

CIVILIZED ENTERPRISE, INNOVATIVE DEVELOPMENT, ENTREPRENEURIAL MANAGEMENT

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Abstract: the article deals with the revitalization of business in modern conditions. Particular emphasis is placed on the need to use the experience of civilized development involving the resources of large, medium and small businesses. Civilizational experience of business development, which is considered as one of the factors of production, along with the instruments, objects of labor, labor and land allocated as a factor of business innovation. Like everyone else, this factor, its presence seems absolute condition for the functioning of production and economic relations.

Today the importance of the factor of business is difficult to overestimate, because in front of our country's economy put the problem of increasing the level of innovation. And it is a prerequisite for the transition to a new, higher stage of feasibility, socio-economic development and so forth, because the basis of the above items -. A complete mobile computing innovation modernization.

Keywords: business, global economy, civilized experience.

ЦИВИЛИЗОВАННОЕ ПРЕДПРИНИМАТЕЛЬСТВО, ИННОВАЦИОННОЕ РАЗВИТИЕ, УПРАВЛЕНИЕ ПРЕДПРИНИМАТЕЛЬСКИМ РЕСУРСОМ Дуйсембиева С.Б.¹, Жалелева Р.З.², Жалелева С.З.³, Беремжанова Д.Е.⁴ (Республика Казахстан)

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Аннотация: в статье рассматриваются вопросы активизации предпринимательской деятельности в современных условиях. Особый акцент делается на необходимости использования опыта цивилизованного развития с вовлечением ресурсов крупного, среднего и малого бизнеса. Цивилизационный опыт развития предпринимательства, который рассматривается как один из факторов производства наряду с орудиями, предметами труда, рабочей силой и землей, выделяет фактор предпринимательства в качестве инновационного. Как все остальные, данный фактор, его наличие представляется безусловным условием функционирования производственно-экономических отношений.

На сегодняшний день значимость фактора предпринимательства трудно переоценить, поскольку перед экономикой нашей страны ставятся задачи повышения инновационного уровня. И это является обязательным условием перехода на новый, более высокий этап технико-экономического, социально-экономического и пр. развития, поскольку в основе перечисленного – возможность мобильной инновационной модернизации.

Ключевые слова: предпринимательство, глобальная экономика, цивилизованный опыт.

The current situation in the global economic system business base today is the result of consistent long-term changes that have occurred in the course of its socio-economic transformation. It is obvious that the transformation process is gradually continuing in mind that there is a need to adapt to external and internal

conditions, emerging with the improvement of economic relations, as well as with the development of the productive forces. This circumstance is an axiom, which is based on the imperative provisions of the economic theory. In our opinion, the last statement can serve as a basis to justify the emerging institutional framework as a business constantly developing and improving.

Civilizational experience of business development, which is considered as one of the factors of production, along with the instruments, objects of labor, labor and land allocated as a factor of business innovation. Like everyone else, this factor, its presence seems absolute condition for the functioning of production and economic relations.

Today the importance of the factor of business is difficult to overestimate, because in front of our country's economy put the problem of increasing the level of innovation. And it is a prerequisite for the transition to a new, higher stage of feasibility, socio-economic development and so forth, because the basis of the above items - . A complete mobile computing innovation modernization.

In its current form business in Kazakhstan it is made up of large, medium and small businesses. Obviously, the most important on the gross domestic product is a major contribution to the country's business, while in the world practice the return of the other two expressed by weight. At present, an attempt is made to activate used typed enterprise resource and achieve substantial economic results in order to get more opportunities to advance Kazakhstan to discharge thirty advanced economies.

This performance may be achievable through increased resources for small and medium-sized businesses. What are declining and the most important strategic documents in recent years, taken at the official level as a guide to action. Along with this, it should be noted that the domestic economic practice under enormous pressure due to the global economic factors and internal conditions prevailing in the country, as referring to the category of developing economic groups, it bears the burden.

As already noted, the world economic practice of using small and medium innovative form of activity for the update because it is peculiar to be included in this process, if not less effort, then at least the cost of the losses on which the economic system is insured by virtue of the enormous resources of the involvement scale. Obviously, this feature allows you to warm up the flywheel innovative modernization and test it before implementing the full involvement of the entire system in the process. Thus, it can be assumed that follow gradual partial immersion in innovative modernization.

The current stage of development of the global economic system has such a feature when there is technological innovation and the transition to a new level. This kind of process can not be limited to small forms of business, but it requires systemic change, covering the entire system.

How to use the accumulated experience of innovative civilizational revitalization of economic systems? It is obvious that this issue is associated with the control system, which specifies the position of each constituent element of its costs and the expected results, possible risks are foreseen, allowing the expense of insurance funds pledged to correct the condition. Regarding the latter should make a reservation, that in fact the economic system certainly does not fully reimburse losses by insurance. Just a commensurate loss of large and small businesses as a result of the economic crisis of the system society puts up with small losses, considering it inevitable, and is insured against major risks. In fact, the mechanism that protects from the development of the script marked the latest version, eliminates the possibility of losing big business [1].

Along marked by modern control system assumes the insurance mechanism against losses as small and medium scale business. This system involves a socialization. At least the control subjects constantly and always declare it. In practice, the greatest pressure subjected to weaker emerging economic actors functioning. In any case, it can be seen in large economic systems, which include the national economy. As part of these entities acting business, including large, medium and small.

If you try to submit a business operation, it can be formed in the image of dolls, when big business covers the middle, and that in turn - and small. Thus in the space of the national economy can be created and more complex forms of business organization using the network schemes in the form of vertical and horizontal integration.

