Торайғыров университетінің
ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ
Торайгыров университа

# ТОРАЙҒЫРОВ УНИВЕРСИТЕТІНІҢ ХАБАРШЫСЫ

## Экономикалық сериясы

1997 жылдан бастап шығады

# ВЕСТНИК ТОРАЙГЫРОВ УНИВЕРСИТЕТА

## Экономическая серия

Издается с 1997 года

ISSN 2710-3552

**№ 3 (2022)**

**Павлодар**

**НАУЧНЫЙ ЖУРНАЛ**
**Торайгыров университета**

**Экономическая серия**
выходит 4 раза в год

---

**СВИДЕТЕЛЬСТВО**
о постановке на переучет периодического печатного издания,
информационного агентства и сетевого издания
№ KZ93VPY00029686

выдано
Министерством информации и коммуникаций
Республики Казахстан

**Тематическая направленность**
публикация материалов в области экономики, управления,
финансов, бухгалтерского учета и аудита

**Подписной индекс – 76133**

https://doi.org/10.48081/MCVJ6779

---

SRSTI 06.81.12

https://doi.org/ 10.48081/CPQT8993

***I. V. Mamonova[1], N. V. Koftanyuk[2], L. A. Popp[3], S. V. Zolotareva[4]***

[1,2,,3]Toraighyrov University, Republic of Kazakhstan, Pavlodar.

# *SMALL INNOVATIVE ENTERPRISES AS A DETERMINANT OF THE STATE FUNCTIONING INDICATOR*

*Small business is an important sector of the economy of modern Kazakhstan. Currently, the Government of the Republic of Kazakhstan is staking on the development of this type of business, there are many state programs to support and develop it. The course under consideration is explained by the fact that small business takes a big part in the formation of the budget – it is one of the main sources of tax revenues.*

*Entrepreneurship plays a decisive role in the economy of any state, as tax revenues, dividends are triggers and indicators of economic development of any country.*

*The interaction of producers and consumers, satisfying the needs of each party, provides innovative solutions, regulates the labor market. The subjects of small and medium-sized enterprises act as benchmarks, reflecting the degree of economic development of the region (country as a whole), and help to identify alternative ways of development.*

*The social importance of these subjects lies in providing employment and improving social and economic relations. It is worth noting that at present there is the fact that often research institutes, which are applied, do not perform their priority task, which is to prepare for the implementation of innovation [1].*

*Keywords: project, small business, goal, tax, finance, credit, progress, investor, standard, entrepreneur.*

## Introduction

Small business is a commercial activity of small number of participants of organizations aimed at making a profit and achieving individual strategic objectives.

It should be noted that it is rare that a business entity is able to carry out its entrepreneurial activity only at the expense of its own resources [1].

**Material and methods**

When writing the article, analysis, synthesis, idealization, deduction, analogy and other general logical methods of cognition were used.

**Results and discussion**

In the process of its functioning, a business entity is faced with the choice of additional sources of financing. Financing of both large companies and subjects of small business can be expressed in its various manifestations. All types of financing can be conventionally divided into standard and alternative ways.

Table 1 – Types of financing

| **Types of financing** | |
|---|---|
| Standard | Alternatives |
| short-term and long-term loans | microfinance |
| commercial credits | microcredit |
| investor involvement | leasing services |
| state support for small business. | factoring services |

The granting of loans in certain cases may not be the most profitable way of financing entrepreneurial activity. Moreover, it is not always possible for small and medium-sized enterprises to obtain loans: they are often unable to provide financial collateral for the loans they receive, or due to the nature of their functioning they cannot provide the required level of financial stability and liquidity. The size of the interest rate on loans granted depends largely on the stability of the business entity and its credit history (from 9.6 % to 20 %).

Small innovative enterprise (hereinafter SIE) is an independent legal entity engaged in business activities through the creation, implementation and production of knowledge-intensive materials and technologies [2].

Table 2 – Advantages and disadvantages of a small innovative enterprise

| **Advantages** | **Disadvantages** |
|---|---|
| Timeliness of organizational and business decisions allowing to react to the emergence of the problem | Riskiness of activities |
| Focused on consumer demand | Low attractiveness to investors |
| High labor motivation | Limited resources |

As indicated in the Strategic Development Plan of the Republic of Kazakhstan until 2050, the most important objectives of state policy are the following:

1 To build and establish the effectiveness of the national innovation system (hereinafter – NIS),

2 To carry out transition to an innovative way of development of economy of our country.

In Kazakhstan, when addressing issues related to the modernization of the economy, SIE (small innovative enterprises) currently do not play a significant role, although in many developed countries they make a significant contribution to the work to create various innovations [3].

