

- формирование позиции к развитию управленческого капитала страны, как на макро-, так и на микроуровнях, в структурах государственного управления и непосредственно в бизнесе;
- оценка соответствия существующего управленческого персонала требованиям конкурентоспособности, в том числе и с учетом цифровизации и возможности работы в парадигме нового технологического уклада 4.0.
- формирования требований, стандартов, компетенций к разному уровню управленческого персонала на разных уровнях управления, с учетом новых возможностей и передовых инструментов менеджмента;
- разработка программ по формированию инклюзивного приращения управленческих знаний и навыков, подготовки и переподготовки управленческих кадров в массовом порядке;
- гармонизация взаимоотношений между самими управляющими, так и между управляющими и персоналом, в том числе формировании понятной и конкурентоспособной культуры управления.

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PROBLEMS AND PROSPECTS OF ECONOMY DEVELOPMENT OF THE REPUBLIC OF KAZAKHSTAN

The study of the problem of economic development belongs to one of the central places in science. The decisive condition for the further development of human society in the modern era has become not a simple expansion, a quantitative increase in its parameters (population, production volumes, resource consumption), but structural change - the transition from a resource-consuming to a resource-saving strategy [1]. The structure of the economy is of great importance for the balance of the national economy, increasing the rate of economic growth. It can be said that the successful economic development of most Western countries is to a large extent explained by deep structural transformations that ensure a general rise in production and other qualitative changes in the country's economy.

Increasing the production of durable goods, as the experience of many countries, including mainland China, has shown, is the shortest way to quickly fill the market, create long-term prospects for income growth, and form sustainable consumer and labor motivations.

Kazakhstan's economy grew by an average of 10.4% during 2000-2006. Kazakhstan's gross domestic product (GDP) per capita at current prices quadrupled, from \$ 1,228 in 2000 to \$ 5322 in 2006, and the country moved from lower-middle-income to upper-middle-income countries. The expansion of the oil sector of the economy, higher wages, and access to bank loans have catalyzed the growth process. Kazakhstan showed the classic symptoms of the Dutch disease - an appreciation of the real exchange rate, a decline in the share of manufacturing in the economy, and expansion of non-trade sectors such as construction and services [2].

Kazakhstan's growth model unraveled with the onset of the financial crisis in the second half of 2007, and the economy was hit once again as oil prices plummeted as global economic conditions deteriorated in the last quarter of 2008. Kazakhstan's growth slowed by 1.8 percentage points in 2007, followed by a sharp decline in 2008.

The extractive industries, in particular the oil sector, have become the backbone of Kazakhstan's economic performance from 2000 to 2010. The share of oil in the economy has doubled over a ten-year period; its share in exports increased to 63% in 2010; and the mining sector (ie, oil and other extractive industries) attracted a third of total investment. The oil sector has benefited from increased foreign investment, increased demand for oil in world markets, and stronger energy prices.

In a market economy, structural indicators come to the fore, characterizing the relationship of its sectors with certain types of markets, their orientation towards domestic and external demand. This refers to the potential and real opportunities to ensure the export of goods, to produce import-substituting and other competitive products that meet domestic needs.

The industrial sector, which grew 12.7% between 2000 and 2004, slowed sharply in the second half of the 2000s. In the crisis years of 2008 and 2009, the industrial sector grew by only 1.2% per year, largely due to a slowdown in growth in the oil, gas and mining industries.

The agricultural sector grew between 2005 and 2007 due to higher productivity as well as favorable weather conditions. However, severe droughts led to a decline in agricultural production in 2008 and 2010, which prevented an increase in production in 2009. The growth spurt in this sector is 26.7% in 2011, reflecting a doubling of grain production per year.

After the crisis, Kazakhstan showed a V-shaped recovery, driven by renewed external demand for oil, high oil prices and anti-crisis measures. Projected sustained moderate growth of over 6% in 2012-2016 driven by economic activity in the oil and mining sectors, including the imminent commissioning of the Kashagan oil field, high public investment in infrastructure and industrialization to support economic diversification and expansion of services. Kazakhstan's entry into the Common Economic Space with the Russian Federation and Belarus will expand trade between the three countries. The current account will remain in surplus on the back of high oil prices and rising production, even if imports are boosted by consumption and investment. Revenue measures taken by the government will gradually narrow the budget deficit. The government has set a goal to reduce the non-oil deficit to below 3% of GDP by 2020. At the same time, annual transfers from the NFRK will allow meeting the requirements for social and infrastructure spending without exceeding budgetary parameters. Some inflationary pressures will remain due to global food and oil prices, as the NBK targets an inflationary range of 6-8%. The overall macroeconomic situation in Kazakhstan is expected to remain favorable to support economic growth and stability [3].

