бұл да, алдын алу шараларының бірі ретінде ғана әсер етеді. Мобильді қосымшалар арқылы кейбір ақпараттардан балаларды қорғасақ, кейбір ақпараттар балаларға қауіпсіздік, соның ішінде жол қауіпсіздігі турасында ақпарат беріп, орта білім беретін ұйымдар мен мекемелерде дәріптелсе нұр үстіне нұр болары анық. Өйткені балалар өмірінің қауіпсіздігі – ашық естуші мемлекеттің және азаматтық қоғамның басты мақсаты.

XX ғасырдың басында көшелер мен жолдардағы жол-көлік оқиғаларының оқшауланған жағдайлары қысқа тарихи уақыт аралығында көптеген адамдардың жаралануының, мүгедектігінің және өлімінің негізгі себебі болды, сондықтан адамзаттың ерекше алаңдаушылығын тудырды. «Қараша айының үшінші жексенбісі – Дүниежүзілік жол-көлік оқиғаларының құрбандарын еске алу күні. Әлем бойынша жыл сайын 1,5 млн адам, күн сайын 2600, әр 24 секунд сайын 1 адам жол-көлік оқиғасынан көз жұмады. Бейбіт күнде осындай көрсеткіш болуы өте қайғылы жағдай», - дейді Дүниежүзілік денсаулық сақтау ұйымының Қазақстандағы тұрақты өкілі, доктор Олег Честнов.

Азаматтық құқықтың маңызды қағидаттарының бірі келтірілген зиянды толық өтеу болып табылады. Осыған байланысты ЖКО нәтижесінде автомобильге келтірілген зиянды анықтау кезінде оның тозуын ескеру немесе ескермеу қажеттілігі туралы мәселе өзекті болып қалуда. Заттың тозуы – бұл қатты зат бетінен материалдың бөлінуінің тозуы және үйкеліс кезінде оның тұрақты деформациясының күшеюі, ол заттың өлшемі немесе формасының біртіндеп өзгеруімен көрінеді [8].

2018 жылдың басындағы жағдай бойынша Қазақстанда жұмыс істеп тұрған техникалық қызмет көрсету және жөндеу кәсіпорнына 1850-1900 көлік құралы келеді, ал Еуроодақ елдерінде бұл көрсеткіш – 586 бірлікті құрайды, жалпы есептік шама автомобиль паркінің 750 бірлігі деңгейінде болып отыр. Осылайша, біз техникалық қызмет көрсету кәсіпорындарының үш есе жетіспеушілігін сезінеміз. Осы фактілерді негізге ала отырып, көлік құралдарын техникалық жарамды күйде пайдалануды ұйымдастыру түбегейлі реформалауды талап ететінін атап өтуге болады, өйткені мамандандырылған Автосервис тапшылығы қазақстандық экономиканың дамуын Елеулі инфрақұрылымдық шектеуге әкелуі мүмкін [9].

Француз ойшылы Лео Кампион: “жүргізуші – бұл машинаның ең қауіпті түйіні”, - деген. Сондықтан көбінесе автокөлік жүргізушілері жолдағы түрлі апаттардың болуына, өздері кінәлі болады. Көлік қозғалысы процесіне қатысу кезінде орын алатын жазатайым оқиғалар, жағдайлар. Сондай-ақ, жол-көлік оқиғасының міндетті белгісі кез-келген мүлікке материалдық залал келтіру немесе адам денсаулығына зиян келтіру болып табылады. Апатқа байланысты материалдық залал келтірілген құқықтық қатынастар ҚР Азаматтық Кодексімен, ҚР “Көлік құралдары иелерінің азаматтық-құқықтық жауапкершілігін міндетті сақтандыру туралы” Заңымен реттеледі. Қазақстан Республикасы АҚ, 934-бабына сәйкес, зиянды өтеу туралы талаптарды қанағаттандыра отырып, сот істің мән-жайларына сәйкес келтірілген зиянды толығымен заттай өтеуге міндеттейді [10].

Адами ресурсқа жол көлік саласының әсер етуін үнемі бақылауда ұстап анализ, мониторинг жасау және осы фактілерді азайтудың және алдын-алудың шараларын жүзеге асыру-атқарушы биліктің басты мақсаты. Жол-көлік оқиғаларының туындау себептері мен жағдайларын талдау және осы себептер мен жағдайларды жою үшін әрбір елде, өңірде, қалада жол-көлік оқиғаларын есепке алу жүргізіледі. Оны ведомстволық мекемелер өз құзіретіне сай атқарады, мекемелері, автомобиль жолдарын мемлекеттік басқару органдары, даралық және жеке меншік жолдарының иелері жол-көлік оқиғаларын есепке алу шараларын жүргізеді.

Қазақстан Республикасы Бас прокуратураның Құқықтық статистика және арнайы есепке алу жөніндегі комитетінің 2020 жылы адамдардың өліміне немесе жарақаттануына әкеп соққан жол-көлік оқиғалары туралы есебінде еліміздің жолдарында 11 837 жол-көлік оқиғасы тіркелген [11].

Бұл өткен жылдың сәйкес кезеңінен 20,7%-ға төмен. Салыстырмалы түрде алып қарасақ, 2019 жылдың осы кезеңінде 14 835 жол апаты тіркелген. Қоғамдық көліктің қатысуымен болған жол-көлік оқиғаларының көрсеткіштері айтарлықтай төмендеді, 2020 жылдың қаңтар айында 173 ЖКО орын

алды, онда 18 адам қаза тауып, 228 адам жарақат алды, 2019 жылдың 11 айында 327 жол-көлік оқиғасы орын алды, онда 52 адам қаза тауып, 592 адам жарақат алды.

Жол-көлік оқиғаларының төмен көрсеткіші, бірінші кезекте, өңірлер бойынша карантиндік шаралардың енгізілуіне байланысты (Covid-19 коронавирустық инфекциясы) азаюы мүмкін. Көлік қозғалысының қарқыны бірнеше есе азайды. Алайда, шектеу шаралары алынып тасталғаннан кейін көлік ағыны артып, апаттар жиілей бастады. ІІМ мәліметінше, жол-көлік оқиғасының 96 пайызына жүргізушілер кінәлілігі анықталады.

Көлік апатына келтірілген зиянның аясында сақтандыру қатынастары да дамуда. Сақтандыру қатынастары арқылы келтірілген зияндар қалпына келтіріледі. Автокөлік құралдарының жауапкершілігін міндетті сақтандыру институты көлік құралының иесіне оның кінәсінен болған ЖКО жағдайында зардап шеккендер алдындағы өз жауапкершілігін сақтандыруға мүмкіндік береді. Сақтандыру нормаларының дамуы келтірілген залалды материалдық өндіру бойынша азаматтық сот өндірісінде шешіледі. Сақтандыру саласының осы орайда міндеттілігі аса қажет фактор. Ол да материалдық тұрғыда өндіру шаралары тікелей көмектеспесе де жанама түрде қаржылық жағдайды қалпына келтіруге себеп болады [12].

Әлемдік экономиканың инфляциялық құрамдас бөлігімен қатар жүретін қазіргі даму жағдайында жолаушыны тасымалдау кезінде келтірілген зиянды шекті өтеудің тұрақты, абсолютті көрсеткіштері үнемі түзетуді талап етеді. Бұл, атап айтқанда, халықаралық әуе тасымалдарының кейбір ережелерін оңтайландыруға арналған нормалары 1999 жылғы Конвенцияда талқыланады [13].

Қорытынды. Әлемдік сауда құрылымын талдау нәтижелері белгілі бір аймақтағы саяси және экономикалық жағдай әлемнің басқа аймақтарындағы жағдайға әсер ететінін көрсетеді.

- ТМД елдерінің аумағында халықаралық көлік дәліздерін құру және дамыту мәселесі әлемдік экономикалық даму процесінің құрамдас бөлігі ретінде әлемдік көлік жүйесін дамытудың негізгі аспектілері тұрғысынан тұжырымдалуға тиіс.

- Қазақстан аумағы арқылы транзиттік тасымалдар дамыған жағдайда Азия-Еуропалық қатынастағы контейнерлік тасымалдар: Қытайдың оңтүстік порттарынан және Оңтүстік-Шығыс Азия елдерінен Еуропаға және кері қарай теміржол және теңіз жолдары бойынша неғұрлым маңызды болады.

- Қытайдың батыс өңірінен Орта Азия, ТМД елдеріне, Каспий бассейніне жүк тасымалдау Қазақстан территориясы арқылы бағыттаудың келешегі зор.

Қазақстан дамушы құқықтық мемлекет. Даму үшін бізге ең бірінші адами ресурсты қалыптастыру және оның қауіпсіздігін басты жолға қою, бағыт бағдарламалардың жүргізілуі және экономикаға әсер ететін көлік инфрақұрылымын жүйелендіру қажет. Ол инфрақұрылым цифрландыру бағытында құрылуы тиіс.

Тақырыпты зерттей келе төмендегі ұсыныстарды ұсынуға болады:

1. Алкогольдік ішімдік қолданған жүргізушіні анықтайтын құрылғыны көліктерге орнату арқылы мас күйде көлік жүргізуге болмайтындай етіп мәселені шешу.

2. Қала ішілік және елді мекен жолдарында жылдамдықты бақылайтын камералармен қамтылатын радиуста қондыру және жарықтандыру жұмыстары, жол белгілерінің анықтығын және түнде көрінетіндей ету, қадағалау, жоғары қауіптілік көзін құрайтын көлік құралдарына жылдамдықты тежеу аппаратын орнату. Жаяу жүргіншілердің жолда көрінуін қамтамасыз ету мақсатында арнайы дыбыстық және лазерлік жарықтандыру қондырғыларын ұлғайту;

3. Басқару құқығы жоқ адамдарды бейне бақылау арқылы анықтау, тек көлік жүргізушілерді базаға енгізу арқылы мониторинг жасап ІІ қызметіне хабар беруді автоматтандыру бағытын оңтайландыру;

4. Балаларға арналған қауіпсіздік туралы мәліметтерді қолжетімді ететіндей орта білім беретін ұйымдарда бейне роликтерді көбейту, тарату жолдарын жүйелендіру.

Азаматтық қоғам құру, демократияға бет бұрған 30 жыл тәуелсіздікті еңсерген мемлекеттің адам және азаматтар құқықтары мен мүдделерінің қорғалуы құқықтық тұрғыда және экономикалық қатынастарда қауіпсіздігі жоғары деңгейде тұруы керек. Өйткені Ата заңымыздың басты қазынасы – адам өмірі екенін естен шығармау қажет. Әрбір құқықтық нормада, құқықтық сауаттылық, құқықтық сана ұғымдары басшылыққа алынып, адами ресурстың қауіпсіздігі басты назарда болуға тиісті.

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АКТУАЛЬНЫЕ ВОПРОСЫ ВОССТАНОВЛЕНИЯ УЩЕРБА ИМУЩЕСТВА, ПРИЧИНЕННОГО ДОРОЖНО – ТРАНСПОРТНЫМИ ПРОИСШЕСТВИЯМИ

Аннотация. Данная статья направлена на исследование вопросов юридической ответственности за транспортные правонарушения, регулируемые законодательством Республики Казахстан. В статье рассматривается понятие состава транспортных правонарушений, вопросы административной и уголовной ответственностей, сравнительный анализ в разрезе областей страны по дорожно-транспортным правонарушениям. Согласно показателям уполномоченных органов Республики Казахстан, дорожно-транспортные происшествия совершаются, в частности по следующим причинам: превышение допустимой скорости, вождение автотранспортного средства в состоянии алкогольного опьянения, обгон и выезд на встречную полосу, не соблюдение дистанции, не соблюдение правил дорожного движения, нарушение правил перевозок пассажиров, нарушение правил пешеходного движения и др. Проведен анализ степени уголовной и административной ответственности, связанной с увеличением автотранспортных средств и влиянием роста экономического развития. Развитие и совершенствование транспортных отношений рассматривается как инструмент развития экономических механизмов. В статье описываются вопросы возмещения вреда как следствие развития дорожно-транспортных отношений, и необходимость четкого урегулирования данных отношений нормами права.

Важным аспектом является вопрос закрепления правового положения субъектов дорожно-транспортных отношений в нормативно-правовых актах. Необходимо помнить, что несмотря на тот факт, что развитие дорожно-транспортных отношений является выгодным с точки зрения экономики страны, не соблюдение элементарных правил дорожного движения несет в себе наибольшую опасность. В период пандемии государственными службами был организован дистанционный контроль за соблюдением правил дорожного движения.

В связи с вышесказанным, в данной статье была проведена попытка решения проблем, связанных с дорожно-транспортными происшествиями.

Ключевые слова: административные правонарушения, административное право, административное взыскание, уголовное правонарушение, уголовное право.

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CURRENT ISSUES OF RESTORATION OF PROPERTY DAMAGE CAUSED BY ROAD ACCIDENTS

Abstract. This article is aimed at studying the issues of legal liability for transport offenses regulated by the legislation of the Republic of Kazakhstan. The article examines the concept of the composition of transport offenses, issues of administrative and criminal liability, a comparative analysis in the context of regions of the country for road traffic offenses. According to the indicators of the authorized bodies of the Republic of Kazakhstan, road accidents are committed, in particular for the following reasons: exceeding the permissible speed, driving a vehicle while intoxicated, overtaking and driving into the oncoming lane, not keeping a distance, not observing traffic rules, breaking the rules transportation of passengers, violation of the rules of pedestrian traffic, etc. The analysis of the degree of criminal and administrative liability associated with the increase in vehicles and the impact of economic growth.

The development and improvement of transport relations is considered as a tool for the development of economic mechanisms. The article describes the issues of compensation for harm as a consequence of the

development of road transport relations, and the need for a clear regulation of these relations by the rules of law. An important aspect is the issue of consolidating the legal status of subjects of road transport relations in regulatory legal acts. It must be remembered that despite the fact that the development of road transport relations is beneficial from the point of view of the country's economy, failure to comply with basic traffic rules carries the greatest danger. During a pandemic government services organized remote control over the observance of traffic rules. In connection with the above, this article has attempted to solve the problems associated with road accidents. Key words: administrative offenses, administrative law, administrative penalty, criminal offense, corner law.

Key words: administrative offenses, administrative penalty, criminal offenses, criminal law.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 177 – 184

<https://doi.org/10.32014/2021.2518-1467.181>

UDC 343.9

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SYSTEMATIZATION AND SUBSTANTIATION OF THE FUNDAMENTAL RIGHTS AND FREEDOMS OF JUVENILE CONVICTS: THE PENAL ASPECT

Abstract. The article provides the substantiation and systematization of the basic constitutional rights and freedoms of juvenile convicts who are, by court decision, in places of confinement. First of all, the author is determined with such concepts as "legal status", "legal (social) status of a convicted person", and comes to the following conclusion that in the theory of law and the doctrine of criminal executive law in Russia, these concepts are presented as equivalent.

In its most general form, the legal status of convicted juveniles is the position of convicts regulated by the norms of various branches of law while serving a criminal sentence of imprisonment.

The foundations of the legal status of convicted juveniles are enshrined in international legal acts, such as: the Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights, the International Covenant on Economic, Social and Cultural Rights, the European Convention for the Protection of Human Rights and Fundamental Freedoms and other international sources rights.

Thus, under the legal status (status) of convicted juveniles, the author defines a set of legal elements (duties and rights, legitimate interests and legal restrictions) expressing the specifics and determining the content of the position of convicts while serving a sentence of imprisonment in an educational colony of the Federal Penitentiary Service of Russia.

Based on the results of theoretical, methodological and empirical research, the author introduces into scientific circulation such a concept as the "Educational Center" of the Federal Penitentiary Service of Russia.

Conclusions are drawn, and the modernized infrastructure of the Russian penal system is determined.

The article was prepared in the scientific specialty of the Higher Attestation Commission of the Ministry of Science and Higher Education of the Russian Federation: 12.00.08 - "Criminal law and criminology; penal law".

The presented material in the publication does not contain information related to state secrets of the Russian Federation.

Key words: the legal status of convicted minors; constitutional rights and freedoms of convicted juveniles; systematization of the fundamental rights and freedoms of prisoners; guarantee of rights and freedoms; the social status of the convict; the structure of the status of a convicted minor; educational colony of the Federal Penitentiary Service of Russia; educational center of the Federal Penitentiary Service of Russia; modernization of the infrastructure of the penal system in Russia; penal law; juvenile law; international agreements (treaties).

Introduction. An essential factor in the democratization of Russian society is the constitutional consolidation of human and civil rights and freedoms as the highest value, as well as adherence to them in accordance with generally recognized principles and norms of international law [1, 4, 5].

However, the distance between the enshrined legal prescriptions, rights and freedoms and the opportunity to actually use them is too great - this is because the formal recognition of the broadest rights and freedoms does not mean that a person will immediately have the opportunity to fully enjoy the benefits underlying them. This requires an effective social and legal mechanism for the implementation of rights and freedoms, including guarantees for their provision [3, 4].

This is dictated, first of all, by a break with the totalitarian past, profound political and socio-economic

transformations, a fundamental update of legislation, and finally, the need to bring the legal-guaranteeing functions of certain bodies of the Russian state in line with constitutional and international obligations in the field of human rights [3, 4]. In this sense, the functions of bodies executing criminal punishment in the form of imprisonment in relation to juvenile convicts are not an exception [6].

It is no coincidence that the issue of the legal status of the individual in general and of minors sentenced to imprisonment serving sentences in educational colonies of the Federal Penitentiary Service of Russia, in particular, is currently on the agenda. Imprisonment as a type of criminal punishment is currently the most applicable in most countries, including Russia.

Execution (serving) of punishment is a very complex process, affecting all aspects of the life of the convict's personality, giving rise to many social relations [16, 17].

Therefore, the legal status of convicts in general, and juvenile convicts serving sentences in educational colonies of the Federal Penitentiary Service of Russia, in particular, is an intersectional institution [16, 17].

Materials and methods. Due to their specific position, these persons acquire or lose some rights and obligations, their implementation and performance can be carried out in special forms. The study of social relations arising in this sphere is fully consistent with the logic of the development of scientific knowledge on the issues of ensuring the rights and freedoms of man and citizen in general, and the legal status of juvenile convicts serving sentences in educational colonies of the Federal Penitentiary Service of Russia, in particular, it reinforces and simultaneously produces theoretical developments and conclusions [13, 18].

The concepts of "legal status" and "legal status of a convicted person" in the theory of law and the doctrine of criminal-executive law are regarded as equivalent. In its most general form, the legal status of convicted minors is the position of convicts regulated by the norms of various branches of law while serving a criminal sentence in the form of imprisonment [22].

The basics of the legal status of convicted juveniles are enshrined in international legal acts, such as: the International Covenant on Economic, Social and Cultural Rights, the European Convention for the Protection of Human Rights and Fundamental Freedoms and other international sources of law [1, 3, 4].

So, in turn, the legal status of juvenile convicts in the Russian Federation is based on the general legal status of citizens of Russia, since in Art.6 of the Constitution of the Russian Federation [5] directly states that a citizen of Russia cannot be deprived of his citizenship.

Moreover, according to Art.20 of the Federal Law of May 31, 2002 No. 62-FL "On Citizenship of the Russian Federation"[8], serving a criminal sentence serves as an obstacle to renouncing the citizenship of the Russian Federation at the request of the convicted person. The preservation of the citizenship of the state and the legal status of a citizen of the Russian Federation for convicts is of great international, socio-political and educational significance, as it characterizes the approach of the state to a criminal from a humanistic standpoint. In addition, this means that the legal status of convicted juveniles is also enshrined in other federal laws that establish the implementation of constitutional rights, freedom and obligations for all citizens of the Russian state.

Results. The system for the implementation of constitutional guarantees of the rights and freedoms of convicted juveniles serving a sentence of imprisonment in the "Educational Colony" of the Federal Penitentiary Service of Russia of the Ministry of Justice of the Russian Federation includes:

1) To receive information about their rights and obligations, about the procedure and conditions for serving the type of punishment imposed by the court. The administration of the penitentiary institution of the Federal Penitentiary Service of Russia or the body executing the sentence is obliged to provide the juvenile convicts with the specified information, as well as acquaint them with changes in the procedure and conditions for serving sentences;

2) Polite treatment by the staff of the penitentiary institution executing the sentence. Convicted persons should not be subjected to cruel or degrading treatment or punishment. Coercive measures against convicted minors may be applied only on the basis of the law;

3) For life and health. Juvenile convicts, regardless of their consent, cannot be subjected to medical and other experiences that endanger their life and health;

4) To address with proposals, applications and complaints to the administration of the penitentiary institution or the body executing punishment, to the higher management bodies over the penitentiary institutions. For example, the Office of the Federal Penitentiary Service of Russia, the Presidential Ombudsman for the Rights of the Child in the Russian Federation, the Presidential Administration of the Russian Federation, state authorities, local governments, public associations, as well as interstate bodies for the protection of human and civil rights and freedoms;

- 5) For health protection, including receiving primary health care and specialized medical care in outpatient and inpatient conditions, depending on the medical opinion;
- 6) For psychological assistance provided by employees of the psychological service of the penitentiary institution and other persons entitled to provide such assistance;
- 7) Social security, including pensions and social benefits, in accordance with the legislation of the Russian Federation;
- 8) To provide qualified legal assistance. Juvenile convicts may use the services of lawyers, as well as other persons entitled to provide such assistance [6, 18, 23].

The structure of the mechanism for the realization of the rights and freedoms of convicted juveniles is as follows: the presence of a regulatory framework:

- 1) the lawful activity of the convicts in question, aimed at their implementation;
- 2) the activity of obliged subjects (the administration of the "Educational colony" of the Directorate of the Federal Penitentiary Service of Russia) for its implementation, corresponding to the law of these persons [6, 18, 23].

The law enforcement activities of state bodies, including the administration of the "Educational Colony" of the Federal Penitentiary Service of Russia, are among the guarantees of the realization of the rights of juveniles sentenced to imprisonment.

The concept and types of constitutional guarantees for the protection of the rights and freedoms of convicted juveniles serving sentences in the "educational colonies" of the Federal Penitentiary Service of Russia:

- 1) Guarantees for the protection of the rights and freedoms of these persons are manifested at two levels, including state and public protection and means of international legal protection;
- 2) Guarantees of state protection of the rights and freedoms of minors sentenced to imprisonment:
 - a) departmental control;
 - b) control of state bodies and local self-government bodies;
 - c) prosecutor's supervision and judicial protection [6, 18, 23].

Departmental control has the greatest, in comparison with other types of control, the ability to directly influence the implementation of constitutional human and civil rights.

Specific forms of departmental control, as well as the methods and forms corresponding to them, are selected taking into account its goals, objectives, subjects and objects.

The guarantee of constitutional and international protection of the rights and freedoms of juvenile convicts serving sentences in educational colonies of the Federal Penitentiary Service of Russia is understood as provided for by the Constitution of the Russian Federation, the criminal-executive legislation of the Russian Federation and international regulatory legal acts [5, 6, 21].

A legal guarantee that serves to ensure the rule of law in the form of the possibility of convicts to appeal to the justice authorities in cases where they believe that their rights and freedoms have been violated or infringed upon in any of the spheres of life during their stay in places of detention [5].

The right of convicted juveniles serving sentences in educational colonies to personal safety is as follows:

The right of the considered category of persons to personal safety is understood to be due to the presence of a threat to his life and health, which necessitates transfer to a safe place or the adoption of other measures, including of an organizational and legal nature, to eliminate this threat [6, 18]. The implementation of which is carried out at the request of the convicted person or at the initiative of the head of the educational colony of the Federal Penitentiary Service of Russia.

The significance of this right lies in the fact that the legislator not only discloses it, but also establishes the constitutional implementation of this right for convicted minors - they have the right to personal security in the event of a threat to their personal safety from other convicts or other persons.

Discussion. The specificity of this right is due to both the specifics of the penal system of Russia and the peculiarities of the forms of ensuring the right of these convicts to safety, which are diverse and are enshrined in the norms of the criminal executive law of Russia [13].

In turn, by the legal status of juvenile convicts, we mean a set of legal elements (duties and rights, legitimate interests and legal restrictions) expressing the specifics and determining the content of the position of convicts while serving a sentence of imprisonment in an educational colony of the Federal Penitentiary Service of Russia.

There are the following types of legal status of a convicted minor:

- 1) general, or constitutional, status of a citizen of the Russian Federation;
- 2) special, or generic, status of convicts as a certain category of citizens;
- 3) the special, or specific, status of persons serving various types of criminal sentences;

4) individual status[6, 16, 18].

The structure of the status of a convicted juvenile is formed by a combination of four elements taken in pairs: duties and rights, legal interests and legal restrictions. The ratio of these elements forms the legal content of the status, both of a particular convict and persons serving the same type of criminal punishment [16, 21].

The creation of a single type of regime will make it possible to protect juveniles sentenced to serve their sentences in an educational colony of the Federal Penitentiary Service of Russia with a reinforced regime from the negative influence of adult criminals.

This, first of all, will make it possible to include public associations and parents in the system of educational work with convicted juveniles, facilitate the solution of issues of labor and household arrangements for those who are released, and make it possible to make fuller use of the rights granted by law. In addition, this will make it possible to reduce the budgetary costs of transporting (transferring) convicts across the territory of the Russian Federation.

In turn, the criminal and penal legislation of the Russian Federation establishes the principle of differentiating the appointment and execution of punishment. For example, Article 80 of the Criminal Code of the Russian Federation establishes the separation of men and women, minors and adult prisoners [6].

This requirement is also stipulated in international standards for the treatment of prisoners (paragraph 29 of the UN Rules for the Protection of Juveniles Deprived of their Liberty) [3].

Thus, this principle determines the infrastructure of the Russian penal system, which is obliged to ensure the isolation of minors and adults by placing them in various types of educational institutions of the Federal Penitentiary Service of Russia.

So, according to Art.87 of the Criminal Code of the Russian Federation "Minors are persons who at the time of the crime were fourteen years old, but not eighteen years old" [7].

This concept is consistent with the definition of a juvenile prisoner given in the United Nations Rules for the Protection of Juveniles Deprived of their Liberty and the Convention on the Rights of the Child, which states that a minor is "every human being under the age of 18" (Art. 1) [1].

At the same time, both the Criminal Code of the Russian Federation (in Art. 96) and the PEC of the Russian Federation (in Art. 139) allow persons over 18 years of age to serve their sentences in educational colonies until they reach 19 years of age, that is, the joint detention of minors and persons who have left this age [7].

This decision is generally positive, since it allows to consolidate the results of educational work with pupils, as well as to involve 18-19-year-olds in the chores necessary for the institution, where adolescents cannot be used. But, even when the age limit is set at the age of 19, not all convicts have time to serve their sentences.

At the same time, the extension of the possibility of serving a sentence in an educational colony for persons who have overcome the eighteen-year age threshold for a minor. The age ratio of minors and adults noticeably changes, with the prevalence of the latter, entails an increase in the number of the contingent as a whole, poses new problems for the staff of the correctional institution of the Federal Penitentiary Service of Russia, which is forced to restructure its work taking into account the increasing age range of convicts.

This, of course, also imposes additional financial burdens on the educational colonies, which are forced to provide adult convicts with the food standards and material and technical support established for minors.

In turn, a proposal is being made to create, at educational colonies, sections working in the regime of a general regime correctional colony for convicts who have reached the age of 18, until they have completed serving their sentence without age restrictions [6, 7].

To implement this proposal, it is required to make appropriate changes to the Criminal Code of the RF and the PEC of the RF [6, 7].

Taking into account these problems and ways to solve them, it is proposed to create a network of educational centers of the Federal Penitentiary Service of Russia.

In turn, the Educational Center of the Federal Penitentiary Service of Russia is defined as a type of correctional institution of the Federal Penitentiary Service of Russia, providing a complete cycle of work with persons who have committed a crime as a minor [22].

Also, in our opinion, the "Educational Center" is, first of all, one of the types of educational institution for persons who have committed a crime as a minor, accumulating the directions of work of various types of institutions by the penal system of Russia [21].

The purpose of creating such a complex is to put a barrier on the path of further criminalization of convicted juveniles. Also, the creation of the complex is carried out on the basis of an educational colony and is focused

on the administrative centers of the Federal Penitentiary Service of Russia, which will allow organizing the functioning of all its structural divisions.

Conclusion. When organizing the educational process, educational work is aimed at preparing a more socialized personality of a convicted minor. The overloading of juvenile convicts with negative experiences has not yet been the subject of correction. On the contrary, the objective conditions of upbringing in an artificially created closed world of places of deprivation of liberty create additional conditions for the criminalization of the environment and the convicts themselves.

The requirements that were previously presented to a juvenile convict in places of deprivation of liberty were aimed at the formation of an obedient convict. Compliance with the regime requirements of a correctional institution, such as attending an evening general education (shift) school, vocational school, employment was assessed, first of all, from the point of view of the organization of life and activities of places of deprivation of liberty and how the teenager "fit" into this structure (not violates the detention regime, attends school, does not refuse work, does not oppose the administration). It is these indicators that determine the degree of correction of the convict.

At the present time, a juvenile convict who has arrived at the "educational colony" of the Federal Penitentiary Service of Russia shows signs of social maladjustment. He, like all convicts serving a sentence of imprisonment in the educational colony of the Federal Penitentiary Service of Russia, does not know how to properly build relationships with peers, determine the line of behavior in society, provide for their physical and spiritual needs, observing generally accepted legal and moral / immoral / norms.

The main task that the previously defined "Educational Center" of the Federal Penitentiary Service of Russia should solve when conducting educational work with convicts is, first of all, to find the reasons for the social maladjustment of the personality of a minor convict, to correct those personal qualities that prevented him from adapting to the requirements of a law-abiding modern Russian society, prepare a socialized personality.

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КӘМЕЛЕТТІК ЖАСҚА ТОЛМАҒАН СОТТАЛУШЫЛАРДЫҢ НЕГІЗГІ ҚҰҚЫҚТАРЫ МЕН БОСТАНДЫҚТАРЫН ЖҮЙЕЛЕУ ЖӘНЕ НЕГІЗДЕУ: ЖАЗАЛАУ АСПЕКТІСІ

Аннотация. Мақалада сот шешімімен бас бостандығынан айыру орындарында отырған кәмелетке толмағандардың негізгі конституциялық құқықтары мен бостандықтарын негіздеу мен жүйелеу қарастырылған. Ең алдымен, автор «құқықтық мәртебе», «сотталғанның құқықтық (әлеуметтік) мәртебесі» сияқты ұғымдарды анықтай отырып, келесі тұжырымға келеді: Ресейде құқық теориясы мен қылмыстық атқару құқығы доктринасы ұғымдары эквивалент ретінде берілген.

Ең жалпы түрде кәмелетке толмағандардың құқықтық мәртебесі – бұл бас бостандығынан айыру түріндегі қылмыстық жазаны өтеу кезінде құқықтың әр түрлі салаларының нормаларымен реттелетін сотталушылардың жағдайы.

Кәмелеттік жасқа толмаған сотталушылардың құқықтық мәртебесінің негіздері халықаралық құқық актілерінде бекітілген, мысалы: Адам құқықтарының жалпыға бірдей декларациясы, азаматтық және саяси құқықтар туралы халықаралық пакт, экономикалық, әлеуметтік және мәдени құқықтар туралы халықаралық пакт, Еуропалық конвенция, адам құқықтары мен негізгі бостандықтарды қорғау және басқа да халықаралық көздердің құқықтары.

Осылайша, автор кәмелетке толмаған сотталғандардың құқықтық мәртебесі бойынша Ресей Федерациясының ФСИН тәрбие колониясында бас бостандығынан айыру түріндегі жазаны өтеу кезінде сотталғандардың жағдайының ерекшелігін білдіретін және мазмұнын анықтайтын заңды элементтердің (міндеттер мен құқықтар, заңды мүдделер мен құқықтық шектеулер) жиынтығын анықтайды.

Теориялық, әдістемелік және эмпирикалық зерттеулердің нәтижелері бойынша автор ғылыми айналымға Ресей Федералды қылмыстық атқару қызметінің «Білім беру орталығы» сияқты түсінікті енгізеді. Қорытынды жасалады, ресейлік пенитенциарлық жүйенің жаңартылған инфрақұрылымы анықталады.

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: сотталған кәмелетке толмағандардың құқықтық мәртебесі; сотталған кәмелетке толмағандардың конституциялық құқықтары мен бостандықтары; тұтқындардың негізгі құқықтары мен бостандықтарын жүйелеу; құқықтар мен бостандықтардың кепілдігі; сотталушының әлеуметтік жағдайы; сотталған кәмелетке толмағанның мәртебесінің құрылымы; Ресей Федералдық қылмыстық атқару қызметінің оқу колониясы; Ресей Федералдық қылмыстық атқару қызметінің оқу орталығы; ресейлік пенитенциарлық жүйенің инфрақұрылымын жаңғырту; қылмыстық құқық; ювеналды құқық; халықаралық келісімдер.

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СИСТЕМАТИЗАЦИЯ И ОБОСНОВАНИЕ ОСНОВНЫХ ПРАВ И СВОБОД НЕСОВЕРШЕННОЛЕТНИХ ОСУЖДЁННЫХ: УГОЛОВНО-ИСПОЛНИТЕЛЬНЫЙ АСПЕКТ

Аннотация. В статье проводится обоснование и систематизация основных конституционных прав и свобод несовершеннолетних осуждённых, находящихся по решению суда в местах лишения свободы. В первую очередь автор определяется с такими понятиями как «правовое положение», «правовой (социальный) статус осуждённого», и приходит к следующему заключению, что в теории права и доктрине уголовно-исполнительного права России, данные понятия представляются как равнозначные.

В самом общем виде правовой статус несовершеннолетних осуждённых – это урегулированное нормами различных отраслей права положение осуждённых во время отбывания уголовного наказания в виде лишения свободы.

Основы правового статуса несовершеннолетних осуждённых закреплены в международных правовых актах, таких как: Всеобщей декларации прав человека, Международном пакте о гражданских и политических правах, Международном пакте об экономических, социальных и культурных правах, Европейской конвенции о защите прав человека и основных свобод и других международных источниках права.

Таким образом, под правовым положением (статусом) несовершеннолетних осуждённых автор, определяет совокупность юридических элементов (обязанностей и прав, законных интересов и правовых ограничений), выражающих специфику и определяющих содержание положения осуждённых во время отбывания наказания в виде лишения свободы в воспитательной колонии ФСИН России.

По результатам теоретико-методологического и эмпирического исследования автор вводит в научный оборот, такое понятие, как «Воспитательный центр» ФСИН России. Делаются выводы, и определяется модернизированная инфраструктура уголовно-исполнительной системы России.

Статья подготовлена по научной специальности ВАК Министерства науки и высшего образования РФ: 12.00.08 – «Уголовное право и криминология; уголовно-исполнительное право».

В публикации представленный материал не содержит информации, относящейся к государственной тайне Российской Федерации.

Ключевые слова: правовое положение несовершеннолетних осуждённых; конституционные права и свободы несовершеннолетних осуждённых; систематизация основных прав и свобод заключённых; гарантия прав и свобод; социальный статус осуждённого; структура статуса несовершеннолетнего осуждённого; воспитательная колония ФСИН России; воспитательный центр ФСИН России; модернизация инфраструктуры уголовно-исполнительной системы России; уголовно-исполнительное право; ювенальное право; международные соглашения (договора).

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 185 – 190

<https://doi.org/10.32014/2021.2518-1467.182>

UDC 342.565
IRSTI 10.15.33

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THEORETICAL LEGAL RESEARCH OF INSTITUTE OF JUDICIAL AUTHORITY

Abstract. The article analyzes using the normative and systematic methods, as well as analysis and synthesis, judicial authority, its place on the role in system of checks and balances including the content of theoretical law researches of institute of this power in the works of legal scholars.

According to the authors of the article came to the conclusion judicial authority is one of varieties of state power and is exercised only by court in person of judges, as well as jurors involved in prescribed manner, and no other bodies and persons have the right to assume exercise of its powers, justice is exercised regardless of legislative and executive power, it is carried out through constitutional, civil, administrative, criminal and other forms of legal proceedings.

The article concludes judiciary should be recognized as sphere of authority assigned to specialized state bodies – by court to resolve disputes within competence of relevant authorities arise when they apply the law.

From the point of view of the authors "vocation" of judiciary is to protect the rights, the legal foundations of public and social life from violations, regardless of who committed them. Justice in state governed by the rule of law can only be exercised by judiciary, and no one has the right to appropriate magisterial functions. When exercising their powers, judicial authority is guided exclusively by law and does not depend on any influence of representative or executive power, and very legality and independence of justice are recognized as the most important guarantees of human rights and freedoms.

Key words: state, judiciary, legislation, state power, law, court, judge, system of checks and balances.

Introduction. The Kyrgyz Republic is a multinational state, stability and prosperity of which depends on good-neighborly relations of the peoples who inhabit it (Toktombayeva, Asankulova, 2016, p. 1). But at a certain stage in the development of society, there is a need for its specific, separate organization. Losing social homogeneity, society is divided into parts that differ in place and role in the system of the social production and the division of material wealth, way of life, spiritual culture, and so on. In each of these social groups, in addition to common interests, specific behoof also appear.

Materials and methods. The article analyzes using the normative and systematic methods, as well as analysis and synthesis, judicial authority as well as its place on the role in system of checks and balances including the content of theoretical law researches of institute of this power in the works of legal scholars.

Several Kyrgyz scholars argue in the modern sense, development of legal society in Kyrgyzstan depends on reason, or rather human psychology. I would like to especially note mind of our young generation, which is still being formed, is undergoing changes in modern society (Toktobaev, Karabalaeva, 2020, p. 162-165). There is a need for coordination, timing of such interests, in the regulation of the relations between different parts of society. It was this need became the reason for the emergence of the organization, the main purpose of which is to ensure unity, integrity of society. Such an organization is state, which is organization of political power of dominant part of population, with help of which its integrity and security is ensured, leadership and management of society is carried out.

The state really acts, manifests itself as a system, a set of special bodies, collectives of people who manage affairs of society on its behalf and within limits of granted powers. Such communities operate constantly and, as a rule, on a professional basis, which sets them apart from society and puts them above it. Citizens can take

part in one way or another in affairs of state, but ultimately state and its bodies bear personal responsibility for effectiveness of their work. As you know, legal responsibility today acts as basis of jurisprudence, which is inextricably linked with foundations of state and law (Azhibekov, Zhylykchieva, 2020, p. 196-199).

State power, constantly influencing the processes taking place in society, cannot do without real organizational, material basis, which is mechanism of state. In theory, state is most often defined precisely as a system of relevant bodies, constituting a certain integrity, the purpose of which, as already mentioned, is determined by functions of this structure. To define this phenomenon, another concept is also often used - state apparatus. The latter term is usually used in two senses - broad and narrower. In broad sense, the concept of the state apparatus, as totality of all relevant bodies, coincides with concept of mechanism of state, essentially identical to it. In narrower sense, state apparatus is usually understood as mechanism of corresponding administration. It is in this sense, in the sense of totality of executive administrative, administrative bodies of state, that the concept of "state apparatus" is used in science of administrative law. In the theory of state and law, this definition, unless otherwise specified, is used, as a general rule, in its broad meaning, that is, as adequate to the concept of mechanism of state.

Results. The famous Russian constitutionalist B.A. Strashun described judiciary as a tool, using which, law affects public relations, not the only one, but the most important in conflict cases. However, this tool, judiciary, sometimes turns out to be useless, in cases where one of parties to the conflict, or all of them, only in words recognize the right as a social value, or recognize obligation of its norms for others, but not for themselves. Of the three powers, the judiciary is the weakest. It does not have power structures for coercion, like the executive power, and does not rely on will of voters, like legislative branch. Strength of the judiciary is respect of a civilized society for the court and law as its subject of fair application and professional interpreter (Strashun, 1996, p. 299).

O.A. Galustyan defines the judiciary as a type of state activity carried out by specially authorized state bodies. Its content consists of powers to consider and resolve civil, criminal, administrative and economic cases, as well as other powers exercised through constitutional, criminal, civil, administrative proceedings (Galustyan, Galuzo, Markov, 2001, p. 35).

We consider the opinion of L. Yu. Grudtsyna, who believes there are two aspects of the judiciary - functional and institutional. In the first aspect, the judiciary acts as a set of jurisdictional powers, limited by the general principles of law and the legal constitution, and related powers of the state, exercised on behalf of the people by independent officials in judicial procedure provided for by law and by other officials ensuring activity of judges. In the institutional - aspect, it is customary to understand the judiciary as a separate group of interconnected state institutions provide and organize exercise of jurisdictional powers by judges (Grudtsyna, 2003, p. 45). In this case, it is in this institutional aspect the categorical apparatus "judicial power" can be equated with the concept of "judicial system", since here we are talking about state bodies, institutions directly administering justice and dealing with legal proceedings. The judiciary is in fact material carriers of the judicial power.

