

1. Изменить идеологию государственных служащих с разворотом в сторону интересов населения.
2. Предоставить проектным группам инструменты для проведения изменений.
3. Оказать региональным служащим административную, методологическую и информационную поддержку.

Предполагается, что прошедшие обучение проектные менеджеры станут лидерами изменений в региональных органах власти. На основе предложений активных последователей новой модели взаимодействия бизнеса и власти планируется провести ревизию традиционных подходов и методов работы госслужб.

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### **The digital economy as the global trend that defines a new paradigm of development**

R.A. Abramov<sup>1</sup>, D.R. Batkeeva<sup>2</sup>, Z. Tengebekova<sup>3</sup>

<sup>1</sup> Doctor of Economics, Professor of the Department of State and Municipal Administration

<sup>2</sup> Master of Economic Sciences, Senior Lecturer of the Department of Management

<sup>3</sup> 3rd year student majoring in Management

[oef08@mail.ru](mailto:oef08@mail.ru), [diko\\_18@mail.ru](mailto:diko_18@mail.ru), [tengebekova02@mail.ru](mailto:tengebekova02@mail.ru)

<sup>1</sup> Plekhanov G.V. Russian University of Economics, Moscow

<sup>2,3</sup> Karaganda University named after E.A. Buketov, Karaganda

Annotation: The article outlines the goals and objectives of the digital economy. The role of the digital segment of the economy in the activities of a modern enterprise is determined. It is concluded that the main reason for the expansion of the digital segment of the economy is the growth of the transactional sector (public administration, information services, consulting, finance, wholesale and retail trade, services, etc.). The problems of the development of the digital economy in Kazakhstan are identified.

Keywords: digital economy, development strategy, digital segment of the economy, new technological structure.

Recently, the concept of "digital economy" has appeared both in economic theory and in practice in a number of countries. The beginning of the XXI century was marked by the breakthrough development of digital technologies, a revolution in the information space, and the acceleration of the processes of economic globalization. Information has acquired the characteristics of a resource in social and economic processes. Its use is being transformed into knowledge measured by increased productivity, and socio-economic relations are increasingly moving into the network space. The key factor of digital transformation in the activities of market entities is the development of digital culture. After the course on the digital economy was announced by the President of the country N.A. Nazarbayev in 2016, the question arose for many what it is. For a deep understanding and full awareness of the process of transformation of the economy into a digital segment, it is still necessary to determine the phenomenon of the "digital economy". Many scientists agree that the very concept of "digital economy" arose in the 90s of the twentieth century. Nicholas Negroponte was the best one to identify the ideology of the concept under study in 1995. An American computer scientist described the digital economy in the form of the following metaphor: "the transition from the movement of atoms to the movements of bits" [7]. It is fair to note that a single term has not yet developed. So, along with the concept of "digital economy", such as "electronic economy", "application economy", "new technological way of the world", "creative economy", "API economy", etc. are often used. At the same time, it is important to emphasize that the European part of the scientific community is increasingly using the term "digital economy". In turn, the American is inclined to a more technological name - "API economy". Thus, it is fair to assume that today the very concept of "digital economy" has not yet been finally established. "Today, anything can be included in this concept, including such areas as high-tech manufacturing, software, computer technology, as well as many other modern things, including the provision of electronic services and various Internet services together with Internet messengers" [5].

Another hobby. The "digital economy" was invented not in Kazakhstan, but in the USA. Not only "economic futurologists", but also American special services had a hand in this project. Meanwhile, the euphoria on the topic "the digital industry will pull Kazakhstan out of the systemic economic crisis" is not too justified [2]. However, as we see it, the "digital economy" is a global trend that sets a new paradigm for the development of Kazakhstan. All possible transition to the rails of digitalization is today one of the key priorities of the development of our state. As experts rightly emphasize, the competitiveness of the country in the strategic future, and specifically, we are talking about a new technological way, will directly determine the level of digitalization. The digital economy is the so-called "oil" of the future here. The formation of the digital economy is a serious issue of national security and independence. The latter was stated by N. Nazarbayev during a meeting of the Strategic Development Council. According to the President of the country, the development of the digital economy can be compared with the construction of railways in the IXX century or electrification in the XX century. "The digital economy is not a separate industry, in fact, it is the basis that allows you to create qualitatively new models of business, trade, logistics, production, changes the format of education, healthcare, public administration, communications

