IRSTI 06.71.07

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FORMATION OF A REGIONAL LIVESTOCK CLUSTER IN THE REPUBLIC OF KAZAKHSTAN

Livestock development is one of the main strategic tasks of Kazakhstan's economic and continues to be a major source of employment, food and income for the rural population. Analysis of current trends in the development of agrarian countries showed that the further development of the agro-industrial complex of Kazakhstan should focus on increasing the competitiveness of agricultural products by increasing the effectiveness of state support and creating equal favorable conditions for the development of agribusiness. In 2013, on behalf of the head of state NA. Nazarbayev The Government of the Republic of Kazakhstan has developed a "Concept for the formation of prospective national clusters of the Republic of Kazakhstan up to 2020". In order to improve the regional policy of Akmola region in the sector of animal husbandry it is appropriate to consider the mechanism of association of all actors involved in the regional cluster meat specialization. This article describes a technique of forming a regional cluster in the example of the livestock industry of the Republic of Kazakhstan. Author's technique consists of five successive phases. The authors suggest a comparison index of regional competitiveness, and the competitiveness of the livestock industry. Comparative analysis leads to the conclusion, in which areas of the republic is possible to create a cluster of livestock. The article is used a non-parametric statistical method of "Pattern" by which the calculated competitiveness factors. The authors attempt to adapt to the competitive assessment of the livestock industry.

Key words: competitiveness, approach pattern, cluster competitiveness indexes, livestock industry

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Қазақстан Республикасында аймақтық мал шаруашылық кластерді қалыптастыру

Мал шаруашылығын дамыту Қазақстан үшін стратегиялық экономикалық мәселелердің бірі болып және ауыл тұрғындары үшін табыс пен азық-түлік және жұмыспен қамтылудың негізгі қайнар көзі болып табылады. Аграрлық жағынан жетекші елдер дамуының қазіргі тенденцияларының талдауы көрсеткендей Қазақстан агроөнеркәсібі кешенінің дамуы ауыл шаруашылық өнімінің бәсекеге қабілеттілігін арттыруына бағытталу керек. Бұған мемлекеттік қолдау тиімділігін арттыру және агробизнесті дамыту үшін тиімді жағдай жасау арқылы жетуге болады. 2013 жылы Елбасы Н.Ә. Назарбаев тапсырысы бойынша Қазақстан Республикасы Үкіметі «Қазақстан Республикасының перспективалы ұлттық кластерлерін қалыптастырудың 2020 жылға дейінгі тұжырымдамасын» жасады. Мал шаруашылығы саласында Ақмола облысының аймақтық саясатын жетілдіру мақсатында ет өнімін өндіруге қатысатын субъектілерді аймақтық кластерге біріктіру механизмін қарастыру жөн. Бұл мақалада Қазақстан Республикасының мал шаруашылығы саласы-

ның мысалында аймақтық кластер қалыптастыру әдістемесін сипаттайды. Авторлық әдістеме бес дәйекті кезеңнен тұрады. Авторлар өңірлік бәсекеге қабілеттілігін салыстыру индексі және мал шаруашылығы саласының бәсекеге қабілеттілігін болжайды. Салыстырмалы талдау республиканың аудандары мал кластерін жасау мүмкін болып табылады. Мақала есептік бәсекеге қабілеттілік факторлары арқылы «Паттерні» емес параметрлік статистикалық әдісі пайдаланылады. Авторлар мал шаруашылығы саласының бәсекеге бағалау бейімделу әрекет.

Түйін сөздер: Бәсекеге қабілеттілік, Паттерн әдісі, кластер, бәсекеге қабілеттілік индексі, мал шаруашылығы саласы.