The concept of "court" is one of the central in theory and legislative practice of the judicial system. Despite the diversity of its meanings in everyday vocabulary and in various branches of law, in the current legislation, only the main features and functional content of the named category of legislation on the judicial system are subject to consideration.

Discussion. Separation of powers (legislative, executive and judicial) is one of the guiding principles of the constitutional system (Repetska, Burdyak, 2020, p. 143). The Kyrgyz legislation does not directly answer the question of what constitutes the judiciary, although the part of the Constitution is directly called "The Judicial Power of the Kyrgyz Republic". This concept is not disclosed by the Main Act. In this regard, at the present stage of development of legal science, most scientists define the judiciary through well-established terms: justice, court, judicial system and others. At the same time, the content side of these institutions has been interpreted absolutely ambiguously for the last century, and the interpretation of the definition in the question presented in the legal and scientific journalism was not clear.

The building of rule of law in the Kyrgyz Republic is unthinkable without creation of strong and independent judiciary, carrying out its activities on the basis of universally recognized democratic principles of administration of justice. Legal state are fundamental safeguards of human dignity and of the legitimacy of state and authority of its prescriptions (Silkenat, Hickey Jr., Barenboim, 2014, p. 1). In addition, the representatives of legal science define the purpose of the judiciary in organizing society quite broadly. And this is due to one reason: at that time, the functions of the judiciary included both resolution of civil and criminal cases and protection of human rights and freedoms, which, following their understanding, was completely unthinkable without mutual responsibility of state and individual (Baglai, 2018).

M.A. Cheltsov-Bebutov determined the judiciary through totality of duties of special state bodies according to the relevant requirements of interested persons and organizations or, at their own discretion, take measures to apply the general rule of law to individual cases in special procedure established by law (Cheltsov-Bebutov, 1957).

However, the position of those authors who, before defining the concept of judicial power, characterize its features, is recognized as correct. This practice, in our opinion, brings them more fully closer to understanding the concept of judicial power through study of the general theory of state power, which interprets the judicial power as the system of the special state-legal relations. In this case, the analysis of the judiciary begins with publicity, which is the main feature of state, its will and power. Accordingly, judicial activity is characterized by publicity associated with transparent and open implementation of justice process. As you know, procedural activity is recognized by public law institution, which is responsible for maintaining legal order through protection of the personal rights of individuals and their associations.

Let's move on to the consideration and analysis of the most characteristic judgments that scientists have expressed in recent years on the questions posed. So, V.A. Yablokov and S.A. Schaefer proposed to define the judiciary as belonging to courts that form unified state judicial system, exclusive authority to resolve social conflicts arising in legal sphere of public relations using procedure regulated by law and implemented in the constitutional, civil, criminal, administrative form of the legal proceedings (Sheifer, Yablokov, 1999). It can be understood these authors determined court as a judicial body independent from other public and private legal structures, with the aim of its activity restoring justice, establishing the truth, resolving disputes and punishing the perpetrators in form established by law. Justice, in this case, is understood as a specialized and inherent only to courts form of exercising public authority by state authorities, culminating in adoption of judicial decisions are binding on all persons in respect of whom they are made.

E.V. Ryabtseva rightly points out the fact that the judiciary cannot be understood without using the characteristics of state power, and also that the definitions of the judiciary contained in the works of scientists do not reflect its position in mechanism of state structure (Ryabtsova, 2006).

According to S. Prylutskyi within the framework of the theory of the judiciary, it is necessary to clearly distinguish and correlate the "court" as a social institution, and "court" as an institution of public authority. As a unique social phenomenon, the court exists and develops according to the rules and laws of social development of people. It was established that the court - a social phenomenon, which is based on the anthropological ability of man to logical thinking through the perception of information, its analysis and evaluation. At the same time, the emergence of a court as a separate form of human relations is associated with the early stages of not only human civilization, but the very development of man as a social being. This process coincides with the period of pre-class, tribal structure, when the main economic institutions (property and means of production) were still in its infancy. Due to its evolutionary development, the social phenomenon of the court has become an integral part of both collective and individual human existence. This reveals the external and internal aspects of the social nature of the court. The author distinguishes between "court" as a social institution and "court" as an institution of public authority. However, in all historical epochs, these two formations of the court existed and exist in parallel, simultaneously influencing each other, and often merging together. Today, the court maintains and plays its decisive role in the existence of individual societies, the organization of states, the construction of the latest global world order (Prylutskyi, 2017, p. 37).

The judiciary, unlike other branches of state, has specific features and can be exercised exclusively by courts, and in this sense, the isolation of the judiciary from other forms of state power is observed especially clearly due to its monopoly concentration within system of judicial bodies. This fundamentally excludes possibility of any redistribution of powers with other state parts. Therefore, there is no problem of delimiting the functions of the judiciary with presidential, legislative or executive powers.

Justice as power of court is a direct combination of competency and law, which stipulates two principles: power within strict framework of law, beyond which arbitrariness; law, realizing itself in power. The following features correspond to the judicial power as a type of public activity:

- belongs exclusively to judicial authorities, formation of which is carried out in accordance with procedure established by law and is capable, on the basis of appropriate training and personal qualities, to administer justice and exercise judicial power in other forms;
- is a type of public authority exercised by special bodies expressing state will;
- possesses exclusivity, since it is carried out only by courts, therefore, the most important function of the judiciary is justice, which, in accordance with the Constitution, belongs only to court, and only this body has the right to establish guilt of person in committing a crime and subject him to appropriate punishment;

- procedural order of activity, determined by law. The law regulates procedure for judicial actions and adoption of appropriate decision in framework of consideration of criminal, civil and administrative cases. By regulating rules of judicial procedure, the procedural order is identified with high social value, since it ensures legality of all activities of judicial authorities, fairness of their decisions, protection of the interests of individuals and legal entities;

- independence, freedom, isolation. In process of exercising their functions, judges are subject only to Constitution and law. So, independence of the judiciary is a prohibition of each court and judge on ability to obey influence of someone else when carrying out legal proceedings on a specific case and making an appropriate decision, as well as obligation to resist any attempts of such influence.

Judicial independence means judges are independent from political pressures and influences when they make their decisions, that they should not be pressured by a political party, a private interest, or popular opinion when they are called upon to determine what the law requires. Keeping the judiciary independent of these influences ensures that everyone has a fair chance to make their case in court and that judges will be impartial in making their decisions (Bara B., Bara J., 2017, p. 23). It is important to concurrently elaborate on the institutional and personal guarantees of judicial independence, focusing on the responsibility of the political authorities to create a relevant social environment for the operation of the independent judiciary as well as on the responsibility of the judiciary to independently exercise their judicial function (Pejich, 2014, p. 157).

Conclusion. Thus, the judiciary should be recognized as a scope of powers assigned to specialized state bodies - courts - to resolve disputes within their competence arise when they apply the law. The implementation of such powers is carried out in the form of civil, criminal, administrative and constitutional proceedings in compliance with legislatively enshrined procedural forms create guarantees of justice and legality of decisions taken by courts. The mission of the judiciary is to protect the human rights and the legal foundations of society and public life from violations, regardless of who committed them. Justice in state governed by rule of law can only be exercised by judicial authorities, and no one has the right to appropriate its functions. When exercising their powers, the judiciary is guided exclusively by law and does not depend on any influence of representative or executive power, and very legality and independence of justice are recognized as the most important guarantees of human rights and freedoms.

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СОТ БИЛІГІ ИНСТИТУТЫНЫҢ ТЕОРИЯЛЫҚ-ҚҰҚЫҚТЫҚ ЗЕРТТЕУЛЕРІ

Аннотация. Мақалада нормативтік және жүйелік әдістерді, сондай-ақ талдау мен синтезді қолдана отырып, сот билігі институты, оның осы институттың теориялық және құқықтық зерттеулерінің мазмұнын қоса алғанда, тексерулер мен тепе-теңдік жүйесін қолдаудағы рөлі зерттелді.

Мақалада сот билігі мемлекеттік биліктің бір түрі болып табылатындығына және оны тек сот судьялардың, сондай-ақ белгіленген тәртіппен тартылған алқабилердің атынан жүзеге асыратындығына және ешқандай басқа органдар мен адамдардың өз өкілеттіктерін жүзеге асыруға құқығы жоқ екендігіне назар аударылады. Заң шығарушы және атқарушы билікке тәуелсіз, конституциялық, азаматтық, әкімшілік, қылмыстық және сот ісін жүргізудің басқа нысандары арқылы жүзеге асырылады.

Мақала авторларының пікірінше, сот билігі тиісті органдардың құзыретіне жататын, құқықты қолданған кезде туындайтын дауларды шешу үшін мамандандырылған Мемлекеттік орган – сот саласы берген өкілеттік ретінде танылуы керек.

Авторлардың көзқарасы бойынша, сот билігінің миссиясы – құқықтарды, қоғамдық және қоғамдық өмірдің құқықтық негіздерін, оларды кім жасағанына қарамастан, заң бұзушылықтардан қорғау. Құқықтық мемлекеттегі сот төрелігін тек сот билігі жүзеге асыра алады және ешкімнің сот функцияларын иеленуге құқығы жоқ. Өз өкілеттіктерін жүзеге асыру кезінде сот органдары тек заңды басшылыққа алады және өкілді немесе атқарушы биліктің әсеріне тәуелді емес, ал сот төрелігінің заңдылығы мен тәуелсіздігі адам құқықтары мен бостандықтарының маңызды кепілдіктері ретінде танылады.

Түйін сөздөр: мемлекет, сот жүйөсү, заңнама, мемлекеттик билік, заң, сот, судья, тежеу және тепе-теңдік жүйөсү.

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ТЕОРЕТИКО-ПРАВОВОЕ ИССЛЕДОВАНИЕ ИНСТИТУТА СУДЕБНОЙ ВЛАСТИ

Аннотация. В статье исследован с применением нормативного и системного методов, а также анализа и синтеза, институт судебной власти, его роль в поддержании системы сдержек и противовесов, включая содержание теоретико-правовых исследований данного института в трудах ученых-юристов.

В статье сделан акцент на то, что судебная власть является одной из разновидностей государственной и осуществляется только судом в лице судей, а также привлекаемых в установленном порядке присяжных заседателей, и никакие другие органы и лица не вправе принимать на себя осуществление ее полномочий, осуществляется независимо от законодательной и исполнительной власти посредством конституционного, гражданского, административного, уголовного и иных форм судопроизводства.

По мнению авторов статьи, судебную власть следует признать в качестве предоставленной специализированным государственным органом – судом – сферой полномочий по разрешению отнесенных к компетенции соответствующих органов споров, которые возникают при применении ими права.

С точки зрения авторов, миссией судебной власти является охрана прав, правовых основ публичной и общественной жизни от нарушений, независимо от того, кто их совершил. Правосудие в правовом государстве может осуществляться только органами судебной власти и никто не обладает правом присваивать себе судебные функции. При реализации своих полномочий судебные органы руководствуются исключительно законом и не зависят от каких-либо влияний представительной или исполнительной власти, а сама законность и независимость правосудия признаны важнейшими гарантиями прав и свобод человека.

Ключевые слова: государство, государственная власть, судебная власть, законодательство, закон, суд, судья, система сдержек и противовесов.

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САЯСАТТАНУ – ПОЛИТОЛОГИЯ – POLITICAL SCIENCE

BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

ISSN 1991-3494

Volume 5, Number 393 (2021), 191 – 198

<https://doi.org/10.32014/2021.2518-1467.183>

UDC 314.74ORCID

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MIGRATION POLICY OF RUSSIA AND CHINA: MAIN DIRECTIONS AND SPHERES OF INTERACTION

Abstract. At the present stage, Russian-Chinese relations have the character of a stable partnership, successful strategic interaction in all spheres: international, economic, scientific, military-technical, cultural and educational.

The relevance of the study of relations between Russia and China is due to a clear and visible tendency towards their constant development and country rapprochement.

The main vectors of development of interaction between countries are reflected in the landmark Treaty on Good Neighborliness, Friendship and Cooperation between the Russian Federation and the People's Republic of China of July 16, 2001. At the moment, more than 300 intergovernmental treaties and agreements have been concluded between the countries.

One of the priority directions of Russia's foreign policy is the systematic deepening of cooperation with China. The demographic and socio-economic needs of Russia dictate the need to revise the existing approach and to form new migration thinking. External migration policy should be based on improving the existing legal and regulatory system of migration regulation in Russia and foreign policy activities aimed at realizing the country's national interests in the field of socio-economic development.

This article examines the main areas of cooperation between Russia and China from the times of the USSR to the present. The main sources of migration law are analyzed - federal legislative acts and state programs of the Russian Federation, international legal acts that are an integral part of the legal system of the Russian Federation, bilateral agreements and initiatives between the Russian Federation and the PRC, as well as the basic principles and foundations of China's migration policy.

Key words: Russian Federation, China, PRC, foreign policy of Russia, migration, international migration, migration policy, Russian-Chinese cooperation, cross-border cooperation, Russian-Chinese dialogue, the international cooperation.

Introduction. The state migration policy is usually understood as a complex of state measures aimed at regulating the flows of immigrants. The problem in the Russian approach to migration policy lies in the restrictive approach, both in the legal regulation of migration and in the socio-political discourse. Migration in the Russian media is usually presented as a threat to public order, cultural identity, the Russian economy and national security in general. Demographic and socio-economic needs dictate the need to revise the existing approach and to shape new migration thinking.

External migration policy should be based on improving the existing legal and regulatory system of migration regulation in Russia and foreign policy activities aimed at realizing the country's national interests in the field of socio-economic development.

One of the priority directions of Russia's foreign policy is the systematic deepening of cooperation with China.

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The relevance of the study of relations between Russia and China is due to a clear and visible tendency towards their constant development and country rapprochement.

Materials and methods. This article examines the main areas of cooperation between Russia and China from the times of the USSR to the present. The scientific research used the analytical method. Analyzed the actual sources of information on the research topic, scientific works of leading experts in the field of migration and migration policy, including in the Chinese direction. The main sources of migration law are analyzed - federal legislative acts and state programs of the Russian Federation, international legal acts that are an integral part of the legal system of the Russian Federation, bilateral agreements and initiatives between the Russian Federation and the PRC, as well as the basic principles and foundations of China's migration policy.

Results. Migration policy of china. Today, China's migration policy is an important component of both domestic and foreign policy of the country. At the moment, the system of migration regulation in the PRC includes such areas as: entering and leaving the territory of the state, work and study abroad, as well as issues of citizenship. According to statistics, after the Law on Control of Entry and Exit of Foreigners was adopted in 2004 by August of the same year, more than three thousand foreign migrants arrived in China for permanent residence, work and study [1].

Today, labor and educational emigration, as well as immigration are strategic directions for the modernization of China's migration policy.

However, labor migration in China is still regulated by the Regulations on the Regulation of the Employment of Foreigners in China (1996), according to which the employment of foreigners implies only filling those jobs that cannot be occupied by Chinese citizens, moreover, "hiring foreigners citizens can only be carried out by state and large private companies or foreign firms".

Among the main courses of the migration policy of the PRC, it is worth highlighting the active attraction of highly qualified specialists from abroad in order to use their resource base for the development of various spheres of science, technology, etc. So, in 2004, in this regard, in order to intensify the attraction of highly qualified migrant specialists, the Chinese government proclaimed a normative act "Rules on the procedure, sanctions and control over the permanent residence of foreigners in China", which contributed to an increase in the migration flow of foreign specialists to China. Thus, "according to the State Administration for Foreign Experts, in 2013, 613 thousand foreign specialists arrived in China, of which 60% planned to stay in China and conclude long-term contracts" [2].

On the other hand, the People's Republic of China is concerned about the low return rate of its citizens who emigrated from the country to study in other states. It follows from this that one of the priority directions of China's migration policy is the development of measures that would stimulate the return to their homeland of Chinese citizens who received education abroad. The system of preferential measures developed by the Chinese government for this purpose includes, for example, creating a park of vacancies for Chinese citizens studying abroad, as well as providing them with financial assistance that would cover the costs associated with returning to China, etc.

The fight against illegal migration is also an equally significant area of China's migration policy. The number of illegal migrants in China is increasing every year. Thus, according to the 2010 National Census, which was published on the official website of the Chinese Internet Information Portal [3], 593,000 foreign citizens lived in China. It is worth paying attention to the fact that, just like in Russia, in the PRC, in view of the fact that the tools for regulating migration flows are at the stage of formation, and the concept of migration policy itself has not yet been fully developed, adequate statistics that would reflect accurate the number of foreigners in the country is absent. Thus, based on inaccurate data, in 2011 there were about 20 thousand illegal migrants in China. Mostly they include immigrants from North Korea and Vietnam. In the course of countering illegal migration, China developed and tightened appropriate measures, which were primarily aimed at combating and punishing illegal migration. In 2012, a new Law "On Entry and Exit from the PRC" was adopted, according to which illegal migrants were punished: fines of up to 10 thousand Yuan, "imprisonment for up to 15 days, temporary deportation and a ban on entry from 1 up to 5 years".

Let's highlight the main legislative acts that govern the stay of foreign citizens in the PRC: "Regulations on the Regulation of the Employment of Foreigners in China" (1996); "Law on the Control of Entry and Exit from the Country of Foreigners" (2004); "Methods for Managing the Permanent Residence of Foreigners in

China" (2004); "Law on Entry and Exit from the PRC" (2012); "Rules for regulating the entry and exit of foreign citizens from the PRC" (2012).

The Department of Entry and Exit from the Country of the Ministry of Public Security performs the main function of monitoring the observance of the migration regime by foreign citizens on the territory of the PRC. The following bodies and institutions carry out the main work with foreigners and are also responsible for it: the Ministry of Public Security, the Ministry of Labor and Social Security, the Office for Foreign Experts, the Ministry of Education, the Ministry of Commerce, and the Ministry of Foreign Affairs. Often, the functions they perform are duplicated, which makes it much more difficult for migrants to legalize their stay in China.

The migration policy of the PRC can be defined as closed. This is explained by the fact that China is extremely afraid of massive uncontrolled migration flows into the country. The massive influx of migrants, as a result, can lead to the destabilization of public order in the country. In addition, today in the PRC there is no authority that would deal exclusively with migration processes in the country. Consequently, the migration policy of China today needs a comprehensive study of migration legislation and the system of its regulation.

State migration policy of Russia. Part of the legal framework for migration regulation in Russia was laid back in the 1990s - in the early post-Soviet period, when the main task of migration policy was to legitimize the forced migration of persons who found themselves outside the newly formed Russian state or in conflict zones in the post-Soviet space [4]. Until 2002, Russia was characterized by an unrestrictive migration policy [5].

The first program "Migration" was approved by the Government of Russia on May 18, 1992 even before the adoption of the Constitution and was mainly focused on ensuring the rights of refugees and internally displaced persons. As part of the implementation of this program, two laws were adopted that can be called "framework" for the entire system of migration control: the Law of the Russian Federation of June 25, 1993 "On the right of citizens of the Russian Federation to freedom of movement, choice of place of stay and residence within the Russian Federation" and the Federal Law "On Refugees" (1993) [6].

The first Federal Migration Program, which was still focused on overcoming the negative consequences of spontaneous migration, was approved by the decree of the President of the Russian Federation of August 9, 1994. Within the framework of this program and already on the basis of the Constitution of the Russian Federation, the Federal Law "On the Procedure for Exiting the Russian Federation and Entry into the Russian Federation" (1994) was adopted.

In the period from 2002 to 2006 In Russia, there is a tendency to conduct a "tough" state migration policy in Russia, which is aimed at strengthening control over migration flows, preventing illegal migration, and quoting labor migrants. At the end of 2001, the Federal Migration Service became part of the Ministry of Internal Affairs of the Russian Federation, that is, into the power department of Russia. And in 2002, two federal laws were adopted at once: the Federal Law "On Citizenship of the Russian Federation" (2002) and the Federal Law "On the Legal Status of Foreign Citizens in the Russian Federation" (2002). The laws established the procedure for obtaining citizenship, residence permits, work permits, annual quotas and other important aspects of migration.

Since 2006, there has been a tendency towards limited liberalization of migration regulation. In 2006, the Federal Law "On the Migration Registration of Foreign Citizens and Stateless Persons in the Russian Federation" [7] was adopted and the "State Program for Assisting the Voluntary Resettlement of Compatriots Living Abroad to the Russian Federation" was approved within the framework of the corresponding decree of the President of the Russian Federation. In 2010, the procedure for recruiting highly skilled migrants was simplified and a patent system was introduced for migrants employed by private individuals. As a result of the campaign to bring migration out of the shadows, the number of illegal immigrants has decreased by about a third [8].

In 2012, a new stage of Russia's migration policy begins, when the beginnings of a foreign migration policy appear. In 2012, the FMS leaves the Ministry of Internal Affairs, and the President of the Russian Federation approves the Concept of the State Migration Policy of the Russian Federation for the period up to 2025.

Corresponding Member of the Russian Academy of Sciences Ryazantsev S.V, notes the revolutionary nature of some provisions of the new Concept, because here for the first time migration is considered not only as a threat to national security, but also as a resource for the country's development [9].

Later, in 2016, the Federal Migration Service of Russia was abolished all powers were transferred to the Main Directorate of the Ministry of Internal Affairs of Russia on migration issues. Soon, in 2018, a new Concept of the State Migration Policy of the Russian Federation for 2019–2025 will be released. The practice

of migration policy is still mainly aimed at combating illegal labor migration and is far from fully consistent with the tasks of implementing the goals set in the Concept [10].

Russian-chinese cooperation in the field of migration. S.V. Ryazantsev and Ya. Hongmei based on an analysis of 22 interstate documents from 1985 to 2006. identify three stages of the formation of the Russian-Chinese system of migration regulation, which differ in the characteristics of socio-economic development, political relations and cooperation between countries.

The first stage (1985-1992) was characterized by agreements on organizing the recruitment of foreign labor, regulating temporary labor migration from the USSR (RF) to the PRC, from the PRC to the USSR (RF). During this period, an Agreement was signed on economic and technical cooperation in the construction and reconstruction of industrial and construction projects in the PRC, which was followed by the signing of the 1986 protocol, which fixed the mechanisms and procedure for the mutual secondment of engineering and technical personnel. The agreement on the principles of sending and hiring Chinese citizens to work in enterprises, in associations and the organization of the USSR was signed in August 1990 and renegotiated with the Russian Federation already in 1992 in an updated form (it provided for the possibility of employment of Chinese migrants in Russia for up to 3 years). It was followed by the Agreement on Cooperation in the Social and Labor Sphere - intentions were expressed to sign agreements in the field of migration [11, p.145].

The second stage (1993-2000) was characterized by a more intensive development of socio-economic ties, the development of tourism and cross-border cooperation.

Until 2000, labor migrants worked within the framework of the 1992 Agreement; in 2000, the governments of the Russian Federation and the PRC signed a new Agreement on the temporary labor activity of citizens of the Russian Federation in the PRC and citizens of the PRC in the Russian Federation, which entered into force in 2001 and is renewed every year since 2004 of the year [12].

In 1993, a bilateral Agreement "On cooperation in the field of tourism" was signed (1993), but only 8 years later, real agreements were reached within the framework of the Agreement "On visa-free group tourist trips" (until 2006, visa-free entry of groups of at least 5 people for a period not exceeding 30 days, since 2006 the number of groups has been limited to 50 people, and the duration of stay is 15 days) [13]. In the same period, a special type of tourism began to develop - the commercial tourism of "shuttle traders" who visited the border cities of the PRC and Russia to purchase wholesale consignments of goods for subsequent resale at home - here were reached Agreements "on the organization of a visa-free regime for visiting commercial migrants from Russia Chinese shopping malls in Manchuria", Haihe, Suifenhe, migrants from the PRC - Russian shopping malls in Zabaikalsk, Blagoveshchensk, Pogranichny (1998, 1999).

In the late 1990s - early 2000s, cross-border cooperation was actively developing: Agreements were signed "On a simplified procedure for crossing the Russian - Chinese state border by personnel involved in the joint construction, operation, maintenance of bridges across the Amur River" (1997) and the Argun River (2001-2002), the Agreement "On Guiding Principles", and then the Agreement "On the joint economic use of individual islands and adjacent waters on the border rivers" (1997, 1999), the Agreement "On simplified border crossing for persons engaged in construction, operation and maintenance pipeline in the area of Zabaikalsk-Manchuria" (1998).

In 1995, the regulation of the most promising direction of migration began - the migration of highly qualified specialists, scientists, researcher's teachers. Thus, the Agreement "On the mutual recognition of documents on education and academic degrees" (1995) facilitated the process of passing foreign internships, continuing education at a foreign university or changing the country of professional activity.

The signing of the historic Treaty "On good-neighborliness, friendship and cooperation between the Russian Federation and the PRC" in 2001 marked a new stage in the formation of an interstate system for regulating migration flows, which is characterized by the intensification of political, trade, economic, social, cultural ties between countries. Within the framework of the Treaty, the parties committed themselves to promote "the development of exchanges and cooperation in the field of culture, education, health care, information, tourism, sports and law" (Art. 16), as well as to cooperate in the fight against illegal migration (Art. 20) [14].

In a joint communiqué following the sixth regular meeting of heads of government in September 2001, a trend emerged towards institutionalizing the process of regulating migration between Russia and China, when it came to "the possibility of creating a joint working body in the field of regulating migration processes". Five years later, in 2006, the Agreement "On Cooperation in the Field of Migration" was signed, and the Rules of Procedure of the Working Group on Migration Issues were developed.

Article 1 of the Protocol says, "... that the Joint Working Group was created in order to" increase the level

of interaction between the two states in the field of regulation of migration processes, including in the field of improving the legal framework for cooperation, streamlining migration flows, regulating external migration, ensuring the legitimate rights and interests of migrants, taking joint measures to prevent and combating illegal migration, strengthening cooperation between the competent authorities of both states in the field of migration" [15].

The working group meets annually, and the results of the group's work are two intergovernmental agreements - the Agreement on Cooperation in Combating Illegal Migration (2013) [16], which laid down the principles for the exchange of experience, information, readmission in the field of countering illegal migration flows, and the Agreement "On facilitating the travel of citizens" [17], which introduced a visa-free regime for individual trips of up to 30 days. The regime of travel to the Hong Kong Special Administrative Region is limited to 14 days, which is fixed under a separate agreement from 2009 [18].

In addition, in 2006, an important agreement was signed between the Ministries of Education of the Russian Federation and the PRC on cooperation in the field of education, which laid down the principles of regulating educational exchanges and improving the system of studying the Russian language in Chinese universities and the Chinese language in Russian universities [19].

It is worth paying attention to the Program of Cooperation between the Far East and the People's Republic of China 2009-2019 and the Strategy for the Socio-Economic Development of the Far East and the Baikal Region until 2025, which outline specific goals and objectives of bilateral cooperation, taking into account the needs of the regional and the national development of Russia, including the "formation of labor resources necessary to solve the economic problems facing the regions" [20], the development of border zones of cooperation, the development of labor cross-border cooperation through projects in agriculture, animal husbandry and construction, the development of various forms of tourism, "expanding and deepening cooperation in border areas in the field of higher education, language training, cultural exchanges, sports exchanges, scientific and technical cooperation, as well as youth exchanges" [21].

Discussion. The migration policy of the PRC can be defined as closed. China fears massive uncontrolled migration flows into the country. Now in China, there is already a problem of overpopulation and an increase in the level of unemployment, and restrictions on the birth rate have been introduced. The massive influx of migrants, as a result, can lead to the destabilization of public order in the country. At the moment, there is no government migration agency in China. Numerous government bodies managing migration processes in China are poorly coordinated with each other, which leads to a number of problems in this area.

Consequently, the migration policy of China today needs a comprehensive revision of the migration legislation and the system of its regulation.

The external migration policy of Russia towards China is a set of interstate agreements on the regulation of migration flows between Russia and the PRC, which were concluded in line with the development of the state migration policy.

Russia aims to expand cooperation in regulating migration flows between the PRC and the Russian Federation within the framework of multilateral formats of international communication. Russia and China are members of the Shanghai Cooperation Organization. However, the SCO's activities in the field of migration are mainly focused on combating illegal migration, which is due to the direct goals of the organization to strengthen stability and security in the space of the member states.

Conclusion. Thus, Russia has developed an extensive regulatory framework in the field of regulating migration flows between the Russian Federation and the PRC, which covers both general issues of cooperation on migration issues, as well as specific forms of migration - labor, educational, commercial, tourism. At the same time, the fight against illegal migration occupies a special place in bilateral relations.

The migration policy of China today needs a comprehensive revision of the migration legislation and the system of its regulation.

Among the main courses of the PRC's migration policy, it is worth highlighting the active attraction of highly qualified specialists from abroad in order to use their resource base for the development of various fields of science, technology, etc., including from Russia.

The signing of the historic Treaty of Good-Neighborliness and Friendly Cooperation Between the People's Republic of China and the Russian Federation in 2001 marked a new stage in the formation of an interstate system for regulating migration flows, which is characterized by the intensification of political, trade, economic, social and cultural ties between countries.

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РЕСЕЙ МЕН ҚЫТАЙДЫҢ КӨШІ-ҚОН САЯСАТЫ: ӨЗАРА ІС-ҚИМЫЛДЫҢ НЕГІЗГІ БАҒЫТТАРЫ

Аннотация. Қазіргі кезеңде Ресей-Қытай қарым-қатынасы барлық салаларда тұрақты серіктестік сипатына ие. Атап айтқанда: халықаралық, экономикалық, ғылыми, әскери-техникалық, мәдени және білім беру деңгейі табысты стратегиялық өзара іс-қимыл т.б.

Ресей мен Қытай арасындағы қарым-қатынасты зерттеудің өзектілігі олардың тұрақты дамуы мен елдердің жақындасуының айқын көрінетін тенденциясымен анықталады. Елдер арасындағы өзара әрекеттестікті дамытудың негізгі векторлары 2001 жылдың 16 шілдесіндегі Ресей Федерациясы мен Қытай Халық Республикасы арасындағы тату көршілік, достық пен ынтымақтастық туралы маңызды шартта көрсетілген. Қазіргі уақытта екі ел арасында 300-ден астам үкіметаралық келісім бар.

Ресейдің сыртқы саясатының басым бағыттарының бірі – Қытаймен ынтымақтастықты жүйелі түрде тереңдету. Ресейдің демографиялық және әлеуметтік-экономикалық қажеттіліктері қолданыстағы көзқарасты қайта қарау және жаңа миграциялық ойлауды қалыптастыру қажеттілігін талап етеді. Сыртқы көші-қон саясаты Ресейдегі көші-қонды реттеудің қолданыстағы құқықтық және реттеуші жүйесін жетілдіруге және елдің әлеуметтік-экономикалық даму саласындағы ұлттық мүдделерін іске асыруға бағытталған сыртқы саяси қызметке негізделуі тиіс.

Бұл мақалада Ресей мен Қытайдың КСРО заманынан қазіргі уақытқа дейінгі ынтымақтастығының негізгі бағыттары қарастырылады. Көші-қон құқығының негізгі қайнар көздері – Ресей Федерациясының федералдық заңнамалық актілері мен мемлекеттік бағдарламалары, Ресей Федерациясының құқықтық жүйесінің құрамдас бөлігі болып табылатын халықаралық құқықтық актілер, Ресей Федерациясы мен ҚХР арасындағы екіжақты келісімдер мен бастамалар, сонымен қатар Қытайдың көші-қон саясатының негізгі принциптері мен негіздері талданды.

Түйін сөздер: Ресей Федерациясы, Қытай, ҚХР, Ресейдің сыртқы саясаты, миграция, халықаралық көші-қон, көші-қон саясаты, Ресей-Қытай ынтымақтастығы, шекаралық ынтымақтастық, орыс-қытай диалогы, халықаралық ынтымақтастық.

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МИГРАЦИОННАЯ ПОЛИТИКА РОССИИ И КИТАЯ: ОСНОВНЫЕ НАПРАВЛЕНИЯ И СФЕРЫ ВЗАИМОДЕЙСТВИЯ

Аннотация. На современном этапе российско-китайские отношения носят характер устойчивого партнерства, успешного стратегического взаимодействия во всех сферах: международной, экономической, научной, военно-технической, культурной и образовательной.

Актуальность исследования отношений между Россией и Китаем обуславливается явной и видимой тенденцией к их постоянному развитию и страновому сближению. Основные векторы развития взаимодействия стран отражаются в знаменитом Договоре о добрососедстве, дружбе и сотрудничестве между Российской Федерацией и Китайской Народной Республикой от 16 июля 2001 г. На данный момент между странами заключено более 300 межправительственных договоров и соглашений.

Одним из приоритетных направлений внешней политики России является планомерное углубление сотрудничества с Китаем. Демографические и социально-экономические потребности России диктуют необходимость в пересмотре существующего подхода и в формировании нового миграционного мышления. Внешняя миграционная политика должна быть основана на совершенствовании существующей нормативно-правовой системы миграционного регулирования в

России и внешнеполитической деятельности, направленной на реализацию национальных интересов страны в области социально-экономического развития.

В данной статье рассматриваются основные направления сотрудничества России и Китая со времен СССР до настоящего времени. Проанализированы основные источники миграционного права – федеральные законодательные акты и государственные программы Российской Федерации, международно-правовые акты, которые являются составной частью правовой системы РФ, двусторонние соглашения и инициативы между РФ и КНР, а также основные принципы и основы миграционной политики Китая.

Ключевые слова: Российская федерация, Китай, КНР, внешняя политика России, миграция, миграционная политика, российско-китайское сотрудничество, приграничное сотрудничество, российско-китайский диалог, международное сотрудничество.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 199 – 204

<https://doi.org/10.32014/2021.2518-1467.184>

UDC 316.304.2

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THE IMPACT OF THE CRISIS ON THE DEVELOPMENT OF SOCIO-CULTURAL PROCESSES AND VALUES

Abstract. In general, the evolution of values in crisis conditions ensures the development of the person himself with all his needs, which leads to an understanding of the common good and the humanistic dimension of being. The article considers the value crisis, especially among the younger generation. The article, in particular, presents the results of a number of sociological studies conducted by the staff of ISPR of the National Research Center of the Russian Academy of Sciences during the pandemic, they relate to the provision of political, democratic values in society, socio-cultural dynamics.

The value and ideological consideration of national security problems and their further solution is also associated with the value content of sociality and statehood, such as: ensuring internal value unity, social stability, interethnic harmony, religious tolerance, as well as counteracting information and cultural expansion that destroys traditional value systems.

Opinion polls were conducted directly by the author of the publication on a representative sample, with related age and sex parameters.

The number of respondents varied in the order of 600-800 and more people. The answers to the questions reflect the sentiments of Russians (including in the context of the pandemic crisis). The last survey was conducted among the population of Moscow in April-May 2020, during the pandemic (online).

Key words: spiritual and moral, religious, political and democratic values, modernization, socio-cultural transformations, crisis, social interaction.

Introduction. Presumably, the changed social reality contributes to the emasculation of themselves, existing traditions. Hence the concept of identity – how and by whom a person feels himself, his integration into society. The widespread crisis in societies is accompanied by the so-called value-motivational crisis, which acutely affects the younger generation especially. But how does it manifest itself? Obviously, in the rejection of the former values, including the values of the former system. Today's young people have no confidence in the future, no motivation to work, they take everything for granted and do not seek to transform reality (with the exception of young people with a creative, innovative character). These are some of the reasons, but there are others. In particular, the processes taking place in the world – globalization, widespread industrialization, secularization, migration, now – a pandemic, etc. - have a strong impact on young people, their culture and mental well-being. We can say that these processes are one of the most important objects of study and social knowledge for today's young people. They also involve the study of various social groups involved in them (for example, the same youth, believers, and a number of others), on issues related, in particular, to campaigns for civil rights, trends in school and higher education, aimed primarily at self-esteem, self-improvement, self-realization. Reflecting self-identification and subjective perception of reality, the so-called “psi-factor” has a sufficient influence on the position regarding one's freedom as such and one's rights and obligations (legal and social), in their acceptance – rejection, defense-indifference, etc. It should be noted that religious traditions and values no longer play the same role: only about one in five speaks about their possible preservation and continuity. According to the author, the visible socio-cultural processes, of course, keep up with the times, but in their content they lag somewhat behind the political ones. And they could be more important for young people - for those who are just entering life, creating a favorable ground for interpersonal communication.

Materials and methods. It seems that the socio-cultural aspect of the transformations of the world order manifests itself in the value crisis, which is expressed in contradictions between different value systems. It is reflected in some new approaches, for example, to explain the connection of socio-political transformations with religion, in the search for new criteria for management practices, etc. Modern sociologists believe that the modernization of the political process causes changes in economic and social processes, and they, in turn, stimulate changes in motivations and values [1-11, 24,25].

It should be noted that the Center for the Sociology of Religion and Socio-Cultural Processes of the ISPR FRSC RAS annually conducts a monitoring sociological study concerning numerous topical issues of social and socio-cultural life, covering Moscow and a number of other regions (Belgorod Region, Mordovia). The surveys were conducted on a representative sample, with related gender and age parameters. The number of respondents varied about 600-800 or more people. The answers to the questions reflect the mood of Russians (including in the context of the pandemic crisis). The last survey was conducted among the population of Moscow in April-May 2020, during the pandemic (online).

Results. In today's sociology, there is a point of view that the country borrows not only organizational (regular army, secularized church, parliament, etc.), but also cultural and mental (religious and ethnic tolerance, work ethic, etc.) Western European values and institutions. At the same time, it strives to preserve its civilizational identity and independence. In modern concepts of modernization, the main determinants of development are not only and not so much achievements in material production (growth of per capita GDP), but rather changes in basic cultural values. We are talking, first of all, about the growth of the individual's independence in relation to society, about his emancipation [12-20].

Socio-cultural modernization is accompanied by the gradual formation of new ideological characteristics associated with values, primarily domestic behavior, which has a certain impact on public and political behavior. The deepest part of the mentality is gradually being modernized.

In crisis conditions, as public opinion polls show, the emphasis is placed on such values as responsibility for the family, a sense of camaraderie, and the ability to cooperate. The indicators for negative qualities, such as aggressiveness and cynicism, have decreased. The strongest changes occur in the "patriotism" column: the share of responses indicating that patriotism is increasing in Russian society has increased by 3.5 times, while the number of those who believe that it is weakening has decreased by almost 35%. Unfortunately, there is also a negative moment: over the past 5 years, Russians have quite noticeably slowed down in such indicators as activity, purposefulness, initiative. One of the likely reasons for this is the narrowing of opportunities for social mobility, especially for young people. Despite the growth of patriotism, the share of optimists does not exceed a quarter of the respondents, while more than a third of Russians believe that this feeling has either weakened or remained at the same level as before (taking into account the "symbols of the past") [18, p.183]. Meanwhile, the national security of the country largely depends on this.

The analysis of the value-worldview differences between the residents of the capital and the regions of Russia also shows the dependence of normative-value systems on the level of urbanization. The focus is on the possibility of distinguishing among "metropolitan" and "non-metropolitan" Russians the carriers of the characteristics: "a man of modernity" (an individualist-innovator) and "a man of tradition (a collectivist-traditionalist)" [19, 20]. It can be noted that the larger the urban settlements, the stronger the population groups with modern cultural values are usually represented in them, and residents of megalopolises are considered to be in the vanguard of modernization. It is also believed that the mental gap between large cities and other settlements grows at the initial stages, and then, when the values of modernity become generally accepted, it gradually smooths out, although certain cultural and ideological differences between the inhabitants of capitals and small settlements persist steadily. Hence the attitude to values, in reverse order. The evolution of the system of values that determine the attitude of Russians to events taking place in the country and outside it often leads to psychological changes. And this, in turn, causes the threat of an ideological split of society into a pro-Western "liberal minority" and a "conservative majority".

During the pandemic, thanks to the coherence of actions, a humanistic approach on the part of political elites, thanks to the set of measures taken, Russia was almost at the very end of the "curve" in terms of the number of infections among the population, managed to be the first to create tests that determine COVID-19 and vaccines against it, and was even able to help other countries. Spiritual and moral values have prevailed – they are sometimes identified with religious ones – contained in the way of life of Orthodox and Catholics, Protestants, in general, all Christians and non – believers too. If the people were unanimous in observing the sanitary rules, voluntary restriction of communication, and other measures, the spread of the epidemic would be stopped quite quickly.

