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STUDY ON THE ROLE OF ENTREPRENEURSHIP IN IMPROVING THE QUALITY OF LIFE IN MONOTOWNS: KHROMTAU CITY

Abstract

In recent decades, the government of Kazakhstan has been actively addressing the problems of single-industry towns, paying significant attention to this area and continuously developing support measures. Out of 89 cities in Kazakhstan, 27 are single-industry towns, home to approximately 1.4 million people, with over 30 town-forming enterprises. The development program for single-industry towns was implemented in several key directions, which remain relevant today. These include economic diversification, developing small and medium-sized businesses (SMEs), increasing employment levels, and developing engineering infrastructure. Within the program, single-industry towns were categorized into three groups: towns with high, medium, and low development potential. Towns with low development potential include Arkalyk in the Kostanay region and Zhanatas in the Talas district of the Zhambyl region. Single-industry towns with high development potential include Zhanaozen, Zhezkazgan, and Aksay, as well as Khromtau in the Aktobe region and Balkhash, Temirtau in the Karaganda region. Single-industry towns continue to face unresolved issues, such as population decline, depletion of natural resources, industrial production downturn, deteriorating infrastructure, and weak economic diversification.

Research objective: To assess the effectiveness of support measures for entrepreneurs in the single-industry town of Khromtau and their impact on improving the quality of life. This research provides insights into how entrepreneurship support measures affect the development of Khromtau, a town dependent on natural resources. Additionally, it offers a deep understanding of the social and economic consequences of entrepreneurship support measures, which is crucial for the sustainable community development of single-industry towns.

Key words: single-industry town, employment, urban planning enterprise, SMEs, industrial city, government support.

Introduction

Monotowns face challenges similar to those encountered by industrial cities at various stages of economic growth. These issues are prevalent in Khromtau and other monotowns. The local population is primarily engaged in natural resource extraction, which limits employment opportunities for specialists involved in the mining sector. If part of the population were engaged in entrepreneurship, a significant portion of the local economy would no longer be reliant solely on self-employment. We believe that this would lead to a considerable improvement in the quality of life, independent of the mining industry. An essential element of the city's social policy is the creation and implementation of effective mechanisms that generate income for the population. The primary goal of these mechanisms is to establish favorable conditions for economically active citizens to earn income. Additionally, employment plays a crucial role in the social protection of citizens.

Local authorities are focused on securing the necessary financial resources to provide material and legal support to socially vulnerable groups (pensioners, people with disabilities, the unemployed, large families, and others). This assistance must be timely and targeted.

Previous research has shown that effective local government support can stimulate the business environment, attract investment, and improve the productivity of existing enterprises.

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This indicates that local government efforts to develop entrepreneurship in Khromtau can significantly contribute to the city's economic and social development.

The primary city-forming enterprise is a branch of the Don Mining and Processing Plant, owned by Kazchrome JSC, which is engaged in the extraction and processing of chrome ore. This enterprise supplies the majority of Kazakhstan's chrome ore production. Khromtau's economy is directly dependent on the mining industry, making it vulnerable to changes in global commodity markets and the overall economic climate. To address these issues, the government has adopted several measures aimed at developing the local economy and supporting entrepreneurship in Khromtau [1]. These measures include providing financial support, improving infrastructure, and assisting the development of local entrepreneurial projects. However, the effectiveness of these initiatives in improving the living standards of Khromtau residents has not been thoroughly studied. Previous research indicates that the social and economic impacts of mining activities in similar environments can vary significantly, as poor management and lack of cooperation among stakeholders can negatively affect local communities [2]. The main goal of this study is to assess the effectiveness of business support measures implemented in Khromtau and their impact on enhancing the quality of life for the local population. The research involves analyzing the role of local authorities in creating favorable conditions for entrepreneurship, the influence of key enterprises on the city's economy, and the overall socio-economic outcomes of their activities [3].

