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ВЕСТНИК

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INFLUENCE OF GLOBALIZATION PROCESSES AND THE FOURTH INDUSTRIAL REVOLUTION ON THE DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY OF KAZAKHSTAN

Abstract. The article deals with the features of foreign economic activity management. One of the issues discussed and insufficiently studied in the scientific literature is the management of foreign economic activity. The article attempts to study the essence of this type of activity. Based on the system-process approach, the authors describe the main elements of foreign economic activity management and specify the content of its stages. The article reveals the features of foreign economic development strategy formation. The necessity of application of technologies and innovative methods of management when entering the international markets is proved. Also, the article considers the interpretation of the fourth industrial revolution and its impact on the development of economic sectors of the Republic of Kazakhstan. The article describes the main aspects and potential of foreign trade characteristics of both enterprises and regions of the Republic. The influence of globalization processes and the fourth industrial revolution on the socio – economic development of the country is described.

Key words: globalization, the fourth industrial revolution, economic growth and development, change management.

1. Introduction. In the years that have passed since the beginning of the reforms, many enterprises have become more adapted in terms of understanding the work in the new conditions, managed to withstand the confrontation with foreign and domestic competitors, began to buy new equipment and update the range [1].

Very often, Kazakh enterprises, having a sufficiently good competitiveness of products and the potential for further development, cannot compete adequately in foreign markets or even in the Russian market with imported products. On the one hand, this is influenced by the peculiarities, the difference in activities in foreign markets compared to the domestic market, which include:

- special requirements of consumers and working conditions in these markets (especially in the markets of developed countries with a high culture of consumption);
- requirements for product quality and service level;
- more time-consuming study of these markets (often the company cannot afford to conduct comprehensive studies, which creates even greater uncertainty in the sale of products);
- difficulties with the organization of the sales network (usually it takes quite a lot of time and resources) [2];
- specific environmental conditions: national legislation, rules and methods of payment, business customs, etc.

2. Methodology. Methods of management of foreign economic activity are methods, methods of influence of the subject on object of management (not excluding the return influence of object on the subject), the head on collective and collective on the head. Management methods are classified according

to numerous features. Thus, the methods of direct and indirect impact were used in the study. When using the former, the direct result of the impact is assumed, while the latter were aimed at creating certain conditions for achieving specific results. Methods of formal and informal influence can be distinguished. Their ratio reflects the characteristic features of the management style.

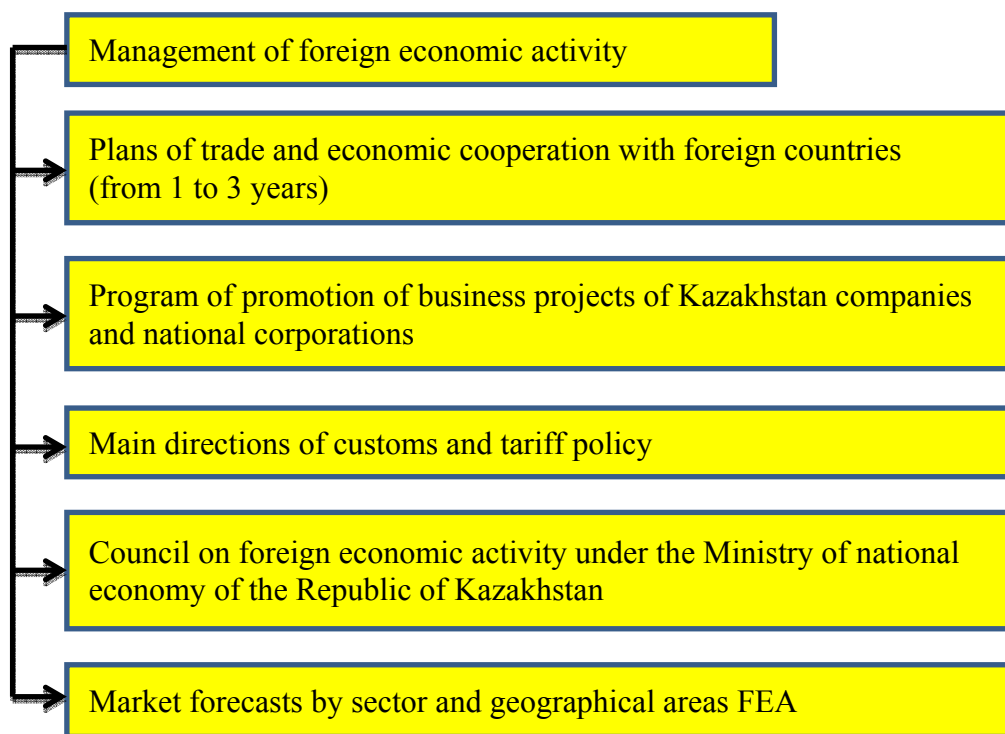
The most important was the classification of management methods on the basis of objective laws inherent in the management system, as well as the needs and interests of the person or persons to whom the impact is directed. On this basis, the following management methods are distinguished.