A significant decrease in the level of the pandemic has also led to a specific attitude towards their state. Largely due to the way Russia behaved both on its territory and in the international arena, citizens, along with patriotism, have significantly increased their sense of pride for their country – 61.8% of respondents.

It should be noted that under the appropriate conditions and circumstances, there is a danger of turning values, with their further evolution, into an ideology that seriously affects public life.

The analysis of trends in social development shows that today ideology means just various modernization concepts aimed at the implementation of certain socio-political (possibly other) ideals. Hence the desire to build a new social reality in accordance with such ideals. Therefore, such ideologies (or modernization theories) are sufficiently utopian. Nevertheless, they reflect the necessary needs of society, for example, in the ordering of its state, the implementation of goals, the practical implementation of the “vector of development”, etc. The current ideological discourse includes topical issues about the socio-cultural development of the country, forms and methods of social transformations, etc. Modern philosophers, sociologists, and political scientists talk about the advent of the “postmodern” era, but at the same time, ideological projections are preserved within the framework of rigid modernist schemes, and their argumentation is often based on classical ideological approaches [21, 22].

In addition, for each socio-cultural community, values represent an object with certain properties. These properties became widespread even in the Reformation era, when Protestantism, having given an ethical basis to capitalism, simultaneously destroyed the so-called collective symbols. The destruction of historical memory, which has always consolidated fundamental values, did not lead to the results expected at that time. Thus, according to a number of sociological data, for modern Russians, three specific events – the victory in the Great Patriotic War, the October Revolution and Yuri Gagarin’s flight into space – have become the main positive symbols in the historical culture of the country. The loss of the original meaning of values (as in the case, for example, with the category of labor) often leads to a manipulative effect on the economy and culture of society.

Discussion. Sometimes traditional values play a conservative and even reactive role, not allowing an adequate assessment of the emerging situation. This is evident, in particular, in the era of crises, including the current pandemic. Modern American society, which is deeply exposed to the traditions of Americanism, which have lost their former significance, has found itself in a similar danger.

The pandemic crisis has caused complications in communication between people, believers and non-believers, between representatives of different religious trends - those who represent traditional society, modern and postmodern society in stages. In addition to misunderstanding, suspicion and distrust may arise, which must be overcome - for example, through education and dialogue. The society and the state faced one of the tasks - to ensure respect for religious values while preserving the secular nature of the state. This can be facilitated, in particular, by religious associations. They are one of the most historically stable public institutions that unite people on the basis of ideological and ideological values, which play a significant role to educational, charitable, cultural activities that contribute to the consolidation of society. The consequence of this should be the achievement of a consensus on the values of traditional religions, which, necessarily expressed in a secular form, not only do not threaten national security, but are also an important part of its political culture.

Not only spiritual, but also material socio-cultural religious values are undergoing evolution. For example, in France, many church buildings have become tourist sites, attracting significant financial flows. Meanwhile, the existing theological faculties have the opportunity to conduct training on the basis of their traditional religious values - theological knowledge, contributing to the strengthening of local territorial identity, i.e. to recreate a close historical continuity. Providing a rich religious culture, this education also allows you to find a job in companies that work in areas close to the religious sector (media, publishing, trade, PR, tourism, NGOs, etc.). Religious infrastructures also play an important role of identity. The first to protest against the destruction of churches, paradoxically, are not those who attend Mass on Sundays. Practicing believers, first of all, want a convenient place of worship and are less attached to the symbolism of the building. Religious practices are becoming less popular in France.

It’s all about territorial changes. Local actors began to initiate various collective projects more often in order to find other uses for church buildings. They put forward 3 possible options: worship, charitable activities, as well as the development of art (holding concerts, exhibitions, etc.). While remaining a place of worship, churches have been used for show rehearsals, meetings, and association activities (especially if the religious community is small), it is noteworthy that some churches have been converted into nightclubs, contemporary art centers, business centers, auditoriums, cinemas, etc. In Ham (in the north of France), under

the influence of local residents, the church became a grocery store and, at the same time, a center of solidarity, where you can talk about the original traditions of the church as a place of socialization, protection (when it was a shelter for the poor and persecuted, a place for storing rain water, etc.). Such a purpose is no longer characteristic of our time. The idea is to avoid the demolition or destruction of the building.

Analyzing such transformations that religious objects have undergone, it can be noted that the church itself is not able to restrain these processes. In fact, secularity is a guarantee of a balance between religious forces that differ not only in the number of believers, but also in the historical trajectories of each religious community. Understanding religious traditions and their evolution is becoming an important social problem that needs to be solved (including by politicians). For example, in France, the state finances religious institutions and theological faculties in order to better understand and anticipate the situation.

[6-9].

China is a solid example of such a country. Its state strategy is based on a specific ideology-cyberconfucianism (values) and cybersocialism (strict rules). With the help of high-tech management, based on traditional Confucian values, China is striving to build a global ecosystem of digital management, which would include constantly replenished data warehouses, a hardware base and an artificial intelligence complex. With regard to Eurasia, China offers the concept of forming a sphere of prosperity, provided, among other things, by an effective collective system for protecting sovereignty. Such a concept, especially when applied to Russia, can contribute to maintaining information and state sovereignty at the proper level, protecting law and order, etc. At the same time, monitoring and corrective management of mass behavior are already used in the world (for example, in the USA, Great Britain, South Asia and Latin America) [23, pp. 153-162].

The value-ideological consideration of the problems of national security and their further solution is also connected with the value content of sociality and statehood, such as: ensuring internal value unity, social stability, interethnic harmony, religious tolerance, as well as countering information and cultural expansion that destroys traditional value systems.

Values are not just certain specific social norms. They are legitimized with the help of social sanctions through a relationship with values that have the opposite meaning (good – evil, beautiful-ugly, right-unacceptable, etc.). The value system includes norms and traditions that receive a justification and life-affirming meaning. Thus, values transform the mechanism of social self-regulation, significantly expanding the socio-cultural space.

Other components of culture - such as morality, art, religion, ideology, etc. - often indirectly influence consciousness and behavior, individual and mass, contributing to the emergence of images and ideas, the assimilation of values and norms, forming a certain cultural community.

Conclusion. Thus, the unresolved problems of the current geopolitics, including those of a religious nature, are no longer connected only with the emergence of international terrorism, as previously thought. Numerous internal crises (for example, the Catholic Church in Europe) show that people's expectations have almost completely changed. The adaptive capacity of local territories to the crisis has increased, which has shown the possibility of transforming the territorial heritage. And in order to preserve their confessional diversity, the interest and practical participation of the state is necessary.

In general, the evolution of various kinds of values in crisis conditions ensures the development of the person himself with all his needs, which leads to an understanding of the common good and the humanistic dimension of being. This includes, mainly, all the same traditions of kindness and mercy, which have become a concrete and effective technology for ensuring, among other things, state and public security.

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ДАҒДАРЫСТЫҢ ӘЛЕУМЕТТІК-МӘДЕНИ ПРОЦЕСТЕР МЕН ҚҰНДЫЛЫҚТАРДЫҢ ДАМУЫНА ӘСЕРІ

Аннотация. Жалпы алғанда, дағдарыс жағдайындағы құндылықтардың эволюциясы адамның барлық қажеттіліктерімен дамуын қамтамасыз етеді, бұл жалпы игілік пен болмыстың гуманистік өлшемін түсінуге әкеледі. Құндылық дағдарысы әсіресе жас ұрпақ арасында қарастырылады.

Мақалада, атап айтқанда, пандемия кезінде Ресей ғылым академиясының федералды зерттеу орталығының әлеуметтік және саяси зерттеулер институтының қызметкерлері жүргізген бірқатар әлеуметтік зерттеулердің нәтижелері келтірілген, олар: саяси, қоғамдағы демократиялық құндылықтар, әлеуметтік-мәдени динамика.

Ұлттық қауіпсіздік мәселелерінің құндылығы мен идеологиялық тұрғыдан қарастырылуы және оларды әрі қарай шешу әлеуметтік құндылықтар мен мемлекеттіліктің құндылық мазмұнымен байланысты, мысалы: ішкі құндылықтардың бірлігін, әлеуметтік тұрақтылықты, ұлтаралық келісімді, діни төзімділікті қамтамасыз ету, сонымен қатар ақпарат пен мәдени экспансияға қарсы әрекет. Бұл, өз кезегінде, дәстүрлі құндылықтар жүйесін бұзады.

Пікір сауалнамасын басылым авторы жасына және жынысына байланысты параметрлері бар өкілдік үлгі бойынша тікелей жүргізді. Респонденттердің саны 600-800 және одан да көп адамға қарай өзгерді.

Сұрақтарға жауап ресейліктердің (оның ішінде пандемиялық дағдарыс жағдайындағы) көңіл-күйін көрсетеді. Соңғы сауалнама Мәскеу тұрғындары арасында 2020 жылдың сәуір-мамыр айларында, пандемия кезінде (онлайн) жүргізілді.

Түйін сөздер: рухани-адамгершілік, діни, саяси және демократиялық құндылықтар, модерн.

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ВЛИЯНИЕ КРИЗИСА НА РАЗВИТИЕ СОЦИОКУЛЬТУРНЫХ ПРОЦЕССОВ И ЦЕННОСТЕЙ

Аннотация. В целом, эволюция ценностей в кризисных условиях обеспечивает развитие самого человека со всеми его потребностями, которое ведет к пониманию общего блага и гуманистического измерения бытия. Рассматривается ценностный кризис, особенно у молодого поколения. В статье, в частности, даются результаты ряда социологических исследований, проведенных сотрудниками ИСПИ ФНИСЦ РАН во время пандемии, они касаются обеспечения политических, демократических ценностей в обществе, социокультурной динамики.

Ценностно-идейное рассмотрение проблем национальной безопасности и дальнейшее их решение связано также с ценностным наполнением социальности и государственности, как-то: обеспечение внутреннего ценностного единства, социальной стабильности, межнационального согласия, религиозной толерантности, а также противодействие информационной и культурной экспансии, разрушающей традиционные ценностные системы.

Социологические опросы проводились непосредственно автором публикации по репрезентативной выборке, со связанными половозрастными параметрами. Количество респондентов варьировалось порядка 600-800 и более человек. Ответы на вопросы отражают настроения россиян (в том числе в условиях пандемического кризиса). Последний опрос был проведен среди населения г. Москвы в апреле-мае 2020 г., во время пандемии (в онлайн-режиме).

Ключевые слова: духовно-нравственные, религиозные, политико-демократические ценности, модернизация, социокультурные трансформации, кризис, социальное взаимодействие.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 205 – 213

<https://doi.org/10.32014/2021.2518-1467.185>

UDC 336.742

CICSTI 06.73.07

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FEATURES OF ASSESSMENT OF EFFICIENCY OF USE OF BUDGET FUNDS ON THE DEVELOPMENT OF HEALTHCARE IN THE CONDITIONS OF DIGITALIZATION

Abstract. One of the main vectors of the Republic of Kazakhstan, based on the position of sustainable and dynamic growth in the well-being of the people, is the development of the healthcare sector, which must become an integral, highly developed, socially directed system designed to guarantee the general availability, continuity, and timeliness of the provision of medical services. All spheres of the modern economy, including healthcare, cannot carry out their activities without a well-established integrated financial management system. So, until recently, the current performance audit processes coped with the tasks in a “regular” manner.

However, the coronavirus pandemic, which “paralyzed” large-scale projects and business activity, made adjustments to the current system of the state budget, many indicators of a number of state programs, including health care, showed their unsuitability in a state of emergency, at this time it is necessary to approach the revision of qualitative indicators of programs, to implement the introduction of new indicators for assessing the effectiveness of the implementation of government programs. In this regard, the processes for auditing the effectiveness of the use of budgetary funds in the healthcare sector require detailed analysis and updating.

Also, we want to note that the digitalization of the healthcare system played an important role in the midst of the pandemic, providing the country’s population with the necessary tools without attracting additional funds from the state budget. The development of new methods for the provision of medical services within the guaranteed volume of free medical care at the legislative level by the Ministry of Health and the immediate, “painless” integration of these requirements in digital format allowed minimizing the risks of a pandemic spread.

However, through digitalization alone, it is impossible to achieve the proper level of efficiency in the use of budget funds, since in general, the healthcare sector requires comprehensive development, regardless of the epidemiological situation in the country.

Key words: Organization of audit, budget, healthcare, digitalization, health care costs.

Introduction. Thus, in the current conditions, when the audit of the effectiveness of public funds is only gaining momentum, and budget management is at the stage of transition to mechanisms of acute response and program-target planning, the question of the formation of a methodology that meets modern requirements is among the most urgent. All of the above requires a detailed analysis, taking into account the use of resources to identify the level of “purity” of the use of budgetary funds, which determines the relevance of the topic we have chosen.

The degree of study of the study is based on significant works of Western economists in the field of public audit, such as Kullman D., Thomson S., Osborn R., Squires D., Jun M., Timerbulatov D.V. Tyutin T.V. Lesina, who studied the problems of auditing the effectiveness of the use of budget funds for the development of health care.

Among domestic authors, this topic was considered by a number of authors, among them the works of A.K. Murzalieva, A.D. Karshalova, G.A. Shakirova, D.A. Sitenko, L. Vasa.

Along with this, it is necessary to note the works of foreign authors: B. Sutopo, T.R. Vulandari, A. Johnson,

T. Carrington, etc., who revealed the theoretical essence of auditing the effectiveness of the use of budget funds using foreign methods.

Today, the audit of the effectiveness of the use of public funds, as a type of control over the activities of state bodies, organizations and institutions, is used in different countries. Its main purpose is to assess the effectiveness of the use of budgetary funds and resources, that is, the ratio between costs and results.

Conceptual approaches to the development of health care in a number of countries aimed at increasing the efficiency of managing budgetary programs for medical care are identified as one of the priority tasks. The priority of solving problems is determined due to the special importance of the social functions of the organization of medical care and the growth of financial resources aimed at developing the system aimed at meeting the most important social needs.

In general, the audit of the effectiveness of the use of budgetary funds in the healthcare sector allows:

- to carry out a direct link between budget expenditures and the results of programs within the framework of the state order;
- to increase the efficiency of budget expenditures distribution in accordance with the priorities of state policy;
- to strengthen the accountability of the executive authorities to the society;
- to implement program-targeted control of the system.

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.

Materials. The efficiency of program budget expenditures is understood as the degree to which the target objectives are achieved, taking into account the costs of their implementation, i.e. efficiency is a derived function of the cost of resources used to achieve goals and results. At the same time, the effectiveness of the activity is a reflection of its effectiveness. The principle of the effectiveness and efficiency of program budget expenditures for the organization of medical care means that the activities of healthcare entities - recipients of budget funds should proceed from the need to achieve the specified results and use the least amount of funds or achieve the best result using the amount of funds specified by the budget [2,8].

The main criterion for external audit of the effectiveness of program budget expenditures in the health sector is the criterion of effectiveness [9,1]. The performance criterion includes the following indicators:

- the identified amount of funds used in violation of the law;
- the identified amount of ineffectively used funds;
- the revealed amount of funds used not for their intended purpose;
- the number of prepared representations and prescriptions.
- the number of performed performances and instructions;
- the amount of funds returned to the federal budget and to the budgetary accounts of organizations;
- the number of structural transformations in budgetary organizations, carried out according to the submissions of regulatory bodies;
- increasing the revenue side of the budget or saving its expenditure side, received according to the submissions of the regulatory authorities;
- the number of decisions (orders, orders, regulations) adopted on the basis of the submissions of the regulatory authorities;
- the number of criminal cases opened according to the submissions of the regulatory authorities.

Thus, the essence of the performance audit system in the health sector is to determine the effectiveness of the use of programmed budget expenditures within the framework of subsequent state financial control with the determination of the level of achievement of specific goals in the implementation of budget policy measures, government projects and programs in this area.

The economic content of the performance audit system is to control the activities of the subjects of the health care system in order to determine the effectiveness of their use of public funds received to achieve their goals and objectives, as well as to fulfill the assigned state functions.

The effectiveness audit methodology allows solving problems of assessing the effectiveness of the implementation of state programs and national projects due to the possibility of using uniform methodological approaches and standards for organizing, conducting and analyzing the results of performance audits [10].

Results. Based on the results of the performance audits carried out and on the basis of proposals from the competent authorities, amendments are made to certain legislative acts aimed at improving the efficiency of the use of resources in the healthcare sector. One of the key components of the effectiveness audit methodology is the development and approval of the estimated performance indicators of medical organizations. When

developing them, special attention is paid to the collection and processing of primary data, the reliability of the information received, which in turn depends on the availability and use of tools for measuring the values of the estimated indicators characterizing the activities of the audit objects.

In general, the effectiveness audit methodology makes it possible to assess the quality of management and use of resources, both of the health care system as a whole, and of an individual medical organization.

The processes of world globalization have contributed to standardization in the field of public audit, and with the expansion of the representation of the countries of the world in the International Organization of Supreme Audit Institutions (INTOSAI), an opportunity for a wide exchange of experience has emerged [11].

T.V. Lesina In her work, she noted, “as for the international practice of auditing performance in the health sector, the budgeting methods are diverse, sometimes specific, focused on groups of countries” [3]. Let’s consider the main methods of budgeting in health care in Table 2.

Table 1- Budgeting methodologies in health care

Methodology	The essence	Country of implementation
KSG Clinicostatistic groups	Fair payment methodology: for the result, not for resources and unify payment methods for medical care provided	Russia, Australia, Canada, Spain, Portugal, France, UK
DRG Clinical cost groups	Cost recovery, budgeting, planning	Germany, USA, Australia, Scandinavian countries, Germany, Switzerland
CMG (Case Mix Group)	Data collection tool payment manages Canada HRGs (Health Care Resource Groups)	Great Britain
<i>Note: compiled by the author based on the source [3]</i>		

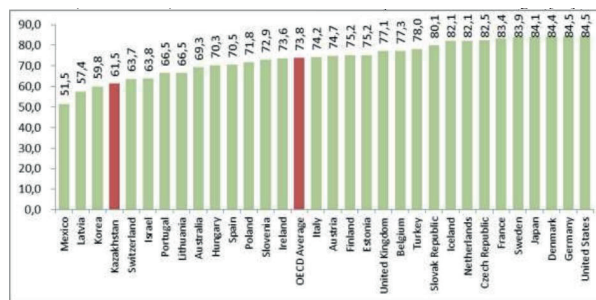
So, Lesina T.V. highlighted “In international practice, the DRG system (Diagnostic Related Groups (DGR)) was formed more than 40 years ago in the United States to maintain and improve the quality of care in healthcare institutions. In the USA and Germany it is DRG (Diagnosis Related Group), in Canada CMG (Case Mix Group), in the UK HRGs (Health Care Resource Groups). The KSG technique is intensively developing in many countries of the world. The goal is to introduce a fair method of payment: for the result, not for resources (more pay for more work and more complex cases) and to unify methods of payment for medical care provided. The KSG technique is being intensively developed ”[3].

B.Sutopo in his work considered the features of the DRG-model. “The lack of financial support for the state health care system in many countries recently, which began as a result of the use of high-tech and expensive treatment methods in medical practice, has led to the use of new mechanisms for planning and allocating financial resources in health care institutions. One of such mechanisms is the actively implemented DRG-model of classification of inpatient treatment cases [4, 13].

The DRG model is based on the assumption that the resource provision of treatment for patients belonging to the same group is identical. The methodology is based on the clinical classification of hospitalizations and the codifier system. «

The basis of the «cellular» method is the development of a program of control measures for control and accounting bodies of different levels and its implementation using uniform criteria for assessing the activities of the objects of inspection, their achievement of the target indicators provided for by state programs and national projects in the field of health.

According to official data, Kazakhstan spends much less money on healthcare (2.9% of GDP) than in the member countries of the Organization for Economic Cooperation and Development (8.8% of GDP). Per capita health care costs in Kazakhstan in 2019 amounted to 95 986 tenge. For correct comparability of the values of indicators of health care costs with the rest of the world, it is necessary to convert them to US dollars at PPP. Per capita current expenditure in Kazakhstan was \$ 861.9 at PPP. The value of this indicator is more than 4 times lower than the level of per capita expenditures in OECD countries (3992.3 US dollars at PPP). The structure of expenditures shows that the main source of financing for the health care system is public funds - 61.5% (1.8% of GDP). This indicator is 12.3% lower than the OECD average. [19].



Note: source [18]

Figure 1. Share of public health spending in HRH in Kazakhstan and OECD countries in 2019, %

The second ranking place in the structure of current expenditures on health care is the funds of the private sector. Voluntary medical contributions and pocket money of the population together account for the volume of private spending on health care. Thus, private spending on healthcare in 2019 amounted to 679.5 billion tenge, or 38.5%. This figure is higher than the average of the OECD countries, where the level of private spending is 26.1%. Health care providers encompass organizations and businesses that provide health care goods and services as their primary activity, as well as those for which the provision of health services is only one of the activities.

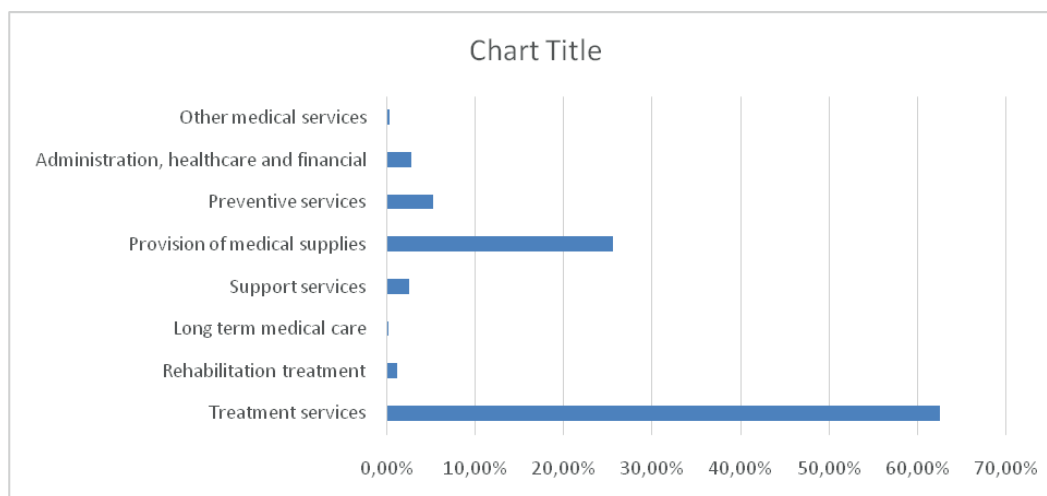
The analysis shows that the amount of money allocated to health care varies significantly from country to country. However, the indicator of life expectancy and other health indicators are not proportional to the funds spent, which indicates, firstly, the differences in the efficiency of spending money and, secondly, the presence of other factors affecting the life expectancy of the population. Data on life expectancy and health care costs in the five countries we surveyed are presented in Table 2.

Table 2 - Ratio of expenditures and indicators of the effectiveness of the health care system

Countries	Lifetime	Total health spending,% of GDP	Healthcare costs per capita, \$
Germany	80,7	11,7	4875
Great Britain	80,8	9,4	3609
USA	78,6	17,2	8608
France	81,7	12,5	4952
Canada	80,9	10,8	5630

Note: compiled from source [17]

As for the classification of health care services in Kazakhstan, 62.58% of all funds for health care were used to finance health care, i.e. provision of treatment services (inpatient care, outpatient care and day hospital services).



Note: source [18]

Figure 2. Structure of current expenditures on health care in the context of health care functions (all forms of ownership,% of current expenditures on health care).

Treatment services by type of care are divided into inpatient care, day care (day hospital) and outpatient care. Thus, at the end of 2019, 28.82% of current health care costs were directed to inpatient services, while the share of outpatient treatment funding was 32.56% of HRH, which indicates the predominance of outpatient services in the structure of health care financing.

For the “coronavirus” 2020, capital investments in health care and social services in Kazakhstan amounted to a record 305.1 billion tenge - just 2.2 times more in monetary terms than a year earlier. In the same period of 2019, 137.7 billion tenge was allocated to the sector.

In the regional context, in 2020, the largest amount of funds invested in health care and social services fell on Almaty: 48.3 billion tenge - 3.5 times more in value terms than in 2019. They are followed by Karaganda (26.8 billion tenge, 3.5 times more than a year earlier) and East Kazakhstan (25.9 billion tenge, plus 75.9%) regions [14,15].

Among all regions of the country, only 2 out of 17 went into negative territory in comparison with the indicators of the previous year - Atyrau region (2.6 billion tenge, minus 18.8%) and Shymkent (8.1 billion tenge, minus 6.5% per year).

Table 3 - Investments in fixed assets. Health care and social services by funding source

	2020г.(billion tenge)	2019 г.(billion tenge)	Growth, %
Total	305,1	137,7	121,16
Local budget	127,6	38,9	228,0
Own funds	75,2	52,6	42,9
Republican budget	53,9	37,8	42,7
Borrowed funds	44,7	4,2	956,3
Bank loans	3,7	4,1	-10,0
<i>Note: compiled by the author based on the source [18]</i>			

Most of the capital investments in the context of funding sources fell on the local budget: 41.8%, or 127.6 billion tenge - 3.3 times more than a year earlier.

A quarter of investments were provided at the expense of own funds: 75.2 billion tenge, an increase of 42.9% for the year. Another 17.7% fell on the republican budget: 53.9 billion tenge, plus 42.7% [18].

Of particular interest is tracking the effectiveness of budget programs for 2020 in the context of the spread of coronavirus infection, since during this period funds were allocated from the budget for anti-crisis measures. Monitoring of the spending of funds allocated for anti-crisis measures in Kazakhstan, which was carried out by the Accounts Committee, includes two stages [16]:

At the first stage, together with the Ministry of Finance, public procurement audits and desk control are carried out.

At the second stage, the Accounts Committee conducts an audit of the administrators of budget programs in all 17 regions of the country.

In order to implement the Address of the Head of State to the people of Kazakhstan K. Tokayev dated September 1, 2020, the approaches to the organization of primary health care have been revised, and measures have been taken to revive transport medicine for remote rural points [21]. At the same time, during the period of the epidemiological situation, the format of medical care was revised. Thus, the provision of advisory services through the national telemedicine network, to which 259 health organizations are connected, began to actively develop. At the same time, specialists of republican clinics consult patients receiving treatment in regional hospitals. As of January 2021, a total of 19,089 infectious diseases beds were deployed in the republic, employment is 28% (5,367 beds). The number of intensive care beds in infectious diseases hospitals is 1,738, employment is 21% (362 beds). The bed capacity of quarantine hospitals is 6 666 beds, employment in the republic is 6.2% (464 beds).

The list of the Single Distributor for 2021 from the protocol for diagnostics and treatment of coronavirus infections includes 85 names of drugs, of which 79 items were purchased for the amount of 20.3 billion tenge [7,17].

So, according to the results of the governmental audit, financial violations were established in the amount of 538 329.7 thousand tenge, including:

1. recoverable - 462,099.7 thousand tenge (of which 458,056.9 thousand tenge was reimbursed during the audit),

2. recovery of 76 230.0 thousand tenge (which was fully restored during the audit by performing work and reflecting on the accounting),
3. ineffective use of budget funds in the total amount of 7,240.5 thousand tenge,
4. ineffective planning of budget funds - 54,932.2 thousand tenge,
5. and also identified 34 procedural violations and 8 systemic problems and shortcomings in the activities of objects of governmental audit.
6. In addition, the amount of possible losses and lost profits was set at 508.9 thousand tenge.

So, "Evaluation according to the criterion" Bi "The effectiveness of the implementation of budget programs in achieving the goal of the strategic plan "is calculated by the formula that allows you to assess the effectiveness of the implementation of budget programs":

$$Bi = \frac{1}{t} \sum_{z=1}^t rz \quad (1)$$

where, rz is the coefficient of efficiency of the execution of each budget program in achieving the goal;
It is the number of budget programs in achieving the goal.

The coefficient of efficiency of the execution of each budget program in achieving the goal (rz) is calculated by dividing the arithmetic mean of the coefficients of achieving indicators of direct and final results by the coefficient of utilization of budgetary funds of the budget program.

As we noted, according to the methodology for assessing the effectiveness of achieving goals, the coefficient of efficiency of the budget program in achieving the goal (rz) is calculated by dividing the arithmetic mean of the coefficients of achieving indicators of direct and final results by the coefficient of utilization of budgetary funds of the budget program.

Let's calculate the arithmetic mean of the coefficient of budget funds utilization.

$$99.09 + 97.66 + 99.83 + 92.11 / 4 = 97.17.$$

Thus, the arithmetic mean value of the budgetary funds utilization ratio was 97.17%.

Let's calculate the arithmetic mean of the coefficient of final results (achievement of program results).

In total, the measures for the considered target indicators within the framework of the program are 181, of which 6 were executed in violation of the deadline, 3 were partially executed, 5 were not executed. Thus, the achievement of the results of the program was 92.82%.

Based on the above formula (1), we calculate the criterion Bi "The effectiveness of the implementation of budget programs in achieving the goal of the strategic plan":

$$Bi = \frac{1}{t} \sum_{z=1}^t rz = \frac{92.82}{97.17} = 0.95$$

Discussion. Thus, within the framework of this program, the allocated funds were disbursed by 97.17%. At the same time, the indicators of the final results were 92.82%. The efficiency ratio of the budget program "Densaulyk" was 0.95.

Analysis of the current system for conducting public audit in health care authorities for assessing the effectiveness of the implementation of government programs has revealed a number of problems, in order to eliminate which we propose:

1. When bringing the program documents in accordance with the adopted Strategic Plan of the Republic of Kazakhstan until 2025, carry out a complete decomposition of the designated goals, excluding duplication and ensuring the consistency of results indicators with the tasks set. The formation of budget applications should be focused on the execution of the specified decomposition.
2. It is necessary to accelerate the implementation of the methodology for the impact and assessment of investment funds, including loans and preferences for achieving indicators of direct and final results of budget programs focused on achieving strategic goals and indicators.
3. Ensure the revision of the current budget monitoring system, comparing the timing of assessing the effectiveness of the implementation of program documents and the activities of government agencies, preparation of a report on budget execution and publication of reporting statistical data in order to ensure their synchronization.
4. In order to improve the rational use of budgetary funds, conduct a comprehensive audit of all measures of state support for their effectiveness, exclude duplication and mutual contradictions, which does not allow increasing the effectiveness of measures aimed at balanced economic growth.
5. To fulfill strategic objectives, develop a clear methodology for determining and calculating predicted indicators of program documents, taking into account the assessment of external and internal risks affecting their achievement.

6. To develop the current model for the implementation of the Integrated Medical Information System “Damumed”, to implement the functionality that allows detailing the “valuable” data for key target indicators, to provide access to this system to the staff of the Accounts Committee.

7. Maintain a special record of measures aimed at reducing the total, infant, maternal mortality, the level of suicide among adolescents and other indicators.

Conclusion. In conclusion, we can conclude that after the adjustments made to the audit process of the effectiveness of the use of budgetary funds, the corresponding indicators will change, which will increase both the effectiveness of the implementation of not only individual indicators and indicators of the program, but will also make it possible to increase the effectiveness of achieving the Program Objective. So, according to the forecast changes, it is clear that, first of all, the situation will change according to the assumption of the systematization of the identified errors. The violations detected during the crisis, in our case, during the emergency, will also decrease. In addition, the implementation of interim control over budget execution will allow structuring the state audit process, timely decision-making on elimination or prevention of violations will allow in the future to develop a kind of checklist of “frequently encountered errors in the context of budget programs.”

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ЦИФРЛАНДЫРУ ЖАҒДАЙЫНДА ДЕНСАУЛЫҚ САҚТАУДЫ ДАМУҒА АРНАЛҒАН БЮДЖЕТ ҚАРАЖАТЫН ПАЙДАЛАНУ ТИІМДІЛІГІН БАҒАЛАУДЫ ҰЙЫМДАСТЫРУ ЕРЕКШЕЛІКТЕРІ

Аннотация. Халық әл-ауқатының орнықты және серпінді өсу ұстанымын негізге ала отырып, денсаулық сақтау саласын дамыту Қазақстан Республикасының негізгі векторларының бірі болып табылады, ол медициналық қызметтер көрсетудің жалпыға қолжетімді, үздіксіздігін, уақтылығын кепілдендіруге арналған тұтас, жоғары дамыған, қоғамдық бағытталған жүйе болуға міндетті. Қазіргі заманғы экономиканың барлық салалары, оның ішінде денсаулық сақтау саласы өз қызметін қаржыны басқарудың нақты жолға қойылған кешенді жүйесінсіз жүзеге асыра алмайды. Мәселен, соңғы уақытқа дейін тиімділік аудитінің қолданыстағы процестері қойылған міндеттерді “штаттық” тәртіппен орындап келді.

Алайда, ауқымды жобалар мен іскерлік белсенділікті “тежеген” коронавирус пандемиясы мемлекеттік бюджеттің қолданыстағы жүйесіне өз түзетулерін енгізді, бірқатар мемлекеттік бағдарламалардың, оның ішінде денсаулық сақтаудың көптеген индикаторлары төтенше жағдай режимінде өзінің жарамсыздығын көрсетті, қазіргі уақытта бағдарламалардың сапалық көрсеткіштерін қайта қарауға жақындау, мемлекеттік бағдарламалардың іске асырылу тиімділігін бағалаудың жаңа индикаторларын енгізуді іске асыру талап етіледі. Осыған байланысты, денсаулық сақтау саласында бюджет қаражатын пайдалану тиімділігіне аудит жүргізу жөніндегі процестер егжей-тегжейлі талдауды және өзектілендіруді талап етеді.

Сондай-ақ, денсаулық сақтау жүйесін цифрландыру пандемия кезінде халықты қажетті құралдармен қамтамасыз етіп, оған мемлекеттік бюджеттен қосымша қаражат тартпастан маңызды рөл атқарғанын атап өткіміз келеді. Денсаулық сақтау министрлігі тарапынан заңнамалық деңгейде тегін медициналық көмектің кепілдік берілген көлемі шеңберінде медициналық қызметтер көрсету жөніндегі жаңа әдістемелерді әзірлеу және осы талаптарды дереу “ауыртпалықсыз” цифрлық форматта интеграциялау пандемияның таралу қаупін барынша азайтуға мүмкіндік берді.

Алайда, бір цифрландыру арқылы бюджет қаражатын тиімді пайдаланудың тиісті деңгейіне қол жеткізу мүмкін емес, өйткені тұтастай алғанда, денсаулық сақтау саласы елдегі эпидемиологиялық жағдайға қарамастан кешенді дамуды талап етеді.

Түйінді сөздер: аудитті оңтайландыру, бюджет, денсаулық сақтау, цифрландыру.

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ОСОБЕННОСТИ ОРГАНИЗАЦИИ ОЦЕНКИ ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ БЮДЖЕТНЫХ СРЕДСТВ НА РАЗВИТИЕ ЗДРАВООХРАНЕНИЯ В УСЛОВИЯХ ЦИФРОВИЗАЦИИ

Аннотация. Одним из основных векторов Республики Казахстан, исходя из позиции устойчивого и динамичного роста благосостояния народа, является развитие сферы здравоохранения, которая обязана стать целостной, высокоразвитой, общественно направленной системой, призванной гарантировать общедоступность, непрерывность, своевременность предоставления медицинских услуг. Все сферы современной экономики, в том числе и здравоохранение не могут осуществлять свою деятельность без четко налаженной комплексной системы управления финансами. Так, до недавнего времени действующие процессы аудита эффективности справлялись с поставленными задачами в «штатном» порядке.

Однако пандемия коронавируса, которая «парализовала» масштабные проекты и деловую активность внесла свои корректировки в действующую систему государственного бюджета, многие индикаторы ряда государственных программ, в том числе и здравоохранения показали свою непригодность в режиме чрезвычайного положения, в данном времени требуется подойти к пересмотру качественных показателей программ, реализовать ввод новых индикаторов оценки эффективности реализации государственных программ. В этой связи, процессы по проведению аудита эффективности использования бюджетных средств в сфере здравоохранения требуют детального анализа и актуализации.

Также мы хотим отметить, что цифровизация системы здравоохранения сыграла немаловажную роль в самый разгар пандемии, обеспечив население страны необходимыми инструментами без привлечения на то дополнительных средств из государственного бюджета. Разработка новых методик по предоставлению медицинских услуг в рамках гарантированного объема бесплатной медицинской помощи на законодательном уровне со стороны Министерства здравоохранения и незамедлительная, «безболезненная» интеграция данных требований в цифровом формате позволила минимизировать риски распространения пандемии.

Однако путем одной цифровизации невозможно достичь должного уровня эффективности использования бюджетных средств, так как в целом, сфера здравоохранения требует комплексного развития вне зависимости от эпидемиологической ситуации в стране.

Ключевые слова: организация аудита, бюджет, здравоохранение, цифровизация.

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ПЕДАГОГИКА – ПЕДАГОГИКА - PEDAGOGY

BULLETIN OF NATIONAL ACADEMY OF SCIENCES

OF THE REPUBLIC OF KAZAKHSTAN

ISSN 1991-3494

Volume 5, Number 393 (2021), 214 – 221

<https://doi.org/10.32014/2021.2518-1467.186>

УДК 378.4, ИНДЕКС НТАМР 14.35.07

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ВЛИЯНИЕ ПАНДЕМИИ COVID-19 НА САМОЧУВСТВИЕ СТУДЕНЧЕСКОЙ МОЛОДЕЖИ В КАЗАХСТАНЕ

Аннотация. Настоящая статья посвящена анализу влияния пандемии COVID-19 на самочувствие студенческой молодежи в Казахстане. В рамках научно-исследовательского проекта КазУМО и МЯ им. Абылай хана «Трансформация ценностей казахстанской системы высшего образования в условиях поликультурного и глобализирующегося мира», реализуемого при поддержке МОН РК, был проведен социологический опрос, охвативший 1000 студентов различных регионов Казахстана. Исследование проводилось онлайн, с применением приложения Google Forms. На основе анализа социологического опроса показаны общая удовлетворенность качеством высшего образования в РК, переход на дистанционное образование, основные образовательные ценности студентов, тенденции и перспективы высшего образования в РК. Показано, что в условиях нестабильности и распространяющегося заболевания уровень стресса и беспокойства у молодых людей растет по всему миру. Казахстан не стал исключением: каждый пятый студент в Казахстане испытывает преимущественно негативные чувства (депрессию, чувство неуравновешенности, различные страхи), что влияет не только на их самочувствие, но и на ценностную картину мира и представления молодежи о будущем. Вместе с тем, в статье приводится мысль, что пандемия является. Скорее, не источником проблем, а катализатором, обострившим уже имевшиеся в высшем образовании проблемы. Речь идет об отсутствии формирования ценностных ориентиров, утрате духовности, коммерциализации и консьюмеризации образования. Настоящее исследование дополнит представления о воспитании в рамках высшей школы, а результаты будут полезны педагогам высших учебных заведений, философам образования и всем, кто интересуется проблемами высшего образования.

Ключевые слова: философия образования, пандемия, высшее образование, ценности образования, самочувствие молодежи, постковидное образование.

Введение. Внезапная и быстро распространяющаяся по всему миру пандемия коронавируса в марте 2020 года привела к экстренному переходу всей системы образования в онлайн. Закрытие вузов, которое изначально планировалось всего на несколько месяцев, в итоге продлилось более чем на полтора года. До сих пор неизвестно, будет ли новый год дистанционным или студенты вернутся в университеты и продолжат обучение офлайн. Тем не менее, параллельно с борьбой против нового вируса разворачивается и борьба с его последствиями.

По прогнозам Всемирного банка, пандемия коронавирусной инфекции нанесет системе образования «удар разрушающей силы», последствия которого будут «ощущаться на десятилетия вперед» [1].

Думается, что причиной подобного положения дел стал тот факт, что воздействие пандемии – более не поверхностное явление, связанное с техническими проблемами, доступом в Интернет и экономическими аспектами, а глубинное явление, затрагивающее психологию и ценностные представления главных субъектов образования – педагогов и студентов.

В настоящей статье речь пойдет о влиянии пандемии на студенческую молодежь в Казахстане.

С этой целью научно-исследовательской группой КазУМО и МЯ имени Абылай хана был проведен республиканский опрос, охвативший одну тысячу студентов из разных регионов Казахстана. Результаты данного исследования, посвященные трансформации ценностных представлений молодежи и их самочувствия в период пандемии COVID-19, представлены в данной статье.