These measures include tax incentives, access to financial resources, and services aimed at supporting business development. However, the impact of these initiatives on improving the living conditions in Khromtau has yet to be fully evaluated. Analyzing the support provided by local governments, as well as exploring the competencies of urban entrepreneurs, their access to financing, and opportunities to establish networking connections, can offer valuable insights into the successes and challenges faced by entrepreneurship development in Khromtau [4], [5], [6], [7], [8].

Moreover, understanding the contribution of micro and small enterprises to local socio-economic development, including their impact on employment, income generation, and skills enhancement, can assist in evaluating the overall effectiveness of entrepreneurship support measures [9]. To achieve this, the following hypotheses will be tested.

Hypothesis 1: The business support measures implemented by the government in Khromtau have facilitated the growth of the city's economy, the creation of new jobs, and the enhancement of the residents' quality of life.

Hypothesis 2: Providing informational and advisory support is a crucial factor in encouraging entrepreneurs to engage in initiatives aimed at enhancing the quality of life in the city.

Hypothesis 3: Social tax incentives play a significant role in motivating entrepreneurs to participate in urban improvement projects.

Hypothesis 4: Subsidies and grants play an important role in attracting entrepreneurs to actively participate in socially significant projects in the city of Khromtau.

Materials and methods of research

This study employed a mixed-method approach, combining both quantitative and qualitative analysis to evaluate the effectiveness of entrepreneurship support measures in Khromtau. The quantitative research method was conducted through a survey. At the initial stage, a questionnaire was developed, which included questions aimed at assessing various aspects of quality of life and entrepreneurial participation. The survey was conducted online using electronic forms. Before the study commenced, participants were informed of its objectives and conditions, and the survey was carried out within the designated time frame.

Analysis Methods:

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• Statistical analysis: Excel was used to process the data; means, correlations, and other statistical indicators were calculated, including the Pearson correlation coefficient, as well as Fisher and Spearman coefficients [10].

Main stages of analysis:

1. Data preparation (cleaning and coding).
2. Statistical analysis (calculation and interpretation of data).
3. Interpretation of results.

The quantitative analysis involved collecting and analyzing data on the local business environment, including the number of registered businesses, the number of employees, and the sectoral structure of economic activity. The study assessed the impact of entrepreneurship support measures on income levels, poverty levels, and quality of life indicators.

The findings from this research provide a better understanding of the role of entrepreneurship support in enhancing the quality of life in resource-dependent monotowns such as Khromtau. The data collected was used to improve policy decisions and to develop programs aimed at enhancing the effectiveness of entrepreneurship support measures in such conditions [11].

The study also investigates the challenges and obstacles faced by Khromtau entrepreneurs and assesses the effectiveness of government support measures in addressing them. Policy documents, reports, and other secondary data were reviewed to gain a comprehensive understanding of the entrepreneurship support initiatives and their implementation in Khromtau.

Special attention in the study was given to the impact of large urban enterprises, such as the Donskoy Mining and Processing Plant, on the local economy and society.

Results and its discussion

According to the data presented, one of the government's primary goals is the diversification of the economy in monotowns and the creation of industrial zones to further stimulate progress in this area. To stimulate progress in this area, it is recommended to accelerate such measures in monotowns like Zhanaozen, Zhezkazgan, Aksay, as well as Khromtau in the Aktobe region and Balkhash, Temirtau in the Karaganda region.

In the future, through collaboration with Akimats, ministries, and government agencies, it is planned to annually increase funding for the engineering infrastructure of monotowns, expand support programs for small and medium-sized businesses, develop a system for contract selection and registration, and address the removal of technogenic and mineral waste. The creation of small industrial zones on available land plots within monotowns is also planned. The "Turek" project includes the implementation of projects and geological exploration in areas near monotowns.

This study reveals the effectiveness of entrepreneurial initiatives implemented in Khromtau, as well as their impact on the development of the local economy, job creation, and the improvement of residents' quality of life.

