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IMPROVEMENT OF HUMAN RESOURCES DEVELOPMENT IN THE CONDITIONS OF INDUSTRIAL AND INNOVATIVE ECONOMY OF THE REPUBLIC OF KAZAKHSTAN

Abstract. In Kazakhstan, modernization is considered as a factor of economic growth to improve the socio-economic system of the society and improve the welfare of the people. The efficiency of economic development is largely determined by the accumulated and realized in the country human capital. Thus, according to the authors, in modern conditions, knowledge and qualifications are important factors of economic growth and social progress of society. The main wealth of any society is people, so the issue of studying the problems of the effectiveness of using the main productive forces that are realized in modern conditions in the form of human capital is relevant. As we see, in Kazakhstan, along with the above-mentioned types of modernization of steel, political modernization and spiritual modernization are carried out, as a necessary component of modernization of a new type, ensuring the success of the nation.

Keywords: human capital, modernization, policy, competitiveness, training, potential.

INTRODUCTION

Human capital as a product of production is the knowledge, skills and abilities that a person acquires in the process of training and work, and like any other type of capital, the ability to accumulate a rule has a tendency to accumulate human capital is longer than the process of accumulation of physical capital. The President of the Republic of Kazakhstan Nursultan Nazarbayev in his annual message emphasized the importance of the formation and development of human capital, which is the main national wealth for stable development and entry into the ranks of the world's competitive countries. Turning to history, one can learn that the concept of human capital originates from early times. The economic condition of our country is growing every day. And the contribution of innovation to this development cannot be overestimated.

MAIN PART

Clearly aware of the need to develop human capital through innovation, the importance of investing human capital, Head of State Nursultan Nazarbayev in his Address in 2010 emphasized that the main direction of the “Strategic Plan 2020” is active investment in the future to increase the competitiveness of human capital. At the same time, the Leader of the Nation indicated that the priority is the education of Kazakhstani people in new pharmacy and the development of Kazakhstan as a country with a developed, competitive human capital.

The president gives clear indicators of the potential of Kazakhstanis. There are five of them:

- 1) high-quality educational system;
- 2) the health of the nation;
- 3) the development of Kazakh culture;
- 4) revision of social packages of civil servants;
- 5) increased attention to citizens with disabilities.

The total national stock of human capital and the rate of its growth are extremely important for the

level and rate of economic development of the country. First of all, because human capital determines the ability of a country's economy to perceive and use technical innovations. For rapid economic growth, investment in human capital must be accompanied by a true state development strategy, including the rational use of human capital. One of the means affecting the qualitative growth of human capital in society is education.

It is necessary to develop personnel to ensure the “digital production” of the MMC: analysts, IT-specialists, highly qualified management, working according to international standards.

The impact of the growth of different levels of education depends on the level of economic development of countries, and for developed countries (OECD members) the development of higher (tertiary) education is crucial for growth. It was also revealed that education provides additional indirect benefits, in particular, by stimulating investment in physical capital, the country's own technological development and adaptation of technologies developed in other countries.

In the context of growing competition in the global market of knowledge, technology, and labor resources, the role of the educational system is increasing. The educational system reforms currently underway in many countries are a response to the challenges of globalization and many dynamically developing economies, which already demonstrate achievements in the development of the knowledge economy, will in the near future increase competition in the field of human capital development. Under these conditions, national competitive advantages can be achieved not only on the basis of ongoing support for the educational sphere and concentration of funds, but also the creation of a system of measures aimed at improving the competitiveness of Kazakhstan's education.

Compared to investments in other different forms of capital, investments in human capital are the most profitable both from the point of view of the individual and from the point of view of the whole society.