Обзор литературы. Аксиологические проблемы, трансформация ценностных ориентиров молодежи в период пандемии, а также проблемы ментального здоровья и психологии молодежи сегодня находятся в фокусе внимания многих ученых и научно-исследовательских групп мира.

Так, согласно опросу ЮНИСЕФ о влиянии COVID на психическое здоровье подростков и молодежи, проведенному в 9 странах мира и охватившему свыше 8 тысяч респондентов, каждый третий молодой человек ответил, что чувствует беспокойство (27%) и ещё 15% испытывают депрессию. 43% девушек и 31% парней с пессимизмом смотрят в будущее [2].

Согласно докладу Международной организации труда «Молодежь и пандемия COVID-19: влияние на рабочие места, образование, права и психологическое состояние», 50% молодых людей потенциально могут испытывать чувство тревоги или депрессии, а еще 17%, по всей вероятности, уже столкнулись с этими проблемами [3].

В России, наряду с ростом традиционных страхов, у молодежи появились новые – пандемические. Эти страхи либо отсутствовали до коронавируса, либо были очень слабо выражены. По данным исследования УрФУ, 88% участников опроса отметили, что пандемия усилила состояние тревожности. 65,9% респондентов переживают о состоянии здоровья как собственном, так и родных и близких. Среди лидеров и страхи за собственное будущее (57,2 %): респонденты отмечают, что теряют контроль над ситуацией и своей жизнью [4].

В Канаде, согласно опросу Canadian Institutes of Health Research, каждый четвертый студент-респондент отметил, что уровень стресса у него – выше критических порогов [5].

В США анализ на основе интервью студентов, проведенного учеными из Texas A&M University, показал повышенный стресс и тревогу вследствие вспышки COVID-19 (71%) [6]. В результате другого опроса, проведенного Goodwin Simon Strategic Research в США, американские студенты проявили меньшую ясность в отношении своих целей и идей относительно будущей работы или карьеры, многие студенты в США не уверены, стоит ли им продолжать учиться в университете [7].

В Великобритании средний балл удовлетворенности жизнью среди студентов, по данным Офиса национальной статистики, понизился: он стал гораздо ниже, чем у взрослого населения (5,8 против 7 из 10) [8].

В Австралии большинство студентов не уверены в своем финансовом будущем (64%) и откладывают достижение основных жизненных целей из-за пандемии Covid-19 (69%). Это показал опрос ME Bank, выявивший широко распространенный пессимизм. Большинство молодых людей заявило, что вряд ли они выйдут на пенсию до 65 лет, найдут дом своей мечты или работу, которая связана не только с оплатой счетов. 84% из 1000 молодых австралийцев заявили, что после Covid-19 получить работу стало сложнее [9].

Как видим, пандемия серьезно сказывается на ментальном и психическом здоровье молодежи. По всему миру уровень стресса и тревог молодежи растет.

Методология исследования. В исследовании, проведенного в рамках научного проекта «Трансформация ценностей казахстанской системы высшего образования в условиях поликультурного и глобализирующегося мира», реализуемого при поддержке МОН РК, приняли участие студенты высших учебных заведений Республики Казахстан. Всего 1000 человек. Исследованием были охвачены все 14 регионов Казахстана, студенты разных курсов (от 1 до 4), разных отделений (обучающиеся на русском, казахском и английском языках), разных специальностей (технических, гуманитарных, медицинских и др.).

Однако в выборке была сохранена основная доля учащихся (мужского/женского населения, доли крупных мегаполисов и маленьких городов, популярных и непопулярных специальностей и др.).

Исследование проводилось онлайн, с применением приложения Google Forms. На основе анализа социологического опроса показаны общая удовлетворенность качеством высшего образования в РК, переход на дистанционное образование, основные образовательные ценности студентов, тенденции и перспективы высшего образования в РК.

Из 1000 студентов ВУЗов РК, принявших участие в опросе, 78,5% составили женщины и 21,5% – мужчины.

Представлены позиции студентов из всех 14 регионов Казахстана. Наибольшее число анкет

поступило из Алматы и Алматинской области (31,8%), Шымкента и Туркестанской области (11%) и Караганды (10,4%). По 5,9% – из Костаная и Павлодара, 5,7% – из ВКО, 5,4% – из Кызылорды, 5,1% – из Актобе, 4,6% – из Атырау, 4,4% – из СКО, 2,9% – из ЗКО, 2,6% – из Нур-Султана и Ақмолинской области, 2,5% – из Мангистауской области, 1,8% – из Тараза и Жамбылской области.

В опросе участвовали студенты различных отделений и специальностей, в том числе: учащиеся гуманитарных наук (45,8%), сферы образования (17,2%), социальных наук, экономики и бизнеса (13,7%), естественных наук (5,2%), технических наук и технологий (5%), сферы услуг (4,5%), искусства (3,3%), права (2,6%), сельского хозяйства (2,3%), медицины (2%).

По курсам обучения респонденты распределились следующим образом: 1 курс – 47,3%, 2 курс – 21,1%, 3 курс – 20%, 4 курс – 11,6%.

По этническому составу в опросе приняли участие преимущественно студенты казахской национальности (85,1%), а также русской (5,3%), корейской (2,7%), узбекской (1,3%), уйгурской (1,2%) и остальных (менее 1%: таджикской, татарской, немецкой и др.).

По возрасту респонденты представили мнения студентов вузов РК до 18 лет (46,2%), 19-21 год (48,3%), 22-24 года (4,8%) и старше 24 лет (7%).

Таким образом, репрезентативный состав участников социологического онлайн-опроса отобразил многообразие суждений участников по актуальным вопросам современного высшего образования и может рассматриваться как надежный источник обобщений.

Результаты исследования. Исследование, проведенное в Казахстане среди студентов вузов РК, также показало растущую озабоченность молодежи пандемией коронавируса и его влиянием на все сферы жизнедеятельности человека.

На вопрос, какие чувства чаще всего испытывают респонденты, почти половина студентов (48,5%) ответили, что чувствуют обычный жизненный тонус, ровные чувства. Ещё 30,9% – эмоциональный подъем, бодрость.

Но, вместе с тем, каждый пятый студент в Казахстане (20,6%) отметил, что испытывает преимущественно негативные чувства: часть респондентов (9%) чувствует состояние неуравновешенности, чувство тревоги, ещё часть (4,8%) пребывают в депрессии, а 4,2% испытывают чувство безразличия ко всему. В числе других ответов студенты указывали чаще негативные чувства, такие как эмоциональные карусели, страх, усталость, одиночество, агрессия, подавленность, грусть, стыд, апатия, тревожность, чувство вины, отвращение и др.

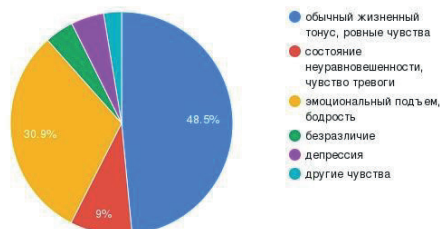


Рисунок 1. Чувства, испытываемые респондентами.

На вопрос, что вызывает опасение и неуверенность в дальнейшей жизни студенты отмечали страх не реализовать себя (54%), проблемы с трудоустройством (11,4%), страх остаться без средств к существованию (11,2%), проблемы со здоровьем (10,3%), проблемы с семейным положением (8,5%). В своем ответе студенты также поделились, что обеспокоены страхом не найти себя, страхом неизвестности, политической ситуацией в мире, страхом затяжной депрессии, зависимости, страхом перед будущими препятствиями и др.

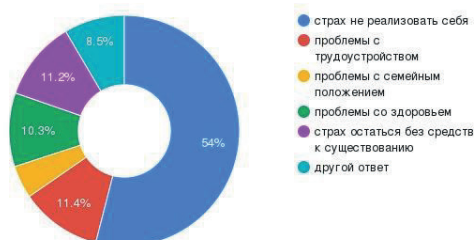


Рисунок 2. Опасения респондентов.

Согласно опросу, пандемия качественно изменила систему ценностей молодежи. Молодые люди стали больше заботиться о семье, своем здоровье и здоровье близких, карьере. Соответственно, возрос их уровень ответственности и опасений за будущее.

В связи с длительным карантином и ограничительными мерами ухудшилось и финансовое положение студентов. Многие студенты отметили, что потеряли работу, соответственно и собственный заработок.

Что касается дистанционного образования, несмотря на то, что в целом студенты достаточно лояльно и с пониманием отнеслись к экстренным нововведениям в их университетах, общая оценка качества образования на уровне 4. По сравнению с традиционным очным образованием качество дистанционного образования хуже. Казахстанские студенты отметили такие его негативные факторы, как отсутствие живого общения и студенческой жизни, нестабильный Интернет и технические проблемы, отсутствие практических навыков и прямой связи с педагогами, появление проблем со здоровьем (боль в спине, ухудшение зрения, физическая усталость от компьютера), невозможность отделить домашние дела от учебных и др.

При этом подавляющее большинство респондентов (82%) верят, что качественное высшее образование поможет им обеспечить успешную карьеру и самореализацию в будущем. Соответственно, отказываться от обучения в вузах они не планируют.

Больше половины казахстанских студентов (50,6%) желают вернуться в университеты на очное обучение.

Дискуссия. Как видим, пандемия вызвала глубинные процессы по трансформации ценностных представлений молодежи, усилила их опасения за жизнь и будущее, привела к появлению массы негативных психологических проблем.

Тем не менее, многие исследователи не связывают ухудшение самочувствия молодежи и трансформацию их образовательных ценностей непосредственно с пандемией. Они считают, что пандемия выступила лишь катализатором, она оголила проблемные участки высшего образования, которые были до неё.

В частности, речь идет о том, что современное образование, став частью рыночных отношений, потеряло свою связь с духовностью, оно более не отвечает глубинным, духовным потребностям молодежи. Вследствие этого молодые люди быстро теряют ориентиры, впадают в депрессию и испытывают стресс.

Так, исследователь из Индии Ankit Kumar, считает, что университеты недостаточно проводят работу по формированию ценностей. В нашем нынешнем сценарии система образования концентрируется на предоставлении учащимся навыков делать вещи (которые имеют экономическую ценность). Другими словами, она концентрируется на вопросах «Как делать», а не «Что делать» или «Почему что-то должно быть сделано». Результатом этого является выпуск студентов, которые не осознают ни свое окружение, ни самих себя и сталкиваются с трудностями. Система образования не готовит учащихся к жизни. Она готовит их только к профессии или работе. Студенты должны сами научиться справляться с жизнью, что включает в себя изучение себя, своих жизненных целей, выявление и разрешение конфликтов, выстраивание отношений в семье и с друзьями, понимание общества и налаживание отношений с природой. Это требует умения критически относиться к повседневным вопросам жизни. Образование также не затрагивает вопросы приверженности. Таким образом, системе образования не удастся развить критическое мышление [10].

Исследователь считает, что в настоящее время существует крайне острая необходимость дополнить систему образования ценностными аспектами, формированием истинно человеческих ценностей взамен сугубо капиталистическим.

Разочарование в науке, политике и медицине, по мнению ряда ученых, приведет к трансформации системы современного образования [11]. Невзирая на все негативные последствия пандемии, сегодня для нас – это шанс вернуть университетам их главное предназначение, которое заключается не в передаче сугубо практических навыков для зарабатывания средств, а в социализации и формировании ответственных и самостоятельных молодых людей.

Пандемия дает шанс превратить наши университеты в место, где будут собираться «люди мысли, обученные мыслить по существу, целостно, трансдисциплинарно», считает П.Гиббс [11]. Сочувствие и любовь необходимо должны лежать в основе этой модели, а не быть побочным фактором.

«Университеты должны оградить своих студентов от тотальной риторики науки и научить свои сообщества критически оценивать науку и контекстуализировать их в дискурсе любви и сочувствия.

Нам нужны университеты, чтобы они действовали как места сострадания, обучения и, прежде всего, мудрости; не как формы махинаций правительства и коммерческих интересов, ориентированных на прибыль и голоса» [11].

Исследователь Ann L. Saurbier из США также считает, что сегодня необходимо усилить аксиологические аспекты высшего образования. Если до недавнего времени получение высшего образования считалось стоящим занятием, то сегодня – в разгар пандемии – многие студенты задаются вопросом, а стоит ли продолжать обучение в вузах. Вопрос этот, по мнению ученого, основан на недостаточной воспитательной работе вузов: они передают лишь практические навыки, но не формируют ценности. Высшее образование должно предложить студентам более высокие ценности и долгосрочные перспективы. Только таким образом оно может сохраниться [12].

Таким образом, пандемия дает возможность для качественной трансформации сферы образования, возможность образованию быть, являться самоценностью, самоцелью, а не бизнес - моделью. В этой трансформации высшего образования видится основное лекарство предотвращения негативных последствий пандемии, которые уже повсеместно отражаются на ментальном здоровье, самочувствии и ценностной картине мира студентов.

Заключение. Кризис, в котором находилось всё мировое образование ранее в скрытом, латентном виде, сегодня дал о себе знать в самых впечатляющих размерах. Узкий прагматизм взамен фундаментализации образования, технизация вместо гуманизации, консьюмеризация за счет экологизации, наконец, образование как товар вместо образования как самоцели: подмена ценностных основ системы образования как никогда сегодня очевидна.

Пандемия выступает, скорее, не источником проблем, а их катализатором. Проблемы, которые накапливались в сфере высшего образования на протяжении длительного времени в считанные дни дали о себе знать. Образование, которое постепенно переходило в сеть рыночных отношений сегодня оторвано от его основных целей – социализации и социального контроля.

Негативные последствия пандемии, которые мы наблюдаем сейчас в виде нарушения ментального здоровья молодежи, растущих стрессов и депрессий, страхов и неуверенности в будущем – всё это, по мнению многих ученых, является прямым следствием кризиса в высшем образовании, которое не формирует в достаточной мере ценностную картину мира.

Образование есть ценность сама по себе. Вне её рыночной или какой-либо другой стоимости. Преодоление кризиса в образовательной сфере видится, прежде всего, в возвращении образованию его самоценности, нацеленной на качественное улучшение жизни молодых людей.

Работа выполнена при финансовой поддержке Министерства образования и науки Республики Казахстан в рамках научного проекта AP09058341 «Трансформация ценностей казахстанской системы высшего образования в условиях поликультурного и глобализирующегося мира».

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COVID-19 ПАНДЕМИЯСЫНЫҢ ҚАЗАҚСТАНДАҒЫ СТУДЕНТ ЖАСТАРДЫҢ ӘЛ-АУҚАТЫНА ӘСЕРІ

Аннотация. Бұл мақала Covid-19 пандемиясының Қазақстандағы студент жастардың әл-ауқатына әсерін талдауға арналған. Абылай хан атындағы ҚазХҚ және ӘТУ-дің ҚР БҒМ қолдауымен жүзеге асырылып отырған «Көпмәдениетті және жаһанданған әлем жағдайында қазақстандық жоғары білім беру жүйесінің құндылықтарын трансформациялау» тақырыбындағы ғылыми-зерттеу жобасы аясында әлеуметтік сауалнама өткізілді. Аталмыш сауалнама Қазақстанның түрлі өңірлеріндегі 1000 студентті қамтыды. Зерттеу онлайн режимінде Google Forms қосымшасын қолдану арқылы жүргізілді. Әлеуметтік сауалнаманы талдау негізінде, ҚР-дағы жоғары білім сапасына жалпы қанағаттанушылық, қашықтан білім беруге көшу, студенттердің негізгі білім берудегі құндылықтары, ҚР-дағы жоғары білім беру үрдістері мен перспективалары көрсетілген. Тұрақсыздық пен аурудың

таралуы жағдайында жастардың күйзеліс пен мазасыздық деңгейі бүкіл әлемде өсіп келе жатқандығы көрсетілген. Қазақстан да бұдан тыс қалмады. Қазақстандағы әрбір бесінші студент көбінесе жағымсыз сезімдерді (депрессияны, сабырсыздықты, түрлі қорқыныштарды) сезінеді. Бұл олардың әл-ауқатына ғана емес, сонымен қатар әлемнің құндылық көрінісіне және жастардың болашақ туралы түсінігіне де әсер етеді. Сонымен бірге, мақалада пандемия мәселелердің қайнар көзі емес, жоғары білім берудегі өзекті жағдайларды ушықтырған катализатор деген ой келтірілген. Мұнда құндылық бағдарларының қалыптаспауы, руханилықтың жоғалуы, білім беруді коммерцияландыру және біріктіру туралы сөз етілген. Бұл зерттеу жоғары мектеп шеңберіндегі білім беру идеяларын толықтырады. Ал нәтижелері жоғары оқу орындарының мұғалімдеріне, білім саласының философтарына және жоғары білім беру мәселелеріне қызығушылық танытқандарға пайдалы болады.

Түйін сөздер: білім философиясы, пандемия, жоғары білім, білім құндылықтары, жастардың әл-ауқаты, ковидтен кейінгі білім.

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IMPACT OF THE COVID-19 PANDEMIC ON THE WELL-BEING OF STUDENT YOUTH IN KAZAKHSTAN

Abstract. This article analyzes the impact of the COVID-19 pandemic on the well-being of student youth in Kazakhstan. Within the framework of the Abylai Khan KazUIR & WL research project “Transformation of the values of the Kazakh system of higher education in a multicultural and globalizing world”, implemented with the support of the Ministry of Education and Science of the Republic of Kazakhstan, a sociological survey was conducted that covered 1000 students from different regions of Kazakhstan. The research was conducted online using the Google Forms application. Based on the analysis of the sociological survey, general satisfaction with the quality of higher education in the Republic of Kazakhstan, the transition to distance education, the main educational values of students, trends and prospects of higher education in the Republic of Kazakhstan are shown. In an environment of instability and spreading disease, stress and anxiety levels have been shown to increase in young people around the world. Kazakhstan is no exception: every fifth student in Kazakhstan experiences predominantly negative feelings (depression, feelings of imbalance, various fears), which affects not only their well-being, but also the value picture of the world and young people’s ideas about the future. At the same time, the article suggests that the pandemic is not a source of problems, but a catalyst that exacerbated the problems already existing in higher education. We are talking about the absence of the formation of values, the loss of spirituality, commercialization and consumerization of education. This study will complement the understanding of education within the framework of higher education, and the results will be useful to teachers of higher educational institutions, educational philosophers and everyone who is interested in the problems of higher education.

Key words: philosophy of education, pandemic, higher education, values of education, well-being of young people, post-COVID education.

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494
Volume 5, Number 393 (2021), 222 – 229

<https://doi.org/10.32014/2021.2518-1467.187>

UDC 796.012 : 373.3

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USING GAME TECHNOLOGIES ON THE LESSONS OF PHYSICAL CULTURE OF PRIMARY SCHOOLCHILDREN

Abstract. The article substantiates the necessity and expediency of using game technologies on the lessons of physical culture of primary schoolchildren. It is confirmed that the game activities of schoolchildren on the lessons of physical culture in primary school with the using of Animal Aerobics and Game fitness contributed to the creation of a heuristic environment that constantly stimulates the cognitive and creative activity of primary schoolchildren.

The results of the implementation of the authors' program of using game technologies on the lessons of physical culture of primary schoolchildren, which provided the implementation of Animal Aerobics and Game Fitness, are presented. According to the authors' program the preparatory part of the lesson consisted of a set of Animal Aerobics exercises, in the main part of the physical culture lesson children performed Game Fitness exercises, and the final part included soothing Game Stretching exercises as a kind of Game Fitness to restore the breathing. The influences of the authors' program (conducting physical culture lessons in primary school with the using of Animal Aerobics and Game Fitness) on the level of physical development (assessment by the Kettle Index on five levels: low, below average, average, above average and high) are determined. The analysis of changes in the functioning of the cardio-respiratory system (sitting heart rate, standing heart rate, pulse difference, Stange Test and Genchi test) of primary schoolchildren due to the using of Animal Aerobics and Game Fitness during the lessons of physical culture. The positive effects of Animal Aerobics and Game Fitness on the level of development of physical qualities are confirmed and a comparative assessment of the dynamics of changes in physical preparation of primary schoolchildren is presented.

Key words: game technologies, game activities, Animal Aerobics, Game Fitness, primary schoolchildren, lessons of physical culture, physical development, physical preparation.

Introduction. The current stage of development of education in Ukraine is characterized by the implementation of the key reform of the Ministry of Education and Science of Ukraine "The New Ukrainian School". The main goal of this reform is to create a school in which it will be pleasant to study and which will give to pupils not only knowledge (as it is for now), but also will give the ability to apply these knowledge in everyday life. Regarding the implementation of this reform on the lessons of physical culture in the primary school, it is, first of all, the receiving physical pleasure by pupils from the using of forms, methods and means of physical culture. These are physical culture lessons, on which schoolchildren want to go, where the teachers listen to their thoughts and wishes. Physical culture as an organizational and integral part of general culture has its own spiritual aspect, performs spiritual and moral functions in the society, and is typical for all age groups, from the birth to deep old age. Particular attention to the formation of physical culture is paid to the period of study, namely, in primary school. Primary school age is a period when the choice of technologies for organizing physical culture lessons plays a key role in the process of forming children's interest to the physical exercises. The right choice of forms and methods of organizing the lessons allows not only to interest children in physical activities, but also to improve their cognitive activity.

The system of physical culture education of primary schoolchildren has its own nature and content, therefore, a scientific substantiation and creation of the new mechanisms of formation children's interest to the physical exercises will help to respond in a timely manner to the problems and difficulties arising in the educational environment and to make a deep analysis of all organizational processes for its improvement. The processes that take place on the physical culture lessons in primary school for sure serve as the practical pedagogical influences for the formation of motor culture of children of this age period. In this context, game

technologies for conducting lessons serve as a basis for the formation of children's motivation, own interest and the interest for using of physical culture even outside school.

According to well-known scientists T. Krutsevich M. Vorobiov & H. Bezverkhnia [1], I. Bodnar & A. Kukharchuk [2], O. Humenna [3] and others, the foundations of health, comprehensive motor training and harmonious physical development are laid exactly in primary school age. The effectiveness of physical culture lessons to strengthen the health of primary schoolchildren is evidenced by the scientific works of Ye. Prystupa, A. Vovkanych & Yu. Petryshyn [4], O. Dubogai [5, 6], A. Kindzera & I. Bodnar [7] and others. O. Kachan [8], N. Moskalenko [9], D. Chaika [10] and others point out the neediness to apply innovative technologies during physical culture education and sports activities of educational institutions. The influences of health and Game Fitness on the development of physical qualities, the level of functionality and health of schoolchildren were studied by A. Boiko & O. Dubynska [11], A. Starchenko [12], Yu. Belyak, I. Hrybovska, F. Muzyka, V. Ivanochko & L. Chekhovska [13], E. Saykina [14], J. Evans [15], G. Stidder & S. Hayes [16] and others. It should be noted that using of game technologies on the physical culture lessons of primary schoolchildren requires teachers to use innovative approaches to the organization of the educational process. D. Babaev, M. Gussenova & A. Sapargaliyeva [17] are studied comprehensive approaches on the specifics of the creative activity of a teacher-psychologist in the context of integrated learning.

The urgency of studying the outlined problem is enhanced by the need to overcome the existing contradiction in primary school between the objective neediness of forming the interest to the physical exercises (due to the insufficient physical health of primary schoolchildren) and insufficiently studied technologies and methods of organizing physical culture lessons, those would interest and motivate children to proper motor activity.

The aim of this work is to substantiate the effectiveness of the authors' program of using game technologies (Animal Aerobics and Game Fitness) on the lessons of physical culture of primary schoolchildren.

Materials and methods. The following research methods were used to achieving the aim: theoretical analysis and synthesis of philosophical, psychological-pedagogical, educational-methodical, professional scientific literature, normative-legal documents in the field of education, Internet resources; pedagogical methods (pedagogical observation, pedagogical experiment); medical and biological methods (anthropometry, Ruffier Test, Kettle Index); control tests; methods of mathematical statistics.

The research was conducted during 2018–2019 years in four stages:

- Stage 1 (August – September 2018): analysis and generalization of literature sources on the problems of improving the structure and content of physical culture education in the school. The search and development of effective forms, methods and techniques that provide the high interest to physical culture lessons was carried out;

- Stage 2 (October 2018 – May 2019): determining the level of physical development and physical preparation of schoolchildren of 3rd and 4th grade (8–9 years old) of Secondary School №66 of Lviv city (Ukraine). Development and implementation of authors' fitness program for the schoolchildren;

- Stage 3 (June – August 2019): analysis of research results, mathematical processing of the obtained data;

- Stage 4 (September – December 2019): generalization of research results, formation of conclusions.

Results. The social significance of children's health-preserving, the need to optimize the modes of physical activities of primary schoolchildren served as the impetus for the creation and implementation of a program for the organization of game activities during physical culture lessons. In terms of content, this program provides the formation of children's interest to the physical exercises through the using of Animal Aerobics and Game Fitness as special forms of lessons. Children's game activities on the lessons physical culture in primary school with the using of Animal Aerobics and Game Fitness contributed to the creation of a heuristic environment that constantly stimulates the cognitive and creative activity of schoolchildren.

At the present stage of development of game technologies, children's fitness is considered as an innovation in the field of preschool education, as one of the effective means of improving the health and physical culture education of children [10, 11, 12]. Animal Aerobics is not just a monotonous repetition of exercises accompanied by songs, but a real performance with the using of drawings. These are general developmental exercises with imitation of animal movements, as well as performance of exercises, moving games with simultaneous pronunciation of sounds and recitation of poems, performance of songs. Animal Aerobics is a fairly new and interesting type of game technologies that promotes the development and improvement of basic motor skills and abilities of primary schoolchildren.

Game Fitness is a type of children's fitness, which uses exercises that are based on moving, musical, educational games and relays with a game and competitive method. The basis of Game Fitness is: moving games, elements of sports games, relay races, story lessons, games with musical accompaniment, Game Stretching.

During the learning and consolidating physical exercises aimed to the developing of basic motor actions, we used the leading teaching methods: visual, verbal, practical, as well as game and competitive. The preparatory part of the lesson consisted of a set of Animal Aerobics exercises, in the main part of the physical culture lesson children performed Game Fitness exercises, and the final part consisted of soothing Game Stretching exercises as a kind of Game Fitness to restore breathing. Authors' program was applied during eight months (October, 2018 – May, 2019). The experiment involved 40 pupils, including 22 boys and 18 girls. All schoolchildren were divided into control (CG) and experimental (EG) groups. Classes in these groups were held in the same conditions and with the same number of hours. Both groups (CG and EG) numbered 20 children. In the CG the lessons of physical culture were conducted according to the generally accepted curriculum, and in the EG – according to the authors' program, which provided for the using Animal Aerobics and Game Fitness.

The authors' program of conducting a physical culture lesson for the primary schoolchildren provided the implementation of the following components: in the preparatory part the Animal Aerobics complexes were used, in the main part – Game Fitness exercises; in the final part – Game Stretching as a kind of Game Fitness. The preparatory part of the physical culture lesson consisted of: sets of animal imitation exercises (exercise “Bunny”, “Squirrel”, “Cat”, “Crocodile”); sets of exercises with the using of staging (role play); sets of exercises accompanied by songs, in the form of warm-up to improve the technique of walking, running, jumping, prevention of flatfoot, posture, harmonious development and interest to the classes. The using of these complexes was applied alternately, for each lesson children were offered a different set of exercises. The main part of the lesson included: moving games (“Dwarfs and Giants”, “Cat and Mouse”, “Hare without a Lair”, “Butterflies”); elements of sports games (game with elements of basketball, volleyball, football); relay races (with balls, objects, toys); games with musical accompaniment; story lessons. The final part included Game Stretching as a type of Game Fitness, the purpose of which was to stretch, relax tense muscles, restore and normalize functional indicators. The complex of exercises lasted from 3 to 5 minutes; the exercises were performed at a slow pace with musical accompaniment. The complexes consisted of both: ordinary general developmental exercises and in the form of a fairytale.

For the development and improvement of physical qualities of primary schoolchildren, complexes of Animal Aerobics and Game Fitness exercises were constantly changed and used in different variants.

Checking the effectiveness of the authors' program, which provided the implementation of game technologies during physical culture lessons, was conducted with using statistical and probabilistic analysis of the data in the following areas:

- the influences of the authors' program (conducting physical culture lessons in the primary school with using of Animal Aerobics and Game Fitness) on the level of physical development (assessment by Kettle Index at five levels: low – L, below average – BA, average – A, above average – AA and high – H) were determined;
- the analysis of changes in the functioning of the cardio-respiratory system (sitting heart rate, standing heart rate, pulse, Stange Test and Genchi Test) in connection with the using of Animal Aerobics and Game Fitness on the lessons of physical culture of primary schoolchildren;
- the effects of Animal Aerobics and Game Fitness on the level of development of physical qualities were monitored and a comparative assessment of the dynamics of physical preparation of primary schoolchildren was carried out.

In all areas of research of primary schoolchildren, the indicators were included in the consolidated protocols. After the experiment, there is an improvement in the physical development of children according to the Kettle Index in the CG and EG, which is natural, because all children attended physical culture classes (Table 1). However, in the EG there is a significant improvement in the results of physical development before and after the experiment. Thus, the indicators of the high level increased in three times from 13,1% to 42,8%, the indicators above average level – twice – from 8,5% to 15%, below the average – in ten times, and the low level – in seven times. In contrast, children in the CG didn't show such significant changes.

Table 1 – The indicators of physical development of primary schoolchildren of EG and CG, %

Indicators	Levels	Before the experiment		After the experiment	
		KG	EG	CG	EG
Indicators of physical development of schoolchildren according to the Kettle Index, %	L	4,6	10,8	6,2	1,5
	BA	22,1	31	13	3,1
	A	41,2	36,4	30	37,3
	AA	14,5	8,5	13,8	15
	H	17,6	13,1	36,9	42,8

In addition to the above, the analysis of consolidated protocols of EG and CG, comparison of primary results (in the beginning of study, October, 2018) with the results we received in the end of the school year (May, 2019) showed the following: 18% of schoolchildren of EG improved their physical development by one level; 18% of schoolchildren of EG – by two levels; 12% of schoolchildren of EG – by three levels according to the indicators determined by the Kettle Index. No changes were found in 7% of schoolchildren of EG according to the Kettle Index. Negative dynamics in the indicators of the Kettle Index of schoolchildren of EG was not detected.

A high level of statistical probability ($P \leq 0,05$) is characterized the changes in the functioning of the cardio-respiratory system (Table 2).

Table 2 – The indicators of functioning of the cardio-respiratory system of primary school children of EG and CG

№	Показники	Before the experiment		After the experiment		P
		CG	EG	CG	EG	
1.	Sitting heart rate (beats/min)	88,8	88,1	86,6	84,0	$P \leq 0,05$
2.	Standing heart rate (beats/min)	103,6	103,3	99,7	96,8	$P \leq 0,05$
3.	Pulse difference (beats/min)	14,8	15,2	13,1	12,8	$P \geq 0,05$
4.	Stange Test (seconds)	20,5	20,2	23,1	26,2	$P \leq 0,05$
5.	Genchi Test (seconds)	10,1	9,8	11,5	13,3	$P \leq 0,05$

Analyzing the data of Table 2, it should be noted that all indicators of the functioning of the cardio-respiratory system both EG and CG of schoolchildren are improved, that is due to the biological development of the child's body. Only the difference between standing and sitting heart rate improved not reliable according to the Student's t -test ($P \geq 0,05$), which corresponds to the natural features of 8 – 9 years children. All other indicators have significant improvements in the result in the EG ($P \leq 0,05$). Thus, sitting heart rate improved in the EG on 4,1 beats/min, and in the CG on 2,2 beats/min; standing heart rate – on 6,5 beats/min and 3,9 beats/min respectively. Significant improvement of heart rate of schoolchildren of EG is due not only to the physiological development of the child's body, but also to additional playful, breathing and physical exercises of dosed volume and intensity, which they received during classes and after school.

Significant improvement of the results in the EG with their significant difference with the CG ($P \leq 0,05$) is observed in the Stange Test and Genchi Test. Performing breathing exercises during the beginning of each lesson, games during the lesson, on long breaks and after school, homework – all these have led to positive changes. The result of EG in the Stange Test increased by 6 seconds, and in the Genchi Test by 3,5 seconds, while in the CG such an improvement is only 2,6 and 1,4 seconds respectively.

It should be noted that in the EG, the average scores of these tests improved not only due to the high results of some strong schoolchildren, but also due to a decrease in the number of schoolchildren who had very low scores. That is, schoolchildren were interested in performing a variety of games that contributed to the development of the respiratory system, and during the school year honestly performed them on the lessons and at home. This fact of improving the results of the Stange and Genchi Tests led to a decrease in the incidence of schoolchildren of EG with acute respiratory infections.

Changes in the planning of educational workload during the lessons and an additional classes (during morning gymnastics before the lessons, on general school lessons, long breaks and after school) occurred in the direction of increasing attention to the using of motor-cognitive games, relay races, moving and sports games for the primary schoolchildren. But such a construction of classes not only didn't interfere with the solution of the educational goal, but, conversely – helped and deepened the knowledge and skills of primary schoolchildren, improved their physical preparation.

Comparative analysis of the dynamics of physical preparation of primary schoolchildren of the EG and CG, allowed to determine a high level of statistical probability of improvement the results ($0,01 \leq P \leq 0,05$) depending on the test exercise (Table 3).

Table 3 – Comparative analysis of the dynamics of physical preparation of schoolchildren of EG and CG

№	Indicators	Before the experiment		After the experiment		P
		CG	EG	CG	EG	
1.	Running 30 m. (seconds)	6,51	6,48	6,34	6,10	$P \leq 0,05$

2.	Long jump from a place (cm.)	98,1	96,7	113,0	117,5	$P \leq 0,05$
3.	Lifting the torso from the starting position lying down on the back (times)	13,6	13,7	19,0	25,4	$P \leq 0,01$
4.	Flexion – extension of the arms in the lying position (push-ups) (times)	1,7	1,8	6,7	8,9	$P \leq 0,05$
5.	Shuttle running 4 x 9 m. (seconds)	12,13	12,18	11,94	11,63	$P \leq 0,05$
6.	Running 1000 m. (min.)	7,05	7,09	6,75	6,23	$P \leq 0,01$

Analyzing the data of Table 3, it can be noted that the largest increase in the results occurred in the development of dexterity, characterized by a test exercise – shuttle running 4 x 9 m., and speed – running 30 m.

The schoolchildren of the EG and CG achieved a significant increase in the development of muscles of torso and upper extremities, which was characterized by test exercises – lifting the torso from the starting position lying down on the back and flexion – extension of the arms in the lying position. This fact, in our opinion, is conditioned to the reason that these exercises are included in the school curriculum of physical culture education as mandatory tasks, and primary schoolteachers pay attention to them during physical culture lessons and homework.

However, the schoolchildren of EG not only enjoyed the introduction of the game method, but also the development of their physical qualities was more intense, which confirms the reliability of the discrepancy between the results of CG and EG by Student's t-test ($P \leq 0,05$).

Thus, the development of endurance in the CG carried out by slow running in the circle at the distances of 500 – 800 m. Meanwhile, in the EG introduced a variety of mobile and sports games in all forms of educational process, which contributed to the accelerated development of endurance and reflected in the test exercise.

Also it should be noted that the number of push-ups from the floor in the CG increased on 5,0 repetitions, and in the EG – on 7,1 repetitions and become as 6,7 and 8,9 times respectively in the end of the school year. The number of the torso lifts from the starting position lying down on the back also increased the CG on 5,4 repetitions and in the EG – on 11,7 repetitions and become as 19,0 and 25,4 times respectively in the end of the experiment.

Such improvement of results had a positive effect on the development of the muscle groups involved in the exercises, which helped to improve the posture of schoolchildren of EG, increased children's self-confidence, helped to overcome difficulties in various life situations that required the manifestation of strength.

The results also increased in long jumps from the place. During the experiment, the difference between the result of the long jump from the place of CG and EG was 4,5 cm, and the increase in results in the end of the school year was 14,9 and 20,8 cm. respectively.

Discussion. The research data contributed to the expansion of the existing information [5, 6, 10, 11] about the fact that game activities of schoolchildren on the lessons of physical culture in primary school contributes to the creation of the health-oriented environment, stimulates cognitive and creative activity of the children. The facts [2, 3, 4, 8] that the choice of social forms of conducting physical culture lessons for the primary schoolchildren contributes to the optimization of the process of their physical development have further developed.

The analysis of the obtained research results allowed to establish that the change of indicators of coordination and speed abilities of schoolchildren of EG, in relation to the schoolchildren of CG, is characterized by a high level of statistical probability ($P \leq 0,05$), which confirms previous research [1, 2, 14, 15] on the sensitive period of development of these qualities of the children of primary school age and necessitates additional efforts to the develop of important, vital motor qualities of primary schoolchildren.

Conclusions. The using of the developed program with elements of children's fitness, namely Animal Aerobics and Game Fitness helped to increase schoolchildren's interest to the physical exercises classes and optimize the process of physical culture education of primary schoolchildren. Animal Aerobics included sets of animal imitation exercises, sets of exercises using staging (role play) and exercises with musical accompaniment. Game Fitness included moving games, elements of sports games, relay races, story lessons, games, Game Stretching.

These types of Game Fitness were used in the preparatory part of the lesson (in the form of warm-up), in the main part (development of physical qualities, improvement of physical preparation) and the final part (game stretching). Additional motivation was facilitated by the constant change of exercise complexes.

The positive impact of the authors' program is evidenced by the improvement of physical development indicators (Kettle Index) of schoolchildren of EG. The number of children with low physical development decreased and the indicators of medium and high levels of physical development increased accordingly. A high level of statistical probability ($0,01 \leq P \leq 0,05$) is characterized by changes in the functioning of the cardio-respiratory system of schoolchildren of EG. There was a significant improvement in the results in the EG with their significant discrepancy with the CG ($P \leq 0,05$) in the Stange and Genchi Tests. It is also worth noting the more positive dynamics of changes in physical preparation of primary schoolchildren of EG after the experiment.

Summarizing, it can be stated that game technologies, namely Animal Aerobics and Game Fitness, are effective forms of organization of physical culture lessons for primary schoolchildren.

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БАСТАУЫШ СЫНЫП ОҚУШЫЛАРЫНЫҢ ДЕНЕ ШЫНЫҚТЫРУ САБАҚТАРЫНДА ОЙЫН ТЕХНОЛОГИЯЛАРЫН ҚОЛДАНУ

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ИСПОЛЬЗОВАНИЕ ИГРОВЫХ ТЕХНОЛОГИЙ НА УРОКАХ ФИЗИЧЕСКОЙ КУЛЬТУРЫ МЛАДШИХ ШКОЛЬНИКОВ

Аннотация. В статье обоснована необходимость и целесообразность использования игровых технологий на уроках физической культуры младших школьников. Подтверждено, что игровая деятельность учеников на уроках физической культуры в начальной школе с использованием звереаэробики и игрофитнеса способствовала созданию эвристической среды, постоянно стимулирующей познавательной и творческой активности детей младшего школьного возраста.

Представлены результаты внедрения авторской программы использования игровых технологий на уроках физической культуры младших школьников, которая предусматривала реализацию звереаэробики и игрофитнеса. Согласно авторской программе, подготовительная часть урока состояла с комплекса упражнений звереаэробики, в основной части урока физической культуры дети выполняли упражнения с игрофитнеса, а заключительная часть включала успокоительные упражнения игрового стрейчинга как разновидности игрофитнеса для восстановления дыхания. Определено воздействие авторской программы (проведение уроков физической культуры в начальной школе с использованием звереаэробики и игрофитнеса) на уровень физического развития (оценка за индексом Кетле за пятью уровнями: низкий, ниже среднего, средний, выше среднего и высокий). Осуществлен анализ изменения показателей функционирования кардио-респираторной системы (пульс сидя, пульс стоя, разница пульса, показатели пробы Штанге и пробы Генчи) в связи с использованием звереаэробики и игрофитнеса на уроках физической культуры младших школьников. Подтверждено положительное влияние звереаэробики и игрофитнеса на уровень развития физических качеств и представлено сравнительную оценку динамики изменений физической подготовленности младших школьников.

Ключевые слова: игровые технологии, игровая деятельность, звереаэробика, игрофитнес, младшие школьники, уроки физической культуры, физическое развитие, физическая подготовленность.

