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PREDICTION OF FINANCIAL BEHAVIOR OF THE ORGANIZATION IN THE CONDITIONS OF THE DYNAMIC ENVIRONMENT

This research is about the improvement of the mechanism of crisis management in the Republic of Kazakhstan. It has been worked hard in order to seek some helpful facts from amounts of data, documents, books and every possible resource useful. Every enterprise is vulnerable to crisis. The market has witnessed countless of examples that a small mistake or an unexpected weak changes, sometimes even a small incorrect business move from an enterprise under some certain circumstance might bring lethal result to the existing of the enterprise. And a lot of situations that can be threatening or could harm the enterprise by seriously interrupting business, significantly damaging image, and hampering the normal cash flow to trap the enterprise in an even worse dilemma of payment lack of monetary asset or bankruptcy. The proper mechanism of a crisis management enable the enterprises confront crisis effectively and efficiently. Nowadays Kazakhstan has become one of the countries with the richest natural resources, among which oil and gas industry takes the most important position compared with other industries and other resources. The oil and gas enterprises also formed a more flexible mechanism of crisis management system.

Key words: crisis management, industry, sustainable development, consumption

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Динамикалық орта жағдайындағы кәсіпорынның қаржылық мінез-құлқын болжау

Аталмыш мақала Қазақстан Республикасында дағдарысты басқару механизмін жетілдіруге арналған. Кез келген кәсіпорынның дағдарысқа ұшырауы әбден мүмкін. Кейде компанияда дұрыс жасалмаған кішкентай қадамдардың немесе дұрыс қабылданбаған шешімдердің өзінен де зардап шегуі мүмкін. Бұл дегеніміз әрбір жасалған қадамның немесе қабылданған шешімнің маңыздылығын атап көрсетеді. Кәсіпкерлікке қауіп төндіретін немесе зиян келтіруі мүмкін көптеген жағдайлар кездеседі, атап айтсақ, бизнестің елеулі түрде өзгеріске ұшырауы, компания имиджінің айтарлықтай өзгеруі, қалыпты ақша ағымын тежейтін жағдайлардың көптеп кездесуі, т.б. Дағдарысты басқарудың дұрыс механизмін қалыптастыру кәсіпорындардың дағдарыс кезінде қиын жағдайлардан тиімді шыға білу мүмкіндігін арттырады. Қазіргі таңда Қазақстанның мұнай-газ және басқа да өнеркәсіп салалары бойынша, және де табиғи ресурстар қоры бойынша алдыңғы қатарлы елдердің бірі болып табылады. Аталмыш мақалада дағдарысқа қарсы басқаруды жетілдірудің ең тиімді әдістері мен тетіктері талқыланады.

Түйін сөздер: дағдарысты басқару, өнеркәсіп, тұрақты даму, тұтыну.

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Прогнозирование финансового поведения организации в условиях динамической среды

Данная статья посвящена совершенствованию механизма управления кризисом в Республике Казахстан. Каждое предприятие может быть уязвимо перед кризисом. На рынке наблюдалось множество примеров того, что небольшая ошибка или неожиданные слабые изменения, иногда даже небольшой неправильный бизнес-переход от предприятия при определенных обстоятельствах могут привести к летальному результату для существующего предприятия. И есть множество ситуаций, которые могут угрожать или нанести вред предприятию, серьезно нарушая бизнес, значительно повреждая имидж и мешая нормальному денежному потоку. Правильный механизм кризисного управления позволяет предприятиям эффективно противостоять кризису. В настоящее время Казахстан стал одной из стран с богатейшими природными ресурсами, среди которых нефтегазовая отрасль занимает самую важную позицию по сравнению с другими отраслями и другими ресурсами. В статье также рассматриваются наиболее эффективные методы и механизмы усовершенствования антикризисного управления.

Ключевые слова: кризисное управление, промышленность, устойчивое развитие, потребление.

Introduction

Financial behaviors of the organization especially those in a dynamic economy environment like center Asia, which Kazakhstan is the biggest economy have drawn the attention of the relevant researchers over the years, and gained plenty of achievements about enterprise's management financial behavior. A lot of Kazakhstan countries both the central and the local raised a wave of reform, enterprise in different industry have an important influence in activating the financial capital market. And then it becomes inevitable for enterprises to reform in the new economic environment. The swift development of enterprise depends not only on the abundant material, but also relies on the enterprises management making the correct financial decisions, which could keep the enterprise a sustainable and healthy development. Therefore, the financial behavior finding and searching would be more important for enterprises.

