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EFFORTS OF THE CENTRAL ASIAN STATES AFTER THE ISAF WITHDRAWAL FROM AFGHANISTAN

MURAT LAUMULIN

The drawdown of NATO forces may destabilise Afghanistan and neighbouring Central Asia. The closer neighbours – Turkmenistan, Uzbekistan and Tajikistan – are more concerned than more distant Kazakhstan and Kyrgyzstan. All the Central Asian states see economic potential in Afghanistan, but also security threats such as terrorism, religious fundamentalism and drugs trafficking. As for peace in Afghanistan, they agree that there is no military solution. Economic restoration should play a bigger role; a political process must be Afghan-led and involve all actors (which means the Taliban as well) and respect Afghanistan's traditions and culture; and, finally, the UN and the international community should be more involved. Tajikistan, Kazakhstan and Kyrgyzstan are likely to rely on multilateral institutions, while Uzbekistan and Turkmenistan prefer bilateral relations. But the middle road between them – regional efforts between the five Central Asian states – will be less travelled.

A SECURITY PROBLEM SET TO REMAIN

Afghanistan is still facing serious security, political and economic challenges. The threat of terrorism is the primary cause of instability. All the Central Asian states understand that ongoing counter-terrorism campaigns, particularly military deterrence, have no future in Afghanistan.

Despite the international effort aimed at creating the conditions for Afghanistan's sustainable development, the situation in the country is not improving. Afghanistan is still not succeeding in tackling instability, setting up a viable government or fostering economic development. In these circumstances, the drawdown of coalition forces, primarily from the United States and other NATO countries, might act as a catalyst to destabilise the situation both in Afghanistan and in the neighbouring states, including Central Asia. Afghanistan and Central Asia will in that case face challenges that are persistent, certain and, at this stage, insurmountable.

Terrorism, feeding on extremism and militancy, threatens national governments and exploits ethnic, sectarian and secessionist conflict. It also destabilises regions with the threat of interstate wars, which may even draw in global powers. Furthermore, terror groups are capitalising on the Afghan drugs trade and robbing all actors of the chance of realising economic opportunities, which in turn leads to the displacement of large populations. Against this background, this chapter aims to discuss the prospects for multilateral security cooperation in Central Asia in the light of Afghanistan after the withdrawal of ISAF.

Relations between Central Asian states and Afghanistan revolve primarily around issues of national security and, to some extent, political stability. The Central Asian states view Afghani-

stan as a source of long-term threats such as terrorism, religious fundamentalism and drugs trafficking. The impact of these threats varies from country to country by virtue of their geographic location.

Consequently, the Central Asian governments have different views on Afghanistan and the priority that should be given to agendas relating to Afghanistan. Altogether, this makes it harder to alleviate the Central Asian states' concerns about post-ISAF Afghanistan.

Several problems need to be successfully addressed if the Afghan National Security Forces (ANSF) are to be able to evolve as an adequate security tool after the planned withdrawal of ISAF. A limited Western anti-terror and training force needs to stay behind after the combat forces leave. Financial and technical support for the ANSF must be expanded and the flow of aid sustained. Reduced corruption, a legitimate political transition and more active and effective regional diplomacy would also help. All this would make it easier for the ANSF to defend and provide security for Afghanistan, and safeguard it from the Taliban or a return of al-Qaeda. This in turn would help to reduce the risk of renewed civil war and create better conditions for development, for economic growth and for consolidating democratic institutions and other gains made since 2001. It might even nudge regional actors towards acting more with a collective interest in mind. The wish list is long, but none of these factors is likely to materialise.

Instability related to Afghanistan is likely to continue to influence Central Asia in the foreseeable future. The level and nature of the concerns of the Central Asian states regarding Afghanistan vary with distance. By virtue of their geographic locations, the Central Asian states fall into two groups. The first group, Afghanistan's immediate northern neighbours – Uzbekistan, Tajikistan and Turkmenistan – border Afghanistan and are consistently involved in processes related to their southern neighbour. The second group – Kazakhstan and Kyrgyzstan, in the wider neighbourhood – lack common borders with Afghanistan and are consequently less involved than the members

of the first. Below, each country is dealt with separately within the framework of each group.

THE IMMEDIATE NEIGHBOURS

Two basic assumptions lie at the core of Uzbekistan's position on Afghanistan. First, the resolution of the Afghan problem cannot be achieved by force alone. Second, for this reason, economic measures should take a more prominent role in conflict resolution in and the restoration of Afghanistan. More concrete Uzbek interests are borders and geopolitics. Uzbekistan shares a small and tightly monitored border with Afghanistan. Uzbek concerns pertain more to the porous nature of the Afghan–Tajik border and Tajikistan's ability to maintain border control. Uzbekistan also sees the crisis in Afghanistan as an opportunity to create an international role for itself that is independent of Russia.

Uzbekistan's key message is that restoration of the economy is the only way to reduce the conflict potential inside Afghanistan. Priority, therefore, should be given to targeted economic assistance to Afghanistan. Uzbekistan is one of the most important neighbours of Afghanistan in the conflict regulation process.

Initially, from the 1990s Uzbek diplomacy worked on coordinated international efforts to promote a dialogue between Afghanistan's warring factions in various formats that included Afghanistan's neighbours and major powers. This however enjoyed limited success, and Uzbekistan consequently focused on bilateral cooperation.

In July 2012, the Foreign Policy Concept of Uzbekistan was adopted. It includes several principles that are relevant for Afghanistan. Policy towards neighbouring countries should be based on open and pragmatic relations. Conflict resolution in Afghanistan should be based on mutual respect and non-interference. Political, economic and other measures should be taken to avoid involvement in armed conflicts in its neighbourhood. No foreign military installations will be allowed in Uzbekistan.

Apart from diplomacy, Uzbekistan has also implemented economic projects in Afghanistan such as railway construction, the extraction industry and educational exchange projects. More specific examples include Uzbekistan's participation since 2002 in the construction of 11 bridges between Mazar-e Sharif and Kabul, and building a 442 km-long power grid from Kabul to the Uzbek border, as well as setting up Internet cable infrastructure and mobile communications. Trade between Afghanistan and Uzbekistan almost doubled between 2010 (when it amounted to 557 million USD) and 2012 (1.073 billion USD). In 2012 Uzbekistan became Afghanistan's second most important trading partner, surpassed only by Pakistan, with 1.477 billion USD.

Given the stipulations of the Foreign Policy Concept, Uzbekistan's future policy towards Afghanistan is likely to entail intensified action to facilitate a domestic political dialogue between different political forces in Afghanistan in order to strengthen and preserve a unified Afghan state. It will also prefer bilateral settings, since multilateral formats have proved ineffective. Uzbekistan will assist in the resolution of the social and economic problems of Afghanistan and will implement specific projects aimed at creating a viable economy. It will base its actions on its experience of concrete project-based cooperation.

In the long term, Uzbekistan would have wanted a continued US presence in Afghanistan in order to keep on gaining economic dividends without itself having to succumb to political reform. By aligning itself with the US, the regime gained political legitimacy and Uzbekistan became something of a counterweight to Russia and a privileged zone of influence and leadership in the region. If all this fails, Uzbekistan can always nurture its relationship with the ethnic Uzbek General Abdul Rashid Dostum and his party in Afghanistan to create a buffer zone against Taliban advances in the north of Afghanistan.

Tajikistan's political elite believes that Afghanistan is a key determinant for its country's future. Tajikistan's stance on Afghanistan is based on several principles. Tajikistan advocates rational neighbourly relations and wants to pre-

serve Afghanistan's integrity and independence, whilst recognising that military action is not a solution. Furthermore, Tajikistan emphasises the need for international consensus on Afghanistan and refrains from emphasizing ideological, ethnic and regional aspects in its Afghanistan policies. Afghanistan should be a partner on both energy and security issues. As for illegal drug production, the focus should be on workable solutions both within Afghanistan and regarding trafficking outside Afghanistan, as well as restoration of the social fabric in Afghanistan. Finally, Tajikistan also wants to develop a coordinated, regional, Central Asian policy on Afghanistan focusing on joint development of Afghanistan's markets (energy and food) and mutually beneficial use of infrastructure and transport links between Central Asia and Afghanistan.

Tajikistan, like Kyrgyzstan, sees the possibility of stabilisation in and reconstruction of Afghanistan as an opportunity to export electricity to Afghanistan and to energy-poor India and Pakistan. Tajikistan has made numerous proposals for how to develop future electricity exports should it successfully develop the Rogun hydropower dam. One is to build transmission lines from Rogun to Iran through Mazar-e Sharif and another to go through Kunduz and Kabul and on to Jalalabad in Pakistan. The problem with these proposals is that Tajikistan struggles with its own electricity supply during winter. Furthermore, the construction of the Rogun dam is being challenged by neighbouring Uzbekistan, which weakens the prospects for sustainable cooperation. Tajikistan also hopes to benefit from trade and transport routes to Afghanistan. Should plans for improving the railway system inside Afghanistan materialise, Tajikistan would want to build a Dushanbe–Kurgan Tepe–Kunduz railway.

Undoubtedly there are good prospects for relations between Tajikistan and Afghanistan based on equal rights and mutual advantage, provided that the situation in Afghanistan remains stable. The further development of these relations, including the realisation of planned joint projects in the fields of hydro-energy and transport, depends to a great extent on the military-political situation

in Afghanistan and in the region as a whole after the withdrawal of ISAF.

Currently it is difficult to account for Turkmenistan's position on the Afghan issue, since Turkmenistan is not represented on the regional security agenda. Turkmen President Kurbanguly Berdymukhamedov seems to want to make it an international issue, for example by saying that the only way out of the crisis is through negotiations, through the United Nations Assistance Mission in Afghanistan (UNAMA) and the United Nations Regional Centre for Preventive Diplomacy for Central Asia (UNRCCA). The Turkmen government maintains contacts with the Turkmen community in Afghanistan, around 2 per cent of the population, but is not involved in the local political struggles.

THE REGIONAL NEIGHBOURS

Kazakhstan and Kyrgyzstan have formal relations with Afghanistan, but without common borders there is limited scope for interaction. Both countries are extending reconstruction assistance. Their shared overall view is that international efforts should be geared to making Afghanistan less dependent on aid and more economically stable so that it can develop financial relations with its extended neighbourhood and become a more attractive destination for investment. Afghanistan could also become an important transit centre.

Kazakhstan's position on the resolution of the Afghan conflict is based on several premises. Afghanistan's stability and sustainability are prerequisites for containing threats like international terrorism, religious fundamentalism and the drugs trade. The international community and the UN should work with the Afghan government and play an active role in a political resolution of the conflict in Afghanistan. Afghanistan's dependence on humanitarian aid should gradually be replaced by foreign investment, preferably by transnational corporations rather than foreign governments. Nevertheless, Kazakhstan's contribution today focuses on targeted economic aid for financial assistance, the construction of social, industrial and infrastructure facilities,

and staff training. In a future vision for regional economic integration, Kazakhstan may have a leading role to play as a potential donor to and investor in regional infrastructure projects, including in Afghanistan.

Where security and cross-border threats emanating from Afghanistan are concerned, Kazakhstan is the least affected of the Central Asian countries. It participates in multilateral programmes on Afghanistan through NATO, the Shanghai Cooperation Organisation (SCO) and the Collective Security Treaty Organization (CSTO), and is especially active in the latter two organisations' Afghanistan-related working groups. However, in Kazakhstan's view neither NATO nor the SCO is appropriate for stabilising Afghanistan as neither organisation has Afghanistan as its natural focus. While all international processes and organisations should be used, Kazakhstan prefers the United Nations. Kazakhstan stresses that outside nations should not interfere in Afghanistan's domestic and foreign policy. If Afghanistan opts for neutrality, this should be supported. Kazakhstan did have a debate about despatching a contingent from its peacekeeping brigade (KAZBRIG) to support ISAF in Afghanistan, but the parliament finally vetoed it. Kazakhstan also has a political and economic stake in the success of the Northern Distribution Network (NDN).

In bilateral relations, the concrete measures taken by Kazakhstan have given it an advantage over the other Central Asian republics in Afghanistan. It has provided humanitarian aid (food aid and grain), implemented several large-scale social projects, assisted Afghanistan's parliament, and introduced scholarships worth 50 million USD for the education and training of Afghan nationals.

Kyrgyzstan is less involved with Afghanistan for two reasons. It is relatively weak in resources and its domestic political situation is unstable. Kyrgyzstan hosts one of the most important military installations on the NDN, the Transit Centre at Manas Airport near Bishkek. Kyrgyzstan, although lacking a border with Afghanistan, has been an important player in NATO's efforts by leasing out this military base. It also made a

brief attempt to propose a political solution for Afghanistan before it became engulfed in its own political turmoil. Kyrgyzstan, like Tajikistan, also sees potential for exporting electricity to Afghanistan.

COMMON INTERESTS OF THE CENTRAL ASIAN STATES

The Central Asian countries differ in their positions on Afghanistan, but a comparative analysis reveals that they take a common stand on a number of issues. All see economic potential in Afghanistan as a transport route to South Asia. All (except Turkmenistan) are implementing programmes on education and for developing professional skills among Afghans. In security matters, they share the concerns about the two main threats from Afghanistan, religious fundamentalism and Afghan-produced drugs. They also share perceptions about five areas of peace and stability in Afghanistan. First, there is no military solution to the Afghan problem. NATO's strategy to pacify Afghanistan is not expected to yield the anticipated results. Their preference would be for a greater use of intelligence rather than military force and a search for a political solution through national reconciliation.

Second, priority should be given to peace through economic reconstruction as a way to achieve security through regional integration, and to incentives such as tackling the problems of poverty, unemployment and quality of life in Afghanistan in order to alleviate the conditions that are driving instability in the region. Third, any Afghan solution must show full respect for the traditions, customs and values of Islam of the people of Afghanistan. Fourth, Afghan talks should be primarily Afghan-led and include all relevant actors – in other words, not only the Taliban but also the Northern Alliance – which would facilitate reconciliation based on power sharing between the different ethnic groups. Finally, the UN and its specialised agencies should be engaged more actively.

The Central Asian countries' interest in Afghanistan as a transit route to South Asia opens the way for further discussion of the New Silk

Road initiative. |1| This discussion would be made easier if the ideological connotations were removed and the focus put on seeking solutions to specific transport, trade and politicomilitary problems.

