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**Innovative activity as a factor  
of increasing enterprise's  
competitiveness**

The past few years in Kazakhstan, interest in innovation has grown considerably – even at the level of governments measures to stimulate innovation began to be taken. In process of economic development of society, more and more increases the value of innovations, and at the present stage innovations become the most important instrument of competitive fight of economic entities at all levels of hierarchy – from separate structural units of the enterprises to the countries and regions in general. Only assimilation of innovative model of development which economically developed countries adhere, could strengthen the competitive position of the organization on internal and external markets. The article offers the author's vision of innovative activity of the enterprise. Factors of innovative activity and their influence on formation the enterprises' new management model of innovative activity and competitiveness are considered and systematized.

**Key words:** innovations, innovative development, innovative activity of the enterprise, competitiveness, factors of innovative activity, management of innovations.

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**Инновациялық белсенділік  
кәсіпорынның бәсекеге  
қабілеттілігін арттырушы  
фактор ретінде**

Соңғы жылдары Қазақстанда инновацияларға деген қызығушылық өсуде – үкімет деңгейінде де инновациялық қызметті ынталандыру бойынша белсенді іс-шаралар жүзеге аса бастады. Қоғамның экономикалық даму деңгейімен инновациялардың маңыздылығы өсе түседі және қазіргі таңда инновациялар шаруашылық жүргізуші субъектілер иерархиясының барлық деңгейінде кәсіпорындардың жеке құрылымдық бірліктерінен жалпы мемлекет және аймақтардың бәсекелестік күресіндегі маңызды құралға айнала бастады. Экономикасы дамыған мемлекеттер ұстанатын дамудың инновациялық үлгісіне бағдар алу, кәсіпорындарға ішкі және сыртқы нарықтарда бәсекелестік позицияларын күшейтуге мүмкіндік береді. Мақалада кәсіпорынның инновациялық белсенділігіне авторлық көзқарас ұсынылған. Инновациялық белсенділік факторлары жүйеленіп, олардың кәсіпорынның бәсекеге қабілеттілігі мен инновациялық белсенділігін басқарудың жаңа үлгісінің қалыптасуына әсері қарастырылған.

**Түйін сөздер:** инновациялар, инновациялық даму, кәсіпорындардың инновациялық белсенділігі, бәсекеге қабілеттілік, инновациялық белсенділіктің факторлары, инновацияларды басқару.

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**Инновационная активность  
как фактор повышения  
конкурентоспособности  
предприятия**

В Казахстане последние несколько лет интерес к инновациям вырос очень существенно – даже на уровне правительства активно стали приниматься меры по стимулированию инновационной деятельности. По мере экономического развития общества значение инноваций все более возрастает и они становятся важнейшим инструментом конкурентной борьбы хозяйствующих субъектов на всех уровнях иерархии – от отдельных структурных единиц предприятий до стран и регионов в целом. Лишь усвоение инновационной модели развития, которой придерживаются экономически развитые страны, может дать укрепление конкурентных позиций организации на внутреннем и внешнем рынках. В статье предлагается авторское видение инновационной активности предприятия. Рассмотрены и систематизированы факторы инновационной активности и их влияние на формирование новой модели управления инновационной активностью и конкурентоспособностью предприятий.

**Ключевые слова:** инновации, инновационное развитие, инновационная активность предприятия, конкурентоспособность, факторы инновационной активности, управление инновациями.

**INNOVATIVE ACTIVITY  
AS A FACTOR  
OF INCREASING  
ENTERPRISE'S  
COMPETITIVENESS**

The key problem of an economic development of Kazakhstan is innovative updating of the used technologies and the made production. It is a basis of economic growth, a satisfaction of constantly growing needs of the population for various and qualitative goods and services. In these conditions all organizations, all subjects of managing have to be engaged in innovative activity. The innovative activity provides them competitive advantages, promotes hardening and extension of their provision in the market.

In recent years in Kazakhstan there is an intensive institutional construction directed on stimulation of innovative activity, but so far it is impossible to call its results satisfactory. The solution of problems of a social and economic orientation raises questions of innovative activity development in a row of the major national objectives, make them a part of the state's economic policy.