The pandemic has had a negative impact on the economies of all countries of the world. This is largely due to the fact that the restrictive measures taken have had a negative impact on the industries with the highest concentration of SMEs. Reduced demand and revenues have led to a shortage of funds for working capital, reduced solvency on their obligations, in addition, SMEs faced the problem of staff retention and the additional costs of compliance with restrictive measures.

This situation has led to the fact that the volume of gross domestic product (GDP) for January-June 2020 amounted to 27.7 trillion tenge and compared to the corresponding period of the previous year decreased in real terms by 1.8 % (data from the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan).

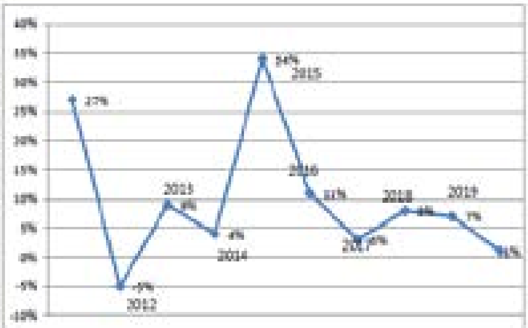


Figure 1 – Number of operating SMEs as a percentage by year

A closer look at the monthly growth rate of active SMBs for 2019 and the January-June 2020 period [5].

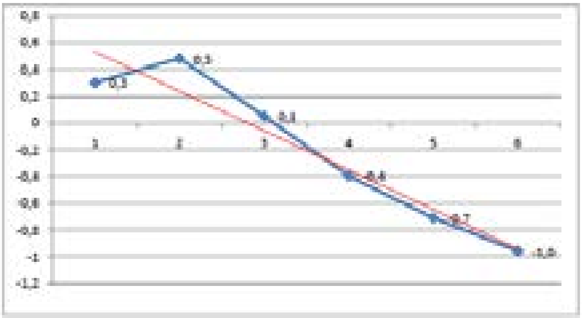

Figure 2 – Dynamics of growth/decline in the number of operating SMEs by months in 2020 as a percentage

Figure 2 clearly demonstrates the downward trend in the number of active SMEs in the first six months of 2020. It can be assumed that the downward trend will continue, and the decline may be more significant if the Government does not take measures that are really aimed at the recovery of SMEs, rather than their survival in the current environment [4].

It should be noted that despite the negative growth in 2020 in relation to 2019, the GDP of 2020 is higher than the GDP of the same period in 2018 by 11.2 %.

Against the background of difficult economic situation, the world countries take measures to stimulate business. One of the main mechanisms is lending. Kazakhstan on the growth rate of SME lending was in the top five for 2018, the growth was 7.17 % [7].

Entrepreneurship Development Fund «Damu» is part of this system, and its main function is financial and non-financial support to SMEs.

The main tools of the Fund are financing through conditional placement of funds in banks, interest rate subsidies, loan guarantees, as well as training and consulting support.

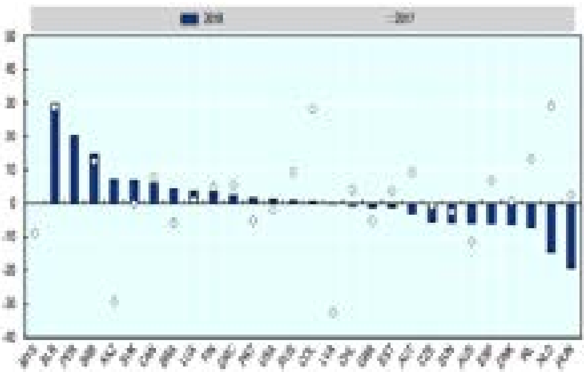

Figure 3 – New SME loans. Growth rate in annual terms (%)

In OECD countries the main tools to support entrepreneurship are subsidies, guarantees, concessional lending, financing of export-oriented companies and others. In our country, these measures have also been successfully implemented and are being implemented.

The system of SME support in Kazakhstan includes a wide range of organizations and tools. But today there is a tendency that entrepreneurs for business development more often apply to STBs for financial support or use their own funds.

In order to expand the mechanisms of SME support, the Fund in 2020 began to implement the following tools:

- Islamic finance program;
- Issue of «green bonds»;
- Portfolio guarantee and subsidy for small and micro businesses [6].

