
В данной статье рассмотрены основные направления жилищной политики Республики Казахстан. Показан эффективный механизм государственного регулирования жилищного сектора.

This articles describes the main areas of real estate policy of the Republic of Kazakhstan. Showa the effective mechanism of state regulation of the real estate.

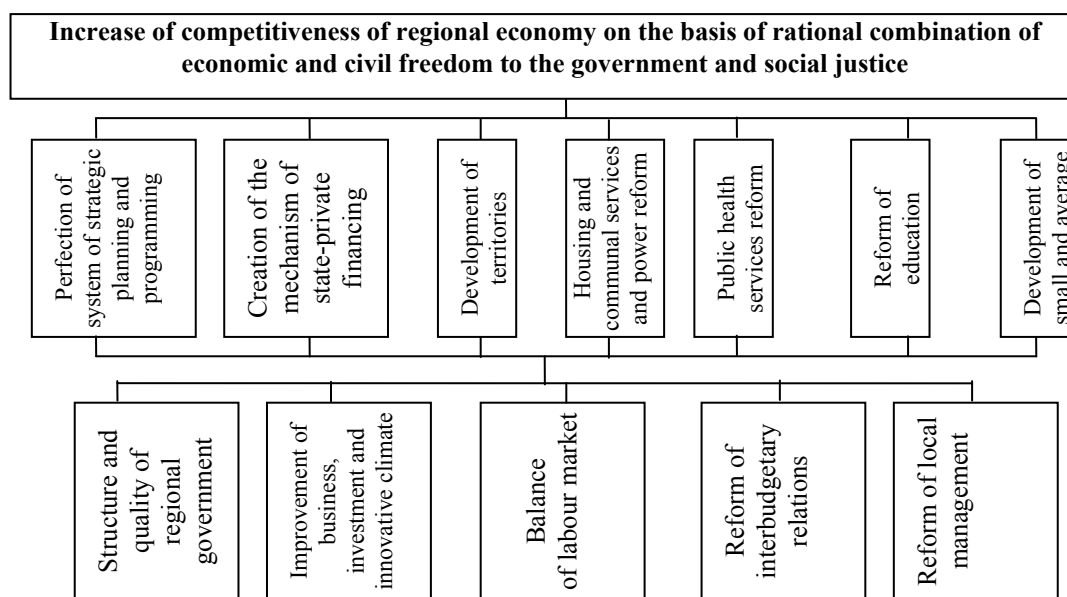
K.S. Muhtarova, A.T. Myltykbaeva

THE INNOVATIVE APPROACH IN DEVELOPMENT OF REGIONAL ECONOMY OF KAZAKHSTAN

The innovative potential of region can be defined as the balanced complex of organizational-economic and legal conditions of creation, development and distribution of effective directions taking into account progressive domestic and foreign experience. The innovative potential of region is expedient for considering on interbranch complexes, including agrarian and industrial complex, transport complex, consumer goods and services, and also in stages of research-and-production (innovative) cycle.

Formation of an innovative climate is an organic component of the institutional concept of state regulation. Foreign researchers pay special attention on communication of this climate with development of culture and interpersonal communications in region and its settlements, with purposeful reduction of superfluous economic activities of ineffective firms and stimulation of development of the newest manufactures in the regions possessing a wide range of powers in the field of self-financing and management [1].

The innovative potential of region characterizes also investment risk – the qualitative characteristic of political, social, economic, ecological, criminal situation reflecting probability of loss of investments and the income of them.



Picture 1 – the Purposes of formation and development of regional innovative system

In picture 1 (pic. 1 – is made by the author) as mission of development of regional innovative system increase of competitiveness of regional economy, the purposes of the first level – perfection of system of strategic planning and programming, the mechanism of state-private partnership,

development of territories, reform of formation, public health services and housing and communal services, development of small and average innovative business is allocated. Achievement of these purposes is caused by change of structure and quality of regional government, improvement of business, investment and innovative climate, reform of interbudgetary relations and local management, maintenance of balance of labor market.

