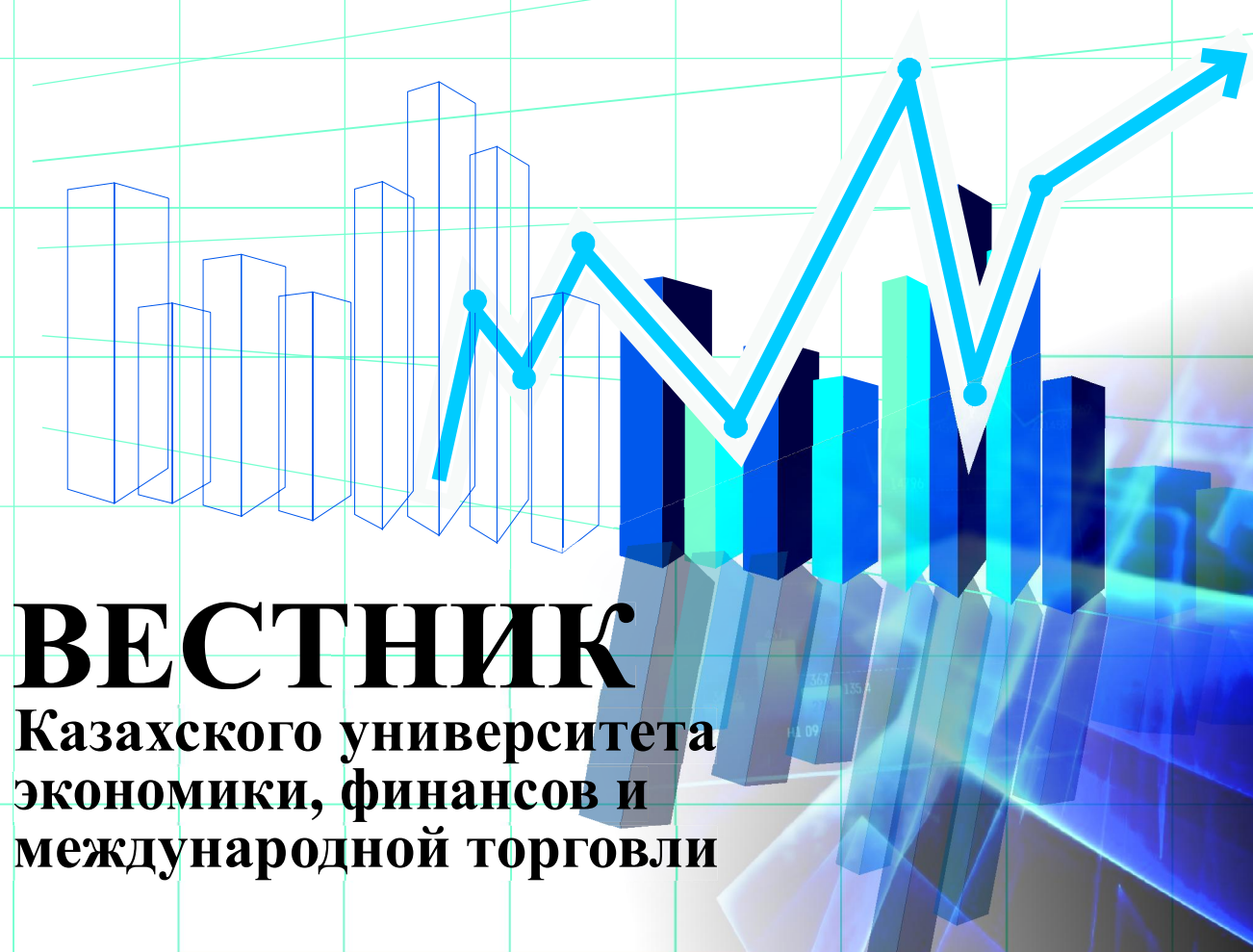


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ЖАРШЫСЫ



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ҚАЗАҚ ЭКОНОМИКА, ҚАРЖЫ ЖӘНЕ ХАЛЫҚАРАЛЫҚ САУДА УНИВЕРСИТЕТІНІҢ ЖАРШЫСЫ, 2020. – №2(39)