In April 2020, the Fund began to support SMEs through Islamic finance. Transactions on the principles of Islamic finance were concluded with JSC «Islamic Bank «Al Hilal» with a limit of 9 billion tenge and with JSC «Kazakhstan Ijara Company» with a limit of 3 billion tenge [7].

Projects are financed by concluding a sale of goods in installments (commodity murabaha). Commodity murabaha is a transaction of sale of goods by the Fund to the Bank at a price equal to the cost of goods, plus a pre-agreed trade mark-up, on the terms of installment payment.

Also the Fund and the United Nations Development Program (hereinafter – the UNDP) in Kazakhstan signed a new agreement under the project «Reducing risks of investment in renewable energy projects (REP)», aimed at stimulating and assisting in the development of RES projects.

Under the signed agreement, one of the financial mechanisms to support entrepreneurs is the issue of «green» bonds by the Fund on the exchange of the International Financial Center «Astana», in order to further finance renewable energy projects. These funds from the placement of bonds will be sent to the BVI and IFIs for further financing of SMMEs implementing green projects [8].

Table 3 – Indicators of results on improving access to finance for small businesses, including microentrepreneurship

| Indicators results | Years of implementation | | | | | |
|---|---|---|---|---|---|---|
| | 2020 | 2021 | 2022 | 2023 | 2024 | Total |
| Number of subsidized projects of small businesses, including microentrepreneurship | 525 | 2022 | 2124 | 2230 | 2340 | 9241 |
| Number of guarantees issued to small businesses, including microentrepreneurship | 525 | 2022 | 2124 | 2230 | 2340 | 9241 |

It is also worth noting the changes made to the state program «BRM-2025» in July 2020, which included the first direction of the program «Support for small businesses, including microentrepreneurship», which provides for the provision of financial support measures to entrepreneurs in the form of portfolio subsidies for part of the interest rate, and partial guarantees for loans / microloans for micro and small businesses without sectoral and territorial restrictions for projects with a loan amount up to 20 million tenge. This measure has increased the number of supported projects under the instrument of subsidies and guarantees throughout Kazakhstan [8].

Table 4 – SWOT-analysis of innovative entrepreneurship development

| SWOT-analysis of entrepreneurship development within the state program “ BRM -2025» | |
|---|---|
| **Strengths** | **Weaknesses** |
| 1. Availability of competitive labor force, more than half of the population of Kazakhstan is economically active.<br><br>2. Implementation of infrastructure and sectoral state programs provides an opportunity for the development of small and medium-sized businesses.<br><br>3. Digitalization of the provision of state support measures.<br><br>4. Reduction of regulation and administrative barriers to business.<br><br>5. Favorable tax and customs policy. | 1. lack of interest from second-tier banks in financial development in rural areas, small towns and single-industry towns, due to the lack of liquid collateral for credit, as well as poorly developed infrastructure and inaccessibility to digital services within the framework of government programs.<br><br>2. Currently, there is a high share of imports of industrial goods due to underdeveloped domestic industry.<br><br>3. the presence of currency risks due to the volatility of foreign exchange rates for entrepreneurs. |
| **Opportunities** | **Threats** |
| 1. Development of the production of domestic goods, reduction of currency risks for entrepreneurs, development of services in socially important areas such as health care, education, art, information technology, as well as infratructure development, improvement of living standards in rural areas, single-industry towns and small cities.<br><br>2. Expansion of access of small and medium-sized businesses to credit:<br><br>1) reducing the cost of credit (subsidizing the rate of interest), which will lead to a reduction in the rate of interest on loans to SMEs by second-tier banks;<br><br>2) guaranteeing loans, if there is a shortage of collateral.<br><br>3. Increasing the role of small and medium business in the economy:<br><br>1) growth in the number of active SMEs;<br><br>2) growth in the number of employed persons in SMEs;<br><br>3) increase in tax payments by small businesses.<br><br>4. Diversification of the economy through the development of small and medium-sized enterprises, including in the manufacturing sector, which will increase the export of processed products and reduce the share of raw material exports. | 1. Misuse of state support funds by an entrepreneur.<br><br>2. Unstable economic situation.<br><br>Low quality of domestic goods. |

Along with this, this year NCE Atameken conducted a survey of more than 50 thousand entrepreneurs regarding the need for additional support measures. Based on the results of the survey, the Ministry of National Economy of the Republic of Kazakhstan formed an additional package of 24 measures in 4 areas:

reducing the burden on business, expanding access to financing, demand markets and high-quality human resources [9].