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Формирование регионального животноводческого кластера в Республике Казахстан

Развитие животноводства является одной из основных стратегических экономических задач Казахстана и продолжает оставаться основным источником занятости, питания и доходов сельского населения. Анализ современных тенденций развития ведущих в аграрном отношении стран показал, что дальнейшее развитие агропромышленного комплекса Казахстана должно ориентироваться на повышение конкурентоспособности сельскохозяйственной продукции за счет повышения эффективности государственной поддержки и создания равных благоприятных условий для развития агробизнеса. В 2013 году по поручению главы государства Н.А. Назарбаева Правительством Республики Казахстан была разработана «Концепция формирования перспективных национальных кластеров Республики Казахстан до 2020 года». В целях совершенствования региональной политики Акмолинской области в отрасли животноводства целесообразно рассмотреть механизм объединения всех участвующих субъектов в региональный кластер мясной специализации. В данной статье рассматривается методика формирования регионального кластера на примере животноводческой отрасли Республики Казахстан. Авторская методика состоит из пяти последовательных этапов. Автор предлагает сравнение индексов конкурентоспособности региона и конкурентоспособности отрасли животноводства. Сравнительный анализ позволяет сделать вывод, в каких областях республики возможно создание животноводческого кластера. В статье применяется непараметрический статистический метод «Паттерн», с помощью которого рассчитаны коэффициенты конкурентоспособности. Авторами предпринята попытка адаптации оценки конкурентоспособности к отрасли животноводства.

Ключевые слова: конкурентоспособность, метод Паттерн, кластер, индексы конкурентоспособности, отрасль животноводства.

Introduction

The development of livestock production is one of the main strategic economic tasks of Kazakhstan and continues to be the main source of employment, nutrition and income of the rural population.

Currently, many sectors of the country have been uncompetitive both on the external and domestic market. The share of imports of food products is extremely high, and the share of exports is low, which is a threat to the country's food security. Kazakhstan offers the world market mainly raw materials. Increasing the competitiveness of products, increasing the range, developing and introducing technologies for deep processing of raw materials will create a strong image of a country with a highly developed competitive economy.

In the Republic of Kazakhstan, the issue of cluster development is given considerable attention. The initial and fundamental prerequisite for clustering the entire agricultural sector of Kazakhstan is the existence of interrelations between all categories of farms. These relationships can and should be strengthened in almost any rural area, that is, it is quite realistic to create highly interconnected systems, such as mature, developed clusters.

Clusters are referred to as instruments of increasing the country's competitiveness in many government documents. But the effectiveness of their creation is largely determined by theoretical and methodological approaches to assessing and shaping their competitiveness. In this regard, the urgency of examining the theoretical and methodological issues of creating competitive clusters on the example of the livestock cluster of the Republic of Kazakhstan

and their impact on the competitiveness of the economy of the Akmola region is growing.

Materials and methods. The foundations of the cluster theory are laid down in the works of A. Marshall, P. Perru, I. Tolanado and D. Solier, E. Dahmen, A.P. Gorkina, L.V. Smirnyagin (Marshall A., 1993:594 p., Tolenado J.A, 1978: P. 149-158; Dahmen E.,1950:137 p.; Mattsson L.G.,1987:218 p.; Perroux F.,1970:215 p.; Gorkin A.P., 1979: P. 25-36). The works of the above-named scientists became the theoretical basis for studying the mechanism of the formation of classical (Marshallian) clusters. Further, the cluster theory was developed in the works of M. Porter, S. Rosenfield, M. Enright, K. Fredriksson C., E. Limer, who consider clusters within the framework of the theory of competition and give a more complete and complex definition of the cluster (Porter M. 2005:324 s., Rosenfield S, 1997: P. 3–23., Enright M.: 1993. – 268 p., Fredriksson P., 1979:327 p., Limer E. 1984. – 384 p., Todorova L., 2017, Manyika J., 2016: 213 P, Tornea I, 2016: 136 P, Etzkowitz H, 2000: 87 p). The purpose of the cluster is to increase the competitiveness of the agribusiness and agriculture in the region to the indicators of the world's leading countries. The author proposes a mechanism for creating a regional meat cluster based on a comparison of the competitiveness of the regional economy and industry production in three blocks of indicators: economic potential, efficiency of its use, competitive advantages, as well as an assessment of the economic, organizational and resource prerequisites in the region for cluster formation.

Results and discussion. The authors justified that the creation of a cluster as a point of growth of the regional economy is advisable in conditions when the competitiveness of industrial production in the region exceeds the competitiveness of the economy of the region as a whole (Chepik D.A., 2010: 23 p; Drozdetskaya T.G., 2007: P. 147-151; Bondarenko N.E., 2015: P.567-574).

