

Султанова Г.С., Токсобаев Б.Т.

КАЗАКСТАНДАГЫ ИШКЕРДИК ЧӨЙРӨНУ МАМЛЕКЕТТИК
ЖӨНГӨ САЛУУ ПРАКТИКАСЫ

Султанова Г.С., Токсобаев Б.Т.

ПРАКТИКА ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ СФЕРЫ
ПРЕДПРИНИМАТЕЛЬСТВА В КАЗАХСТАНЕ

G. Sultanova, B. Toksobaev

THE PRACTICE OF STATE REGULATION OF THE SPHERE
ENTREPRENEURSHIP IN KAZAKHSTAN

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Ишкердикти жөнгө салуунун мамлекеттик саясаты аны өнүктүрүүнүн ажырагыс бөлүгү болуп эсептелет. Мамлекеттик жөнгө салуунун алкагында каралган колдоо методдору ишкердикти өнүктүрүүдө зарыл жана негиздүү экендигин далилдеди. Ишкердикти колдоонун мамлекеттик программалары аныкталды, финансылык мекемелер сунушталды алар консалтингдик кызматтарды жүзөгө ашырышат, координациялашат жана ишкерлерди иштеп жаткан бизнести өнүктүрүү же жаңы бизнес ачуу үчүн зарыл болгон финансылык шаймандар менен камсыз кылышат. Казакстан Республикасынын Өкмөтүнүн түздөн-түз жана кыйыр таасир этүү ыкмалары, координациялоо механизмдери каралды. Каралган ишкердикти өнүктүрүүнүн статистикалык көрсөткүчтөрү мамлекеттик жөнгө салуунун таасири астында өсүү динамикасын көрсөттү. Ишкердикти андан ары өнүктүрүү максатында мамлекеттик жөнгө салуунун проблемалары жана аларды жоюу мүмкүнчүлүктөрү аныкталды. Берилген күчтүү жактары негизделген, ишкердиктин колдо болгон артыкчылыктары үзгүлтүксүз мамлекеттик жөнгө салуунун жана колдоо чараларынын комплексинин таасири астында калыптангандыгы аныкталган.

Негизги сөздөр: мамлекеттик жөнгө салуу, мамлекеттик программалар, түз жана кыйыр ыкмалар, ишкердик, бизнес, ата мекендик өндүрүш, колдоо чаралары.

Государственная политика регулирования предпринимательства считается неотъемлемой частью его развития. Рассмотренные методы поддержки в рамках государственного регулирования доказали свою необходимость и обоснованность в развитии предпринимательства. Определены государственные программы поддержки предпринимательства, представлены финансовые учреждения которые осуществляют консалтинговые услуги, координацию и обеспечение предпринимателей финансовыми инструментами необходимыми для развития действующего или открытия нового бизнеса. Рассмотрены прямые и косвенные методы влияния, механизмы координации Правительства Республики Казахстан. Рассмотренные статистические показатели развития предпринимательства показали динамику роста под влиянием государственного регулирования. Определены проблемы государственного регулирования и возможности их устранения в целях дальнейшего развития предпринимательства. Представленные сильные стороны обоснованы, установлено что имеющиеся преимущества предпринимательства сформированы под влиянием непрерывного государственного регулирования и комплекса мер поддержки.

Ключевые слова: государственное регулирование, государственные программы, прямые и косвенные методы, предпринимательство, бизнес, отечественное производство, меры поддержки.

The state policy of regulating entrepreneurship and an integral part of its development are considered. Methods under consideration of support within the framework of state regulation have proved their necessity and validity in the development of entrepreneurship. The state programs of entrepreneurship support are defined, financial institutions that provide consulting services, coordination and provision of entrepreneurs with financial instruments necessary for the development of an existing or opening a new business are presented. It was also reviewed direct and indirect methods of influence, coordination mechanisms of the Government of the Republic of Kazakhstan. Statistical indicators of entrepreneurship development are seen and the dynamics of growth under the influence of state regulation was showed. The problems of state regulation and the possibility of their elimination to further develop entrepreneurship are identified. The presented strengths are justified, it is established that the existing advantages of entrepreneurship are formed under the influence of continuous state regulation and a set of support measures.

Key words: state regulation, state programs, direct and indirect methods, entrepreneurship, business, domestic production, support measures.

