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INNOVATIVE MARKETING AS INSTRUMENT OF INCREASE OF COMPETITIVENESS OF THE RK INDUSTRIAL ENTERPRISES

This article is devoted to studying of introduction of "innovative" marketing at the industrial enterprises of Kazakhstan, and also a number of foreign countries. In article the tendency of development and application of innovations in general in economy of foreign countries is considered, experience and results of introduction of "innovative" marketing in some large industrial enterprises is analyzed. Also, statistical data on a rating of the countries on criterion an innovation are provided in article, and also data on the reasons of a failure of innovative products in the market are provided.

Keywords: innovation, "innovative" marketing, global innovative index.

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ACTUAL PROBLEMS OF PERFORMANCE OF THE REPUBLICAN BUDGET OF THE REPUBLIC OF KAZAKHSTAN

Article is devoted to an actual problem of effective performance of the republican budget of the Republic of Kazakhstan. The analysis of performance of the republican budget in recent years is carried out. Problems are revealed andsolutions are offered.

**Keywords**: republican budget, budget performance, income, expense.

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FINANCIAL FLOWS INSURANCE MARKET OF KAZAKHSTAN: STATUS AND PROSPECTS

This article describes the conditions for optimal development and quality of financial flows of the insurance market. The analysis of the main indicators of the direction of the industry.

Keywords: insurance market, cash flow, insurance premiums and benefits, insurance reserve, optimization.

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TO CHANGE ON A FOUR-DAY WEEK: A WHIM OR NECESSITY?

This article examines current social problems that are associated with unemployment and incorrectly distributed working hours and days of the week. We consider the offer of the International Labor Organization of transition of the world on a 4-day working week.

Keywords: 4-day work week, unemployment, social problems.

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MANAGEMENT OF OWN CAPITAL OF BANK

In that article we considered the management of equity commercial bank. Provide the analysis of the main indicators of capital adequacy of commercial bank. Also we focused on to defining problems of formation and management of the bank equity.

Keywords: own capital of bank, bank, the sufficiency of capital

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ORGANIZATIONAL STRUCTURES OF MANAGEMENT OF MARKETING AT THE ENTERPRISE

In article organizational structures of management of marketing are considered. The success of the enterprise in the market in many respects depends on the level of the organization of marketing activity which, in turn, influences quality of the administrative decisions directed on formation of the production program, development and development of new goods, strategy in the field of pricing, sale and advance.

Keywords: management of marketing, enterprise structures, organizational structures, strategy, market researches.

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FORMATION AND USE OF THE NATIONAL FUND OF KAZAKHSTAN AT THE MODERN STAGE

This article discusses the history of the formation and functioning of the National Fund of the Republic of Kazakhstan. Mechanisms of formation, management and use of the National Fund of the Republic of Kazakhstan, the Fund specified function within the framework of its main objectives in modern conditions.

Keywords: National Fund, the stabilization fund, Investment and Credit Institute.

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KAZAKHSTAN AND BELARUS IN THE SPECTRUM OF THE EUROASIAN INTEGRATION: CONTACT POINTS

In article are considered quantitative and qualitative parameters of cooperation of the Republic of Kazakhstan and Republic of Belarus in the conditions of the Euroasian integration. The Euroasian economic integration and new economic belt of Silkway of the China became natural result of development of foreign trade in goods and services. The attention is focused to development of bilateral cooperation of the Republic of Kazakhstan and Republic of Belarus in the main commodity groups. The author analysed the main indicators of foreign trade within participation Kazakhstan and Belarus in the Euroasian economic union.

Keywords: foreign trade, bilateral cooperation, the euroasian integration, regionalism, export, import, foreign trade turnover, multivector foreign policy, economic belt of the Silk way.

