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EVALUATING THE EFFECTIVENESS OF MEASURES TO DIVERSIFY PRODUCTION AT AGRICULTURAL ENTERPRISES

Abstract.

The economic growth of the Republic of Kazakhstan in the agricultural sector is determined by the degree of competitiveness of enterprises engaged in agriculture in the domestic and foreign markets. In the conditions of modern competition, a significant factor in increasing the competitive advantages of agricultural organizations is the factor of diversification of development.

The implementation of diversification processes in the agricultural sector involves a more balanced system of state support measures in combination with private initiatives of agricultural specialists than in other sectors of the economy, since Land is the main tool in agriculture, and production depends on natural and climatic conditions. All these issues are relevant for the agricultural sector of the economy of Kazakhstan.

The article on this topic is aimed at studying and identifying potential opportunities for activating the concept of diversification in application to agro-industrial complexes in modern Kazakhstani conditions. The article examines the issues of studying the causal relationships of factors determining the processes of effective diversification of production, identifying problematic aspects of the development of the concept of diversification of agro-industrial enterprises based on the analysis of the state of development of the agricultural sector of the economy of Kazakhstan. The article also presents methods for researching the potential of improving the competitiveness of agro-industrial enterprises based on expanding and deepening the processes of diversification of agricultural production.

The results of the study, in our opinion, make it possible to intensify the formation of the agricultural industry in the country, and the identified strategic priorities for the formation of diversification processes in the agricultural sector allow us to focus on the points that need to be developed in this context.

Key words: diversification, competitiveness, cluster, infrastructure, social infrastructure, SWOT analysis.

Introduction.

Relevance of the research topic. The economic growth of the state is determined by the degree of overall competitiveness of business entities in domestic and foreign markets. At the same time, in conditions of market competition, a significant factor in increasing the competitive advantages of business entities is the factor of diversification of development.

The implementation of diversification processes in the agricultural sector requires a more balanced system of government support measures in combination with private initiatives of farmers than in other sectors and sectors of the economy, since agricultural production is quite strictly tied to the land with all its problems of supporting productivity and is subject to dependence on natural and climatic conditions, which determines the stochasticity of production programs for the development of agricultural enterprises.

These issues are especially relevant for the agricultural sector of the economy of Kazakhstan. Indeed, currently the country's agricultural production is unsustainable. Changes in the intra-industry structure of farms led to a reduction in the sown areas of large agricultural enterprises; accordingly, small peasant (farmer) and household enterprises were formed in significant numbers. As a result, the size of land use per one economic entity on land has decreased.

As a result of the implementation of agrarian reforms in the processes of forming agricultural enterprises, the real needs of the market were not taken into account, and, as a result,

their profitability decreased, which was accompanied by a decrease in the level of concentration of production.

Purpose and objectives of the study. The work is aimed at studying and identifying potential opportunities for enhancing the concept of diversification as applied to agricultural enterprises in modern Kazakhstani conditions.

In accordance with the goal, the following tasks are solved:

– on the basis of studying the theoretical and methodological works of the scientific community, explore the cause-and-effect relationships of the factors that determine the processes of effective diversification of production;

– based on an analysis of the state of development of the agricultural sector of the economy of Kazakhstan, identify problematic aspects in the development of the concept of diversification of agricultural enterprises;

– explore the potential of opportunities to increase the competitiveness of agricultural enterprises based on the expansion and deepening of production diversification processes;

– to study the possibilities of improving a systematic approach to assessing the effectiveness of the implementation of diversification processes of agricultural enterprises using economic and mathematical tools;

– explore the potential of strategic planning, focused on choosing a competitive development strategy for agricultural enterprises that is adaptive to target markets based on weighing development opportunities and risks;

– develop proposals for improving state support measures for agricultural enterprises.

The object of the research is an agricultural enterprise (farm) in the agricultural sector of the economy.

The subject of the research is the system of production and economic relations along the "state-agribusiness" line in the processes of implementing the concept of diversification of agricultural production.

The theoretical and methodological basis of the study was the main provisions of the concept of market competitiveness of business entities on a diversification basis, developed in the works of foreign and domestic scientists.

Materials and methods of research.

Many economists are engaged in research into the issues of diversification efficiency at the level of business entities in various sectors of the economy, defining a considerable number of methodological approaches both to the assessment processes and to the formalization of computational procedures for deriving the effectiveness assessments themselves. Of course, there is a point in their general review, in order to develop a balanced approach to the task of assessing the effectiveness of diversification at the level of agricultural enterprises within the framework of our scientific research.

