World Applied Sciences Journal 30 (5): 630-634, 2014
ISSN 1818-4952

DOI: 10.5829/idosi.wasj.2014.30.05.14067

The Use of Foreign Experience in Forming System State Regulation of Innovation Activities of Enterprises in the Republic of Kazakhstan

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Abstract: At the turn of XX and economic growth and is characterized by the leading role of scientific and technical progress. Most of the leading countries in GDP accounted for by new or improved technologies, products, equipment and according to various estimates from 75 to 100% increase in industrial production is ensured through the use of innovation. Therefore, in the global economic competition benefit countries that provide favorable conditions for innovation, including government support of basic and applied research, innovation infrastructure deployment, training, research and teaching staff for innovation, as well as system protection and involvement of intellectual property in economic circulation. Great importance is the ability to use the entire arsenal of instruments of direct and indirect government management innovation. State regulation of economic development aimed at ensuring conditions of expanded reproduction of all sectors of the national economy, taking into account the innovation factor. The system of state regulation of innovative development is a set of methods and measures of expanded reproduction of the economy, supplemented by specific measures and techniques for fostering innovation processes.

Key words: Innovations in Kazakhstan · Government regulation · Local governance · Regulations · Innovative processes · Global experience

INTRODUCTION

Strategy of Industrial and Innovation Development of Kazakhstan for 2003-2015 aims to achieve sustainable development through economic diversification and waste from extraction, while innovation identified as the main factor determining the competitiveness of the national economy, the full use of innovation for the further dynamic development of the economy and society possible in a state-focused innovation policy.

Need for state regulation of innovative processes are driven not only by their national importance, but also economic content. On the one hand, in a market economy, innovation - the main means of increasing profit business entities due to better meet market demand, lower production costs than its competitors. On the other hand, in the action of classical market mechanisms to obtain scientific and technological results and their integration into business practices significantly impeded. Experience of other countries with market economies shows that in matters of scientific and technological development can not rely on the automatic market. Using innovations can not be merely a private issue of an enterprise or region, it increasingly becomes a social character, since the socio-economic prospects of development of a country increasingly depends on how organically occur there innovative processes. Priority centralized management of innovation processes proven international practices [1].

The purpose of research is to study the use of foreign experience and the formation of the system of state regulation of innovation in enterprises of the Republic of Kazakhstan.

To Achieve this Goal Have Been Addressed and Resolved: The following tasks:

- Studied innovative development model focused on leadership in science;
- Studied innovative development model focused on innovation diffusion;

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- Studied innovative development model focused on stimulating innovation;
- Studied innovative development model focused on creating developed industrial environment;
- Considered legal aspects of the formation of state regulation of innovation Kazakhstan;
- Analyzed innovation in enterprises of the Republic of Kazakhstan;
- Invited to use the experience of the state innovation China's policy for Kazakhstan.

Direction of Innovation Policy Economies of near and Far Abroad: State regulation of economic development aimed at ensuring conditions of expanded reproduction of all sectors of the national economy, taking into account the innovation factor. The system of state regulation of innovative development is a set of methods and measures of expanded reproduction of the economy, supplemented by specific measures and techniques for fostering innovation processes.

Priority centralized management of innovation processes proven international practices. The dynamic development of the innovation sphere - one of the main terms of the innovation economy. Such high-tech economy presupposes an effective innovation system and the creation of institutions to support the innovation process. The top ten states with the innovation economy include Finland, the USA, Sweden, Japan, South Korea, Netherlands, UK, Canada, Australia and Singapore. Followed by China and India [2].

In order to provide an objective assessment of the current state of the state innovation policy in the Republic of Kazakhstan, it is necessary to study the experience of the state of innovation management of other states. Currently, there are four types of models of innovation development:

- Countries focused on leadership in science, the implementation of major projects targeted, covering all stages of research and production cycle, usually with a significant share of scientific and innovative potential in the defense sector (United States, England, France);
- Country focused on the distribution of innovations, creating a favorable innovation environment, streamlining the entire structure of the economy (Germany, Sweden, Switzerland);
- Country, stimulating innovation through the development of innovative infrastructure software susceptibility to the achievements of world science and technology, coordination among different sectors in the field of Science and Technology (Japan, South Korea);
- Countries, aimed at creating an advanced industrial environment using innovative factor. In this group of countries is carried out modernization of the economy based on borrowing achievements of world scientific and technological progress and the creation of conditions conducive to innovation susceptibility socio-economic environment (China, India) [3].

Directions of the State Innovation Policy in the Republic of Kazakhstan: The need to manage innovation processes caused by the state in the first place and their growing importance to the economy and society as a whole. Innovations change the economic organization of society. There are new social institutions and economic organizations, transformed content relationships between them, there are shifts in the structure of ownership, improved management technologies: vertical impact increasingly supplemented or replaced by horizontal. Undergoing changes and maintenance of the state regulation of the economy. The purpose of the state innovation policy is balanced manufacturing infrastructure that dominance in different areas of production and the areas of management company competitive, high - tech products (works, services) [4].

State Innovation policy is aimed at achieving the following objectives:

- Definition of the forms and methods of state support for innovation and creation of conditions for socio - economic development primarily on the basis of science and technology;
- The formation of the legal and regulatory framework to ensure the development of innovation and protecting the interests of innovation activities;
- State support of innovation and creating an innovation infrastructure;
- The formation of new high - tech sectors of the economy, modernization and creation of export - oriented industries;
- Involvement in innovation activities of small and medium-sized businesses;
- Ensuring cooperation between science, education, manufacturing and financial - credit sector;
- Promoting international cooperation in the field of innovation, protection of national interests and intellectual property [5].

State innovation policy developed and implemented on the basis of recognition of the priority of innovation to improve the competitiveness of domestic production, economic development and national security, improve living standards.