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THE POSSIBILITY AND NECESSITY OF INTRODUCTION OF ADVANCED METHODS OF ORGANIZATION OF MANAGEMENT ACCOUNTING IN KAZAKHSTAN

This article discusses such advanced methods of organization of management accounting as: JIT and ABC. The peculiarities of the implementation and use of data, best practices in national accounting practices, are also examples where the comparison of these methods with correspondence. The problems of implementation and use of advanced methods of organization of management accounting in Kazakhstan, as well as recommendations to improve the efficiency of their utilization.

Keywords: costing JIT, raizen, system AB^ overhead cost, volume, profit

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SOME ASPECTS OF FORMATION AND DEVELOPMENT OF ENVIRONMENTAL MARKETING IN KAZAKHSTAN

The article describes the main problems and prospects of development of environmental marketing Kazakhstan. Particular attention is paid to the factors of investment attractiveness and implementation of innovative projects in the field of ecology and conservation. Identified priority areas for the development of infrastructure in Kazakhstan as a key factor to increase the investment attractiveness of the national economy.

Keywords: environmental marketing, investment projects, government programs, and infrastructure development.

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SCIENCE AND INNOVATIVE FORMATION OF ECONOMY REPUBLIC OF KAZAKHSTAN

This article considers a science role, need of development and implementation of the industry program for development of scientific system and its support by personnel, financial, material and information resources, and also need of introduction of results of research activity as they are prime for creation of the domestic balanced, steadily developing sector of researches and development.

Keywords: science, industry program, scientific organization, scientific institute.

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MECHANISMS OF ACTIVATION OF INNOVATION AND TECHNOLOGICAL DEVELOPMENT OF AGRICULTURE IN KAZAKHSTAN

The article discusses the challenges and opportunities of activation mechanisms of innovation and technological development of agriculture in Kazakhstan. Determined that innovation and technological development of agriculture is its qualitative transformation provided by the ever-increasing use of more modern technologies of production and processing of agricultural products, innovative organizational and economic models of modern information technologies and other innovations. The mechanisms of the use of special services dissemination of new knowledge and technology for all types of agricultural producers on the basis of international experience .

Keywords: agriculture, innovation and technological development of agriculture, an innovative project .

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MODERN VIEW ON THE ACCOUNTING AND ANALYTICAL SUPPORT OF THE INVESTMENT PROJECTS MANAGEMENT SYSTEM OF RETAILERS

This article covers the basic aspects of accounting and analytical support of the investment projects management system in retail. In the article the peculiarities and limitations regarding the use of the accounting information for decision-making in investment projects are considered.

Keywords: accounting, analysis, investment project, retail.

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EXTRAPOLATION IN ROWS LOUD SPEAKERS AS METHOD OF PROGNOSTICATION

This article examines application of statistical methods of extrapolation in the conditions of influence of different factors on the forecast phenomenon. The special attention is spared to the construction of dynamic rows at the method of extrapolation.

Keywords: extrapolation, trend, dynamic row.

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STATE POLICY OF THE HUMAN CAPITAL REGULATION IN THE REPUBLIC OF KAZAKHSTAN

In the article the key directions of the state impact on human capital in the Republic of Kazakhstan are considered, the assessment to the events held by state bodies directed on increase of efficiency of use of the accumulated human potential is given.

Keywords: human potential, human capital, state regulation, education, health care, employment.

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DEVELOPMENT OF THE MECHANISM OF VENTURE FINANCING INNOVATION IN KAZAKHSTAN

The article deals with the challenges and opportunities of venture financing mechanisms of innovations in Kazakhstan. It is determined that the development and implementation of long-term science-based innovation policy and an effective financial mechanism for its realization cannot be accomplished without the corresponding formation of venture financing mechanisms of innovations. Are identified key issues hindering the proper development of venture financing of innovations in Kazakhstan.

Keywords: financing innovation, venture financing, venture capital funds, innovation project.

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**MODERN METHODS OF ADMINISTRATIVE ACCOUNT**

Today, successful development of any economic figure is unreal without making of own philosophy of business. Furthermore, all existent processes and spheres of activity of managing figure, including system of its administrative account, must be included in this philosophy. This article will be about modern methods of optimization of administrative account of expenses within the framework of single conception of management speech.