DEVELOPMENT OF YOUTH ENTREPRENEURSHIP

The article discusses the prospects for the development of youth entrepreneurship in the Republic of Kazakhstan. The authors of the article have studied the scientific works of scientists Ivanov A.V., Akhiyarov N.V., devoted to the problems of youth entrepreneurship. The authors define the role of youth entrepreneurship in the innovative development of the country. The article analyzes the legislative and regulatory acts that regulate the activities of small and medium-sized businesses. The authors, in accordance with the Entrepreneurial code of the Republic of Kazakhstan, give the main definitions of the concept of entrepreneurship, describe the types of entrepreneurship, business entities. The article examines the programs to support entrepreneurship, youth entrepreneurship, namely the project «Zhaskasipker» within the framework of the state programs for the development of productive employment and mass entrepreneurship for 2017-2021 «Enbek «and «business Roadmap 2020». The authors highlight the weak and strong sides of youth entrepreneurship. The article presents the stages in the implementation of a business project of youth entrepreneurship, starting with the creation of ideas-search research, R & d – in matters of project financing-pre-commercial research (development of a business plan, patenting, creating a prototype) to the launch of the project. The conclusion is justified that only the implementation of common efforts of the state, business, and civil society institutions will contribute to the development of youth entrepreneurship.

Keywords: *entrepreneurship, youth entrepreneurship, innovative activity, small and medium business, state support, financial support, business, entrepreneur's competence, economic education of young people, state program.*

Кілт сөздер: *кәсіпкерлік, жасстар кәсіпкерлігі, инновациялық қызмет, шағын және орта бизнес, мемлекеттік қолдау, қаржылық қолдау, бизнес, кәсіпкердің құзыреті, жасстарды экономикалық тәрбиелеу, мемлекеттік бағдарламалар.*

Ключевые слова: *предпринимательство, молодежное предпринимательство, инновационная активность, малый и средний бизнес, государственная поддержка, финансовая поддержка, бизнес, компетенции предпринимателя, экономическое воспитание молодежи, государственные программы.*

Introduction. Entrepreneurship is a leading component of the economy in the experience of foreign countries. However, in the case of Kazakhstan, 77 % of the population do not even have an idea of earning money through entrepreneurial activity. In Kazakhstan, not only a low degree of youth entrepreneurial activity, but most of the already created companies fail to

overcome even the initial stage of development. Among the reasons for the unpopularity of entrepreneurship, experts highlight not only the lack of favorable, stable economic conditions for doing business, but also the lack of necessary knowledge and lack of competencies in the field of entrepreneurship. In addition, according to experts, a holistic entrepreneurial cul-

ture has not yet been formed in Kazakhstan. At the same time, youth business plays a major role in solving socio-economic problems, such as creating new jobs and reducing unemployment, training qualified personnel.

Youth entrepreneurship is a significant segment of small and medium entrepreneurship. The youth is the most important chain in the entrepreneurship medium. It is today's youth and youth entrepreneurship that will determine the image of our country in already 10-15 years. The development of today's youth business will influence the rate of economic growth and development of our country tomorrow. Young people are active people who react quickly to the emergence of difficulties in life and effectively perceive their useful aspects. Therefore, we can say that young people have high opportunities and the ability to do business. The qualities that an entrepreneur should possess: prudence, foresight, responsibility, determination, observation, originality, flexibility, sociability, focus on the main thing, innovation, purposefulness.

literature review. A.V. Ivanova, when studying youth entrepreneurship, indicates that the age limit of people, to be called young entrepreneurs, must be up to 35 years old [1].

N.V. Akhiyarova, when studying youth entrepreneurship, emphasized that young people under 30 years of age are more pronounced for innovativeness, free self-realization and social adaptation [2]. In connection with these statements, it can be noted that young people are the most significant link in the business environment and the pace of economic growth and development of our country tomorrow will depend on its development of today's youth business.