between people, and therefore sets a new paradigm for the development of the state, the economy and the whole society," the head of state said [5]. Of course, we should agree with the president's opinion that there is no international regulation in this area, but we must understand that the main problem of the digital economy is the question of where it begins and where it ends. Achieving sustainable economic development has always been and continues to be a rather complex and difficult-to-formalize process. Currently, three official strategies for the development of the Kazakh economy for the period 2017-2035 are being widely discussed.

As it was noted earlier in Kazakhstan, the starting point for the development of the digital economy can be considered the Message of the President of the Republic of Kazakhstan to the assembly dated 01.12.2016: "... it is necessary to launch a large-scale system program for the development of the economy of a new technological generation, the so-called digital economy" [1]. The program "Digital Economy" (developed by the Expert Council under the Government on the Digital Economy identifies the following main goals:

- increasing involvement of citizens and business entities in working in the digital space;
- creation of an infrastructure that ensures the interaction of subjects in the digital space;
- formation of sustainable digital ecosystems for economic entities;
- reducing the costs of economic entities and citizens in interaction with the state and among themselves;
- improving the competitiveness of the economy, business entities and citizens through digital transformations in all spheres of society. Along with the goals, the targets for the development of the digital economy are defined: \* the share of e-commerce in GDP (at least 5%);
- the share of the digital economy in GDP (at least 20%);
- the share of employed in the high-tech digital segment of the economy;
- total capitalization of companies belonging to the digital technology sector;
- the share of exports of digital goods and services, as well as exports of traditional goods and services through digital channels in total exports.

The topic of the digital segment of the economy has become relevant due to the qualitative changes that have taken place in the economy and society. New technologies and platforms allow the management of enterprises and individuals to reduce transaction costs of interaction on an increasing scale and to make closer contact with economic entities and government agencies. As a result, an economy based on network services is being formed, that is, digital or electronic [1]. The very concept of "digitalization" indicates a new stage of improving the management of production of goods and services and production itself based on the "end-to-end" application of modern IT, ranging from the Internet of Things to e-government technologies. The basic reason for the expansion of the digital segment of the economy is the growth of the transaction sector, which in developed countries accounts for over 70% of national GDP. This sector includes: public administration, consulting and information services, finance, wholesale and retail trade, as well as the provision of various public, personal and social services. The greater the degree of diversification and dynamics of the economy, the greater the volume of unique data circulating inside and outside the country and, accordingly, the more information traffic generated within national economies. Therefore, the digital economy functions most effectively in markets with a large number of participants and a high level of ICT penetration. First of all, this concerns "Internet-dependent" industries (transport, trade, logistics, etc.), in which the share of the e-segment is approximately about 10% of GDP, over 4% of employment, and these indicators have a clear upward trend.

Instagram facet of the digital economy is defined by four trends: mobile technologies, business analytics, cloud computing and social media; globally, social networks such as Facebook, YouTube, Twitter, LinkedIn, Instagram, etc. This means that when forming a national segment, it is important to use their capabilities. At the same time, in order to effectively return investments in the

national digital economy and receive dividends from it, it is necessary to develop not only ICT infrastructure in the context of global networks, but also "analog additions": a favorable business climate, significant human capital, proper management. The latter are the foundation of economic growth, therefore, their concretization in terms of determining priorities and a set of measures, assessing the required investments and the risks of their maximum return is a complex and urgent problem for specialists and government officials responsible for the formation of the digital segment of the Belarusian economy. The main prerequisites of the digital economy As predicted in IDC, by 2018 a third of the companies that are now among the top twenty in most industries will begin to experience serious competition from 143 applicants and rebuilt "old" companies using e-platforms to create new services and business models.