The analysis may indicate that despite the government's efforts to support entrepreneurship, the city's economy remains overly dependent on the mining industry, leading to social and environmental challenges [11].

GRP (Gross Regional Product) is the total market value of all final goods and services produced within the territory of a monotown over a specific period, typically a year.

For a monotown, where the economy is centered around one or several key enterprises, the structure of the GRP will reflect the level of dependence on the primary economic sector (e.g., industry, mining, or manufacturing).

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Table 1 – GRP Calculation Table for Khromtau (2018–2023)

Year	Industry (mln. tenge)	Mining (mln. tenge)	Manufacturing (mln. tenge)	Services (mln. tenge)
2018	7760.6	0.0	1616.1	2355.3
2019	9659.6	5070.2	2181.0	2667.7
2020	9912.0	4975.3	2749.0	2188.8
2021	6253.8	0.0	3236.8	2259.4
2022	8599.7	845.4	4836.2	3883.1
2023	9492.0	1592.4	6333.1	5683.1
Note: The data is taken from the stat.gov.kz website				

Note: The GRP of the monotown Khromtau demonstrates significant growth in 2023, which is associated with the increase in the manufacturing and service sectors.
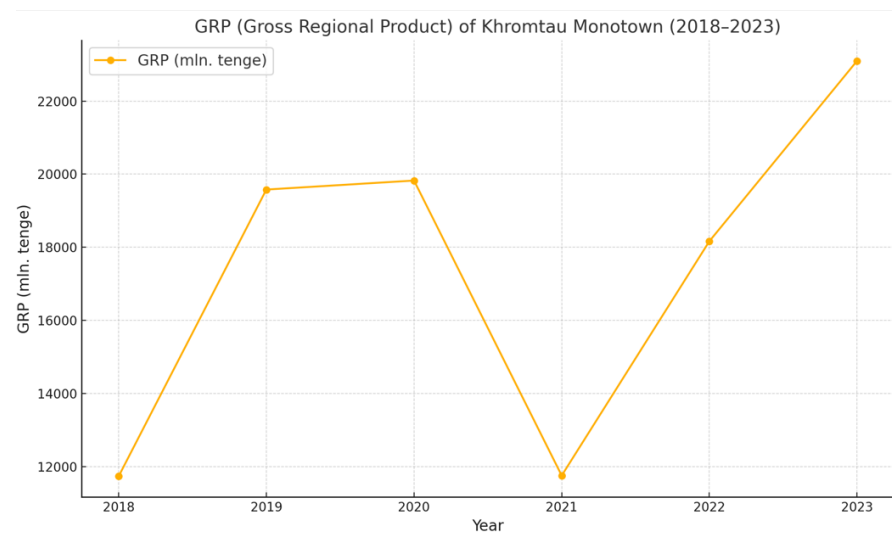

Figure 1 – GRP (Gross Regional Product) of the single-industry town of Khromtau

Note: The chart is now translated into English, showing the **GRP (Gross Regional Product)** of Khromtau Monotown from 2018 to 2023(Figure 1). You can use this version in your English document. Let me know if you need further modifications!

Table 2 – Information on the Labor Market of Khromtau City

Labor market	Unit of measurement	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Economically active population	thousand people	14,0	14,0	13,8	13,3	13,5	13,5	13,8	13,9	15,7	14,8
Number of the employed population, including	thousand people	13,5	13,3	13,2	12,7	13,1	13	13,3	13,1	15,2	14,3
Number of unemployed	thousand people	515	613	626	623	452	476		99	187,0	531,0
Unemployment rate	%	3,5	4,4	4,5	4,7	3,3	3,5	4,1	5,8	2,9	2,9

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Number of self-employed population	persons	1235	1056	966	427	747	410		395	359	1 395
Note: The data is taken from the stat.gov.kz website											