And nowadays the finding on management financial behavior of enterprise carried out by international scholars is relatively less, and almost all concentrated in management buy-outs, mergers and acquisitions, correctly accurate financial statements and like some other recent analysis. Furthermore there is also obvious in theoretical study, and it didn't organize a unitary system. In the research of financial behavior, Kazakhstan local economists and other researchers also mainly focus on management buy-outs, mergers and financial fraud

In practice, and in theoretical study, most of their financial behavior research is based on agency motivation and Maslow's hierarchy of needs.

Some European economists carried out lots of research on the financial behavior of enterprise management which come into being from the agency problem. They provide theoretical basis for the study of this unique country's management financial behavior and at the same time present their research tracks. A lot of information is available summarized the predecessors' research, in order to further research in the coming time. Many Kazakh economy researchers usually divide the enterprise's financial behavior into investment behavior, financing deeds and income distribution behavior. The enterprises themselves do not have the subjective initiative, and cannot implement the behavior as a natural person. Then the managements who make the financial decision and enterprises financial behavior could be divided into two kinds, one is managers on the behalf of the enterprise, make financial decisions based on the enterprise's interests, the other one is managers who for reasons of entity manager chasing interest, make financial behavior for the same interests by taking advantage of their authority in the daily operation, and typically include excessive organizing business running and investment as well, job-on consumption behavior, so on and so forth. All the financial actions and the measurements made by managers for the development of enterprise and representing their own benefit are the financial behavior and the enterprises behaviors. And when it comes to those kinds of financial behavior, they are made by enterprises management. And it can also be related with the interests of the firm and value maximization closely. Investment behavior is one of the economic behaviors of the enterprise and also one of the key one

that is link for the enterprises to achieve maximum value and sustainable development. Managers in enterprises need to face the choice as the investment types, project risk and expected return when they do the investment decisions making [1]. Investment behavior can be divided into equity investment, bonds investment and other investments according to the investment directions. And also this theory can also be divided into long-term investment and short-term investment that based on the length of the payback period of investment projects division; the behavior can also be divided into direct investment and indirect investment in line with the enterprise involvement. Any enterprise behavior mistake will not only end in the loss of assets, but it also hurt the interests of stakeholders. The usual investment mistakes and failures include too much consumption and under investment of managers. Then it will be proper to move into all selective perspective. Too much investment behavior can be regarded as acceptable for the value of the enterprises. There is not a just an existing investment opportunity, especially when the project give more net profit as a result. Enterprises managers can be reminded from above definition that the oversized investment behavior is unreasonable for the sustainable and healthy development of the enterprise. The crucial points to the problems, oversized investment of enterprises managers will hurt the interests of stakeholders, and might cause more incentive measures for managers holding the stock right of the enterprise shares, and combine the interests of managers with the enterprises interests tightly. Enterprise will enlarge the size of borrowed debts in crisis or meeting some risk that causing cash lack[2]. The loans from bank or any other financial organizations need to be repaid and the interest payments to a certain extent, reduce the managers' discretionary cash. And when think about how to reduce or prevent the possibility of managers excessive investment behavior occurs, Managers on the development of the enterprise decision is deviated from the expect of owners, from the sake of natural interest driving investors motivation . Meanwhile, the loans gainers and suppliers have the same right to request to take.

And all the economy behavior in market is more prone to be short term consideration. We can find the reason is asymmetric information between the owner and managers, and thus bring problems such as moral hazard.

If there is enough sufficient and idle cash flow in the enterprise, managers might prefer to use their authority to make excessive investment, in order to let enterprise funds being used more efficiently.

This might hurt the interests of stakeholders such as owners, creditors, and other related third party. Usually if the enterprise cannot pay back the debt in time and at the same time can't help financial support from the other financial organizations, they will have to sell off assets which will certainly affects the enterprise survival and development of normal. This is particularly in part prompted managers to actively manage the enterprise while effective use of every means of funds to improve the management efficiency[3].

Contrary to the oversized investment or excessive purchasing in asset, another improper management behavior is the insufficient investments, and inadequate investment refers to the phenomenon any enterprise to damage the interests of creditors and the phenomenon of enterprise value.