Other (non-Central Asian) countries also have a major role in shaping the approaches of the Central Asian states to Afghanistan. Some Central Asian countries currently play a more important role in addressing Afghanistan-related problems. Tajikistan is a key actor, for objective reasons, as it feels the direct impact of the developments in Afghanistan more than other regional countries.

Uzbekistan can play a pivotal role: thanks to its resources it can have the strongest influence on processes inside Afghanistan. Kazakhstan is the most resource-rich Central Asian state with a bigger potential than the others to contribute to (primarily) economic developments. The other two countries will play more limited roles, Turkmenistan due to its isolationism and unwillingness and inability to get involved, Kyrgyzstan because of its internal stability problem and reduced importance once the transit through Manas becomes less important.

CONCLUSIONS

Central Asian governments are not openly discussing the possible geopolitical transformation in the region following the NATO drawdown in Afghanistan, but experts believe that this transformation may become a crucial key factor for future regional destabilisation.

A number of uncertainties may affect Central Asian countries' positions and approaches towards Afghanistan, including short- and medium-term changes in the social, economic and political conditions such as possible political shifts due to attempts at changes like the Orange Revolution or Arab Spring, or power transitions if there are leadership changes. Another uncertainty is the format, strategy and tactics of the NATO drawdown from Afghanistan and the possible agreements between NATO member states (most notably the US) and Central Asian

countries with respect to the drawdown of forces from Afghanistan.

Judging from the current situation in and around Afghanistan, the Central Asian countries are most likely to bolster their efforts to establish political dialogue with all forces inside Afghanistan, as well as with neighbouring countries and leading powers that support a unified Afghan state. They are likely to assist Afghanistan in addressing social and economic concerns and supporting projects to develop a growing and sustainable Afghan economy. Uzbekistan and Turkmenistan, in all probability, will focus on bilateral relations, while Tajikistan, Kazakhstan and Kyrgyzstan are more likely to rely on multilateral institutions that are already involved in the restoration of Afghanistan. But the middle

road between them – regional efforts between the five Central Asian states – is unlikely to be taken.

Notes

1 The New Silk Road initiative spells out a vision for creating an ‘international web and network of economic and transit connections’ that would make Afghanistan a hub for linking Central and South Asia through creating trade and transport corridors and ‘removing bureaucratic barriers and other impediments to the free flow of goods and people’. It was first launched by the US Secretary of State Hillary Clinton on 20 July 2011 during a speech in the Indian city of Chennai (Consulate General of the United States, Chennai, ‘Secretary of State Hillary Rodham Clinton speaks on India and the United States: a vision for the 21st century’, 20 July 2011, http://chennai.usconsulate.gov/sec-clintonspeechacl_110721.html).

VISEGRAD FOUR AND THE EASTERN PARTNERSHIP

ZHANAT ZAKIYEVA

In contemporary conditions in order to confront the new threats and challenges caused by the global financial crisis and changes in the global political architecture, regional cooperation is becoming increasingly important. Such regional associations as the Customs Union (Russia, Belarus and Kazakhstan), North-Baltic Eight / NB8 (Denmark, Iceland, Finland, Latvia, Lithuania, Norway, Estonia, Sweden), Benelux (Belgium, Netherlands, Luxembourg) and others show steady efficiency. Moreover, participation in some unions does not exclude the participation of the countries in the others, larger, such as the European Union, ASEAN, APEC, NAFTA, and the Eurasian Economic Community (EEC), signing an agreement on the creation of which is scheduled for May 29, 2014.

The Visegrad Group, also known as the Visegrad Four - V4, combining the four Central European countries - Hungary, Poland, Slovakia and the Czech Republic, was established on February 15, 1991 as a result of the meeting of Heads of Poland, Czechoslovakia and Hungary in the Hungarian town of Visegrad in order to facilitate integration into the European structure. Today it has moved to a new stage.

The main objectives of the Visegrad Four is a synchronous development of relations and multifaceted cooperation with the EU, opposition to risks in the areas of economy and security, lobbying common interests on the European and world stages and the performance of common initiatives, strengthening regional trade and economic relations and the establishment of a

free trade area (CEFTA), integration in the field of energy, economy, transportation and transit, culture, education and other issues. Economic priorities of the Four are common overcome of the consequences of the European economic crisis, taxation issues and energy security.

During its presidency in the Visegrad Group (July 1, 2013 - June 2014), Hungary, in accordance with the “Strategy for External Relations until 2020”, was paying prior attention to regional cooperation and maintained continuity at strengthening constructive neighborly relations and pan-European dialogue, expansion of the transatlantic partnership and trade and economic cooperation. Particular attention was paid to the development of infrastructure between North and South; security, in particular, the creation of the common military unit EC/V4 in 2016; cooperation in the sphere of small and medium-sized businesses, inter-parliamentary relations.

Hungary’s presidency in the Visegrad Four, as stated by the Hungarian government, was aimed at transforming the period of 2013-2023 in decade of Central Europe in the EU. In this context, the main objectives of the Hungarian Presidency in the V4 were “to increase the role of the Organization in Eastern Europe and the Western Balkans in the process of supporting the European values and integration processes”, as well as to promote the development of the economy and the free movement of citizens. Hungary supports the policy of the countries of the Four in establishing closer cooperation between the countries of Central and Eastern

Europe. Other objectives of the presidency are eliminating of possible barriers in cooperation, representing the common interests of the region to the EU, attracting non-European states to the Central European affairs.

The growing importance of the Visegrad Group was announced by the ministers of the Visegrad Four countries at the informal summit on April 28-29, 2014 in Budapest, dedicated to the 10th anniversary of the accession of the member countries of V4 to the EU as part of other 10 EU member states. Over the entire period of its activities, the Organization, in whose success in the 1990s did not believe even the most optimistic politicians, has made remarkable progress.

The main reasons for success were that organization avoided the temptation of expansion and the formation of new institutions within it in order to enhance cooperation. Activity in the format of the four states on the principles of the annual rotation of the presidency, as well as the preservation of the original structure, allowed avoiding unnecessary bureaucracy and complexity of the procedures for its activities. The Visegrad Group has no secretariat or other executive bodies, its work is actually made in periodic meetings of representatives of Member States at all levels (prime ministers, heads of state, ministers, experts). Official Summit at the highest level- Heads of State - occurs once a year.

Successful activity of the Visegrad Four is also due to the right mix of advantages of multilateral and bilateral formats of cooperation. Thus, analysts have pointed out the positive role of the EU in strengthening cooperation of V4. This fact that all of its members belong to the European Union and NATO, as well as the Schengen agreement zone, strengthens the role of the Four. Under the current electoral system of the EU, the Visegrad Four voices have the same weight as the voices of France and Germany. At the same time, the interaction in the format of the four countries has enabled the Organization to lift bilateral ties to a higher quality level.

An attractive factor of V4 is that the member countries of the Visegrad Four started at different

levels of economic development, and eventually leveled the pace and began to develop further, pulling each other to the common level of the EU.

Foreign policy strategies of V4 - Czech Republic, Hungary, Poland and Slovakia show a convergence of views and interests on a broad agenda, which means that the Visegrad Group is able to develop a common policy in relations with Brussels and Washington. Due to this factor Visegrad today has found its place in European politics and actively lobbies for the interests of its members within the EU and often acts as a common front while nominating their initiatives and making important decisions for the European Union. The Four has special activity manifests in the Eastern Partnership and security in the energy sector.

Creation of a common European energy market and achievement of energy security, in particular, the reforming of the gas market of V4 countries with the participation of Ukraine are the main priorities of the V4, and consider reforming of the gas market of the Member States. The Visegrad experts believe that currently the main unifying factor among its members is maintenance of economic growth, in particular, diversification of the supply of gas and oil. In this regard, the ministers for foreign affairs of the Four expressed support of Italian initiative to create a common European energy market that Italy intends to implement in the framework of its EU presidency in July-December 2014. Other areas include energy infrastructure and the establishment of acceptable gas prices for consumers, the diversification of gas supplies and an access to liquefied natural gas market.

In order to improve the transport infrastructure and to develop the North-South transport corridor in the frameworks of V4, a working group of high-level on transport was created. Ministerial meetings on the economy, trade, transport, tourism and other areas are also held as a part of the V4.

Visegrad states actively cooperate on climate change and intend to sign an international agreement on climate change in Paris in 2015.

In the field of migration V4 stands for the prevention and reduction of non-regular migration and the fight against illegal migration and human trafficking in the EU project «FIMATHU» / «Facilitated Illegal Immigration Affecting Austria and Hungary», to resolve the illegal immigration to Austria and Hungary.

The Eastern Balkans occupy a special place in the Visegrad Group, which are assisted in their integration with the EU. Meetings are held in the format of “V4 + Balkan countries”. So, on February 24, 2014, a meeting was held in the format of «V4 +3» with the participation of the three EU member states - Bulgaria, Greece and Romania.

It should be noted that V4 debates a question of the expansion of the Organization and turning it into a Six with Slovenia and Austria. Despite the differences in the positions of the participating countries, the initiative received the support of the Czech Republic. In turn, Hungary as a Chairman of the V4, provided a response to the invitation of the President of Slovenia, Borut Pahor, on the future participation of Austria and Slovenia in the meetings of the Four which noted that the Visegrad Group does not intend to expand, however, will practice inviting the heads of other countries-members of the EU on the summits as observers. It should be noted that the practice of inviting the heads of neighboring countries on the summits of the Four received its spread. Thus, French President F. Olland, German Chancellor Angela Merkel (6 March 2013), as well as Japanese Prime Minister Abe (16 June 2013) were invited at the meeting of Heads of Governments of the Visegrad. For example, until recently the agenda of the Four had an issue of possible membership of Ukraine in the organization and transformation of V4 into the Five. This fact was due to the importance of Ukraine as a key player in the negotiations on the regular transit of energy resources to Europe. For example, the summit of V4 February 15, 2013 in Bratislava, which was held in the format of “V4 + 3” with the participation of Austria and Germany, was attended by Prime Minister of Ukraine Mykola Azarov. Also, during the presidency of

Poland (July 2012 - June 2013) the summit in the format “V4+” (3 July 2013) involved the President of Ukraine Viktor Yanukovich.

It should be noted that the report of the European analysts on the subject, published in 2014, recommended the Visegrad countries to accept other countries to participate actively in all the mechanisms of the eurozone, to which they have access, and to nominate own candidate for an important position in the EU institutions.

For the EU, the Visegrad Group is a conductor of the EU policy Global / Eastern Partnership / «Europe Goes East» / «Europe is moving to the East”. The Eastern Partnership program as part of the European Neighbourhood Policy (ENP), represented by the European Commission in March 2003 and which had a goal to bring Europe closer to its neighbors on the basis of mutual benefits and common interests, aims to support reforms in the six post-Soviet countries - Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

The Euro Commission proposes these countries to conclude an agreement on association and creation of a new European Economic Area, which should become the basis for the development of a common internal market. For this purpose, the called States must adopt all EU legislation and recognize the verdicts of the European Court. In the future, they consider the abolition of the visa regime and the establishment of a free trade zone. Thus, a number of countries outside the EU have been invited, in fact, to become new members of the EU, legally not engaging.

It should be noted that the program currently involves the countries of Central Asia in orbit of its interests. Russia, instead of participating in the ENP, has a special status under the Agreement on Partnership and Cooperation Agreement / PCA.

The program aims to strengthen individual and regional relationships between the EU and through the approach of “more for more”, which involves more available means in larger returns and mutual responsibility. On the agenda of the European Commission there is a preparation of technical and economic explanation for the establishment of “Eastern Partnership” economic zones.

The key issues of the Eastern Partnership Program are energy security and energy cooperation, secure access to energy sources, ensuring the safe delivery of energy to Europe through Ukraine.

The program is aimed at strengthening the political partnership, economic integration of these countries with the EU, the activities of the European Commission and the European External Action Service in this direction, the implementation of the Vilnius Declaration and the development of public diplomacy, political and legal reforms, good governance, support for civil society, media freedom, the rule of law, human rights, and to prevent the emergence of new dividing lines between the enlarged EU and its neighbors.

Moreover, if the purpose of the EU Eastern Partnership Program is to provide a stable and democratic environment in the East European region without obligation of provision of guarantees for the EU membership for the countries of the region, the position of the countries of the Four is in necessity for further EU enlargement. V4, speaking for the further unification of Europe, actively supported Croatia in the process of joining the EU, and is currently supporting six post-Soviet countries, as well as Albania, Serbia and other Balkan countries. Leadership of the Four believes that Central Europe has to play a crucial role, not only as a cultural and intellectual community, but also as an economic and political one.

The Four actively lobbies Ukraine's aspirations to integrate with the European Union. Thus, the Ukrainian leadership has repeatedly stated that the cooperation with the Visegrad Group - the countries of the Carpathian region - is one of the main directions of the external cooperation of Ukraine. In addition, in the future, as a member of the EU, Ukraine is interested in strengthening cooperation with neighboring Slavic countries - members of the EU - Croatia, Czech Republic, Slovakia, Poland, Slovenia, Bulgaria and the country-candidate - Serbia.

Hungary during its presidency, along with four other countries, showed great interest in

signing an Association Agreement with Ukraine, including the creation of a comprehensive free trade area, and accordingly, the Free Trade Agreement with the EU during the Eastern Partnership Summit in Vilnius in November 2013, ratification of these agreements by Armenia, Georgia and Moldova, and Belarus' participation in the Summit. Other objectives of the Four are getting closer to the Baltic countries and the reduction of the gap between the EU and Russia.

In connection with the events in Ukraine, at the extraordinary summit of the Visegrad Group on February 24, 2014 in Budapest, Hungary adopted a statement of V4, which calls upon all parties involved to be engaged in dialogue and comply with the peace accords. Prime Ministers of Poland, the Czech Republic, Slovakia and Hungary at the meeting on March 5 appealed to the European Union and NATO to help Ukraine to preserve the unity, which has faced a "dangerous development which threatens peace and security in Europe". The statement noted that "the intervention of Russia in Ukraine" recalls the experiences of all these countries in the recent past: Hungary - in 1956, Czechoslovakia - in 1968 and Poland - in 1981. The Visegrad Four encourages the conflicting parties to comply with the agreements reached in Geneva on 17 April 2014.