Trends in the development of modern entrepreneurship lead to an increase in the role of the state, without which the development of the former will be difficult and quite long. Such participation may manifest itself in intervention, or it may manifest itself in support, depending on which aspect and the need to consider it.

Tasks of government regulation of entrepreneurship:

- 1) ensuring the operation of legislative norms;
- 2) formation and maintenance of external infrastructure;
- 3) assistance in the development of promising or significant industries;
- 4) labor market management;
- 5) regulation of economic inequality.

The process of maintaining a competitive environment cannot be carried out by the market independently, here the key place is assigned to the state. The state implements support and stimulation of the competitive environment among entrepreneurs, fights monopoly, stabilizes market processes. The lack of competition is considered a negative phenomenon, contributes to a decrease in the effectiveness of market control mechanisms of monopolies, in particular natural ones, state coordination is considered an integral part of the implementation of this process. The state directly or indirectly determines the

pricing policy, assortment parameters and production volumes, it is difficult to become a monopolist, but it is even more difficult to hold positions, so monopolists set certain boundaries and block access to the competitors' market, it is here that you cannot do without state intervention.

The State regulates relations and prevents conflicts between entrepreneurs and socially vulnerable segments of the population by providing preferential treatment and incentives. Globalization is also everywhere associated with government regulation, which manifests itself in the rules of competitiveness and the increasing interdependence of countries. In this regard, state measures are implemented not only inside the country, but also outside it, they consist in defending the interests of entrepreneurs, ensuring access to foreign markets, in this direction the state has no equal.

An important area in the support system is considered to be tax instruments, which consist of a set of incentive measures for an entrepreneur. Of course, they can be regional or selective, but to a real extent they can affect the level of profit of an entrepreneur, and therefore become either a lowering or increasing measure of influence on the indicators of financial and economic activity of an entrepreneur. Tax crediting is also considered an active form of support for entrepreneurs, which allows deductions from the amount of established taxes and the exemption of the increase in costs for the development of a particular direction, usually innovative.

In order to achieve social peace, the state is sometimes forced to violate the laws of the market:

- interferes with pricing in the labor market by setting the minimum wage;
- the current legislation shifts the risks of employment from employees to the entrepreneur.
- directly or indirectly participates in the settlement of labor relations.

The state, intervening in the relations of entrepreneurs with employees, partially compensates for the economic losses of society, based on solving the problems that have arisen within the framework of social regulation [1, 33 p.].

State support for entrepreneurship consists in participation, which is based on several models. In general, the state's involvement is manifested in regulation and support. The economic environment itself is considered the foundation of the development of production, the source of income of society, while the state coordinates the economy, politics, culture and social development of this society, setting restrictions in the implementation of certain activities, contributes to the functioning of the process on the basis of normative, organizational and institutional functions.

The policy of the state forms the structure of the national economy, on the basis of which entrepreneurship itself develops.

The evolutionary view of the role and functions of the state was formed in different ways.

According to the French economist S. Sismondi, the state, represented by the government, should contribute to the development of the habit of thrift and respect for entrepreneurship among the population, provide a favorable climate for the emergence of commerce, create infrastructure, provide guarantees in the relations of owners, ensure the enforcement of rights and not limit the high tax burden.

Liberalists (A. Smith, D. Ricardo and their followers) insisted on reducing the levers of state intervention in the economy, the well-known «invisible hand of the market» was considered an effective regulator in promoting and developing entrepreneurship.

Contrary to what was presented, J. M. Keynes and his followers reasoned, they believed that active state intervention was simply necessary for the effective development of the economy.

Neutral, in contrast to the above statements, was the concept of neoclassical synthesis, the prominent representatives of which were P. Samuelson, J. Hicks, E. Hansen, which assumed that the combination of market and planned methods would ensure full employment and economic growth.

However, in all the concepts considered, state regulation serves as an important factor in the economic and social development of any country. The state, within the framework of regulation, implements all the functions assigned to it aimed at creating a favorable environment for the stable development of entrepreneurship.

Modern researchers are basically united in the fact that the main tasks of state regulation of entrepreneurship are:

- formation of the legislative base.
- digitalization and the formation of a culture of entrepreneurship.
- creation of financial instruments.
- development and interaction of market and business infrastructure.

Structuring of state support involves the use of methods and forms of implementation of the process. Direct support methods are implemented on the basis of subsidies, grants, compensations, licensing, certification, financing of plans and programs. Indirect support mechanisms are implemented on the basis of tax and financial legislation, government orders, the creation of incentive measures for the sustainable development of entrepreneurship. The ratio of these measures depends on external and internal factors of the economic situation and the strategy of entrepreneurship development.