In particular, researchers propose the following approaches:

– method of correlation and regression analysis, with processing of statistical data on the results of the enterprise's activities;

– deterministic statistical models for assessing the probability of bankruptcy;

– calculation of time lags in order to more accurately assess the effect;

– entropy index showing the average share of enterprises operating in the market;

– Gort's method, which involves the calculation of a group of indicators, however, none of the given indicators can be considered as comprehensive for assessing the degree of diversification of an enterprise.

Also, to assess the effectiveness of diversification, it is proposed to use such indicators as growth in sales volumes, increase in market share, growth in sales income, dividends, growth in the market value of shares, etc. [1].

Literature review.

In general, we can agree with the opinion of A. Manaenkov and M. Galimova that despite the developed approaches to a full and universal assessment of the effectiveness of diversification of activities, there are significant problematic aspects in the assessment system:

– the final, final assessment of the effectiveness of diversification is not considered;

– in the process of searching for a universal assessment of the effectiveness of diversification of activities, the importance of diversification depending on the specific essence of the subject itself is overlooked. In particular, this aspect, in our opinion, is important when applied to the object of our research - the agricultural enterprise.

Thus, when studying the assessment of the effectiveness of diversification of activities, one of the unsolved problems is the development of a final assessment that takes into account, first of all, the specifics of the subject of the study.

$$R = \sum Ri \cdot wi , \quad (1)$$

In this regard, these experts believe that a way to solve this problem can be to calculate an integral assessment of the effectiveness of diversification based on the scoring method according to formula (1):

$R = \sum Ri\ wi$, (1)

where Ri is the score of diversification results for the i-th group of effects;

wi is the weight of this group; $\sum wi = 1$ [2].

Also, experts N. Popova, L. Ryabtseva and O. Zatepyakin suggest using formula (2) to assess the economic effect of diversification:

$$OEt = EIt + ETt + EAt + ESt + ENt + ERt, \quad (2)$$

where OEt is an assessment of the expected economic effect from diversification at time t;

EIt – assessment of the expected private effect achieved by changing the costs of production and sales of products;

ETt – assessment of the expected private effect achieved by changing transaction costs;

EAt – assessment of the expected private effect achieved by increasing demand for products;

ESt – assessment of the expected private effect achieved by increasing sales volumes due to the use of new channels and sales markets;

ЭНt – assessment of the expected private effect achieved by increasing the reliability of resource provision;

ERt is an assessment of the expected partial effect achieved by reducing the risk of general losses.

A. Bulavka introduces a methodology for assessing the quantitative and qualitative levels of production diversification. To quantify the level of production diversification (UDkol), the expert suggests using the following formula (3):

$$УДкол = (1 - 1/n)^* \sqrt[n]{\frac{\sum \frac{Выр i}{Выр max}}{n}}, \quad (3)$$

where n is the number of types of products produced by the enterprise in the analyzed period;

Vyri – revenue from the sale of the i-th type of product;

Vyrmax is the maximum amount of revenue from the sale of one type of product of the enterprise.

Moreover, in the case when the enterprise does not use a diversification strategy, the value of the indicator of the quantitative level of production diversification will tend to zero. Otherwise, it will tend to 1.

According to the expert, when assessing the qualitative level of production diversification, one should take into account the profitability of sales and use data from a quantitative assessment of the level of production diversification. To assess the qualitative level of production diversification (UDkat.), it is proposed to use formula (5):

UDkach. = UDkol · (Rpr/Rpr.exist), (4)

where Rpr. – profitability of sales in the reporting period;

Rpr.noun – profitability of sales (excluding new types of products).

To assess the potential for diversification, the following formula (6) is proposed:

$$DP = \sqrt{((S^*/S)(P^*/P))}, \quad (5)$$

DP = √ ((S*/S) (P*/P)), (5)

where S* – potential sales volume;

S – current sales volume;

P* – potential profit;

P – current profit.

Moreover, if DP > 1, then diversification is considered justified [3].

To assess the economic efficiency of diversification, A. Leontyev proposes a two-stage system for estimating the increase in gross added value due to diversification processes.

At the first stage, the indicator of changes in GVA in the process of diversification is calculated:

$$Ed = \sum (VDSt/(1+e)t, \quad (6)$$

where Ed is an integral indicator of gross value added for the period of time under consideration;

GVAt is the value of gross value added in the tth year;

e – the value of the discount factor.