Organizational methods. These are management methods that are based on organizational laws and organizational relationships between people. In this group of management methods, the authors used: methods of organizational-stabilizing, administrative and disciplinary action.

Methods of management of organizational and stabilizing influence are intended for creation of an organizational basis of joint work. This is-the distribution of functions, responsibilities, responsibilities, powers, establishing the order of business relationships, which is achieved by structuring (the creation of a capable organization based on the analysis of goals and objectives, the synthesis of constituent elements, parts, units, as well as a combination of their functions and coordination of actions), regulation, regulation and instruction separately and their combination. Methods of management of administrative influence can compensate for the unaccounted moments of the organization and bring the system to new parameters by directives, orders, instructions, resolutions, regulations, etc. Particular importance in the study of organizational management methods were administrative, which are associated with the nature of power of public administration, and methods of management of legal management, the state means of legal impact on public relations.

The essence of economic methods is to use economic incentives to enhance activities in foreign markets in the right direction and to build economic capacity in General.

3. Results. The mechanism of decision-making in the foreign economic sphere should be constantly improved. At the same time, the change in the model of state regulation of foreign economic activity requires the introduction of new tools and documents for the operational management of this sphere (figure 1) [3].



Note: Compiled by the authors on the basis of the studied material.

Figure 1 – Strategic management of foreign economic activity

First, short-term (from one to three years) export promotion programs will be developed, which determine the key areas of industrial exports and a set of tools to achieve the goals, taking into account the priority and specifics of specific foreign markets, the needs of industries and regional characteristics of production and sales of exported products.

Secondly, but the key partner countries of the Republic of Kazakhstan will be prepared bilateral plans of trade and economic cooperation (for up to three years), defining the main target parameters of mutual trade and investment and specific measures to achieve them.

Third, these programs and plans will be supplemented by annual directives to the trade missions of Kazakhstan in foreign countries, aimed at solving specific tasks to improve cooperation with the host country [4].

Fourth, the "Main directions of customs and tariff policy" will be approved annually, which determine the priorities of the Republic of Kazakhstan in this area.

Fifth, the system of preparation (including outsourcing) of medium - and long-term market forecasts for the main sectors and geographical directions of foreign economic activity of Kazakhstan will be improved in order to identify opportunities and potential threats, followed by making the necessary adjustments to the foreign economic policy of the country [5].

Directions of organization and management system of foreign economic activity.

Export:

- * formation of foreign exchange resources necessary to ensure import supplies;
- * creation of prerequisites for improving the competitiveness of products produced by enterprises of the regions and the country [6].

Import:

- * modernization of production and technological potential of enterprises;
- * formation of a competitive environment for domestic producers through the supply of imported goods;
- * to provide, on the basis of reciprocity, favorable conditions for the export of enterprises.

Foreign investment:

- * creation of prerequisites for the merger of domestic and foreign capital in order to strengthen the position of enterprises in the region's foreign markets and the development of import-substituting industries;
- * introduction of advanced technology and market management experience in the economic system of the region.

Own investment abroad:

- * formation of stable cooperation ties for the overall strengthening of the region's position in the world economy;
- * participation of the region in the conversion of foreign countries into investments [7].

Ensure economic security:

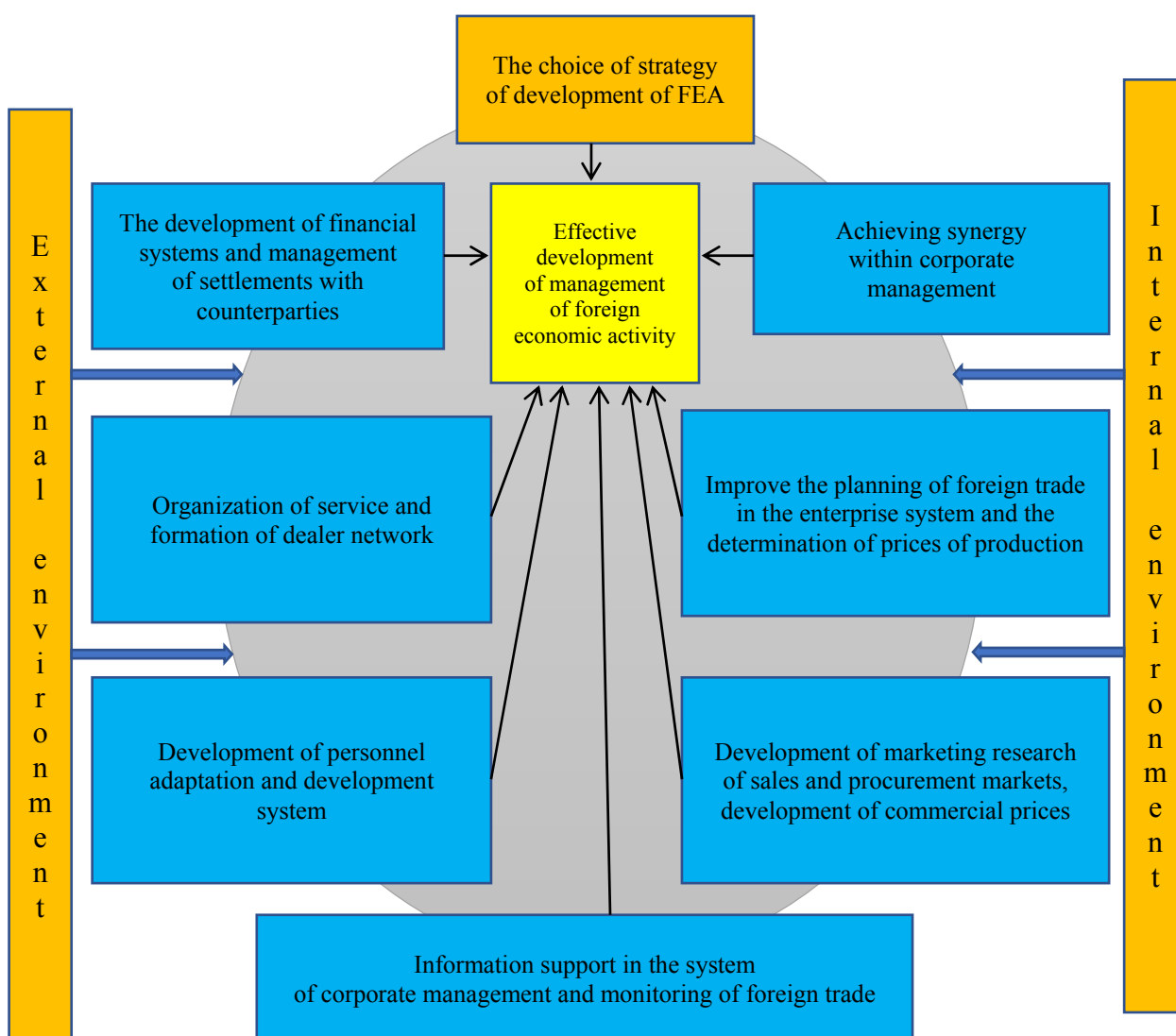
- * ensuring the guaranteed supply of the region with the necessary imported goods;
- * diplomatic provision of favorable conditions for foreign economic activity of enterprises in the region.

To achieve these goals, activities are planned, which can be grouped as follows.

Financial and economic measures to stimulate exports, development of export potential and import-substituting industries. Financial support for the export of enterprises (organizations) of the country, the promotion of export potential and import – substituting industries-one of the most effective means of strengthening foreign economic potential [8].

Taking into account the current state of the economy of Kazakhstan and the urgent problems of development of the foreign economic complex, the priorities in the field of financial assistance to the development of foreign trade are as follows (figure 2):

- * provision by the government of guarantee obligations on credit resources attracted by authorized banks to ensure working capital of industries and organizations-subjects of foreign economic activity [9];
- * provision of guarantees and insurance of export credits against commercial and political risks to ensure the protection of exporters [10];



Note: Compiled by the authors on the basis of the studied material.

Figure 2– Financial and marketing aspects of foreign economic activity management

* study of the possibilities of lending with the participation of the national budget for export-oriented R & d, development of science-intensive and high-tech products, including the use of the potential of defense enterprises, the purchase of equipment for the development of export and import-substituting industries, lending to the production of export products with a long production cycle, including the purchase of raw materials and components not produced in Kazakhstan [11];

* formation of a system of tax incentives using mechanisms, free economic zones, offshore zones, special sectors of the economy, adapted to the conditions and priorities of foreign economic activity;

* expansion of production cooperation by expanding the scale of effective use of customs regimes of processing by traders in accordance with the Customs code of the Republic of Kazakhstan [12];

* determination of the procedure for calculation and payment of income tax in terms of the share of the Republican budget of enterprises – exporters of finished, primarily machine-technical products, identical to the procedure established for small enterprises [13].