And if managers decide to give up investment projects with a positive net present value, insufficient investment caused problem usually occurs .when the enterprises are drawing into financial trouble or the enterprise's debt ratio is high enough to form a repayment crisis, most of managers will adopt some new investment projects they might also need to encounter with more serious risks, so conservative managers would lack the enthusiasm of the new project choice under the game of improvement of enterprises operating performance. Then they will try to continue to deteriorate, choose not to invest in projects with a positive pure present value. Enterprise might choose to encourage managers to invest, drive the enterprise to become more sensitive feelings of market changes, and take every possible potential opportunity, conducive to the development of the enterprise limited funds to play the enterprise benefit. This purpose can be gained through improving the enterprise's mechanism of investment decision-making. The improvement of the enterprise's investment decision-making policy and mechanism can enable the enterprise be less sensitive feelings of market changes, and delinquent opportunities, restricted to the own development of the enterprises limited funds to play the shareholder and other benefit related persons or organizations. Another financial behavior will be the on-the-job consumption. It refers to the enterprise management personnel style that uses all the rightful tools to get extra income except the payment during the term of the management's operations. Meanwhile on-the-job consumption could be evenly divided into many typical categories. For example the expenditure of training abroad, the directors of boards, business trip, employees entertainment, communications, director of membership dues and meetings. Managers

and the direct operators in the enterprise might also use their position to take the extra spending on fees for the enterprise and is not easy to be discovered. It is because that any enterprise that is in the notes to financial statements will be hard to pay other cash flow related to the business activities. Any related operations or investment contain the enterprise to pay management fees. That can be proved from the accounting standards for on-the-job consumption. Enterprise managers can be overall refined as management cost projects. In some other situation, the managers is very possible to use part of the assets of the enterprise the right to use in unreasonable consumption, such as luxury commodity, luxury building and equipment in office for their configuration, on-the-job consumption at the expense of the enterprise's assets to expand their interests. Enterprise resources can bring returns to stakeholders as it is expected when invested. And it will not increase the efficiency of the use of enterprise resources if managers use other resources. Meanwhile those are not expressly prescribed by on-the-job consumption behaviors of managers and other misdeeds might also cause dissatisfaction with the other employees or imitation. Then it need to take consideration that how not to affect the whole enterprise staff's work enthusiasm. And in certain enterprises we also would find out that that some managers also regard on-the-job consumption as an incentive to management. This is because some on-the job consumption is not clearly defined. And high level of the managers in the enterprise is the great human power. And if give managers from any enterprise or limit the authorities of the managers, then the more on-the-job consumption is likely to acquire. When most of the managers consider there's a big difference between they paid to the enterprise's entrepreneurial talents and the enterprise give their own reward. And then managers need to compensate through on-the-job consumption for their failed to get its value. Such types of financial and operation behaviors of the final result are not continuous and healthy development of the enterprise managers to maximize the value of the enterprise's business objectives [4].

Managing enterprises assets as the most precious resources refers to using high managers position to use this unit property illegally possess oneself of, or take possession of the enterprise financial behavior through some other ways illegally. Normally, management staffs will master the assets of the enterprise production operation link. And the financial behavior of managers enable the enterprise assets be fully exploited or even create more value than planned for the enterprises. This will make the en-

terprise assets increase and sometime the cash flow and discounts the value of the enterprises. Rightly chosen revenue or income distribution policy will give investors and business partners' confidence for continuing to investment in enterprises. Furthermore this will provide part of the source of funds for the expansion of the enterprise. Public policy and national regulations guides the development of the economy of our country to some large extent. And the state that wants to achieve balanced and stable economic development will implement preferential or encouraging policy for some regions and industries. When enterprises implement restrictive for another places and industries, or sometime for the familiar with the national policy, the management style of the enterprise will develop the projects in some special way that the state encourages. And in some cases, the enterprises might quit the projects that the state restricts, and make decisions in accordance with the national guidance; hasten benefit in addition to the disadvantages. Later on the enterprises will realize the increasing of corporation value, meanwhile try to avoid the unnecessary investment losses of the enterprises. Management personnel identity and ideas about the enterprises' assets will affect the normal use of the enterprise assets. It will result in reducing the assets of the enterprise efficiency. This kind of financial behavior not only violates the maximization of the value of shareholders and other investors. Management purpose will keep on reaching to a certain degree if the enterprise's assets amount comes to a peak point in the business running process[5].