It is assumed that in 2018-2020 the industrial phase of global economic growth will end, and its further development will be carried out under the increasing influence of cognitive factors and productions based on the principles of "lean production", additive, nano - and biotechnologies. Accordingly, the amount of information required for the development and adoption of management decisions will increase; the structure of production management for the production of goods and services will be reformatted; changes will occur in the system of interaction between the population and business with government agencies. The main factors for the phase transition to a positive trajectory of social and economic development are the following:

- implementation of the e-government concept;
- implementation of the idea of a "digital city", which is due to the complex and informatization and transport, housing and communal services, etc.;
- mass appearance of new technological generation products on the market (for example, the production of self-driving cars, etc.);
- increased use of 3B printers;
- implementation of the idea of building a "smart" and extremely eco-friendly house, which will require a large amount of new finishing and construction materials;
- growing demand for innovative pharmaceuticals related to rejuvenation of the body, treatment;
- distribution of various alternative and free forms of employment, including outsourcing (accounting services, programming, creative activities, etc.);
- creation of numerous professional networks where a potential employer places orders.

These factors are related to the reduction of costs in production and management through the use of digital economy platforms, which can be considered as a combination of goods and electronic services. First of all, we are talking about such platforms as ordering services, sharing resources, selecting counterparties, e-commerce, payments, etc. [3]. According to various estimates, the digital economy brings huge changes for more than 50% of different industries. This is due to the fact that information technologies and platforms are radically changing business models, increasing their efficiency by eliminating intermediaries and optimizing. As the experts of the World Bank found out, an increase in the number of high-speed Internet users by 10% can increase the annual GDP growth from 0.4 to 1.4% [8]. The recognition of the importance of the role of the e-economy is the annual increase in its share in the GDP of states by almost 20%, in developed countries this figure averages 7%. In 2010, the Boston Consulting Group estimated the size of digitalization at \$2.3 trillion. for the group of 20 countries, or about 4.1% of their GDP. With continued growth rates in 10-15 years, the share of such an economy in world GDP will reach, according to various forecasts, 30-40%. In developing countries, the ICT sector accounts for about 1% of workers, a relatively small number of jobs are created directly in it, but the number of people employed in other sectors whose development is facilitated by high technologies will increase (4.9 jobs per 1 in the ICT sector) [6]. In the digital economy, new opportunities for entrepreneurship and self-employment are rapidly expanding. In many cases, investments in the development of

information technologies have allowed us to receive dividends in the form of economic growth, the creation of new jobs, the emergence of new types of services for the population and business, and the reduction of public administration costs within the framework of e-government projects.

Problems of development and implementation of the digital economy in Kazakhstan. Among the significant number of problems, we will highlight the main ones:

- lack of legislative and regulatory framework;
- lack of institutional infrastructure;
- significant gap in the level of technology development in various sectors of the economy (digital inequality);
- insufficient information security/of the state/business / citizens;
- consequences of structural changes in the internal and external labor markets;
- shortcomings of the system of training qualified personnel (higher school, secondary school).

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#### **Қазақстан Республикасында пандемия кезіндегі денсаулық сақтауды дамыту**

Г.С. Акыбаева<sup>1</sup>, Д.Д. Бекжан<sup>2</sup>

<sup>1</sup>Менеджмент кафедрасының профессоры, э.ғ.к.

<sup>2</sup>«Менеджмент» мамандығы бойынша 1 курс магистранты  
sagynysh.2012@mail.ru

<sup>1,2</sup> академик Е.А. Бөкетов атындағы Қарағанды университеті, Қарағанды қ.

Мақалада Қазақстан Республикасындағы денсаулық сақтау жүйесіне қатысты пандемия кезіндегі мәселелер ашылған. Мәселелер субъектілерді басқару және жүйе субъектілерін қаржыландыру тұрғысынан берілген. Денсаулық сақтау жүйесіндегі оң үрдістер анықталды.