The Visegrad group positively met an election of the new leadership of Ukraine, February 27, the Foreign Ministers of V4 held meeting in Kyiv with the participation of acting Ukrainian President O.Turchinov, the chairman of the "Udar" Party A.Klichko, former Prime Minister Yulia Tymoshenko.

V4 States welcomed the signing of the political part of the Agreement on association on March 21, 2014 by Prime Minister of Ukraine A.Yatsenyuk and 28 leaders of the European Union. According to the EU, "the signing of the Agreement emphasizes the strong support for Ukraine by the European Union in these difficult times. Heads of State and Government of the EU also reaffirmed their determination to sign the remaining provisions of the Agreement. Soon the

EU temporarily eliminated tariffs on Ukrainian exports to the EU. These moves are evidence of a mutual desire of the EU and Ukraine to build closer political association and economic integration.”

According to V4, the current international situation, in particular, the events in Ukraine, confirm the need for further strengthening and consistent implementation of the “Eastern Partnership” policy, especially in the run-up to the next summit of “Eastern Partnership” in Riga in 2015. The importance of the early signing of the Association Agreement with Georgia and Moldova in June 2014 was noted, along with implementation of this agreement and signing of the remaining provisions with Ukraine.

Humanitarian aspect plays an important role in the activities of the Visegrad Four. In order to support projects in the fields of culture, education and science, student exchanges, tourism and cross-border cooperation, since 2000, the International Visegrad Fund, in order to support projects in the fields of culture, science and education, tourism and cross-border cooperation, has financed training in universities of the countries of the V4. The governing bodies of the Fund are the Conference of Foreign Ministers and the Ambassadors Council of the V4. Conference of Ministers of Foreign Affairs deals with the definition of annual contributions, the budgeting, supervises the executive authority on behalf of the Executive Director and the Secretariat with headquarters in Bratislava (Slovakia). The Ambassadors Council acts with the annual statements and is engaged in registration of the budget. The annual budget of the Fund is 7-8 million Euros and is formed from equal contributions of the participating countries. Since the beginning of 2014 the Fund has financed 3,700 projects, has provided more than 1,700 grants for training, totaling about 50 million Euros.

Against the background of recent events in Ukraine, the countries of the Four suggested to use the tools of the Visegrad Fund to assist in the development of capacity on the subsequent

implementation of the agreements on associated partnership with the countries of the Eastern Partnership and expressed readiness to increase the resources of the International Visegrad Fund for the implementation of the liberalization of the visa regime and increase scholarships.

Currently, in accordance with Hungary’s “openness to the East” policy, actively promoted within the V4, a policy of attracting students from other countries, including the countries of Central and South-East Asia, to study in the countries of the Four is being conducted. The “Visegrad 4 and Eastern Partnership” Program provides grants for students from these countries. According to the Agreement between the Visegrad Fund and the National Science Council of Taiwan there are individual academic exchanges between Hungary and Taiwan. In March 2014 in Tokyo, an exchange year “V4 + Japan” was launched, within which the programs of exchange and cooperation in the areas of trade, science and technology will be carried out.

The development of tourism is one of the priorities of the V4 countries, which have developed joint program on development of tourism for 2014-2020. In the sphere of tourism, the V4 countries act under the slogan “4 countries - one tune; 4 countries - one visa; 4 countries - one tourist route.” They make regular presentations of tourist opportunities of the Four. This program also covers foreign countries, which include Kazakhstan as well.

V4 and, in particular, the Visegrad Fund, is active in the field of human rights protection. So, in November 2013 in Budapest a round table of the Visegrad Group on the prevention of genocide and mass torture was held, as well as the Sixth Budapest Human Rights Forum, which made recommendations on the revitalization of the Visegrad Group on the prevention of mass torture, the implementation of the Concept of the UN “Responsibility to Protect (R2P) in the region.

Analysis shows that the marked tendency of today’s foreign policy of the Visegrad Four

becomes a dramatic adjustments in the direction of shifting the focus to the East, largely due to the efforts of the Hungarian presidency in the Organization (1 July 2013 - 1 July 2014). The new strategy of international cooperation of V4 strengthens policy of the eastern vector in the direction of non-European developing countries. Deepening of the full dialogue with Kazakhstan enters into one of the key policy areas of V4. So, according to the Hungarian Foreign Ministry, “the bilateral relations between Hungary and Kazakhstan are developing successfully. Kazakhstan is a major regional power and an extremely important partner of the EU. Hungary initiated a strategic partnership agreement with Kazakhstan, on the model of some the EU member states”.

For Kazakhstan the study and application of experience of the Visegrad community is considered to be useful, as a successful regional organization acting within a strong structure - the European Union, and based on geographical proximity, common historical past, the traditional cultural and linguistic ties, based on common economic, industrial, economic and trade relations, transport and transit potential. It is interesting to study the mechanism of recovery of the whole complex of lost links of the former socialist bloc in various areas of cooperation. Particular importance is given to the experience of uniting, development and interaction of “multi-level and multi-speed” economies, which launched at various stages of development, and gradually built up the economic growth rate in the path of rapprochement with the EU standards.

Building partnerships with the countries of the Four - Hungary, Poland, Slovakia and the Czech Republic is promising; Kazakhstan has friendly and mutually beneficial relations with each of them, within the regional associations on a wide range of cooperation.

Thus, the success of the Four countries in the implementation of socio-economic reforms and recent achievements in the field of macroeconomics look very impressive and make us want to learn and apply their experience. In the medium and long term, the Visegrad countries can serve

as a springboard for Kazakhstan’s business and Kazakhstan’s goods when entering the European market.

The most promising areas of bilateral cooperation are agriculture and oil and gas sectors, the environment protection, innovations and new technologies, pharmacy, tourism, construction and transport. The main instrument of the partnership may become cooperation between Kazakhstan and the Four countries on attraction of investment, expanding markets, transferring of innovative technologies. As a new format of cooperation there are sectoral dialogues involving detailed consultations on topics of mutual interest (energy, transport, agriculture, and security).

In accordance with the priorities of the V4, the expansion of cooperation in the energy field seems to be promising. The Visegrad Group, based on the fact that the interaction in the energy sector has been and remains the priority vector of cooperation between Europe and Kazakhstan, in particular, the diversification of energy supplies to Europe by searching for new reliable suppliers of raw materials and reducing energy dependence on Russia, considers energy as a priority in cooperation with Kazakhstan. Kazakhstan, being the third largest supplier of energy to Europe from countries- not members of OPEC, after Russia and Norway, is interested in further strengthening of the strategic energy dialogue with Europe.

Renovation and modernization of trade, investment and economic sections of the new agreement on expanded partnership and cooperation between Kazakhstan and the European Union, taking into account Kazakhstan’s accession to the World Trade Organization and the Eurasian Economic Union in 2014, open new opportunities for broader cooperation between the Four and Kazakhstan.

Kazakhstan is interested in the simplification of the visa regime with Europe, which also identifies opportunities for the development of full-scale cooperation with the countries of the Visegrad Group.

According to the Visegrad Group, Kazakhstan is a regional logistics center, which provides

significant potential for the development of trade. A great potential for cooperation lies in the field of transport and transit. The mega-project of construction of “Western Europe - Western China” corridor has a significant importance for the deepening of cooperation between Kazakhstan and the Visegrad Group. This project is aimed at a tenfold increase in transit traffic on the territory of Kazakhstan in 2050, provides the establishment of a modern transport and logistics system, which allows creating an effective delivery channel of goods from Europe to Asia through the territory of Kazakhstan.

The intensification of cooperation in the field of education is promising. Practice of the Visegrad Fund in providing grants for training in the four participating countries involves consideration of the possibility of attracting Kazakhstan’s side to cooperate with the Visegrad Fund and the Association of Universities of V4 countries in the field of education. These areas include:

- The Scholarship Program to study in higher educational institutions of the Visegrad countries on a master’s degree/doctorate.

- The Fellowship Program for researchers (internship in Open Society Archives at Central European University in Budapest, Hungary).

- The Grant program for the development of training courses and programs related to the countries of the Visegrad Group, in the universities with the participation of experts from the countries of V4.

- The Grant Programs in the field of education, tourism and cultural cooperation, youth and academic exchanges (standard programs and strategic grants).

It is reasonable to expand the tourist exchanges with the countries of the Four, to open the direct flights to Budapest and Warsaw, to hold tourism fairs and other events.

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PRC POLICY ON FOOD SECURITY*

RUSLAN IZIMOV

The problem of food security remains one of the burning issues in China at this stage. Experts predict that in the near future China will face new threats and challenges relative to food security, including the negative effects of population growth, lack of arable land, fresh water supply problem, the difficulties in the procurement system, as well as the growing needs of the population (consumerism).

Communist Party of China, the State Council and other senior government authorities of the country pay great attention to this issue, as long as they realize that the prospects of stability for Chinese society largely depend on how successfully the tasks to ensure the country's food security will be resolved.

The presented report discusses the status and prospects of China's food problem and provides practical suggestions for strengthening food independence of Kazakhstan on the basis of the Chinese experience.

Food security issues in China

According to the world statistics agencies, in the past decade, China maintained fairly stable and high level of food security. The country has provided self-sufficiency upon the principal crops from 91 to 97% of domestic consumption. As a result, China implements the recommendations of the Food and Agriculture Organization

of the United Nations, which calls for support of food self-sufficiency at a level of 95%.

However, China has a dependence on import of certain product list. Today, China feels the strongest demand for soybeans, vegetable (soy) oil and grain crops (rice, wheat). China exports mainly fruits, vegetables and meat.

Until now, the Chinese government has succeeded in maintaining the required level of food security. However, **due to various factors, China may face the threat of food shortages in the country in the nearest future.** In the opinion of the Chinese researchers, the key issues to ensure food self-sufficiency in China lie in internal difficulties.¹

During 2012, the specialists of the Academy of Social Sciences of the PRC have conducted a comprehensive research to identify the most pressing problems in the food sector, among which the following 4 points are highlighted:

► *The reduction of arable land.* Urban growth and the consequent deterioration of the environment are the main reasons for the rapid reduction of arable land. Urbanization is often the biggest obstacle to the growth of agricultural production due to problems of land dispossession. Farmers are usually paid compensation for confiscated land (at an average of 1.5-2 thousand U.S. dollars per family) but upon spending the money, the farmers are left with nothing. On this basis, the Government of PRC back in 2008 on the 3rd CPC Central Com-

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¹ 中国粮食安全的现状与前景 (State and prospects of food security in China) -09.01.2013 // http://www.hprc.org.cn/leidaxinxi/jjst/201301/t20130109_208416.html

mittee plenum of the 17th convocation came to principal decision to keep arable land at a level of not less than 1.8 billion mu (120 million hectares).²

► *Climate change and, as a consequence, reduced crop yields, soil degradation.* According to forecasts of the international environmental organization “Greenpeace” for the next 20-50 years, climate change will have a significant impact on agricultural production in China. Increase in air temperature, reducing the amount of water for irrigation and other negative factors will lead to a reduction in the gross grain harvest in China to 14-23 %. Climate change can cause soil erosion, impair the ability of agricultural ecosystems to withstand natural disasters, can lead to the spread of pests.

► *Acute shortage of water.* One of the reasons for the reduction of arable land and the whole key issue of food security is the lack of water resources in China. Today, water consumption in China is more than 600 billion cubic meters per year, of these, water shortages is 50 billion cubic meters per year. According to the Ministry of Water Resources of PRC, currently there are only 2100 cubic meters of water per capita per year, or about 28% of the international average indicator. In 2012, the problem of clean water became particularly urgent for Chinese regions affected by severe drought — Sichuan, Yunnan and Inner Mongolia. Meanwhile, most of China’s rivers are seriously polluted and unsuitable for use.

► *Increased import of grain.* In 2012, China collected 120.6 million tons of grain, but at the same time, about 14 million tons were imported from abroad. According to FAO, the UN, maize (37%), wheat (26%), barley (18%) and rice (17%) dominate in the structure of China’s grain imports in 2012. China is still the largest importer of American grain corn. In particular, in 2010, China became the main buyer of corn in the U.S. According to forecasts, in 2020 the Chinese corn

imports may reach 20 million tons. According to experts of the Institute of the World Economy, Shanghai Academy of Social Sciences, China’s dependence on external supplies of grain is one of the challenges in terms of food security.³

As already stated, at this stage, in addition to grain imports, China imports kinds of products such as soybean and vegetable oil. This issue has traditionally been a topical issue in the agenda of the NPC and CPPCC meetings; in particular, in March this year, Chinese parliament deputies once again drew attention to the task of ensuring a stable supply of these products.⁴

Special attention should be given to the situation with the increase in import of rice. China, as one of the largest producers of rice, has started buying the product from abroad. According to China Customs, in 2012 the country increased import of almost four-fold — to 2.32 million tons. According to the Ministry of Agriculture of PRC, China’s import volumes of rice, despite the sharp increase, are still scanty on the background as indicators of its production in the country (1.6%), so the world trade of the product (6.2%).

Reasons for increased volumes of imported rice lie in the fact that **the state is forced to buy rice produced by Chinese farmers at overprices, to support domestic production**, although this product, imported from Thailand, Vietnam and Pakistan is much cheaper. Ministry of Agriculture of PRC acknowledges that last year the rice in China cost significantly higher than in Vietnam and Pakistan due to the appreciation of yuan and sustainable growth in domestic prices. Importers in such conditions increasingly prefer to buy rice in neighboring countries, where it is sometimes cheaper by half, and then sell it with profit in the domestic market.

Thus, taking into account the potential and real threats to food security in China, the country’s authorities undertake comprehensive mea-

² 要注意新的粮食安全问题 – 17.04.2012 // http://www.cfen.com.cn/web/zt/2012-04/17/content_856135.htm

³ 要注意新的粮食安全问题 – 17.04.2012 // http://www.cfen.com.cn/web/zt/2012-04/17/content_856135.htm

⁴ 中国粮食安全：重数量更应重质量 12.03.2013 // http://www.fjsen.com/h/2013-03/12/content_10840331_2.htm

asures. **One of the most effective instruments of state regulation in the agricultural sector is the system of investment.** Consolidated budget of China's Agriculture is formed from 4 sources: direct state funding; loans through state-owned banks; resources of collective farms in the village, and the funds received from the taxation of peasants, farmers' households.