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TOWARDS THE CREATION OF INNOVATIVE LEARNING TECHNOLOGIES IN THE MODERN ECONOMY

Abstract. Innovation issues are relevant both in education and in business. The creation of an innovative concept begins with innovative teaching technology. Following the goals of providing conditions and providing opportunities for the development and implementation of the potential of the educational program, work is underway to improve the technological literacy of students, as well as to increase the competence of teachers in the field of technology and technology, based on the tasks and priorities.

An examination of the curriculum was carried out at the university. Disciplines of social and humanitarian disciplines prevail in the initial courses.

The purpose of such a restructuring of the curriculum is to prepare the student for research, search work as early as possible.

Technocratic bias in the preparation of students – priority should be given to a group of subjects of quantitative operating, developing the skills of digitizing any phenomena in the economy.

An innovative platform at the university, due to the joint teaching of technological aspects of students of economists by teachers of technologists, through writing business plans, allows you to come to the development of a real business process and to the construction of a business model.

The leading goal is to develop students' project thinking as the ability to generate an idea, translate it into society, form a project team, implement a project in a material, and replicate an idea. The main orders for innovation come from the entrepreneurial environment.

The lessons of the pandemic have shown that, under normal conditions, traditional offline education can be selectively supplemented by an online mode in an agreed and acceptable amount.

Key words: pandemic, innovation, innovative technologies, educational process, online learning, offline learning, economic.

Introduction. Innovation topics have become an integral part of social development as a key requirement of the time. Economic development is inconceivable without an innovative component in all areas of activity. Innovation issues are relevant both in education and in business.

The high rate of innovative change creates difficulties – how to join this process, how to build scientific concepts and scientific theories. Risks and uncertainties complicate any attempts to form a concept of innovation in education. Perhaps the creation of a concept is a matter of the future, but preparation and search for ways to it is happening now.

And this path begins with the technology of innovative teaching, an innovative search approach. Following the goals of providing conditions and providing opportunities for the development and realization of the potential of the educational program, work is underway to improve the technological literacy of students, as well as to increase the competence of teachers in the field of technology and technology, and based on tasks and priorities.

The Kazakh University of Technology and Business is a young university, confidently gaining a rating among the universities of the Republic of Kazakhstan, trains personnel in light and food, chemical, oil and gas industries, mining, information technology, services in the field of hotel and tourism business, accounting and financial focus and managers. The presence of experienced and qualified teachers, communication with business representatives, these are great opportunities for creating interdisciplinary ties within the framework

of this university. There are great opportunities for the development of innovative ideas at the intersection of technological and economic sciences. This will require comprehension and conscious transformation of the quality of the educational process for innovative teaching technologies.

The **methodology** consists in transforming the various components and elements of the distance learning course in accordance with the challenges of the time of the educational process (distributed in time and space). The methodology is aimed at regulating managerial and methodological actions in relation to the organization and conduct of distance learning at the university in a pandemic.

Analysis of publications (materials). The works of many scientists, such as (Balabanov, 2015), (Baranov, 2018), (Barancheev, 2012), (Valdaytsev, 2005), (Volsky, 2014), (Dagaev, 2015), (Medynsky, 2013), (Rusinov, Minaev, 2014), (Sabden, 2009).

The works of many scientists are devoted to the issues and problems of the development of distance learning, such as, (Baranov, 2018), (Anstine & Skidmore, 2005), (Bartley & Golek, 2004), (Boettcher & Conrad, 2010), (Bowen, 2013), (Brown & Liedholm, 2004), (Coates, Humphreys, Kane & Vachris, 2004), (De la Varre, Keane & Irvin, 2011), (Evans & Haase, 2001).

The results of the research. At the university, the working curriculum serves as the program basis for teaching technology. Traditionally, centralized regulation of the educational process became a thing of the past with the introduction of amendments to the Law of the Republic of Kazakhstan "On Education" [1], which provided academic freedom to universities in building their own educational process.

At the university, an examination of the working curriculum that was available at the time of the reform was carried out. The disciplines of social and humanitarian disciplines are overcrowded in the first and second years, where they occupy the lion's share (65% in the first year and 21% in the second year). This is not entirely rational from the point of view of placing hours within the educational process. Without diminishing the value and role of social and humanitarian disciplines in enhancing the general culture and establishing ties with society, it was proposed to "spread" them across curricula, along the entire educational trajectory, without reducing in volume. Social and humanitarian disciplines should interpenetrate with specialized disciplines, creating a symbiosis. A close connection between social and humanitarian disciplines with specialized disciplines is also necessary for the reason that social and humanitarian disciplines themselves can be sources of innovative ideas, their interpretation and dissemination.

The question here is that for the educational process in a bachelor's degree in specialized disciplines, a student begins to study only from the third year, i.e. specialized training lasts only 1.5 academic years. This is the third year in full and in the fourth year the first half of the year, because in the second half of the year students go to practice at the enterprises and then the thesis is written and defended. In our opinion, 1.5 years is not enough and so far we have been able to expand the coverage of core disciplines only up to two years at the expense of the second half of the second year. The goal is to prepare the student for research, search work as early as possible. To do this, the student must have a reserve in the curriculum in the form of an extended period, when he will be busier with profile activities. This is important and necessary for gaining more professional experience in the undergraduate program.

The abundance of disciplines is also questionable. The content of the educational process suffers from redundancy of subjects. For example, it is possible to abandon a number of disciplines without significant loss by tying them as part of one large training module or a subsection of a larger discipline. Why? Because the training of economists should be conducted with a great technocratic bias. And, naturally, this cannot be achieved immediately. You can't make a sharp transition.

Discussion. All subjects can be divided into two groups: descriptive and quantitative. Priority should be given to the second group of subjects that develop the skills of digitizing any phenomena in the economy. At the same time, the main emphasis should be placed at the basic level on the development of competencies. For example, a qualitative study of Accounting, Management Accounting, Taxes, Marketing – give an idea of how the information base is formed and how to use it. And it was established that each of these subjects is studied for one semester. This volume is not enough to consolidate knowledge firmly enough. In our opinion, for a more complete and in-depth understanding and assimilation and acquisition of competencies, it is necessary to study them for two semesters. With an eye on the fact that in practice the student is perceived as a ready specialist, and not studying a long list of subjects. But an increase to such a volume is not permissible from the point of view of those accustomed to the traditional structure of the educational process. The student must not complete their studies on paid courses.

What does it do? This is an increase in competitiveness, a rejection of imaginary versatility due to a large and even excessive number of disciplines that give nothing, and a transition to more thorough preparation

for independent practical activity. Indeed, in practice, they are not interested in whether a student knows the economics of foreign countries. Such knowledge on a massive scale will not serve to increase profits in business, but specific knowledge on accounting, marketing, finance is valuable. Such knowledge will help to see how any action is reflected in various parameters of the enterprise's capacity in interrelation.

This process of identifying the value of certain disciplines is continuous and difficult. It is impossible to imagine the educational trajectory four years ahead, and only the main university component remains conditionally unchanged, the elective part varies.

At the university, one can single out the main difference between the two areas of training "Economy by industry" and "Innovative economy". This is what "Economics" trains personnel for industries, and "Innovative Economics" is free economists, developing, remaking, transforming, opening new ways of growth. But there are significantly fewer of them than economists. Therefore, the recruitment for this direction of training is less.

A preliminary discussion took place with representatives of the departments of the Faculty of Technology about possible cooperation in the teaching field in teaching and training personnel in the educational program "Innovative Economy". An innovative platform through joint training in the technological aspects of students of economists by teachers of chemists, technologists, mining and oil and gas specialists, through writing business plans to develop a real business process and then to design a business model. This is just one of a series of possible suggestions. While such variants of ideas are being created, they are being structured and filled with descriptive content that shows the reality of implementation in practice. Thus, it is planned that in such "innovation and testing sites", students in the course of the implementation of creative projects go through the entire chain from a conceptual idea to its practical implementation.

At the same time, the leading goal is to develop students' project thinking as the ability to generate an idea, translate it into society, form a project team, implement a project in a material, and replicate an idea. There are enough examples in modern economic history to go from studying and acting by analogy to unique projects.

In the educational process, the question is not only for the teacher to be innovative himself, but also to create a process, a system of involvement in the innovative process. In part, this can be done through connections with entrepreneurs. In the business environment, there are many well-educated, interesting interlocutors who are ready to willingly share their experience, simply and easily tell about problems and ways to solve them. Live communication with such people is invaluable and will serve the emergence of innovative ideas.

Conclusion. We are currently in the acute phase of a pandemic. Features of the pandemic situation in the educational process:

- the curtailed practice of dual education;
- more theoretical training;
- online learning forms.

Before the pandemic, distance learning at the university was only those who entered college-based training or for a second higher education. It turns out in practice that it is partly possible to legalize this form of education for secondary school graduates.

The situation of a pandemic may have a strong impact not only on the way of teaching (switching from offline to online). The main problem of distance learning is incomplete and insufficient audience control. In our opinion, distance learning or remote learning mode is more suitable for a sufficiently motivated audience. Unfortunately, it would be wrong to categorize the student environment entirely into this category. Online learning technology alone is not enough for quality learning. Online limits the student's complete communicative freedom of communication with the teacher and with other students. Online should be complete – communication with each other and with the teacher is complete. Technically, most of the contact is via ZOOM and this is limited. As an excellent tool for communicating information, ZOOM is limited for the effect of live communication. The point is that it also diminishes the creative spirit of the environment.

The university teaches to analyze and work with information, teaches socialization, Online socializes not to the same extent. This is a well-known and generally accepted opinion.

In normal conditions, online and offline can be used together, especially in terms of independent work of a student with a teacher, in our opinion. Traditional offline education can be selectively supplemented with an online mode in agreed and acceptable volumes. That is, part of the training takes place in person, and part of it remotely. Moreover, the second part, at the discretion of the teacher, can be considered in the student-teacher relationship as a stimulating measure.

A well-built trajectory for the development of an innovative platform will create a critical mass of young people capable of designing, managing and maintaining complex systems, and educating a new generation of researchers, developers and workers for high-tech and highly intelligent industries.

What can the educational program “Innovative Economy” give for the labor market:

– an increase in the number of scientific and managerial personnel required to implement the strategy of innovative development of the economy of various industries, and an increase in their professional and personal competence;

– formation of a reserve of young personnel in the entrepreneurial and managerial sphere of activity.

Our young republic faces great tasks of economic development. And the education system will be the key factor. The drivers of the transformation of the whole society in the long term are the education system, in particular, universities. For this, our country has a high economic potential, human capital, the ability and desire to learn and self-study.

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ҚАЗІРГІ ЭКОНОМИКАДА ОҚЫТУДЫҢ ИННОВАЦИЯЛЫҚ ТЕХНОЛОГИЯЛАРЫН ҚҰРУ ЖОЛЫ

Аннотация. Инновациялық тақырыптар уақыттың басты талабы ретінде қоғамдық дамудың ажырамас бөлігіне айналды. Экономикалық дамуды барлық қызмет салаларын инновациялық компонентсіз елестету мүмкін емес. Инновациялық мәселелер білім беруде де, бизнесте де өзекті болып табылады. Инновациялық тұжырымдаманы құру инновациялық оқыту технологиясынан, инновациялық ізденіс тәсілінен басталады. Білім беру бағдарламасының әлеуетін дамыту мен іске асыруға жағдай жасау және мүмкіндіктер беру мақсаттарын басшылыққа ала отырып, оқушылардың технологиялық сауаттылығын арттыру, сондай-ақ міндеттер мен басымдықтарға сүйене отырып, технология саласындағы мұғалімдердің құзыреттілігін арттыру бойынша жұмыс жүргізілуде.

Университетте реформа кезінде қол жетімді жұмыс оқу жоспарына сараптама жүргізілді. Бастапқы курстарда қоғамдық-гуманитарлық пәндер көп. Жалпы мәдениетті көтерудегі және қоғаммен байланыс орнатудағы әлеуметтік-гуманитарлық пәндердің мәні мен рөлін төмендетпей, оларды оқу жоспарларына сәйкес, бүкіл білім траекториясы бойынша, көлемін төмендетпей «тарату» ұсынылды.

Оқу бағдарламасын мұндай қайта құрудың мақсаты – оқушыны ғылыми-зерттеу, ізденіс жұмыстарына мүмкіндігінше ертерек дайындау. Ол үшін студенттің мамандандырылған қызметпен көбірек айналысатын ұзартылған кезең түрінде оқу жоспарында резерві болуы керек.

Экономистерді оқыту күшті технократиялық бейімділікпен жүргізілуі керек. Экономикадағы кез-келген құбылыстарды цифрлау дағдыларын дамыта отырып, сипаттама түрінде емес, сандық әрекетте субъектілер тобына басымдық беру керек.

Нәтижесінде, бұл бәсекеге қабілеттіліктің артуына, пәндердің шамадан тыс көп болуына байланысты ойдан шығарылған жан-жақтылықтан бас тартуға мүмкіндік береді.

Университеттегі инновациялық платформа, экономика факультеті студенттерінің технологиялық аспектілерін химиктер, технологтар, тау-кен ісі және мұнай-газ саласындағы мамандардың бірлесіп оқытуына байланысты, бизнес-жоспар жазу арқылы нақты бизнес-процестің дамуына және бизнес-модельдің дизайнын жасауға мүмкіндік береді. Бұл ықтимал ұсыныстардың біреуі ғана.

Сонымен бірге, жетекші мақсат – идеяны тудыру, оны қоғамның сұранысына айналдыру, жобалық топ құру, жобаны материалды жүзеге асыру және идеяны қайталау қабілеті ретінде оқушылардың жобалық ойлау қабілетін дамыту. Заманауи экономикалық тарихта аналогия бойынша зерттеу мен іс-әрекеттен ерекше жобаларға дейінгі мысалдар жеткілікті.

Оқу процесінде мәселе процесті, инновациялық процеске тарту жүйесін құру болып табылады. Мұны ішінара кәсіпкерлермен байланыс арқылы жасауға болады. Мұндай адамдармен тікелей қарым-қатынас өте маңызды әрі инновациялық идеялардың пайда болуына қызмет етеді.

Түйін сөздер: инновация, инновациялық технологиялар, оқу үдерісі, онлайн оқыту, оффлайн оқыту, экономика

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НА ПУТИ СОЗДАНИЯ ИННОВАЦИОННЫХ ТЕХНОЛОГИЙ ОБУЧЕНИЯ В СОВРЕМЕННОЙ ЭКОНОМИКЕ

Аннотация. Инновационная тематика является неотъемлемой частью общественного развития как ключевого требования времени. Развитие экономики немыслимо без инновационного компонента во всех сфера деятельности. Вопросы инновации актуальны как в сфере образования, так и в сфере бизнеса. Создание инновационной концепции начинается с технологии инновационного обучения, инновационному поисковому подходу. Следуя целям предоставления условий и обеспечения возможностей для развития и реализации потенциала образовательной программы, идет работа по повышению технологической грамотности обучающихся, а также повышения компетентности педагогов в сфере техники и технологий, исходя из задач и приоритетов.

В вузе была проведена экспертиза рабочего учебного плана, имевшегося на момент реформы. Дисциплины социально-гуманитарных дисциплин имеют скученность на начальных курсах. Не умаляя ценности и роли социально-гуманитарных дисциплин в повышении общей культуры и установлении связей с социумом, предлагалось «разнести» их по курсам обучения, по всей учебной траектории, без сокращения в объеме.

Цель такой реструктуризации учебного плана – как можно раньше подготовить студента для исследовательской, поисковой работы. Для этого у студента должен быть запас в учебном курсе в виде удлиненного периода, когда он будет больше занят профильной деятельностью.

Без существенной потери отказаться от ряда дисциплин, привязав их как части одного крупного учебного модуля или подразделом укрупненной дисциплины. Подготовка экономистов должна вестись с большим технократическим уклоном. Приоритет должен быть за группой предметов, не описательного характера, а количественного оперирования, развивающих навыки оцифровки любых явлений в экономике.

В итоге это дает повышение конкурентоспособности, отказ от мнимой многогранности за счет избыточного количества дисциплин.

Инновационная площадка в вузе за счет совместного обучения технологическим аспектам студентов экономистов преподавателями химиками, технологами, специалистами горного дела и нефтегазовой отрасли, через написание бизнес-планов позволяет прийти к разработке реального бизнес-процесса и к конструированию бизнес-модели. Это лишь один вариант из серии возможных предложений..

Ведущей целью при этом является развитие у студентов проектного мышления как способности к генерации идеи, трансляции ее в общество, формирования команды проекта, реализации проекта в материале, тиражирования идеи. Примеров в современной экономической истории достаточно, чтобы от изучения и действия по аналогии дойти до уникальных проектов.

В учебном процессе вопрос в том, чтобы создать процесс, систему вовлечения в инновационный процесс. Отчасти это можно делать через связи с предпринимателями. Живое общение с такими людьми бесценно и послужит появлению инновационных идей.

Ключевые слова: инновация, инновационные технологии, учебный процесс, онлайн обучение, оффлайн обучение, экономика

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**BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN**
ISSN 1991-3494
Volume 5, Number 393 (2021), 236 – 242

<https://doi.org/10.32014/2021.2518-1467.189>

**UDC 378.14:811.133.1
IRSTI 16.21.61**

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FORMATION OF COMMUNICATIVE COMPETENCE OF STUDENTS STUDYING FRENCH

Abstract. The article is devoted to the problem of formation of students ‘ communicative competence on the basis of studying the regions of the country of the studied language.

The communicative method of teaching French to students is a leading one, because in a short period of time it allows them to master the language at a level sufficient for everyday and business communication.

In modern conditions, the communicative approach makes it possible for elementary-level students not only to master knowledge, but also to learn the socio-cultural component, which will allow them to adequately interact with native French speakers in real communication situations.

The author analyzes the teaching experience of the author, who showed that the study of the regions of France contributes to the growth of students ‘ motivation and interest in mastering the French language as a means of communication with its native speakers.

The correct selection of authentic materials, the use of language and speech exercises ensure the improvement of foreign language communicative competence. In the ranking of the popularity of methods of learning the French language, the leading position is occupied by the communicative approach, which is aimed directly at the development of communication. In the XX century, when teaching a foreign language, classical methods were used, which did not give the desired result in a short time, namely, they did not teach speaking. Thanks to the communicative methodology and the peculiarities of the French language, university students who are just beginning to master such a difficult language from a grammatical, phonetic, and lexical point of view will be able to quickly speak French. This method has proven itself well in Europe, in the United States and, finally, in our country.

The results of research can be used by university teachers, in forming communicative competence.

Key words: communicative methodology, French, elementary level, student learning, communication.

Introduction. In the ranking of the popularity of methods of learning French language, the leading position is occupied by the communicative approach, which is aimed directly at the development of communication. In the XX century, when teaching a foreign language, classical methods were used, which did not give the desired result in a short time, namely, they did not teach speaking. Thanks to the communicative methodology and the peculiarities of the French language, university students who are just beginning to master such a difficult language from a grammatical, phonetic, and lexical point of view will be able to quickly speak French. This method has proven itself well in Europe, in the United States and, finally, in our country. [1]

Communicative competence is a complex, multicomponent phenomenon, consisting of linguistic (including sociolinguistic) competence, which involves the possession of linguistic means, the processes of generating and recognizing text; thematic competence, i.e. the possession of extralinguistic information, including country studies; socio-cultural competence, i.e. behavioral, including etiquette, including knowledge of the socio-cultural context; compensatory competence and educational competence. [2]

The communicative method is currently one of the most popular ways to master the French language. This

method is also used when learning other foreign languages. Today, the communicative method is used by many teachers. Most of the training courses in French clearly demonstrate the advantages of this method. [3]

The concept of the communication method consists in the continuous development of the basic skills required for mastering any foreign language (reading, grammar, oral speech, listening and writing). The final and key goal is to teach the student basic communication skills in French. Mastering the required material in a short time and with an impressive degree of consolidation is due to the fact that the key expressions of the French language, grammatical structures, vocabulary are conveyed to the student in the form of a real and emotionally colored situation [4].

Example: Imaginez que vous êtes au magasin et vous devez acheter des produits pour le dîner. - Imagine that you are in a store and you have to buy groceries for dinner.

Overcoming the psychological barrier occurs through the use of a communicative technique, which has a positive effect on the communication process between the student and the teacher in the form of a role-playing game. In a situation close to reality, the student quickly begins to speak French, despite the fact that he has never studied it before. The increased interest and positive emotional mood of students contributes to the comprehension of the French language due to the large number of game elements. Students work not only in pairs, but also in groups, take part in discussions on interesting, "live", relevant topics. This approach allows the teacher to take into account the personal characteristics of students, conduct French lessons in a creative way and make classes more exciting. The French teacher has the opportunity to exercise total control over the learning process itself. [11]

The key task of the communication methodology is to ensure that students are able to speak French fluently in the first place, and eventually think in the language. It should be noted that there are no exercises that are aimed at mechanical reproduction. But exercises for comparison, comparison, working in pairs, game situations, finding errors, connecting and developing memory, logic, developing and forming imaginative and analytical thinking are used.

The communication method aims to develop the basic skills for mastering French in students who start learning the language from scratch: speaking, writing, reading and listening. The emphasis is on the active use of audio recordings, interactive materials and videos.

A variety of methodological techniques used in the development of French using the communicative method makes it possible to form the skills required by a modern person in his business and everyday life, namely the ability to negotiate, make presentations, make reports, make calls by phone, Skype and other modern methods of communication, to correspond with the interlocutor in conversational and business French. [12]

Example: Il vous faut téléphoner au directeur de l'entreprise pour discuter la situation liée avec les problèmes de votre entreprise. - You need to call the director of the company in order to discuss the situation related to the problems of your company. [10]

In French lessons, much attention is paid to working in mini-groups and pairs. Students are offered a wide range of topics or questions to discuss in order to try themselves in real communication. Students who are beginning to learn French should carefully and actively perceive the speech of the interlocutor, build clear and clear phrases, independently correct mistakes, help each other to express their thoughts correctly. Here, an important role is played not only by the creative approach to the lessons, but also by the independent cognitive activity of students. Role-playing games played by students in real situations require the use of language skills. For example, buy tickets at the metro ticket office, find your way in an unfamiliar city. The main goal is to find a logical solution to the problem, using only the accumulated vocabulary of the French language. With the help of such tasks, the teacher tries to bring the participants of the classes closer to the conditions of real communication.

The role of collective discussions or discussion games in the learning process is great. Students are presented with a problem, they need to express their personal opinion. The teacher reveals the topic, asks leading questions and shares his own thoughts. Such lessons enable the audience to overcome the language barrier in speaking. This form of communication removes psychological fear, shyness, tension, and students begin to express their thoughts clearly and adequately. Gradually, the tasks become more complex, and the topics for discussion become more complex and relevant. [5,6]

Universities that actively use the communicative methodology invite native French speakers to become teachers. On the one hand, the Frenchman contributes to the excellent pronunciation and understanding of the oral speech of a foreigner by ear, familiarity with the most common and modern colloquial vocabulary of the French language. Russian is often difficult to explain to a native speaker the meaning of certain words, as

well as grammar that has no analog in the Russian language, especially if the native speaker does not speak Russian at all. It is difficult for students to master grammatical rules without explanations. The communicative method does not allow you to sufficiently develop your writing skills.

Thus, it is necessary to combine modern and classical methods when learning French at an elementary level, since each method has advantages and disadvantages. At the initial stage of learning French, it is important not to miss the moment in setting up not only speech, mastering vocabulary and analytical thinking, but also to instill grammatical skills for competent use of the language in everyday and professional communication. The result of this article is an analysis of the use of communicative methods of learning French by students at the initial stage of training.

As mentioned above, the process of forming a communicative competence is based, first of all, on the possession of lexical means characteristic of the modern stage of language development. One of the main ways to achieve this learning goal is to work with the original artistic text of a modern author.

Effective formation of the communicative competence of the future university graduate as a component of his general communicative ability and the conditions for mastering the qualities of a secondary communicative professional personality is possible through the use of a contextual learning model that provides: [13]

- taking into account the peculiarities of professional thinking and speech-thinking activity of a specialist-graduate of a non-linguistic
- didactically based use of contextual pedagogical technologies — innovative and traditional, classroom and extracurricular;
- implementation of the supporting position of the foreign language teacher of the specialty. [9]

Materials and methods. The research described in this article was based on the idea of combining the communicative and competence approaches using the method of conceptual modeling. This idea was embodied in the creation of a model for the formation of students of the pedagogical university.

To determine the level of formation of communicative competence, a diagnostic complex test was developed, containing tasks on listening, reading, writing and speaking (Table 1).

The maximum score for each type of test task is 25 points. The criteria for their selection correspond to the functions included in the Professional Standard of the Teacher 1, and to the labor actions, skills and knowledge that a specialist of this profile should possess. [7]

Types of speech activity	Tasks	Criteria for assessing the level of communicative competence
Listening skills	Task 1: Listen to the message at the pedagogical council. Professional-communicative task: to understand the main content of the audio text of professionally-oriented topics. Example: Écoutez la conférence des enseignants et choisissez les sujets qui ont été mentionnés: a) Le retard des élèves; b) L'évaluation à venir; c) L'intimidation à l'école.	Knowledge: patterns of functioning of language units in audio texts of professional subjects. Skills and abilities: auditory skills and skills of perception of texts of professional subjects and extraction of general / specific information. Communication strategies: application of the extracted information in new speech situations in the professional sphere
Speaking	Task 1: speak out on the problem within the framework of the pedagogical situation. Professional-communicative task: to solve a professional-pedagogical task and present this solution in the form of a monologue, using the means of the studied language Example: Un étudiant est à nouveau en retard pour votre classe. Vous êtes en train d'expliquer un nouveau sujet. Que fais-tu?	Knowledge: patterns and rules of building a monologue / dialogue, taking into account the national and cultural characteristics of communication and the specifics of pedagogical activity. Skills and abilities: -situational use of a variety of language material of professional subjects - ability to organize and implement speech intention in the conditions of pedagogical communication; - ability to understand the thoughts of other people in a foreign language in oral form.

Reading	Task 1: read a fragment of an article from a scientific and pedagogical journal. Professional and communicative task: understanding the main content of the read text of professional and pedagogical topics. Example: Lisez l'article et remplissez la carte mentale du texte.	Knowledge: patterns and rules of building a monologue / dialogue, taking into account the national and cultural characteristics of communication and the specifics of pedagogical activity. Skills and abilities: - situational use of a variety of language material of professional subjects - ability to organize and implement speech intention in the conditions of pedagogical communication; - ability to understand the thoughts of other people in a foreign language in oral form.
writing	Task 1: Write a memo to a colleague about the upcoming event. Professional-communicative task: using written speech, solve a professional-pedagogical task.	Knowledge: laws and rules for creating written texts of a professional nature, such as a memo, a letter to a foreign colleague, theses of a report, an abstract of an article. Skills and abilities: - situational use of a variety of professional language material; - ability to organize and logically structure the content of a written text • - ability to arrange the text in accordance with the rules of spelling and punctuation. Communication strategies: knowledge of a variety of writing strategies in accordance with the professional and pedagogical task

In order to identify the effectiveness of the model developed by the authors, a survey of students and teachers was conducted and on this basis, a SWOT analysis was carried out, which allowed us to determine the advantages and disadvantages of using this model in the educational process of a pedagogical university. Processing and generalization of the obtained data were carried out by applying the methods of mathematical statistics.

Result and discussion. The study included three stages: ascertaining, forming and control. The pilot work, which was conducted during the academic year 2020 / 2021, was attended by 64 3rd-year students studying in the profile “foreign language (French)”.

At the ascertaining stage, the initial level of communicative competence formation was revealed: 25% of students had a high level (from 71 to 100 points), 40.63% had an average level (from 41 to 70 points), and 34.37% had a low level (from 0 to 40 points) (Fig. 1)

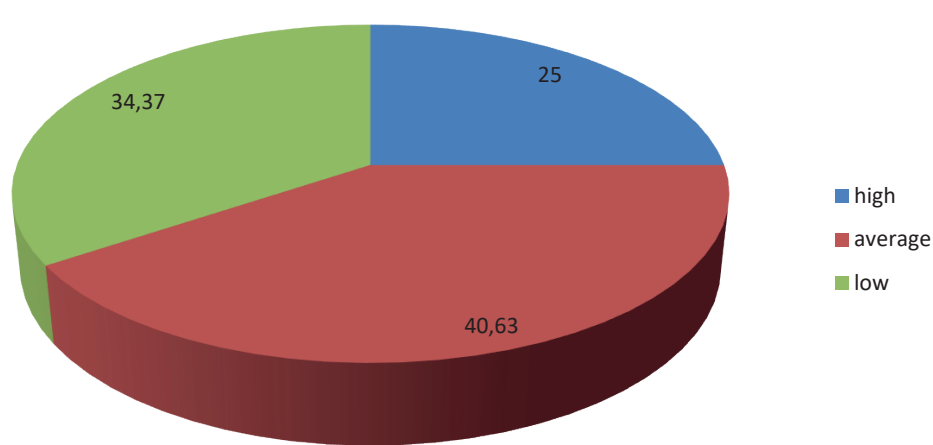


Fig. 1. The level of formation of the QC of the subjects according to the results of the ascertaining diagnosis, %

Based on the diagnostic data, the control and experimental groups with a comparable composition of students were identified. The level of mastering the educational material was significantly equal: the Mann-Whitney U-test (iemp-497.5) showed no differences in the results of the complex test. [7,8]

At the formative stage of the experiment, the subjects “Foreign language (French)” were taught separately

in the control group according to the approved work programs, in the experimental group - in an integrated manner, according to the model developed by the authors, including target, theoretical and methodological, content, procedural, control and effective blocks

Conclusion. The conducted research, devoted to the development, testing and evaluation of the effectiveness of the model of formation of communicative competence among students of a pedagogical university, allows us to formulate a number of conclusions.

The practical significance of the results of the study is determined by

- in the methodological sphere-the approbation of the author's model, which allows creating an interdisciplinary foundation of the educational process and contributes to the formation of communicative competence among students of a pedagogical university; [9]

- in the educational and pedagogical sphere-diagnostics of the degree of formation of linguistic and socio-cultural knowledge, speech skills, the level of foreign language proficiency in the professional sphere; as well as providing students with the opportunity to use a foreign language in the process of studying professional subjects, which increases their confidence in the knowledge of this language, removes the language barrier in communication and motivates them to master communicative competence;

- in the professional and applied field - the opportunity to successfully solve professional tasks in the future, to carry out foreign internships, business contacts and meetings in a foreign language environment. 10]

The results of the conducted research can be used by university teachers, as well as teachers dealing with the problem of forming foreign-language professional and communicative competence in future specialists of the pedagogical profile

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ФРАНЦУЗ ТІЛІН ОҚИТЫН СТУДЕНТТЕРДІҢ АУЫЗЕКІ СӨЙЛЕУ ҚҰЗЫРЕТТІЛІГІН ҚАЛЫПТАСТЫРУ

Аннотация. Бұл мақалада француз тілін қолданатын ел аймақтарын зерттеу негізінде студенттердің коммуникативтік құзыреттілігін қалыптастыру мәселесіне арналған.

Студенттерге француз тілін оқытудың коммуникативті әдістемесі жетекші әдістеме болып есептеледі, өйткені қысқа уақыт ішінде студенттерге күнделікті және іскери қарым-қатынас үшін жеткілікті деңгейде тілді игеруге мүмкіндік беруде.

Қазіргі жағдайда коммуникативті тәсіл қарапайым деңгейдегі студенттерге білімді игеруге ғана емес, сонымен бірге нақты қарым-қатынас жағдайында француз тілінде сөйлейтіндермен барабар қарым-қатынас жасауға мүмкіндік беретін әлеуметтік-мәдени компонентті игеруге мүмкіндік береді.

Француз аймақтарын зерттеу студенттердің француз тілін өз сөйлеушілерімен қарым-қатынас құралы ретінде меңгеруге деген ынтасы мен қызығушылығының артуына ықпал ететінін көрсеткен автор оқытушылық тәжірибені талдайды.

Түпнұсқа материалдарды дұрыс таңдау, тілдік және сөйлеу жаттығуларын қолдану – шет тіліндегі коммуникативтік құзыреттілікті жетілдіруді қамтамасыз етеді.

Түйін сөздер: коммуникативті әдістеме, француз тілі, қарапайым деңгей, студенттерді оқыту, коммуникация.

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ФОРМИРОВАНИЕ КОММУНИКАТИВНОЙ КОМПЕТЕНЦИИ У СТУДЕНТОВ, ИЗУЧАЮЩИХ ФРАНЦУЗСКИЙ ЯЗЫК

Аннотация. Статья посвящена проблеме формирования коммуникативной компетенции студентов на основе изучения регионов страны изучаемого языка.

Коммуникативная методика обучения французскому языку студентов является лидирующей, поскольку за короткий промежуток времени позволяет освоить язык на уровне, достаточном для повседневного и делового общения.

В современных условиях коммуникативный подход дает возможность обучающимся элементарного уровня не только овладеть знаниями, но и усвоить социокультурный компонент, что позволит адекватно взаимодействовать с носителями французского языка в ситуациях реального общения.

Анализируется преподавательский опыт автор, показавший, что изучение регионов Франции способствует росту мотивации и интереса студентов к овладению французским языком как средством общения с его носителями.

Правильный отбор аутентичных материалов, использование языковых и речевых упражнений обеспечивают совершенствование иноязычной коммуникативной компетенции.

Ключевые слова: коммуникативная методика, французский язык, элементарный уровень, обучение студентов, коммуникация.

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ТАРИХ – ИСТОРИЯ – HISTORY

BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN

ISSN 1991-3494

Volume 5, Number 393 (2021), 243 – 249

<https://doi.org/10.32014/2021.2518-1467.190>

UDC101.8 : 316.3 (574)+128

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ANTHROPOCENTRISM AS THE BASIS OF KAZAKH SOCIAL PHILOSOPHICAL IDEA

Abstract. The actual problem of modern times – anthropocentrism as the basics of Kazakh social philosophy, is considered in this article. It is the basic element and a complicated systematic education which touches upon the problem of philosophy – «man and the world». Ideas of anthropocentrism are reflected in national social philosophy and contains man's integral consciousness. Specificity of this problem is defined by its actuality in the first place, by common values – in the second place, by national-historical traditions, which are fundamentally based on man's being.

Problem of man is mainly a social-philosophical problem, because solving of this problem gives us a vision of social and natural reality and social orientation of man and other communities and groups. Value of anthropocentrism consists of adequate formation and exposure of the meaning of human's life. Many generations of philosophers of Kazakhstan spent their effort to do this.

The problem of the meaning of man's being was put not only as the problem of spiritual development but also as the problem of spiritual formation of the nation with the help of enlightenment, moral self-determination and social justice. Man was and is the highest value of society. All the progressive ideologists of the past turned their mind and knowledge to man and his nature, trying to find ways of changing the essence of man and acquire a real meaning of life.

Key words: anthropocentrism, meaning of life, national-historical tradition, national idea, identification.

Introduction. Anthropocentrism, as a necessary component of modern development of civilization, its spirituality and world outlook, which goes back deep into the centuries and has the richest vitally important resources. On the territory of Kazakhstan ideas of anthropocentrism were contained in spiritual wisdom of the people. It consisted of great love of life containing eternal sense, based on moral qualities such as humaneness, honesty, justice, virtuousness and insatiable ability of mind. Basis of anthropocentrism is the actual problem of meaning of life as a national idea of spiritual need, which is opposed to all unspiritual. In formation of independent democratic society the problem of meaning of life in its social-philosophical aspect contributes to finding further ways of development and understanding its place in the world. Looking back into the past of Kazakhstan, we see that Kazakh philosophy was closely connected with their needs to understand the surrounding world and its importance for his life and life of all people around him.

But every culture has its peculiarities. Problem of meaning of life was connected with special features of nomadic people, its being and habits, customs and traditions and influence of the social cultural environment of historical flow of life of Kazakh people. Uniqueness of nomadic way of life formed a special mentality and world outlook. "Philosophy for nomads is not a special subject for studying and research, it is thinking and way of life. The main problem is meaning of existence and life activity of the man by which he is presented as integrating aspect of social problems: in political sphere it is objective exposure of historical situation; in spiritual sphere – frame of mind, values, traditions and customs, etc; in social-economical – a way of being, concrete economic connections etc." [1]. Nomads, living in the centre of Euroasia, worked out a specific way

of thinking and forming social organizations. If suggest, that the problem of meaning of life was put not by man, but by life itself, then it can be mentioned that nomad's life was closely connected with nature around him and the rational use of it. From the very beginning of their existence as a nation the Kazakh people understood a special value of their unity as indivisible nation, united by common language, territory, common culture and historical destiny.

Materials and methods. Man, meaning of his existence as the basis of Kazakh philosophy. The most important expression of personal being of man is having a meaning of life, which is the highest integration of his values; individual's attitude to land, as great value, is not an individual attitude, it is connected with historically developed existence of individual as member of a community. Formation of any kind of meaning of life suggests interiorization of definite social values, worked out in the history of culture. Deep in their mind Kazakh people have an idea of ancient nomadic culture, connected with honouring of saint places and graves. Honouring has been living in the memory of people since long time ago. Kazakh people were open, as well as steppe, to new ideas and religious morality. Mentality of Kazakh nomads was determined by tolerant attitude to other ethnic cultures. It may be explained by the fact, that different religions existed on the territory of Kazakhstan (zoroastrism, christianity, islam). Kasymzhanov A.X., Kasymzhanova S.A. in the work «Spiritual inheritance of Kazakh people» pointed out that «it would be correct to call the world outlook of ancient kazakhs as tengrianism, the name of their God – tanir. But in reality, the ancient outlook of Kazakhs was zoroastrism and its traces are clearly seen in the cult fire, in ceremonies of healing, connected with water and land»[2]. It is believed that in the East anthropological orientation of religion and philosophy is historically stable, the main approaches of which were formed in the period of VI century B.C. up to VIII century A.C. and have not changed greatly for many centuries.

Islam represents a special orientation which introduces its own image of man and his destination with his specific conditions of being, it was sufism orientation. «Sufism differs from orthodox islam by complicated philosophical basis and corresponding anthropological studies, ideas of Christianity, buddism and induism (panteism, jogi practice) are combined in it. Sufism doesn't pay attention to observations of religious ceremonies, but to inner self perfection of man, which in the end, means realization of God in him»[3]. We can't deny a considerable contribution of sufies into the world culture, such as a muslim cultural Renaissance of X-XI centuries.

Sufism contained a deep idea which was very close to the spirit of the Kazakhs, and played a considerable part in Kazakh steppe up to XIX century including. «Kazakh philosophy is one of the components of world Sufism. Kazakh steppe became a favourable habitat for developing and spreading a conception of «smart heart», «because self-perfection of sufi is realized in the heart space of man»»[4]. The given conception of Sufism was very close to the spirit of Kazakh. Ancient culture has a special value in national self-consciousness and is perceived by every person as the highest integration of his values, so it implies presence of meaning. As it has been mentioned before, the antiquity of nomadic culture is connected with the cult of ansectors, honoring of saint places and graves. Islamisation of the territory didn't bring to the loss of their original culture, and the loss of meaning of existence, on the contrary, it brought to prosperity of the peoples of Middle Asia.

Outstanding Kazakh Enlighteners Abai, Shakarim, Ch.Valihanov, I.Altynsarin, M.Zhumabayev, G.Karash, etc. saw their destination in struggling against old, traditional tribal conception and in educating a new man, hard-working, active, responsible and creative. The task advanced by Kazakh enlighteners in many aspects coincides with that of our state at modern period of development, and we view it as actuality and great historical importance of Kazakh enlightenment. In reality, Kazakh enlightenment was an answer to those colossal changes which happened in the life of people after joining Kazakhstan to Russia. The importance of knowledge and faith, and spiritual revival for development of both society and individual is great. World goes back, but spiritual values stay unchanged. That's why, life is not rest, it is a struggle against rest. It is creation and eternal rising against attracting force of «the past», against inertness and passiveness. It should be mentioned, that struggle must have a reasonable goal, must be directed at satisfaction of main needs. In history man was interested not in the struggle itself, but tried to understand the situation, analyze the reasons, and concrete aim.

Meaning of life as a social problem is formed only in the community. According to Kazakh enlighteners (Abai, Zhakarim, Toraigyrov, Aimaurov) a person represents a system of social qualities which is formed and improved in the process of man's life, in freedom of choice and creative activity. According to thinkers, acquiring of worthy meaning of life depended on the environment, in which the individual was born, developed and was educated. On these facts depended the future of the man. In the works of Kazakh thinkers morals is

pointed out as integral component of social philosophical nature of man. In particular, any morality is based on main principles which express the level of socialization of the individual, his necessity to socialize with other people, expressing their sympathy, kindness, goodwill, responsibility and other best qualities. Morality turns out to be the most spontaneous expression of social nature of man in general.