Figure 1 shows the scheme of the methodology for the formation of a meat cluster in the region. The author's methodology is to compare the integral indicators of the level of competitiveness of the region and industry, as well as a quantitative and qualitative analysis of the potential opportunities of the industry in the region.

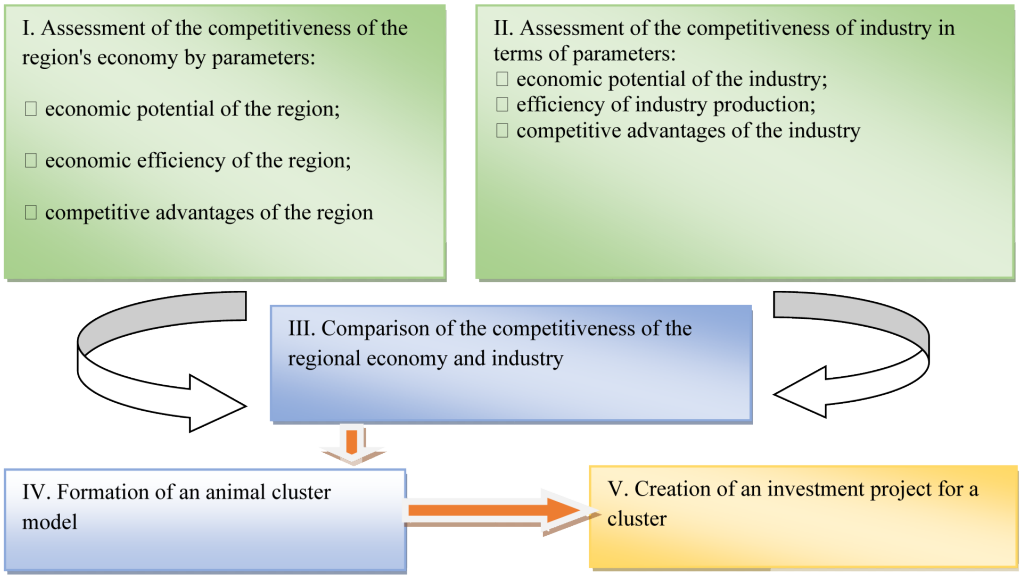

Figure 1 – Scheme of the methodology for forming a regional cluster in animal husbandry
Note – Compiled by the author (Okutayeva S, 2017: c.245)

Comparison of integral indicators of the competitiveness of the regional economy and industry production on the example of the livestock sector of the Republic of Kazakhstan will make it possible to determine in which regions of the country the most developed livestock sector. In case of exceeding the level of competitiveness of industry production above the level of competitiveness of the region, authors consider it expedient to create a meat cluster in such regions (Kurmanov R.Zh, 2009: 135p.).

The method «Pattern» allows to obtain estimates by partial indicators by means of correlating the actual values with the best formula (1). The value of the integral coefficient is determined by the formula (2).

$$t_{ij} = \frac{x_j}{x_{\max}} \quad (1)$$

where – j - index of i-region;
the maximum value of the j-th partial indicator.

The value of the integral coefficient can be obtained with the help of the average simple of the partial coefficients of formula (2). The values of the coefficient will belong to the region (0; 1). = 1 can be achieved only if the i-th region has the best values for all the particular indicators (Abdurazakov A.A.,2013: 148-155).

$$T_i = \frac{\sum_{j=1}^{n} t_j}{n} \quad (2)$$

where – Tij is the block competitiveness index;
n – is the number of indices.

The region's competitiveness index is integral and consists of three factors: the coefficient of the region's economic potential, the efficiency of its use and competitive advantages. Knowing that the values of the coefficient Ti belong to the region (0; 1), we can distinguish five groups of regions with equal intervals:

1 group – high level of competitiveness: 0,8≤Ti≤1;
2 group – very high level: 0.6≤Ti≤0,8;
3 group – average level: 0,4≤Ti≤0,6;
4 group – low level: 0,2≤Ti≤0,4;
5 group – non-competitive regions (Gelmle A.M., 2013: 23 p.).

The regional competitiveness index is shown most graphically in Figure 2.