According to Yu. Zubok, youth entrepreneurship is an entrepreneurial activity of young people aged 18–35 years, actively supported by the state, in order to increase the share of GDP of small and medium-sized businesses in the country. According to Yu. Zubok, a young businessman is distinguished by his innovative views, less affected and ready to act. Their goal is to create stable earnings and creative realization.

But they also have a number of problems associated with inexperience and fears that prevent them from realizing in business [3].

The issues of interaction between small business and government, social partnership, overcoming administrative barriers are considered in the works of L.S. Anikina [4].

Main part. Entrepreneurship is a self-dependent, initiative activity of citizens, repatriates and legal entities, directed to getting net income by way of using belongings, production, selling goods, execution of works, provision of services, based on the right of private property (free enterprise), or on the right of economic jurisdiction, or operational administration of state enterprise (state business). Entrepreneurship activities are realized on behalf of, for the risk of and under the material liability of an entrepreneur [5].

The subjects of entrepreneurship are citizens, repatriates and non-government commercial legal entities that carry out entrepreneurship activity (subjects of private entrepreneurship), state enterprises (subjects of state business) [5].

Depending on the average annual number of workers and the average annual income, the subjects of entrepreneurship belong to the following categories: subjects of small entrepreneurship, including the subjects of microentrepreneurship; subjects of medium entrepreneurship; subjects of heavy entrepreneurship [5].

The subjects of small entrepreneurship are individual entrepreneurs without the formation of a legal entity and legal entities that realize entrepreneurship with the average annual number of workers not more than one hundred people, and with the average annual income not higher than 300 thousand-fold Monthly Calculation Index which is established by the law of the republic's budget and which is in force for January, 1 of the current financial year.

The subjects of micro-entrepreneurship are subjects of small entrepreneurship that carry out private business with the average annual number of workers not more than fifteen people and the average annual income not more than

30 thousand-fold Monthly Calculation Index which is established by the law of the republic's budget and which is in force for January, 1 of the current financial year.

The subjects of medium entrepreneurship are individual entrepreneurs and legal entities realize entrepreneurship, and which do not belong to subjects of small and heavy entrepreneurship.

Individual entrepreneurship is self-dependent initiative activity of the Republic of Kazakhstan citizens, repatriates, directed to getting net income, based on the property of physical entities themselves and realized on behalf of, for the risk of and under their material liability.

An owner-operated farm or private farm are a labour body of persons where realization of individual entrepreneurship is inseparably connected with the use of lands of agricultural

destination for the production of farm products, as well as processing and distribution of these products.

Small and medium entrepreneurship in Kazakhstan is actively developing mostly thanks to the measures of governmental support.

As of January, 1, 2019, the number of operating subjects of small and middle entrepreneurship (further SME) made 1241.3 thousand units. The number of those employed in SME as of January, 1, 2019, made 3321.9 thousand people. Release of production (goods and services) by the subjects of SME in 2018 made 26473.1 billion tenge. The share of the number of those employed in SME in economically active 2018 year in the Republic of Kazakhstan made 36.4%.

Table 1

Number of those employed in SMB, thousand people *

Number of those employed in SMB, thousand people	2016	2017	2018
Republic of Kazakhstan	3 166.8	3 190.1	3 321.9
Akmolinsk oblast	132.4	129.5	133.7
Aktubinsk oblast	134.8	137.5	141.9
Almaty oblast	258.0	239.9	253.1
Atyrau oblast	123.5	126.7	136.3
West-Kazakhstan oblast	106.9	113.1	115.1
Zhambyl oblast	117.4	120.1	120.1
Karaganda oblast	230.8	232.2	238.0
Kostanai oblast	151.2	154.4	160.0
Kyzylorda oblast	81.6	85.6	93.3
Mangistau oblast	112.0	116.2	123.1
Pavlodar oblast	131.3	131.3	134.0
North-Kazakhstan oblast	102.5	102.4	105.1
Turkestan oblast	198.1	197.5	204.8
East-Kazakhstan oblast	234.7	227.5	232.2
Nur-Sultan city	325.2	328.2	375.8
Almaty city	598.2	613.2	610.3
Shymkent city	128.2	134.9	145.1