On April 7, 2021, the Minister of National Economy of the Republic of Kazakhstan, Asset Irgaliev, announced additional support measures for tax incentives and reducing the debt burden on loans to entrepreneurs in the most affected sectors of the economy.

According to the updated plan, support measures include refinancing on preferential terms of bank loans to SMEs in the most affected sectors of the economy. The list of entrepreneurial groups in the affected industries has been expanded by 145 types of NCEA (from 29 to 174). This will additionally support 2.2 thousand business entities.

In addition, a deferral of payment of all taxes and payments from the wage fund for SMEs in the affected industries is introduced. This rule will affect 500,000 entrepreneurs. The estimated amount of taxes and payments to be deferred will be 67 billion tenge.

Also, measures for the enforcement of tax and customs debt collection will be suspended, which will cover 90 thousand business entities with a debt of 374 billion tenge.

These measures should contribute to the further growth of entrepreneurship [10].

The entrepreneur's disbursement of state grant funds for the implementation of new business ideas is carried out by bank transfer to the account of a counterparty registered as a business entity, except for cases of purchasing vehicles from an individual. The amount of the state grant for one entrepreneur is from two million tenge to five million tenge [8].

The competition commission, when considering competitive applications, makes a decision on the possibility / impossibility of providing a state grant for the implementation of new business ideas based on the criteria reflected in table 5.

Table 5 – Criteria for evaluating the project of an innovative enterprise

| | |
|---|---|
| General criteria | Novelty of the business project |
| | The effectiveness of the business project |
| | Readiness level |
| | Availability of own infrastructure |
| | Co-financing (in cash, movable/ immovable property, participating in the business project) by the entrepreneur of the costs of the business project |
| | Advantages of the project compared to peers |
| | Economic feasibility of the project |
| Criteria for the novelty of a business project | Relevance and uniqueness of the project (no analogues in the region of the business project) |
| | Novelty of the solutions proposed in the project (sales channels, building a marketing strategy, material/method of production, etc.) |
| | Technological level of the project (availability of technological equipment) |
| | Availability of a patent for the goods produced/services provided (availability of an intellectual property object) |
| | The prospect of expanding the business (including the presence of a strategy to promote the product or business process to the market, the presence of market demand, the prospect of attracting private capital to finance). |

The criterion of novelty of a business idea includes projects providing for:

1 Release of goods, rendering of services, performance of works not previously implemented in a particular locality or rural district;

2 Application of new or improved technologies in a particular locality or rural district.

According to Table 6 in 2019 there are 890 contracts of state grant financing for a total amount of 1,821.81 million tenge, including the number of grants for young entrepreneurs 422 contracts for a total amount of 911.0 million tenge. The category of young entrepreneurs includes entrepreneurs from 21 to 29 years old inclusive [9].

In 2020 1 009 contracts of state grant financing for the total sum of 3 501,40 mln tenge are concluded, including the number of grants for young entrepreneurs made 271 contracts for the total sum of 898,9 mln tenge.

The increase in the number of projects funded by the state grant was 13 % in 2020 compared to 2019.

Table 6 – Number and amount of innovative projects by region, million tenge

| Region | 2019 | | including young entrepreneurs 2019 | | 2020 | | including young entrepreneurs 2020 | |
|---|---|---|---|---|---|---|---|---|
| | Q-ty | Amount | Q-ty | Amount | Q-ty | Amount | Q-ty | Amount |
| Akmola region | 34 | 79,00 | 14 | 39,0 | 26 | 79,00 | 12 | 39,0 |
| Aktobe region | 33 | 61,00 | 9 | 21,0 | 34 | 140,00 | 5 | 21,0 |
| Almaty region | 88 | 141,00 | 32 | 69,0 | 99 | 222,00 | 66 | 150,0 |
| Atyrau region | 30 | 56,00 | 14 | 27,0 | 26 | 56,00 | 12 | 27,0 |
| East Kazakhstan region | 70 | 170,19 | 7 | 21,0 | 106 | 517,00 | 9 | 45,0 |
| Almaty | 93 | 145,00 | 16 | 26,8 | 265 | 705,55 | 32 | 91,7 |
| Nur-Sultan | 63 | 185,96 | 24 | 75,0 | 56 | 255,38 | 14 | 60,0 |
| Shymkent | 55 | 152,00 | 26 | 72,0 | 67 | 289,92 | 20 | 94,0 |
| Zhambyl region | 166 | 342,50 | 152 | 311,5 | 45 | 171,00 | 8 | 21,0 |
| West Kazakhstan region | 38 | 92,00 | 18 | 45,0 | 80 | 336,00 | 22 | 89,0 |
| Karaganda region | 20 | 55,00 | 9 | 24,0 | 13 | 52,88 | 6 | 25,1 |
| Kostanay region | 22 | 60,15 | 10 | 27,9 | 35 | 159,75 | 13 | 57,1 |
| Kyzylorda region | 84 | 31,00 | 41 | 19,8 | 78 | 181,50 | 20 | 50,0 |
| Mangistau region | 9 | 21,00 | 9 | 21,0 | 6 | 21,00 | 6 | 21,0 |
| Pavlodar region | 29 | 83,00 | 14 | 40,0 | 24 | 100,41 | 10 | 39,0 |
| North Kazakhstan region | 17 | 37,00 | 9 | 21,0 | 30 | 137,0 | 5 | 21,0 |
| Turkestan region | 39 | 110,00 | 18 | 50,0 | 19 | 77,00 | 11 | 48,0 |
| TOTAL: | 890 | 1 821,81 | 422 | 911,0 | 1009 | 3 501,40 | 271 | 898,9 |