The increase in GRP usually correlates with higher economic productivity, which tends to reduce unemployment due to job creation in the industrial, mining, and service sectors. For Khromtau, the GRP showed significant growth in 2022 and 2023, driven by industrial and manufacturing outputs. This aligns with a low unemployment rate of 2.9% in both years. During the period of higher unemployment rates (e.g., 4.5% in 2016 and 5.8% in 2020), GRP growth was relatively stagnant or dependent on fewer sectors, reflecting economic constraints or reduced productivity in key industries. Conversely, the decrease in unemployment in 2022 and 2023 corresponds with significant GRP growth, suggesting a revitalization of key industries like manufacturing and services. The sharp growth in self-employment in 2023 (1,395 people) highlights a diversification in economic activities. This can contribute positively to GRP, as small businesses and entrepreneurs add to the overall economic output.

The steady decline in self-employment between 2014 and 2020 may reflect limited economic opportunities, which could have also influenced unemployment trends during those years. Mining and industrial sectors dominate Khromtau's economy. Fluctuations in their outputs directly impact both GRP and employment levels. For example, the dip in GRP during 2021 (11,750 mln tenge) corresponds with higher unemployment rates, while the resurgence of industrial activities in 2022 and 2023 aligns with lower unemployment. The relationship between GRP and the unemployment rate in Khromtau illustrates the interdependence of economic productivity and labor market stability. Sustained growth in GRP, driven by diversification of economic activities and increased industrial output, generally reduces unemployment. However, structural vulnerabilities in the economy - such as reliance on key sectors-can lead to periodic spikes in unemployment, as seen during economic downturns. Policies aimed at enhancing workforce skills, promoting entrepreneurship, and diversifying the economic base are critical for maintaining a stable and positive correlation between GRP growth and low unemployment.

The study demonstrates that providing consulting and informational services, along with social tax incentives, are key factors encouraging entrepreneurs to participate in initiatives aimed at improving the urban environment. However, subsidies and grants may have a limited impact on attracting entrepreneurs to socially significant projects, which could be due to a lack of awareness among entrepreneurs, bureaucratic barriers, or programs that do not align with the needs of local businesses. These findings are considered in the context of existing literature on entrepreneurship development, the social and economic effects of the mining industry, and the role of government in fostering sustainable community development. This study provided valuable insights into the effectiveness of entrepreneurship support measures in a resource-dependent industrial city like Khromtau. During the study, 50 individuals were surveyed, including entrepreneurs and members of the public. One of the main challenges was to correctly form the sample to ensure the representativeness and reliability of the collected data. The participants were divided into the following groups: 1) entrepreneurs - 50 people. Because entrepreneurs play an important role in improving the quality of life in a city. (See Table 3).

Table 3 – Category of respondents

	Category	Number of people
1	Small business	20
2	Medium business	20
3	Big business	10
	Note: Compiled by the authors based on a survey	

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10 survey questions aimed at assessing the socio-economic situation of the city of Khromtau. The survey begins with basic questions identifying gender, age, and category. The following questions follow: What gender are you? How old are you? What is your business category? Evaluate the main, important directions and indicators characterizing the socio-economic situation in the city. How do you assess the number of jobs in the city? Are you satisfied with the city's infrastructure? How do you assess the effectiveness of business support measures in the city? How satisfied are you with the city government's policies to support entrepreneurship? What incentives do you think are needed to improve business? In your opinion, what is the impact of entrepreneurs' participation in social projects in the city?

Hypothesis 1: State support measures for entrepreneurship implemented in Khromtau contributed to the development of the city economy, increased employment, and improved living standards of residents.

