

DEVELOPMENT OF SMALL BUSINESS IN AIC

АӨК-ГІ ШАҒЫН КӘСІПКЕРЛІКТІҢ ДАМУЫ

РАЗВИТИЕ МАЛОГО ПРЕДПРИНИМАТЕЛЬСТВА В АПК

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Abstract. The directions of the State policy of support of small business, necessary for economic stability, development of market infrastructure, effective protection of intellectual property, reduction of administrative procedures are shown. At the same time, the market mechanism allows to prioritize, the State implements the correction of the development of innovative small business. The experience of developed countries is presented, which is characterized by the expansion of small business based on the development of infrastructure as a component of the regional potential. It was revealed that small businesses need communication with organizations which provide information, lending, marketing, patenting and other services that contribute to the formation of scientific based sector of economy and a highly effective innovation mechanism. The infrastructure of entrepreneurship is shown as a set of mutually complementary production and technical systems for the implementation of innovative activity. In Kazakhstan, support for small business is an important element of the State economic policy. The comprehensive approach is very important which involves the effective use of public resources, as well as forms of support for territorial government.

Аңдатпа. Экономикалық тұрақтылық үшін қажетті, нарықтық инфрақұрылымды дамытуға, зияткерлік меншікті тиімді қорғауға, әкімшілік рәсімдерді қысқартуға қажетті шағын кәсіпкерлікті қолдаудың мемлекеттік саясатының бағыттары көрсетілген. Бұл жағдайда нарық механизмі басымдықты белгілеуге мүмкіндік береді, мемлекет инновациялық шағын кәсіпкерлікті дамытуды түзетуді жүзеге асырады. Өңірлердің әлеуетінің құрамдас бөлігі ретінде инфрақұрылымды дамыту негізінде шағын кәсіпкерліктің кеңеюімен сипатталатын дамыған елдердің тәжірибесі ұсынылған. Шағын бизнестің экономиканың қарқынды ғылыми секторын және инновациялық қызметтің жоғары тиімді механизмін қалыптастыруға ықпал ететін ақпараттық, несие, маркетинг, патенттік және басқа қызметтерді ұсынатын ұйымдармен байланысқа шығуы қажет екендігі анықталды. Кәсіпкерліктің инфрақұрылымы инновациялық қызметті жүзеге асыру үшін бір-бірін толықтыратын өндірістік және техникалық жүйелер жиынтығы ретінде көрсетіледі. Қазақстанда шағын бизнеске қолдау көрсету мемлекеттік экономикалық саясаттың маңызды элементі болып табылады. Мемлекеттік ресурстардың тиімді пайдаланылуын ұсынатын, сондай-ақ аумақтық басқаруды қолдау нысандарының мәні кешенді тәсілге ие.

Аннотация. Показаны направления государственной политики поддержки малого предпринимательства, необходимые для экономической стабильности, развития рыночной инфраструктуры, эффективной защиты интеллектуальной собственности, сокращения административных процедур. При этом, рыночный механизм позволяет расставить приоритеты, государство осуществляет коррекцию развития инновационного малого предпринимательства. Представлен опыт развитых стран, для которого характерно расширение малого бизнеса на основе развития инфраструктуры как составляющей потенциала регионов. Выявлено, что малому бизнесу необходима связь с организациями, предоставляющими инфор-

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мационные, кредитные, маркетинговые, патентные и ряд других услуг, способствующие формированию наукоемкого сектора экономики и высокоэффективного механизма инновационной деятельности. Показана инфраструктура предпринимательства, как совокупность взаимодополняющих производственно-технических систем для реализации инновационной активности. В Казахстане поддержка малого предпринимательства – важный элемент государственной экономической политики. Значение имеет комплексный подход, предполагающий эффективное использование государственных ресурсов, а также форм поддержки территориальных органов управления.

Key words: innovations, small business, business, market infrastructure, lending, marketing services, government resources.

Кілттік сөздер: инновациялар, шағын кәсіпкерлік, бизнес, нарықтық инфрақұрылым, несие, маркетингтік қызметтер, мемлекеттік ресурстар.

