

Әдебиеттер

- 1.Рахымбаев А.Б, Сабатаева Б.О. Менеджмент «Алматы» 2006-164б
- 2.Абдикеримова Г.И «Кәсіпорын экономикасы» 2017ж
3. Рахметов Б.А. Персоналды басқару «Экономика» 2005-287б
- 4.Мамбетов, Байжомартов «Нарықтық экономиканың негіздері»2017ж

Moldakarimov A.R., master student (Y.A. Buketov Karaganda State University)
Scientific advisor - c.e.s., docent N.N. Gelashvili

CREATING A BASE FOR THE IMPLEMENTATION OF INDUSTRY 4.0 IN KAZAKHSTAN

Annotation. This article discusses the main priorities in the development of high-tech and high-tech industries. The characteristic features of medium and large enterprises as a modern production system, as well as the introduction of digital technologies in production and the gradual transition to international standards of Industry 4.0 are analyzed.

The necessity of adaptation of the state programs on branch directions for stimulation of introduction of digitalization and modernization of productions is revealed and proved. On the basis of the study, the author proposes to develop the necessary measures of state support, in terms of financial incentives for preferential lending and leasing programs, innovative grants, in order to expand and stimulate private sector initiatives in the field of digitalization, as well as to address infrastructure issues.

Keyword. Innovation, innovation system, modern production system, digitalization, Industry 4.0.

High-performance broadband networks are the foundation and driving force in the digitalization process. A key requirement for Industry 4.0 is to upgrade existing communications networks to ensure guaranteed latency, reliability, quality of service, and ubiquitous available bandwidth. This core infrastructure is needed not only for Industry 4.0, but also for all CPS applications, including those related to transport and logistics, agriculture, mining, energy and health.

Kazakhstan can successfully carry out this process of digitalization only if there are sufficient information paths. Thus, Kazakhstan must create the necessary digital infrastructure that meets the requirements of high performance, wide availability and low latency. In order to fulfill this triple task, Kazakhstan must build a fiber gigabit network. This can be achieved by the following measures:

- Kazakhstan must have the necessary regulatory framework in the field of telecommunications. Telecommunication markets and infrastructure must be able to dynamically and efficiently develop in order to remain competitive in the global market. This should, in particular, include flexible approaches in choosing regulatory tools, creating investment incentives for deploying broadband, the appropriate use of the so-called OTT technologies, a minimum level of streamlining consumer rights, supporting and possibly simplifying the current concept of universal service, as well as optimization of institutional structure.

- Future investment fund for gigabit networks in urban and rural areas.

- Gigabit round table with all interested parties: telecommunication service providers, the government of Kazakhstan and local executive bodies, business representatives and associations should develop joint strategies in order to make gigabit networks possible.

- Step-by-step development of the "last mile" with cheap and easily scalable gigabit networks.

- In order to accelerate the increase in the use of gigabit networks, procedures should be simplified, lengthy planning processes should be accelerated, and construction costs should be reduced.

- Internet platforms and intermediaries should be involved in regulation so that the competitive conditions are approximately the same for similar services. The largest online platforms control access to online markets and have a significant impact on the actions of other market participants and their ability to develop. For this reason, it is necessary to create similar conditions for the development of digital networks and innovative services.

- The Cartel Law must also take into account the special characteristics of online markets.

- Legal barriers and other obstacles to international e-commerce should be identified and removed.

- In order to become a global technological leader in the installation of the fourth generation mobile communication network (4G + 5G), the necessary changes must be made to the regulatory base in terms of frequencies.

- Installation of regulatory mechanisms for "experimental spaces" for new technologies and business models. Due to rapid development and breakthrough innovation, it is not enough for the state to wait for the

emergence of rules from dynamic processes. This will increase the ability to link value creation to a specific economic territory. Regional experimental spaces could offer communities the opportunity to present them as an ideal location for specific technologies and innovations.

Kazakhstan should play an active role at the global level in the field of norms and standardization. Standardization in Kazakhstan should not lag behind world technological achievements. To achieve this, further collaboration with existing standardization organizations and Industry 4.0 platforms in other regions (e.g. Germany) may be useful for applying best practices and results. In this regard, the government of Kazakhstan should ensure political coordination and duplication of measures for standardization processes.