Despite the considerable scale of the measures for support of innovative activity taken in recent years, still remain these key problems:

- 1) insufficient stimulation of an advanced technologies transfer;
- 2) an inefficiency of mechanisms for the decision and search of priority technological tasks of the enterprises and business;
- 3) low level of a susceptibility of business to innovations in technological character;
- 4) shortage of technological and administrative competencies;
- 5) backwardness of innovative technologies in an education system;
- 6) imperfection of the monitoring system behind implementation of innovative projects.

For development effective mechanisms of innovations' stimulation, we will refer to the content of the concept «innovative activity». The analysis shows that the understanding of the term «innovative activity» in economic literature is ambiguous. Most of the researchers identify innovative activity with the work in innovative sphere, though they have different intrinsic value as work is an occupation, set of actions, while activity assumes active participation, an active state [2, page 271]. Some researchers consider the innovative activity as an intensity of implementation by economic subjects of activities for development and involvement new technologies or advanced products in economic circulation [3, page 51]. In our

opinion, innovative activity should be understood as the complex characteristic of innovative activity of the subject of managing, which is consisting in ability to mobilization of innovative, intellectual, resource and other potentials, including degree of intensity and vigor of the carried-out actions activity for development, introduction and distribution of innovations. It should be noted that today attempts to execute classification of activation the innovative activity factors rather seldom meet. Separate attempts to systematize factors of innovative activity were made by different researchers and at different times. So, for example, some scientists allocate the following groups of factors:

- an innovative policy of the state as the most important component of the state economic policy;
- a monetary policy of the organizations acting as investors. Implementation of innovative projects is often connected with use of borrowed funds that demands the accounting of similar investments' high risk;
- a strategy of competitor companies. Value of this factor is defined by possibility of other economic entities to influence structure of the market, intensity of competitive fight, to correct receiving necessary material resources etc.

In recent years, many researchers suggesting add the given set with a number of innovative activity factors, for example industry character. Action of a factor «industry belonging of the enterprise» is

shown as a result of the structural shifts in industrial production, happening under the influence of scientific and technical progress [4]. This factor is offered to be considered through competent forecasting of the scientific and technical progress directions and its consequences for the analyzed industry. Despite attempts of some scientists to classify and order factors of innovative activity, there is no common systematized representation of similar set of factors so far. It brings to lack of effective state strategy of innovative development in Kazakhstan and, as a result, in lack of effective mechanisms of the innovative activity activation of the enterprises. The common system of innovative activity factors will allow to develop effective mechanisms of the innovative activity management, to create new interrelations between institutes, effectively use the available resources of the state in general or its regions in particular. Research of the factors, that having the greatest impact on innovative activity, allowed to add their all-system classification possessing property of universality and applicability for any regions regardless of their specialization, the size, a territorial arrangement, etc. Innovative activity as economic category is the complex characteristic of economic systems of three levels: macro level – innovative activity of the country in comparison with other countries in the world market; mesolevel – the level of the region, branch; and also micro level – the level of the organization [5].

