

The analysis of innovations functioning in the economy of the Republic of Kazakhstan

At the present stage one of the oil companies' main tasks is searching for competitive advantage's additional sources. The factors that provide dynamic benefits (such as innovations, earlier production, production improvements, etc.) becoming leading factors. In this regard, the role of R&D management oriented to the long-term objectives of technological development increases.

Kazakhstan's strategy of energy policy until 2020 approved by the Government assumes two opportunities (good and bad) of the fuel and energy complex development, including its main element such as oil and gas industry. Good scenario considers implementation of the measures to ensure the normal functioning and development of the fuel and energy complex (the reproduction of the mineral resource and production base, production and investments self-funded).

Thus, the competitiveness can be defined as "sustainable improvement in productivity, which leads to the welfare's increasing".

According to Michael Porter, productivity is based on two interrelated areas:

- The level of complexity of the operations conducted by local and foreign companies competing in the country;
- The quality of business environment at the micro level where companies operate.

According to the theory of competitive advantage developed by Michael Porter any country with approximately same level of development has a definite set of advantages. They could include: high level of productivity, quality of human resources, quality of goods and services, management, etc.

The most important factors of competitive advantage at the most of industries, especially high-performance industries of developed countries, are not "inherited" factors, but those that were "created" by the country.

Porter's Diamond Framework

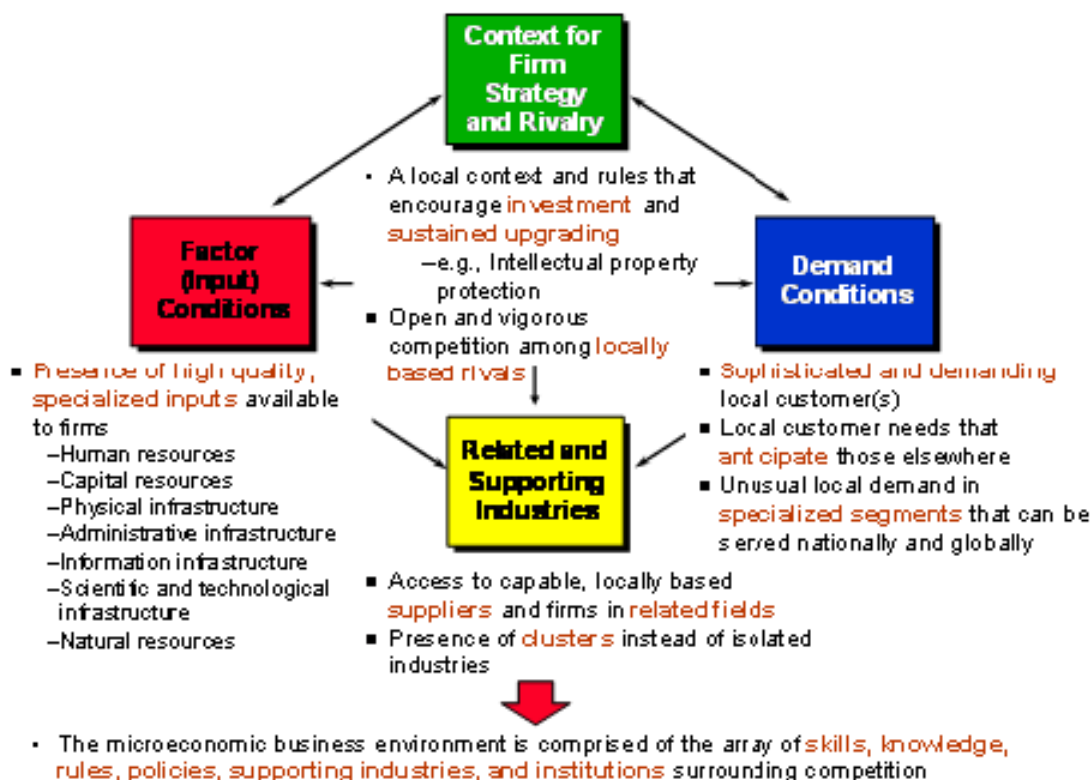


Figure 2 – Porter's "National Diamond"

Thus, the country will be competitive if it has an unusually high level of quality of institutional mechanisms for the creation of certain factors of production. The most important factors of production are "created" factors, such as knowledge and skills, improved physical infrastructure, as well as a capital.

The strategy of firms, structure and competition are the fourth component of the “diamond”. Especially important in this component the competition between local companies that can press for innovation and effective functioning. Fierce competition not only helps to increase the benefits at the local market, but also forces domestic companies to enter the international markets for further growth. Supported by domestic competition, more viable local companies can compete successfully abroad. Only in rare cases the company which did not face sufficient competition in the domestic market can compete successfully in foreign markets.