Morals is the criterion of spiritual being, which helps a person to acquire and realize the meaning. It's not mere chance, that the works of great thinkers always touch upon the problems of morals and almost always begin from criticizing the morals of patriarchal feudal society. Abai noticed that in backward patriarchal feudal society dominate material values which give rise to mutual hostility and hatred. Because of that, says Abai, «man is born crying and dies being angry». Social culture of man doesn't come into being spontaneously even in favourable conditions and opportunities. Its formation depends on the influence of objective (natural, social and spiritual) circumstances, on the life of the individual and educational systems created by society. In favourable objective conditions education takes all the responsibility. Kant pointed out that education contains a great mystery of perfection of man's nature. Man must develop his abilities to be kind. Providence didn't put it into him ready made. In ethical view of Zh.Aimautov great importance is paid to education as a factor of formation and development of man. Future of the child depends on the education, which was given to him. At all times and ages, the meaning of life consisted of creating yourself – by realization of your abilities and talents, by developing creative opportunities and spiritual wealth in the interests of community with the aim of bringing about the progress of people, nations and humanity on the whole.

Results. Anthropocentrism as the main aspect of modern development of Kazakhstan. Anthropocentrism as the basis of Kazakhstan's social philosophical idea, goes back deep into the problem of being and essence of man, which contributes to national consolidation in conditions of its formation and development. At present it plays a decisive part in understanding modern world.

Today modern development of world civilization, Kazakhstan being a component, is accompanied by the process of renovation of national peculiarities of cultures and considering the problem of man and his existence at present time. Now, as never before humanity looks attentively into itself. Appreciable changes happening in the life of nations in conditions of globalization and informatization are accompanied by revision of all foundations of life, having a number of problems in the sphere of economics, politics and culture. In our country cultural inheritance is integral part of modern social reality and it requires a serious research. In the culture of every community and in the world culture, inheritance lives eternally. Such inheritance is valuable for community for all times, because universal meanings of the past still preserve and keep the ability to pass on to new generations into the new centuries and epochs. Meaning often turns to spirituality, and it is the pivot which lets people survive and defend their right for existence. The only right position is a striving to be in the flow of the world being, and concentrate attention on moral values of the community, its history and culture. But it shouldn't be forgotten, that «return to the past roots required correction of the world outlook because soviet philosophy was favourable to Marx-Leninist ideology, to class imperatives dominating over common values»[5].

Today culture and spirituality acquires a deep meaning, which provides safety and prosperity, freedom and justice, unity of generations and solidarity of peoples. The meaning of life of every person and every community may be strengthened only on the base of cultural relations. Our historical past and precepts of great ancestors enrich the conception of meaning of life. Practice confirms that the more the meanings of life are improved, the better the problems of social development are solved. Tendencies appearing in the minds of people demand evaluation of the past and present, overcoming of dogmas, cultivated in our mind during decades. «The process of fast change of valuable norms by method of experiments and mistakes, is aimed at realization of the wish to have a «full life» (M.Mamardashvili), that is, anthropological feature»[6]. Formation of civil society, where the process of creation takes place spontaneously, as a result of liberation of individuals, «of their transformation from subjects to free citizens, ready to take economical and political responsibility»[7]. Society needs the idea of unity, actual now when radical changes in social, political and national spheres will be defined by forms of economical relations.

According to A.X.Kasymshanov: «It is exactly in values, in meaning and life orientiers it's necessary «to come back», look around and step by step correct what can be corrected and choose the ideology, which can be common for the state and its people»[8]. The given statement confirms the fact that every nation must have its own national idea, which gives meaning to its being, and the chance to self-criticise its life of any period. National ideology is a system of ideas and values, which reflect the peculiarities of political system and specific life problems. National idea is a component of national ideology, it goes back to historical past and defines its place in the world community. The mission of national idea is to strengthen the nation and stabilize

the society. People, nation and meaning of life make up three compulsory parts – eternal values passing through generations. At present national priorities of Kazakhstan are: preservation of sovereignty, territorial safety of the republic, its spiritual and cultural inheritance, protection of the rights of man, provision of good living conditions, formation of the system of real, spiritual and cultural values, based on historical traditions.

Ideas of anthropocentrism are contained in the programs, presented by Head of the State (strategy «Kazakhstan - 2050», «Spiritual renovation», «Seven sides») and each citizen of Kazakhstan must take part in realization of them. National idea as a guarantee of stability is very actual in this connection. Mission of Strategy is strengthening of stability in people's mind.

«Consolidating importance of strategy is in aims and priorities which strengthen the values of our society», - pointed out P.Kadyrzhanov[9]. Practical aspects of meaning of life are especially important when they are fulfilled by man on his own, taking into account development of our society and display of the highest meaning of life by other people. Self-consciousness of the society is the main contents of its spirituality. Spiritual renovation of the society – is its changed self-consciousness, it's the most important potential for renovation of the society. The present stage of cultural evolution is connected with formation of new man, who would embody in himself experience of previous generations, their spiritual values and cultural traditions. «The most important component of the culture of legal consciousness of the Kazakh population is the ability to implement legal, political knowledge and beliefs in lawful, socially active behavior»[10]. The meaning and the reason of happening changes and transformations is in the man himself, in changes of his inner world, in understanding of complicated realities of the present millennium.

We know, that any country may be considered to be successful by the level of its inner spirituality and national self-understanding. During centuries Kazakhs' soul was fond of steppe's free life. He was more scared of prison than of death. Surface well-being was the sign of inner safety and unity. Abai understood that the only salvation of the Kazakh people, who lost their land, independence and freedom, is in saving of their spiritual world, self-understanding, human dignity and honour. Only in this case it's possible to preserve a national mentality. We know from philosophical thought, that in order to feel freedom, our mind must take life as a powerful movement, not dependent on time, because freedom is beyond consciousness. In many social structures the situation becomes complicated because freedom, which is extremely important for man, is taken away from him, in this case, a struggle for freedom turns into independent meaning. Then striving for freedom becomes a meaning of his existence. This can be seen all through historical development of Kazakhstan, when our ancestors gave their lives for freedom.

Discussion. The task of the present day man is to understand what is happening around him. Namely, the problems of peaceful co-existence of all peoples, nations, ethnic groups and ecological welfare of the planet. Humanity will be able to live in the future only in conditions of peace, because war in modern conditions means the end of human civilization, and general death of everything. Meaning of war is in liquidating of all alive on the earth, of evolutionary degradation of our planet, its return to billions of years back of its geological history. This is a threat to existence of a fundamental spiritual being of each man. High consciousness is against egoism, individualism, careless refusal from obligations for the world and other people. Anthropocentrism nowadays considers man not as a participator, but as organizer of the world process on the whole. Numerous connections of man with outer world enriches his existence. Today «...the history of mankind and globalization in general act as the process of building the “global society” on the basis of efficiency and reasonable coexistence. These two approaches are not contradictory, because they just an order and the key to survival Megasocium or “global society”»[11].

On the whole, in Kazakh culture the problem of man was the main reason for expressing of freedom of spirit and will, the essence of which was in inner reflection of the highest spiritual principles of being and organization of principles of social existence, natural peculiarities of man, exactly, his irresistible thirst to live, realize it, and leave it to their descendants as eternal wisdom.

Kazakhstan at the beginning of the XXI-st century, suggests that the main meaning of man's existence in the society is in correlation with other countries, religious confessions and nationalities within the country – it is euroasiaism, anthropocentrism is characteristic for it. V.I.Zorin pointed out: “There are objective and subjective preconditions for future formation of the world spiritual culture based on euroasian philosophy as its essential basis. This should happen in Kazakhstan”[12,P.17].

International agreement in the spheres of culture, economics, politics and science brings to prosperity of our state by strengthening of its safety and unity, which is a guarantee of piece in the world. All our energy must be used to struggle against terrorism and extremism which are based on destruction and degradation.

Kazakhstan is a multicultural society with common to all mankind values which have eternal meaning,

moves to building a real democracy based on political and civic rights and equality of all ethnic groups. One of the tasks of our state is, in the first place, democratization and humanitarization of education, which play a great role in formation and development of individual. Central aspect of anthropocentrism in conditions of democratic state is consciousness and responsibility for realization of progress of the objective world as well as of the individual. Only in this case, it really raises individual's life, and therefore, enriches the life of the world. Connection between individual and universal meaning, where individual is the centre of the universe is characteristic of euroasian philosophy (anthropocentrism). V.I.Zorin sees main goal of euroasian philosophy in "reaching life success based on wisdom", because "wisdom lay and lies on the basis of culture of all people's of Earth"[12,P.13-15]and "there is an invisible thread of consolidation, based on historical experience and complicated destiny of peoples"[12,P.26]. So, euroasiaism based on the principles of anthropocentrism, suggests to search a new form of integration, as striving for satisfaction of growing needs of the population for unity and agreement, peace and prosperity.

Man is invincible, because he has his Will, Mind and Heart (Abai), which give way to creativity and responsibility, and belief in the future. In his "Life wisdom" A.Shopenhower pointed out that it's necessary to hold the reins of three horses tightly (Will, Mind, Heart) and only then appear belief and hope in the bright future.

Conclusion.Meaning of existence as the basic phenomenon of anthropocentrism tries to realize the highest spiritual principles, at the same time it reflects essential qualities of definite social reality. Accordingly, contents of the phenomenon "meaning of being" goes through different stages of development together with society, but preserves its main signs. Namely, meaning of being depends not only on the choice of main goal, but on the individual's search of his own life philosophy, on forming his ideology, which he prefers to accept as his own. E.Fromm writes: "In order to understand an individual patient or any person, it's necessary first of all to know – what his answer is on the problem of existence"[13]. Understanding of the task of the whole life is always based on one or several needs of the individual and this expresses fundamental peculiarity of the personality. On the whole, the problem of meaning of existence is as a matter of fact ideological theory, but every person during his life acquires practical experience which includes cultural and spiritual values which are fundamental for his further development.

Kazakh culture as integral system, contains in itself a powerful uniting factor – highest moral values and traditions, concerning man, society, nature and the world. Culture is eternal, it will help the individual learn to believe in himself in the process of realizing meaning of his existence, which is necessary for building a civic society. Shakarim's quotations are very suitable here for their justice: "the world is not hell, vica versa, it is paradise. Violence of people over other people, violence of dominating classes, their egoism and cruelty turn this paradise into hell. If people didn't harm each other and lived in one brother hood using honest labour, then the world would turn into paradise"[14]. This gives us grounds to suppose that the goal of democratic independent state is not only in creating conditions for self-determination but in changing the quality of stereotypes and individual's meaning of existence. This is necessary for perfection of social relations. The main features of a new humane man are the highest meaning of being, high consciousness, historical values, responsibility and highest moral qualities. In its development every nation and humanity on the whole must realize a transition to qualitative new way of thinking concerning the essence and being of man, which will let him out of coming global crisis. Starting point is man and his consciousness, society, which understands the reasons and mechanism of functioning of main processes (social, anthropological, natural), their interaction as unique elements of united universal space. National spiritual traditions, inheritance on the whole, is part of the world spiritual culture. It contains a rich spiritual capital for further growth and development of man, who is able to manage rationally the world processes in the further future.

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АНТРОПОЦЕНТРИЗМ ҚАЗАҚТЫҢ ӘЛЕУМЕТТІК-ФИЛОСОФИЯЛЫҚ ОЙЫНЫҢ НЕГІЗІ РЕТІНДЕ

Аннотация. Антропоцентризм өркениеттің қазіргі дамуының, оның руханилығының, дүниетанымының қажетті құрамдас бөлігі ретінде, ғасырлар бойы тамыр жайған өмірлік маңызды ресурстарға ие. Қазақстан аумағында антропоцентризм идеялары халықтың рухани даналығында болды. Бұл мәңгілік мағынасы бар өмірге деген үлкен махаббаттан тұрады, оның негізі адамгершілік, ізгілік, адалдық, әділеттілік және ақыл-ойдың дамуы қабілеті сияқты моральдық принциптер болды. Антропоцентризмнің түп негізі – бұл өмірдің мән-мағынасы жалпыұлттық идея ретінде, және барлық нәрсеге қарсы тұратын рухани сұрақ. Тәуелсіз демократиялық қоғамды құруда өмірдің мәні оның әлеуметтік-философиялық аспектісіндегі проблема одан әрі даму жолын анықтауға және әлемдегі орнын түсінуге ықпал етеді.

Көшпелі өмір салтының бірегейлігі ерекше менталитет пен дүниетанымды қалыптастырды. Еуразияның қақ ортасында өмір сүрген көшпенділер ойлау мен қоғамдық ұйымдастырудың өзіне ғана тән ерекше тәсілін көрсетті. Тұтастай алғанда, қазақ мәдениеті үшін Рух пен ерік бостандығын көрсетудің негізгі себеп тетігі болмыстың жоғары рухани қағидаттарын ішкі бейнелеуде және әлеуметтік өмір сүру қағидаттарын ұйымдастыруда, адамның рулық ерекшеліктерінде, дәлірек айтқанда, оның өмір сүруге деген өшпес махаббатында, яғни қолайлы орта табуда, оны жүзеге асыруда, өзінің ұрпақтарына мызғымас даналық ретінде қалдыруда көрініс тапқан адам проблемасы болды.

Антропоцентризм қазақстандық әлеуметтік-философиялық ойдың негізі ретінде адамның қалыптасуы мен дамуы жағдайында ұлттық шоғырлануға ықпал етіп, оның болмысы мен мәні проблемасына терең тамыр алады. Бүгінде ол әлемді түсінуде шешуші рөл атқарады. Қоғам азаматтық келісім идеясын қажет етеді, енді әлеуметтік, саяси, ұлттық салалардағы түбегейлі өзгерістер экономикалық қатынастардың формаларымен анықталатын болады.

Түйін сөздер: антропоцентризм, өмірдің мәні, ұлттық-тарихи дәстүр, ұлттық идея, сәйкестендіру, рухани негіздер, жалпыадамзаттық құндылықтар.

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АНТРОПОЦЕНТРИЗМ КАК ОСНОВА КАЗАХСКОЙ СОЦИАЛЬНО-ФИЛОСОФСКОЙ МЫСЛИ

Аннотация. В статье рассмотрена актуальная проблема современности – антропоцентризм как основа казахской социально-философской мысли. Является базовым элементом и сложным системным образованием, затрагивающим проблемное поле философии – «человек и мир». Отражение идей антропоцентризма в национальной социально-философской мысли содержит целостное отношение человека к миру, обществу, к другим людям и т.д. на основе целостного осознания. Специфику данной проблемы определяет, во-первых, ее актуальность (бытийственность); во-вторых, общечеловеческие ценности; в-третьих, национально-историческая традиция, имеющая фундаментальную основу человеческого бытия. Проблема человека является по преимуществу социально-философской проблемой, т.к. исходя из ее разрешения, можно дать человеческое измерение социальной и природной реальности, направленности социальной ориентации человека и общественных групп. Ценность антропоцентризма состоит в адекватном формировании и выявлении смысла человеческой жизни,

на что были направлены усилия многих поколений философов Казахстана. Вопрос о смысле бытия человека ставился не только как вопрос духовного развития личности, но и как вопрос духовного становления нации через просвещение, нравственное самоопределение и социальную справедливость. Высшей ценностью общества являлся и является человек. И вся передовая мысль прошлого обращала свой разум, свои познания на человека и его природу, как и каким образом можно исправить сущность человека и обрести истинный смысл жизни.

Ключевые слова: антропоцентризм, смысл жизни, национально-историческая традиция, национальная идея, идентификация, духовные основы, общечеловеческие ценности.

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ҚАЗАҚСТАНДЫ ЗЕРТТЕУ ҚОҒАМЫ: ҚҰРЫЛУЫ МЕН ҚЫЗМЕТІНІҢ ТАРИХЫ

Аннотация. Қазақстанды зерттеу қоғамының құрылуы мен қызметінің тарихына қатысты тікелей, арнайы зерттеулер жүргізілмегенімен, оның қызметіне байланысты мәліметтер мен зерттеулер 1920 жылдардан бастап қазіргі кезге дейінгі жарық көрген бектерде көрініс тапқан. Кеңес өкіметінің алғашқы жылдарындағы мемлекеттік маңызды мәселелердің бірі сәулет пен өнер туындыларын, тарихи ескерткіштерді зерттеу мен сақтау болды. 1918 жылы РСФСР Халық комиссариаты елдегі бүкіл материалдық және рухани жәдігерлерді тізімдеу жайында декрет қабылдады, ал 1919 жылы көне ескерткіштерді зерттеу, есепке алу және қалпына келтіру міндеті жүктелген Материалдық мәдениет тарихының мемлекеттік академиясы (ГАИМК) құрылды. 1920 ж. Ташкентте Түркістан (кейіннен Орта Азиялық (Средне азиатский) деп аталған) мұражайлар ісі мен көне ескерткіштерді, өнерді және табиғатты қорғау (Туркомстарис - Средазкомстарис) комитеті құрылды. Осы кезеңнен бастап Қазақстанның тарихи зерттеу нысанасына айналған әр түрлі елді мекендеріндегі археологиялық қазба жұмыстарының нәтижелері белгілі ғалымдар В.В. Бартольдтің, П.П. Ивановтың және М.Е. Массонның еңбектерінде кең түрде баяндалды [1]. Бұл ғалымдардың еңбектерінде жәдігерлердің түгелдей сипаттамасы беріліп, олар жайында бар мәлімет толықтай жинастырылды.

Түйінді сөздер: Кеңес өкіметі, мұражайлар, археологиялық қазба жұмыстар, ескерткіштер.

Кіріспе. Кеңестік кезеңдегі Қазақстандағы тарихи оқиғалардың мың құбылған заманында “Қырғыз (қазақ) өлкесін зерттеу” қоғамы төңірегіне топтасқан ғылыми-мәдени топтың, қазақ зиялыларының қызметі мен осы қоғамның тарихына толғамды зерттеу жүргізіп, оны өркениеттілік негізде бағалау қазіргі кезеңнің өзекті мәселелерінің бірі болып табылады.

Сондықтан біздің мақаламыздың негізгі зерттеу нысанасы ретінде алынған, кейіннен “Қазақстанды зерттеу қоғамы” деп аталған қоғамдық бірлестіктің құрылуы мен қызметінің тарихы тұтас бір мәселе әрі - XX ғасырдың 20-30-шы жылдарында Республикада жүзеге асырылған кең көлемдегі мәдени құрылыстың құрамдас бөлігі ретінде қарастырылған.

Нәтижелер және талқылау. М.П. Грязнова мен Б.Н. Граковтың жүргізген ғылыми зерттеулері жәдігерлерді зерттеудің жаңа жүйесінің қалыптасуында үлкен маңызға ие болды. Олардың 1926-1928 жылдары Батыс Қазақстанда жүргізген зерттеулері Қазақстан территориясындағы қола дәуірінің жоғары дамыған мәдени орталықтарының орнын ашуға мүмкіндік берді [2].

Б.Н. Жданов пен С.С. Черниковтың ізденістері де нәтижелі болды [3]. Бұл еңбектердің негізгі бағыттарын жоғарыда аталған ғылыми – зерттеу мекемелері айқындады.

Кеңестік кезеңдегі жас қазақ этнографиясының бастаулары революцияға дейінгі шығыстанудан нәр алып 20 жылдардың басында қалыптасу кезеңіне аяқ басып, мынадай ғылыми бірлестіктерге арқа сүйеді: Республиканың Халық ағарту комиссариаты жанындағы академиялық орталық, Ресейдің тайпалық құрамын зерттеу комиссиясының Сібір бөлімшесі (КИПС), КССРО Шығыс халықтарының ұлттық және этникалық мәдениетін ғылыми-зерттеу институты, Орыс географиялық қоғамының – Орынбордағы, Омбыдағы, Семейдегі, Ташкенттегі бөлімшелеріне. Бұл мәселе Б. Герасимовтың, Х.И. Бисенов, Э.А. Масанов, С.Ш. Ахметовалардың ғылыми-зерттеу еңбектерінде жан-жақты қарастырылған [4]. Олар Қазақстанды зерттеу қоғамының өлшеусіз еңбек сіңіргенін айта келе, оның 1920 жылы құрылуына белсенді түрде ат салысқандар белгілі өлкетанушы ғалымдар Ә. Диваев, П.А. Гра, А.Л. Мелков, И.В. Мелкова, С.М. Петров, А.А. Четыркина, А.П. Чулошников, Н.А. Чулошникова және басқалар деп атап көрсетеді.

Қазақтардың рухани мәдениетін зерттеу – ғылыми ірі бағытының қалыптасуы мен дамуы көрнекті

ғалым Әбубәкір Диваев есімімен тығыз байланысты. Ол ең алғашқылардың бірі болып нақты этнографиялық мәліметтер негізінде халықтық білімнің этникалық ерекшелігі мен құрылымына сипаттама берді [5].

Қазақстанды зерттеу қоғамының қолдауына ие болған жұмыстардың бірі ретінде белгілі өнер танушы және сазгер А.Затаевичтің еңбегін атап өтуіміз керек [6]. Ол өзінің еңбегінде қазақ халқының 1000-нан астам ән-күйлері мен әуендерін жинақтап, оған ғылыми түсініктеме берді. С.Д. Асфендияров, М.Тынышпаев, А.П. Чулошников, Г.Е. Грум-Гржимайло, А.Н. Бернштам, Ғ.О. Тоғжанов, Ә.Х. Марғұлан және тағы басқалардың зерттеулерінде этногенез және этникалық тарих, қазақ этносының ру-тайпалық құрылымы, көшпенділердегі қоғамдық – саяси қатынастар және т.б. мәселелер көтеріліп жан – жақты талдауға алынды [7].

Ә. Жангелдин, О. Жандосов, П. Варламова, С. Сейфуллин, Т. Рысқұлов, О. Исаев, А. Асылбеков еңбектерінде кеңестік кезеңдегі саяси – экономикалық өмірдің сан қырлы салалары жайында құнды мәліметтер келтірілген [8].

1926 жылы құрылған алғашқы қазақстандық жоғарғы оқу орны – Қазпедвуздың директоры (САГУ-дың студенті) Т.К. Жүргенов өзінің мақалаларында Қазақстанда жоғарғы оқу орындарын ашу туралы нақты ұсыныстар жасады. Ол ең алдымен Алматыда Қазақтың мемлекеттік университетін ашуды қажет деп санады. Өзінің көз қарасының дұрыстығына нақты мысалдар ретінде Ресей ғылым Академиясының және М.В. Ломоносов атындағы Москва университетінің кейбір факультеттерінде алғашқы жылдары бір студенттен болғандығы жайында тарихи мәліметтер келтірді [9].

20-жылдардың ортасына таманғы осы тектес зерттеулерден І. Қабыловтың еңбегін ерекше атауға болады. Ол республикадағы халыққа білім беру ісін терең бақылауы барысында ондағы кемшіліктерді шынайы түрде көрсете білді [10]. Сонымен қатар Қазақстан мәдениеті мен ғылымның аса өзекті мәселелері де оның ғылыми мақалаларына арқау болды. Оның жарияланымдарында көтерілген мәселелердің ауқымы кең болды – ағарту саласының материалдық – техникалық базасын жасау, мектептер салу, театрды дамыту, баспасөз, кітап шығару ісі. Сонымен қатар І. Қабылов Қазақстанның «ескі интеллигенциясын» қазақ мәдениеті мен ғылымын дамытуға тарту қажеттігін баса айтты.

Кеңестік кезеңдегі Қазақстандағы ғылыми мекемелердің қалыптасуы әсіресе, 20-30-жылдардағы ғылыми – тарихи орталықтардың құрылу тарихы жөнінде, Г.Д. Алексеев, Г.И. Желтова еңбектерінде баяндалса, Орта Азия мен Қазақстандағы осы жылдардағы тарихи – өлкетанудың тәжірибесі жөніндегі мәліметтер Б.В. Луиннің еңбегінде берілген [11]. Бұл еңбекте революцияға дейінгі ғылыми-зерттеу мекемелерінің ізденістерінен бастап кеңестік кезеңдегі жаңа мекемелердің құрылуы мен олардың ғылыми-зерттеу бағыттарына талдау жасалған. Соның ішінде Қырғыз (қазақ) өлкесін зерттеу қоғамының қызметінің жемісті болғандығы айтылады.

Қазақстан ғылымының дамуында революцияға дейінгі ғылыми зерттеу мекемелері мен қоғамдардың үлкен маңызы бар екендігі жайында М.А. Асаинов, А. Сағдиев, Е.Ж. Валиханов, Б. Герасимов, Ә. Пірманов, А. Қапаева еңбектерінде көрсетілген [12].

А.В. Миронов, Д. Святский, Л.В. Иванова, К. Әуезова, Ғ. Сапарғалиев, А.К. Капышов, А.И. Сембаев және т.б. зерттеулерінде кеңес өкіметі орнағаннан кейінгі мәдениет пен ғылым саласындағы өзгерістер, кадр мәселесі, мекемелер құрылуының тарихы әр түрлі деңгейде зерттеу нысанына алынған [13].

Қазақстанды зерттеу қоғамының қызметі жайындағы мәліметтер Х.И. Бисеновтың [14], Р.Б. Сулейменовтың [15], Н.Әлімбаев [16], М.Х. Асылбеков, А.Б. Галиев, З.О. Дүкенбаева, В.К. Кайрханова, Қ.Ә. Ахметов, А.С. Мұсағалиев зерттеулерінде [17] берілген.

Ғылыми – зерттеу орталықтары мен маман-тарихшылардың қалыптасуы мәселесі – И.М. Қозыбаев, Б.А. Тулепбаев, В.К. Янулов еңбектерінде жан – жағынан қарастырылған [18], ал біз қарастырып отырған кезеңдегі қазақ зиялылары туралы мол мағлұматтарды К. Нұрпейіс, Х. Абжанов, М. Қойгелдиевтің ғылыми іргелі еңбектерінен алуға болады [19].

Қорытынды. Қарастырылып отырған кезеңдегі Қазақстандағы өлкетану ісі, мұражай қызметі және әр түрлі қоғамдық ұйымдардың, соның ішінде Қырғыз өлкесін зерттеу қоғамының тарихы С. Ахметованың еңбегінде бір шама құнды мәліметтер негізінде қарастырылып, талданған. Соған қарамастан, Қырғыз (қазақ) өлкесін зерттеу қоғамына қатысты көптеген мәліметтер назардан тыс қалған және оның қызметіне жасалған талдау жүйеленбеген. Бірақта бұл еңбек біздің қарастырып отырған тақырыбымызға қатысты мол мағлұмат береді [20].

Мемлекеттік бағдарлама бойынша мұрағат қорларында деректер мен жұмыс жасаған Д. Қамзабекұлының кітабында Қазақстанды зерттеу қоғамы қатарында және Ташкентте құрылған

Қазақ мәдениетін көркейтушілердің «Талап» қоғамы мүшелері жайында, қоғамның қызметі мен шығармашылық ғылыми мұралары жайында құнды мәліметтер келтірілген [21].

Жоғарыда сөз болған тарихнамалық шолу Қазақстанды зерттеу қоғамының тарихын жеке ғылыми тақырып ретінде қарастыру қажет екендігін көрсетеді.

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ОБЩЕСТВО ИЗУЧЕНИЯ КАЗАХСТАНА: ИСТОРИЯ СОЗДАНИЯ И ДЕЯТЕЛЬНОСТИ

Аннотация. Несмотря на то, что прямых, специальных исследований по истории создания и деятельности Общества изучения Казахстана не проводилось, сведения и исследования, связанные с его деятельностью, нашли отражение в публикациях с 1920-х годов по настоящее время. Одной из важнейших государственных проблем в первые годы советской власти было изучение и сохранение произведений архитектуры и искусства, исторических памятников. В 1918 году Наркомат РСФСР принял Декрет об описи всех материальных и духовных реликвий в стране, а в 1919 году была создана Государственная академия истории материальной культуры (ГАИМК), на которую возложена обязанность по изучению, учету и реставрации памятников старины. В 1920 г. в Ташкенте был создан Туркестанский (впоследствии названный Среднеазиатским) комитет по делам музеев и охране памятников старины, искусства и природы (Туркомстарис – Среднеазиатский). Результаты археологических раскопок в различных населенных пунктах Казахстана, которые с этого периода стали предметом исторических исследований широко освещались в работах известных ученых Бартольда В.В., Иванова П.П. и Массона М.Е. [1]. В трудах этих ученых были даны исчерпывающие описания экспонатов, а также собрана вся информация о них.

Ключевые слова: Советская власть, музеи, археологические раскопки, памятники.

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SOCIETY FOR THE STUDY OF KAZAKHSTAN: HISTORY OF ITS FORMATION AND ACTIVITY

Abstract. Although no direct, special studies have been conducted on the history of the formation and activities of the Kazakh Research Society, data and research related to its activities are reflected in the published pages from the 1920s to the present. One of the most important state issues in the early years of Soviet rule was the study and preservation of works of architecture and art, historical monuments. In 1918, the people's Commissariat of the RSFSR adopted a decree on the list of all material and spiritual relics in the country, and in 1919, the state Academy of the history of material culture (GAIMK) was established, which was responsible for the study, accounting and restoration of ancient monuments. In 1920, the Turkestan Committee for museum Affairs and protection of ancient monuments, art and nature (Turkomstaris - Sredazkomstaris) was established in Tashkent. Since this period, the results of archaeological excavations in various settlements of Kazakhstan, which have become the subject of historical research, are widely described in the works of famous scientists V. V. Barthold, P. P. Ivanov and M. E. Masson [1]. In the works of these scientists, a complete description of the exhibits is given, and all information about them is collected.

Key words: Soviet power, museums, archaeological excavations, monuments.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 257 – 264

<https://doi.org/10.32014/2021.2518-1467.192>

UDC 94(470.40/.43):323

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**BASIC MODELS OF THE NOBILITY COMMERCIAL AND INDUSTRIAL
ENTREPRENEURSHIP IN THE SECOND HALF OF THE XIX CENTURY (ACCORDING TO
THE MIDDLE VOLGA REGION DATA)**

Abstract. Introduction. In the second half of the 19th – early 20th century the development of industry in the nobility-owned farms of the Middle Volga region took place in the context of an active reform of the agricultural sector of the country's economy. This caused significant difficulties for the local nobility, which had received significant advantages in the implementation of commercial and industrial entrepreneurship in the pre-reform period. **Materials and methods.** The methodological basis of the study is the modernization paradigm, which ensured the consideration of various options for the correlation of traditional and innovative models of the nobility industry development using case study, chronological, comparative, historical and systematic methods. **Results.** The result of the study provided the analysis of the nobility-owned industry of each province of the studied region, as well as the reasons for the development of a particular branch of production among the local nobility. The survey also shows the volumes of production, based on the data of official statistics; identifies the factors that caused the crisis state of the nobility commercial and industrial entrepreneurship after the abolition of serfdom; provides multiple examples of the nobility-owned enterprises, indicating their owners, equipment, the number of workers and the volume of production. **Discussion.** As a result of the study, the conclusion is made that the nobility-owned industry of the Middle Volga region was closely associated either with the processing of agricultural products grown on the estates' farms, or with the use of resources located on the territory of their land, thereby causing the development of such branches of the nobility production as textiles (cloth), mill, distillation, glass and sawmill industries. **Conclusion.** Most of the local nobles focused on growing cereals, taking little care of the development of industry, which, if it was in the structure of their estates, was more of an auxiliary character, satisfying the needs of the economy itself and the needs of the surrounding population, therefore, within the framework of the noble farms, it was rarely possible to find large factories, with the exception of a few relatively large enterprises in the cloth, distillery and glass industries.

Key words: Commercial and industrial entrepreneurship, local nobility, Middle Volga region, textile (cloth) industry, distillery, factory, estate.

The reported study was funded by RFBR according to the research project № 19-09-00043.

Introduction. Acting as the establishment of the Russian Empire society for a long period of time, the nobility was almost exclusively engaged in public service. At the same time, it gradually acquired financial capital, land plots and other material resources, which could not be used only for the needs of personal consumption. This led the upper class to engage in commercial and industrial entrepreneurship, especially due to their substantial financial means.

The development of the nobility commercial and industrial entrepreneurship largely depended on the monarchy power, which viewed the nobility primarily as the service class, but nevertheless realized that the benefit could be obtained in the trade; that is why the authorities found it necessary to provide workforce and financial resources to the nobility that owned land, which would contribute to the development of agricultural production and manufacturing industry in the estates, and would also positively affect the development of trade, increasing competition between the merchants and the nobility.

Materials and methods. The research of the given issues was carried out using the modernization paradigm, which is increasingly implemented in the study of the Russian history in general, and the second half of the 19th - early 20th centuries in particular. Such approach allows for various models of the transition from agrarian to industrial society, as well as for different options for the ratio of traditional and innovative methods of industrial development in various sectors of the economy, including agriculture. This predetermined the use of methods to identify the features of the nobility commercial and industrial entrepreneurship in the context of the economy under development. In particular, the case and chronological method allowed to determine the main economic adaptation stages of the nobility economy to capitalism; the comparative method was used in order to identify the modifications taking place in the main branches of the nobility industry over the period under consideration; the historical and systematic method provided the complete analysis of the specific historical situation, revealing the internal mechanisms of the considered economic sectors operation.

Results. Among the Middle Volga region nobility farms of the second half of the XIX century, the most developed industries were connected with the processing of agricultural produce. These included distilling, flour milling, starch and malt production. At the same time, one of the most significant branches of the nobility industry in the studied region was cloth production, which was represented by a fairly large number of enterprises, mostly owned by the nobility. This is confirmed by statistical data: for instance, in 1862 the Simbirsk province had 35 operating cloth factories, 31 of them belonged to the nobles and only 4 were owned by merchants [1, p. 26].

During the first years after the reform of 1861, there was a substantial share of the cloth industry in the Middle Volga region. For instance, in 1863 the total amount of production without excise tax (i.e., excluding distillery, beer-mead, sugar-beet and tobacco industries) in the four Central Volga provinces reached 11 399 113 rubles, while 33.88% (3 862 763 rubles) of the total production amount was manufactured at cloth factories. This was the most common industry in the Simbirsk province amounting to 84.3% of the total volume of excise-free non-taxable production (2,394,299 rubles out of 2,838,363 rubles); it also held a leading position in the Penza province – 55, 0% (1 043 538 rubles out of 1 897 189 rubles). It is obvious that the cloth production was one of the most common branches of the factory industry in these provinces and the key element in the structure of the nobility economy, along with the distillery. The two other Middle Volga provinces, Samara and Kazan, are in sharp contrast since the cloth industry was not a common industry type there: in the Samara province it reached only 12.5% of the total volume of excise-free production (348 677 rubles out of 2 781 177 rubles), and the Kazan area had a minimum share of only 2% (76,249 rubles out of 3,882,384 rubles) [2, p. 55].

As it was noted previously, prior to the agrarian reforms of the mid-19th century, most of the cloth factories belonged to the local nobility; this was conditioned by the practically free serf labor, the major reason being government's paternalistic policy in relation to the nobility. While placing orders for the delivery of cloth, the government guaranteed fixed prices, suppliers were given an advance payment for future deliveries, which provided factories with funds to be spent on running production costs. In addition, the progress of this industry was facilitated by an extensive river system, which allowed to use water as the main production force.

The reform of 1861 set a number of difficulties before the nobility economy, and it also negatively affected the cloth industry, which was in decline in the first decades after the reform. Founded mainly in the first half of the 19th century, the factories rapidly lost their competitiveness. Focusing on supplies for the state, relying on the cheapness of workforce and the material resources, the local nobility manufacturers, with rare exceptions, paid little attention to searching for alternative sales markets, improving the quality of goods and updating equipment. Under the conditions of serfdom, the main item of expenditure was associated with the purchase of equipment, obtained mainly in Moscow, St. Petersburg and abroad, while the annual cost of equipment repair and checkout hardly exceeded a few percent of the amount received from the sale of cloth to the state. Besides, the low cost of labor allowed not to worry about updating equipment, using outdated machinery for production [1, p. 30]. The dependence of the majority of the nobility-owned cloth factories on state orders led to the production of low-quality cloth. The manufactured products belonged mainly to low (coarse) grades and were intended for sewing "soldier's cloth" [1, p. 27-28].

Some manufacturers decided to restructure their production, reorienting it to market sales. For instance, the owner of a cloth factory located in the village Rumyantsevo, the Karsun district, the Simbirsk province, Major-General N.D. Seliverstov developed his enterprise, despite all the difficulties. By 1869, the factory operated two 75-horsepower steam engines, one 12-horsepower locomobile engine, six water wheels with the power range from 80 to 120 forces and a newly installed 25-horsepower cylinder. The enterprise was equipped with 8 scutching machines, 2 hem tools, 24 presses, 32 carding, 32 rolling, 35 wafer and 14 Belgian machines. In addition, the factory operated 52 hand spinning machines with 60 spindles each, 14 Belgian

"Mülgenes" – 7 in 300, 6 in 280 and 1 in 240 spindles (total 7 140 spindles). The enterprise had 300 hand-weaving mills, 13 mechanical, 9 fulling and 16 washing machines, 5 dyeing boilers, 54 summer and 54 winter drying frames, 5 lengthwise shearing machines, 10 transverse, 2 striking and 4 surges, 10 lever and 1 hydraulic types of press. Wool for processing (30 to 50 thousand poods) was purchased in the Orenburg, Simbirsk, Samara, Penza and Astrakhan provinces. The products were sold to the cities of St. Petersburg, Moscow, Penza, Simbirsk, Nizhny Novgorod, Orenburg, Menzelinsk, the so-called "Kyrgyz steppe" and even to Persia [3, p. 99-100]. The governor of the Simbirsk province noted in his report for 1863: "The cloth of this factory was honoured to attract attention of the Sovereign Heir Nikolai Alexandrovich, during the stay of His Highness in the city of Simbirsk [4, doc. 6, p. 29].

In general, this given enterprise demonstrated the possibility of a fairly successful transition of cloth production to market conditions within the framework of the nobility economy. However, this case was a rare exception, since most of the cloth factories were based on the use of serf labor and became burdens for their owners. Some of the owners were forced to reduce production volumes. In particular, this reduction was carried out by the privy councilor A.N. Skrebitsky who owned enterprises located in the village Terenga and the village of Velyaminovka, the Simbirsk district, the Simbirsk province. In 1861 their volume of production was 60,000 rubles, but by 1862 it decreased to 49,500 rubles. The Active State Councilor I.P. Bobylev reduced the output at his Sengileevsky district cloth factory by 4 times, captain P.F. Durasov from Karsun district – by 2 times [1, p. 26].

The other nobles completely terminated the production process: for example, in 1872 I. A. Arapov was forced to stop his cloth factory in the village Andreevka of Nizhne-Lomovsky district of the Penza province [5, p. 7]. A similar fate befell the cloth factory of the Dukes Golitsyn, located in the village Terenga of the Simbirsk district of the Simbirsk province, opened back in 1769, the factory ceased to exist in the mid-1880s. [6, p. 442].

Many owners chose to lease their factories to merchants, some of these enterprises later became their property. For example, in 1869 the cloth factory of Count M.A. Shuvalov, located in the Gorodishchensky district of the Penza province, was leased to the merchant S.O. Kataev [5, p. 97]. Baroness Stremfeld also leased out her cloth factory that was located in the village Terenga, Sengileevsky district, Simbirsk province; under a contract from December 1, 1867 to December 1, 1874 the factory was leased by the Trading House owned by the widow of the merchant Akchurin and her sons [7, p. 101]. In 1863 Duke A.A. Dolgoruky rented out his cloth factory, located in the village Ignatovka, Sengileevsky district, to I.A. Vinogradov and his companion P. I. Kozlov; in 1872 after the death of the Duke, merchant I.A. Vinogradov bought it from his heirs [6, p. 400]. A fairly large Linevskaya cloth factory, located in the Simbirsk district, established back in 1816 and owned by a hereditary noblewoman V.A. Kokhanova, was leased to the Simbirsk merchant A.K. Shcherbakov; the enterprise employed 500 workers, produced 171 thousand arshins of cloth which cost 153 thousand rubles. The cloth factory owned by the titular councilor A.P. Yazykov was established in 1809 and located in the village Undory of the Simbirsk district; the enterprise was rented by the merchant of the 1st guild I.I. Aleev, the factory employed 346 people, produced 160 thousand arshins of cloth which cost 149 thousand rubles. [8, p. 89].