At this stage, improving tax policy in the countryside is considered in China as a factor of successful reform of the socio-economic sphere in agriculture.

At the same time, **food prices in China are determined by the market, but under the supervision of the state, which ensures their stability and the required level.** For these purposes, backup and insurance food funds were created as stabilizing measures, especially for the period of natural disasters and crop failure.

At the same time, the Chinese authorities take comprehensive measures to protect and promote safety of food products. High risks in the food sector are increasingly worrisome in Chinese society. Regulation of standards and legal systems of food production will become priority measures, as well as effective supervision and punishment for those who violated the law. State agencies will check food enterprises. Factories, which products threaten the health of people, will be closed. This, according to the State Council of China, can improve the food security situation in the country over the next three years.

Thus, at the moment China is facing a number of challenges on the way of achieving the desired level of food security. As acknowledged by the Chinese authorities, the rapid process of urbanization is the main reason for the gradual decline in agricultural productivity of the country. In other words, along with a critical reduction of arable land, there is rural exodus to the big cities, which in turn leads to poor performance in agricultural production.

Practical suggestions. In accordance with the problems, mentioned in this article, existing in the area of food security of China, we pay attention to the following suggestions and practical recommendations.

Today, we can speak of absolute food security only in respect of the seven states. China is not included in this list, as well as Kazakhstan. According to the statement of former Minister of Commerce Chen Deming, despite the fact that crop production in China is growing, the demand for these crops are growing even faster. On this basis, it can be assumed that the foods demand in China (including their imports) would only increase.

1. Today, the main supplier of wheat to China is Australia (65% in 2012), the major parties are imported from the USA (17%), Canada (11%) and Kazakhstan (6%). In order to expand exports of crops to China, there should be a closer look at China's domestic market. In particular, the greatest need of the Chinese population is in soybeans imported from abroad. It is appropriate to recommend agro business entities to cultivate this crop with its further sale on the Chinese markets;

2. Significant problem is the importation of poor quality agricultural products from China. Despite the tight control of the food industry in China, the rules and norms of production are quite often violated during the exportation. It's not uncommon, when banned substances are added to animal feed, packaging materials contain toxic substances, the quality of children nutrition and health products do not meet the certification requirements.⁵ On this basis, it is necessary to tighten control of imported products from China for compliance with environmental regulations and standards established in the Republic of Kazakhstan;

3. Kazakhstan continues to experience a high level of dependence on imports of vegetables,

⁵ During 2010-2012 there was a chain of events associated with food poisoning of the population in China. Including: "anemic case of meat," "unhealthy color manti", "re-baked bread", "beef fat case", "stale bean sprouts", "overdue sesame", "exploded barrel of popcorn," "caustic Maodu soda", "toxic candied fruit", "drain oil", "gelatin leather shoes", "melamine scandal."

fruits and berries. Currently, due to the slight diversification of crops, a share of grain in the total gross output of crop production is 75%. Domestic demand in vegetables, fruits and berries are met through imports in large volumes from neighboring countries. So, in May 2012, 89% of consumed vegetables, except potatoes, were imported from abroad.

As mentioned, the Chinese authorities at the highest level support their own production by various methods, including active state financing, purchasing rice produced in China by clearly inflated prices, etc. Taking into consideration that one of the key challenges to the effective functioning of the agricultural production in Kazakhstan is the lack of investment, it would be advisable to apply the Chinese experience.

METHODOLOGICAL ASPECTS OF FORMING THE OPERATIONAL CYCLE FOR CREATING INNOVATION AND ITS COMMERCIALIZATION

GENNADIY KOSSOLAPOV

*It all starts with a need
to name everything correctly.
The name gives rise to right actions.
Confucius*

The development of the modern world and domestic economy happens in the conditions of a “new economic reality” and is characterized by strengthening mistrust, increasing competition and the worsening of conditions for growth. Determining factors of growth are the intangible assets such as knowledge, abilities and skills. This is reflected in the strategy of innovative development. Creating innovation is a systematic process that requires corresponding organisational and institutional provision. It is necessary to bring together all effort of those involved in achieving the end result. It is important to ensure the commercialization of intellectual property and the created innovation. This can be done by implementing the advantages of the division, specialization and cooperation of labour, using the power of corporate business structures in integrating the interests of participants in the innovation process. The paper deals with methodological issues of system interaction of participants of the innovation process.

Introduction

In April 2005, under the decision of the Government of Kazakhstan a programme for

the formation and development of the national innovation system of the Republic of Kazakhstan has been approved. One of the main objectives of the programme is the formation and development of infrastructure elements and mechanisms that allows translate the Kazakhstan economy on a path of innovative development.

The strategy of industrial and innovative development, adopted by the Government of the Republic of Kazakhstan, is a major direction to achieve the goal of building a competitive economy of the Republic of Kazakhstan. Provisions of the strategy were specified in the State Program of Accelerated Industrial and Innovative Development (SPAID) until 2014.

With these documents, the interest towards the innovation activity in the Republic of Kazakhstan has increased, as it is seen from statistics and notes of the major international rating agencies.

According to the Global Competitiveness Index of the World Economic Forum, by the end of 2011 Kazakhstan has moved from the group of transition countries, driven by “factors of production” and “effective control”, to the group of higher level located between the categories of countries, motivated by “manage-

ment efficiency” and “innovation”. This group also includes Argentina, Brazil, Malaysia, Russia, Turkey and others. Kazakhstan has raised its rating by 21 points and reached the 51st place in out of 144 countries (the 72nd place in 2010). Kazakhstan ranked second among CIS countries, after Azerbaijan (46th). Ranking sub-indices have also increased, technological and innovation development factors. In relation to the ranking of “the ability of companies to apply modern technology,” the country has risen by 22 points up to the 91st place. As for the “Quality of research institutions” the country has reached the 108th place, going up by 13 points.

The state of innovation development in Kazakhstan can be characterized as follows. Kazakhstan passes a stage of scientific understanding of the laws of development of innovative processes, identifying problems, smooth phase of constructing the national innovation system (Kenzheguzin, 2005, Mutanov, 2012). Opportunities for financing are created. Basic funding for fundamental and applied research is made by the Ministry of Education and Science of RK. Development activities transferred to the stage of the business process and the creation of pilot samples are financed by JSC “Fund of Science” and “The National Agency for Technological Development NATD”. The other development institutions and second-tier banks are oriented on small innovative enterprises focused on the production of finished products. The National Centre for Scientific and Technical Information of the Republic of Kazakhstan is an important element of the national innovation system, which forms the scientific and technical information resources of the country and access to global information resources.

In the Republic of Kazakhstan the best conditions for innovation in the regional aspect are the following cities: Astana, Almaty, Karaganda, Uralsk and Ust-Kamenogorsk. In these cities, there are educational, scientific, technical, human resources and production potential. Technology parks and business incubators are created. In Astana and Almaty there are innovation clusters being created based on Nazarbayev University

(Astana) and SEZ Park Innovation Technologies “Tau” (Almaty). In particular a special law on the innovation cluster in the SEZ Park Innovation Technologies “Tau” (Almaty) is prepared. There are 9 technological parks, 5 national and 15 regional laboratories, 9 venture capital funds are created across the country. Three design offices are opened, and it is planned to open new ones: of transport engineering (Astana), the oil and gas equipment (Petropavlovsk), agricultural machinery (Kokshetau) and instrumentation (Almaty) (Nazarbayev, 2011).

Factors inhibiting innovative development in Kazakhstan include:

- weak physical infrastructure;
- not innovative culture;
- weak linkages between government, business and research centres, implementation mechanisms;
- lack of government and business understanding of innovation, as well as other participants of the innovation process and the scientific community, where there is a line between science and innovation;
- weak financial incentives, bureaucratic restrictions, etc. (Mutanov, 2012).

In order to create the necessary conditions for the development of a coherent national innovation system a methodology of systematizing actions of innovation process stakeholders - scientists, government agencies, investors and businessmen, and other participants, as well as legislation foundation are required. A methodology is necessary that is systematically considering all stages of the innovation cycle, their functions, subordination, relationships and incentive mechanisms. It is important to ensure the consideration of issues on the patent system and the protection of intellectual property rights, its assessment. It is necessary for engagement in economic circulation of rights on intellectual property as collateral, the contribution to the share capital, the authors’ participation in the profits and other forms of intellectual property capitalization.

The economic nature of innovation and its role in ensuring the competitiveness of Kazakhstan

economy, the integration of innovation in the sphere of economic development investigated in works by M.B. Kenzheguzin, F.M. Dnishev and F.G Alzhanova “Science and innovation in a market economy: world experience and Kazakhstan.” The results of this study are presented in a monograph (Kenzheguzin, 2005). This work contains the scientific foundations for the transition to innovative development of Kazakhstan. These ideas were enshrined in government policy documents. The issues of innovative development related to the financing of innovation and commercialization of intellectual property are of particular concern. Some of the questions in this problem are investigated by the author (Kosolapov, 2004).

To improve the efficiency of the implementation of SPAIID, there is a need to improve its scientific and methodological support on many issues. In the future, we should look at the two of them - the essence of innovation and their relationship to organizational and economic mechanism and the search for new financial tools for engaging in business turnover of intellectual property (IP).

Our research is dedicated to the consideration of these issues. A conceptual device is used. The main stages of the innovation process and functions of the participants are formed on the basis of consideration of the process in terms of commercialization of knowledge and created innovation. The proposed methodology can also be used to determine the composition of the professional participants of the market of innovations generated. When designing it observations of the author were used while participating in various activities dedicated to innovative development in Israel, Russia, and Kazakhstan.

The general view on the problem is the participants’ lack of the systematic, multi-stage and project vision problems. As a rule, the issues of innovators, investors, businessmen or government organizations are offered to discussion. In this case, there is no desire for co-operation to achieve the final result. Our attempts to organize a systematic discussion of issues by all stakeholders at the “round table” at the International

Academy of Business (IAB) have caused concern. Claims were made against each other. There was an interesting discussion and a suggestion to make regular meetings on the issue at IAB.

But we did not receive the most important. We have set the task for the participants to articulate their requirements for partners to ensure the trust between them and the necessary conditions for their co-operation to achieve the end result - the creation and commercialization of innovations. It seems that the majority of the panel participants do not realize that innovation and its commercialization is the result of interaction of the system, the division of labour and cooperation of many participants involved in the innovation process. It seems that one of the important reasons preventing their interaction is the lack of trust between the participants and the associated risks. This problem is compounded by the lack of a mutually acceptable methodology, which can reduce the threshold of disbelief. It seems that an world widely adopted methodology of project management can be used, which systematically reflects the interests and responsibilities of the participants.

Commercialization is an often used term today. But getting this definition on the merits can very rarely possible. Representatives of second tier banks (STB) do their best to get away from innovation, stating that it is highly risky investments, and it is beyond the scope of their competencies and interests. Another issue is to establish cooperation between the developer and the investor there is a need to turn the idea into a business model. That often is not possible for the innovator. There is a need for a professional mediator, who owns the methods of preparing a business plan, project management skills and etc. There is a need for market research and marketing professionals. The commercialization is the final stage of the innovation process. But as the author’s experience of the present shows, as a rule, the problems of innovative development are reduced to the problem of commercialization, while others remain out of sight. This conclusion is confirmed by the research of S. Bishimbayeva (Bishimbayeva, 2012). Obviously, commercial-

ization remains the most important part of the process, but it completes the operation cycle of innovation. In order to make the process work, there is a need for attention and conditions at all stages of the innovation.

In order to provide systematic innovation, the process requires considerable resources. The problem of attracting investments that can give a strong impetus to the development of innovation business is relevant for the majority of domestic entrepreneurs. However, not everybody receives them. It is necessary to consider the conditions under which the company receives investments and determine what kind of return they will provide the business. An investor, who provides cash benefits, is interested in the future income and possible risks. To reduce the risk any business requires a business model or business project for the commercialization of innovation. *A business project can be considered as an organizational document linking business processes into a single system.* The basis for its creation is a business idea that opens new perspectives in the development of the old business or possibilities for creating a new business. A business idea can be seen as an innovative base of the investment project for the creation and development of business. Every large corporate business needs a business project, as in this case the interests of many parties are involved and they all need a document that allows them to coordinate mutual benefits of cooperation. The only question is whether the innovator is able to do it by himself. Typically, in this case, he needs professional help from other members of innovations market. For now this understanding in the domestic market is not formed yet.

In order to improve the efficiency of the SPAIID realization, its scientific and methodological support on many issues also needs to be improved. In the future, we should look at the two of them - the essence of innovation and their relationship with organizational and economic mechanism, and the search for new financial tools for engaging in business turnover of Intellectual Property (IP).

Innovation is defined by international standards as the end result of innovation activity, embodied in the form of a new or improved product, embedded in the market of a new or improved technological process used in practice or in a new approach to social services.

This definition is suggested by the experts of the Organization for Economic Cooperation and Development (OECD) in the "Oslo Manual" that contains explanations of key terms in the field of innovation (Dixon, 1998).

The innovation process is the only one of its kind process that combines science, technology, economics, business and management. It consists of the development and implementation of innovations and extends from the birth of an idea to its commercial implementation, covering the full range of relations of production, exchange and consumption. Formation of innovation depends on many factors, enabling the transformation of new knowledge to the benefit, which is in demand on the market. In aggregate, a number of factors provide a favourable environment for innovation. These include:

- the availability of the patent system capable of ensuring the protection of intellectual property;
- the level of technology that determines the ability to create and apply new knowledge and developments, their conversion into finished product, a service;
- level of entrepreneurship development, ensuring the implementation of innovations, the conversion of new knowledge into innovation, their diffusion and commercialization;
- human capacity for innovation system. Science and education to create human resource capacity of the country;
- maturity of the financial system and its ability to provide the financial resources for the innovation process at all stages of its implementation.

Later in the study, the following definitions of the terms are used.

Innovative activities - the activity of creation, development, distribution and use of innovations, i.e. a set of measures aimed at creating the conditions for the implementation of the innovation process.

Innovation process - the process of turning ideas into coherent innovation passing phases of fundamental and applied research, engineering development, marketing, production and distribution (Mutanov, 2012).