Technologies used for the production of oil and gas equipment must meet international standards, and slow transition from Russian standards to Italian and German take place currently. Access to finance resources is one of the main problems of oil and gas equipment producers, domestic companies are trying to solve it by creating joint ventures. Companies that make up the core of the cluster are shown on the map. Some of them are joint ventures (Belkamit, Keppel Kazakhstan, ERC holding, etc.). FMC Heavy Engineering is a branch of a foreign company.

Ways of improving the innovative management in the manufacturing sector in Kazakhstan

One of the major problems of the oil and gas enterprises in the development and implementation of innovations is the management of innovations, first of all, through decisions on selection of innovative projects and the allocation of resources. It is necessary to provide an integrated decision-making process from top-level management to the level of R&D management.

Furthermore, clear answers to following questions should be received:

- 1) Will the investments in own R&D provide better result than the purchasing of the licenses?
- 2) Will the expenditures on R&D provide a higher return compared with the same expenditures on production and marketing?

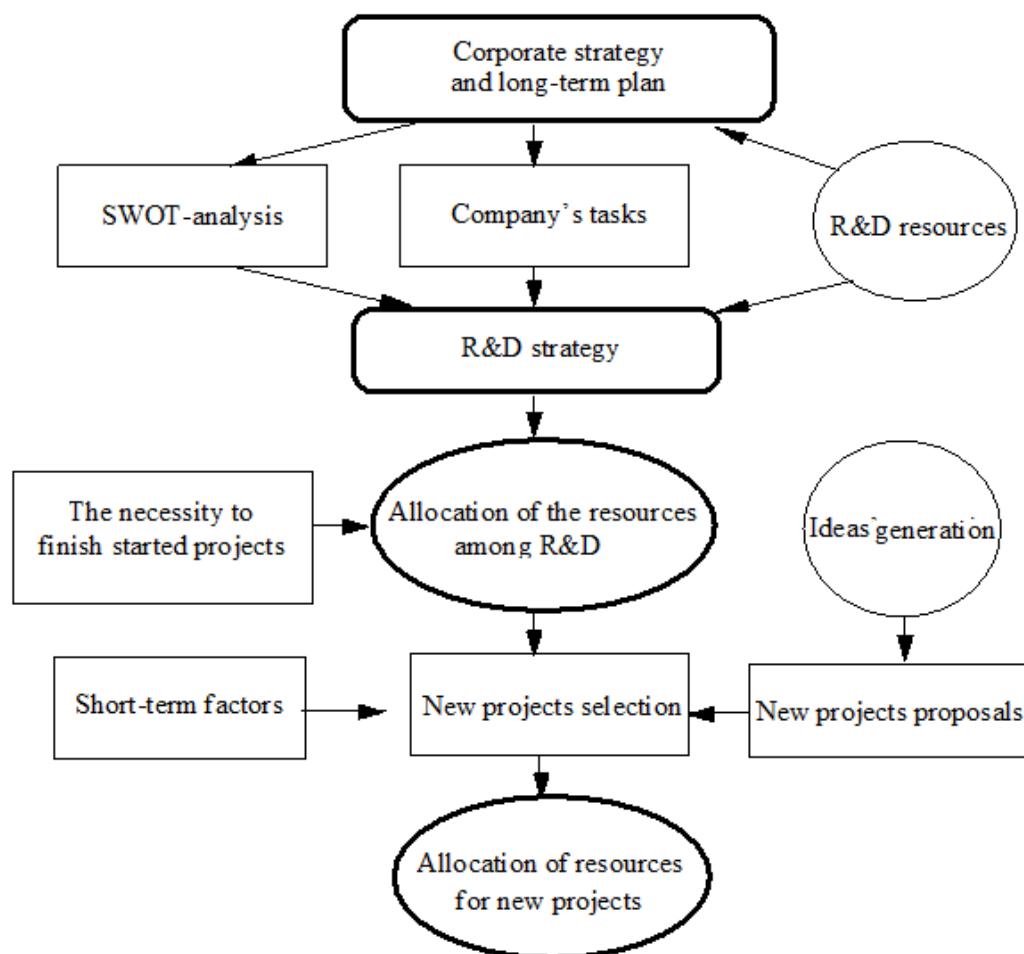


Figure 3 – R&D decision making process

Practically company can use different types of strategies in innovation management. Offensive strategy with high-risk and high returns requires a certain skills, and the ability to see new market opportunities and be able to quickly implement them into products.

The inability of companies to implement large-scale R&D allows to suggest that they usually do not have enough resources to implement an offensive strategy. However, in a number of technological industries smaller companies can concentrate on one project, while large companies allocate their resources on several projects. The market leader is enforced to take the offensive strategy since its position could be damaged by the appearance of R&D innovations.