No region of the republic belongs to the first group of regions, according to our classification by the level of competitiveness. That is, no region has scored an indicator of competitiveness within 0.8 ≤ Ti1. To the second group with an index of 0.6≤Ti≤0.8 there is only one region of the republic - the Atyrau region, where the competitiveness index is 0.63. This is a region with a very high level of competitiveness. The third group of regions with a competitiveness index of 0.4≤Ti≤0.6 includes three regions of the republic: East Kazakhstan (0.44), South Kazakhstan (0.43) and Karaganda (0.40) regions. These are regions with an average level of competitiveness. All other regions of the republic belong to the fourth group with a low level of competitiveness, where 0.2≤Ti≤0.4. Thus, 70% of the regions of the republic have a low level of competitiveness of the regional economy. The level of competitiveness of the Akmola region corresponds to a value of 0.30, which indicates a low competitiveness of the region (Bauer M., 2016: P. 2057-2070).

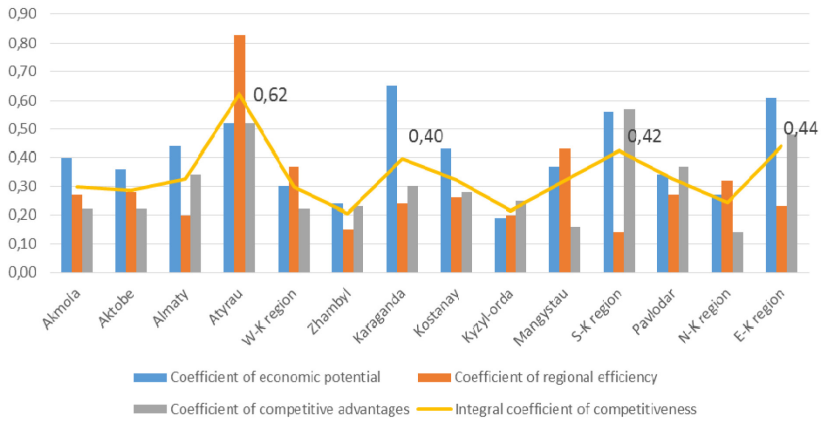

Figure 2 – Coefficient of competitiveness of the regions of the Republic of Kazakhstan
Note – Compiled by the author

The calculation of the competitiveness index of the livestock sector is carried out in a similar way, using a non-parametric statistical method for assessing the level of competitiveness of the

«Pattern» branch. The analysis is conducted on three systems of indicators: the economic potential of the industry, the effectiveness of its use, and the competitive advantages of the livestock sector.

Thus, making a calculation using the Pattern method, we obtained a coefficient of competitive advantages, the maximum value of which in the Almaty region (0.67), the minimum value in Atyrau (0.21). The industry competitiveness index is calculated as the arithmetic mean of the estimates obtained.

Here are the calculated data on the competitiveness factors of the livestock sector in Figure 3.

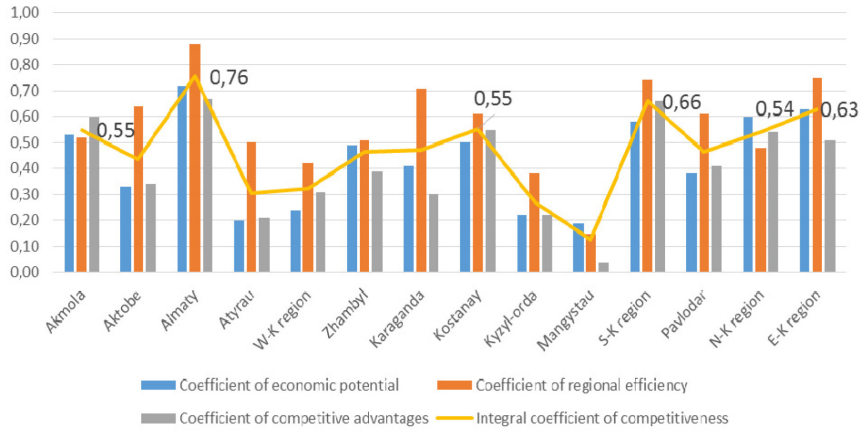

Figure 3 – Coefficient of competitiveness of the livestock sector in the regions of the Republic of Kazakhstan
Note – Compiled by the author

As can be seen from Figure 3, the greatest value of the competitiveness coefficient of the livestock sector was achieved in the Almaty region - 0.76.