Financial support for exports and assistance in the development of import-substituting industries within the framework of the policy under consideration are carried out, as a rule, from the regional budget, extra-budgetary funds, borrowed funds on a refundable basis for payment through the authorized banks of the government [14].

4. Conclusions. As a result of the analysis of literary and electronic sources devoted to this problem, we can say that foreign economic activity is implemented both at the state level and at the level of individual economic entities.

An enterprise is an economic entity that produces and sells goods, performs works and provides services on the basis of the use of economic resources. Foreign economic activity is a sphere of economic activity related to international production integration and cooperation, export and import of goods and services, access to the foreign market.

The main forms of foreign economic activity is foreign trade and international cooperation of production.

The current stage of development of the world economy and business is characterized by the processes of globalization. The global market is dominated by international companies. All this requires new approaches to business management. Now the field of activity of the company is not a single country or region, but almost the whole world. It is obvious that management principles are also changing. Management becomes international.

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ЖАҒАНДАНУ ЖӘНЕ ТӨРТІНШІ ӨНЕРКӘСІПТІК РЕВОЛЮЦИЯ ҮДЕРІСТЕРІНІҢ ҚАЗАҚСТАННЫҢ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТІНІҢ ДАМУЫНА ӘСЕРІ

Аннотация. Мақалада сыртқы экономикалық қызметті басқару ерекшеліктері қарастырылған. Пікірталас және ғылыми әдебиетте жеткілікті зерттелмеген мәселелердің бірі сыртқы экономикалық қызметті басқару болып табылады. Мақалада осы Қызмет түрінің мәнін зерттеуге әрекет жасалған. Жүйелік-үдерістік тәсілге негізделі отырып, авторлар сыртқы экономикалық қызметті басқарудың негізгі элементтерінің сипаттамасын және оның кезеңдерінің нақтыланған мазмұнын келтіреді. Сыртқы экономикалық даму стратегиясын қалыптастыру ерекшеліктері көрсетілген. Халықаралық нарықтарға шығу кезінде басқарудың технологиялары мен инновациялық әдістерін қолдану қажеттілігі негізделген. Сонымен қатар, мақалада Төртінші өнеркәсіптік революцияның түсіндірмесі және оның Қазақстан Республикасының Экономика секторларының дамуына әсері қарастырылған. Республиканың кәсіпорындары мен өңірлерінің сыртқы сауда сипаттамаларының негізгі аспектілері мен әлеуетті мүмкіндіктері сипатталған. Жаһандану үдерістері мен Төртінші өнеркәсіптік революцияның елдің әлеуметтік-экономикалық дамуына әсері сипатталған.

Түйін сөздер: жаһандану, Төртінші өнеркәсіптік революция, экономикалық өсу және даму, өзгерістерді басқару.

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ВЛИЯНИЕ ПРОЦЕССОВ ГЛОБАЛИЗАЦИИ И ЧЕТВЕРТОЙ ПРОМЫШЛЕННОЙ РЕВОЛЮЦИИ НА РАЗВИТИЕ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ КАЗАХСТАНА

Аннотация. В статье рассмотрены особенности управления внешнеэкономической деятельностью. Одним из дискуссионных и недостаточно изученных в научной литературе вопросов является управление внешнеэкономической деятельностью. В статье предпринята попытка исследования сущности данного вида деятельности. Основываясь на системно-процессном подходе, авторы приводят характеристику основных элементов управления внешнеэкономической деятельностью и уточненное содержание его этапов. В статье раскрыты особенности формирования стратегии внешнеэкономического развития. Обоснована необходимость применения технологий и инновационных методов управления при выходе на международные рынки. Также, в статье рассмотрена интерпретация четвертой промышленной революции и ее влияния на развитие секторов экономики Республики Казахстан. В статье охарактеризованы основные аспекты и потенциальные возможности внешнеэкономических характеристик как предприятий, так и регионов Республики. Описано влияние

глобализационных процессов и четвертой промышленной революции на социально-экономическое развитие страны.

Ключевые слова: глобализация, четвертая промышленная революция, экономический рост и развитие, управление изменениями.

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