Kazakhstan currently lacks financial, human resources and technologies to launch “small start” pilots that are sustainable, not to mention holistic measures to create favorable conditions for Industry 4.0 in specific sectors. The solution could be to take advantage of AIP (artificial intelligence program). At the same time, taking into account drastic changes in the technological landscape, the country first needs to develop a AIP strategy that is agreed with all stakeholders in a particular sector. While the SPIID (State Program for Industrial and Innovative Development) establishes a strong comprehensive framework for industrial development to guide AIP efforts, the program itself is not a AIP strategy.

It does not identify specific sectors with a clear competitive advantage for Kazakhstan to attract AIP, nor does it cover sectors outside industry that may have prospects for attracting AIP, in particular the services sector. Therefore, a clearly defined AIP strategy should be developed that will stimulate nationwide efforts to diversify the economy through AIP. The strategy, developed in agreement with all interested parties and giving priority to the implementation of Industry 4.0 elements in certain sectors, will help attract the right investors to help the country start small and solve issues / implement solutions that will give impetus to technologies related to Industry 4.0 (for example, legislative issues, infrastructure, international cooperation). Such « action learning » is seen as the most appropriate approach to ensure the concept and acceptance by existing stakeholders of the principles and mechanisms of Industry 4.0. AIP brings technology transfer and access to the market, entrepreneurial skills and capital.

Literature:

1. Innovative activity in the Republic of Kazakhstan: Analyt. Review / B.A. Kembayev, F.I. Akhmetov, A.K. Tulebayev, V.P. Dzekunov// KazgosINTI: Almaty, 2013. 78p.
2. Methodological recommendations to explain the main provisions of the Message N.A. Nazarbayev to the people of Kazakhstan from January 10, 2018 «New opportunities for development in the fourth industrial revolution».
3. Entrepreneurial Code of the Republic of Kazakhstan No. 375-V of October 29, 2015 www.adilet.kz.
4. Message Of The President Of The Republic Of Kazakhstan N.A.Nazarbayev to the people of Kazakhstan dated January 31, 2017 « Third modernization of Kazakhstan: global competitiveness»www.akorda.kz.

Мұханбетжан Р.М., 1 курс (академик Е.А.Бөкетов атындағы ҚарМУ)
Ғылыми жетекші - э.ғ.к., доцент Нурпеисов Б.Г.

ҰЙЫМНЫҢ ДАМУ СТРАТЕГИЯСЫН ЖЕТІЛДІРУДІҢ МӘСЕЛЕЛЕРІ МЕН ДАМУ БОЛАШАҒЫ

Сонғы жылдары стратегиялық менеджмент теориясы мен практикасын қайта қарастыру байқалды. Атап айтқанда, ұйымдастырушылық құрылымдардың дәстүрлі түрлері, ұйымдардағы құндылықтар жүйесі, миссия мен мақсаттарды әзірлеудің тұжырымдамалық тәсілдері, стратегияларды әзірлеу және іске асыру өзгеріске ұшырайды. Мотивацияның қолданыстағы әдістері, фирмалық ынтымақтастық нысандары жетілдірілуде, жаңа басқарушылық парадигмалар пайда болуда. Сонымен бірге, менеджментті «ізгілендіруге» көбірек көңіл бөлінуде. Дәстүрлі технологиялық басқарудан адам ресурстарын тиімді басқаруға, олардың ұйымдардағы мінез-құлқына біртіндеп көшу бар. Бұл, өз кезегінде, дәстүрлі басқарудың классикалық принциптері мен әдістерінің басымдығынан бас тартуды білдіреді, оған сәйкес кәсіпорындардың табысы, ең алдымен, өндірісті ұтымды ұйымдастыру, өзіндік құнын төмендету, мамандандыруды дамыту арқылы анықталады, яғни. менеджменттің өндірістің ішкі факторларына әсері. Оның орнына ұйымдардың икемділігі мен бейімделуі мәселесі бірінші орынға шығады. Сыртқы ортадағы тұрақты өзгерістерге қоршаған орта факторларының мәні барлық қоғамдық қатынастар жүйесінің, соның ішінде саяси, әлеуметтік, экономикалық және т.б. күрделілігіне байланысты үнемі өсіп отырады.[1]