Innovative system - a set of actors and institutions, which jointly and individually contribute to the reproduction, storage, dissemination and use of knowledge to produce new products, technologies and services to meet the needs of the individual and society (Bishimbayeva, 2010).

One of the main features of a knowledge economy is the predominance of the assets of enterprises of intangible assets (primarily the

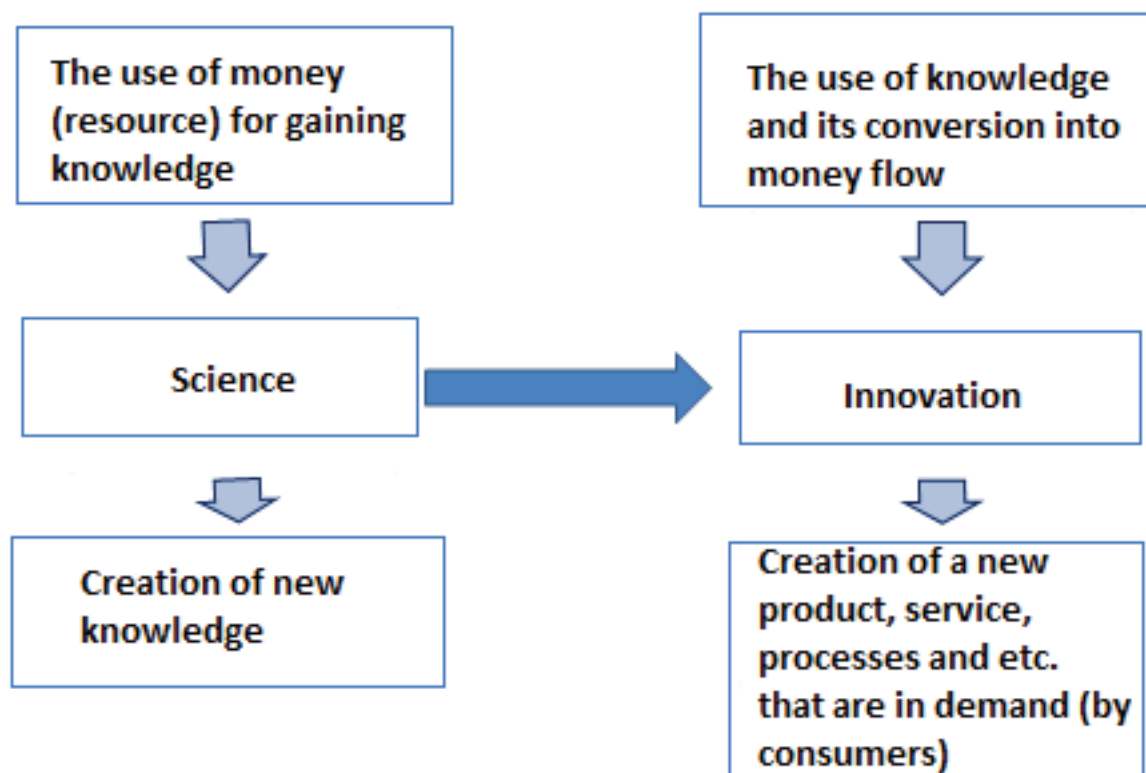
knowledge) of the material. The process of turning knowledge into tangible and other benefits reflects the essence of innovation.

To delineate between the two main stages of the innovation process - science and innovation - we use the following concise definitions, giving principle difference between these concepts in terms of commercialization.

Science is the process of turning money into knowledge.

Innovation is the process of transformation of knowledge into money. Certainly, both stages are interrelated and interdependent (Pic. 1). The subject of further research is innovation.

The main stages of innovative process and conversion of knowledge into money flow



Pic. 1. The main stages of innovative process

Source: Designed by the author.

The operating cycle of innovation can be described as follows. The process of innovation starts with acquisition new knowledge, i.e. science. The transition from science to innovation begins with the protection of rights on the knowledge that should be protected in the form of patents, copyrights, etc. At this stage, there are objects of intellectual property (OIP) and their owners. There is a need to get their valuation for the conversion of OIP into assets (i.e., to assess their potential utility of money).

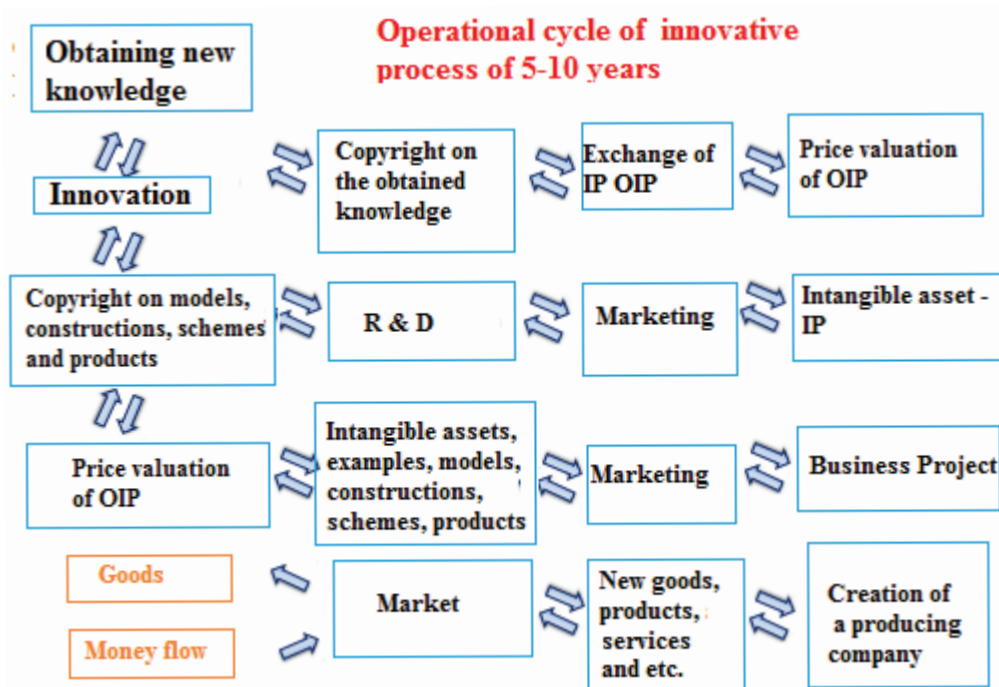
The next step of creating innovation includes market research (and in many ways this is logistics study) related to the search and the formation of the pool and the OIP with a common goal to create an innovative product demanded by the market. Here traditional marketing does not work: we need marketers who have knowledge of the intellectual property market, research and development (R & D), etc.

Next, there is a call for an industrial R & D in the creation of the final intellectual product, first on paper (models, designs, diagrams and software), and then in the form of pilot samples. After taking an experimental sample to a

consumer-ready sample, there is a necessity of organizing the mass production of an innovative product, i.e. development and implementation of the corresponding business project and managing time to market the product.

Implementation of a business project should be accompanied by the relevant market research and organizational intelligence management at all stages. There is a little number of such professionals in the Republic of Kazakhstan, which complicates the problem at all stages of the innovation process.

Production and sale of innovative products (goods) on the market is truly the final stage of commercialization of intellectual property (i.e., the conversion of intangible assets (OIP) into money). Prior to implementation of innovative product on the market, all participants of the innovation process experienced investment costs, which can be covered only by selling an innovative product in the market. Thus, the actual conversion of knowledge into capital (money) is when they become tangible and intangible goods that are in market demand. The process is demonstrated on Pic. 2.



Pic. 2. Operational cycle of commercialization of knowledge

Source: Designed by the author.

Business process of transformation knowledge into goods and its conversion into capital can be presented in the form of two opposing flows. The first (direct flow) describes the transformation of the property owners of the OIP, investments of venture capitalists, and other sources of funding into the new product (good). This is done by converting knowledge into intangible and tangible assets that create new benefit for consumers in the market. Counter (reverse) flow arises from the sale of the newly created goods in the market. This stream provides conversion (capitalization) of knowledge capital and grants a return on investment for investors, owners of Intellectual property and other participants in the process. They get a return on invested capital income defined by the market, which can be used for developing new innovations and for consumption.

Methodology

Let us consider the methodology of financing innovative projects with the use of mortgage and asset securitization.

Securitization - accounts receivable financing requirements through the issuance of securities backed by dedicated assets.

It is important to ensure legally sound agreements. Small banks attract investors to combine their loans into pools and issue securities backed by them (Rose, 1995). The method of forming a business structure is offered to address the problems of financing of innovative project and commercialization of intellectual property in the investment environment through the use of the mortgage and securitization.

The technique of constructing management of funding innovative projects and commercialization of intellectual property in the investment environment, is represented by a number of stages and circuits. There was a request for the invention based on this scheme, and two patents (in Kazakhstan and Russia) are obtained. (See: Patent System for managing credit and financial operations of innovative project in investment environment. Patent Number: RU2459257-C1. Derwent Thomson Reuters).

The proposed methodology includes the following main stages.

1). The originating company wishing to take advantage of the securitization, forms pools of INSO as innovative projects and works with the owners of intellectual property. It also generates intangible assets that will continue to provide cash flow, accumulates them, then combines assets similar by their structure into one big pool and sends it to the target company (SPV), specially created for this project.

2). Next, the main character and the holder of the assets pool is the target company. After receiving the SPV assets it issues its own securities backed by the upcoming cash flow from the assets received. Usually this is a different type of debt - bonds or bills. *In our proposed form this is an intellectual property and other intangible assets presented in the form of innovative projects that need to increase their liquidity.*

3). The next step (probably the most important) is the stage of securitization: receiving a credit rating for the new securities.

4). After obtaining credit rating, SPV issues securities and place them on the stock market, where investors buy them.

5). At the final stage the profits received from the sale of its shares are passed from the target company to the creator, thus paying for the assets received. Generally a company-maker subcontracts the target company to manage those same assets, which happens parallel to the transfer of assets.

So, figure 1 represents the proposed scheme for commercialization of intellectual property. There is a need to create corporations to finance innovative project. Creation of corporations is to be governed by the contract. The contract defines the activities and responsibilities of the sides in the process of implementation of the innovative project as well as the procedure for storage and management of stock assets.

The most important objectives of a corporation are the legal regulation of relations between the participants of the process of securitization, and effective attraction of additional investment and expansion of current investments.

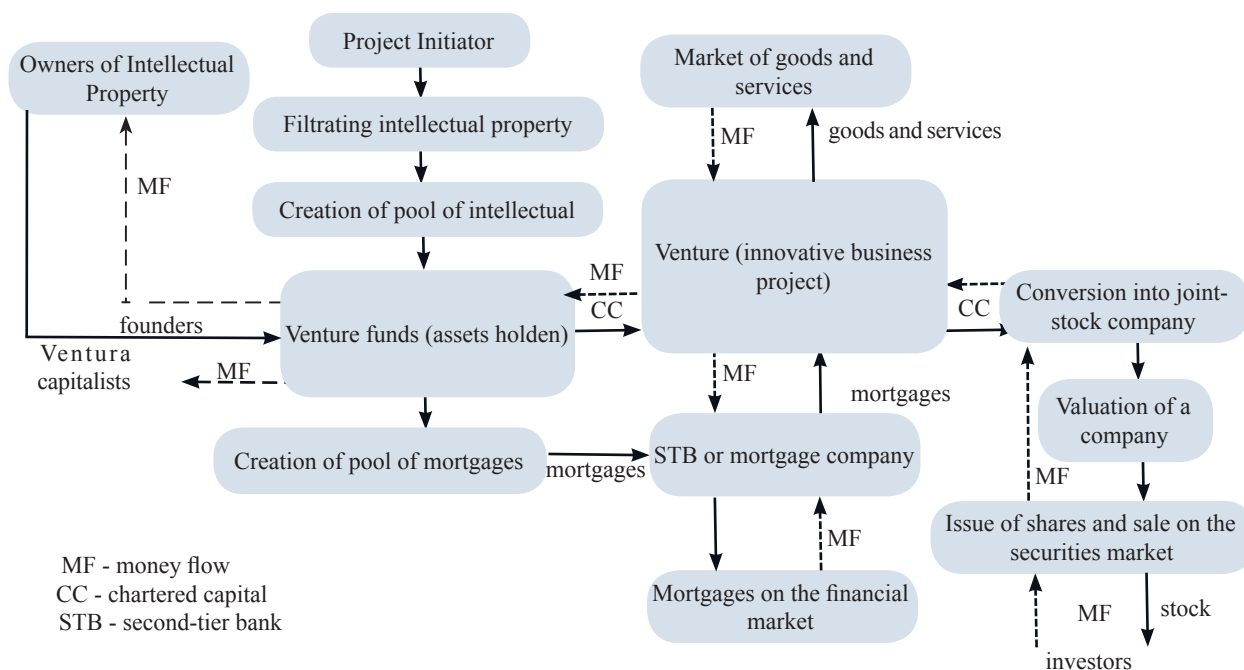


Figure 1. How it works. Financing innovative process covered by the mortgage and asset securitization.

Source: Designed by the author

Justification of opportunities for implementation of the offered scheme.

According to Kazakhstan's experts, the unique combination of conditions for development of such structural forms of financing, as securitization, a mortgage and a project financing within the country (Dzhankabayev, 2004) has been created in Kazakhstan. It gives a number of advantages to economy of Kazakhstan, especially for its corporate and financial sectors: ensuring the maximum protection for investors; decreasing risks and debt cost; creation of conditions for off-balance financing and improvement of structure of the capital; increase of liquidity of the seller of assets (company-initiator); creation of a platform for release of new financial instruments by securitization and a project financing.

The way of expansion of intellectual property by the use of a mortgage and the securitization mechanism allows to resolve issues of commercialization, converting and use of intellectual property for financing of innovative projects.

The modern legislation of RK allows to use intellectual property as pledge. According to section 5 of Special part of the Civil Code in Kazakhstan called "Intellectual property right" the owner of intellectual property is allocated with the property and non-property rights. Intellectual property rights have the cost which is fixed, given out by the organization having the state license for carrying out the estimates. Property rights for intellectual properties can be transferred to the another person on the basis of the franchising contract according to chapter 45 of the Civil code of RK, and also the Law RK "About the Complex Enterprise License (Franchising)" issued on June 24, 2002. On the basis of paragraph 3 of chapter 18 of the General part and articles 59, 117 of the Civil code the cost of intellectual property can be used as pledge and investment to share capital of the enterprise, also with any other financial operations allowed by Kazakhstan's legislation.