At the second stage, the economic effect of diversification is directly assessed:

$$\Delta GVA = Ed - E, \quad (7)$$

where Δ GVA is the difference between the GVA indicator before and after diversification;

E is the total value of GVA without diversification [4].

V.Soldatkin proposes to introduce an indicator of the level of diversification (D), which is calculated according to formula (8):

$$D = 1 - (100/(\sum Ut\ (2i-1)), \quad (8)$$

where Vt is the share of individual types of economic activity in the total volume of marketable products;

i – serial number of individual types of economic activity according to the share of marketable products in the ranked series;

n – number of types of economic activity of the enterprise.

This indicator allows us to establish the relationship between diversification and the specialization of an enterprise and take into account its industry specific activities. When an enterprise specializes in single-product production, the diversification coefficient is equal to 0, but if the enterprise is simultaneously engaged in various types of activities, then the value of the diversification coefficient tends to 1 [5].

You can also give a methodology based on the conclusion of an assessment of the relative share of the industry in GRP:

D = DVRP /DVVP, (9)

where DVRP is the share of the industry in the gross regional product;

DVDP is the share of the industry in the gross domestic product.

Moreover, if D >1 or more increases, then this indicates a narrow specialization, if D <1 and everything decreases, this indicates a variant of diversification [6].

In principle, the analysis of approaches can be multiplied, however, in our opinion, all these considered and other similar approaches left outside the review do not distinguish between the narrow and broad principles of diversification, which we discussed in the previous subsections of the work.

Results and its discussion.

In this regard, it seems to us that methodological research should be carried out in the direction of a broad scheme of diversification of agricultural enterprises, moreover, associated with agrotourism, which has a huge and so far little appreciated potential specifically for small forms of agricultural formations in Kazakhstan.

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The effect can be significant, not only economic, but also social for the population, in addition to the measures taken by local governments.

In this regard, we will try to conduct a study of the possibility of broad diversification in this direction using the example of a specific agricultural enterprise.

En-Dala LLP, an agricultural enterprise from the Tselinograd district of the Akmola region, has been operating since 1998 and the main activity of the farm is the production and sale of agricultural products and livestock products. Thus, the purpose of the enterprise is to trade these types of products and satisfy existing demand in the market and, accordingly, make a profit in the process of this activity.

In addition to the main activity - growing grains, the agricultural enterprise produces additional activities, namely:

– growing oilseeds and harvesting their seeds;

– breeding and keeping cattle for meat production;

– horse breeding;

– accordingly, feed procurement;

– as well as the sale of own-produced products, mainly grains and oilseeds.

In the last few years, additional activities have included gravel and sand quarrying activities, as well as rental and management of own properties.

Currently, the agricultural enterprise has land resources of 60 thousand hectares, of which 53 thousand hectares are arable land and 7 thousand hectares are pastures, with a cattle population of 1.5 heads and 0.9 thousand horses.

Production activities at the agricultural enterprise are seasonal, carried out from sowing from mid-April to the end of harvest by mid-November, with slight temporary fluctuations depending on weather conditions. Relatively speaking, the 1st and 4th quarters can be considered a profitable period, and the 2nd and 3rd quarters can be considered mainly costly, when such types of work as pre-sowing, mechanical and chemical tillage of the soil, moisture retention, plowing of plowed land are carried out.

Then sowing work is carried out, which constitutes an important link in the entire production cycle and determines the main part of the costs of this period, both in time and in material cost items.

In addition, additional costs in mid-summer for an agricultural enterprise are associated with haymaking of perennial grasses and harvesting work at the end of the third quarter. In general, all these costs of the 2nd and 3rd quarters amount to more than 80% of all costs incurred by the agricultural enterprise for the entire calendar year.

It is during this period that the main work is carried out to attract additional funds from second-tier banks, credit organizations of Agrarian Credit Corporation JSC, KazAgroFinance JSC, which determines a set of certain difficulties.

On the other hand, problems may also occur during the sales period. In this regard, it should be noted that until 2017, the regulator of purchase prices for crop products on behalf of the state was JSC NC Food Corporation, which made guaranteed purchases of grain based on quality criteria, as a result of which the average market price for products was determined in the domestic market.