The following are among the most important areas for the development of the innovation potential of universities and the enhancement of their role in the implementation of the State Program of Forced Industrial-Innovation:

- training of highly qualified specialists with knowledge in the field of high technologies, innovation, innovation management, research activities;
- participation of higher education institutions in the development of innovative projects and in conducting research;
- the creation on the basis of higher education institutions of innovative research centers as the most important structural units that form the innovation infrastructure;
- participation of higher educational institutions in the development of state programs for the innovative development of the economic sectors and the social sphere of the country;
- the participation of higher educational institutions in the professional development of managers and specialists of intellectual labor of leading enterprises and organizations of the country;
- the creation on the basis of higher educational institutions of research schools for the preparation of young scientists in specific scientific fields, etc.

The level of training of specialists is becoming one of the most important factors determining the degree of economic competitiveness and integration of the country into the world economy system. The quality of human capital will be one of the most important factors for economic development in the long run.

In conclusion, I would like to say that human capital must be viewed as capital generated as a result of investments and having a targeted use in social production or civil life, as well as a foundation of certain knowledge, skills, entrepreneurial opportunities, health and motivations, which are a major factor in public life. production and economic growth.

Based on the program of industrial-innovative development of the country, for 2015-2019 the following problems were found:

- lack and low qualification of personnel with technical and engineering skills and specialties on the basis of technical and vocational education;
- lack of scientific personnel in technical, engineering specialties and innovation management;
- insufficient harmonization of professional standards with educational standards;
- low level of knowledge of English language engineering personnel.

Table 1 - Methods for assessing human capital at the micro level

Classification feature	The evaluation methodologies considered (evaluation indicators)	Source, which presents the methodology
Structure of human capital	In the structure of human capital, two components are distinguished: the basic and developed human capital, which differ in the methods of formation, content and, as a consequence, in the methods of valuation used	Cretsky M.M. Human capital. L.: Izd-vo Leningr. University. 1991. Stukach FV, Lalova E.Yu. Formation and assessment of the basic human capital of agriculture // Omsk Scientific Bulletin. № 4-111 / 2012
Depreciation by type of asset	Considers human capital as an inseparable intangible asset of the second category, accordingly applying to its evaluation methods for valuing intangible assets	Leontiev BB, Mamadzhano H.A. Management of intellectual property in the enterprise: monograph. Ekaterinburg, 2011
	It is connected with the estimation of depreciation of each type of investment in human capital multiplied by the time of their actual turnover	Tuguskina G.N. Basic approaches and methods for assessing human capital in business value // http://www.rusnauka.com / 20_ AND_2009 / Economics /49162.doc.htm
	Asset models; presume keeping records of capital costs (by analogy with fixed capital) and its depreciation	
Factors determining the cost of human capital	Income factor, expenditure factor, value added of human capital, return on investment	Noskova K.A. Assessment of the human capital of the i-th employee of the organization // Actual issues of economic sciences: Ufa: Summer, 2013. - P. 4-8.
Type of assessment: quantitative and qualitative	Methods are divided into monetary (monetary valuation) and non-monetary (qualitative assessment of human capital). One of the basic monetary methods is the model of net added value.	Milost F. Net value for the evaluation of human capital // European scientific journal. 2014. - No. 1
	Economic evaluation is the evaluation of the incomes generated by human capital (the individual); price estimation of human capital by the volume of investments; reflection of the sum value in the balance sheet of the firm (enterprise).	Tuguskina G.N. Basic approaches and methods for assessing human capital in business value // http://www.rusnauka.com / 20_ AND_2009 / Economics /49162.doc.htm
Type of costs incurred	Integral assessment of human capital includes both natural and value indicators of human capital assessment	Kastryulina Yu.M. Analysis of methods for estimating the value of human capital of economic entities // http://economics.ihbt.ifmo.ru/file/article/19.pdf
Type of incomereceived	The method of assessing human capital based on the calculation of the costs of human capital; method for determining initial and replacement costs for staff; method of measuring the individual value of an employee, etc.	Krakovskaya I.N. Measurement and evaluation of the human capital of the organization: approaches and problems // Economic analysis: theory and practice. - 2008. - No. 19. - P. 41-50.

