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THE POTENTIAL OF SMALL AND MEDIUM ENTREPRENEURSHIP IN THE REPUBLIC OF KAZAKHSTAN AS A DRIVING FORCE OF THE FORMATION AND DEVELOPMENT OF THE MARKET

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«Domestic entrepreneurship is the driving force of the new economic policy» (From the Message of the President of the Republic of Kazakhstan – the Leader of the nation N. A. Nazarbayev to the people of Kazakhstan “Strategy «Kazakhstan-2050»: new political course of the established state», dated December 14, 2012)[7].

The development of small and medium-sized enterprises is one of the conditions for successful economic reform. The creation and development of small and medium-sized businesses is the basis of social restructuring of society, providing training and transition of the entire economy of the country to a market economy. This work is largely due to the potential of small and medium-sized businesses as the driving force of the formation and development of the market.

Today, Kazakhstan’s business becomes one of the main factors of competitiveness of the country. Conducting private business is becoming more widespread, it helps to increase employment, increase the volume and quality of domestic production. The growing number of small and medium-sized businesses, which at the beginning of 2013 reached about 1.4 million and employs more than 2.5 million people, testifies to the popularity of private entrepreneurship in Kazakhstan. The contribution of small and medium-sized businesses to the country’s GDP is more than 17.5%. The development of small and medium-sized businesses is taking place against the backdrop of a favorable economic situation in Kazakhstan. Thus, the positive growth of the economy in recent years and the favorable forecasts for the near future, despite the uncertainty of changes in world markets, testify to the stability of our economic system and its ability to successfully overcome cyclical changes. Today, the country has created all the necessary conditions for the implementation of entrepreneurial initiatives by citizens. A full-fledged system of dialogue between the state and business has been formed at all levels of government, systematic work is being done to improve the business climate, and the infrastructure to support entrepreneurship is expanding. Confirmation of this is the strengthening of Kazakhstan’s position in the international ratings. For example, in the World Bank’s «Doing Business 2013» rating, Kazakhstan reached 49th place, and in the Global Competitiveness Index of

the World Economic Forum-51st place [1].

The state policy in the Republic of Kazakhstan in respect of private entrepreneurship is aimed at the formation of the middle class, through the development of small businesses, focused on the creation of new high-tech industries with the highest added value. To achieve this goal, as one of the stages of the strategy of industrial and innovative development of the Republic of Kazakhstan provides for the solution of the problem of infrastructure development of entrepreneurship. Business support infrastructure is a complex of organizations that provide favorable conditions for the creation, operation and development of private entrepreneurship.

In the Republic of Kazakhstan such organizations include:

1. the state created at the initiative of the state of the organization;
2. nongovernmental organization;
3. commercial organisation.

Depending on the functional orientation, the structure of infrastructure institutions is defined as follows:

- state support and assistance at the stages of formation, functioning and development of business;
- financial support;
- information and analytical support;
- support for education and training;
- logistical support.

Comparison of organizational and functional structures makes it possible to draw up a matrix of participation of infrastructure institutions in the development of entrepreneurship in Kazakhstan [2].

All business promotion organizations, without exception, have their advantages and disadvantages due to the influence of various factors. When making decisions in relation to entrepreneurs, one motivation is the public goals, the leadership of others may be people interested in meeting their own interests.

Over the past eight years, the number of SMEs in Kazakhstan has almost doubled and reached 1.4 million by the end of 2012. As a result, the share of SMEs in the total number of economic entities increased from 92% to 95%, and has remained at this level for the last three years. Thus, private entrepreneurship is becoming an increasingly popular activity among the

economically active population, which indicates a favorable business climate in the country. The share of the population actively employed in SMEs in 2012 was 30% of the total number of employed in the economy. The dynamics of this indicator in the period from 2005 to 2012 has a General trend of growth: the share of active employment in SMEs has increased by 4 percentage points compared to 2005. In absolute terms, for 8 years the number of jobs in the SME sector increased by 679 thousand people and as of 01.01.2013 this figure reached the level of 2 555 thousand people. Nevertheless, in 2011 there was a decrease in the population employed in SMEs by 204 thousand people. According to operational data for 2012, the number of jobs in SMEs increased by 128 thousand people, but the total remains below the level of 2010 [3].

The following are the main issues and constraints that are most relevant to small and medium-sized businesses:

- 1) Inspections by Supervisory and tax authorities;
- 2) Reduced purchasing power and difficulty in finding markets;
- 3) High rent;
- 4) Shortcomings of the system of taxation of small and medium-sized businesses;
- 5) High competition;
- 6) The problem of business financing;
- 7) The problem of search and selection of personnel;
- 8) Lack of necessary machinery and equipment.