Nowadays, due to the lack of railway cars and, accordingly, limited access to export, there is often a significant decline in prices. In particular, for example, in 2017 alone, for these reasons, purchase prices decreased by 20% compared to the average price for the previous 3 years. It is quite natural that there was an overstocking of products in the warehouses of agricultural and grain receiving enterprises and, as a consequence, a loss of their quality.

It should be added that due to the adoption of new rules, control over the payment of subsidies is being tightened. As a result, subsidies calculated in accordance with the adopted rules simply do not reach many agricultural enterprises, or they reach them in reduced amounts. This is largely why, as we noted above, in the previous subsection of our work, many agricultural enterprises refuse government subsidies.

All this not only reduces the profitability of agricultural production, but also determines the financial instability of agricultural enterprises.

Similar problems are typical for the En-Dala enterprise, and are determined, in our opinion, by the narrow approach to the diversified development of this agricultural enterprise. And this poses the need to look for additional strategic potential for increasing the sustainability of development. Including - considering possible directions for the development of processes for diversifying the production program of an agricultural enterprise.

A narrow, somewhat passive approach to production development is also evidenced by the fact that the resource of arable land for growing grain, which is the main source of income for the enterprise, is not fully developed. So, if, according to specialists from the Kazakh Economic Agrarian University. S. Seifullina, in 2017 the agricultural enterprise allocated 47.5% of the total arable area for wheat crops, then in 2020 - already 26.4%. To some extent, this is due to an increase in yields and a switch to growing crops of other crops - barley, oats, flax. However, in the harsh continental climate in the region, it is somewhat risky to focus on grain yields [9].

It should be noted that the potential for attracting ecotourists is considerable: in 2022, out of the total flow of domestic tourism in the Akmola region of 402.2 thousand people, tourism in the region itself accounted for 187.9 thousand. people, or 46.7%.

At the same time, the agricultural enterprise is located 40 km from Astana, on the banks of the Nura River. Nearby is the famous archaeological site of Bozok, where a historical and archaeological complex is currently being built, where horse trails can be organized. Fortunately, the agricultural enterprise contains a certain number of horses.

In principle, to organize tourism activities as a direction of development, complementary and associated, in terms of product sales, with the main production, not much effort is needed:

– at first, build one guest house with all amenities for 5 people;

– provide a power supply system;

– organize leisure services (fishing, hunting, horseback riding, etc.).

Analysis of the experience of organizing agritourism in various countries allows us to estimate the costs for this type of activity:

a) arrangement of a guest house for 5 people – 3 million tenge;

b) electricity costs: 1) 6 months (April-October) – electric stove, lighting, TV, refrigerator, etc. = 500 kW x 6 x 25 tenge = 75 thousand tenge; 2) 6 months (November-March) = 300 kW x 6 x 25 tenge = 45 thousand tenge. On average for the year = (75+45)/2 = 60 thousand tenge;

c) food per day = 3250 tenge x 5 = 16250 tenge, accommodation services = 1950 tenge x 5 = 9750 tenge, additional tourist services = 2 thousand tenge x 5 = 10 thousand tenge, total = 36 thousand tenge per day.

To calculate the total costs, you need to estimate the degree of occupancy of the guest house during the year: summer - 80% or 72 days, autumn - 30% or 27 days, winter - 40% or 36 days, spring - 30% or 27 days. Total in a year - 162 days.

Now we can estimate the total costs for the year:

Rtur = costs of arranging the house + daily costs + electricity costs = (36 + 60/365) x 162 = 5.86 million tenge.

Taking into account 5% current additional costs:

Rtur = 5.86 x 1.05 = 6.153 million tenge.

Now we can assess what effect can be expected from agritourism for this agricultural enterprise.

To do this, at the first stage, we will forecast income and expenses for 2025, based on a trend model for the development of enterprise income for 2015-2021.

Dendala = -1450.75 + 1027.6 t (10)

shows that in 2025 the enterprise's revenue could reach 9.85 billion tenge. At the same time, expenses, constituting 77.5% of income, can be estimated at 7.65 billion tenge.

Thus, the costs of the tourism business of En-Dala LLP will amount to 0.08% of all costs of the agricultural enterprise, including the main production.

At the second stage, in order to assess what this gives for an agricultural enterprise, we will derive some estimated parameters for the effectiveness of tourism services in general, which can be applied to all agricultural enterprises, including the studied En-Dala LLP.