In general, the reasons for the closure and transfer of the nobility cloth factories to ownership of merchants were as follows: the shortage of funds; the inability to manage production processes in the transition to market relations; the decrease in orders from the state; underdevelopment of the domestic market; the shortage of paid workers. At the same time, these difficulties manifested not only in the cloth production; the other industries traditionally belonging to the nobility were also in decline – distillation, sugar refining, etc. The entire economy was in crisis, which affected the nobility production of a region, significantly slowing down the transition to new methods of entrepreneurial activity.

Nevertheless, despite all the losses, this branch of the nobility economy overcame the decline and provided considerable income to its owners. Despite the closure and transfer of many cloth factories under the ownership of merchants, a large number of enterprises continued to function in the nobility estates. Apart from the above-mentioned enterprises, it is necessary to mention the cloth factory of the major-general's widow E.N. Lermontova, located in the Bugulma district of the Samara province; in 1877 it produced 55 thousand arshins of cloth which cost 52 thousand rubles. [9, doc. 13, p. 107]. In 1869 the widow of the lieutenant E.V. Krotkova and the wife of the colonel A.I. Verevkinina owned the Ishcheevskaya cloth factory, founded back in 1802 and located in the Simbirsky district; it employed 470 people and produced 165 thousand arshins of cloth which cost 147 450 rubles. [8, p. 88]. The hereditary nobleman M.Ya. Pribylovsky owned a cloth factory, located in the village Izmailovka, the Sengileevsky district, the Simbirsk province; the enterprise

employed 342 workers, producing 63 thousand arshins of cloth worth 53 thousand rubles. [8, p. 94-95]. Another cloth factory, founded in 1817 in the village Samaykino, the Syzran district of the Simbirsk province, belonged to the hereditary noblemen A. and D. Voeikov, it employed 508 workers, the annual production volume reached 200 thousand arshins of cloth worth 191 thousand rubles. [8, p. 96]. The court councilor K. N. Salkov owned the cloth factory which had been established in 1853 at the village Selidba, the Syzran district of the Simbirsk province. It was a factory with 330 workers which produced 86 thousand arshins of cloth worth 70 260 rubles. Back in 1805 in the village Ustren` (the Karsun district of the Simbirsk province) the cloth factory was established that was owned by the provincial secretary N.S. Krotkov; it employed 240 people and produced 60 thousand arshins of cloth worth 54 thousand rubles. [8, p. 97-98].

In general, the cloth industry of the Middle Volga region nobility economy continued to play an important role in the overall structure of the commercial and industrial activity of the gentry. In the pre-reform period, this industry almost exclusively belonged to the nobility; this was facilitated by the protective policy of the government, which placed substantial orders for the supply of cloth for the army. After the reforms of the mid-19th century, the industry was in decline since the abolition of serfdom and a significant reduction in orders from the state led to transferring of multiple nobility cloth factories under the merchants' ownership. This sector of the nobility economy was able to recover from these shocks only by the end of the 19th century, when the nobility commercial and industrial entrepreneurship began to be dominated by a new type of landowners who adapted to market mechanisms of management; they switched to the use of hired labor in their cloth factories and found independent markets for sale, which resulted in considerable income.

Distillation was another relatively developed type of the nobility commercial and industrial activity in the Middle Volga region. For a long time, it was one of the few production types that developed almost exclusively within the framework of the nobility economy, due to the will of the legislature and its close connection with agriculture. This type of industrial activity involved many local nobles who produced spirits, both for the needs of the state (which made most of its income from alcohol production) and for their own benefit. At the same time, the legal foundation of distillery production was closely related to the legal status of the upper class, since in the 18th – early 19th centuries the rights of the nobility were expanding and the landowners had a monopoly in this area. Later the monarchy took the path of reducing the nobility rights and advantages. Thus, distillation ceased to be affiliated with the upper class and became available to various owners.

The Regulation on Alcohol Tax, enacted in 1861 [10], abolished leasing of wine industries, which simultaneously disrupted the monopoly of the local nobility on distilling. According to Article 107, the right to engage in distilling was enjoyed by the following groups: 1) nobles and officials; 2) military personnel; 3) colonists and other settlers who possessed "special certificates"; 4) all persons who had the right to "factory and industrial activities". Moreover, the list of bodies who enjoyed the "right to distill" was not uniform: for instance, in Bessarabia, this right was also exercised by "non-nobles who own inhabited estates", but only "for those distilleries that they established before the issue of the Excise Regulations on November 23, 1843", and in "the provinces and regions of Siberia for all classes without exception" [10]. At the same time, by the middle of the 19th century, the industry faced the abnormal challenge - the distilleries possessed substantial capacities, but did not operate at maximum capacity [11, p. 100]. For example, in 1861 the Simbirsk province included 16 operating distilleries, which were able to produce 1,629,585 pure alcohol buckets, but in reality, only 805,899 buckets could be distilled [1, p. 115-116]. In the neighboring Samara province in 1859 there were 11 operating factories, which could theoretically produce 3,164,000 buckets, but the actual amount was 940,631 buckets [11, p. 100]. In this regard, a striking example was the Penza province, where in 1857 the existing 64 factories were able to produce only 3,583,674 buckets of pure alcohol [12, p. 12], while the capacity of the functioning distilleries, according to N.S. Leskov, allowed to produce 30,354,000 buckets [3, p. 421-422]. Thus, only 10% of the production capabilities were used. The reason for this issue was the underdevelopment of transportation lines. In the middle of the XIX century, this province was not yet connected by railway to the central areas of the Empire; the Penza region lacked large navigable waterways that would ensure the export of grain; therefore, the prices for grain were often half as much as in the neighboring Simbirsk and Samara provinces that could trade using the Volga basin. This situation caused more intensive development of the manufacturing industry, in comparison with the above-mentioned provinces, including the distillery production, which provided the processing of surplus grain. It was conditioned by the current trade and economic situation, not by the whim of wealthy landowners.

As a result of the reform, along with the fact that representatives of the other society classes gained access to the distilling industry, the government provided incentives to large enterprises and the owners gained the

right to the excise-free sale of a surplus of alcohol in excess of the legal output rate. Although the goal of those measures was to industrialize the distillation production, the result was a rapid reduction in the nobility distillation that possessed low-level equipment and was unable to compete with large factories. The local nobility, numerous in number, was surely able to cope with this situation, taking advantage of the opportunity to lease land or selling part of it, thereby supporting their enterprises, adjusting them to the current standards. However, most distilleries were small and based on the serf labor, which led to a rather significant reduction in the share of distillery production in the structure of the nobility economy. This negatively affected grain production - the main raw materials for distilling and animal husbandry. The latter developed because of the waste from distilleries that was suitable as forage for livestock.

The innovations negatively affected the distillery production of the Middle Volga provinces. The production significantly diminished from the 1862/63 fiscal year to the year 1863/64: from 2,520,908 buckets of alcohol to 2,315,462 buckets (by 8.2%); the consumption of flour as the main raw material decreased from 6 901 618 to 6 085 318 poods (by 11.9%) [2, p. 36-37].

Nevertheless, despite all the difficulties of the post-reform time, distillation remained an extremely effective branch of economic activity among the local nobility, that produced millions of liters of alcohol, which was a considerably profitable business. For example, the court councilor S.P. Shelashnikov owned a distillery factory located at his estate in the Bugulma district of the Samara province. In 1877 it produced 2,602,662 degrees of alcohol, the turnover reached 208,813 rubles, the enterprise owned 8 fermenting vats, 1 mash and 2 beer cubes and employed 35 workers [9, doc. 13, p. 56-57 vol.]. In 1882 the plant owned by Colonel D.S. Osorgin in the Buguruslansky district of the same province produced 153 thousand buckets of alcohol with the substantial turnover of 168,300 rubles. [9, doc. 22, p. 16].

It should be noted that distilleries were not the only industry developed by landowners, they usually established enterprises for the further processing of alcohol (vodka or beer brewery), organizing the sale of manufactured products and engaging in related industries, primarily flour and glass production. For example, the above-mentioned D.S. Osorgin, along with the distillery, had a vodka factory at his estate, which produced 5 thousand buckets of vodka a year worth 25,000 rubles. In addition, he owned a beer-honey brewery that produced 6 thousand buckets of beer per year worth 1,800 rubles [9, doc. 22, p. 16]. Guard-Colonel A.E. Pashkov possessed a similar production structure. He owned a vodka factory located in the city of Nikolaevsk of the eponymous district of the Samara province. In 1877, the distillery produced 10 thousand buckets of vodka worth 25,000 rubles, the alcohol was supplied from Pashkov's own enterprise located in the village Nikolskoye of the Syzran district in the Simbirsk province, where the enterprising landowner had a second, larger vodka factory, which produced 16 thousand buckets of vodka per year worth 70,000 rubles [9, doc. 13, p. 32-33, 35].

In general, distillation was one of the fundamental types of the processing industry in the Middle Volga region, it formed a system of raw material suppliers, reorienting their farms to service these plants. An increase in production in the distilling areas could have a positive effect on the development of commercial agriculture (an increase in potato sowing), animal husbandry (the fattening of livestock using the production waste), and the expansion of the scope of free hired labor. In addition, for a long-time period, distillation had a positive effect on the grain market of the Middle Volga provinces.

Discussion. In the second half of the 19th century, agriculture was the main branch of the economy in the studied region; almost the entire population was employed in this area. This predetermined the main occupations of the local nobility, that traditionally were mostly engaged in field cultivation. Consequently, even before the reform, most of the local noblemen acquired one or two mills, mainly for processing their own grain. This type of manufacturing of the nobility economy of the Middle Volga region was aimed at processing grain crops grown on the farms.

Over the post-reform period, agriculture was actively developing and gaining considerable profits to the owners. Moreover, mills were a characteristic phenomenon both for large and small landowners. For instance, Duke A.A. Bestuzhev in the village Repyevka, the Syzran district of the Simbirsk province, owned a mill that produced flour, millet and bran worth more than 150 thousand rubles per year [2, p. 445]. In the estate of the privy councilor D.P. Ereemeev in the Sviyazhsky district of the Kazan province, there was a mill with an income of 2,600 rubles per year [13, doc. 676, p. 173v.]. In the village Elan of the Penza province, the landowner N.N. Ermolaev owned a flour mill that produced up to 6,000 poods of grain per year [14, p. 506].

One of the additional sources of income for the local nobility was the right of land owners to its subsoil, which allowed to use the minerals and springs found on the territory of the estates. In the second half of the 19th century, this served as the basis for the spread of the nobility glass factories of various sizes and volumes, but their total number was insignificant.

Large enterprises of this type included the glass factory established in 1877 in the village Nizhniy Shkaf, the Gorodishchensky district of the Penza province, owned by Count M.A. Shuvalov, which employed 119 workers. Since 1889 in the village Golitsyn, the Nizhne-Lomovsky district of the same province, the plant had been functioning, owned by Count S.M. Tolstoy and employing more than 300 workers [15, p. 97-99]; it was later inherited by Countess N.V. Tolstoy; at the beginning of the twentieth century this enterprise produced 8,000,000 bottles a year for the state monopoly [15, p. 498]. The glass factory, which belonged to the Zheltukhins family of hereditary nobles, was located in the village Voskresensky, the Tsarevokokshaisky district of the Kazan province; in 1863 the enterprise had a turnover of 89 350 rubles. [2, p. 72].

The largest enterprise of this industry in the Middle Volga region was undoubtedly the glass (crystal) plant, which belonged to the Bakhmetevs family and their heirs. It was located in the Gorodishchensky district of the Penza province. However, the plant was in decline during the post-reform period. The enterprise expanded its production in 1884 after the heir to the plant, Duke A.D. Obolensky, became its full owner. Since the 1890s the crystal factory showed the noticeable progress. In 1899 the production volume began to grow; the three operating ovens produced various types of dishes worth 350 thousand rubles; in the 1912/13 fiscal year the turnover reached 720 thousand rubles. [16, p. XXXI-XXXII].

The nobility estates had vast forests, and there was a constant demand for wood from the surrounding population; consequently, in the second half of the 19th century, it was common for the Middle Volga region landowners to own wood processing enterprises, i.e. sawmills. Basically, these were small-scale businesses, focused on the needs of their own economy, aimed to meet the demands of the peasantry living in the vicinity. For example, the chamberlain of His Majesty's court, State Councilor A.A. Lebedev owned a steam sawmill in the Kazan province, the Mamadysh district, which gained him 4,000 rubles of the annual profit [13, doc. 676, p. 203]. The Guard-Colonel I.V. Likhachev had a water sawmill in the Laishevsky district, which gained an income of 100 rubles a year; in Mamadyshsky district he owned a steam sawmill, which brought 1,000 rubles of the annual income [13, doc. 676, p. 189, 204]. In 1894 the collegiate secretary and district leader of the nobility A.F. Rzhnevsky established a sawmill in the Simbirsk province, the village of Pospelovka, the Syzran district. The enterprise employed 24 workers, and produced boards and beams worth 20 thousand rubles. [6, p. 447].

Other types of enterprises established on the estates' territories included: brick, resin and tar factories, tanneries, cheese dairies, malt houses, smithies, etc. However, they did not possess the significant market value and did not become common among the local nobility of the Middle Volga region; rather, they supplemented the main types of production, not being the key factor of the local economy.

Conclusion. The considered data allow us to draw a conclusion that the nobility industry of the Middle Volga region, like Russia as a whole, was closely associated either with the processing of agricultural products grown on the estates, or with the use of resources located on the territory of their land. This resulted in the development of the nobility industry in such branches as cloth and mill production, distillation, glass and sawmills. Large factories were rarely established within the framework of the nobility business, with the exception of a few relatively large enterprises in the cloth, distillery and glass industries. Most of the local noblemen focused on the cultivation of grain, with little concern for the development of industry, which mostly supplemented the needs of the economy and the demands of the local population. At the same time, the remnants of the past, distinguishing the main patterns of their economic activity, had a strong inhibiting effect on the development of the nobility industry.

The reported study was funded by RFBR according to the research project № 19-09-00043.

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XIX ҒАСЫРДЫҢ ЕКІНШІ ЖАРТЫСЫНДАҒЫ АҚСҮЙЕКТІК САУДА-ӨNERКӘСІПТІК КӘСІПкерліктің негізгі үлгілері (орта еділ материалдары бойынша)

Зерттеу № 19-09-00043 ғылыми жоба аясында РФФИ қаржылық қолдауымен жүзеге асырылды.

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ОСНОВНЫЕ МОДЕЛИ ДВОРЯНСКОГО ТОРГОВО-ПРОМЫШЛЕННОГО ПРЕДПРИНИМАТЕЛЬСТВА ВО ВТОРОЙ ПОЛОВИНЕ XIX ВЕКА (ПО МАТЕРИАЛАМ СРЕДНЕГО ПОВОЛЖЬЯ)

Аннотация. Введение. Во второй половине XIX – начале XX века развитие промышленности в дворянских хозяйствах происходило в условиях активного реформирования аграрного сектора экономики страны, что предопределило значительные сложности для поместного дворянства, которое в дореформенный период получало значительные преференции при осуществлении торгового-промышленного предпринимательства. **Материалы и методы.** В качестве методологической основы исследования выступила модернизационная парадигма, позволившая рассмотреть различные варианты соотношения традиционных и инновационных моделей развития дворянской промышленности при помощи проблемно-хронологического, сравнительного и историко-системного методов. **Результаты.** В рамках исследования проанализировано состояние дворянской промышленности каждой губернии изучаемого региона, а также причины развития той или иной отрасли производства в среде поместного дворянства. На основании данных официальной статистики показаны объемы производимой продукции. Указываются факторы, предопределившие кризисное состояние дворянского торгового-промышленного предпринимательства после отмены крепостного права. Приведено большое количество конкретных примеров дворянских предприятий с указанием их владельцев, имеющегося оборудования, количества рабочих и объемов производимой продукции. **Обсуждение.** В результате исследования сделан вывод о том, что дворянская промышленность Среднего Поволжья была тесным образом связана либо с переработкой сельскохозяйственной продукции, выращиваемой в имениях, либо с использованием ресурсов, находящихся на территории их земельных владений, обусловив тем самым развитие таких отраслей дворянской промышленности как суконное и мельничное производство, винокурение, стекольная и лесопильная промышленность. **Заключение.** Большинство поместных дворян ориентировались на выращивание зерновых, слабо заботясь о развитии промышленности, которая, если и имела в структуре их имений, носила в большей степени вспомогательный характер, удовлетворяя потребности самой экономии и нужды окрестного населения, поэтому в рамках дворянских хозяйств редко можно было встретить крупные заводы, за исключением нескольких относительно больших предприятий в суконной, винокуренной и стекольной отраслях.

Ключевые слова: торгово-промышленное предпринимательство, поместное дворянство, Среднее Поволжье, суконная промышленность, винокуренное производство, фабрика, имение.

Исследование выполнено при финансовой поддержке РФФИ в рамках научного проекта № 19-09-00043.

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ФИЛОЛОГИЯ – ФИЛОЛОГИЯ - PHILOLOGY

BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 265 – 265

<https://doi.org/10.32014/2021.2518-1467.193>

UDC 82.01

HTAMP 17.07.31

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PHILOSOPHY OF THE MODERN TEXT: THE FEATURES OF THE NARRATIVE STRUCTURE

Abstract. The article deals with the problem of the philosophy of the text as a complex episteme of modern humanitarian discourse. The issue of the specifics of the narrative structure, the polyphony of the text in the dialogical space of modern literary discourse is actualized. It is proposed to consider the text in two aspects: the text as an autonomous object of reflection and the text as a code. Literary practices are investigated from the point of view of identifying mechanisms for the implementation of a given narrative structure and a voluminous descriptive plan of the text.

The production of metatext is becoming one of the most significant trends in modern Kazakh prose, especially the novel genre. Special attention is paid to the analysis of the nuclear concepts of the narrative and their interaction with other elements of the poetics of the text. It is determined that the narrative frame of the text can be formed linearly and linearly. The philosophy of the text is inextricably linked with the general narratological postulate of eventfulness and a specific hierarchy of events, characters in the work. It is determined that the conceptual task of Kazakh historical romance is a panoramic examination of the complex historical and cultural ties of ancient nomadic and sedentary states. A combination of the traditional lyric-epic, realistic and postmodern aspects, the interaction of ethno- and foreign-cultural elements within one text is investigated. This approach determines the style of the text, deepening its philosophical and worldview content.

Jamie E. Carroll's idea of "transition from the text as a complete work to the text" with potentially maximum wide interpretive and communicative freedom seems to be productive when considering the philosophy of the text, its narrative specificity. In this case, the emergence of texts with a predominantly hybrid genre-style nature (novel-essay, novel-requiem, journalistic story, etc.) is possible.

Key words: philosophy, text, narrative, code, image, structure, concept.

Introduction. At present, the questions of the philosophy of the text, its cognitive and hermeneutic comprehension are among the most urgent in humanitarian research. In this article, which precedes a series of works on a selected topic, we explore the nature of a predominantly artistic text. Although observations of some media, mythological, folklore, film and other narratives show that they also have a clear tendency towards abstract philosophical content and semiotic discourse at the same time. On the one hand, we see that the text, understood in a broad procedural sense as an autonomous object of reflection, is differentiated depending on the author's direct goal-setting and the general concept. On the other hand, the text becomes more and more coded, contains hidden meanings, ideas, deep associative relationships with tradition and clear allusions to modernity. In the first case, we can say that the text is an open semantic and stylistic structure with a given range of genre, style, subject matter, plot. In the second side, we find a text-code that does not always imply a consistent causal deployment of the narrative, even the "design" solutions of the cultural code [1], immanent inclusion of simulacra of a heterogeneous stylistic nature. In this case, the text often becomes a metatext, incorporating descriptive elements, diary entries, poetic inserts, philosophical, ethnographic

essays, fragments of statistics, legal, economic and other discourses into its orbit. The empiricism of the text is accompanied by the production of experimental works in the field of genre, style, figurative structure, in general, the concept of the work. The philosophy of the text, which, according to V.P. Rudnev [2], of seven obligatory components, is a complex episteme. It includes in its research mode elements of narrative structure, motivational and mythopoetic analysis, dialogic space, psychoanalytic interpretations, etc.

Materials and methods. Several works of Kazakh literature were taken as objects and research materials, including works by new authors from the series “Literature of the New Time. Prose” [3]. Starting from the research idea of an unbiased examination of the text in two planes: as a separate semiotic unit and as a conceptually conditioned narrative structure, the methodology includes methods of a comparative typological, semiotic, structuralist, narratological, philosophical, discursive, literary analysis proper, as well as a method for diagnosing a text, content analysis and other scientific approaches.

According to the theory of narrative structure, founded by Samuel Chatman, two narrative plans are immanently and objectively present in the text: “Every narrative - so this theory goes - is a structure with a content plan (called“ story ”) and an expression plan (called“ discourse ”) “[4, p. 146]. Let us consider the textual features of the novels “Saki” [5] by Bulat Zhandarbekov and “Caravan” [6] by Abai and Auez Tynibekovs from the point of view of changing the narrative perspective, the formation of an artistic concept.

Both texts present the story of the history. The action takes place in the ancient times of the formation and development of the mighty proto-Turkic states (Saki) and the ancient empires of the Huns, China, India. In both texts, the narrative is structured in such a way that events and their extraliterary environment (details of the world order, management, external relations of the nomadic Steppe and sedentary agricultural states, religious beliefs, rituals and other elements), what Chatman calls setting, is embedded in separate additional detailed descriptions and additional narratives about secondary events. Such a narrative structure of “text in text” allows a deeper understanding of the concept of the work.

In the novel “Saki” the concept of the text is much broader than the stated theme. We are talking about a specific historical event - the liberation war of the Saki led by Queen Tomiris with the Persian army led by Cyrus. But the conceptual task of the text is a panoramic examination of the complex historical and cultural relations of the Saki Steppe and the ancient Eastern sedentary states. For example, dynastic traditions are strikingly different in the nomadic environment and the legendary empires of Babylon, Egypt, Assyria, Lydia and many others.

Dramatic plot twists and turns associated with the inheritance of the throne (crown, *kulakh*) among the Saki and sedentary peoples also constitute an important descriptive corpus of the novel. In the “Caravan” we see, unfolded in time and space, a picture of diplomatic, trade, economic, intelligence, military relationships of various peoples: Greeks, Han, Indians, Huns and other ancient peoples. The narrative here is built around the main nuclear event (*kernel*, according to Chatman): the following of a trade and reconnaissance caravan from the Mauryan Empire (ancient India) to the unexplored Han’ Empire.

This is the first caravan equipped to the east of the Mauryan side. And this quality of “pioneering” largely determines the style of the entire text, its plot-figurative and emotive structure. If the textual framework of the previous novel is built on the principle of growing narrative branches, then in the novel “Caravan” attention is focused exclusively on the following of the Indian trade caravan. The emphasis is on the inner world of the heroes, their maturity, professional training, perception of the world around them. Many legends, stories, including the life stories of characters of different ethnicity, create a multi-colored “carpet” of the history of ancient states.

In other words, if in the first novel the history of states is presented in separate narrative rather independent fragments, in the second it is given through the perception of the heroes, their stories and conclusions. At the same time, both performances are “ordered in time”, integral, which refers to the categorical features of narrative texts: “Narrative texts (stories, stories, etc.) are built on the principle of ordering in time” [7, p. 42]. It should also be noted that the division into main and secondary in the narrative is rather arbitrary. The narrative elements, being hierarchical in nature by definition, still contain conceptually loaded meanings. And therein lies a certain “hermeneutic code” that Barthes and Chatman talk about.

«Narrative events have not only a logic of connection, but logic of *hierarchy*. Some are more important than others. In the classical narrative, only major events are part of the chain or armature of contingency. Minor events have a different structure. According to Barthes, each such major event – which I call *kernel*, translating his *noyau* – is a part of hermeneutic code; it advances the plot by raising and satisfying questions. Kernels are narrative moments that give rise to cruxes in the direction taken by events» [4, p.53].

An interesting narrative drawing is presented in the story “Tamga Issyk-Kul (Miyano Yasushi)” [8] by

Bakhytzhon Kanapyanov. Here we meet with a relatively recent history - the twentieth century. Distinctive features of this text: an unusual plot, vivid images of numerous characters, lyrical confessional tonality, strong philosophical and existential discourse, successful combination of several expanded space-time layers within one text. This approach to solving narrative problems gave the work the necessary multifaceted polyphonic character, organized the original concept of the text as a whole.

An important ideological meaning is carried by the concept of “tamga” in the title of the story. The very word “tamga” (kaz. - *tanba*) [9, p. 778] etymologically goes back to the widespread steppe custom of putting a mark on the skin of an animal, denoting its owner. However, over time, the word acquired additional connotations of belonging to a certain genus (*ru tanbasy* - *a sign of a genus*), a graphic sign of the Kazakh language (*arip tanbasy*), an idiom (*taiza tanba basgandai* - *as clear as day*) and others.

Tamga is something that cannot be washed off, not washed away. You have to live with this, which is what the heroes of the story do. It is interesting that the story combines the topographic name of the climatic and mud resort of Tamga on the southern shore of Lake Issyk-Kul [10, p. 1178] and the metaphor of tamga as a sign of eternal memory, connection between generations. The superposition of meanings gives rise to the so-called. double text encoding. The story clearly indicates the place of action - Kyrgyzstan, the vicinity of Issyk-Kul.

It is a sacred, magical place, covered with ancient legends, sung by storytellers, and reflected in the work of the outstanding Kyrgyz writer Chingiz Aitmatov. This heterotopy determines the told unusual story, or rather, several stories placed in the story. The multidimensional, colorful, living image of Issyk-Kul becomes a kind of virtual bridge connecting the past, present and future not only of the multi-tribal heroes of the story, but also of the readers.

The author strives for maximum reliability of the events depicted. The story is based on the actual events of the movement of Japanese prisoners of war to Central Asia and Kazakhstan. According to the data of the Russian State Military Archives, several dozen Japanese prisoners of war died in Central Asia and Kazakhstan (RGVA.F.1pop.01e. D.No. 129. Sheet 1-19).

The ultimate narrative realism is enriched with inserted legends that enrich the narrative with a traditional lyric-epic wave. The genre of the story in itself does not presuppose a multitude of events, personalities, “points of view” here in a peculiar way, in its artistic characteristics, to a broad epic polyphonic discourse characteristic of the novel genre. The writer, avoiding empty verbosity, and, on the other hand, the abruptness, discreteness of style, was able to present the epic of the story in a dynamic, concise and at the same time capacious perspective.

The sign (tamga) of Issyk-Kul, where the harsh years of captivity for Japanese soldiers passed, becomes a special sacred place for the purification and revival of not only them, but also local residents. The lake becomes a narrative nucleus, to which all the plot lines of the story, the fate of the heroes, are attracted. Such symbolism of topos can generate hidden meanings of searching for and finding destroyed natural harmony and humanity.

Each of the heroes of the story owns his own tamga as a kind of amulet that helps in difficult times. For the young Japanese, who did not fire a single shot at the soldier of the Kwantung Army Miyano Yasushi, the protagonist of the story, this tamga was a black stone with a Buddhist inscription near Lake Issyk-Kul, the beauty and greatness of which helped him survive in the time of trial sent by fate.

Special attention is drawn to the spatial dimension of the narrative: the sequence of events is accompanied by detailed descriptions of the nature, flora and fauna of the Issyk-Kul region, historical, ethnographic, folklore, and statistical details. As a result, an original picture of a visually and semantically volumetric cyclical lyro-epic narration emerges that goes beyond the framework of a linear realistic narration.

Another narrative drawing is presented in the stories of Madina Omarova. It is known that a special place in the work of modern Kazakh prose writers is occupied by the study and presentation of well-known ethno-motives and rituals, often associated with the so-called “unconscious” plan, concepts and codes deeply hidden in the depths of folk psychology. In the texts of Madina Omarova, we find such concepts as *emshi*, *dayy tamak*, *tak aldynda*, *kariya*, placed in the titles of texts, etc. The inclusion of these concepts in the title instantly actualizes the “similar traces of memory” of the recipient who is familiar with the Kazakh culture.

Short stories, mini sketches of one situation, even thoughts, with an unexpected end, a distinct lyrical tonality create a feeling of belonging to a great ethnic sense of unity with nature, homeland, people. Madina’s “corporate” style consists of the author’s intention to combine the most laconic narratives in the textual volume with deep symbolism, to reveal one or another facet of character placed in a specific existential context. For example, in the story “Sululyk” (Beauty), which consists of several sentences, an indirect description of the anonymous beauty is given.

Remarkable is ending: “She lived that long. Beautiful aging. Then one day he died beautiful. Her perfect body, created by nature, was not scratched. “» [3, 67 p.].

It should be noted that the completion of the narrative, its qualitative design, is an important element of the narrative structure, given its communicative nature. “Within the framework of the postmodernist conception of history, the idea of the fundamental significance of the ending for the constitution of the narrative as such becomes fundamental. It is the presence of a certain “completion”, initially known to the narrator, that creates a kind of gravitational field that brings all plot vectors to one semantic focus” [11].

Results. As a result of the study of the narrative, figurative-motive structure of individual works, we can state a clear tendency towards the creation of complex polyphonic texts of a heterogeneous narrative structure and cognitive nature. At the same time, the semantically voluminous interpretation of the event canvas of the work, its concept is accompanied, as a rule, by a nonlinear construction, but with the preservation of the narrative “core” (Chatman) and the corresponding “hierarchy” (Chatman). In this regard, it is difficult to disagree with the opinion of Jamie E. Carroll. He notes: «The progression from the idea of The Text, a completed work with a unified meaning, to text, a textuality weaving author, language, and reader to form limitless readings and a plurality of meaning, reveals the continual progress of critical discourse in examining the systems of language and the possibilities of text to provide structure as well as freedom to the active reader. This renewed sense of text as textuality renders the function of text as vital to systems of media, in which ideas and meanings are submitted to systems of signs and gestures, which in turn communicate meaning, thwart meaning, and create new meaning, often through the textuality of text» [12]. In this case, the emergence of texts with a predominantly hybrid genre-style nature (novel-essay, novel-requiem, journalistic story, etc.) is possible. This tendency is especially characteristic of postmodern literature, with its focus on “multiplicity of interpretation” and dialogical diversity.

Discussion. This issue is the subject of many discourse practices, especially in the field of narratology and poetics of the text. V.I. Tyupa emphasizes that “direct knowledge of events as they are (were) is unattainable. Between the event and consciousness there is always a kind of prism of the communicative act of verbalization, which refracts the communicative environment of presentation” [13].

Conclusion. Thus, the undertaken comprehensive study of the poetics of a literary text, its narrative structure actualizes the problems of the philosophy of the text as a systemic phenomenon of textual formations. The cognitive and hermeneutic potential of the text is realized through the dialogical space “text-individual-culture”. The value of the research. The value of the undertaken research lies in the formulation and development of an urgent interdisciplinary direction of modern humanities: the philosophy of the text in the structural-semiotic and cognitive-hermeneutic aspects. A comprehensive study of the poetics of the text, its internal impulses on the external eventful and internal semantic levels allows.

The article was prepared and published in the framework of the project “Contemporary literary study and the cognitive paradigm” (grant AR09259694 funded by the CS of the MES RK).

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ҚАЗІРГІ МӘТІН ФИЛОСОФИЯСЫ: БАЯНДАУ ҚҰРЫЛЫМЫНЫҢ ЕРЕКШЕЛІКТЕРІ

Аннотация. Мақалада қазіргі гуманитарлық дискурстың күрделі эпистема ретіндегі мәтін философиясы мәселесі қарастырылады. Қазіргі әдеби дискурстың диалогтік кеңістігінде баяндау құрылымының ерекшелігі, мәтіннің полифониясы мәселесі өзектіленді. Мәтінді екі аспектіде қарастыру ұсынылады: мәтінді рефлексияның автономды объектісі ретінде және мәтінді код ретінде. Әдеби тәжірибе мәтіннің берілген баяндау құрылымы мен көлемді сипаттамалық жоспарын жүзеге асыру механизмдерін анықтау тұрғысынан зерттеледі.

Метамәтін шығару қазіргі қазақ прозасындағы, әсіресе роман жанрындағы маңызды бағыттардың біріне айналууда. Әңгіменің ядролық концептілерін талдауға және олардың мәтін поэтикасының басқа элементтерімен байланысына ерекше назар аударылады. Мәтіннің баяндау шеңбері сызықтық және сызықтық түрде құрылуы мүмкін екендігі анықталды. Мәтін философиясы оқиғалылықтың жалпы нарратологиялық постулатымен және шығармадағы оқиғалардың, кейіпкерлердің нақты

иерархиясымен тығыз байланысты. Қазақ тарихи романтикасының концептуалдық міндеті ежелгі көшпелі және отырықшы мемлекеттердің күрделі тарихи-мәдени байланыстарына панорамалық шолу жасау екені анықталды.

Дәстүрлі лиро-эпикалық, реалистік және постмодерндік аспектілердің үйлесімі, этно- және шетелдік-мәдени элементтердің бір мәтін аясындағы өзара әрекеті зерттеледі. Бұл тәсіл мәтіннің стилін анықтайды, оның философиялық және дүниетанымдық мазмұнын тереңдете түседі. Джейми Э.Кэрролдың «мәтіннен толық жұмыс ретінде мәтінге көшу» идеясы мәтіннің философиясын, оның баяндау ерекшелігін қарастырғанда, максималды кең интерпретациялық және коммуникативті еркіндікпен өнімді болып көрінеді. Бұл жағдайда гибриді жанрлық-стильдік сипаты басым мәтіндердің (роман-эссе, роман-реквием, публицистикалық әңгіме, т.б.) пайда болуы мүмкін.

Түйін сөздер: философия, мәтін, баяндау, код, бейне, құрылым, концепция.

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ФИЛОСОФИЯ СОВРЕМЕННОГО ТЕКСТА: ОСОБЕННОСТИ НАРРАТИВНОЙ СТРУКТУРЫ

Аннотация. В статье рассматривается проблема философии текста как комплексной эпистемы современного гуманитарного дискурса. Актуализируется вопрос специфики нарративной структуры, полифонии текста в диалогическом пространстве современного литературного дискурса. Предлагается рассмотрение текста в двух аспектах: текст как автономная объект рефлексии и текст как код. Исследуются литературные практики с точки зрения выявления механизмов реализации заданной нарративной структуры и объемным дескриптивным планом текста. Продуцирование метатекста становится одной из значимых тенденций современной казахской прозы, особенно романного жанра. Особое внимание уделяется анализу ядерных концептов нарратива и их взаимодействия с другими элементами поэтики текста. Определяется, что нарративный каркас текста может формироваться линейно и алинейно. Философия текста неразрывно связана с общим нарратологическим постулатом о событийности и специфической иерархии событий, персонажей произведения. Определяется, что концептуальной задачей казахской исторической романистики выступает панорамное рассмотрение сложных историко-культурных связей древних кочевых и оседлых государств. Исследуется сочетание традиционного лиро-эпического, реалистического и постмодернистского аспектов, взаимодействие этно- и инокультурных элементов в пределах одного текста. Такой подход детерминирует стилистику текста, углубляя его философско-мировоззренческий контент. Идея Jamie E. Carroll «перехода от текста как завершенного произведения к тексту» с потенциально максимально широкой интерпретационной и коммуникативной свободой представляется продуктивной при рассмотрении философии текста, его нарративной специфики. В этом случае возможно возникновение текстов с преимущественно гибридной жанрово-стилевой природой (роман-эссе, роман-реквием, публицистический рассказ и др.).

Ключевые слова: философия, текст, нарратив, код, образ, структура, концепция.

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 271 – 276

<https://doi.org/10.32014/2021.2518-1467.194>

МРНТИ 17.81

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КАЗАХСКО-ТАТАРСКИЕ СВЯЗИ В ОБЛАСТИ ЛИТЕРАТУРНОГО ОБРАЗОВАНИЯ В НАЧАЛЕ XX ВЕКА

Аннотация. Актуальность изучаемой темы связана с интересом к проблеме формирования мусульманской этно-конфессиональной идентичности казахского народа через школьную систему образования. Статья направлена на выявление целей российского самодержавия в ограничении татарской образовательной системы в Степном крае. Ведущим подходом к исследованию данной проблемы стал проблемно-хронологический метод, позволивший выделить и рассмотреть различные аспекты политики в области литературного образования нерусских народов империи в хронологической последовательности.

Статья написана на основе документов из Государственного архива Оренбургской области и опубликованных источников.

Материалы статьи могут быть полезными для дальнейшей разработки темы исследования, а также в ходе преподавания спецкурсов на востоковедческих и филологических факультетах университетов и преподавания истории в высших и средних учебных заведениях страны.

Ключевые слова: джадидизм, казахи, татары, мусульмане, миссионеры, руссификация, культуры, литература, история.

Введение. Начало XX века для казахского народа время, в котором шли этноконсолидирующие процессы. Фактически казахская интеллигенция оказалась между двумя вестернизирующими проектами. С одной стороны, вестернизация через официальную политику и идеологию империи, т.е. через русификацию и христианизацию, проводившуюся через систему миссионерской образовательной системы. С другой стороны, так называемый «татарский» проект, который предполагал сохранение исламской этноконфессиональной идентичности, но с реформированной и модернизированной под современные требования школой на родном языке.

Чиновник Министерства просвещения Н.А. Бобровников в 1917 г. констатировал факт, что утверждение, будто бы мусульманские школы полностью конфессиональные в корне неверно. Он пишет: «Даже в школах, работающих в самых дальних уголках России, можно найти учебники, по которым обучают учащихся по новому звуковому методу, а также книги для чтения по светским наукам. Везде преподается арифметика, во многих случаях и история, проводятся уроки пения. Так что мектебы по курсу в той или иной степени приближаются к русским средним школам». (Bobrovnikov N.A., 1917:62). Притом необходимо отметить, что в новометодных школах активно внедрялся русский язык.

Разумеется, в планы колониальной администрации просвещение инородцев до уровня европейцев не входило. Директор Ташкентской мужской гимназии Н.П. Остроумов в 1884 г. писал: «Опыт Британской Индии учит, что крайнее увлечение полезным делом может нанести вред, а потому к образованию туземцев нужно относиться с особенной осторожностью. В видах политических нельзя допустить, чтобы туземцы опередили коренное русское население в умственном развитии, как нельзя допустить и того, чтобы они костенели в невежестве» (Ostroumov N.P., 1910:159).

С целью ограждения Туркестана от влияния татар чиновник предлагал 1) ограничить вообще переселение в край из внутренней губернии империи татар, которые по слухам в последнее время усиленно стремятся сюда, 2) стремиться к устранению всего, что может способствовать поддержанию и укреплению среди туземцев мусульманской образованности, особенно желательное обособление

многочисленного кочевого населения, не успевшего еще окончательно окрепнуть в исламе, от оседлых туземцев, и особенно от влияния татар, как более совершенных и более фанатичных представителей мусульманской культуры, с которой приходится бороться, как с опасным врагом не только настоящего, но и будущего времени (Rakhimov S.K., 1996: 31-32)

Как мы видим, оба проекта находились в непримиримом противоречии друг к другу, но необходимо отметить, что большинство школ казахов до революции были исламскими, которым население доверяло гораздо больше, чем русским, поддерживаемым имперской государственностью.

Материалы и методы. При анализе материалов и их научной интерпретации нами использовались следующие методы исследования: анализ, синтез, сравнение, диахроника.

Ведущим подходом к исследованию данной проблемы стал проблемно-хронологический метод, позволивший выделить и рассмотреть различные аспекты политики в области образования нерусских народов империи в хронологической последовательности.

Обсуждение. Современники отмечали, что казахи с большим предпочтением отдают своих детей в новометодные мектебы и медресе, чем в русско - казахские школы, и что в Степном крае нет того противостояния между кадимистами и джадидами, какое наблюдалось в Казани, Бухаре и Самарканде.

М. Приходов писал, что в волостях, расположенных ближе к городу Петропавловску, к 1913 г. была открыта лишь одна русско-киргизская школа, и она страдала недостаточным количеством учеников – большинство отдавало детей на обучение татарам. Бывали случаи, когда родители из соседних деревень отвозили детей в г. Петропавловск и отдавали в татарские мектебы (Prikhodov M., 1913:96).