The facts mentioned above prove the existence of a legal basis for usage of intellectual property as pledge in RK. Novelty of the offered scheme of securitization is involvement of second level banks to the scheme. In this case the initiator (venture fund or trust company) uses the pools of innovative projects (intellectual property) created by it as mortgages and obtains a mortgage loan on the security of intangible assets.

Conclusion

The invention promotes application of information technologies to create control system for credit and financial operations. It allows to involve intellectual property into business, using mortgage lending and securitization, provides distribution of risks between participants of innovative process and the most effective management to commercialize intellectual property; also, it provides transformation of intellectual property into liquid assets and source of financing of innovative projects. The offered technique can be used for formation and management of large

complex innovative projects which are being realized by venture funds, sole innovators and the companies. The scheme promotes integration of the financial and intellectual capital and expands the chain of added value to create innovation for the end user and obtaining commercial result. The offered technique can be mostly effectively applied while managing newly opened or already established innovative clusters.

To implement the proposed scheme of commercialization of intellectual property (Fig.1) and the financing of innovative project, there is a need for creation of corporations. Creation of corporations is to be governed by the contract. The contract defines the activities and attitudes of the parties in the process of implementation of the innovative project; the procedure for storage and management of stock assets.

The most important objectives of a corporation are the legal regulation of relations between the participants of the process of securitization, and provision of the effective attraction of additional investment and expansion available to securities investors.

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FUNCTIONING OF THE GRAIN PRODUCTS CLUSTER – A BASIS FOR ECONOMIC GROWTH

RENAT AKYLBAYEV

Branches and industries in the agricultural and food sector are functionally linked in view of the unity in technological process on meeting the requirements of the final product and creating the conditions for its operation. Reproductive process of agriculture depends on the smooth and efficient operation of its production and economic relations, through which it receives as supplying the means of production and services, so compensating of the costs.

The main directions of improving the relations and fundamental principles, which will be a base for the development of an optimal system, can be presented as a hypothesis. As the concept of the development of relations of agriculture with other sectors in the agricultural food sector and in the effective functioning of the grain products cluster the following provisions can be offered.

1. Steady raising of quantitative and qualitative level of relations in order to ensure the complete satisfaction of the needs of agriculture in industrial means of production.

Modern economic potential of the country and the level of industrial development allow solving this problem.

The experience of economically developed countries shows that it can be solved at a lower development by those links, using which it is possible to get the price of the lowest cost and

most rapid effect, which are integration in the formation of the material and technical base of agriculture and improvement of the quality of products of inter branch exchange. In this case, the mechanization of agriculture is the basis and material prerequisite for the successful implementation of all other areas of scientific and technological progress in the industry.

2. Improvement of reproduction proportions in agricultural and food sector, providing progressive changes in its structure and growth of outcomes in order to create conditions for the full reimbursement of necessary expenses in agriculture.

3. Distribution of progressive forms of intersectoral linkages functioning – intra industrial inter branch relations, direct relations. These types of relationships allow organizations to take into deep consideration the mutual economic interests in terms of inter branch exchange products delivery, so administrative enforcement is combined with economic interest, which increases the reliability and efficiency of the relations.

One of the functions of the relations is to integrate communications sectors, industries and organizations into the organizational and economic system. In the agricultural food sector there are inter industrial, territorially inter branch and inter-branch integrations.

Should be noted the trends and patterns of development of integration processes; objective prerequisites for the transition to different types of integration; modify the production and economic ties with the different types of agro-industrial integration; determine the necessary and sufficient conditions for the transition of inter branch relations into the integration ones.

The experience of countries that operate on the basis of commodity production indicates that the mechanism of an open market cannot fully coordinate the activities of branches, interconnected in the production process of ready-to-use final product.

As the stabilizing measures aimed at reducing the spontaneity of the market, there are the direct long-term relations between separate and economically independent producers, which are realized on the base of the demands of society and the mutual obligations for the supply of specialized products, balanced by time, range and quality.

Target orientation of agricultural food sector in the process of coordination of industrial, technological and market programs provides deepening of specialization on the production of a certain group of products from grain basing on demand (structure and volume requirements) and market conditions.

Integration of the industries in grain product cluster for final production of grain resources, their functioning as an integrated production and economic system will help to improve production technology, its organization, regulation of economic relations between the partners, the allocation of resources and investment between them in terms of prioritized development of technological links that constrain an increase in production of the final product.

The problem of deployment of large firms, corporations in the form of agricultural holdings and financial-industrial groups in our country has already acquired relevance in view of the need to consider the world management realities, where a process of cooperation and integration of agricultural production and the establishment of corporate relations in the production, storage, processing and marketing of the grain and its products has already been formed.

Governmental structures of many western countries with established market economies tend to adjust market relations in order to stimulate the growth of the necessary products. Monitoring of the market, maintaining of economic balance, scientific forecasting of development of industries and the economy as a whole are the most important functions of their activities. State intervention also concerns other issues which the market is not able to solve.

Under current conditions in our country without government intervention a “free market” is transformed into an arena of redistribution of property in favor of relatively small segments of society, there is a separation of regional markets and their structural units, the destruction of many potentially effective economic ties, leading to ignoring both federal and radical interests of rural producers.

Industry (grain) market, in its turn, practicing adjusting mechanisms of production to changing demand, stimulating competition between enterprises, will intentionally regulate the activities of all units included into the grain products cluster, which will establish the optimal inter branch proportions and form on this basis its effective structure for maximum efficiency with minimum total cost.

In modern conditions, Kazakhstan is among the top 5-7 countries - world grain exporters. If in 2001-2003 Kazakh grain was exported to 31 countries of the world, now the export is carried out in 80 countries. The main competitive advantage of Kazakhstan's wheat is high quality indicators (high amount of protein (over 12.5%) and gluten (23-28%), improving the quality of the flour [1].

In terms of market reforms in the agricultural sector there is an opportunity to reinforce the integration of agro formations with grain receiving enterprises, thereby increasing the efficiency of the grain products cluster.

However, the efficiency of grain product cluster is still insufficient. Agricultural production is small-scale and technologically backward. More than 80% of production is sold in the form of raw materials, while finished one is uncompetitive because of moral and physical deterioration

of the equipment in the processing enterprises. Due to poor infrastructure and lack of finance an entrepreneurial activity of rural producers is low, as a result, gross output per capita of the rural population is five times lower than in the city.

All above mentioned becomes an obstacle for increasing the productivity, profitability and quality of agricultural products.

The proportion of measures (grants, subsidies) ensuring the competitiveness of domestic products is also low - 35%, while in the EU it reaches 80%. If in Kazakhstan state support per hectare of arable land is 21.1 dollar, in the EU it is 1 111.9 USD, in the USA - 411.7 USD, in Israel - 779 USD [1].

Since 2006, rural producers unite in rural consumer cooperatives (RCC). This form of integration allows them to lead a joint organization of procurement, storage and marketing of agricultural products. The State, in turn, supports the RCC by providing loans at low interest rate - 5% per annum.

Participants of the RCC, they may be peasant and individual farms, uniting their efforts in the same direction can gain additional profit. Another form of association is to provide rural credit associations (RCA). Small and medium rural producers can get loans in banks at the interest rate of not more than 8-9% per annum.

The implementation of innovation and investment target state programs by transferring part of their state investment functions to reliable large production and financial institutions in order to increase the efficiency of investment and involvement in the sphere of production of additional resources becomes important as well. This practice has been spread in a number of western countries, where the government finances its investment projects through the system of holding companies and corporations, placing budget investments on market principles based on the criteria of high profitability of the invested capital.

As an analysis of recent years shows, rural producers operate under preferential taxation, wide-ranging measures to combat plant diseases are held, the share of mineral fertilizers increases, leasing program and the state purchase of grain

are implemented, the cost of elite seeds reduces, state agro-food program is implemented.

At the same time, insufficient use of market mechanisms of regulating the economic relations throughout the supply chain from agricultural production to its final consumption has led to the emergence of many intermediaries in the individual stages of a single process cycle. This has led to a significant increase in prices for domestic food products, making them uncompetitive compared with imported products.

In modern conditions, the key elements of the cluster are grain-producing sectors; enterprises processing grain and using its products after processing; engineering companies that produce specialized equipment: the packaging industry and the organizations for standardization, metrology and certification of grain.

The enterprises producing grain are the basis for grain products cluster. To solve the problems of production and processing of the grain it is necessary to have well-established equipment for grain products sub complex of agro industrial complex. Due to the lack of domestic facilities and special equipment grain producers are forced to buy imported ones, which require substantial capital investment and not always suitable for the processing of the grain grown in Kazakhstan. Moreover, the lack of spare parts for imported equipment creates an additional problem. Innovative development of engineering production should be the basis for developing competitive strategy of Kazakhstan's economy [2].

An important role in the supply of high quality raw materials to the sites of its processing is to be played by grain-enterprises and elevators. They are the link between agricultural producers and grain processing enterprises and have the necessary conditions for grain processing, bringing it to quality state according to the requirements of the technological processes of refining.

JSC "Food Contract Corporation" is the largest holder of grain in Kazakhstan. On authorized elevators and own grain bases the corporation keeps milling wheat of soft and hard varieties, seed and feed grain. In addition to storing and restocking the state grain reserve the corporation finances the production of grain, sells it on

the domestic market and is developing foreign markets.

The Corporation has 6 subsidiaries, which are designed to perform the following tasks: LLP “Astyk Koymalary” - grain storage. LLP “KazAstykTrans” - freight forwarding activities, “Ak Bidai Terminal” - acceptance, storage, shipping of grain by sea transport, LLP “Bidai Onimdery” - grain processing and sale of the processed products, “Cotton Contract Corporation” - harvesting, storage, processing of raw cotton; LLP “Expert Agricultural Company” - examination of the agricultural business and issuing guarantees to rural producers.

Commercial procurement in 2002 was the first large-scale commercial operation of Food Corporation held due to bank loans. Its participants – the Corporation, commercial banks and grain producers - the first time in the history of independent Kazakhstan functioned as equal partners. As a result, rural producers gained their profit by selling their products at a fair price, and the government, which supported agricultural producers.

Since then, the corporation holds annual purchasing interventions to stabilize domestic grain prices. At the current level of production the purchase of grain to the state resources within 1.5-2 million tons allows to balance supply and demand, to smooth seasonal fluctuations in the domestic grain market and regulate the prices of its products of processing.

In order to diversify the markets the Corporation plans a construction and a long-term lease of the grain terminals in one of the ports of the Baltic and Black Seas. The Corporation represents the interests of Kazakhstan to the International Grains Council, in which our country is a full member of the Committee on the grain trade and has two votes in the Executive Committee. Since August 1998, the Corporation is a member of the International Association for the Grain and Feed Trade (GAFTA), which gives the right to enter into contracts for the supply of grain according to international standards and to regulate disputes to Arbitration (London).

An integral part of the infrastructure of grain-processing cluster in conditions of a market economy is exchange. Commodity exchange

is a commercial enterprise, which itself is not involved in the process of buying and selling, but it creates the necessary and equal conditions for all participants: in conclusion of contracts, in settlement of disputes, in provision of objective information about the level of prices of supply and demand, contract prices. The main functions of exchanges are pricing and tracking of market conditions.

Local wholesale markets are organizationally presented by wholesale trade fairs, exhibitions, sales, direct business agreements. Conditions of concluded here contracts are not standardized, so the look and quality of the product, the amount and timing of delivery (if necessary - the volume of single supply), the price level (or the mechanism of their establishment) are negotiated directly with manufacturers and consumers.

On the basis of concentration and accumulation of premiums and payments of participating enterprises and individuals the following are provided: the insurance cover of the sphere of grain production, taking into account technological and climatic features; along with the banks, they act as guarantors of the execution of forward and futures contracts on exchanges. Due to the fact that payments are of a long-term character, the insurance company itself may act as a major investor of long-term projects inside the formation.

The following elements of the cluster infrastructure are finance and credit institutions (specialized banks, credit unions, micro-credit organizations and others). Grain processing industry has a strong demand for credit resources, so the development of these elements will help to solve the problem.

One of the elements of the cluster is transport companies. Grain processing enterprises face the problem of excessive tariffs for transportation. Therefore, one of the measures for the development of this industry is the introduction of preferential railway tariffs for the transportation of flour, allocation of subsidies to domestic suppliers to compensate the transport costs for the transportation of flour.

The next element of the cluster infrastructure is the information and marketing centers. They allow actors of grain and grain products market

to obtain the necessary information about the market. Knowledge of the market is important for decision-making on management in tactics competition. Since 2000, the country began the formation of information-marketing system that has been tested in several areas of Akmola, Kostanai, Pavlodar and South Kazakhstan regions.

Functioning JSC “KazAgroMarketing” conducts training and involvement of professional specialists in information and marketing system, expands coverage of IC, explores the agricultural market and provides information to all interested structures, conducts creation of electronic agro exchange and cooperation with similar companies near and far abroad.

The analysis showed that the main elements of the cluster are: grain-producing farms, grain processing plants, fertilizers and chemicals producing companies, enterprises for the production of special equipment and technics for grain-producing and grain processing enterprises, packaging enterprises, elevators and GRP, the State Food Contract Corporation, specialized banks and credit unions, agricultural leasing, agro exchanges and brokers, information and marketing centers, transport companies, insurance companies, scientific research institutes and institutions of higher education, management on standardization, certification and metrology.

In Akmola region 728 enterprises of major forms of production are involved in agricultural production, 4647 (peasant) farms and more than 150 thousand of farm rural and urban populations as well.

101 flour-mill and 211 baking enterprises are currently engaged in the processing of grain, as well as other enterprises producing grain products.

In 2012, the enterprises for the production of fertilizers, pesticides and other agrochemical products produced: chemical and mineral fertilizers - 11.8 thousand tons, pesticides and other agrochemical products - 672 thousand tons. [3]

For further development in the field there are provided: systematic application of mineral and organic fertilizers will increase the fertility of the soil, the content of humus in the soil up

to 10-15%; increase in the gross harvest from 20 to 50 percent; improving the quality of grain and seeds; increase of farming culture; reduction of the growing season; destruction of pests and diseases; ensuring a favorable phytosanitary situation; increasing the economy of the business entities.