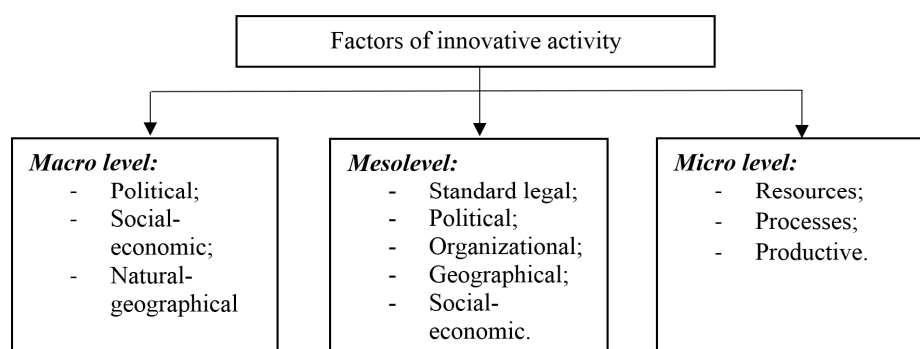


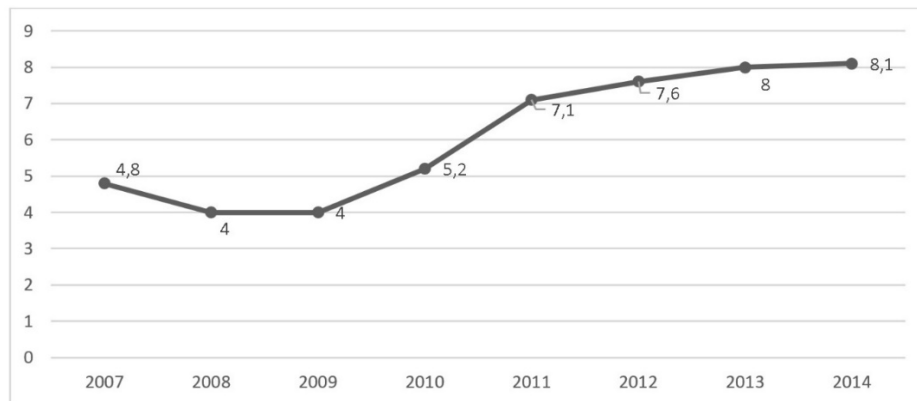
Figure 1 – The qualification of innovative activity

The need of transition of Kazakhstan from export and raw model of economic development to the innovative isn't a subject to doubt. The Republic of Kazakhstan will be able to become competitive only on condition of transition to new model of economic development and fast reduction of lag. The state needs an effective strategy of innovative

development consisting, first of all, in stimulation of innovations development and commercialization. In this regard the State program of industrial and innovative development of the Republic of Kazakhstan for 2015 – 2019 was accepted. The Program is logical continuation of the State program of forced industrial-innovative development of

the Republic of Kazakhstan for 2010 – 2014 and considers experience of its realization. Also, the program is part of industrial policy of Kazakhstan and is focused on manufacturing industry development with concentration of efforts and resources on limited number of sectors, regional specialization with application of cluster approach and effective branch regulation [1].

From the moment of acceptance of a course about industrial and innovative development in 2003, Kazakhstan following the results of 2014, reached a maximum in growth of the main indicators of innovative activity. The positive tendency is in many respects caused by successful results of realization of the State program of the forced industrial and innovative development of the Republic of Kazakhstan till 2014 (Figure 2).



**Figure 2** – Share of innovatively-active enterprises in Kazakhstan

According to an order of the Head of state, the second five-years period of industrialization is focused on the innovative development of the industry. A main objective of the second five-years period is ensuring growth of productivity by creation a basis of transition to the economy, that movable by innovations. By 2020 the increase in a share of the innovation-active enterprises to 20%, also increase in a share of innovative production in a total amount of GDP to 2,5% is expected. For this plan of the second five-years period in innovative policy the state puts before itself two priorities. The first – reduction of technological lag in traditional branches, such as metallurgy, petrochemistry, mechanical engineering, chemistry, the construction industry and the food industry. The second is a development of the new directions. Here primary activity of the country will be directed in creating favorable conditions for business, directed on an implementation of modern technological decisions. Focus in this direction will be made on an localization of production, cheap services, materials, available infrastructure. It should be noted that efforts will be concentrated on the following directions: complex decisions in an energy, housing and communal services, first of all alternative power engineering with a reference point on EXPO-2017, new materials

alloys with rare-earth elements, new agriculture – robotization, automation of agricultural production, water resources management, bioinformatics, bioengineering, intellectual transport logistics, navigation systems of mobile objects, data processing software.

Economy transition of the Republic of Kazakhstan to an innovative way of development is possible only on the basis of the accelerated technological development of all economic real sector branches. Thus it is important to consider, its current state to reveal the most problem places and to break negative tendencies, to create the selective scientific and technical and innovative component focused on realization reasonably of the chosen priorities which will provide successful development of a comparative narrow field of perspective technological breaks. Dynamic development of the innovative sphere – one of main composed of innovative economy which demands not only on creation of effective innovative system, and also support innovative process, creation of the favorable environment for this kind of activity. As the result, the innovation-active enterprises will allow to increase efficiency of economy and to improve welfare of the population.

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