Table 4 – Respondents' perceptions of the situation in various spheres of life in the city of Khromtau / We would like to receive your assessment of the main, important areas and indicators characterizing the socio-economic situation in the city

	The situation has improved significantly	The situation has improved somewhat	The situation remains unchanged	The situation has worsened somewhat	The situation has worsened significantly
Job	10	10	13	13	4
Working conditions	8	9	15	10	8
Water supply (cold water)	7	9	21	6	7
Heating and hot water supply	7	8	23	7	5
Healthcare	3	8	24	8	7
Education	4	10	26	5	5
Recreation and entertainment opportunities	0	15	24	5	6
Opportunities for professional and career growth	0	5	25	7	13
Opportunities to engage in entrepreneurship, start and develop your own business	3	19	20	4	4
Note: Compiled by the authors based on a survey					

The main conclusions of the study are as follows: based on the data in Table 2, it is possible to assess the main trends and indicators characterizing the socio-economic situation in the city, which serve as indicators of quantitative analysis.

Table 5 – Factors determining mutual risk, X, Y

	Job, X	Opportunities to engage in entrepreneurship, start and develop your own business, Yes	Job, RegH	Opportunities to engage in entrepreneurship, start and develop your own business, Slim
The situation has improved significantly	10	3	3.5	5
The situation has improved somewhat	10	13	3.5	2
The situation remains unchanged	13	20	1.5	1

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The situation has worsened somewhat	13	4		1.5	3.5
The situation has worsened significantly	4	4		5	3.5
Note: Compiled by the authors based on a survey					

According to the 3rd table, Employment, Rank (X), Opportunities to engage in entrepreneurship, start and develop your own business, The interdependence of RangY values was studied.

Table 6 – Employment, Rank (X), Opportunities to engage in entrepreneurship, start and develop your own business, Results of interdependence of RangY values

Indicator	Meaning	Formula
Pearson correlation coefficient	0.81252605	CORREL(A2:A21;B2:B21)
n (sample size)	5	ACCOUNT(A2:A21)
Z	1.13441844	FISCHER(F23)
you see	0.707106781	1/ROOT (F24-3)
c_95%	1.959963985	NORMAL ST.OBR ((1+0.95)/2)
Lower limit 95% zL	-0.25148538	Ф25-Ф26*Ф27
Upper limit 95% zU	2.520322264	F25+F26*F27
Lower limit 95% rL	-0.2463144	FISHEROBR(F28)
Upper limit 95% rU	0.98714402	FISHEROBR(F29)
Spearman correlation coefficient	0.405553553	CORREL(C2:C21;D2:D21)
Note: Compiled by the authors based on a survey		

The resulting table 2 shows the general employment opportunities and self-employment in the city of Khromtau:

1. Employment rating:
   – Positive Perception: Employment Opportunity received 10 votes each in the "Much Improved" and "Slightly Improved" categories.
   – Stability: 13 respondents stated that the situation has not changed.
   – Negative perception: The conditions "Slightly worsened" and "Very worsened" received 13 and 4 votes, respectively.
2. Business Opportunity Assessment:
   – Positive Reception: The "Slightly Improved" category received the most votes (19).
   – Stability: 20 respondents noted that the situation has not changed.
   – Negative perception: The categories "A little worse" (4) and "Much worse" (4) received few votes. Analysis of correlation coefficients:
3. The Pearson correlation coefficient (0.8125) shows that there is a strong positive relationship between entrepreneurship development and employment levels. This means that an improvement in a city's business situation often goes hand in hand with an improvement in the employment situation. A close connection between these two areas can result in positive changes in one area leading to improvements in the other.
4. Spearman's correlation coefficient (0.4055) shows that there is a moderate positive relationship between entrepreneurship development and employment. This is not as strong as Pearson suggests, which may be due to factors such as the types of entrepreneurial initiatives, their size, or the effectiveness of local economic policies.

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5. Interpretation of confidence intervals:

– Confidence intervals of the Pearson correlation coefficient (r -0.2463 to 0.9871) suggest that on average the relationship between entrepreneurial development and employment appears strong, but there is considerable uncertainty in the estimate. This may be due to response variability, small size, or extraneous variables not accounted for in the analysis.

– Conclusion on the 1st hypothesis:

– Positive connection: Improving business conditions in Khromtau could contribute to increased employment. This may include the creation of new jobs, increased economic activity, and an improvement in the overall economic situation.