Ключевые слова: инновации, малое предпринимательство, бизнес, рыночная инфраструктура, кредитные, маркетинговые услуги, государственные ресурсы.

Introduction. The state policy of supporting small business in developed countries allows creating a favorable environment for it, which presupposes the stability of the state's economic policy, the development of market infrastructure, an effective system for protecting intellectual property, and simplified administrative procedures. Rationally functioning market mechanism allows you to prioritize, and the state remains to implement its necessary correction within the policy of support and development of small business. Due to this, this policy can be organically included in the general context of state regulation.

It is proved that when it comes to the state support of innovative business, most often mean the provision of exactly tax benefits. However, in a number of countries, in order to encourage the flow of private capital into R & D, they traditionally use additional benefits - the so-called extra-concessions, which allow companies to deduct from the tax base up to one hundred percent of the funds spent on research and development, and in some countries, for example, in Australia, Austria, Denmark, sometimes more. At the same time, if the company spends its funds for R & D and purchase of equipment necessary for this, but does not have sufficient profit at the moment to take full advantage of the established tax incentives, the legislation of many countries provides for the possibility of transferring such right to the future.

The experience of the developed countries of the world shows that for the development of small innovative business in the field, it is important not so much to provide various kinds of tax incentives as to develop innovative infrastructure that serves as a basic component of the innovative potential of the territory. For this purpose, small businesses need

cooperation with organizations that provide information, credit, marketing, patent and other services, thereby contributing to the formation of a knowledge-intensive sector of the economy and creating an effective mechanism for innovation [1].

Innovative infrastructure is defined as a set of interrelated, complementary production and technical systems, organizations, firms and the corresponding organizational and management systems required for the effective implementation of innovative activities and the implementation of innovations. According to a number of scientists and practitioners, in modern conditions it is the innovative infrastructure that largely determines the pace of development of the region's economy and the growth of the well-being of its population.

In each specific region it is important to create not just an innovative infrastructure with a traditional set of components, but also to ensure the constructiveness of this infrastructure, to orient it to the final result. In addition, streams of information, including reverse ones, should be properly organized (which will ensure a continuous analysis of the intermediate and final results). Thus, it is possible to provide a closed system of innovation management according to the scheme: innovations - investments - monitoring of final results - investments, etc.

The key elements of the innovation infrastructure are technopark structures, which include: scientific parks, technological and research parks; innovation, innovation-technological and business-innovation centers; technology transfer centers, business incubators and technology incubators; virtual incubators; technopolis and others.

Material and methods of research. Currently, there is a wide variety of forms of

of ownership (including foreign ones) account for a negligible percentage. Thus, statistical analysis confirmed that in the economy of Kazakhstan, private ownership dominates in the economy of enterprises and organizations, the owners of which have the right freely to dispose of the results of their activities and enjoy broad economic rights in accordance with independent decisions.

Compliance with the principle of increasing the role of small business in the economy of the Republic is due to the need to ensure sustainable economic growth and further ways of accelerated economic modernization in Kazakhstan. This implies a broad use of the entrepreneurial approach in solving the complex problems of the modern national economy. As is known from the experience of developed countries, economic growth, which in the last 15-25 years is inherently increasingly becoming an innovative type of growth. It is accompanied by a sharp increase in the scale of business activity, which is associated with organizational and economic innovation and the expansion of the administrative and economic freedom of economic entities.

The economic structure, accented with predisposition to entrepreneurship, was formed in developed countries in the process of transition to innovative economic growth. Here it is necessary to note the features that characterize the significant factors of small business development in Kazakhstan.

In foreign countries, innovation is one of the key factors in the acquisition of competitive advantages by firms and regions. The factor of innovative development also plays a decisive role in the process of increasing the competitiveness of the country as a whole. It should be noted that in most countries of the world, small and medium-sized businesses are the basis for employment of the population. The development of the innovative potential of the economy, the search for and the introduction of new forms of production, marketing and financing activities often occur precisely by the forces of small firms [5].

