

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

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ  
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

# Х А Б А Р Ш Ы С Ы

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## ВЕСТНИК

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК  
РЕСПУБЛИКИ КАЗАХСТАН

## THE BULLETIN

OF THE NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN

1944 ЖЫЛДАН ШЫҒА БАСТАҒАН  
ИЗДАЕТСЯ С 1944 ГОДА  
PUBLISHED SINCE 1944

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АЛМАТЫ  
АЛМАТЫ  
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2018

SEPTEMBER  
СЕНТЯБРЬ  
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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 Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде  
01.06.2006 ж. берілген №5551-Ж мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 2000 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18,  
www: nauka-nanrk.kz, bulletin-science.kz

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Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

Г л а в н ы й р е д а к т о р  
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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 и архивов Министерства культуры и информации Республики Казахстан №5551-Ж, выданное 01.06.2006 г.

Периодичность: 6 раз в год

Тираж: 2000 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, 220, тел. 272-13-19, 272-13-18.

www: nauka-nanrk.kz, bulletin-science.kz

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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 periodic printed publication in the Committee of Information and Archives of the Ministry of Culture and Information of the Republic of Kazakhstan N 5551-Ж, issued 01.06.2006

Periodicity: 6 times a year

Circulation: 2000 copies

Editorial address: 28, Shevchenko str., of. 219, 220, Almaty, 050010, tel. 272-13-19, 272-13-18,

<http://nauka-nanrk.kz/>, <http://bulletin-science.kz>

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Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

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## **INVESTIGATION OF MODERN ECONOMIC MECHANISMS FOR CONSTRUCTION OF THE INTELLECTUAL POTENTIAL OF THE COUNTRY AS A MOVING FACTOR OF INNOVATIVE ECONOMIC DEVELOPMENT**

**Abstract.** According to the authors, the main instrument is the reduction of the corporate profit tax, which depends on the level of innovation susceptibility achieved by the enterprise. The higher the level of innovation susceptibility, the more tax benefits you can get. At the same time, a study of modern economic mechanisms for building the country's intellectual potential has shown that the main condition for obtaining commercialization of R & D results. And also affect: the rate of bank interest, the level of taxation of profits of industrial companies and incomes of citizens, the size of the tax rate on transactions with securities, etc. Currently, the issue of competitiveness is increasingly acute for the domestic commodity producer due to the influence of integration processes. However, the driving factor of the innovative development of the economy is: the potential for the development of knowledge, the potential for generating knowledge, the potential for the dissemination of knowledge and the potential demand for knowledge. The presented analysis of innovative development of Kazakhstan, reveals problems, in connection with what the authors proposed ways of solving them.

**Keywords:** activity, innovation and technological platform, innovative development, innovative potential, methodological approaches, science, scientific and technical progress, education, basic higher education institution, perspective directions.

**Introduction.** The creation by the state of conditions for free access to domestic enterprises for the results of fundamental research is a huge contribution to the development and strengthening of the relationship between innovative and reproduction relations, and, accordingly, to increasing competitiveness. In this case, the entrepreneur will be interested in accumulating and allocating investments in the creation and implementation of innovations, as his goal will be to ensure the competitiveness and financial stability of his production.

Preservation and development of intellectual potential and formation of the human capital of a society are the main direction of development of any civilized country. It is seen as an important factor in socio-economic development, solving global problems associated with the progressive development of a particular society. Due to this, in many countries the problem of intellectual potential growth is assigned to priority areas in the policy of states.

In his lecture "Innovative industry of science and knowledge - a strategic resource of Kazakhstan in the XXI century" President Nursultan Nazarbayev noted the need to strengthen the intellectual potential of the nation.

Kazakhstan has now entered the industrial-innovative phase of economic development. This stage is characterized by the adaptation of the sphere of science to the current economic conditions, which should lead to fundamental changes in the structural, organizational, personnel, infrastructure and financial support for the development of science regulated by the relevant regulatory legal framework.

The development of scientific and technological potential should not be seen as a co-factor that is not characteristic of traditional sectors of the economy. The field of science is the same sector of the economy that has all the features, rules and regulatory mechanisms common to other sectors.

In conditions when more than 80% of the economy of Kazakhstan is in the private sector, the principles of regulating the sphere of science, inheriting a weak focus on market demands, are outdated and imperfect.

The ineffective mechanism for attracting the private sector to the development of scientific and technical potential, the relatively low activity of participants in R & D are still weak links in the entire scientific and technical system of Kazakhstan, while the development and introduction of new technologies and science-intensive products in production are key factors for achieving and maintaining competitive advantages in the domestic and foreign markets.

Thus, in the Republic of Kazakhstan today all the prerequisites for the formation of innovative capacity are being formed. However, to ensure innovative economic development of the RK, it is necessary to create favorable conditions conducive to the commercialization of innovation activities. Otherwise, all costs, which today are primarily of a national nature, will not have the required economic performance.

Innovative activity in the economic context is any new way of creating economic added value, for example, through a new production or distribution process, a new business model, a new way of organizing work, or by creating new markets or finding new sources of supplies (resources). And innovation policy is any measure of a policy or mechanism that influences the innovation process.