The implementation of the structural modernization of the economy of Kazakhstan is carried out within the framework of three basic strategies:

- development of high-tech knowledge-intensive industries and industries, first of all, on the basis of promoting the development of markets for these products, involving intellectual property in the economic circulation, linking investments with innovative projects;
- development of competitive production of consumer and investment goods based on using the price advantages of domestic products, pursuing a rational policy of public procurement, assisting in promoting Russian goods to the domestic and foreign markets;
- ensuring the stable development of energy and raw materials industries to meet the needs of the domestic market on the basis of a flexible tax and customs tariff policy, assistance in attracting foreign investment.

In order to accelerate the implementation of the Strategy for Kazakhstan's entry into the 50 most competitive countries in the world, it is necessary to carry out the transformation of productive forces, technological renewal of production, improvement of the legal framework, qualitative shifts in the structure of the economy, as well as the development of human capital. All this presupposes the formation and implementation of its own version of modernization, taking into account the peculiarities of the national economy, which would allow Kazakhstan to become an active and equal participant in the world market in the context of globalization [4].

In order to increase the competitiveness of the national economy, it is necessary to effectively implement the strategy of internationalization of the structure of the economy, which should be manifested in an increase in the export of highly processed products simultaneously with the process of import substitution. This is exactly how, from the production of food products and the simplest consumer goods to the release of some part of the means of production necessary for their production, import-substituting structural shifts took place in the economies of a number of countries (Asian newly industrialized countries, India, Mexico, Brazil, etc. China). In the future, the ways of developing the process of import substitution of these countries diverged. After analyzing the structure of exports of these countries over a twenty-five-year period, A. Eljanov came to the conclusion that the states that increased their exports simultaneously with the process of import substitution have achieved the greatest success [5].

The Kazakhstan economy is small in capacity, and experts associate the greatest prospects for long-term economic growth with an export-oriented rather than an import-substituting strategy.

The modernization of the economy appears to be a complex step-by-step process, which involves:

- mastering the production of products of a modern technological level on a scale that allows national companies to take worthy positions in world markets;
- renewal of the production apparatus, replacement of outdated equipment and technologies;
- organic inclusion in the latest world innovation processes, full integration into the world economy, the fastest use of all important innovations, including innovations in the field of organization and management.

Only under this condition can a country derive a useful effect from the inevitable processes of globalization, and not become a victim of them;

- retraining, retraining or replacement of personnel, retraining and reeducation of people, if you like, assimilation of a different way of thinking that meets the requirements of the time, new education, the possibility of mastering new professions, the massive dissemination of new knowledge and values necessary for society;

- the implementation of structural changes in the economy, the formation of a production structure that meets the criteria of a developed industrial country. This presupposes an increase in the share of products with high added value in GDP and exports, including products of the new information economy, and a departure from the one-sided raw material orientation of exports.

In the short term, the priority areas for the development of the national economy are: further structural modernization and diversification of the economy, the implementation of a balanced and responsible foreign economic course, the formation and support of national corporate leaders, and the further development of the cluster initiative.

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РОЛЬ И МЕСТО ИКТ В ПОВЫШЕНИИ ЭФФЕКТИВНОСТИ ПРОЦЕССОВ УПРАВЛЕНИЯ И КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ

Сегодня информационная экономика сопровождается активным развитием информационно-коммуникационных технологий, которые активно влияют на изменение систем организационного управления компанией. [1, с. 23]. С появлением глобальных интернет-сетей меняется традиционная экономическая модель управления бизнесом, с выравниванием деятельности, децентрализацией и большей гибкостью. Сегодня отрасль информационных технологий, услуг и т. д. является главной причиной преобразования экономики в ИТ, поскольку информация является основным производственным ресурсом, одновременно с энергетикой, материалами, финансами. Развитие информационно-коммуникационных технологий во всех его областях является ключевым фактором преобразования экономики в ИТ.

Цель статьи направлена на выявление и анализ воздействия последних информационных технологий на эффективность и конкурентоспособность предприятий.

В нынешних условиях информационные технологии являются эффективным инструментом модернизации управления организацией, который является ключевым и одновременно инновационным элементом развития современного бизнеса. Влияние информационной экономики на корпоративную систему управления в первую очередь проявляется в резком увеличении потока информации и необходимости принятия ускоренных управленческих решений в условиях конкуренции [3, с. 155].

Использование информационно-коммуникационных технологий (ИКТ) большинством предприятий является безусловным фактором повышения конкурентоспособности, его использование определяется различными подходами и методами управления. Необходимо изучить использование и влияние ИКТ на бизнес и разработать соответствующее управление бизнес-процессами [4, с. 277]. Вышеупомянутые аргументы привели к анализу существующей практики в области ИКТ и ее воздействия на управление деловыми процессами.