Methods of state regulation consist in an administrative and political approach based on the formation of rules and regulations; in an economic approach based on mone-

tary, investment, foreign economic policies; in an institutional approach based on the creation and development of entrepreneurial infrastructure [2, 120 p.].

Government regulation based on methods of supporting entrepreneurship, as a rule, is more designed for small business entrepreneurs, as opposed to medium and large. World experience shows that effective economic development is impossible without this sector of the economy, since it determines the pace of economic growth, structural and qualitative potential, forms up to 40-50% of the gross national product.

Entrepreneurship and business are certainly interrelated categories, but they have significant differences. Business is considered a general concept of the process of creating new value, the profitability of an entrepreneur. The application of ideas in business, taking into account the latest technologies, is necessary and effective in the end, but this process is also applicable in the current business. The business owner is obliged to create conditions so that any employee of his company can feel like an entrepreneur or a part of him. To date, the basic source of increasing production efficiency, providing the market with the necessary goods and services and improving the standard of living of the population is precisely small business. Small business promotes mobility, specialization, and cooperation, because without them it is impossible to achieve high efficiency [3, 34 p.].

The situation with state regulation and support of entrepreneurship in Kazakhstan is implemented in accordance with the generally established canons of economic theory, namely, it is based on the features of the principle of the «invisible hand of the market».

The legislative base of entrepreneurship in the Republic of Kazakhstan is based on the Constitution of the Republic of Kazakhstan and other regulatory legal acts of the Republic of Kazakhstan. The main role is assigned to the Entrepreneurial Code of the Republic of Kazakhstan adopted in 2015 and put into effect. The Code establishes legal, economic and social conditions and guarantees that create conditions for freedom of entrepreneurship in the Republic of Kazakhstan, regulates public relations between business entities and the state, promotes state regulation and support of entrepreneurship.

The effectiveness of state regulation of entrepreneurship is realized based on:

- 1) application of tools, implementation, coordination, monitoring of state regulation;
- 2) increasing the level of state confidence in business entities;
- 3) through the introduction of project management, continuity and accounting of previously adopted decisions of state regulation of entrepreneurial activity;
- 4) application of personal responsibility of officials of state bodies in case of damage to business entities;
- 5) reducing barriers for business entities [4, 7 p.].

The National Chamber of Entrepreneurs of the Republic of Kazakhstan «Atameken» was established in 2013, it has a Business Support Center, the work is based on the principle of «one window», representatives of state and business structures advise entrepreneurs, provide state support tools, train and provide consulting support for projects [5].

The main financial institutions that are engaged in providing business support are considered to be:

- JSC «National Managing Holding «Baiterek» - provides extensive support tools for business and ensures an increase in the standard of living of the population of the Republic of Kazakhstan;

- JSC Damu Entrepreneurship Development Fund is the main operator of programs related to the development of small and medium-sized businesses;

- JSC KazakhExport Export Insurance Company – provides support for Kazakhstan's exports based on the use of insurance tools;

- JSC «Industrial Development Fund» - coordinates the tools for financing investment projects of JSC «Development Bank of Kazakhstan»;

- JSC «Qazaqstan Investment Corporation» - promotes the formation of the private equity infrastructure, attracting foreign investment, using international experience, transferring knowledge and technology to private equity.

- JSC «Agrarian Credit Corporation» - promotes financing through the involvement of private financial institutions.

- KazAgroFinance JSC - promotes the development of leasing services [6].

The implementation of the adopted National Project for the Development of Entrepreneurship is designed for the period from 2021 to 2025. The main purpose of the development is the formation of intensive changes in the structuring of entrepreneurship.

The set of measures consists in the implementation of the following measures:

- social support for the unemployed and their development of a new profession or retraining.

- creating conditions for business entities, supporting their initiatives.

- stimulating the level of business culture and entrepreneurial initiative;

- stimulating and encouraging employers to create jobs for socially vulnerable segments of the population, creating full-fledged working conditions for disabled people in particular [7].

To date, the Republic of Kazakhstan is actively positioning domestic production with a focus on the production of products with high added value, mainly food and consumer goods. The assortment is growing, quality is improving, competitiveness is strengthening. Such progress is possible without the support of the state, but it is

long in its development, because financial resources and investments are needed for development. It is precisely the latter that financial institutions that support and regulate entrepreneurship are engaged in.