In today's world economic environment, there are at least 50 million diverse business structures. The share of these structures related to small business reaches 68%. At the same time, only in the countries of the European Union there are 23 million small enterprises. This sector provides 70% of the employment of the population working in private business, brings 57% of the total turnover and 53% of the value added. More than 20 million firms (excluding agricultural enterprises) operate in the United States of America. About 5

million firms are concentrated in non-European Union countries - Canada, Australia, New Zealand, Asia (without Japan), the Middle East and Africa

Small business, gaining a solid position in the market, needs development and state regulation. It should be noted that due to the efforts of the state administration on small business issues, effective measures are being taken to support it, and as a result, the process of stimulating the development of innovations in small businesses is being implemented.

Mutual functioning of small and large businesses has its own specifics. Historically, in the process of economic reforms in the economic symbiosis of enterprises, a significant share of the burden fell on small enterprises. This process provided the "survival" of large firms. It should be noted that this trend has not been overcome so far.

Consequently, the role of small business in Kazakhstan cannot be assessed in a traditional way, for example, only by quantitative indicators. Such an assessment will be superficial. Small business as a special sector of social production has a very small share in it. Most of it is in the shadow economy and is not reflected in official statistical reporting, although it determines the conditions for the survival of a significant part of social production.

Thus, it is the introduction of innovations in small business that is one of the most important directions for solving economic and social problems in general across the country and at the regional level in modern conditions.

In the course of deepening the processes of division of labor under the influence of globalization, the number of small firms is continuously growing. At the same time, the following regularity can be traced: the growth of effectively working small entrepreneurs in industry, construction and innovation provides an increase in the share of small business introduced into the GDP, as well as an increase in the rates of economic growth. The strengthening of the state's economic and innovative potential thus begins with local markets. It is here that the growth of the well-being of the population begins.

Foreign experience has shown that in the sphere of small business most of all innovations are realized. These processes contribute to scientific and technological progress and the formation of the "middle class", which is an important factor in the social and political stability of society.

The development of small business is seen as a powerful economic and social coun-

teraction to poverty and terrorism. In developing countries, small business is considered a decisive factor that can reduce the severity of social problems, such as unemployment and poverty (Albania, Brazil, India).

Political and socio-economic stabilization of most leading countries; the creation of a middle class (Great Britain, France, Belgium, Canada, Germany, Spain); overcoming the recession (USA, Israel); creation of new markets (Canada, Mexico, Singapore, Japan); consistent implementation of reforms (Poland, China, Czech Republic, Hungary, Slovakia) - all these processes are initiated with the achievement of a high level of development of small and medium-sized businesses [6].

However, it should be noted that the economy of many regions in terms of the level of small business development is not ready to join the World Trade Organization. For the purpose of overcoming the growth of unemployment in engineering, light, food and other industries it is necessary to develop small business, especially in the sphere of high-tech production of goods and services, components and parts with high added value. Thus, the development of small business at the regional level is one of the conditions for the full integration of Kazakhstan's economy into the world economy.

The systems of support and development of small business in the leading countries have passed to the phase of renewal and self-regulation. Undoubtedly, the result determines not so much the growth of the number of small enterprises, as the development of new innovative technologies and the solution of targeted social tasks to increase the number of youth, women and individual enterprises, as well as to support small and medium-sized exporters. In these countries, a system of banks, funds, innovation centers and scientific parks, working on the development of small and medium-sized businesses.

I would like to note the significantly increased import of modern equipment to the country in recent years, which allows us to react quickly to changes in consumer demand and to tighten the economy of many regions for accession to the World Trade Organization.

The need for decentralized support is determined by the objectively limited financial resources of the state. Even in a developed market economy, decentralized support is a more powerful factor in motivating the development of small innovative entrepreneurship in comparison with the state one.

The state can and should promote activation of the given direction of support, using for this purpose various legislative and economic instruments: tax privileges for large businesses participating in relevant programs; conditions for the distribution of the state order, implying mandatory involvement of small companies as subcontractors; the mechanism of financial guarantees to banks and insurance companies, share participation in the development of venture activity with the participation of small enterprises.

The big influence on development of small innovative business is rendered with the taxation. Defining the volume of levied taxes from small businesses, the state has an impact on the amount of financial resources used by small businesses.