To solve problems with human resources, the program of industrial-innovative development of Kazakhstan is provided with the provision of economic sectors with highly qualified personnel, which is based on the work on reforming the system of personnel training. This reform will affect the creation of new educational programs developed by universities and colleges in cooperation with leading local and foreign partners, taking into account new technological processes. Considerable resources will be allocated to these universities and colleges and work on their modernization will be carried out. Separate strategic programs for the development of universities and colleges have been developed, the material and technical base has been strengthened, including teaching and laboratory equipment, new results-oriented approaches have been introduced in the management system and new financing mechanisms. Identified the main educational institutions for the preparation of innovative personnel.

The training of specialists for the innovation economy of Kazakhstan is carried out under conditions of global competition, within the framework of which fundamental changes are expected in the electronic, nuclear and electrical industries, the information and communication sector, machine-tool, ship-, auto and instrument making, construction, alternative energy, pharmaceutical and space industry, mining and smelting complex.

These changes will occur on the basis of the development of robotics, bio-nanotechnologies, artificial intelligence systems, information networks and integrated high-speed transport systems. The skills of network interaction, information exchange in the virtual space, design, synergetic approaches and system analysis come to the fore. At the same time, the content of higher technical education is now lagging behind today's realities, that is, the needs of the technosphere are in contradiction with the level of education provided. This gap leads to the release of quasi-engineers, who simply fear activity in manufacturing plants.

On instructions from the Head of State, active training is being conducted for the industrialization program through the Bolashak international program. Over the past four years, the share of technicians has grown by 20%. More than 3,000 engineering and technical specialists (40% of all Bolashak graduates), who realize their potential at the country's production sites, have been trained at the best universities in the world.

Thus, the education of citizens of the Republic of Kazakhstan acquires, and will acquire a high level. But, it is necessary to remember how to manage human resources. Many almost all organizations use the foreign method of management, but forget to take into account the fact that there are slightly different conditions in our country. It turns out that by providing one, they demand something completely different. Therefore, in order for the enterprise to work efficiently, it is necessary to properly organize the work of employees, while constantly monitoring the activities of employees, using various methods of personnel management.

This method is based on the use by the head of authority over subordinates, including the imposition of disciplinary actions. The method of coercion is a necessary method in the enterprise when it affects the negligent and unscrupulous subordinates, employees who violate official discipline and legality. At the same time, coercion forms the fear of possible punishment for the mistakes made (even unintentionally) and changes the motivation of work. Employees are beginning to develop a motivation for avoiding punishment, which leads to reinsurance, loss of initiative in work, excessive formalism, and fear of independent decision making. Therefore, in order not to unwittingly reduce the productivity of activities and the quality of the work of subordinates in the enterprise, the manager applies this method carefully, with due regard for the individual psychological characteristics of the workers.

This method is widely used at the enterprise Kazzinc-Remservis LLP. Its essence lies in the positive reinforcement of employee behavior based on an objective assessment of the results achieved by him in the activity. To make this method more effective, the management of the company strictly observes the following rules: individualization of remuneration; the success of the stimulus to the success achieved; publicity when announcing a promotion; increasing incentives due to achievements in work. In the work of the head of the company Kazzinc-Remservis LLP, seven methods of remuneration are used: 1) money (material remuneration); 2) approval of the behavior and activities of the subordinate; 3) promoting personal growth; 4) promotion through the service "ladder"; 5) the provision of independence in the work; consideration of the personal interests of the employee; 7) valuable gifts [4].

This method is based on the positive influence of professional personal qualities and managerial abilities in relation to subordinates. In this case, the identification of the subordinate with the leader, conscious or unconscious imitation of the style of activity and recognition of his authority as a leader are often observed. At the enterprise of Kazzinc-Remservis LLP, this method is a favorite both for managers and for subordinates, because the first persons of the enterprise always behave tactfully, restrainedly, constantly in work, have energetic behavior and infect others with their energy; have an impressive, solid appearance; independence of character; excellent rhetorical abilities; looking at them, in itself, there is a desire to be like them. It almost does not require any effort on both sides [5].