Keywords: administrative account, expenses, integrated registration systems and administrative technologies.

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THE ROLE OF SCIENCE AND RESEARCH FOR MODERN SOCIETY

This article looks at the basic principles of scientific research in the life of society. Particular attention is paid to the influence of components and approaches of science and research for all society. This paper investigates the aspects relating to the world contribute to the flow of information developed countries and the Republic of Kazakhstan in particular.

Keywords: science, research, citations, information flows.

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HUMAN POTENTIAL IN THE SOCIO-ECONOMIC SYSTEM

In the new economy the fundamental social institutions recognized institutions of education, health and social protection, which in all developed countries take more than 40% of budget financing. Within the social costs realized priority education and health services on social assistance, which is becoming more targeted, and the conditions of its more and more stringent. The main direction of improvement of social policy is the development of forms of partnership between the state and private non-profit sector and the development of new modifications of economic relations and forms of contracts.

Keywords: social capital, innovation system, human capital, human capital, innovation process.

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DEVELOPMENT FINANCING MECHANISMS OF SCIENTIFIC AND INNOVATIVE ACTIVITY IN HIGHER EDUCATION SYSTEM

The article describes the development priorities of funding mechanisms scientific innovation in higher education in Kazakhstan at the present stage. Determined that the efforts of the Kazakh Government to promote scientific innovation, did not lead to significant development of university research in the country, while in developed countries, universities are the active participants in innovation. The directions of the use of their own innovative capacity of universities through the formation of an effective innovation infrastructure of the university and networking arrangements create research universities and their funding through endowment funding.

Keywords: mechanisms for financing innovation, higher education, innovation infrastructure of the university, research universities.

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PROBLEMS AND PROSPECTS INNOVACIONNOGO DEVELOPMENT OF THE AGROINDUSTRIAL COMPLEX OF KAZAKHSTAN

This article discusses the effectiveness of the use of innovative technologies in agriculture. The analysis of the main indicators of the direction of the industry, as well as the emphasis given to the development of livestock in the country.

Keywords: agriculture, innovation, new technology, animal husbandry, crop production, efficiency.

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STATE REGULATION OF ECONOMY COMPETITIVENESS: METHODS AND MECHANISM

In article the analysis of methods and the mechanism of state regulation of competitiveness of economy is carried out. The author placed emphasis on need of state regulation of competitiveness of national economy. The conclusion is drawn on what the state is capable to create conditions and prerequisites for strengthening of competitiveness of the country and economic growth in economy. It is noted that for increase of competitiveness of economy quoting, licensing, irrevocable target financing of regions, the enterprises, branches can be used control over the income, the prices, discount rates, the state has to create favorable conditions for development of import- substituting productions, stimulating and increasing investments into production of import-substituting production. Ensuring competitiveness requires the mechanism which allows to use resources and factors of competitiveness effectively. One of the most important and key tools and factors of successful development of economy is existence of the qualitative human capital.

Keywords: competitiveness, national economy, state policy, state regulation, methods of state regulation

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AGE OF CRIMINAL RESPONSIBILITY AS CRITERIA OF SUBJECT OF CRIME

In this article the stages of development of the concept of the age of criminal responsibility as a criteria of criminal liability are considered, as well as the statistics of criminality committed by persons under age provided.

Keywords: juvenile delinquency, the subject, the age of criminal responsibility.

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HISTORY AND THEORETICAL PROBLEMS OF TEACHING ABOUT SUBJECT OF CRIME

In this article the stages of development of the concept of the subject, historical and theoretical problems of the teaching of the subject of the crime and the development of the concept of subject of crime in the Kazakh khanate are considered.

Keywords: history and theoretical problems, the subject of crime in the Kazakh khanate, the subject, the institution of criminal law, the elements of gravamen of a charge.