Income distribution is some other of the enterprise's capital providers to the distribution of total revenue of a period or retained for enterprises according to certain way. And the way to distribute revenue or income by the main can depend on the enterprise's gross income or net profit after making up the losses of the past after the statutory surplus reserve, or even surplus reserve balances. Typical and unique dividend distribution policy for managers and shareholders and other investors is different. The usually chosen dividend distribution policies contains sustained or fixed growth dividend policy, residual dividend policy, low regular dividend plus extra and fixed rate dividend policy.

For any enterprise in order to keep in line with other competitive enterprises and encourage the social public, government, potential investors and other stakeholders, they would choose to it establish a good image to attract as more investors and creditors as possible to obtain the social from all walks of life support. This is a better way to maximize the value of

the enterprise. And when some unreasonable income distribution behavior of the enterprise like low rate of dividend payment or dividends payments, and those one that is lack of continuity and stability of the revenue distribution behavior will too bring not positive effects to the enterprises' operation and management. This is because the income distribution is a common concern for different investors. And it is not just for that it concerns to whether the investors to support the development of the enterprise, at the same time it also relates to the sustainable and proper development of capital market in world market and in Kazakhstan's domestic market[6].

Financial behavior also includes the financial information disclosure that is the enterprises' partners purpose to use to understand the enterprise financial position. And sometimes the operating results and cash flow and the main basis of making decision can depend on the financial information disclosure for outside information users to evaluate management responsibility fulfillment situation. This can also strengthen the departments in the enterprise management, improve the economic benefit. And the disclosure of financial information to promote the operation and management of the enterprises can help accelerate the development and management of self-supervision. Then if the result is good enough, it can also use to safeguard the legitimate rights and interests of owners and creditors have important function. Meanwhile the enterprises that choose to disclose financial information for the social parties provide a platform to understand enterprises, in order to show that their enterprise has good prospects for normal operation, message, to attractive more investors and reduce financing costs. When it comes to compare two separation rights, the existence of information asymmetry. Among those managers and information demanders and it is very possible that the managers relative to grasp the initiative will use their own information superiority whitewash financial statements. So they will achieve the false the purpose of operating results or encroach on the economic results of others. Some other of the behavior of the financial statements of the enterprise might hurt and damage the interests of various stakeholders, first of all managers to whitewash financial statements to hide the enterprise's real situation. If those enterprise stakeholders can't correctly evaluate the enterprise's operating condition, will lead to resource configuration errors, not conducive to the development of capital market, the enterprise is likely to make decisions that is often bring greater losses to the enterprise, according to the usual financial information. But the wrong investment decisions for the investors that

made on the basis of false information might make investors lose confidence in the enterprise. Gradually the enterprise might begin to loss of investors. Furthermore, managers of very level in enterprise will require financial worker whitewash financial information, so financial personnel resulting in violating of the accounting rules. It is no doubt that the false financial information will be bad for countries to develop the right economic policies. In more long-term period the healthy development of the accounting profession is also very detrimental [7].

Any ideas of social responsibility affected behavior can be refers to the managers for social responsibility, for business owners, creditors, employees, and even sometimes for the government supervision in order to care enterprise managers and the social public interests of conscientious managers to do their work. And at the same time grasp the investment opportunities, reasonable use of corporate assets. If it is not self-serving, the financial activities can maximize the value of the enterprise for the enterprise to participate in charitable activities, public welfare activities. And it also provides services such as jobs in the financial behavior of the society. The Microsoft businessman Bill Gates has ever said that any more than millions of dollars has the duty to repay society. The kind of concept of the social responsibility of behavior is not only good fulfilling its duties. And it also includes the return to the owner, the return society, do an own strength for building a harmonious society and easing social conflicts. Meanwhile the good image of the enterprise will certainly attract more investors and customers for the enterprise, to furthermore quickly promote the development of the enterprise. So we can move to the idea of the concept of social responsibility accounting behavior. When the management involved persons can be regarded as the economic rational personnel and their financial behavior motivation above, the concept of social responsibility will account their behavior in a better kind of positive behavior of managers[8]. Analyzing of the whole economic and financial political environment for the enterprises is another necessary to be researched enterprise financial related behavior.