Отто Гетч в книге «Русский Туркестан...» в 1913 году писал о татарских просветителях так: «Эти татарские интеллигенты в литературном и политическом отношении принадлежат теперь к передовым элементам ислама, к его самым энергичным и влиятельным приверженцам. И прежде всего им обязан ислам своим внутренним и внешним усилением и своим культурным ростом... Связь с мусульманским населением Туркестана создается при этом сама собой; и действительно, с севера к ним уже вносится панисламистская смута. Русское правительство боится этого проникновения татарских приверженцев ислама и по возможности не пускает их в Туркестан». (Yuldashbaev B.Kh., 1984: 38-39)

Необходимо отметить, консервативное чиновничество империи опасалось влияния татарской интеллигенции на казахскую, тем более, что большинство образованных казахов, работавшие затем муллами и мударисами в казахских мусульманских приходах, получали знания в татарских медресе Волго-уральского региона.

Данное явление хорошо иллюстрируют архивные материалы, отложившиеся в Государственном архиве Оренбургской области, в частности в фонде 21, в котором содержатся материалы Гражданского жандармского управления по Оренбургской губернии.

Результаты. Литература - один из видов искусства, следовательно, она должна рассматриваться в контексте предметов эстетического цикла. С первых шагов школьного литературного образования с помощью системы аналитических и творческих заданий формируется представление о преображении слова информативного в слово художественное и о принципиально иной его функции в произведении искусства. Так формируется представление о достоверности искусства слова, отличной от достоверности научного или публицистического текста. Важно дать почувствовать ребенку, что истинность событий, образов, переживаний героев лежит не в сфере соотнесения их с жизненным или историческим материалом, а заключена во внутренней гармонии, в художественной убедительности. Вся работа в этом направлении как раз подчинена выяснению истинности для читателей мира произведения, пониманию средств, которыми она достигается. В этом коренное отличие литературы от любого другого гуманитарного учебного предмета. Именно поэтому литература рассматривается в контексте предметов эстетического цикла. Она развивает, помимо прочих, и художественные способности детей, эстетическое отношение к действительности. В осведомительном бюллетене за 1913 год, направленном начальнику Оренбургского жандармского управления говорится: «Они (имеются ввиду шакирды медресе) привозят и распространяют среди киргиз изданные на чисто киргизском языке вредного направления брошюры, отпечатанные в Уфе (в типографиях товарищества «Каримов Хусаинов и К^{-о}», и «Восточная печать»), в Казани (Типография братьев Каримовых). Из числа брошюр известны: «Уян казак» («Проснись киргиз»), «Тур казак» (Вставай киргиз), басня «Маса» (Жомар). В означенных изданиях указывается на тяжелое бесправное положение киргиз, живших, будто бы, гораздо лучше при ханах, затрагивается аграрный вопрос с указанием на уменьшение количества земли, находящихся в пользование киргиз.

Обращается также внимание на затруднительность положения при выборе должностных лиц

волостного управления, т.к. присутствующий при выборах чин полиции, ввиду незнания туземного языка, недоступен для киргиз, а переводчику надо давать взятки. В баснях заключается тенденциозное и антиправительственное направление и в одной из них, высказывается неудовлетворенность по поводу отсутствия депутата от киргизского населения в Государственной Думе...

Вследствие изложенного покорнейше прошу не отказать сообщить все имеющиеся у Вас по этому поводу сведения, а также установить, когда, кто именно из татар учителей выезжал в киргизские степи и кто из киргиз приезжал в татарские училища для обучения в Петропавловск». (GBU GAOO: 22-22).

В этом же деле отмечается о приверженности казахов к просвещению и развитию, но сокрушается осведомитель, что оно идет от татар, а не от русских. «Киргиз-казаки вообще считаются среди родственных им других кочевников, обладающими более богатым языком, остроумием, имеют свою литературу и скорее всех воспринимают новшества. Грамотность, магометанское вероучение и обряды распространяются среди киргизов, главным образом, летом учениками татарских медресе. В особенности идут к казакам и играют главную роль ученики Буинских, Чистопольских, Уфимских, Симбирских и деревни Кашкар медресе. Казаки любят новый метод, а потому и ученики школ старого направления выдаются за новометодистов. Ученики эти нанимаются к казакам на ярмарках и базарах в мугалимы». (GBU GAOO: 173).

Важным условием формирования казахской нации было хорошее финансирование нациостроительства со стороны татарских предпринимателей и купцов. Материальная поддержка частных лиц направлялась на организацию работы религиозных учреждений, медресе и мектебов при мечетях, издательское дело и благотворительность. Например, в Кустанае учредителями мусульманского общества, созданного в 1909 г., были известные татарские купцы М. Яушев и Ш. Баязитов. Главой местной соборной мечети был татарин Г. Якупов. В Актюбинске аналогичное сообщество было учреждено в 1910 г. усилиями татарских купцов М. Усманова и С. Алюкова, поддержанных 60 местными татарскими семьями. Мусульманское сообщество в ханской ставке Внутренней орды создали в 1909 году торговые крестьяне Казанской губернии М. Загидуллин и А. Насыров. Мусульманские общества за свой счет открыли в 1912 г. медресе в Кустанае, и годом ранее – школу (мектеп) для девушек мусульманок в Актюбинске.

Разумеется, и власть, и христианские миссионеры пристально наблюдали и пытались пресечь эти новые явления мусульманской культуры. Вот как об этом сообщалось в Миссионерском противомусульманском сборнике за 1894 год: « Министр народного просвещения, на основании доставленных ему попечителями Казанского и Оренбургского учебных округов сведений, уведомил, что в магометанских школах сих округов употребляются, кроме печатных книг религиозного содержания, рукописные книги и тетради, заключающие в себя стихи и песни на татарском языке, в которых оплакивается зависимость татар от Российского государства, восхваляются турки и другие мусульманские народы, умаляется значение русского народа, выражается сожаление об участии мусульман, призванных к отбыванию воинской повинности, прославляется сила ислама, внушается надежда на будущее торжество магометан над неверными и т.п.» (Sovremennoe sostoyanie tatar, 1910: 22)

В ходе борьбы с «татаризацией восточных окраин» явилось распоряжение туркестанской администрации о запрещении преподавательской деятельности татар в школах Туркестана. Газета «Тарджиман» от 20 апреля 1912 года, ссылаясь на газету «Вақыт», пишет, что туркестанская администрация издала распоряжение о том, что «в новометодных и старометодных мектебах учителями могут быть лица, принадлежащие к роду и племени учеников. Сарт не может обучать киргизов, татарин – сартов» (Tardzhiman., 1912).

Имперские власти усматривали в джадидистских школах как татар, так и казахов большую опасность. Они понимали, что национальное образование на исламской основе формирует политические нации способные свободно конкурировать с имперской нацией и четко осознавать свои этно-конфессиональные интересы.

Среди джадидов были, например, такие яркие представители казахской мусульманской элиты, как Мурат Монкаули (1843-1906) и Абубакир Кердери (1858-1903). Они, подобно их предшественникам Шортамбаю Каюму-Улы (1818-1881) и Дувату Бабатайули (1802-1871), подчеркивали значение ислама как основного маркера национальной идентичности казахов, но в то же время выделяли отличительные черты ментальности казахов, в частности номадизм, и особый казахский язык. Алашевцы Магуфан Жулабаев, Нугман Манаев закончили уфимское новометодное медресе «Галие». Среди казахского народа национальные идеи распространялись посредством первых казахских периодических

изданий «Акмолинский листок», «Оренбургский листок» и «Киргизская степная газета». До 1905 г. в Казахстане не было типографии с арабским шрифтом, поэтому первые казахские газеты издавались в типографиях Казани.

Цели политики христианизации и русификации довольно лаконично выразил миссионер Н.И. Ильминский: «Мы берем русского человека в идеале, и этот идеал стараемся усвоить инородцам. Русский идеал есть по преимуществу – православие: вот почему мы на православии-то так и настаиваем» (Iz neizdannyykh pisem., 1911: 244). Но в продолжение той же мысли он замечает: «Сказать по правде, в русском народе лучшие стороны его природы так неразвиты, что их и не видно; его верования, хотя крепкая, неосмысленная, и он истину своих религиозных убеждений, против возражения иноверца, лучше готов защитить кулаками, чем резонами. <...> Что такое обрусение? Совершенное уподобление русскому человеку: обрусеть – значит сделаться русским. Но вот русские пьяны, русские не умеют своей веры растолковать, держась только обрядов; русские не могли в триста лет объяснить своим соседям татарам, что они, поклоняясь иконам, не боготворят доски. <...> Верую я в превосходную натуру русского народа, но простота и неряшливость его обуяли, а иногда нравственные наросты искажают его качества; есть в народе прекрасные, высоконравственные личности, но они скромно скрываются, а буйное, нахальное, пьяное резко бросается в глаза и кладет позор на все и всех» (Iz neizdannyykh pisem., 1911: 244).

Заключение. Таким образом, к концу XIX века миссионеры сами начали осознавать бесполезность своей деятельности. Очаровать инородцев своей культурой русские миссионеры так и не смогли. Большинство казахов отдавало своих детей в мусульманские школы, а литературно-культурной связь с татарами-мусульманами складывалась сама собой.

FTAMP 17.81

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XX ҒАСЫРДЫҢ БАСЫНДАҒЫ ӘДЕБИ БІЛІМ БЕРУ САЛАСЫНДАҒЫ ҚАЗАҚ-ТАТАР ҚАРЫМ-ҚАТЫНАСЫ

Аннотация. Зерттеліп отырған тақырыптың өзектілігі қазақ халқының мұсылман этно-конфессиялық бірегейлігін мектеп, білім беру жүйесі арқылы қалыптастыру мәселесіне қызығушылық танытуымен байланысты. Мақала ұлы дала территориясындағы татар білім беру жүйесін шектеудегі орыс автократиясының мақсаттарын анықтауға бағытталған. Бұл мәселені зерттеудің жетекші тәсілі хронологиялық ретпен империяның орыс емес халықтарының білім беру саласындағы саясаттың әртүрлі аспектілерін анықтауға және қарастыруға мүмкіндік беретін проблемалық-хронологиялық әдіс болды.

Мақала Орынбор облысының мемлекеттік мұрағатындағы құжаттар мен басқа да жарияланған дереккөздер негізінде жазылды.

XIX ғасырдың аяғында миссионерлер өздерінің іс-әрекеттерінің пайдасыздығын түсіне бастады. Орыс миссионерлері шетелдіктерді өздерінің мәдениетімен таңдандыра алмады. Қазақтардың көпшілігі балаларын мұсылман мектептеріне берді, мұсылман татарларымен байланыс өздігінен дамып отырды.

Мақаланың материалдары зерттеу тақырыбын одан әрі дамытуға, сонымен қатар университеттердің шығыстану және филология факультеттерінде арнайы курстарды оқытуда және еліміздің жоғары және орта оқу орындарында тарихты оқыту барысында пайдалануға болады.

Түйін сөздер: жадидизм, қазақтар, татарлар, мұсылмандар, миссионерлер, орыстандыру, мәдениет, әдебиет, тарих.

IRSTI 17.81

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KAZAKH - TATAR RELATIONS IN TERMS OF LITERARY EDUCATION IN THE BEGINNING OF THE XX CENTURY

Abstract. The relevance of the topic under study is associated with interest in the problem of the formation of the Muslim ethno-confessional identity of the Kazakh people through the school system of education. The article is aimed at identifying the goals of the Russian autocracy in limiting the Tatar educational system in the Steppe Territory. The leading approach to the study of this problem was the problem-chronological method, which allowed to identify and consider various aspects of the policy in the field of education of non-Russian peoples of the empire in chronological sequence.

The article was written on the basis of documents from the State Archive of the Orenburg Region and published sources.

Thus, by the end of the 19th century, missionaries themselves began to realize the futility of their activities. Russian missionaries could not charm the foreigners with their culture. Most Kazakhs gave their children to Muslim schools, and the connection with the Muslim Tatars developed by itself.

The materials of the article can be useful for further development of the research topic, as well as during the teaching of special courses at the philological and oriental faculties of universities and the teaching of history in higher and secondary educational institutions of the country.

Key words: Jadidism, Kazakhs, Tatars, Muslims, missionaries, Russification, cultures, literature history

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BULLETIN OF NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
ISSN 1991-3494

Volume 5, Number 393 (2021), 277 – 284

<https://doi.org/10.32014/2021.2518-1467.195>

UDC 130.2:81
IRSTI 16.21.33

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THE CONCEPT OF CULTURE IN THE LINGUO-CULTURAL ASPECT

Abstract. A characteristic feature of world linguistics is the emergence and rapid development of linguacultural branch of linguistics. Now cognitive research has become an integral part of modern linguistic science. However, this area of scientific knowledge is in the process of formation, it has not yet fully developed, since the lines of interaction between language and culture have not yet been fully studied, and methods and techniques of linguo-cognitive analysis have not been precisely developed. That is why research in linguo-culturology is so relevant today.

One of the main categories of linguistics is the concept of culture. At the same time, the concept in modern science has not yet received a consistent understanding and adequate metalanguage description.

The methods and techniques of linguistic-cognitive analysis of concepts are not well-established, they have not found the optimal solution to the problem of combining structural-semantic and cognitive procedures, diachronic and synchronous aspects, the linguistic and verbal existence of concepts, their comparative study in the framework of both one and different ethnic language continuums. This largely determines the choice of the topic of the research.

The analysis of such significant concepts in different linguistic cultures makes it possible to identify the features of the national image of the world.

The relevance of the study is explained by the importance of the concept of “culture” in the value system of modern texts of art for revealing the phenomenon of a national character, with the increasing interest of researchers not only in the resources of science and technology, but also in the potential creative potential of a person.

Modern sciences are characterized by the interpenetration of branches of knowledge, which leads to the emergence of interdisciplinary sciences. The study was carried out at the intersection of cognitive science, concept ology and cognitive linguistics.

Key words: concept, lingua, cultural, text of art, modern.

Introduction. This research is devoted to a comparative examination of linguistic representations of the concept of “culture” and is carried out in line with linguistic and cultural studies.

Modern sciences are characterized by the interpenetration of branches of knowledge, which leads to the emergence of interdisciplinary sciences. The study was carried out at the intersection of cognitive science, concept ology and cognitive linguistics.

Linguo-culturology considers language in inseparable interaction with culture. Moreover, the language reflects the worldview of the people and is formed in the process of man's knowledge of the environment. The most significant moments of human cognitive activity are expressed in concepts.

The analysis of such significant concepts in different linguistic cultures makes it possible to identify the features of the national image of the world.

The range of issues addressed in the study goes beyond the boundaries of linguistics directly, in contact with philosophy, cultural studies, art criticism, and sociology.

The relevance of the study is explained by the importance of the concept of “culture” in the value system

of modern texts of art for revealing the phenomenon of a national character, with the increasing interest of researchers not only in the resources of science and technology, but also in the potential creative potential of a person.

At first, we need to answer the question what is concept by itself?

The term "concept" in linguistics is both old and new at the same time. S.A. Askoldov says that the question of the nature of concepts, or general concepts, or, according to medieval terminology, is universal and old. He, pointing to the substitute function of a concept, defines it as follows: "a concept is a mental formation that replaces an indefinite number of objects of the same kind in the process of thought" (Askoldov, 1997). A concept is a tool and at the same time a result to which seeks researcher. With the help of concepts, it is possible to describe and represent the cultural and historical world, and at the same time, deriving the concept, giving the term such a status is a serious result for a scientist.

"Concepts are points of the most complicated inflorescences of mental specificities. The concept cannot be disclosed and defined unambiguously, because it can contain the most diverse layers of history and culture" (Askoldov, 1997).

V.N. Telia also believes that "a concept is what we know about an object in all its extension" (Telia, 1996). With this understanding of the term "concept," the role of language is secondary, it is only an auxiliary tool which is a form of language of a clot of culture of the concept.

Concept, according to E.S. Kubryakova is "an operational substantial unit of memory, mental lexicon, conceptual system and language of the brain (*lingua mentalis*), the whole picture of the world reflected in the human psyche" (Kubryakova, 1994).

So, E.S. Kubryakova believe that the concept does not directly arise from the meaning of the word, but is an intermediary between words and reality.

An interesting theory of the concept was proposed by Yu.D. Apresyan, it is based on the following provisions (Apresyan, 1995):

- 1) "every natural language reflects a certain way of perceiving and organizing the world; the values expressed in it form a certain unified system of views, a kind of collective philosophy, which is imposed by language on all its carriers;
- 2) the language-specific way of conceptualizing the world is partly universal, partly nationally specific;
- 3) a view of the world (a method of conceptualization) is "naive" in the sense that it differs from the scientific picture of the world, but these are not primitive ideas."

The concept in modern science is a kind of interdisciplinary concept that receives coverage in various schools and areas. Being a multidimensional education of an interdisciplinary nature, the concept can be described from different perspectives.

The concept can be characterized as a complex, multidimensional and multidimensional formation, significant for a given culture, reflected in the collective consciousness, assigned to a certain area of reality and expressed in various linguistic forms.

Based on the analysis and generalization of the available points of view and opinions, the following main essential features of the concept can be distinguished: community, abstract representation of something; identity of understanding by recipients with the same mentality and cultural affiliation; cultural, ethnic, historical significance for native speakers; participation in the formation of the concept of collective consciousness; ability to modeling, schematic representation.

In modern linguistics, there are various typologies of concepts. In the description of the concept, we do not set the goal to characterize this phenomenon fully and consistently: the state of modern linguistics does not allow, and the tasks of this study do not require this. We intend to describe the concept in general terms, in order to have the basic material for conducting a linguo-cultural analysis of the concept "culture"

Analysis of the linguistic and cultural features of the concept should be based on a synchronous approach (for the most part), as well as on elements of diachronic analysis. The linguo-cultural analysis of the concept is understood as the study of all possible means of verbalization of the concept "culture" in the whole diversity of its content and the identification of integral and differential features.

Since the concept is the central concept of linguo-culturology, it seems important to present vision of the term. The linguo-culturology approach to the concept suggests that the latter is recognized as the basic unit of culture, its concentrate. The structure of the concept includes the etymology of lexical units, modern associations, metaphors, ratings, etc. Concepts in this understanding are often correlated with a naive picture of the world, opposed to a scientific picture of the world. Thus, the linguo-cognitive and linguo-cultural approaches differ in the research vectors: the study of the concept in cognitive science involves a direction

from individual consciousness to society, culture, and linguo-culturology studies the concept from culture to linguistic consciousness, i.e. from the knowledge recorded in the language about the lexical units that make up the field of the concept, to speech and perception of the concept by individual linguistic personalities. Thus, the concept in the linguo-culturological sense is a unit of collective consciousness that has a linguistic expression and is marked by ethnocultural specificity. The study of the concept is based on the principle of the semantic field, the essence of which is expressed in the opposition of the center and the periphery and their interaction, which assumes the variable and moving boundaries of the conceptosphere (Vorkachev, 2000).

The concept of "culture" denotes the achievements of man and conveys an axiological attitude to the results of his work and self-expression.

The relevance of the work is also determined by the needs of modern areas of linguistics: linguo-culturology and cognitive linguistics, characterized by an anthropocentric approach to the study of mental linguistic phenomena and the ability to clarify the system of linguistic value priorities community, identification and systematization of specific features of various linguistic cultures.

In addition, linguistic and cultural research can be based on the idea of the organizational structure of a linguistic personality. It is the approach from the point of view of the structure of the linguistic personality that is compositionally constitutive for this work, because it considers all the latest achievements in the field of linguistics and linguacultural studies.

National-cultural specificity as an integral feature of linguistic consciousness is becoming the subject of research in the framework of a number of linguistic areas: linguoculturology, linguistic studies, cognitive science, sociological studies.

Moreover, each of the indicated areas has its own specific field of study of this problem, its own terminological and methodological apparatus. So, sociolinguistics aims at identifying the correspondence between language and factors of the social order.

Materials and methods. The theoretical and methodological base of the study was composed by the works of leading domestic and foreign scientists on the problems of cognitive linguistics and intercultural communication.

The following research methods were used in the study: transformational analysis of vocabulary definition, component analysis of word semantics, application of semantic metalanguage mechanisms, conceptual analysis, text-based discourse analysis, discursive-historical analysis.

The purpose of the study is to identify, systematize, compare lexical and phraseological means that nominate and describe the concept of "culture" in art texts and clarify the role of this concept in the national consciousness of peoples.

Achieving the intended goal required the following research questions:

What are the theoretical foundations of the study?

What is clarification of verbalizers for the concept culture?

What is an identification of conceptual attributes of a concept?

During the study from 2015 to 2018, a lot of art texts were analyzed, but in this study, we present examples specifically for 2018 from January to December. The analyzed material will be presented later in the practical part of this research. For the indicated period, 180 texts of 10550 sentences were studied and considered.

Discussion. The concept is verbalized and becomes part of the semantic space of the language, receiving for its expression a system of linguistic signs. At the same time, a linguistic concept, as one plunges into the cultural space of a particular ethnos, acquires additional secondary features as a cognitive element - image and evaluation. Concepts are often implemented in words, phrases, utterances, text, discourse.

The linguo-culturological approach considers the concept within the framework of the problem "language-consciousness-culture", from the point of view of its place in the system of values, functions in human life, etymology, history, associations caused by it. The concept appears as a mediator, carrying out the interaction between man and culture, and this process is interpreted differently.

The cultural, conceptual and linguistic worldviews that form a single whole in the minds of a carrier of language and culture interact in the process of intercultural communication based on the functioning of a number of cognitive and semantic mechanisms.

The concept of "culture" occupies a unique place in the concept sphere of language culture; moreover, it is considered the value dominant of national culture (A. Vezhbitskaya).

The high value and significance of the concept of "culture" becomes apparent. Being multi-valued and having a complex structure, this concept undoubtedly needs a deep and detailed study from the point of view of a linguist.

In recent years, linguists have been studying the mental-psychological and national-cultural specifics of the concept of “culture”, its value component for the people; using the concept of “culture”, scientists create models of the language and conceptual picture of the world (Buyanova 1998). We studied the concept culture through the Art texts.

An art text is, first of all, a complex semantic organization, within the framework of which universal elements of meaning are distinguished – cultural concepts.

The study of culture concepts in art text is interesting in that they model the artistic picture of the writer’s world as a variant of the linguistic picture of the world, the interaction of the general and the individual author in a creative style.

The study of the linguistic representation of the concept of culture is important and necessary for understanding the ideological meaning of the art text and for understanding the mentality, and creative manner.

The main specificity of an art text is to enclose a variety of semantic units, and passing through the text, it becomes, as it were, the equivalent of the work as a whole. This fact allows us to consider the language of art text a special form of creative knowledge of the world and, in turn, consider linguistics as part of art. Thus, the use of conceptual analysis methods in the linguistic and art text description is most preferable.

In art discourse, the concept of “culture” is one of the most complex and ambiguous. The significance and value of this concept is quite high, because within the framework of the art text, the word-concept “culture” acquires maximum semantic diversity.

The lexical paradigms of the concept of “culture” are represented in the art texts by the relations of conceptual-synonymy, and conceptual oppositions.

Numerous combinations of the lexeme "culture" (with predicates; nouns, adjectives, pronouns; numerals) testify to the variety, syntagmatic connections of this lexeme, represent the high number of notions and the strong generalizing potential of the word-concept "culture" in the art texts. The dynamic component revealed the main verbal combinations on the basis of which we can recreate a structure that reflects the variative and invariant positions of the concept.

The analysis of the pragmatics of the artistic 'concept' “culture” in the art texts revealed a variety of connotations, the presence of an evaluative component of this word-concept, its use in different styles. This indicates the manifestation of the person’s individuality, the expression of the person’s attitude to the depicted objects and phenomena. In the art text, the concept of “culture” serves to realize the person’s intention. We use the concept of “culture” to create unique images; and also, with the help of the word-concept “culture” art texts most accurately describe the moods and feelings; conveys their philosophical concept of culture, creativity.

The formation of the concept of the “culture” in the art discourse is a process that goes in two directions: the traditional understanding of the concept (in reality, philosophy, culture, language) and the individual author’s understanding influenced by life experience, his system of values and worldview, as well as features of the artistic thinking of a creative person.

The study made it possible to identify and describe the linguistic representation of the concept of “culture” in an art text in a semiotic aspect.

We investigated the concept of "culture", which is one of the keys in world culture. The deep level of ideas about the culture, the level of universal semantics turns us to art texts, works of philosophers; works of psychologists and linguists. The traditions of European and Eastern art enrich the national conceptual sphere of culture and expand the conceptual picture of the world of an educated person.

Our study confirmed the position that the art text structuring of the concept of “culture” is associated with three levels, the allocation of which is practiced in modern semiotics in the study of sign systems: with the level of semantics, syntactics and pragmatics.

During the study of the semantic level, it was established that art texts expands the traditional understanding of the concept of “culture”, guided by personal impressions, feelings, sensations. The individual author’s understanding of the concept of “culture” is realized in figurative means (metaphors, metonyms and personifications), where the word culture acts as the main element, comparisons of the word concept of “culture” with other units.

From a substantive point of view, the concept of “culture” has a similar content of art contexts. In the course of our work, we have identified "the lexical paradigms of the concept “culture” in the texts of art, which are represented by the relations of conceptual synonymy and conceptual oppositions. We have defined conceptual synonyms for the word-concept culture.

In the process of research, the syntactic level functioning of the concept “culture” in art texts, we have

compiled a list of regular combinations, which made it possible to judge the syntagmatic valencies of the concept. In the art texts, the compatibility of the lexeme and culture is noted with predicates, nouns, adjectives; pronouns for numerals.

Analysis showed the compatibility of the culture token that there are the variety of verb combinations in art texts. The token of the culture, combined with predicates, forms the dynamic component of the concept of "culture" and expresses the actant relationship.

The dynamic component considered by us revealed the main verbal combinations on the basis of which we can recreate a structure that reflects the variative and invariant positions of the concept. It is established that the concept of "culture" in the art texts occupies four invariant positions.

As a **result** of the study, of the concept "culture" in the art texts at the level of pragmatics, we determined the value of this concept in the language picture of the author's world. The connotations of the lexeme, the culture is found in associations, figurative meanings, comparisons that arise in the author when using this word 'and testify to the art abilities of the author, the ability to accurately and vividly reflect in the text the phenomena of imagination.

Evaluation, emotional coloring and expressiveness author's speech in contexts within art texts that uses the word-concept "culture", allows to express various feelings.

Derivatives of the culture lexeme, which are characterized by stylistic coloring, have an expressive character and contribute to the transfer of the attitude to the depicted characters and events, were found in the art texts.

The language reflects concept that is important for speakers of a given language, where a person sees the world from the angle of view suggested by language and culture. The main form of representing knowledge about the world are concepts, the study of which seems relevant in modern linguistics. Currently, there are various approaches to the problem of the concept and the study of its components. The linguistic-cultural-logical approach to the study of concepts is especially promising, and the problem of classifying and describing the types of cultural concepts is one of the most relevant aspects of this branch of science, in addition, the cultural concept reflects the mentality of the linguistic personality, the centuries-old experience, culture and ideology of the people are concentrated in it. Cultural concepts exist in the field of culture and bear the imprint of the sociocultural system within which they were formed. The linguistic-cultural concept differs from the mental units used in various fields of science by the accentuation of the value element. The center of the concept is value, since the concept serves the study of culture, and at the heart of culture lies the value principle.

Linguistic and cultural concepts occupy an important position in individual and collective linguistic consciousness, which determines the extreme relevance of the study of the concept of culture, which is significant for human life, for its existence in society.

Conclusion. The study of the concept not only through phraseology, but also through the prism of texts of various functional styles, revealed the intertextual nature of the concept and the need to study it through a text that is a symbol of culture. In other words, the consideration of the concept as a text-forming category allowed us to conclude that the concept serves to create artistic images, and they, in turn, expand and enrich the concept itself.

The concept is recognized as the basic unit of culture and is the central concept of linguo-culturology. The structure of the concept includes the etymology of lexical units, modern associations, metaphors, ratings, etc. Concepts in this understanding are often correlated with a naive picture of the world, opposed to a scientific picture of the world. The linguo-cognitive approach involves the study of the concept in the direction from individual consciousness to society, culture, and the linguo-cultural approach (used in our work) studies the concept in the direction from culture to linguistic consciousness. The concept in the linguo-culturological sense is a unit of collective consciousness that has a linguistic expression and is marked by ethnocultural specificity. Along with categorical and subcategory features, the concept has variability, abstractness, chronospatial lability, imagery and evaluation.

The practical significance of the work is primarily associated with the creation of a multilevel method of discourse analysis and with the development of a comprehensive methodology for studying the units of the linguistic picture of the world. The combination of a number of methods, including the use of intercultural communication as one of the modeling methods, as well as the addition of the contextual method with translation analysis, - all this allows opening up new opportunities for deeper penetration into the linguistic picture of the world of communicants and in the organization of discourse

The results of the study can be used in the development of lectures and seminars for a number of courses, such as General Linguistics, Cognitive Linguistics, Discourse Theory, and Discursive Analysis.

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ЛИНГВОМӘДЕНИ АСПЕКТЕГІ МӘДЕНИЕТ ҰҒЫМЫ

Аннотация. Әлемдік лингвистиканың тән ерекшелігі – лингвистиканың лингвомәдени саласының пайда болуы және қарқынды дамуы. Қазіргі кезде когнитивті зерттеулер заманауи лингвистикалық ғылымның ажырамас бөлігіне айналды. Алайда, ғылыми білімнің бұл саласы қалыптасу сатысында, ол әлі толық жетілмеген, өйткені тіл мен мәдениеттің өзара әрекеттесу сызықтары әлі толық зерттелмеген және лингво-когнитивті талдаудың әдістері мен әдістемелері нақты зерттелмеген. Сондықтан мәдени лингвистика саласындағы зерттеулер қазіргі кезде өзекті болып отыр.

Тіл білімінің негізгі категорияларының бірі – мәдениет ұғымы. Сонымен қатар, қазіргі ғылымдағы тұжырымдама әлі күнге дейін бірізді түсінік пен адекватты метатілдік сипаттама алған жоқ.

Ұғымдарды лингвистикалық-когнитивті талдаудың әдістері мен әдістемелері жеткілікті деңгейде дамымаған, құрылымдық-семантикалық және когнитивті процедураларды, диахронды және синхронды аспектілерді, ұғымдардың лингвистикалық және вербальды тіршілік етуін, оларды салыстырмалы түрде зерттеудің оңтайлы шешімін тапқан жоқ.

Әр түрлі лингвистикалық мәдениеттердегі маңызды ұғымдарды талдау әлемнің ұлттық бейнесінің ерекшеліктерін анықтауға мүмкіндік береді.

Зерттеудің өзектілігі қазіргі заманғы көркем мәтіндердің құндылықтар жүйесіндегі ұлттық мәдениет феноменін ашудағы «мәдениет» ұғымының маңыздылығымен, зерттеушілердің ғылым мен техника ресурстарына ғана емес, қызығушылығының артуымен түсіндіріледі.

Қазіргі ғылымдар білім салаларының тоғысуымен сипатталатындықтан, бұл пәнаралық ғылымдардың пайда болуына әкеледі. Зерттеу когнитивтік ғылым, концептология мен когнитивті лингвистиканың тоғысында жүргізілді.

Түйінді сөздер: тұжырымдама, лингва, мәдениет, көркем мәтін, заманауи.

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ПОНЯТИЕ КУЛЬТУРЫ В ЛИНГВОКУЛЬТУРНОМ АСПЕКТЕ

Аннотация. Характерной чертой мирового языкознания является возникновение и быстрое развитие лингвокультурологической отрасли языкознания. Теперь когнитивные исследования стали неотъемлемой частью современной лингвистической науки. Однако эта область научного знания находится в процессе формирования, она еще не полностью развита, так как линии взаимодействия языка и культуры еще полностью не изучены, а методы и приемы лингвокогнитивного анализа точно не изучены. Вот почему исследования в области лингвокультурологии сегодня так актуальны.

Одна из основных категорий лингвистики - понятие культуры. В то же время концепция в современной науке еще не получила последовательного понимания и адекватного метаязыкового описания.

Методы и приемы лингвистико-когнитивного анализа концептов недостаточно отработаны, они не нашли оптимального решения проблемы совмещения структурно-семантических и когнитивных процедур, диахронических и синхронных аспектов, лингвистического и вербального существования концептов, их сравнительное исследование в рамках как одного, так и разных этнических языковых континуумов. Это во многом определяет выбор темы исследования.

Анализ столь значимых понятий в разных языковых культурах позволяет выявить особенности национального образа мира.

Актуальность исследования объясняется значимостью понятия «культура» в системе ценностей современных текстов искусства для раскрытия феномена национального характера, с возрастающим интересом исследователей не только к ресурсам науки и техники, но и в потенциальном творческом потенциале человека.

Современная наука характеризуется взаимопроникновением отраслей знаний, что приводит к возникновению междисциплинарных наук. Исследование проводилось на стыке когнитивной науки, концептологии и когнитивной лингвистики.

Ключевые слова: концепция, лингва, культура, художественный текст, современный.

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ҚР ҰҒА АКАДЕМИКТЕРІНІҢ ЖЕТІСТІКТЕРІ

Юбилей-70 лет



КОРИФЕЙ ФИЛОСОФСКОЙ НАУКИ

У казахского народа много достойных сынов и дочерей, которыми по праву можно гордиться. И один из них корифей философской науки, академик НАН РК Нур Серикович Кирабаев. В эти дни вся философская общественность Казахстана, России отмечает 70-летний юбилей выдающегося учёного и мыслителя, крупнейшего представителя евразийской философской мысли и общественно- педагогического деятеля Н.С. Кирабаева.

Я давно знаю и знаком с научными работами академика НАН РК, доктора философских наук, профессора Кирабаева Нура Сериковича. Он видный учёный, гордость философской науки. Он окончил философский факультет МГУ им. Ломоносова (1974). Трудовую деятельность начинал в качестве младшего научного сотрудника Института философии и права АН Казахская ССР. Окончил аспирантуру по кафедре истории зарубежной философии МГУ (1978). Работает в системе высшего образования около 40 лет (Российский университет дружбы народов РУДН). Начиная с 1979 г.: ассистентом (1979-1981), старшим преподавателем (1981-1982), доцентом (1982-1988), зав. кафедрой философии (1988 -1992), зав. кафедрой истории философии (1992-1993), с апреля по август 1993 года зав. отделением философии, с 1993 по 1994- зам. начальника управления Ближнего и Среднего Востока МИД Республики Казахстан, 1994 и по настоящее время зав. кафедрой история философии, с 1996 г. декан факультета гуманитарных и социальных наук, с 2006 г.- проректор РУДН по научной работе.

Профессор Кирабаев Н.С.- известный, признанный специалист в мире по истории арабо-мусульманской философии. В области арабо-мусульманской философии он провел первое в российской, казахстанское и мировой историко-философской литературе комплексное исследование социальной философии мусульманского Средневековья, показав взаимосвязь философии и мусульманского права, раскрыв ключевую роль последнего в мусульманской идеологии. Мусульманское право при этом рассматривается как одна из первых форм теоретического знания, в рамках которого были сформулированы основные проблемы и методы гуманитарных наук на мусульманском Востоке. Большое внимание в своих научно-исследовательских работах он уделяет реконструкции парадигмы классической арабо-мусульманской философии, анализу формирования и функционирования политико-правовой культуры ислама, рассматривая мусульманское право как концепцию "сокральной" легитимности государства, показывая влияние политических доктрин на практику развития Арабского Халифата. В его работах дан развернутый и целостный научный анализ формирования и развития социальной философии восточного перипатетизма от учения о добродетельном городе аль-Фараби до концепции идеального государства Ибн-Рушда в духе идей "естественного права". Особое внимание при этом уделяется философии истории Ибн-Хальдуна и особенностям гуманистических традиций классической арабо-мусульманской философии. За последние годы им опубликованы работы по проблемам кросскультурного взаимодействия западных и восточных цивилизаций, в которых раскрываются проблемы открытости цивилизация к диалогу, вопросы устойчивости межкультурного диалога в процессе развития философского знания, а также по вопросам модернизации высшего образования в России, Евразии в контексте Болонского процесса.

Профессор Кирабаев Н.С. является одним из новаторов, пионеров, основоположников развития такого важного философское направления как философская компаративистика. В 1991 году на базе Российского университета дружбы народов, им был открыт Межвузовский центр по изучению

философии и культуры Востока, который в 2004 году был переименован Межвузовский центр гуманитарного образования по философской корпоративистике. В рамках этого центра было подготовлено более 30 кандидатов и докторов наук, около 50 монографий и сборников научных трудов и на его базе международных философских симпозиумах и методологических семинарах "Сагадиевские чтения" обсуждались проблемы философской компаративистики учёными более чем из 30 стран арабского Востока, Индии, ЮАР, стран Центральной Азии, Франции, Германии, США, Канады, Казахстана и ряда стран СНГ. Важное значение имеет его международная программа "Диалог цивилизации: Восток-Запад" в рамках которой проходят ежегодные конференции учёных России и Египта. За годы работы указанного центра по его инициативе и при личном участии было проведено 12 международных философских симпозиумов «Диалог цивилизации: Восток-Запад».

Профессор Кирабаев Н.С. опубликовал более 200 научных и учебно-методических работ, включая 10 монографии, 10 учебных пособий и разделов в учебниках. Его научные труды получали высокую оценку среди научной общественности в мире. Он подготовил 17 кандидатов и 3 докторов философских наук.

Профессор Кирабаев Н.С. внёс большой вклад в создание творческого, дисциплинированного, дружного коллектива отделения философии и факультета гуманитарных и социальных наук. При его непосредственном и активном участии была проведена большая работа по открытию новых специальностей "Социология", "Международные отношения", "Политология", "Государственное и муниципальное управление", "Искусство и гуманитарные науки" в РУДН. По инициативе его и при непосредственном его участии реализуются совместные магистерские программы по гуманитарным и социальным наукам с ведущими университетами Франции, Великобритании, Германии, Китая.

Большую работу профессор Кирабаев Н.С. ведёт как проректор по научной работе. Не случайно Российский Университет дружбы народов последние 10 лет занимает 3-4 места в рейтингах среди вузов и университетов РФ, а также достойно представлен в международных рейтингах. Уделяя большое внимание международному научному сотрудничеству, подготовке кадров высшей квалификации, особое внимание им уделяется повышению научного авторитета РУДН. Учёные РУДН активно сотрудничают с ведущими вузами Казахстана в научно-образовательной деятельности.

Академик Н.С. Кирабаев является главным редактором журнала "Вестник РУДН. Серия философия", председателем докторского Совета по философии, членом экспортного совета по философии, социологии и культурологии ВАК РФ и т.д. Надо подчеркнуть, что он внёс выдающийся вклад в развитии философской науки.

За активную научную и общественно-педагогическую деятельность он награждён 4 орденом и медалью, нагрудными знаками СССР, России и Казахстана, почётный профессор Евразийского национального университета им. Л.Гумилева.

В день 70-летнего юбилея хочется пожелать уважаемому Нуру Сериковичу крепкого здоровья, благополучия, счастья, дальнейших творческих успехов и всего наилучшего.

**Раушанбек Абсаттаров,
член-корреспондент НАН РК, доктор философских наук, профессор**

ПОДАРОК УЧЕНОГО ЮБИЛЕЮ РОДИНЫ

Недавно в Институте социальной экономики и финансов (г.Алматы) впервые в мировой науке был открыт новый научный Закон «О сохранении и комплексном развитии этносов посредством спасительной Гармонии на истинно духовной основе». Автором Открытия является академик Национальной академии наук Республики Казахстан Ураз Баймуратов, который посвящает его 30-летию Независимости Республики Казахстан. Об этом им было заявлено на одной научно-практической конференции.

В свое время, в конце 80-х годов прошлого столетия, он был разработчиком политико-экономической триады о Независимости нашей страны и других республик Советского Союза, переходе к рыночным отношениям и о введении национальной валюты «тенге».

Современная действительность показывает успешность развития нашего суверенного государства.

Координатор Института Г.Амирова

04.10.2021 г.

МАЗМҰНЫ

ЭКОНОМИКА

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Правила оформления статьи для публикации в журнале смотреть на сайте:

www.nauka-nanrk.kz

ISSN 2518–1467 (Online),

ISSN 1991–3494 (Print)

<http://www.bulletin-science.kz/index.php/en>

Редакторы: *М.С. Ахметова, А. Ботанқызы, Д.С. Аленов, Р.Ж. Мрзабаева*

Верстка на компьютере *Г.Д. Жадырановой*

Подписано в печать 15.10.2021.

Формат 60х88/8. Бумага офсетная. Печать - ризограф.

8,5 п.л. Тираж 300. Заказ 5.