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**"Priority areas of innovative development of enterprises"
(on the example of food industry enterprises in Almaty region)**

ANNOTATION

dissertation for the degree of Doctor of Philosophy (PhD) in the specialty
"6D050600 - Economics"

The topic of the dissertation research. As you know, the introduction of innovations and increasing the competitiveness of products are considered as one of the ways of innovative development and achieving a high level of profitability. The transition to innovative areas requires, as a rule, modernization of sectors of industry and growth in their activity. In order to address the above issues, by the Decree of the President of the Republic of Kazakhstan, the State Program for Industrial and Innovative Development (SPIID) for 2015-2019 was approved. The purpose of this program is to increase labor productivity, as well as stimulate the competitiveness of enterprises designed to expand the volume of exports of targeted goods.

The SPIID of the Republic of Kazakhstan for 2020-2025 indicates priority areas for improving innovation. Thus, the task is to optimally implement these priority areas.

Effective innovative development is a priority in the economy and one of the strategic objectives of our country. Accordingly, for the optimal organization of processes in the country's manufacturing enterprises that are defined to work under the new strategy, the development and improvement of innovation policy at the state level is required.

The bakery industry of Kazakhstan is an important and socially significant sector of the agro-industrial complex and the food industry. Bread is a type of strategic and everyday food product. In addition, it provides 40% of the physiological needs of a person.

One of the 7 priorities for the development of science in Kazakhstan is the sustainable development of the agro-industrial complex and the safety of agricultural products.

The issue of food security was identified as a key task in the state program for the development of the agro-industrial complex (AIC) of the Republic of Kazakhstan for 2017-2021. This is due to the fact that in order to provide the population with food products that are safe for human life, they must be of high quality and affordable. Thus, an important task at the baking enterprises, at present, is to improve the quality of bakery products, increase nutritional value and expand the assortment. In this regard, innovative research designed to develop effective production methods is gaining relevance.

In conditions of intensive development of the world economy and the direction of domestic development of the economy towards the raw materials

sector, there is a clear unwillingness of domestic enterprises to participate in the competition, both on the local and foreign markets. Further development requires not only stabilization and profitability of production, but also structural changes. All these arguments prove the relevance of the chosen topic.

Therefore, the proposed topic of the dissertation research was chosen based on the goals set in the documents of the above-mentioned state programs.

The purpose of the dissertation research. Development of scientific and practical recommendations based on a comprehensive analysis of the priority areas of innovative development of baking enterprises in Kazakhstan.

The objectives of the study. In the course of research work, the following tasks are planned:

- to study the theoretical foundations of the concepts of «innovative activity» and «innovative development»;

- to develop an econometric model of the impact of innovation on enterprise productivity;

- to develop a multivariate model of regression of factors affecting the innovative activity of enterprises on the basis of correlation and regression analysis;

- evaluate the current economic condition of the food industry of the Republic of Kazakhstan producing bakery products in the Almaty region;

- to forecast the profit margins of enterprises producing bakery products based on innovation;

- to identify the theoretical and methodological aspects of the innovative development of enterprises producing bakery products;

- identify priority areas for the development of innovative activity of enterprises producing bakery products in Kazakhstan.

The object of research is an enterprise for the production of bakery products in the Almaty region.

Subject of study - a set of economic and organizational relations arising in the process of innovative development of enterprises for the production of bakery products.

Theoretical and methodological foundations. The theoretical and methodological foundations of the study were taken from the works of foreign and domestic scientists and economists, personal research of the applicant on research problems, individual reviews of specialists and experts. Research was conducted on the basis of a systematic approach. In the course of work, methodological features of the Kazakhstani economic approach and applied foundations, as well as global development trends, were taken into account. The issues of innovative development of manufacturing enterprises and the trends of strategic planning of innovative development were thoroughly considered.

In the process of applied research, the applicant used the following modern methods of analysis: econometric, statistical, methods of quantitative analysis, methods of comparison and analytical, forecasting, complex economic analysis.

The scientific novelty of the study:

– based on a review of the literature on the concepts of “innovative activity” and “innovative development”, an author's view on the concept of “innovative product” is presented;

– an assessment of the positive impact of innovation on improving the productivity of small and medium-sized enterprises using the Gretl program;

– multivariate regression models of factors influencing the innovative activity of food industry enterprises were developed and a forecast of the level of innovative activity of enterprises was made;

– a forecasting model for the income of bread and bakery products enterprises was developed, taking into account innovations (process, grocery);

– on the basis of an expanded scheme of the process of forming a strategy for innovative development of an enterprise, the author presents schemes for its implementation at bakery enterprises;

– priority areas for the development of innovative activities of enterprises for the production of bakery products.

The main findings are carried out to the defense:

1) the author's definition of the concept of “new innovative products or improved products” in the scientific discourse of the concepts of “innovative activity” and “innovative development”;

2) on the basis of the econometric model, with the help of the Gretl program, the positive impact of innovation on the labor productivity of small and medium enterprises was evaluated;

3) a multivariate regression model that affects the innovative activity of food industry enterprises;

4) a model for forecasting the volume of income from product sales based on factor analysis and on the introduction of innovation;

5) developed proposals on priority areas for the development of innovative activities of the enterprise for the production of bread and bakery products.

The practical significance of the thesis. The practical significance of the proposed study is due to the possibility of using the results to implement effective innovation and enterprise development, as well as to create a production management system.

The econometric model of the positive impact of innovation on the growth of labor productivity of small and medium enterprises proposed in the work can be used in the framework of the state program of industrial and innovative development of the Republic of Kazakhstan for 2020-2025, approved by Decree of the Government of the Republic of Kazakhstan dated December 31, 2019 No. 1050, in particular, paragraph 4 "Goals, objectives, target indicators and indicators of the results of the program."

The proposed priority areas for the development of innovative activities for enterprises producing bakery products in the country can be recommended for use in developing a strategy for innovative development of enterprises. The developed model for forecasting the amount of income based on the introduction of innovations was put into practice by Almaly Nan LLP and can be applied by

enterprises producing bread and bakery products at the stage of analysis and forecasting of production activities.

Approbation of the results of the dissertation research. The results of the dissertation research were reflected in 10 scientific papers, 7 printed pages. Of which:

- 1 article in an international scientific journal indexed in the Scopus database;
- 4 articles in scientific publications recommended by the Committee for control in education and science of the Ministry of Education and Science of the Republic of Kazakhstan;
- 5 articles in the collections of scientific papers based on the materials of international scientific and practical conferences.

Confirmed scientific conclusions and results based on research hypotheses, in particular the results of econometric modeling of the impact of innovation on enterprise productivity, are published in the scientific journal "Central Asian Economic Review", in the conference proceedings indexed in the Web of Science and in the scientific journal "Space and Culture" in the Scopus database.

Correlation and regression analysis of factors influencing the innovative activity of enterprises in Kazakhstan is published in the quarterly scientific and practical journal "Statistics, accounting and audit".

The results of the economic analysis of the market of bread and bakery products of the Almaty region are published in the theoretical, scientific and practical journal "Problems of the agricultural market".

The directions of industrial and innovative development of the manufacturing industry are published in the journal "Bulletin of the Karaganda University".