The problems hindering the development of small business in Kazakhstan differ in their complexity and can not be solved in a short time. The current state of development of the small business sector dictates the need to revise the strategy of its state support. The new strategy should be based on sectoral and regional peculiarities of small business development [4].

At the same time, the main components of this strategy can be proposed:

- Improvement of existing regulatory and legal support;
- Assistance in expanding the ways in which small enterprises interact with large enterprises;
- Improvement of the taxation system;
- Improvement of financial and credit mechanisms;
- Removing administrative barriers;
- Development of the system of providing services and information to small businesses (Business Development Service);
- Support for the development of the social movement of entrepreneurs;
- Comprehensive implementation of these components will allow in the medium term to create favorable conditions for the development of the small

business sector in Kazakhstan.

For the most part, these programmes aim to increase the share of manufacturing in the total output of SMEs. The projects that entrepreneurs submit to the Fund are subject to rigorous competitive selection. Thus, as of 1 March 2010, only 10 out of 143 projects submitted for consideration under the direct financing programme had been selected. The aim of the Program is to ensure sustainable and balanced growth of regional entrepreneurship in the non-resource sectors of the economy, as well as the preservation of existing and creation of new permanent jobs.

Activities under the Program are carried out in 3 main areas:

- Support for business initiatives (interest rate subsidies and state loan guarantees for SMEs);
- Improvement of the business sector (payment by the Fund of part of the interest rate on the loan);
- Support for export-oriented industries (interest rate subsidies for exporters of non-primary sector) [5].

The regional infrastructure of SME support in the Republic of Kazakhstan is represented by a large number of different organizations that provide assistance to small and medium – sized businesses in all possible areas-from advice on the creation of their own business and the choice of organizational and legal forms to find partners abroad and attract investment. Using the experience of developed countries in the development of small and medium-sized businesses, the Government is pursuing an in-depth policy on financial sector reform and the integrated development of infrastructure to support small businesses: expanding the network of small businesses, business incubators, consulting, leasing and other firms, the creation of data banks specializing in servicing small businesses. Now the order of registration of subjects of small business is simplified – standard charters are entered, the size of registration collecting is reduced by 4 times; simplified procedure for certification of products for small businesses; introduced benefits for registration of real estate and land rights; reduced the number of controlling and inspecting government agencies and paid services carried out by them; tenders for the transfer of small businesses engaged in manufacturing activities, unused space and land, as well as construction in progress; introduced a simplified accounting system for small businesses. Thus, at present, there are a large number of different institutions in the field of support of entrepreneurship, the basic principles, forms and mechanisms of support have been formed [6].

Summing up the results of the study, we can say that the number of small businesses is growing from month to month, and the growth is progressive, which does not have any jumps and falls, this circumstance characterizes

entrepreneurship in the country as steadily developing. One of the most successful sectoral programs within SPIID, aimed at solving the problems of post-crisis development in Kazakhstan, is a comprehensive program of business development “business Roadmap 2020”. During the three years of implementation, the program concluded more than 2,300 agreements subsidizing interest rates and loan guarantees, trained more than 34,000 entrepreneurs, created and saved more than 130,000 jobs, and increased tax revenues[8].

An important aspect of the process of state support for small and medium-sized enterprises in our country is the monitoring of the current state of development of this sector of the economy. A comprehensive overview of the state of private entrepreneurship in the country, the implementation of case studies, as well as the analysis of the results of state support programs allow you to see a holistic picture of the development of the sector and identify further directions of public policy for its development.

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ПОТЕНЦИАЛ МАЛОГО И СРЕДНЕГО ПРЕДПРИНИМАТЕЛЬСТВА В РЕСПУБЛИКЕ КАЗАХСТАН КАК ДВИЖУЩАЯ СИЛА ФОРМИРОВАНИЯ И РАЗВИТИЯ РЫНКА

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В статье рассмотрен потенциал малого и среднего предпринимательства в республике казахстан как движущая сила становления и развития рынка. Также в статье предложено становление инновационного типа экономического развития. Также в статье исследуется государственная политика в Республике Казахстан в отношении частного предпринимательства, которая нацелена на формирование среднего класса, путем развития малого предпринимательства, ориентированного на создание новых высокотехнологичных производств с наибольшей добавленной стоимостью. Для достижения поставленной цели, как одним из этапов реализации стратегии индустриально-инновационного развития Республики Казахстан предусматривается решение задачи развития инфраструктуры предпринимательства. Инфраструктура поддержки предпринимательства представляет собой комплекс организаций, обеспечивающих благоприятные условия создания, функционирования и развития частной предпринимательской деятельности.