* Note: [6]

Number of operating enterprises of SME according to types of economic activity units *

	2016	2017	2018
Total	192,348	211,360	233,945
Agriculture, forestry and fishery	8,544	11,099	11,862
Industry	17,551	18,693	19,263
- mining industry and quarry development	2,185	2,370	2,607
- processing industry	13,464	14,214	14,391
- electricity supply, gas transmission, steam transmission and air conditioning	707	787	888
- water supply, sewerage system, waste collection and distribution control	1,195	1,322	1,377
Construction	31,327	32,432	34,990
Wholesale and retail trade; auto and motorbike service	57,265	64,806	74,285
Transportation and warehousing	8,910	9,243	10,127
Lodging and meal services	3,273	3,778	4,500
Information and communication	6,069	6,396	6,880
Financing and insurance activity	5,572	5,623	5,784
Operations with real property assets	7,797	8,260	8,859
Professional, scientific and technical activity	15,975	16,696	17,761
Activity in administration and accessory services	10,016	10,862	11,996
Education	4,783	5,991	7,381
Public health service and social services	3,007	3,389	3,854
Art, entertainment and recreation	1,656	1,947	2,276
Provision of other types of services	10,603	12,145	14,127

* Note: [6]

On the basis of operating SME enterprises according to types of economic activity, 32 % is made by wholesale and retail trade, auto and motorbike service.

According to the State Programme «Business Road Map 2020», one of the main priorities is development of innovative production sector, which is impossible without the formation of its foundation – the community of young, ambitious, innovatively thinking entrepreneurs [10].

Young and go-ahead businessmen are the imperative of our time and a good exponent of the economic development of the country. Correctly built, purposeful support of young entrepreneurs ensures development of the regional SME in the whole, which, in its turn, leads to economic growth and raise of investment attractiveness of the whole country.

Development of young entrepreneurship

today must promote not only job placement among the population and preparation of skilled personnel, but also speedy transition of the country to the innovative way of development.

Presently young entrepreneurship is presented by:

- beauty parlours;
- works in the IT-sphere;
- bed-and-breakfast hotels;
- mutual connection «home – business» (взаимосвязью «дом – бизнес» (mini bakery, owner-operated farms, auto service, shops and so on);

- leisure and other [9].

Accentuation of young entrepreneurship as a special segment of entrepreneurship takes place because, as different from other types of entrepreneurship, it has its specific features, both strong and weak.

The strong sides of young entrepreneurship are:

- innovation activity, innovativeness of thinking;
- mobility, flexibility of approach, quick reaction capability in mastering emerging markets;
- possibilities of constant renovation of knowledge and skills in accordance with changing demands of production and market;
- ability of young people to endure high labour and psychic loads that accompany entrepreneurship activity, especially on its initial stage;
- liability of young people to risk.

The weak sides of young entrepreneurship are:

- inconsiderable social experience;
- absence of good standing;
- weak practical skills of using economic laws and mechanisms;
- the problem of forming a start-up budget;
- lack of personal contacts in the sphere of business and administrative and management structure;
- exposure to bureaucracy;
- most active attractiveness of «shadow» entrepreneurship and exposure to criminal structures.

At the present moment, there is a sufficient number of information sites. They should all be studied carefully for an entrepreneur to make a conclusion about the existence of supportive institutions for small business. We suggest placing an innovation lift for all information resources for an entrepreneur to make a conclusion about the institution that supports a business idea at a respective level. The stages of realization for a young entrepreneurship project are shown in accordance with figure 1.

With the purpose of rendering information and methodological assistance to individual innovators, rationalizers and innovative scholars, rationalizers of higher educational institutions, enterprises and organizations of the oblast, a four-party memorandum between Entre-

preneurs Chamber of Pavlodar oblast, Entrepreneurship Development Fund «Damu» JSC, «Pavlodar regional research and technological centre», LLP, and «Attraction of Investments Agency», LLP, was initiated and signed.