Experience in business development both in Kazakhstan and abroad has shown that the effectiveness of the human relations system in the labor process is a powerful reserve for increasing productivity and increasing the overall efficiency of production and marketing.

In connection with the transition of many enterprises to new forms of ownership, there are serious problems in the field of psychology and organization of management in general and personnel in particular, in front of senior and middle managers who have been nominated from among workers and specialists, especially the management team.

The main causes of failures in the enterprise in the initial stages of its existence, as a rule, are: lack of raw materials, lack of relations with suppliers and consumers, uncompetitive products or price, staff turnover and other obvious reasons. However, there is another significant reason - the crisis of management based on traditional errors: when implementing changes within an organization, managers often forget about changes in the psychology of an employee, and the need to adjust the personnel management system. It is psychological barriers that stand in the way of progressive transformations in organizations, generate staff turnover and an unhealthy psychological atmosphere in the team, provoking conflicts and duties with low quality indicators; the power of any rank automatically gives the necessary weight and authority to the person occupying a certain post, and also gives him certain skills and abilities to manage [6,7]. It must be remembered that the presence in the enterprise of highly qualified employees does not guarantee the success of the company. Indeed, the success of the company in terms of development will depend on the management style of the organization as a whole.

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**ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ
ИНДУСТРИЯЛЫҚ-ИННОВАЦИЯЛЫҚ ЭКОНОМИКАСЫ ЖАҒДАЙЫНДА
АДАМ РЕСУРСТАРЫН ДАМУ ТУДА ЖЕТІЛДІРУ**

Аннотация. Қазақстанда қоғамның әлеуметтік-экономикалық жүйесін жетілдіру және халықтың әлеуметтік жақсарту үшін жаңғырту экономикалық өсу факторы ретінде қарастырылады. Экономикалық дамудың тиімділігі негізінен елдегі адами капиталға жинақталған және жүзеге асырылатын болады. Мәселен, авторлардың пікірі бойынша, қазіргі жағдайда, білімі мен біліктілігі - экономикалық өсімнің және қоғамның әлеуметтік прогрессінің маңызды факторлары. Кез-келген қоғамның басты байлығы - адамдар, сондықтан адами капитал түріндегі заманауи жағдайларда жүзеге асырылатын негізгі өндірістік күштерді пайдаланудың тиімділігіне қатысты мәселелерді зерттеу мәселесі маңызды. Қазақстанда жоғарыда айтылғандай болатын жаңғырту, саяси модернизациялау және рухани жаңғырту сияқты жаңа типті жаңғыртудың қажетті компоненті ретінде ұлттың табысын қамтамасыз ететін жоғарыда айтылған түрлерімен қатар жүзеге асырылады.

Түйін сөздер: адам капиталы, жаңғырту, саясат, бәсекеге қабілеттілік, оқыту, әлеует.

Л.Т. Байтуова

АО «Финансовая академия»

**СОВЕРШЕНСТВОВАНИЕ РАЗВИТИЯ ЧЕЛОВЕЧЕСКИХ РЕСУРСОВ
В УСЛОВИЯХ ИНДУСТРИАЛЬНО-ИННОВАЦИОННОЙ ЭКОНОМИКИ
РЕСПУБЛИКИ КАЗАХСТАН**

Аннотация. В Казахстане модернизация рассматривается как фактор экономического роста для совершенствования социально-экономической системы общества и повышения благосостояния народа. Эффективность развития экономики во многом определяется накопленным и реализованным в стране человеческим капиталом. Так, по мнению авторов, в современных условиях знания и квалификация являются важными факторами экономического роста и социального прогресса общества. Главное богатство любого общества составляют люди, поэтому вопрос изучения проблем эффективности использования основных производительных сил, реализующихся в современных условиях в форме человеческого капитала, является актуальным. Как видим, в Казахстане наряду с выше названными видами модернизации стали осуществляются политическая модернизация и духовная модернизация, как необходимый компонент модернизации нового типа, обеспечивающий успех нации.

Ключевые слова: человеческий капитал, модернизация, политика, конкурентоспособность, подготовка, потенциал.

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