According to figure 3 and our classification described above, no region of the republic belongs to the group with a high level of competitiveness of the industry, where 0,8≤ Ti≤1. The second group with a very high level of competitiveness in the livestock sector, where 0.6≤ Ti≤0.8, includes Almaty (0.76), South Kazakhstan (0.66) and East Kazakhstan (0.63). Akmola, Kostanay and North-Kazakhstan oblasts have an index of the competitiveness of the livestock sector more than 0.5 (Okutaeva S.T., 2016:87-89 p.).

Conclusion

Thus, we see that fifty percent of the regions of the republic have an average level of competitiveness in the livestock sector.

At the third stage, we compare the integral indicators of the competitiveness of the regional economy and industry production by the example of the livestock sector in the Republic of Kazakhstan. In case of exceeding the level of competitiveness of industry production above the level of competitiveness of the region, authors consider it expedient to create a meat cluster in such regions.

Table 1 gives a visual representation of the difference in these coefficients. Of scientific interest are the areas in which the coefficient of competitiveness of the livestock sector is higher than the regional competitiveness factor. This is observed in six oblasts of the republic: Akmola, Almaty, East Kazakhstan, Kostanay, North Kazakhstan, South Kazakhstan oblasts (Bauer M.,2016: S. 140-146).

Table 1 provides a comparative analysis of the competitiveness levels of the region's economy as a whole and the competitiveness of the livestock sector in the region. In Akmola, Almaty, Zhambyl and North-Kazakhstan regions, the level of competitiveness of the livestock sector is almost twice as high as the competitiveness of the region as a whole. This indicates the existing potential of the livestock sector and the possibility of forming a cluster in the livestock sector in these areas (Okutaeva S.T., 2013: P. 79-80).

The fourth stage is the formation of an animal cluster model. At this stage, the main participants of the cluster and their main functional responsibilities within the cluster are identified.

Table 1 – Comparative analysis of competitiveness of the economy of regions and livestock sector in the Republic of Kazakhstan

Region name	The level of competitiveness of the livestock sector in the region	Level of competitiveness of the region's economy	Difference (2) to (3)
1	2	3	4
Akmola	**0,55**	**0,30**	**0,25**
Aktobe	0,44	0,29	0,15
Almaty	**0,76**	**0,33**	**0,43**
Atyrau	0,30	0,62	-0,32
West Kazakhstan	0,32	0,30	0,02
Zhambyl	0,46	0,21	0,25
Karaganda	0,47	0,40	0,07
Kostanay	**0,55**	**0,32**	**0,23**
Kyzylorda	0,27	0,21	0,06
Mangistau	0,13	0,32	-0,19
South Kazakhstan	**0,66**	**0,42**	**0,24**
Pavlodar	0,47	0,33	0,14
North-Kazakhstan	**0,54**	**0,24**	**0,3**
East Kazakhstan	**0,63**	**0,44**	**0,19**
Note - Compiled by the author			

In the fifth stage, the assessment of cluster impact on the competitiveness of the industry is made. An evaluation of the investment project for creating a cluster in the region is being conducted, as well as an assessment of the impact of cluster formation on increasing the competitiveness of the livestock sector (Program «Development of export potential of cattle meat of the Republic of Kazakhstan for 2011-2020»).

The world practice shows that it is expedient to unite in clusters for those who work on the creation of the final product. In the conditions of traditional agro-industrial integration, the bulk of profit remains at the output of the final product. In this regard, the cluster approach forms such a mechanism of relationships that allows you to receive an equivalent cost to the profit not only to the person who produces or sells the final product, but also to all participants in the cluster. This is one of the significant differences of the cluster from the existing integrated structures, including agroholdings, financial-industrial groups, etc., in which agricultural producers remain the most disadvantaged in income (Namazbekov M., 2015: 18 p; Rizahodzhaev A.A., 2007: 24 p; Zhukenov B., 2014: P. 535-540).

Increasing the competitiveness of enterprises in the industry is possible due to the effect of the cluster. The interaction of the cluster participants will be permanent, which will increase the security of transactions and reduce transaction costs.

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