Financial agents (funds) represented by the Government of the Republic of Kazakhstan actively implement state programs and are engaged in increasing and strengthening entrepreneurial activity. Such financial instruments as subsidizing and guaranteeing loans to entrepreneurs in second-tier banks and leasing companies are quite common practice. More than 60% of the loans under the projects are directed to investment activities in the

areas of construction, modernization or acquisition of new production facilities, equipment and others. The implementation of state programs is also effective in priority sectors of the economy [8].

The most priority areas of economic development in 2022 were the mining and manufacturing industries and the agricultural sector.

Studying the statistics at the beginning of 2023, the number of operating small and medium-sized businesses increased by 27.0% compared to the indicators of previous years, let's consider the data in the form of the following table:

Table 1

Indicators of small and medium-sized businesses for 01.01.2023, the number of

Total	Legal entities of small business	Legal entities of medium-sized businesses	Individual entrepreneurs	Peasant or farm farms	Growth, %
1 818 764	340 584	2 924	1 234 536	240 720	127,0

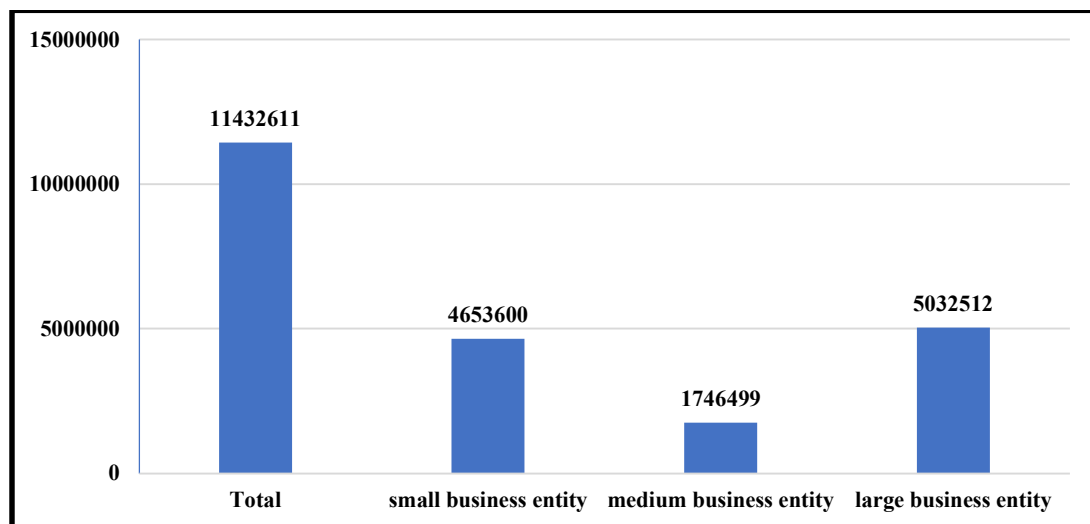
Note - Aralbai R. Figures, analysis, forecasts from 10.03.2023 //Official website of the Institute of Marketing and Sociological Research Elim on the Internet - <https://marketingcenter.kz/20/economy-kazakhstan.html>

Thus, the share of individual entrepreneurs in the total number of small and medium-sized businesses was 67.9%, the share of small business entities was 18.7%, the share of peasant or farm farms was 13.2%, the share of medium-sized businesses was 0.2%.

As part of lending at the beginning of 2023, business loans in Kazakhstan amounted to 11.4 trillion tenge. According to the types of business entities, namely, the indicators of small, medium and large businesses can be considered in the form of the following diagram:

Diagram 1

Lending to the economy, including business for 01.02.2023, tenge



Note - Aralbai R. Figures, analysis, forecasts from 10.03.2023 //Official website of the Institute of Marketing and Sociological Research Elim on the Internet - <https://marketingcenter.kz/20/economy-kazakhstan.html>

The increase in the volume of loans to small businesses increased by 16% compared to the previous period and reached 4.6 trillion tenge; the increase in medium-sized businesses increased by 6.5% and reached 1.7 trillion tenge; the increase in indicators of large businesses increased by 5.7% and reached 5 trillion tenge.