– Variety of data: The differences between the Pearson and Spearman coefficients and the wide confidence intervals indicate the heterogeneity of the business environment and the complexity of the employment situation in Khromtau, which requires further study.

Recommendations for Hypothesis 1:

– Additional research: Extensive and comprehensive research is needed to better understand the relationship between entrepreneurship development and employment. Such studies should consider different models and additional variables.

– City officials should consider policies aimed at stimulating employment by supporting entrepreneurship. It is recommended to introduce measures to stimulate the opening of new enterprises and support existing entrepreneurs.

Justification of the 2nd, 3rd, and 4th hypotheses: "How satisfied are you with the city government's business support policies?" We will answer the survey question.

Table 7 – Definition of the City government policy to support entrepreneurship

Score from 1 to 10	Special preferential loans	Direct financial assistance (subsidies, grants, etc.)	Loan guarantee	Social tax benefits	Information and consulting support	Assistance to the city administration
1	3	3	1	1	2	1
2	4	2	2	3	1	4
3	5	4	5	4	3	3
4	1	3	3	5	2	5
5	4	4	6	6	5	3
6	7	8	7	6	6	4
7	6	7	5	5	7	7
8	9	5	7	5	8	6
9	6	8	6	6	9	8
10	5	6	8	9	7	9
	0.580917864	0.764470787	0.85811633	0.852980514	0.921223751	0.897447077
Number of people involved	50	50	50	50	50	50
Note: Compiled by the authors						

Total amountSK=0.812526054

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Table 8 – Selected values for correlation and regression analysis

X	Yes	RegH	Slim
1	1	17.5	18
1	2	17.5	13.5
2	3	13	10.5
3	5	10.5	9
6	10	8	4.5
10	10	4	4.5
10	10	4	4.5
1	1	17.5	18
2	1	13	18
2	2	13	13.5
4	3	9	10.5
10	10	4	4.5
10	10	4	4.5
10	10	4	4.5
1	1	17.5	18
1	1	17.5	18
1	2	17.5	13.5
3	2	10.5	13.5
10	10	4	4.5
10	10	4	4.5
10	10	4	4.5
Note: Compiled by the authors based on a survey.			

Table 9 – Determine local government policies to support entrepreneurship. Result of correlation and regression analysis

Indicator	Meaning	Formula
Pearson correlation coefficient	0.81252605	CORREL(A2:A21;B2:B21)
n (sample size)	21	ACCOUNT(A2:A21)
Z	1.13441844	FISCHER(F23)
you see	0.23570226	1/ROOT (F24-3)
c_95%	1.959963985	NORMAL ST.OBR ((1+0.95)/2)
Lower limit 95% zL	0.672450498	Φ25-Φ26*Φ27
Upper limit 95% zU	1.596386381	F25+F26*F27
Lower limit 95% rL	0.58658951	FISHEROBR(F28)
Upper limit 95% rU	0.92112279	FISHEROBR(F29)
Spearman correlation coefficient	0.924895128	CORREL(C2:C21;D2:D21)
Note: Compiled by the authors based on a survey.		

The model explores how entrepreneurial participation can be implemented to improve the quality of life in the city of Khromtau. This model was created based on the results of a survey of 50 people.

Entrepreneurs if we make an interpretation from the point of view of increasing the share weight: The model is created in order to determine what supports or incentives influence the increase in the share weight of entrepreneurs. Each entrepreneur was rated on a scale of 1 to 10 for the incentives and support provided. Firstly, the factors mentioned include the various types of support offered to entrepreneurs, such as:

−Special preferential loans;
−Direct financial assistance (subsidies, grants, etc.);
−Loan guarantee;

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−Social tax benefits;

−Information and consulting support;

−Help the city administration.

Secondly,**6-**At the bottom of the table are the aggregate values for each type of support. These values indicate the importance of each factor in improving the quality of life of entrepreneurs. For example:

−Information and consulting support is of the greatest importance (0.921223751), which indicates that it is one of the most important factors for entrepreneurs.