It should be noted that in the absence of such statistical information for almost all agricultural enterprises, the required efficiency parameters will be derived for Kazakhstan as a whole, based on the possibility of their acceptable applicability for the agricultural enterprise under study.

An assessment of the effectiveness of tourism development can be derived by determining the mathematical dependence of the volume of gross added value of tourism (VDS) on such key factors as the volume of expenses for the provision of tourism services (R), the number of outgoing resident tourists (Tvn) and the number of incoming non-resident tourists (Tvrn). Here, the

importance of the Tvn factor is due to the fact that it determines the potential for domestic tourism in the context of changes in external conditions in the tourism market (Table 1).

Table 1 – Dynamics of tourism development indicators in Kazakhstan

Years	VDS, billion tenge	D, billion tenge	R, billion tenge	Tvn, million people	Tvrn million people
2004	79,7	26,5	27,3	3,95	5,9
2005	131,6	35,0	38,1	2,97	6,0
2006	180,1	43,2	42,8	3,69	7,1
2007	211,8	59,2	42,9	4,54	9,3
2008	224,9	66,8	41,0	5,24	9,4
2009	229,6	82,6	76,9	5,92	8,7
2010	259,5	110,3	90,8	6,0	4,1
2011	364,1	126,9	90,3	8,0	5,7
2012	370,1	128,4	89,6	9,1	6,2
2013	336,4	158,2	124,1	10,1	6,8
2014	336,8	205,6	139,1	10,4	6,3
2015	406,4	212,8	320,3	11,3	6,4
2016	558,8	320,9	541,6	9,8	6,5
2017	688,2	376,0	313,7	10,3	7,7
2018	784,0	424,7	768,8	10,6	8,8
2019	821,5	471,2	753,7	10,7	8,5
2020	410,5	437,5	928,6	2,9	2,0
2021	820,1	801,5	871,3	3,5	1,3
Note: compiled based on the source [9]					

VDS = 2,35R0,317 Tvn0,50 Tvnr0,315, (11)

It is most advisable to calculate model parameters using the information base for the period 2004-2019, in order to avoid trend distortion due to the negative impact of the pandemic factor in 2020-2021. Calculations carried out on the basis of the information in Table 3 allow us to derive the following three-factor economic and mathematical model for the gross added value of tourism:

VDS = 2.35R0.317 Tvn0.50 Tvnr0.315, (11)

The value of the standard deviation R2 = 0.92 shows a high degree of approximation reliability of the derived model. In particular, this is clearly demonstrated by the diagram in Figure 1.

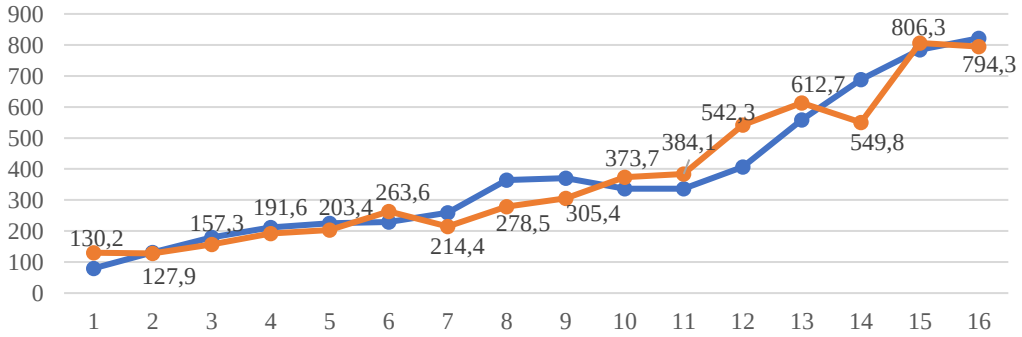

Figure 1 – Graphic illustration of the approximation properties of the model

Note: Compiled by the author

Economic and mathematical analysis of elasticity coefficients shows that an increase in costs by 1% causes an increase in VDS by 0.32%, while an increase in the flow of outbound Tvn and inbound Tvnr tourists by 1% leads to an increase in VDS, respectively, by 0.5 and 0.32 %.

As you can see, the considerable potential for economic growth is determined precisely by the opportunity to turn outbound tourism flows to the domestic market of tourism services.

At the same time, these factors should have the greatest impact on changes in income from tourism activities. To test this assumption, we calculated an economic and mathematical model of income based on the data in Table 3:

D = 0.527R0.492 Tvn0.843 Tvnr0.154, (12)

R2 = 0.94

The diagram in Figure 1 demonstrates a fairly high degree of performance properties of the derived model.