The volume of the total gross domestic product produced in 2022 amounted to 101.5 trillion tenge, the increase compared to the previous period increased in real terms to 3.2%. The gross domestic product indicators are presented in the following table:

Table 2

Gross domestic product by production method for 2022, million tenge

Name	Indicators	By the corresponding period of the previous year		As a percentage of the total
		physical volume index	deflator	
Gross domestic product	101 522 983,7	103,2	117,2	100,0
Production of goods	40 335 725,5	103,2	115,5	39,8
Gross value added	93 743 575,2	102,9	115,2	92,3

Note - Aralbai R. Figures, analysis, forecasts from 10.03.2023 //Official website of the Institute of Marketing and Sociological Research Elim on the Internet - <https://marketingcenter.kz/20/economy-kazakhstan.html> [9].

These tables confirm the implementation of the above-mentioned tasks of the economic policy of regulating domestic production, aimed at increasing production volumes and gross value added.

The economic growth of the Republic of Kazakhstan remains stable, the development of new areas of entrepreneurship continues, including in the field of technological innovation, digitalization, agriculture, industrial production. This development creates new opportunities for the risk management system, strengthening economic positions and creating a favorable investment environment for the growth of entrepreneurship, economic development and the welfare of citizens.

The work is carried out on a large scale, at the same time, along with the positive sides, there are also negative, often problematic sides of the business sphere:

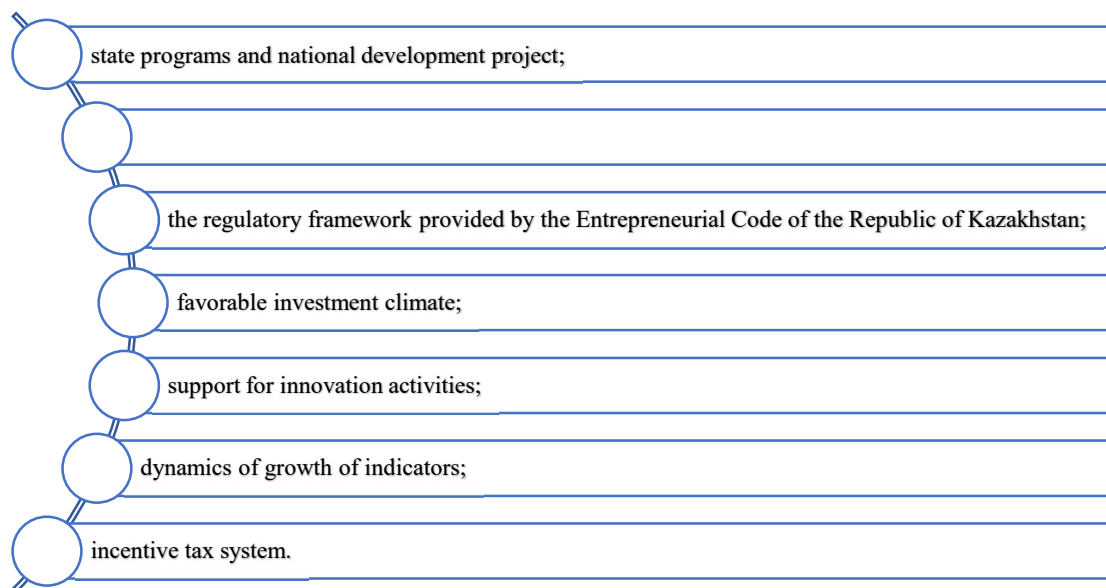
- economic risks;
- inefficient, inappropriate use of public funds;
- low expected effect, not always the results of entrepreneurs meet expectations;
- there is still a low level of motivation in the development of domestic production.

These problems are known, their elimination is entirely the responsibility of the state, but an additional time interval is needed to solve them.

Along with the problems, there are also positive, strong sides of state regulation of entrepreneurship, which are presented in the following scheme:

Scheme 1

Advantages of state regulation of entrepreneurship in Kazakhstan



Note – the scheme is compiled by the authors.

Thus, the new economic policy of Kazakhstan and the implementation on its basis of state regulation related to the support of entrepreneurship sets itself the task of business consolidation, as well as the intensive transition of business entities from microbusiness to small, medium and large businesses. The needs of business create prerequisites for the development and implementation of additional measures to support entrepreneurs, the advantage is the position of the Government of the Republic of Kazakhstan aimed at the continuous development and application of support measures, taking into account the realities that contribute to the development of domestic production, increasing the export potential of the Republic of Kazakhstan.

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