−Special concessional loans have the least importance (0.580917864).

Thirdly, the average coefficient obtained from the survey (SC=0.812526054) shows that entrepreneurs generally have a positive attitude towards support measures. According to the model, the most important are information consulting support and assistance from the city administration.

The Pearson coefficient in Table 7 is 0.812526054, indicating a very strong positive linear relationship. This means that there is a significant relationship between the participation of entrepreneurs regarding the quality of life in the city of Khromtau and their assessments of the incentives offered.

Highly Effective Communication: A value of 0.81 means that there is a high correlation between the two variables. This shows that entrepreneurs believe that the proposed measures are effective in improving the quality of life.

If the value of this coefficient is greater than 0.8, it is statistically significant and proves the existence of a linear relationship between the two variables.

Thus, the Pearson coefficient in the model shows that there is a significant and influential relationship between the participation of entrepreneurs and the types of support associated with the quality of life in the city of Khromtau.

*Fisher and Spearman*Indicators are used in a variety of statistical situations, and their need for a model depends on the nature of the relationships and the nature of the data.

The Fisher Z transform is used to compare two Pearson correlation coefficients or to calculate confidence intervals for the Pearson coefficient. This z-transform allows us to determine confidence intervals by fitting the value of the Pearson coefficient to a standard normal model.

In this case, The Spearman coefficient has a value of 0.924895128, which indicates that there is a strong monotonic relationship between the two variables. This confirms the result of the Pearson coefficient but provides additional information since it can also detect non-linear relationships.

Conclusion

The majority of entrepreneurs who took part in the survey emphasized the importance of providing information and consulting support. They proposed increasing the opportunity to access information necessary for the development of entrepreneurship and receive advice on doing business. This factor makes it possible to increase the contribution of entrepreneurs to the socio-economic development of the city.

Some entrepreneurs noted that they received insufficient information about subsidies and grants. This factor limits the participation of entrepreneurs in these types of support. Therefore, it is necessary to widely disseminate information about subsidies and grants and simplify the conditions for receiving them. It is necessary to propose ways to reduce bureaucratic obstacles.

The results of statistical analysis showed that in the city of Khromtau, there is a significant relationship between entrepreneurial activity and the level of employment. The Pearson correlation coefficient (0.8125) confirms that there is a strong positive correlation between entrepreneurship development and employment growth, indicating that an improved business environment contributes to job creation and improved welfare.

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Spearman's correlation coefficient (0.4055) also showed a moderately positive relationship, indicating that entrepreneurial activity affects the socio-economic situation at different levels. Wide confidence intervals indicate heterogeneity in the data and the need for further research.

These results highlight the importance of conducting extensive and detailed research to fully understand the relationship between entrepreneurial activity and employment. It is expected that improving measures to support entrepreneurship and increasing their efficiency will have a significant impact on the socio-economic development of Khromtau.

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МОНОҚАЛАЛАРДАҒЫ ӨМІР СҮРУ САПАСЫН ЖАҚСАРТУДА КӘСІПКЕРЛІКТІҢ РӨЛІ ТУРАЛЫ ЗЕРТТЕУ: ХРОМТАУ ҚАЛАСЫ

Аңдатпа

Соңғы онжылдықтарда Қазақстан үкіметі моноқалалардың мәселелерін шешуге белсенді түрде назар аударып, бұл бағытқа үлкен көңіл бөлуде және қолдау шараларын үнемі жетілдіруде. Қазақстандағы 89 қаланың 27-сі моноқала болып табылады, мұнда шамамен 1,4 миллион адам тұрады және 30-дан астам қалақұраушы кәсіпорындар жұмыс істейді. Моноқалаларды дамыту бағдарламасы бірнеше негізгі бағыт бойынша жүзеге асырылды, және олар бүгінгі күнге дейін өзекті болып отыр. Олардың қатарында: экономиканы әртараптандыру, шағын және орта бизнесті (ШОБ) дамыту, халықты жұмыспен қамту деңгейін арттыру және инженерлік инфрақұрылымды дамыту шаралары бар. Бағдарлама аясында моноқалалар үш санатқа бөлінді: даму әлеуеті жоғары, орта және төмен қалалар. Даму әлеуеті төмен қалаларға Қостанай облысындағы Арқалық және Жамбыл облысының Талас ауданындағы Жаңатас қалалары жатады. Даму