The analysis of modern international experience shows [2] that the interbranch complex serving certain segment national and the world market and integrating research and development, manufacture intermediate and end-products, and also rendering of services to their consumers becomes the basic structural unit of postindustrial economy of Kazakhstan.

Horizontal communications between participants of this mesoeconomic complex are supported by means of the transfer prices, the logistical standards fixed in long-term formal and informal agreements, and also the general non-material actives, outsourcing, scientific and technical alliances.

Necessary condition of creation of regional innovative systems is perfection of strategic innovative planning and programming in which the special role is taken away to management of knowledge, institutional changes and the coordination of economic interests of economic subjects operating in region.

The regional innovative program as can be defined a part of the complex program of social and economic development of region as a complex marketing, research, design, design, technological, building, industrial, institutional-noorganizatsionnyh and the financial and economic actions (works) coordinated on resources, executors and terms of the realization, directed on the decision of a priority problem of development of region and having the uniform customer in the name of local authorities or the bodies authorized by them.

To number of principles of their working out are carried: an accurate establishment final and the intermediate purposes of the program, inclusion in its structure of all stages of an innovative cycle, the organization of monitoring of a course of realization of the program on the basis of creation of system of indicators and regional information system with a corresponding database; definition of functions of the state customer, developers, executors of the program and a management company, and also objects and management methods innovative development of region; typification of structure and procedure of working out and program realization; creation of executive management by which assets are transferred in trust management, and also powers and is made responsible for program realization.

Authors develop algorithm of an estimation and the analysis of innovative potential which is presented in picture 2 (pic. 2 – is made by the author).

The carried out analysis has allowed us to allocate following positions of an estimation of competitiveness of regions:

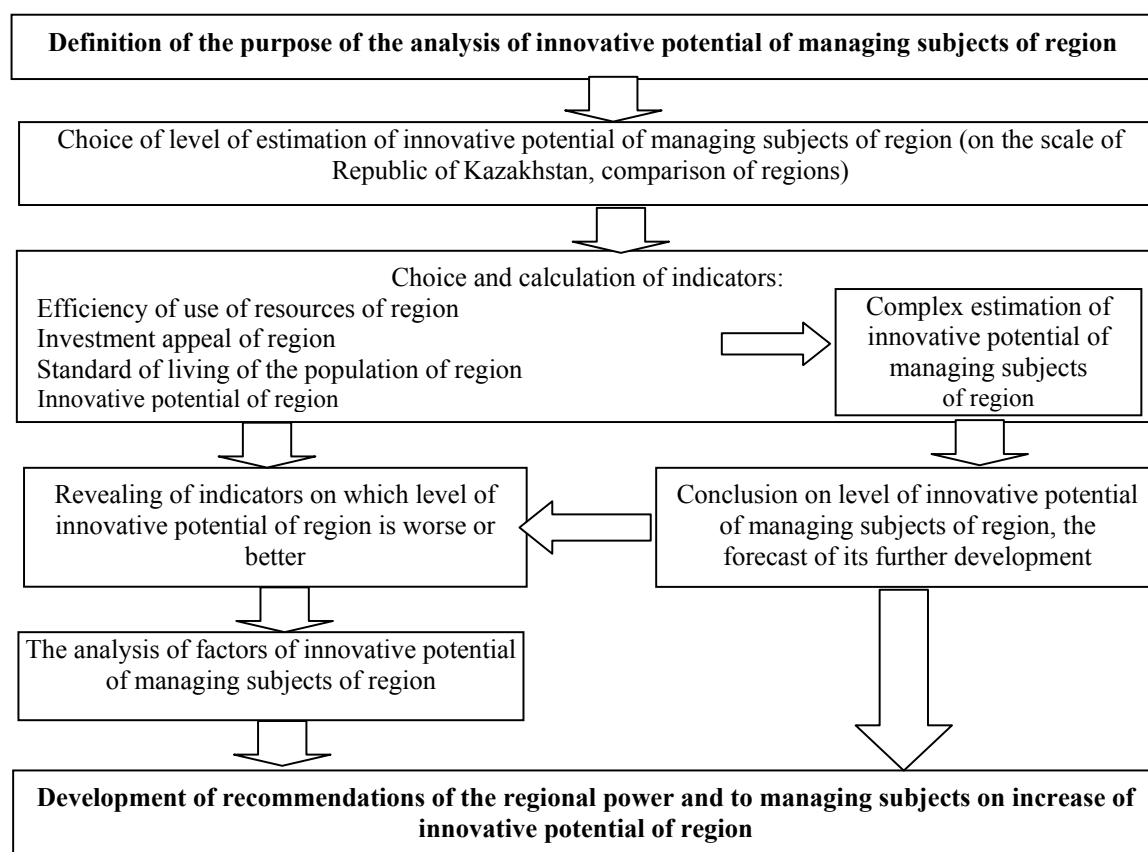
- Formation of system of the versatile indicators comprehensively reflecting advantages of innovative potential of region, united in the general total index of innovative potential by ranging and expert estimations;