Increase in the amount of grant funding was 92 % in 2020 compared to 2019, or almost 2 times more. This is due to an increase in the amount of state grant allocated for one project to 5 million tenge, while in 2019 the maximum amount of state grant allocated to one project was 3 million tenge [10].

**Conclusions**

The data obtained from the results of the study indicate that the existing state tools to support small innovative development, implemented at the moment refer only to a survival strategy, in a pandemic environment.

So, in order to implement the goal - to achieve the share of SMEs in GDP up to 50 % by 2050, sustainable and balanced growth of the economy, the Government of Kazakhstan made relevant changes in the State Business Development Program «Business Road Map 2025» (hereinafter – Program), which significantly increased access to financial instruments for small businesses.

However, the analysis of data on the implementation of the Program, showed a low level of indicators of the Program, and for some indicators there is a negative trend. Undoubtedly, the situation with COVID–19 also played its role.

These studies and analysis of existing programs to support entrepreneurship show the need to develop support tools aimed not only at the survival, but also at the qualitative growth of small innovative entrepreneurship.

## REFERENCES

1 **Allakhverdiev, R. A., Allakhverdiyeva, E. A.** History of formation and development of entrepreneurship in Kazakhstan // Bulletin of KASU. – 2006. – № 4. – P. 189–194.

*2* **Schumpert, J. A.** Theory of Economic Development. – Moscow : Eksmo, 2007. – 864 p.

3 The Constitution of the Republic of Kazakhstan : approved on August 30, 1995.

4 Civil Code of the Republic of Kazakhstan : Approved on December 27, 1994. No. 268-XIII.

5 **Pogarskaya, A. C.** Development and support of small entrepreneurship in Electronic resource // Journal of scientific publications of graduate and doctoral students. – 2010. –[Electronic resource]. – http://jurnal.org/articles/2010/ekon11.htm

6 [Electronic resource]. – https://stat.gov.kz/edition/publication/month

7 [Electronic resource]. – https://adilet.zan.kz/rus/docs/P1900001060

8 [Electronic resource]. – https://damu.kz/poleznaya-informatsiya/

9 [Electronic resource]. – https://zonakz.net/2021/04/23/malyj-i-srednij-biznes-vosstanavlivaetsya-ot-shoka-kolichestvo-kompanij-uvelichilos-na-33-za-god/

10 June 2020 SME Survey Report, Ernst&YoungLLC, 2020, [Electronic resource]. –www.damu.kz

Material received on 21.09.22

**И. В. Мамонова[1], Н. В. Кофтанюк[2], Л. А. Попп[3], С. В. Золотарёва[4]*
[1.2.3.4]Торайғыров университеті, Қазақстан Республикасы, Павлодар қ.
Материал баспаға 21.09.22 түсті.