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әлеуеті жоғары моноқалаларға Жаңаөзен, Жезқазған, Ақсай, сондай-ақ Ақтөбе облысындағы Хромтау және Қарағанды облысындағы Балқаш, Теміртау қалалары кіреді. Моноқалалар әлі де шешілмеген мәселелермен бетпе-бет келуде, мысалы, халық санының азаюы, кен орындарының сарқылуы, өнеркәсіп өндірісінің құлдырауы, инфрақұрылымның нашарлауы және экономиканың әлсіз әртараптандырылуы.

Зерттеудің мақсаты: Хромтау моноқаласындағы кәсіпкерлерді қолдау шараларының тиімділігін және олардың халықтың өмір сүру сапасын жақсартуға әсерін бағалау. Зерттеу Хромтау қаласының дамуына кәсіпкерлікті қолдау шараларының қалай әсер ететінін түсінуге мүмкіндік береді, бұл табиғи ресурстарға тәуелді моноқала болып табылады. Сонымен қатар, ол кәсіпкерлікті қолдау шараларының әлеуметтік және экономикалық салдарын терең түсінуді қамтамасыз етеді, бұл моноқалалардың тұрақты қоғамдық дамуы үшін маңызды.

Негізгі сөздер: моноқала, жұмыспен қамту, қаланы жоспарлаушы кәсіпорын, ШОБ, өнеркәсіптік қала, мемлекеттік қолдау.

ИССЛЕДОВАНИЕ ВЛИЯНИЯ ПРЕДПРИНИМАТЕЛЬСТВА НА УЛУЧШЕНИЕ КАЧЕСТВА ЖИЗНИ В МОНОГОРОДАХ: ГОРОД ХРОМТАУ

Аннотация

В последние десятилетия правительство Казахстана активно занимается решением проблем моногородов, уделяя этому направлению большое внимание и постоянно развивая меры поддержки. Из 89 городов Казахстана 27 являются моногородами, где проживает около 1,4 миллиона человек, и в них работает более 30 градообразующих предприятий. Программа развития моногородов реализовывалась по нескольким основным направлениям, которые до сих пор остаются актуальными. Среди них: диверсификация экономики, развитие малого и среднего бизнеса (МСП), повышение уровня занятости населения и развитие инженерной инфраструктуры. В рамках программы моногорода были разделены на три категории: города с высоким, средним и низким потенциалом развития. Городами с низким потенциалом развития являются Аркалык в Костанайской области и Жанатас в Таласском районе Жамбылской области. К моногородам с высоким потенциалом развития относятся Жанаозен, Жезказган, Аксай, а также Хромтау в Актюбинской области и Балхаш, Темиртау в Карагандинской области. Моногорода по-прежнему сталкиваются с нерешенными проблемами, такими как снижение численности населения, истощение месторождений, спад промышленного производства, ухудшение инфраструктуры и слабая диверсификация экономики.

Цель исследования: оценить эффективность мер поддержки предпринимателей в моногороде Хромтау и их влияние на улучшение качества жизни. Исследование позволяет понять, как меры поддержки предпринимательства влияют на развитие города Хромтау, который является моногородом, зависящим от природных ресурсов. Кроме того, оно предоставляет глубокое понимание социальных и экономических последствий мер поддержки предпринимательства, что важно для устойчивого общественного развития в моногородах.

Ключевые слова: моногород, занятость, градообразующее предприятие, МСБ, промышленный город, государственная поддержка.

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