On the basis of S. Toraighyrov Pavlodar State University in 2016 International StartUp Academy was established. The function of the Academy is development of the students' and the faculty's entrepreneurship and commercialization of projects. The targeted audience is beginner entrepreneurs from among the students, the faculty and researchers. The StartUp Academy creates business medium, and the residents start accumulating practical experience and skills of conducting business [10].

Unique opportunities are presented by the project «Jas kasipker» in the framework of state programmes of developing productive job placement and mass entrepreneurship for 2017-2021 «Yenbek» and «Business Road Map-2020». The participants, who are young entrepreneurs under 29 and their family members, can realize their ideas and business plans having obtained grant financing.

In the framework of the year of youth, within the project «Jastar – yel tiregi», grant financing of young entrepreneurs was introduced. It is realized in the framework of the state programmes «Business Road Map-2020» and «Yenbek» which develops productive job placement.

Training is conducted within 50 hours, and there are also 90 hours of practical consulting. It consists of 10 modules. They include basics of business planning, leadership qualities, taxation, marketing, fundamentals of public speech. The graduates of the programme «Jas kasipker» can apply for a non-repayable grant in the sum of 200-fold Monthly Calculation Index, which makes 505 thousand tenge. They also have the right to get a soft loan not more than 8 thousand of Monthly Calculation Index with annual 6% upon the security. The pilot project showed a high result.

Creation of an idea	Exploratory research, RTD	The issue of financing the project	Pre-commercial research (business plan development, patenting, creation of a developmental prototype)	Project launch
- Entrepreneur	<ul style="list-style-type: none"> - Entrepreneur; - Kazakhstan association of family business (“Dynasty” project) - The national chamber of entrepreneurs of the Republic of Kazakhstan «Atameken» (Business-Bastau); - Damu- franchising; - «Pavlodar regional research and technological centre», LLP; - Commercialization Centre and Business accelerator 	<ul style="list-style-type: none"> - Entrepreneurship Development Fund «Damu» JSC (Business Road Map 2020); - internal funds; - business angels; - QazTech Ventures JSC (grant financing); - «Credit Agrarian Corporation» JSC; - Damu-leasing; - «KAZNEX INVEST» JSC; - «KazAgroFinance» JSC; - «Agrarian credit corporation» JSC - «Agriculture Finance Support Fund» JSC 	<ul style="list-style-type: none"> - Entrepreneurship Development Fund «Damu» JSC (Business Road Map 2020); - The national chamber of entrepreneurs of the Republic of Kazakhstan «Atameken» (Business-Bastau, Jas kasipker); - «Pavlodar regional research and technological centre», LLP; - International StartUp Academy; - «Socio-entrepreneurial corporation» JSC 	<ul style="list-style-type: none"> Entrepreneurship Development Fund «Damu» JSC (Business Road Map 2020); - The national chamber of entrepreneurs of the Republic of Kazakhstan «Atameken» (Business-Bastau); - Export insurance company «KazakhExport» JSC; - Special economic zone «Pavlodar» JSC

Figure 1. Stages of realization for a young entrepreneurship project *

* Created by the authors

Conclusion. Alongside the described programmes, still effective are Kazakhstan Development Bank, National Agency of Technological Development, that support creation of technological parks and business incubators, «KazAgroFinance», Agriculture Finance Support Fund, National Agency on export and investments «KaznexInvest», Kazakh Institute of Industry Development. Among the international programmes one can single out European

Bank of Development and Reconstruction, as well as SES (Senior Experts Service) from Germany, Special American Business Internship Training Program of the USA «SABIT». Besides, recently a new organization was established by Council of Youth Policy under the President – Youth Initiative Fund. One of the directions of its activity is support of youth entrepreneurship.