Anything that is impossible to be carried out without the survival and development of the external environment. So we can make conclusion that all the management personals and their financial behaviors of each management personnel can only make relying on some specific environment. For example the financial situation of enterprise's does not only includes the macro environment, such as the whole social economic, political, legal, natural,

financial, cultural that the enterprise faced, but also includes the micro environment, such as the enterprise's inner management structures and systems. And it also contains the production and operation organization mode and the managers' management level, the cultural and moral level from the ordinary employees. Overall the macro environment and the micro of the enterprise of Kazakhstan is almost the same. While the micro environment of every enterprise in Kazakhstan might be different to some extent, the macro environment for the enterprise cannot be controlled by will of enterprises. Enterprises can only passive to adapt to the change and requirement of the macro environment. Sometimes the micro environment can be improved by certain means, so the enterprise can be better developed. Looking further into the macro environment we can find out that the changes in the economic environment are affected by the consumer's income and all the consumption levels. Its chains will also affect the enterprise's business, and to affect the enterprise's business income[9]. All these impact of the enterprise's cash flow, investment status and financing, finally it will affect the financial behavior of enterprise management.

In times of economic prosperity, consumer's income level is better, disposable income is more, the purchasing power will increase, the enterprise's operating income will increase, and all the factors mentioned above will certainly cause the increasing of profits with the resources of funds to ensure the development of the enterprise. The enterprise will consider investing more projects, and it can purchase fixed assets to enlarge the enterprise's business scope. By promoting the development of the enterprise even during the recession time, enterprises manager can neglect the consumers' disposable lower income, and the decline of the consumption level. In some cases the enterprise's main business income might begin to decrease, but when the enterprise accordingly take the business policy tightening and use every selective channel to manage the daily main business well, meanwhile, reduce the investment. And also begin to engage in some less risky projects. By all these means ensure the enterprises to obtain relatively stable income and maintain the enterprise's development, smoothly through the economic depression. Because the world economy starts to decline and the economic ties between the countries are more closely under the background of the globalization, the range of periodic economic changes are more widely in the process of economic development. Those differences and distinguished factors between the various stages are less obvious,

so the influence from the economic environment for the development of the enterprise is getting more and more significant. When consider any financial behavior, the enterprise's place of financing in the financial market also should be taken into consideration where the capitals not only include stocks and bonds. And it includes monetary as well as physical capital. Enterprises in the financial markets are more willing to choose the appropriate in some more profitable financing ways for financing and investment. And that different funds occupancy forms can be transformed into each other. For example, when the realization of transformation between long-term and short-term, it is no doubt that all the behavior is in favor of the enterprise's effective operations[10]. And what is more, the analysis of financial market can also supply with funds and demands. It will result in the enterprise's profitability and other important development.

The enterprise's operation cannot be placed in a vacuum. So the legal environment both from inside and outside of the organization is very important in enterprise's behavior. And management styles and systems must comply with the national regulations. And also the enterprises internal rules are linked with the economic and financial environment. Such as the «enterprise law», «foreign investment Law», «enterprise contract law» and «joint adventure regulations» so on and so forth, as well as other laws like tax law» accounting law «. All the types of enterprise activities of managers should do according to the legal category[11]. All the manager mechanism should run business under the protection and guidance of the laws of the government and by the regulation formed inside of the organizational structure of the enterprise. The management should be familiar with the national's corresponding laws and regulations, and understand the effects of different laws for the enterprise's operations. Managers also need to take some corresponding measures to realize the maximization of the value of the enterprise legally. For instance all the enterprises must pay taxes according to law of obligation, as the enterprise tax can make certain portion of the profits out. Every enterprise must comply with the tax law and need to pay taxes according to law, the enterprise only exclude tax through legal ways. It is illegal to hide the revenue to avoid the payable tax or fees [12].

The country's policy also will affect the enterprise's behavior a lot. Kazakhstan has explicit stipulation for the type of enterprise, financial and accounting system, transfer mode, organization structure, and other factors. As mentioned above, the enterprise also in the process of operation and