**Main part.** Today, innovations are the basis for the economic development of any state. To ensure the country's competitiveness, it is necessary to ensure the innovative development of the country. In this connection, it is expedient to identify factors of innovative economic growth, which are the basis for further innovative economic development of the country. The presence of these factors is determined by the specific features of the economic development of each state and should be considered for each country individually. Under the factors of economic growth in a broad sense should be understood those processes that contribute to a positive change in certain quantitative and qualitative economic indicators. There are various classifications of factors of economic growth:

- the essence of manifestation: economic and non-economic.
- by production method: extensive and intensive;
- on factors of production: factors of demand, supply and distribution;
- in terms of evaluation: objective and subjective;
- in the field of activity: economic, financial, production, educational, etc .;
- in terms of exposure: short-term, medium-term and long-term;
- impact level: sectoral, state and international, etc.
- by the control method: reproducible and non-reproducible;
- in the environment of exposure: internal and external.

Classification of factors of economic growth according to the mode of influence is considered to be generally accepted:

1. Direct factors are the factors determining the ability to grow economically (availability of labor, financial, production and technical resources and the involvement of these resources in economic processes, entrepreneurial activity).

2. Indirect factors are factors that influence the possibility of transforming existing capabilities into reality (the degree of monopolization of the market, tax incentives, preferential credit system). Innovation is primarily aimed at ensuring the competitiveness of both individual enterprises, so the country as a whole.

And, as you know, the main components of the innovative potential are: the potential for knowledge acquisition, the potential for generating knowledge, the potential for the dissemination of knowledge and the potential demand for knowledge.

An important tool for innovative development of industry is the development of a system for training scientific and engineering personnel and specialists in the field of innovation management and intellectual property management.

Innovative development involves the formation of new national technological systems and the deepening of the competence of each state as a result of the development of the ability to create fundamentally new products and their promotion to certain markets.

The main indicators of innovation activity of enterprises of the Republic of Kazakhstan and by regions will be considered in table.

Key indicators of innovation activity of enterprises of the Republic of Kazakhstan and by regions

	2015	2016	2017	Changes +/-, %	Changes +/-, %
The Republic of Kazakhstan	31784	31 077	30 854	97,78	99,28
Akmola	1 325	1 301	1 299	98,19	99,85
Aktobe	1 236	1 234	1 149	99,84	93,11
Almaty	1 643	1 648	1 797	100,30	109,04
Atyrau	1 276	1 193	1 145	93,50	95,98
West Kazakhstan	857	917	932	107,00	101,64
Zhambyl	852	834	846	97,89	101,44
Karaganda	2 340	2 235	2 309	95,51	103,31
Kostanay	1 502	1 438	1 475	95,74	102,57
Kyzylorda	846	812	784	95,98	96,55
Mangistau	1 027	1 060	1 131	103,21	106,70
South Kazakhstan	2 315	2 366	2 499	102,20	105,62
Pavlodar	1 354	1 286	1 292	94,98	100,47
North-Kazakhstan	1 047	1 049	1 023	100,19	97,52
East Kazakhstan	2 091	1 985	2 010	94,93	101,26
Astana city	4 103	4 003	4 039	97,56	100,90
Almaty city	7 970	7 716	7 124	96,81	92,33

In general, in Kazakhstan, there has been a drop in the number of enterprises engaged in innovation activities each year almost 2% over the period 2015-2017, but in some regions there has been an increase in innovation activity for the corresponding period. So, the leader is the Almaty, Mangistau and South-Kazakhstan regions, and lag behind in the innovative development of Almaty, Aktyubinsk and Atyrau oblasts. This fact is evidence that Kazakhstan is strongly dependent on global trends in the economy.

The creation of fundamentally new products in modern conditions is possible only on the basis of the development of fundamental research, and, first of all, at the intersection of scientific disciplines. Considering the significant costs, high risk and uncertainty of the commercial results characteristic of many areas of fundamental research, combining efforts, intellectual and financial capital, eliminating duplication of expensive research, and accelerating the diffusion of technologies that have a high commercial effect, are becoming important factors in the market for the success of innovation activity.

Expanding the diversity of technologically new products involves expanding the capacity and deepening the diversification of the sales market for this product. In this regard, the definition of general rules for trade in innovative products and the formation of a common trading space for it are becoming important conditions for the success of innovation. It should be noted that low interest and the desire for innovation from enterprises, organizations and companies.

The implementation of any innovative project involves the availability of investments, the organization of its financing. The larger the project, the more investment is needed for its implementation, the greater the variety of risks, the more difficult it is to take into account the interests of the participants in the innovation project, to ensure its economic efficiency, accordingly, more attention should be paid to the organization of financing.

In the modern world, innovations are becoming of strategic importance for increasing the competitiveness and sustainable growth of the national economy. States that implement the policy of developing the knowledge economy demonstrate high rates of economic growth. The formation of a promising policy that can ensure the innovative development of the national economy is one of the most difficult.



Aging and deterioration of fixed assets and especially technological equipment are a deterrent to economic growth, reduce the level of economic security and increase the likelihood of emergencies of anthropogenic nature.