- Allocation of key indicators of innovative potential (quality and the price of production, investment appeal and a population standard of living) and calculation of a complex index on the basis of their logic association on character of influence on innovative potential;

- Revealing of characteristic positions of regions depending on their position in estimation matrixes on characteristic indicators for innovative potential.

Authors develop the scheme of the organization of financial support of regional innovative system, functions of regional authorities, investors (innovative and investment funds, consortia and alliances of firms), executors of projects, management companies, the infrastructural organizations, representations of federal services are differentiated. Financial maintenance of formation of innovative system can't be based on one source – state or private as budgetary financing doesn't create original interest of economic subjects in a recoument of investments, and the private capital, especially in the Russian conditions, isn't inclined to investments with high technological, commercial and political risk with a long time of recovery of outlay and a rigid foreign competition.

The organizational scheme of financial support of regional innovative system is presented in picture 3 (pic. 3 – is made by the author).



Picture 2 – Algorithm of an estimation and the analysis of competitiveness of region

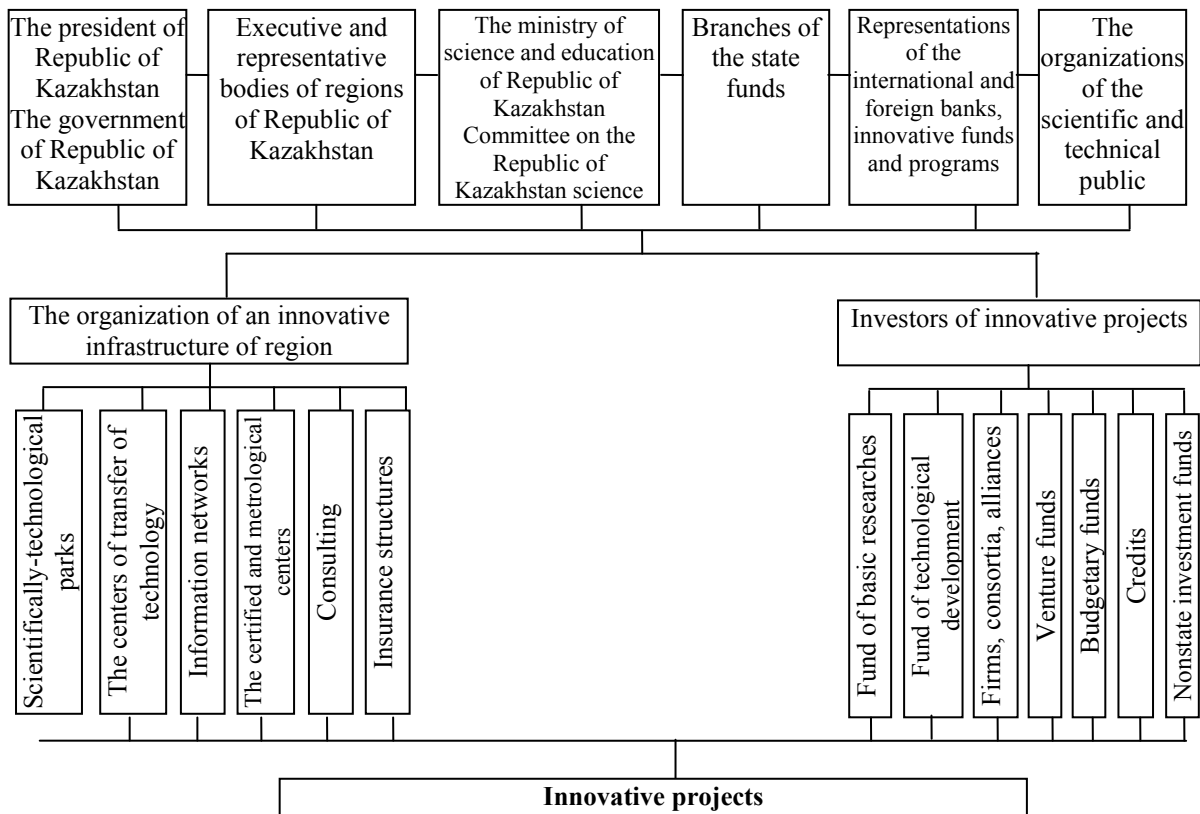
In new conditions differentiation of functions between participants is necessary:

- 1) the customer (the regional corporation of development which are giving out the order under the decision of executive power on the basis of the list of priorities, confirmed by the legislation);
- 2) the authorized bank of reconstruction and development, heat-sink means on the special account both supervising their use and return;
- 3) the general contractor – the large company or specially created consortium with participation private, state and foreign firms which is responsible for marketing, realization of the end results of the program, selection and coordination of actions of executors;
- 4) subcontractors – Scientific and technical societies and the enterprises receiving the order on the basis of competition (the contract auctions);
- 5) insurance, leasing, mortgage, investment and other funds, the companies, banks and etc.

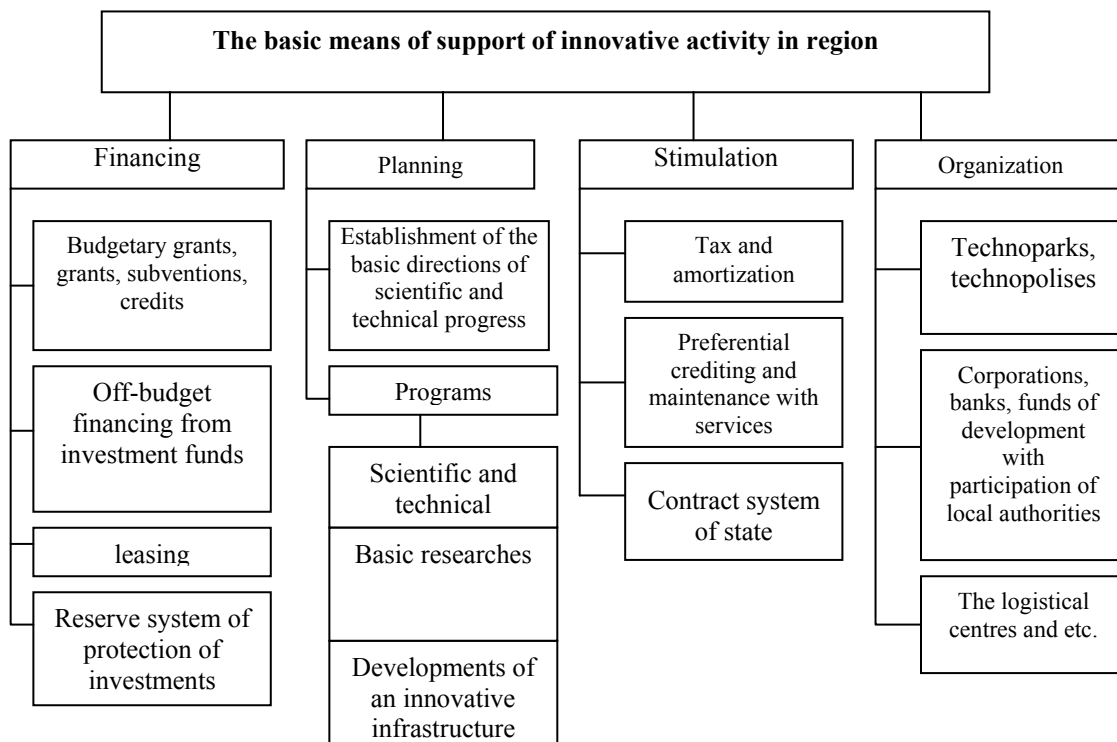
The special attention is given a role of banks and corporations of development, and also regional banks and reserve system of protection of investments into mobilisation of sources of financing of innovative system and control over their effective utilisation, world experience in this area (mortgage lending, a mortgage of partnership and an accruing mortgage, financial and returnable leasing) is generalised.