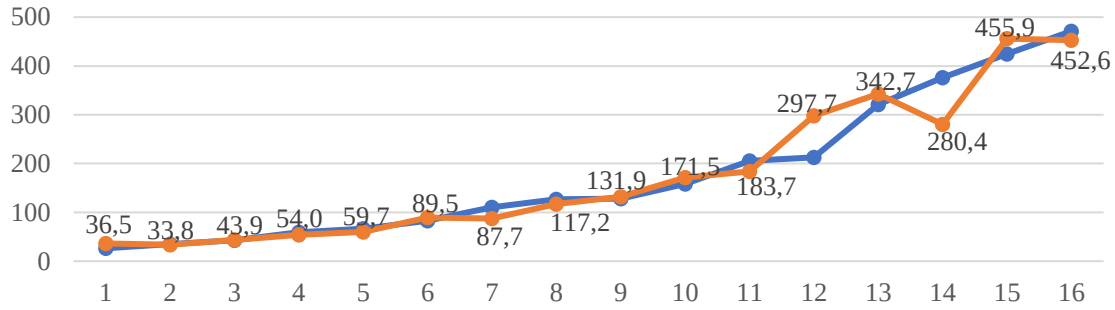

Figure 2 – Graphic illustration of the approximation properties of the model

Note: Compiled by the author

Analysis of the parameters of model (2) shows: an increase in costs by 1% causes an increase in income D by 0.49%, while an increase in the flow of outbound Tvn and inbound Tvnr tourists by 1% leads to an increase in D, respectively, by 0.843 and 0.154%.

As you can see, in this case, income growth is most influenced by the factor of outbound flow of resident tourists, and even to a greater extent than the influence on the growth of gross value added VDS.

Now, at the third stage, based on these incremental estimates, we can, with a certain degree of reliability, assess the effectiveness of the development of this area of diversification for En-Dala LLP.

Thus, an additional increase in the income of an agricultural enterprise, from an increase in expenses on tourism activities by 0.08% of all expenses, can amount to:

Dendala = k x Dendala = 0.0394 x 9.85 billion tenge = 0.3877 or 387.7 million tenge.

Here parameter k is a recalculation of the elasticity coefficient:

E = 0.492 by 1% by 0.08%, that is, k = 0.492 x 0.08.

As we can see, the resulting increase in income of an agricultural enterprise will many times cover the costs of running a tourism business, including capital expenses for the construction of a guest house. It must be borne in mind that an agricultural enterprise can expand this area of a broadly diversified business.

In general, this example can be evidence of a really potential direction for the development of processes of diversification of small forms of farming in the agricultural sector of the economy.

The research carried out in the previous section of this scientific work convinces that the problematic aspects in the processes of achieving the competitiveness of agricultural enterprises based on the implementation of their competitive advantages are systemic in nature and this confronts them with the need to solve the problems of their survival.

Both foreign and domestic practice of agricultural development shows that one of the key factors for the survival of enterprises is the presence of a strategy for increasing its competitiveness, meaning an increase in the ability to satisfy demand for its products in the market based on a relatively more effective use of limited financial and other means compared with competitors.

It is difficult to disagree with the long-established opinion that the formation of a competitive strategy is the most important aspect in managing the long-term sustainable development of any enterprise (organization). At the same time, it is necessary to realize that this task is incomparably higher in relevance specifically for agricultural enterprises, which are limited in diversification maneuverability due to their strict connection to the main means of production - land, as well as the ensuing features of access to financial sources of development.

Conclusion.

The conducted scientific research allows us to draw the following conclusions and proposals:

The implementation of diversification processes in the agricultural sector requires a more balanced system of government support measures in combination with private initiatives of farmers than in other sectors and spheres of the economy, since agricultural production is quite strictly tied to the land with all its problems of supporting productivity and is subject to dependence on natural resources. climatic conditions, which determines the stochasticity and low efficiency of production programs for the development of agricultural enterprises.

These issues are especially relevant for the agricultural sector of the economy of Kazakhstan, since, on the one hand, currently production in the country's agriculture is unstable, on the other hand, the agricultural sector is characterized by the predominance of small-scale production, and on the third hand, government support measures are not fullydefine the platform for effective development of both large and small and medium-sized agricultural formations.