An important tool for innovative development of industry is the development of a system for training scientific and engineering personnel and specialists in the field of innovation management and intellectual property management.

**Conclusion.** To eliminate the reasons restraining innovative development, it is necessary to develop a policy of state intervention taking into account the experience of foreign countries. At the same time, it is necessary to use the principles of coordination, harmonization and motivation, allowing to coordinate the activities of all participants. The main tool for innovative development should be state programs as a set of interrelated resources, terms and implementers of activities that ensure the effective solution of critical scientific and technical problems in the priority areas of economic development.

In Kazakhstan it is important to create the necessary conditions for stimulating the innovative behavior of all economic players. Of particular importance in this process is the increased effectiveness of public and state institutions aimed at promoting and replicating effective technologies and mechanisms, developing and using non-standard methods and instruments of regulation. Modernization of the country's economy should be oriented towards a system of long-term technological breakthroughs, which is formed taking into account global trends, internal socio-economic tasks related to sustainable development, increasing competitiveness and national security.

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#### ИННОВАЦИЯЛЫҚ ЭКОНОМИКАЛЫҚ ДАМУДЫҢ ЖАҒАНДЫҚ ФАКТОРЫ РЕТІНДЕ ЕЛІМІЗДІҢ ИНТЕЛЛЕКТУАЛЬДІ ПОТЕНЦИАЛЫН САЛУ ҮШІН ҚАЗІРГІ ЗАМАНҒЫ ЭКОНОМИКАЛЫҚ МЕХАНИКАЛАРДЫ ЗЕРТТЕУ

**Аннотация.** Авторлардың айтуынша, басты құралы кәсіпорын инновациялық қабылдағыштық қол жеткізілген деңгейіне байланысты, корпоративтік табыс салығы төмендеуі әрекет етеді. Инновацияның сезімталдық деңгейі қаншалықты жоғары болса, соғұрлым салық жеңілдіктері пайда болады. елдің зияткерлік

әлеуетін құрылысының қазіргі экономикалық механизмдерін осы зерттеуге R & D нәтижелерін коммерцияландыруды алудың негізгі шарты екенін көрсетті. Сондай-ақ әсер етеді: Қазіргі т.б. банк пайыз мөлшерлемесі, өндірістік компаниялар мен табыстардың пайданың салық салу деңгейі, бағалы қағаздармен операциялар бойынша салық сомасы, отандық өндірушілер көп өткір байланысты интеграциялық процестің әсер бәсекеге қабілеттілігі мәселесі болып табылады. Алайда, экономиканың инновациялық даму қозғаушы күші болып табылады: білім жұтып қабілеті, білім ұрпақтың әлеуетін, білімді тарату және білім әлеуетті сұраныстың әлеуетін. Қазақстанның инновациялық дамуының қазіргі талдау, авторлар оларды шешу жолдарын ұсынамыз, соларға байланысты проблемалар анықтайды.

**Түйін сөздер:** инновациялық және технологиялық тұғырнама, инновациялық даму, инновациялық әлеует, әдістемелік тәсілдер, ғылым, ғылыми-техникалық прогресс, білім беру, базалық жоғары оқу орны, перспективті бағыттар.

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### ИССЛЕДОВАНИЕ СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ МЕХАНИЗМОВ ПОСТРОЕНИЯ ИНТЕЛЛЕКТУАЛЬНОГО ПОТЕНЦИАЛА СТРАНЫ КАК ДВИЖУЩЕГО ФАКТОРА ИННОВАЦИОННОГО РАЗВИТИЯ ЭКОНОМИКИ

**Аннотация.** По мнению авторов, основным инструментом выступает снижение налога на прибыль предприятий, зависящее от достигнутого предприятием уровнем инновационной восприимчивости. Чем выше уровень инновационной восприимчивости, тем больше налоговых льгот можно получить. При этом исследование современных экономических механизмов построения интеллектуального потенциала страны показало, что основным условием получения коммерциализации результатов НИОКР. А так же влияют: ставка банковского процента, уровень налогообложения прибыли промышленных компаний и доходов граждан, величина ставки налога на операции с ценными бумагами и др. В настоящее время для отечественного товаропроизводителя все острее стоит вопрос конкурентоспособности из-за влияния интеграционных процессов. Однако, движущим фактором инновационного развития экономики является: потенциал освоения знаний, потенциал генерирования знаний, потенциал распространения знаний и потенциальный спрос на знания. Представленный анализ инновационного развития Казахстана, выявляет проблемы, в связи, с чем авторами предложены пути их решения.

**Ключевые слова:** деятельность, инновационно-технологическая платформа, инновационное развитие, инновационный потенциал, методические подходы, наука, научно-технический прогресс, образование, опорный вуз, перспективные направления.

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

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

Редакторы *М. С. Ахметова, Т. М. Апендиев, Д. С. Аленов*  
Верстка на компьютере *Д. Н. Калкабековой*

Подписано в печать 10.10.2018.  
Формат 60x881/8. Бумага офсетная. Печать – ризограф.  
11,2 п.л. Тираж 500. Заказ 5.