# ШАҒЫН ИННОВАЦИЯЛЫҚ КӘСІПОРЫНДАР МЕМЛЕКЕТТІҢ ЖҰМЫС ІСТЕУ КӨРСЕТКІШІНІҢ АНЫҚТАУШЫСЫ РЕТІНДЕ

*Шағын кәсіпкерлік қазіргі Қазақстан экономикасының маңызды саласы болып табылады. Қазіргі уақытта Қазақстан Республикасының Үкіметі кәсіпкерліктің бұл түрін дамытуға баса назар аударуда, оны қолдау мен дамытудың көптеген мемлекеттік бағдарламалары бар. Қарастырылып отырған бағыт бюджетті қалыптастыруда шағын кәсіпкерліктің үлкен рөл атқаратынымен түсіндіріледі – бұл салық түсімдерінің негізгі көздерінің бірі болып табылады.*

*Кәсіпкерлік кез келген мемлекеттің экономикасында шешуші рөл атқарады, өйткені салық түсімдері мен дивидендтер кез келген елдің экономикасының дамуының триггерлері және көрсеткіштері болып табылады.*

*Өндірушілер мен тұтынушылардың өзара әрекеттесуі тараптардың әрқайсысының қажеттіліктерін қанағаттандырады, инновациялық шешімдерді ұсынады, еңбек нарығын реттейді. Шағын және орта бизнес аймақтың (жалпы елдің) экономикалық даму дәрежесін көрсететін бағдар ретінде әрекет етеді және дамудың баламалы жолдарын анықтауға көмектеседі.*

*Бұл субъектілердің әлеуметтік маңызы халықты жұмыспен қамтамасыз етуде және әлеуметтік-экономикалық қатынастарды жақсартуда жатыр. Қазіргі уақытта қолданбалы ғылыми-зерттеу институттары инновацияларды енгізуге дайындық болып табылатын бірінші кезектегі міндеттерін орындамайтын фактілердің жиі кездесетінін атап өткен жөн [1].*

*Кілтті сөздер: жоба, шағын бизнес, мақсат, салық, қаржы, несие, прогресс, инвестор, стандарт, кәсіпкер.*

***И. В. Мамонова[1], Н. В. Кофтанюк[2], Л. А. Попп[3], С. В. Золотарёва[4]**
[1,2,3,4]Торайгыров университет», Республика Казахстан, г. Павлодар.
Материал поступил в редакцию 21.09.22.

# МАЛЫЕ ИННОВАЦИОННЫЕ ПРЕДПРИЯТИЯ КАК ДЕТЕРМИНАНТ ИНДИКАТОРА ФУНКЦИОНИРОВАНИЯ ГОСУДАРСТВА

*Малый бизнес – важный сектор экономики современного Казахстана. В настоящее время Правительство Республики Казахстан осуществляет ставку именно на развитие рассматриваемого вида бизнеса, существует множество государственных программ по его поддержке и развитию. Рассматриваемый курс объясняется тем, что малый бизнес принимает большое участие в формировании бюджета – это один из основных источников налоговых поступлений.*

*Предпринимательство выполняет решающую роль в экономике любого государства, так как налоговые поступления, дивиденды являются триггерами и индикаторами развития функционирования экономики любой страны.*

*Взаимодействие производителей и потребителей, удовлетворяя потребности каждой из сторон, предоставляет инновационные решения, регулирует рынок труда. Субъекты малого и среднего предпринимательства выступают ориентирами, отражающими степень экономического развития региона (страны в целом), и помогают определить альтернативные пути развития.*

*Социальная значимость данных субъектов заключается в обеспечении занятости и улучшении социальных и экономических взаимосвязей. Стоит заметить, что в настоящее время наблюдается тот факт, что нередко исследовательскими институтами, являющимися прикладными, не выполняется их приоритетная задача, заключающаяся в подготовке к реализации инноваций [1].*

*Ключевые слова: проект, малый бизнес, цель, налог, финансы, кредит, прогресс, инвестор, стандарт, предприниматель.*

Теруге 21.09.2022 ж. жіберілді. Басуға 30.09.2022 ж. қол қойылды.
Электронды баспа
1,14 Mb RAM
Шартты баспа табағы 7,59
Таралымы 300 дана. Бағасы келісім бойынша.
Компьютерде беттеген А. К Мыржикова
Корректор: А. Р. Омарова, Т.А. Оразалинова
Тапсырыс № 3972

Сдано в набор 21.09.2022 г. Подписано в печать 30.09.2022 г.
Электронное издание
1,14 Mb RAM
Усл.п.л. 7,25. Тираж 300 экз. Цена договорная.
Компьютерная верстка А.К Мыржикова
Корректор: А. Р. Омарова, Т.А. Оразалинова
Заказ № 3972

«Toraighyrov University» баспасынан басылып шығарылған
Торайғыров университеті
140008, Павлодар қ., Ломов к., 64, 137 каб.

«Toraighyrov University» баспасы
Торайғыров университеті
140008, Павлодар қ., Ломов к., 64, 137 каб.
8 (7182) 67-36-69
e-mail: kereku@tou.edu.kz
www.vestnik.tou.edu.kz