Foreign experience of some individual countries, for example, the USA, Canada, Italy, Argentina, Brazil, shows very clearly how it is possible to efficiently combine a simplified taxation system for individual entrepreneurs and family businesses with a tax system for certain activities in the form of a single tax on imputed income.

Thus, on the basis of the analysis of foreign experience, it should be noted that, with respect to Kazakhstan, support for small business is an essential element of the state's economic policy, which makes it possible to realize its regulatory and social functions.

The prerequisite for the effectiveness of state support is the integrated approach to its organization, which involves the parallel use of various channels for the passage of state resources to small businesses, as well as the numerous forms and methods of such support from federal and regional governments.

Analyzing the experience of developing countries, we note that the main methodological requirements for the organization of state support for small business are the inadmissibility of concentrating one or several agencies depending on each other, and also the need to prioritize public interest areas of small innovative entrepreneurship and the creation of especially favorable conditions for its development.

We consider it expedient to widely use the program-targeted approach, which involves the implementation of various targeted programs to support small innovative entrepreneurship and regional level.

Also at this stage it is necessary to have banks specially created to participate in small business support programs, the activities of "business incubators".

To realize its potential, state support should be implemented simultaneously in several directions, which will allow it to cover all small business sectors: real production sphere - through the subcontracting mechanism, the sphere of circulation - through the franchising mechanism, the sphere of applied science - through the mechanism of venture contracts.

In modern conditions, the interaction of large and small businesses is extremely important for transferring the economy to an innovative development path, which requires constant contacts of participants in the innovation process, which allow to correct scientific research, development and production processes. Such interaction has its own peculiarities, conditioned by corporate interests, which ensure the innovative integration of any organizations, regardless of their size.

For a significant rise in the national economy, it is necessary to promote the maximum increase in the number of small innovative enterprises in the production sector, to stimulate the development of interconnections between small, medium and large industrial businesses, and to creatively use the relevant foreign experience. All this should become an integral part of the overall policy in the field of restructuring the domestic economy, since business as a whole, regardless of its scale, is a single and interrelated process.

Among the tasks being solved at the present time by the Kazakh economy, an important role is played by ensuring the real economic independence of producers. Hence, there is a growing interest in effective forward-looking areas in the management sphere that allow preserving the stability and financial independence of economic entities in various situations. This approach leads to recognition of priority in the consideration of innovative activities in the agro-industrial complex.

The innovation process is a single and continuous flow of the transformation of specific technical or technological ideas on the basis of scientific developments into new technologies or its individual components and bringing them to use directly in production in order to obtain qualitatively new products. The Company regulates the process of the innovation process as a whole and for individual sectors by developing and implementing an appropriate innovation policy, the goal of which is first of all to bring scientific and technical developments to their practical use.

A more active direction of the development of the innovation process in modern conditions is the organization of the introduc-

tion of scientific achievements in production. The practice of implementing innovations in the agroindustrial complex, as a rule, indicates a difference in the levels of technical and technological development of economic entities that are participants in the innovation process.

This situation is caused by differences in the capital adequacy, sources of material and energy resources, levels of infrastructure development, qualifications of employees of enterprises participating in the innovation process. In order to ensure the continuity of scientific and technical developments in the sphere of the agro-industrial complex from one innovation stage to another, it is necessary to eliminate the resistance resulting from differences in techno-technological levels of enterprises participating in the innovation process.

This circumstance is the main factor that determines the choice of highly developed agricultural enterprises as innovation objects. It should be noted that the economic and techno-technological result of the innovation process is only partially realized in the creation of new products [7]. To a greater extent, this impact is manifested in the increase of economic and scientific and technical potential as prerequisites for the manufacture of new machinery and equipment, agricultural machinery and technologies, the creation of new systems for organizing agricultural production, labor and management.

The entrepreneurial initiative of developers of scientific and technical products in the agro-industrial complex provides for a higher level of their development, contributing simultaneously to the development of agro-industrial production and its receptivity to innovation, expanding the possibilities for adapting the latest scientific and technical research in production.

As a result of the innovative process and the implementation of the corresponding innovation policy in the agroindustrial complex, a significant modernization of production takes place on the basis of scientific achievements obtained directly in the scientific sphere - in institutes and other formations that produce scientific products. This process is objective and permanent [8].