At the level of the national economy entrepreneurial sphere of the control system is represented by entities that perform management activities and facilities of the economic sphere. It is obvious that these actors act in the form of government, local and regional authorities that regulate business activities and corporate structures, uniting under its aegis the direction of entrepreneurial activity.

Axiomatic assertion is that the development of enterprise sphere is largely determined by membership in a civilizational type. This applies to management, transformational features, performance, and more. In any case, if we talk about the effectiveness of business, it largely depends on the methods used, the methods of the development of the socio-economic sphere, which is a consequence of the exploited economic approaches. Here it should be taken into account, and involvement in one or another civilization system, each of which is endowed with specific features caused by the traditional national characteristics, spatial and temporal limitations, the ability to perceive the innovation, speed of response to the need to transform, to overcome inertia. Note that the scale of the last business becomes problematic in view of the fact that it requires greater effort, leaving the

familiar existing channel and attempts to change the course and impact of business activities. In addition, it should be noted that the scale of the business has a greater chance for the formation of insurance poles, providing a kind of "safety cushion".

The most important condition for this is the formation of the bank's risk situation, which will not only determine the different possible scenarios, but also to develop response mechanisms. This fact is connected with the development of the whole system, which involves business management and involved government regulation. The degree of involvement in the insurance process of these two components is determined by the importance of business in the national economy, mechanism of action to overcome the consequences of risk.

In our view, the global situation is unstable in recent years, which could lead to a crisis, and allows you to take into account the possibility of the integration efforts, including joint partnership mechanisms of the various national economies. In the economic field of business notably use of the combined efforts of international organizations, forming a favorable business environment functioning. Such organizations develop sharing conditions to overcome the consequences of the crisis of global instability. It is obvious that the set of mechanisms operating on a shared field, is not always beneficial to all parties to the agreement and it must be conducted on the development of joint solutions to create an overall favorable business climate. These agreements are based on the definition of a common set of rules for all parties to the agreement. Of course, that these agreements can not be absolutely beneficial for the economic partners operating in the same economic field, but in comparison with the interaction of the external borders of the field aspects produced a more favorable climate for their implementation. Although of course, in a joint economic space are competitive relationship, but a set of rules, there are some preferences for partners under the agreement, which compares favorably to the interaction of the economic conditions in the field beyond.

In view of the marked Kazakhstan's national economic system, and part of her business sphere are parties to a number of integration projects in the current conditions, what was the entry into the World Trade Organization, the conclusion of the customs agreement covering joint economic space of Kazakhstan, Russia, Belarus, Kirghizia and Armenia Partnership SCO (Shanghai cooperation organization).

Civilization experience entrepreneurship provides an extensive database of its study to evaluate the use of the results with the exception of the present practice of the possible risks, to limit the negative outcome of global instability. In today's world there is a reevaluation of civilizational development and definition of the main directions of socio-economic transformation, involving multidirectional modernization of public life, the choice of the new guidelines and criteria according to which an effective and preferred way forward communicate with the provisions ensuring sustainable development. The latter is built on a combination of social and economic conditions and the impact of economic equilibrium. New civilized world order brings innovation priorities, including nanotechnology, biotechnology, alternative energy, information and communication technologies, food, healthy and active old age.

Accordingly, the business activities of the present and the future of thousands of years based on the allocated positions, which reveals the civilizational preferences sustainable development. All these provisions have not yet acquired the status of absolute, and even now, in the conditions of global instability of financial and economic performance continues to excel. The social importance and environmental upstaged when selecting areas for development. Evidence of action criterion of financial and economic stability can be seen in the prevailing period of crisis attack on socialization, when its provisions European Community is trying to limit and protect themselves from the need to address social development problems, explaining the financial preferences disabilities, cost-saving means of narrowing the field of socialization. This we have seen in terms of the allocation of financial tranches European Greek community.

In fact, overcome the crisis and post-crisis development is provided by the control mechanisms in which compliance with provisions of sustainability and not otherwise. As it is impossible to subject only to environmental safety conditions, neglect of social and economic component, and should not be limited only to the observance of the financial and economic performance. It cuts socializing conditions is difficult to achieve the growth of economic activity of enterprise resource, which takes into account its innovative investment opportunities. In the meantime, there is that the management of the European Community gives preference to improving effectiveness of invested funds fitishizatsii growth rather than increase social and economic efficiency. According to the experience of the same Greek allocated insufficient funds for socio-economic growth. But here is valid refund mechanism and further pogryazaniya in fitishizatsiyu by strengthening the financial component, rather than by increasing the impact of the economy, ensuring the realization of social, economic and environmental pillars of sustainable development.

By the way, the post-crisis management mechanism in the current world economic practice is not something that does not encourage the development of entrepreneurial resource, but rather for the sake of political decisions restrains him. All these features characterize modern civilization practices affecting the general economic situation, including entrepreneurship.

Kazakhstan's practice of enterprise development should take into account the experience of raising its efficiency through the formation of its stimulating factors. There is a growing importance of the business in the right direction civilizational preferences, which provide guidance for future market conditions. In this regard, it is increasing the need to attract strategic management tool. And it must be carried on to the methodology of strategic planning and management has become a familiar level of government regulation and business practices. This approach allows the commensurate potential as the national economy, as well as all the participants in the business. Evaluation involves the analysis of the economic resources involved and not involved in the process of economic factors on the functioning of the economy which can extract in the foreseeable future added value.

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