development develops internal system about their enterprise's management, production, advertisement, financial operations, accounting system and the organizational structure of the enterprise's management style. What the micro environment of the enterprise and the macro environment of economy affect the enterprise operation and show the great significance to enhance the staff's efficiency can be seen from the behavior result of the enterprise. And by promoting the development of the enterprise, the enterprises managers ensure achieving the goal of enterprise. The financial environment is a definitely a whole huge system, various factors are interdependent, mutual influence in the change and interaction, and the influence from above actions is very hard to predict and take into control by the management managers. Sometimes in certain ways it can be certain connections and rules lay among them[13]. Managers that can adjust the financial behavior of the enterprises well with internal financial environment and external political and economic environment can produce certain effect to the development of the enterprise. For instance example, some of the enterprise management system and mechanism ensure the enterprise's operating system playing a decisive role in the development of enterprises. When managers make decisions for the enterprise inside the organization, the organizational form of the enterprise determines the internal scope, like the flowing in capital, the outside investment, the advertisement cost, the partner relationship and so on. The enterprise's production ability, sales scopes is determined by the production and operation status of the enterprise. And the enterprise's efficient operating helps to realize the possibility of profit. If the orders from the enterprise's management level performed well by the front workers, the proficiency of the managers plan being certain, then the enterprise behavior as organizing, managing and coordinating will affect the enterprise's operation and management more thoroughly[14]. The enterprises financial and business big environment is good or not directly affects the survival and development of the enterprise as well as how efficiently managers make financial decisions[13]. Invest is another financial behavior from the enterprise that can affect the future development or even the survival of the enterprises. The investment decision is without a doubt one of the most significant decision of enterprise profits. Standardize the financial behavior and economic decision making can make sure that the scale of investment, risk, expected earnings management on many alternative investment projects can be chosen with enough comparison for getting the better choice[15].

If not some extent of errors or mistake might appear in the investment links and will not just make loss of corporate assets and reduce the revenue, but also hurt the interests of investors and the stakeholders. In order to choose relatively projects with less risk and higher profit, enterprises will try to make the lowest risk investment. The enterprise when investing should first understand the enterprise's goal is to maximize the value of this enterprise, take this as the code of conduct.

Adopt scientific method of project evaluation when make full consideration of the project operational and continuity, for example with certain frequently-used net present value method to calculate the internal rate of return method and meanwhile pay more attention to the period method of funding and refunding, as well as considering the investment project to be generated the present value of cash flow. The cost of investments will be reduced and capital recovery period will be shortened[16]. Meanwhile we also need to set effective models to consider the potential difficulties of projects, the sources and allocation of funds in the investment process. As about to how to detect the project in the course of the project, and the audit mistakes and frauds when the project is completed, the managers need to focus on investing the projects themselves and make choice from the existing projects that are adorable with the long-term and temporary development of the enterprise. And also they can promote the enterprise's development space, increase the core ability of competitiveness of enterprises. This is not just pursuing the temporary interest from the projects which investment cycle is short and quick, but also promotes the long term systematical development. When it comes to the analyses the opportunity of the investment scientifically, every investment has a vital effect and important relationship for the enterprise's development. The enterprise managers need to be more cautious to analyses the investment projects scientifically and to grasp investment opportunity, at the same time also to establish effective mechanism for financing behavior. Obviously it is also the basic behavior in the financial markets and the source of capital of the enterprises has two aspects[17]. Enterprises get capital from financing that is the very basic foundation for the enterprise to develop smoothly and enlarge business scope.

Conclusion

We can also take a close look to the financial behavior of the households in Kazakhstan before and after the crisis. From the study compared fi-

financial behaviors of enterprises and households, and between their performance before and during and after the financial crisis, using data analyzing acquiring from the preceding period of the financial crisis, we can make findings including information about how both enterprises and individuals reaction to crisis events in general and studies of responses to financial crises in particular. In modern laboratory economists use data from an online financial self-assessment model as a helpful tool, they have found plenty of evidence that the financial crisis was associated with both enterprises and households behaviors[18]. The differences between these two entities and between the time of previous financial crisis or aftermath financial crisis can be found out through analysis in the performance of frequently recommended financial management practices[19].

And we can learn from the financial crisis and the financial behavior for it. This can provide an impetus for change processes associated with making positive financial behavior changes and also enable us use financial coping methods that were mutually proved each other to some extent. For a lot of enterprises and their managers as well as the ordinary people drawn into the crisis unwillingly, the recent economic downturn may have precipitated change processes [20]. The change currency ratio because of evaluation for counting back the crisis, and the surging up price in market, the difficulty of finding proper jobs for those new graduates and the increasing unemployment affect both the enterprises and the households. And the result can be mutually because enterprises are laid as the foundation of the economic basis.

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