The main methodological flaw, in the opinion of the author of this scientific study, was that at almost all stages of reform, the main goal was to increase the competitiveness of the agricultural industry, but its achievement was offset by the fact that over the years the priority of certain areas of development of the agro-industrial complex has often changed , both the system of state support itself and the mechanisms of subsidy rules were revised, without proper balance with the directions of development of exports of domestic agricultural products.

Indeed, the study allows us to draw a reasonable conclusion: whatever the systemic measures to implement the target of achieving sustainable competitiveness of agricultural enterprises, they will not lead to the desired result if they are not accompanied by adequate support measures from the state.

The analysis shows that the current measures, especially in terms of subsidizing instruments, are still far from perfect, and this is also confirmed by the conclusions of domestic experts in the field of agricultural policy. In this regard, the author of the study made some proposals regarding the possible strengthening of key government support measures.

In general, the results of the scientific research can be used as the basis for further improvement of the concept of diversification as applied to the development of business entities in the agricultural sector of the economy.

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АУЫЛ ШАРУАШЫЛЫҒЫ КӘСІПОРЫНДАРЫНДА ӨНДІРІСТІ ӘРТАРАПТАНДЫРУ ЖӨНІНДЕГІ ШАРАЛАРДЫҢ ТИІМДІЛІГІН БАҒАЛАУ

Аңдатпа.

Қазақстан Республикасының аграрлық саладағы экономикалық өсуі ішкі және сыртқы нарықтардағы ауыл шаруашылығымен айналысатын кәсіпорындардың бәсекеге қабілеттілік дәрежесімен анықталады. Заманауи бәсекелестік жағдайында ауыл шаруашылығы ұйымдарының бәсекелестік артықшылықтарын арттырудың елеулі факторы болыпдамуды әртараптандыру факторы табылады.

Аграрлық салада әртараптандыру үдерістерін жүзеге асыру экономиканың өзге салаларына қарағанда ауыл шаруашылығы мамандарының жеке бастамаларымен ұштастыра отырып, мемлекеттік қолдау шараларының неғұрлым салмақты жүйесін болжайды, өйткені ауыл шаруашылығында ең басты құрал жер және өндірісі табиғи-климаттық жағдайларға тәуелді. Осы мәселелердің барлығы Қазақстан экономикасының аграрлық секторы үшін өзекті.

Аталған тақырыптағы мақала қазіргі қазақстандық жағдайларда агроөнеркәсіп кешендеріне қолдануда әртараптандыру тұжырымдамасын жандандырудың әлеуетті мүмкіндіктерін зерделеуге және анықтауға бағытталған. Мақалада өндірісті тиімді әртараптандыру процестерін анықтайтын факторлардың себеп-салдарлық байланыстарын зерттеу, Қазақстан экономикасының аграрлық секторының даму жағдайын талдау негізінде агроөнеркәсіп кәсіпорындарын әртараптандыру тұжырымдамасын дамытудағы проблемалық аспектілерді анықтау мәселелері зерделенген. Сонымен қатар ауыл шаруашылығы өндірісін әртараптандыру процестерін кеңейту және тереңдету негізінде агроөнеркәсіптік кәсіпорындардың бәсекеге қабілеттілігін арттыру мүмкіндіктерінің әлеуетін зерттеу әдістері мақалада ұсынылған.

Зерттеу нәтижелері, біздің ойымызша, елдегі аграрлық саланы қалыптастыруды жандандыруға мүмкіндік береді, ал аграрлық салада әртараптандыру үдерістерін қалыптастырудың белгіленген стратегиялық басымдықтары осы тұрғыда дамыту қажет сәттерге назар аударуға мүмкіндік береді.

Негізгі сөздер: әртараптандыру, бәсекеге қабілеттілік, кластер, инфрақұрылым, әлеуметтік инфрақұрылым, SWOT-талдау.

ОЦЕНКА ЭФФЕКТИВНОСТИ МЕР ПО ДИВЕРСИФИКАЦИИ ПРОИЗВОДСТВА НА СЕЛЬСКОХОЗЯЙСТВЕННЫХ ПРЕДПРИЯТИЯХ

Аннотация.

Экономический рост Республики Казахстан в аграрной сфере определяется степенью конкурентоспособности предприятий, занимающихся сельским хозяйством на внутреннем и внешнем

рынках. В условиях современной конкуренции существенным фактором повышения конкурентных преимуществ сельскохозяйственных организаций является фактор диверсификации развития.