Mechanical engineering for the production of equipment for grain products sub complex of the region is represented by individual enterprises which produce towed agricultural equipment and spare parts for agricultural machinery. For further development it is planned to implement the following measures: the introduction of high-tech industries, increasing the number of industrial enterprises, producing short supply spare parts for planting and harvesting equipment, as well as for fodder production and primary processing of agricultural products; creating new jobs; increasing the number of service centers and MTS; assisting in providing agricultural equipment leasing.

Packaging industry is represented by enterprises producing wooden crates, bottles, jars and other containers made of glass, caps and closures. In the region it is necessary to expand the range of types of packages produced for grain products market.

The region has 49 elevators and grain companies, with a total capacity of 3935,1 thousand tons. Currently, some elevators and grain companies are being improved with the technical equipment of laboratories in elevators; new methods for assessing the quality and consumer properties are being used.

There are transport companies that are engaged in transportation of grain and grain products. Preferential tariffs for the transportation of grain are gradually introduced; subsidies to domestic suppliers are provided.

Practically there are no insurance companies that are engaged in the insurance of the enterprises for the production of grain and grain products. For the development of this element of the cluster it is necessary to create and develop an effective system of insurance; expand the market of insurance services and strengthen public confidence in the insurance market.

In the region there are one market KUCE “Okzhetpes” and a network of retail and wholesale and retail markets. It is necessary to develop an effective trade-procurement system in the agricultural sector on the domestic and foreign markets [4].

Financial support to rural producers is being made by a second-tier banks. At the moment in the Akmola region 8 rural credit associations are created with participation of “Agrarian Credit Corporation”, 5 of which conduct active lending activities for its members, in the past year they have issued loans to rural producers in the amount of 870 million tenge. The main borrowers are small and medium-sized farms, work is continuing on the creation of spiral CT in three areas of the region. The closest reference should be a creation of the rural credit partnerships in every district.

Farms of the region are experiencing an acute shortage of agricultural machinery, especially tractors and combine harvesters. Existing park is badly out used. Consequently, the acute problem now is to purchase equipment. Agricultural leasing helps with solution of this problem. So, for the past two years, rural producers of the region have significantly strengthened their material and technical base, purchased 619 units of new harvesters and 449 units of tractors. Only thanks to government support through leasing by CJSC “Kazagrofinance” the region received 261 unit of combines and 130 units of tractors [5].

JSC “KazAgroMarketing” functions in the region and its main activity is comprehensive information and advisory support to rural producers, processing companies and other participants in the agricultural market. 18 districts are connected to information and marketing system. This allows market actors of grain and grain products to be provided with online analytical and marketing information; increase the confidence level of the state accountability; assist in the establishment of consulting firms; conduct training and provide teaching materials to market participants; conduct market researches of the market of agricultural products, etc.

Department of the State Supervision over the State Standards develops measures for the

transition of the industries of economy to international standards, organizes the participation of companies of the region in competitions, exhibitions, issues certificates of quality. Thus, the analysis showed that as a result of the formation and development of the cluster of grain products, increase of its capacity, the region will gain a real opportunity to consistently and purposefully improve the competitiveness of grain and grain products, and this will lead to the achievement of sustainable development of the region’s economy in the long term basis.

In Buharzhayrau district of Karaganda region of Kazakhstan they began the work on the creation of a regional cluster to provide processing plants with forage crops (barley, oats). The cluster has combined farms with arable land, and businesses that provide scientific support of the production, and consumers of feed - poultry farms, pig farms.

Cluster formation occurred through the integration of economies around the processing enterprises of the region - poultry farms “Maykudukskaya” after Karl Marx, “Zdorovye Produkty”, “Karaganda-Kus”, “A-Altyn”, pig breeding complexes “APK Volyn”, PKF “Medeo”, “Somer A” and a goose farm “Vozrozhdenie 21 Vek”. Farms have contracts with supply processors at a fixed price - 25 thousand tenge per ton of barley and determine the conditions for mutual settlement, prepayments for field work. A mechanism for lending is provided for smallholders participating of the cluster. In addition, end-users of the cluster, which to date for the production of feed purchased the commodity wheat from the northern regions, receive local cornmeal at a reasonable price, which will be reflected in the cost of their products. The need of these enterprises in barley is 4 thousand 900 tons per year. In 2012-2013, 304 thousand tons of wheat at a price of 28 thousand tenge per ton have been allocated for the needs of poultry farms and pig farms in the country from the reserves of the National Company “Food Corporation”. If we consider that the market value of wheat is 45-47 thousand tenge per ton, we will note that the state assisted them in excess of \$34 million to support the competitiveness of their products [6].

To ensure the needs of grain resources it is necessary to have complete and balanced development of grain production, improvement of the economic mechanism of grain products cluster, formation of relationships between producers and consumers of grain on the basis of the economic interest of the parties. Agro-industrial integration, which is the result of development of the productive forces and the deepening of social division of labor, allows enhancing production communication and organically combine agriculture with other sectors, engaged with its

service and bringing products to the consumer.

Specifics of the conditions in Kazakhstan's agricultural sector, which is in the formation of large-scale agricultural and processing enterprises, complex financial condition of their major part as a result of reforms, related to market renovations, resulted in a considerable spread of integration groups in practice. They form close industrial and economic linkages between agricultural and industrial enterprises, providing agriculture with resources and processing the agricultural products.

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PERCEPTION OF THE EURASIAN INTEGRATION AS A FACTOR OF IMPROVING THE COMPETITIVENESS OF KAZAKHSTAN BY THE PUBLIC AND THE EXPERTS

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In August 2013 Institute of Eurasian Integration conducted a comprehensive sociological study on the perception by the public and the expert community of Kazakhstan of the Eurasian integration processes. Among other things, they touched upon the impact of the integration process on the development of the country, in particular, the growth of its competitiveness. Population survey was conducted on a nationwide sample in 14 regions of Kazakhstan, as well as in the cities of Almaty and Astana. In general, the study covered 17 urban and 27 rural settlements. The sample contained 1,200 respondents. Findings of the survey are representative, accounting the sampling errors at the level of $\pm 2,83\%$ at the 95% of CI.

Questionnaire survey covered 80 experts from all regions of the country, the target group included political scientists, sociologists, philosophers, economists, educators, journalists, PR-managers, NGOs, community leaders, government officials, analysts, employees of international integration

organizations. During the study, series of in-depth interviews with experts were conducted.

Eurasian integration project, the idea of which was first announced by the President Nursultan Nazarbayev during a lecture at Moscow State University in 1994, now runs through the next stage of development - the Customs Union and the Common Economic Space.

In the context of participation in these integration associations in its domestic and foreign policy Kazakhstan now has to consider not only its own interests but also the interests of the partner countries, synchronize with them economic instruments, taking into account the possibility, and sometimes even the need for the establishment of joint projects. Paving the way for integration, Kazakhstan also expects participation of the partner countries in addressing a number of problems of its development.

In today's world competitiveness of individual countries largely depends on their willingness to integrate into the global system. Active participation of the state in the integration processes

of different levels has a strategic nature, as it allows, firstly, expecting an increase of the political weight of the country, which will allow participating in the development of global policy-making decisions, and secondly, effectively address the internal development in conjunction with other states.

Association of states, in addition, enables holistic and comprehensive approach to the solution of global challenges such as the food crisis, major environmental problems, international conflicts, terrorism and drug trafficking.

Integration is undeniably an important factor in the development of any state in the modern world, the experts, interviewed during the study, were unanimous in saying that for the further successful development Kazakhstan has to be involved in the integration processes.

What place do the integration processes occupy in the socio-political priorities of people in the country? Do the people of Kazakhstan consider integration to be perspective for the country's development direction?

Results of the survey showed existing understanding of priority tasks by the Kazakhstan's people, to address which Kazakhstan should first of all seek in its development.

The first place in the system of socio-political objectives of the country's development is taken

by a task to reach the level of developed democratic states. It was named by almost half of the respondents (47.9%) (see Table 1). Among the priorities, the respondents voiced emergence of Kazakhstan as an industrialized country (35.6%).

For 18% of respondents, an achieving of regional leadership in Central Asia by Kazakhstan is a priority - this answer was the third most important direction of further development of Kazakhstan. 15.2% of the population believe that Kazakhstan should strive to become a strong power with military might.

The top five most expected trends of the development include integration expectations of the population. Thus, 14.9% of Kazakhstan people believe that the state should strive to join with other countries to form a strong alliance. People, who more often than others consider integration processes as important ones, are respondents of 45-54 years old (19.5%), with higher and incomplete higher education (20-24%), and civil servants (21.3%). A sense of importance of integration for the state is affected by financial level of the respondents: the necessity to unite with other states into a strong union is often mentioned by respondents with reduced financial abilities (those who consider themselves in the category of "income is only enough for food") - 22%.

Table 1 - Distribution of answers to the question: "What should Kazakhstan strive to in its development first?" * (Population survey)

Objective	Share, in %
Become developed democratic state	47,9%
Become industrial developed country	35,6%
Become a leader in Central Asia	18,0%
Become a military super power	15,2%
Unite with other countries into powerful union	14,9%
Become a center of international business and trade	9,0%
Become a state, attractive to large investors	8,3%
Become a center of international tourism	5,9%
Become a center of international education and intellectual technologies	5,2%
Don't know/No answer	1,5%

* Respondents were given the opportunity to choose two options

The need for integration of Kazakhstan with other countries is increasingly recognized by Kazakhstan's society, it becomes a part of its ideology. This is confirmed by the fact that only 4.9% of respondents believe that Kazakhstan does not need to be integrated.

Since integration with other countries, as per the majority of respondents, meets the interests of Kazakhstan, therefore, a matter of choice of integration partners is directly related to the successful implementation of joint projects.

Multi-vector foreign policy of Kazakhstan is also reflected in the integration orientations of its citizens. The Kazakhstan people consider multiple destinations of integration promising, but show the greatest interest to already being implemented Eurasian project. 30.4% of respondents chose this area as the most coinciding with

the interests of the country (Table 2). Competition for this direction is the integration with the European Union, which is also an interest for a considerable part of the Kazakhstan people.

These areas can be called competent due to the fact that the support is made by almost the same social groups: quite financially independent, university-educated, between 25 to 34 years old (in the case of the Eurasian project - from 25 to 44 years old). The difference is that the Eurasian project is often supported by civil servants, the integration with the European Union by state employees and self-employed. A factor of ethnicity also has an impact: logically Russians are more likely to believe that Eurasian direction with participation of the Russian Federation is more sensible one among the interests of Kazakhstan, while in favor of European destinations, they speak more rarely than others.

Table 2 - Distribution of answers to the question: "Which of the integration areas, in your opinion, are to a greater extent in the interests of Kazakhstan?" *

Answers	Share, in %
Integration within the Customs Union (CU) and the Common Economic Space (CES) (Kazakhstan, Russia, Belarus)	30,4%
Integration with the EU countries	30,1%
Integration with the countries of the former USSR	18,4%
Integration with China	15,3%
Integration with Central Asia's countries (Uzbekistan, Kyrgyzstan, Tajikistan, Turkmenistan)	8,1%
Integration with the countries of the Turkic world (Turkey, Kyrgyzstan, Uzbekistan, Turkmenistan, Azerbaijan)	6,8%
Integration with the countries of the Islamic world	3%
Kazakhstan does not need to integrate	4,9%
None of these	3,2%
Other	1%
No answer	10,8%

* Respondents were given the opportunity to choose two options

At the same time the idea of integration with the countries - the former Soviet republics has a strong support. 18,4% of the respondents believe this direction to be corresponding to the interests of Kazakhstan. It should be noted that this trend

is unpopular among the younger age groups - 18 to 34 years old people and students. Most often this option of integration is supported by respondents with low levels of income, with secondary education, the Russian.

The idea of integration with China, ranked fourth in the list of preferred destinations, is supported by 15.3% of the respondents. It should be noted that the same number of respondents believe that China is a country with which the Republic of Kazakhstan has to have same approach to strengthen its position in the world arena. Financially independent people employed in the private sector show greater interest, as well as respondents with incomplete higher education and students.

During in-depth interviews, the interviewed experts pointed out that China is gradually becoming one of the priority areas of cooperation, which requires more attention. In their view, the bilateral cooperation between Kazakhstan and China is already out now on the level of competition with the Russian one. According to experts, the trade turnover of Kazakhstan with these two countries has in fact caught up in volume, reaching nearly twenty-five billion, both with Russia and China. Experts do not exclude that it will be another area of attraction for Kazakhstan, supported under the Chinese program to include Kazakhstan in the sphere of their economic interests. At the same time, among the experts there are different opinions according to which Kazakhstan has “natural allies”, which include the former Soviet Union and, above all, Russia. Eurasian direction of Kazakhstan’s foreign policy, according to them, has a natural base, while other destinations (India, China, and the European Union) are unviable, primarily because Kazakhstan does not represent a significant interest for them.

Other areas of integration: the Central Asian countries or states of the Turkic world (Turkey, Azerbaijan, Kyrgyzstan, Uzbekistan, and Turkmenistan) are not accepted by the population as ones, meeting the interests of Kazakhstan, they were noted by 6-8% of the respondents.

Returning to the assessment of the Eurasian integration project, it should be noted that at the moment it already has broad public support. About three years have passed since the establishment of the Customs Union and the year since the launch of the Common Economic Space (CAP), and today’s society has formed a

certain picture about an impact of integration on the development of the country. The findings suggest that the positive-optimistic view of the present and future integration begins to dominate in Kazakhstan society.

Evaluating the effectiveness of being a part of the CU for the country, the majority of the Kazakh (46.3%) agree that membership in the Customs Union is good for Kazakhstan and opens up new possibilities for its development. Every fifth of the respondents does not agree with this statement (19.5%). About one third of the respondents do not have answer. The main positive effect, which was noted by the respondents, was a lightweight format of moving between borders of the CU and the expansion of the range of goods and foodstuffs. In addition, two thirds of the respondents (74.9%) believe that integration with Russia and Belarus is beneficial for Kazakhstan. The opposite view is held by only 10.5%.