According to the Statistics Agency, in Kazakhstan in 2007, innovation and active were found 4.8 % of enterprises. However, in 2008 this figure has deteriorated, falling to 4% [6]. In 2009, as shows the situation has not improved and in fact remained unchanged. The share of innovative products in 2007 amounted to 1.19 % of GDP in 2008 and 2009 this figure decreased expenditure on technological innovation - less than 1% of GDP. The main impediment to improvements in innovation activity of enterprises, can be identified: the unacceptable situation of investment and lending, lack of creditworthiness of customers, high cost of innovation, lack of own financial resources, low financial support from the state [7].

In general, innovative entrepreneurship in Kazakhstan is underdeveloped and has low activity. Functionality of technology parks in 2007-2009 were narrowed to the functions of technology business incubators and business centers because of the lack of financial security technology parks the commercialization of technologies and lack of pilot base. Tough competitive environment in the global market, the low level of industry management and limited timeframe commercialization and unequal volumes and conditions of realization lead to the fact that venture capital funds until the country can not invest big in innovative technologies.

Another factor hindering the modernization of Kazakhstan's economy and the dynamics of the innovation process is the low level of investment in research and development. In the absence of demand for technological innovation, most likely success of technology transfer programs remains low. In this respect, it is very significant is the state policy (targeted programs through government contracts or government job), aimed at encouraging companies to invest in innovation or through their own laboratories or through orders scientific organizations. In addition, further improvement of the management of science in order to concentrate financial resources, personnel and scientific and technological capacity in priority areas of science and in the first place - to meet the needs of an effective development of the real sector of the economy, especially in those industries where Kazakhstan has already competitive results [8]. Here, it should be noted that the pace of financial investment in research and development should be compatible with the pace of development of human resources, which can effectively use the investment. You must also create the conditions for the transfer and commercialization of research results and their introduction into the economy.

Proposal for the Use of Foreign Experience in Forming Innovation: Program for scientific and technological industrialization of China "Torch", which was the first attempt by the Government to accelerate the innovation market methods development. Innovative development in China has a bright pronounced "catch-up" in nature. "Catching up" innovative development of China is carried out by a two-step scenario. Initially attracted to the country's new technology from abroad in the eastern provinces and then this innovative impulse "broadcast" in the central and western regions of the country. Contents of the "Torch". The program focuses on indirect support (indirect subsidies) "new technology-based enterprises » (NTE) in the initial stages of development projects developed, as a rule, in the depths of research institutes. Ability to run the program was due to the accumulation of the results of basic research and experimental development in the course of realization of "863" and "Key Technologies". The government's decision to launch China's "Torch" immediately determined by two effects: the pressure on the demand side (demand-pull) and by technology (technology-push). On the one hand, the projected losses to society due to the potential loss of novelty achieved scientific technical reserve exceed the likely costs of failures of innovative initiatives, on the other - the immense development of the internal market promised significant social and economic benefits [9].

The last assertion with the logic model Segerstrom that can confirm the number of assumptions. First, the creation of multiple NTE in China entailed emission economy in the bunch of horizontal innovation and the initial phase of the life cycle of the degree of decreasing returns to horizontal innovation is extremely small (γ ˜ 0) compared with the degree of decreasing returns on their antagonistic vertical innovation (δ> 0). That is logical to assume that in these conditions, δ> γ. Second, since the elasticity of demand for intermediate goods in this time in China was generally low (if not yet established market incentives for managers of enterprises) and flow sheet - rigid (α ? 0), the rate of increase of the complexity of research problems (d) was clearly less than unity, i.e. 1 / (1 - α)> d. Segerstrom showed that the subject of the first and second of these conditions an increase in indirect

subsidies for research and development should stimulate long-term economic growth. It is this process took place in reality and in the action program growth rates were even higher than in the economy of China [10].

Third, China, seem to be able to avoid the trap of "cross -subsidization", Aghion and Howitt considered. The reason for this were underdeveloped institutions during the period of innovation incentives and the availability of government distinct ideas about the options to set the internal (endogenous) characteristics of the target type of firm. In the case of "Torch" target type firms have NTE [11]. In the context of the general line of Chinese governance reforms NTP program "Torch" formally put an end to departmental autarky and parallel coexistence research organizations and industrial sector, opening an era co- evolution.

CONCLUSION

The results of the thesis research lead to the following conclusions and suggestions:

- Innovation-is the end result of practical development of innovations in the economic, financial, legal, social, administrative, environmental and other spheres of human life, innovation - an activity aimed at the development, implementation and commercialization of research results for more profit, as well as for enhance the competitiveness of enterprises, both domestic and foreign markets.
- Systematization of indicators to measure the effectiveness of innovation has allowed to allocate resource and productive indicators, as well as leverage on innovation such as increasing wage employees, increasing the income of the enterprise, the emergence of new jobs; tariffs, tax incentives, motivation [12].
- Identified the main reasons hindering the innovation activity of the enterprise: the weak demand for innovation from the industry, low spending on science and innovation deficit skilled workers and engineers in the knowledge-based economy, low productivity, high degree of depreciation of fixed assets.
- To stimulate innovation enterprise, you must first create an innovative climate. Despite many existing methods to control the most flexible and affordable tool for real financial incentive innovation of the enterprise is and remains the preferential taxation. Therefore, it is necessary to improve the tax system in order to create favorable conditions for conducting innovation all subjects, regardless of ownership type of financing.
- For the development of state regulation of innovation also requires the use of foreign experience in management innovation of enterprises and the development of systems of information exchange and access to information regulations, databases and so on [13].
- Analysis of innovation enterprise confirmed the usefulness of international experience in the formation of innovation in enterprises of the Republic of Kazakhstan.

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