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Инновациялық үрдістің әлеуметтік мағынасы бар, сондықтан да үрдіс әлеуметтік жүйеде дамып отырады. Әлеуметтік қызығушылықтарын тарта отыра, әлеуметтік өзгерістерінің үрдісімен жеткізіледі. Сонымен инновациялық үрдістерді зерттеу, жоспарлау және басқару кезінде олардың әлеуметтік кемшіліктерін ескеру қажет.

Инновационный процесс имеет социальную значимость, так как процесс происходит в социальной среде, вызывает социальные потребности и сопровождается процессом социальных изменений. Поэтому при исследовании, планировании и управлении инновационными процессами необходимо учитывать их социальные последствия.

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СОЦИАЛЬНО-ПСИХОЛОГИЧЕСКИЕ АСПЕКТЫ ИСПОЛЬЗОВАНИЯ РЕКЛАМЫ НА МЕДИА-РЫНКЕ

Насущные проблемы в практике вызвали активные исследования в области психологии. Взаимосвязь эта настолько тесная, что примерно в 1960-е гг. стало выделяться такое направление экономической психологии, как психология рекламы. В последние десятилетия она получила бурное развитие и приобрела статус самостоятельной прикладной социально-психологической науки. С другой стороны, необходимо согласиться с тем, что психология рекламы может рассматриваться как одно из направлений дисциплины «Поведение потребителей» (или «Психология потребителей»).

Кроме этапов непосредственного принятия решения о том, смотреть эту программу или нет, достаточно важным для определения места рекламного воздействия на зрителя является рассмотрение этапов самого процесса.

Современные рекламные специалисты США придерживаются теории трех психологических состояний:

Человек знает, что с ним происходит, и может объяснить это.

Человек отдает себе отчет в своих чувствах, но не может объяснить их причину.

Человек ничего не знает ни о своем состоянии, ни о вызвавших его причинах.

Особенно усиленно изучаются в последнее время состояния второе и третье. Обычно выделяют такие основные уровни психологического воздействия рекламы:

- когнитивный (познавательный аспект, передача информации, сообщения);

- establishing a system similar to insurance reserves, but concentrated within the enterprise. At the enterprise are created the insurance reserves of raw materials, parts, reserves of cash, plans of their use in crisis situations.

- staff training and its coaching.

The importance of risk management firstly, is the ability to predict, to some extent an offensive risk event, secondly, in advance, to take necessary measures to reduce the size of possible adverse effects. In order to manage risk, it is necessary to have quantitative assessment, ie be able to measures probability of adverse events and the the losses of accompany.

Hence, we must pay more attention to the development enterprise managing risk identification and processing, and full integration into a risk management system companies.

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Кез-келген кәсіпорын үшін тәуекелдерді басқару маңызды мәселе болып табылады. Кәсіпорындарда тәуекелдердің келесі түрлері туындауы мүмкін: валюталық, несиелік, өтімділік тәуекелі, төлем қабылетінің тәуекелі, ағымдағы тәуекелдер және тағы басқалары. Сонымен қатар мақалада тәуекелдерді басқарудың бірнеше тәсілдері келтірілген.

Для любой организации управления рисками является важнейшей задачей. Предприятия могут столкнуться следующими видами рисков: валютный, кредитный, риск ликвидности, риск платежеспособности, операционный и т.д. Также в статье приведены несколько методы управления рисками предприятия.

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DEVELOPMENT OF INNOVATION MANAGEMENT IN KAZAKHSTAN ECONOMY

In the practice of innovations' implementation several types of models are used for describing the internal structure of the innovation process.

Innovative circuit is the simplest model of the innovation process which is the result of a logical partition of the whole process into separate functional or structural parts and stages (Figure 1).

According to this model, the innovation starts with the basic analysis and finishes in the field of marketing and sales, respectively, in the field of consumptive use. In accordance with its interpretation, in the major research centers new knowledge generates ideas, and also automatically and consistently forms a new products and processes. According to this model, new scientific knowledge should automatically lead to the economic growth.

The advantage of the model is its simplicity, and its disadvantage is that it leaves out the complex connections between the individual links in the feedback mechanism chain, does not address the ideas that appear outside of the research department, as well as environmental conditions. The initial phase of innovative economy's building is the creation of the National Innovation System (NIS). Its formation obviously is individual for each country, and determined by socio-economic relations. However, in each concrete case separate approaches and tools that proved their effectiveness can be used. Analysis of the innovative management, in both developed and developing countries, has identified key patterns of NIS establishing and developing.

The transition of the world economy into a new level of technological development, demanded the strengthening of innovative activity and new approaches to innovations, the connecting knowledge and technology with the market. The first years of current century brought new aspects to the interaction of the economic environment and innovative activity of competing independent businesses that have to change their behavior stereotypes.