As can be seen from the above, young people are the most active part of the society. It quickly reacts to any changes in life and effectively perceives their positive sides. That's why one can speak about the fact that young people has a larger potential and ability to entrepreneurship activity than other age groups. Young entrepreneurship is a very complicated sector. It requires special serious attention on the part of governmental bodies. Correctly organized, purposeful support will ensure

development of young people's entrepreneurship in the region. This, in its turn, will lead to economic growth and raise of investment attractiveness of the region.

The society needs development of the youth entrepreneurship, encouragement and dissemination of its civilized forms. Young people's enterprises may promote creation of additional jobs places with less expenses than at large enterprises, which can partially solve the problem of unemployment in the oblast.

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ЖАС КӘСІПКЕРЛІКТІ ДАМУ

Аннотация

Мақалада Қазақстан Республикасында жастар кәсіпкерлігін дамыту перспективалары қарастырылады. Мақала авторлары А.В. Иванов, Н.В. Ахияров сияқты ғалымдардың жастар кәсіпкерлігінің проблематикасына арналған ғылыми еңбектерін зерттеді. Авторлар елдің инновациялық дамуындағы жастар кәсіпкерлігінің рөлін анықтады. Мақалада шағын және орта бизнес қызметін реттейтін заңнамалық және нормативтік актілер талданды. Авторлар ҚР Кәсіпкерлік кодексіне сәйкес кәсіпкерлік ұғымының негізгі анықтамаларын берді, кәсіпкерлік түрлері, кәсіпкерлік субъектілері сипатталған. Мақалада кәсіпкерлікті, жастар кәсіпкерлігін қолдау бағдарламалары, атап айтқанда 2017-2021 жылдарға арналған «Еңбек» және «Бизнестің жол картасы-2020» нәтижелі жұмыспен қамтуды және жаппай кәсіпкерлікті дамыту мемлекеттік бағдарламасы шеңберінде «Жас кәсіпкер» жобасы зерделенді. Авторлар жастар кәсіпкерлігінің әлсіз және күшті жақтарын бөліп отыр. Мақалада авторлар жастар кәсіпкерлігінің бизнес-жобасын іске асыру кезіндегі идеяларды – іздеу зерттеулерін, ҒЗТКЖ – жобаны қаржыландыру туралы мәселелерде – жоба іске қосылғанға дейінгі алдын ала өлшеу зерттеулерін (бизнес-жоспарды әзірлеу, патенттеу, тәжірибелік үлгіні құру) құрудан бастап кезеңдерді ұсынды. Мемлекеттің, бизнестің, азаматтық қоғам институттарының ортақ күш-жігерін іске асыру ғана жастар кәсіпкерлігін дамытуға ықпал ететіні туралы қорытынды негізделген.

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РАЗВИТИЕ МОЛОДЕЖНОГО ПРЕДПРИНИМАТЕЛЬСТВА

Аннотация

В статье рассматриваются перспективы развития молодежного предпринимательства в Республике Казахстан. Авторами статьи исследованы научные труды ученых Иванова А.В., Ахиярова Н.В., посвященные проблематике молодежного предпринимательства. Авторами определена роль молодежного предпринимательства в инновационном развитии страны. В статье проанализированы законодательные и нормативные акты, регулирующие деятельность малого и среднего бизнеса. Авторами в соответствии с Предпринимательским кодексом РК даны основные определения понятия предпринимательства, описаны виды предпринимательства, субъекты предпринимательства. В статье изучены программы поддержки предпринимательства, молодежного предпринимательства, а именно проект «Жас кәсіпкер» в рамках госпрограмм развития продуктивной занятости и массового предпринимательства на 2017-2021 годы «Еңбек» и «Дорожная карта бизнеса-2020». Авторами выделены слабые и сильные стороны молодежного предпринимательства. В статье авторами представлены этапы при реализации бизнес-проекта молодежного предпринимательства, начиная с создание идей – поисковые исследования, НИОКР – в вопросах об финансировании проекта – предкоммерческие исследования (разработка бизнес-плана, патентование, создание опытного образца) до запуска проекта. Обоснован вывод о том, что только реализация общих усилий государства, бизнеса, институтов гражданского общества будет способствовать развитию молодежного предпринимательства.

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