The parity of planning, financing, stimulation (tax, amortisation, credit) and the organisations in system of regional support of innovative activity is investigated. The system of support of innovative activity in region is not reduced to financing, and financing – to budgetary investments (pic. 4 – is made by authors).

The State-private partnership – joint financing, insurance, stimulation and management of realisation of innovative projects with use of its results on the basis of concession – is considered as a basis of financial maintenance of innovative system.



Picture 3 – the Organizational scheme of financial support of regional innovative system



Picture 4 – System of support of innovative activity in region

As principles of this partnership proportionality of participation, division of objects state (an infrastructure and non-material actives) and private investments (the basic and turnaround actives), concession character of management by actives, creation of council about management of priority projects in region with participation of business circles and a civil society is put forward.

As conditions of effective partnership improvement of quality of regional investment management, creation of a legal mechanism of transfer and intellectual property protection, tax and organizational stimulation of innovative supply and demand, creation of a uniform cadastre of real estate, the industrial rights and tax bearers, reform of interbudgetary relations acts.

As a whole the innovative potential of region is the system possessing эмерджентными properties. Function of regional controls in this case is high-grade adequate realization of these properties maintenance of interrelations between the enterprises, the higher school and scientific institutions, financially-credit institutes, controls area.

1. Matvienko S.V. Formation and development of regional and macroregional innovative systems: financial, personnel and organizational maintenance: the Monography. SPb.: СПбГИЭУ, 2007. – 349 p.

2. Globalization of economy and foreign economic relations of Russia /Under the editorship of I.P.Faminsky. M: Republic, 2004. – P. 128

Қазақстанның экономикасын ары қарай дамыту үшін инновациялық өлкенің деңгейінің жоғарылатуы бойынша шара осы бапта қарастырылған.

В данной статье рассмотрены меры по повышению уровня регионального инновационного развития РК.

М.К. Кенжегаранова

ОРГАНИЗАЦИЯ УПРАВЛЕНИЯ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТЬЮ

Инновационная политика в Республике Казахстан осуществляется на основе стратегии индустриально-инновационного развития на 2003-2015 годы, целью которой определено достижение устойчивого развития страны путем диверсификации отраслей экономики, способствующей отходу от сырьевой направленности, подготовка условий для перехода в долгосрочном плане к сервисно-технологической экономике [3].

Важнейшими задачами управления инновационным процессом являются разработка и реализация инновационной стратегии данного хозяйственного образования, которые подчинены общей стратегии. Инновационная стратегия задает цели инновационной деятельности, выбор средств их достижения и источники привлечения этих средств [4].

На смену одним формам и методам управления экономикой приходят другие. В этих условиях инновационной деятельностью буквально вынуждены заниматься все организации, все субъекты хозяйствования от государственного уровня управления до вновь созданного общества с ограниченной ответственностью в сфере малого бизнеса.

Понимание роли и значения инновационной деятельности, усиление важности технологических факторов в выборе стратегии развития организации находят свое отражение в соответствующем качественном преобразовании организационных структур управления. При этом особое значение приобретает оценка взаимозависимости изменения данных структур и конкретного типа инновационной стратегии, избираемого организацией. Результаты оценки необходимы для решения задач эффективного управления инновационной деятельностью на всех этапах жизненного цикла нововведений в рамках принятой стратегии.

В стратегическом управлении инновациями на переднем плане стоят реальные факты и потенциальные возможности, которые предприятие должно учитывать, чтобы обеспечить себе успешное развитие в будущем.

Единой модели инновационной стратегии, как и единого стратегического управления для всех предприятий, не существует по одной простой причине - каждая фирма по своим