For the purpose of complex support of entrepreneurship and creation of new permanent jobs, the Business Road Map-2020 program was launched, which provides for state support in the form of subsidies, guarantees, grants for new business ideas, microcredit infrastructure, as well as training, internships

for abroad, service support and specialized consulting.

During the implementation of the program "Business Road Map 2020" gained momentum, measures of state support within the Single Program covered more than 320,000 entrepreneurs, saved and created 252 thousand jobs.

"The Fund for Financial Support of Agriculture" implements several financing programs that are aimed at supporting rural commodity producers in Kazakhstan: within the framework of the Agro-business 2020 program: Yrys (establishing family dairy farms); creation of milk receiving points; introduction of drip irrigation; development of family intensive apple orchards; microcrediting in the framework of state programs: Employment Road Map-2020; Business Roadmap-2020; crediting of microfinance organizations.

Within the framework of the Employment Road Map-2020, funding has been provided for the acquisition of pedigree bulls-producers, in which the acquired biological asset acts as collateral for the loan. Some positions, for example, an increase in the loan amount for the Yrys program, have been changed due to higher prices for breeding stock of livestock, prices for machinery and equipment. The maximum loan amount has been increased from 60 to 85 million tenge.

The state program for the development of dairy farming "Yrys" is especially relevant for the Zhambyl region, where the number of milking groups is one of the smallest in the country, and local dairy plants have great difficulty in purchasing raw materials and are forced to work with low capacity.

The modern farm is the Akzhar farm in the Tuymekent rural district of the Bayzak district (Zhambyl region).

Experiments for it were the "House-farm" complexes in Germany. These farms produce the bulk of milk for processing enterprises. The economy has existed for more than 10 years, the state program has provided an opportunity to increase the number of cattle. Concessional lending was provided by the Zhambyl regional branch of the republican fund for financial support of agriculture, which provided funds with a low loan rate.

Milk is sold to the plant of the campaign "Kok-zhyek" (Taraz) at acceptable reception conditions for raw materials. The farm has a milk receiving point for receiving raw materials from peasant farms, a shop selling agricultural products at below-market prices.

At present, the developed business project is being implemented - a mini greenhouse

of the "green economy" for growing vegetables in Astana.

According to the Association of Greenhouses of Kazakhstan, there are 56 hectares of closed soil in the country, and these include both industrial greenhouse complexes and mini-greenhouses. For comparison, the area of greenhouse farms in Poland is more than 6,000 hectares, in Holland - 10,000, in Turkey - 41,000, and in China - about 1.5 million hectares.

The need for fresh and high-quality products is tested both by the trade networks and catering establishments in Astana. In the winter-spring period, fresh vegetables are imported from China, Uzbekistan and Iran. Import of these crops occurs mainly in the off-season and is 64% (statistical data), and according to experts, about 89%.

The innovation and uniqueness of the greenhouse lies in the fact that the first source of heat in the greenhouse is thermal underground groundwater. The efficiency of heating by a natural alternative method is eight times better than conventional sources of heat (electricity, gas, solid fuel). The heating process is automated, maintains the set temperature mode, there is no overheating or cooling of the room, the energy of sunlight is used for lighting and heating. The heating costs are reduced and only 17% of the cost of the product (with traditional heating reaches up to 70% in the conditions of Astana).

It should be noted that the project was an active exhibit of the World Expo EXPO 2017 and dignifiedly presented Astana at the World Energy Forum of the Future and opened an important direction in the "green economy" for the whole country.

Conclusions. In agriculture, the development of innovations and their introduction is associated primarily with new plant varieties, breeding new breeds of animals, new machinery, new resource-saving technologies, the use of which, in most cases, changes the characteristic properties of agricultural products and products, but does not lead to the emergence of new types of products. Under the innovative product in a scientific institution is understood the result of innovative activity, which has received practical implementation in the form of a new product, technology or service and which, when introduced into production, gives a certain effect.

Despite this, analysis of the intellectual property market in the crop sector indicates a certain imbalance between selection and technological innovations.