The model divides the process of innovation into the hierarchical R&D, technical and technological, and commercial functions. Based on the company’s objectives this process begins with an assessment of available resources, with R&D for defining the strategic objectives, and ends with a return on investment.

The great advantage of this model is that it clearly represents the development process in a very specific direction determined by the innovation strategy.

Complex socio-technological systems’ model, compared with a cooperation model has more advantages in revealing the possibilities of purposeful centralized intervention, in developing of planned innovations criteria, which allows to use it as an innovative facility to promote intervention to the technological sphere.

Innovations are becoming the main “actor” of theoretical scenarios and practical implementation of modern scientific and technological revolution, having driven back investments, that many years were considered as the main factor of economic growth. The enhancing of the role of innovations is caused first of all by the changes in market conditions: nature of competition, transition from traditional static to dynamic competition. This fact has determined the features of the interaction between innovations and the market at present stage.

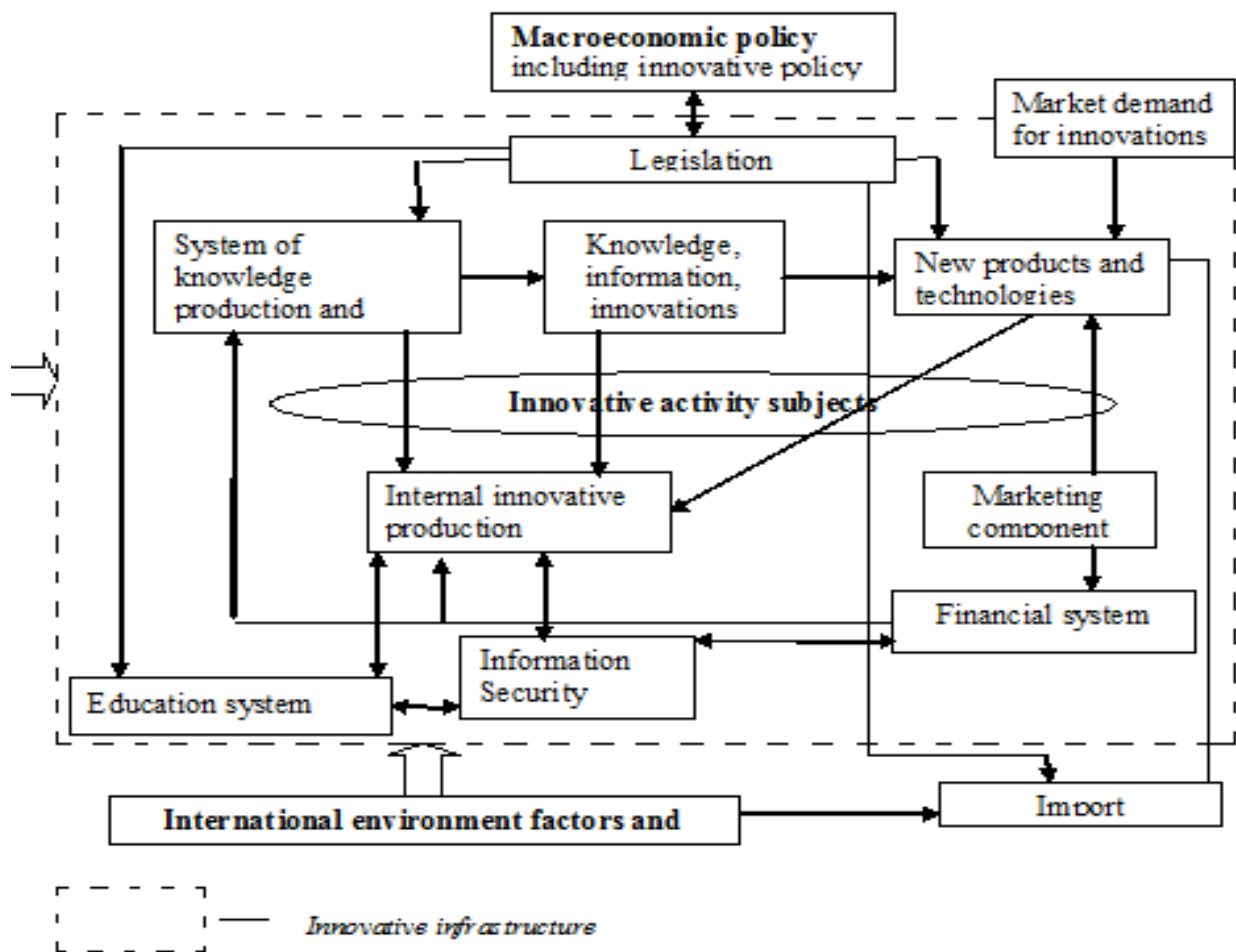


Figure 1 – Generalized model of NIS main elements’ interaction