Реализация процессов диверсификации в аграрной сфере предполагает более взвешенную систему мер государственной поддержки в сочетании с частными инициативами специалистов сельского хозяйства, чем в других отраслях экономики, поскольку в сельском хозяйстве главным инструментом является Земля, а производство зависит от природно-климатических условий. Все эти вопросы актуальны для аграрного сектора экономики Казахстана.

Статья на данную тему направлена на изучение и выявление потенциальных возможностей активизации концепции диверсификации в применении к агропромышленным комплексам в современных казахстанских условиях. В статье изучены вопросы исследования причинно-следственных связей факторов, определяющих процессы эффективной диверсификации производства, выявления проблемных аспектов развития концепции диверсификации агропромышленных предприятий на основе анализа состояния развития аграрного сектора экономики Казахстана. Также в статье представлены методы исследования потенциала возможностей повышения конкурентоспособности агропромышленных предприятий на основе расширения и углубления процессов диверсификации сельскохозяйственного производства.

Результаты исследования, на наш взгляд, позволяют активизировать формирование аграрной отрасли в стране, а обозначенные стратегические приоритеты формирования процессов диверсификации в аграрной сфере позволяют сосредоточиться на моментах, которые необходимо развивать в этом контексте.

Ключевые слова: диверсификация, конкурентоспособность, кластер, инфраструктура, социальная инфраструктура, SWOT-анализ.

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АДАМИ КАПИТАЛ ЦИФРЛЫҚ ЭКОНОМИКАНЫҢ ҚАРҚЫНДЫ ДАМУ ФАКТОРЫ РЕТІНДЕ

Аңдатпа.

Қазіргі таңда цифрлық технологиялардың дамуы мен оның таратылуы жалпы қоғамның дамуымен қабылданатын құбылыстардың бірі болып отыр, ел экономикасының тұрақты дамуына айтарлықтай әсер етеді және оның экономикалық даму үшін жасап отырған мүмкіндіктерін толықтай пайдалануымыз керек. Цифрлық технологиялардың дамуы цифрлық экономика дамуының негізі болып табылады. Бірақ цифрлық технологиялардың одан әрі дамуы адами капиталмен тығыз байланысты, оны дамытуға инвестицияны арттыруды да қажет етеді.

Мақалада адам капиталы цифрлық технологиялардың дамуына да, тұтастай алғанда цифрлық экономиканың дамуына да әсер ететін негізгі факторлардың бірі екендігі атап өтілген. Адам капиталы цифрлық экономикада ел экономикасының қарқынды және сонымен бірге тұрақты дамуының қозғаушы күші рөлін атқара алады. Сондықтан адами капиталдың өсуіне ерекше назар аудару қажет. Мақала мақсатты адами капитал мен цифрлық экономиканың даму үдерістерінің өзара тәуелділігін зерттеу. Осы тәуелділікті зерттеуде индикаторлардың авторлық жүйесі құрылды, Қазақстан Республикасында адами капиталды және цифрлық экономиканы дамытудың эконометрикалық модельдері құрылды. Сонымен қатар, авторлар цифрлық экономиканың даму үдерістерімен өзара байланыста болатын экономикалық өсу мен адами капиталды дамыту үдерістерін күшейту туралы гипотезаны тексерді.

Негізгі сөздер: цифрлық экономика, адами капитал, фактор, модельді тексеру, эконометрикалық модельдеу, сызықтық регрессия.

Кіріспе.

Цифрландыруды дамыту халықаралық қоғамдастық, оның ішінде Қазақстан Республикасы үшін өзекті мәселе болып табылады. Бүгінгі таңда Қазақстан цифрлық экономикаға кезең-кезеңімен көшу жолында сәтті әрекеттер жасап жатыр. Қазақстан Республикасының Мемлекет басшысы Қасым-Жомарт Тоқаевтың Қазақстан халқына Жолдауына төмендегі мәселелерді қозғаған болатын: «Менің цифрландыру ісіне және инновацияны енгізу мәселесіне баса мән беретінімді баршаңыз білесіздер. Біздің маңызды стратегиялық міндетіміз – Қазақстанды IT мемлекетке айналдыру.

Үкімет жасанды интеллектіні дамыту ісіне баса назар аударуға тиіс. Әлемде алдағы бірнеше жылда осы салаға бір триллион доллардан астам инвестиция салынады деген