Public opinion is characterized by an optimistic view regarding the future of the Eurasian integration. An idea of the establishment of the Eurasian Economic Union has a high level of public support. The majority of the respondents (76.4%) consider the creation of the Eurasian Economic Union necessary. In the expert sample, 83.7% of the respondents agree with the necessity of development of the integration process towards the creation of the Eurasian Union. Opinions on realism and vitality of the Eurasian integration project in the future are widespread in society. So all in all, 80% of respondents consider it possible that the integration will continue to delve into the framework of the EAC. Confidence in the viability of the Eurasian project is higher in the expert community: 90.2% of the experts surveyed consider further deepening of integration and the establishment of the EAC possible.

During a survey, experts and the public were invited to speak out what interests, in their view, pursue Kazakhstan participating in the Eurasian integration associations.

Key strategic interest of Kazakhstan in the process of Eurasian integration, according to Kazakhstan’s people, is the access to the markets of partner countries. This option was in first place in the rankings, it was mentioned by about 35.8% of the population and 54.5% of the experts.

According to 29.6% of the population, for Kazakhstan the integration is a tool for entry into the world economic system. 38.6% of the experts express solidarity.

29.5% of the population and 45.5% of the experts believe that Kazakhstan is involved in the integration processes, as it hopes for a joint technological breakthrough with partner countries that will provide it an appropriate economic growth.

The fifth part of Kazakhstan's people (22.9%) and 40.9% of the experts believe that the Eurasian integration enhances the external security of the state.

Despite widespread fears among Kazakhstan's people concerning non-competitiveness of local producers, and, consequently, the potential of flooding the market with goods produced by partners of the Customs Union, a fifth and a third of those surveyed Kazakhstan's experts see Kazakhstan's interest in enhancing the competitiveness of domestic goods.

In the frameworks of the study, a group of experts were asked to assess the effect for Kazakhstan on certain actions and measures undertaken

in the framework of the Customs Union and the Common Economic Space.

Ranking in the analysis of the responses with the estimate of the significance of the measures, actions, acts that can positively or negatively affect the Eurasian process, helped to reveal, firstly, the level of the importance for a normal functioning of the already working integration mechanisms. Secondly, find a higher level of inconsistency, some shortcomings and omissions in the removal of which it is necessary to pay more attention as to the most difficult problems.

For example, according to experts the most positive effects for Kazakhstan and for Kazakhstan's producers must be provided by ensuring maximum freedom of movement of goods. The largest number of experts surveyed who responded to this question in the questionnaire - 93% (see Table 3) agree with it. At the same time, clearly believe that it will only have "positive" effect - 48% of the experts, and find that the effect will be "more positive" - 44.2%. The negative effect for Kazakhstan was mentioned by only 7% of the experts surveyed.

Table 3 - Distribution of answers to the question: "Please rate what effect for Kazakhstan have or will have the following actions in the framework of the Customs Union and implementation of the project of the Common Economic Space?"

		Positive and rather positive	Rather negative and negative	No answer
1	Ensuring freedom of movement of goods	93,0	7,0	-
2	Creation of a common customs territory	90,9	9,1	-
3	Harmonization of migration legislation	90,8	6,8	2,3
4	Harmonization of macroeconomic policy	88,8	11,2	-
5	Harmonization of labor legislation	88,7	9,0	2,3
6	Introduction of common principles and technical regulations	88,6	11,4	-
7	Ensuring freedom of movement of services	86,4	13,6	-
8	Ensuring freedom of movement of human capital	86,1	11,6	2,3
9	Creation of a common defense space	81,4	18,6	-
10	Ensuring freedom of movement of financial capital	79,0	18,6	2,4
11	Providing access to services of natural monopolies in the electricity sector, gas transportation	77,3	11,3	11,4

12	Introduction of common principles for the regulation of natural monopolies	75,0	13,6	11,4
13	Coordination of foreign policy	75,0	18,1	6,8
14	Creation of supranational economic structures	65,2	27,9	6,9
15	Creation of common currency	51,3	39,5	9,3
16	The creation of supranational political structures	51,1	41,9	7,0
17	Creation of a single banking system	48,9	39,6	11,5

The opinion among Kazakhstan's respondents is likewise, most of them (82%) believe that the free movement of goods and services on the territory of the CU would be beneficial for the development of the country.

In addition, 86.4% of the experts surveyed see a positive effect in the free movement of services in the territory of the Customs Union as well.

During the interview, the experts emphasized the importance of creating a precedent of "open borders" for domestic producers, who will have to compete in the same economic niches with Russian and Belarusian business. Not denying the fact that the first time the competition will be a very difficult challenge for Kazakhstan's business, however, experts emphasize the need to pass through this stage, the effect of which will be manifested in the long run. Otherwise, existing only in one country, local businesses do not make necessary breakthrough in the development of their own competitiveness, finding its specific economic niches.

At the same time, ensuring the free movement of goods and services is the most urgent task of legal and economic integration of the current phase of the movement to creation of a common economic space, the basis of the successful implementation of all the parameters of the interaction within the framework of the Customs Union.

The President of Kazakhstan, N.A. Nazarbayev, participating in the meeting of the Supreme Eurasian Economic Council in Minsk, drew attention to the fact that along with the increase in the share of imports into Kazakhstan from EEA countries, at the same time, there remain serious difficulties for access of

Kazakhstan's products to the markets of Russia and Belarus. For example, the Kazakhstan's meat products are in a prior non-favorable conditions, as in Russia they are subject to rules that do not exist in the sanitary certificates of RK. Similar examples are marked with deliveries of Belarusian food products to the Russian market, where there have been introduced new, not agreed upon in advance with partners, technical regulations, adopted increased sanitary and phytosanitary standards.

Statistics show that at this moment in trade with Russia, a major partner in the CIS, in spite of the increase in turnover, Kazakhstan has developed a rather stable deficit, identified more than 30 different access restrictions for Kazakhstan's entrepreneurs to the markets of the CU countries [1].

Such situation causes negative comments from the experts, at the same time, there are some opinions that the situation in part contributes to "hardening" as Kazakhstan's business so negotiators, brings up fighting qualities, gives the experience of "trade wars" in the CU. In the future, when accessing to the WTO, Kazakhstan business will already have experience and certain stability in the competitive in a global level.

In their comments, experts, confirming the presence at this stage of a mismatch in the actions of the participating countries, as well as the facts of non-tariff regulation methods towards Kazakhstan's production from partner countries of the CU, offer their vision of measures to overcome the situation.

Experts talk about the need in the near future for the EAC countries to focus on narrowly focused integration projects based on specific

areas, sectors, in which the mutual interests of the participants and the expected impact should be clearly calculated.

Speaking about the objective barriers to the free market development in the CU, experts point to the fact that the participating countries in many positions produce the same order of products: oil, oil products, natural gas, metals, grains, etc., which leads to competition for export to foreign markets between the countries. In this case, according to R. Alshanov, Dr. Sc. In Economics, Professor, to solve the problem it is necessary to create certain pools for individual types of goods. For example, the grain pool between Russia, Kazakhstan and Ukraine. Thus, according to Mogens Lund, an analyst at industry agricultural economics from the University of Copenhagen, in the case of the creation of such a grain pool, Russia, Kazakhstan and Ukraine in 5-8 years may become a major exporter of wheat, competing with the United States. Cooperation in the export policy will help countries to strengthen their position in the market, reduce price competition and stabilize export prices for grain. Despite the fact that efforts on creation of the pool do not work out, according to the news agency "Kazakh-Grain", Russia, Kazakhstan and Ukraine at the moment managed to win 27% of the market (at the beginning of 2000's it was 13%). [2]

The same principle could be effective for other types of products, from mineral resources to agricultural products.

Interviewed experts overwhelmingly also noted the importance of the introduction of a single customs territory. 90.9% believe that it will surely bring a high positive effect and only 9.1% doubt it.

The next by importance package of issues that can significantly affect the success of the integration project, are related to the need to harmonize the immigration and labor laws, the creation of conditions for free movement of human capital.

The effect of a successful solution of all problems in this sphere of relations and processes is recognized by the experts as a positive one: 86.1% - in ensuring the freedom of movement

of human capital, 88.6% - in the harmonization of labor laws and 90.9% - in the harmonization of migration legislation. The idea of free movement is supported by a significant group of the population surveyed.

The economic effect of the ratification of agreements on labor migration directly for countries - participants of the SES is associated with many factors. They are, above all, rational reallocation of labor, including the highly qualified, aimed at regulating migration flows, increase the level of protection of foreign workers from the risks and threats associated with illegal employment, and cut the spending to curb illegal migration.

88.8% of Kazakhstan's experts have stressed the significant effect for the success of the Eurasian integration process caused by the procedures on harmonization of macroeconomic policies with other countries participants. This should be promoted regardless of existed or anticipated level of self-sovereignty and other countries. Under the coordination of this kind of interaction it is necessary to enhance the role of supranational governance and organizational structures.

Positive effect on the whole process of integration in the provision of access to services of natural monopolies in the electricity sector, gas transportation is mentioned by 77.3% of the experts, but at the same time, 11.3% of them considered that the effect of this access may be negative. Introduction of common principles for the regulation of natural monopolies as a useful measure was supported by 75% of the experts, 13.6% stressed the negative effect of the introduction. Negative assessments of the experts likely to be associated with negative impressions of penetration by foreign monopoly companies into the energy sector of Kazakhstan.

More skeptical attitude of the experts is shown in relation to the creation of supra-national institutions in the field of economic regulation. Although the attitude of the majority of experts in general is positive (65.2%), at the same time, more than a quarter (27.9%) of them believes that the establishment of such bodies will have

a negative impact on the development of the country. The experts even more warily reacted to the creation of supranational political structures within the Eurasian integration - a little more than 50% in general approve of, but almost 42% consider the consequences of their creation to be negative.

The lowest preference as effective integration measure was expressed by experts towards the establishment of a single currency and a single banking system of the Customs Union. At the same time they emphasize its great importance, but not high demand at the current stage of development of integration processes. Positive effect for Kazakhstan is expected from creating a single currency by 51.2% of interviewed Kazakhstan's experts, but 39.5% of them believe that the country will have negative consequences. Accordingly, almost the same attitude was expressed by experts towards creation of a unified banking system (48.9 and 39.6%).

Explanations, given by acting at that time Chairman of the National Bank of Kazakhstan Grigory Marchenko, are correlated with the comments of the experts made in the survey. The key point of view here is becoming one expressed by the President of Kazakhstan Nursultan Nazarbayev, who in early 2011 in an interview with RIA Novosti noted that based on the logic of running within the Customs Union integration processes, sooner or later, there should be a common currency.

This issue contains, as it turns out, two important and interrelated aspects: technological and political. Introduction of a single currency within the Customs Union should be preceded by a long preparatory work.

Firstly, it is about creating a single central bank of the union, which involves the pooling of financial systems of the countries participating in the integration. It is necessary to determine the conditions of separation of powers between the Central Bank of the CU and the central banks of the member countries. Principles of monetary policy of the participating countries in many respects are the same, but in the practice

of monetary policy, there are differences. Only after their elimination, probably, full conditions for introduction of the concept of "common currency" and its title will be established.

Secondly, the political moment, where everything is not so simple. President of Kazakhstan clearly expressed position that the calculation unit of the CU should be a new currency, and not one of the existing ones. This moment is important in terms of confirmation of profitability and equivalence of the single economic space.

At the same time, all participants of the integration movement understand that the benefits of the single currency consist in the fact that all barriers not only of goods but also of capital between countries are finally removed.

As a result, it should be noted that the positive assessment of Kazakhstan's participation in the Eurasian integration processes dominate among the population, and in the expert community. Integration is already beginning to be perceived by public opinion as a necessary component of the solution of problems as of a global scale, so of related internal development of the country and becomes part of the ideological system of Kazakhstan people. Kazakhstan's participation in integration organizations has ceased to be something phenomenal in the perception of the population, gradually becoming one of the important foreign policy priorities.

Undoubtedly, the Kazakh society sees potential of participation in the Eurasian integration, not only in the fact that the border will be open for the movement of people, goods and services on the territory of the CU, but also in the significant role of the Eurasian project to build competitive advantages of the country and Kazakhstan's business. Despite some difficulties of the initial period of the Eurasian integration project, Kazakhstan people are confident that in the long term perspective a significant part of incorporated by the project measures: ensuring freedom of movement of goods, services, labor, harmonization of legislation in order to facilitate the functioning of these freedoms, coordination of efforts of the macro-economy, will contribute

to development of Kazakhstan, increasing its economic strength.

Noting the presence of certain mismatch actions of the participating countries of the Eurasian integration at the present stage, the expert community believes that these temporary effects should give a new impetus for the state to understand and find other forms of interaction,

reorientation of integration projects to the narrowly focused industry specialization and focus on results. The expert community sees the further hard work on the implementation of the agreements within the realities and mutual interests, avoiding politicization of the issues of integration development and strict enforcement of the principle of equality of pragmatism and equality of the Common Economic Space to be essential.

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OPEN INNOVATION AND COOPERATION IN EMERGING ECONOMIES. STUDY OF INNOVATION STRATEGIES OF KAZAKHSTAN COMPANIES

NURGUL TAGAIBEKOVA

INTRODUCTION. The role of cooperation in the global and turbulent business environment cannot be underestimated. The cooperation skills create great advantage for the companies' innovativeness, and the capability to utilize external knowledge is a significant factor of innovation performance (Cohen & Levintal, 1990). The need for collaborative approach has significantly increased in the open innovation era (Enkel et al, 2010). This paper addresses the R&D cooperation within the open innovation framework. The author applies the classification proposed by Gassman and Enkel (2004) to define three core processes within Open innovation: 1) The Outside – In process – search and incorporating the external knowledge of supplies, customers, competitors, universities and research organizations, etc; 2) The Inside-Out process – transfer of the ideas, technologies, intellectual property to the market; 3) Combination of Outside-In and Inside-Out processes. The author suggests the differences mainly come from the degree of openness of innovation strategy (adopting zero, one or more of the constructs of OI) and proximity or the partner – both in the sense of location and in the sense of intensity of cooperation.

Also the article studies the role of R&D cooperation with external partners within the innovation strategy. The analyzed factors are the type and importance of R&D cooperation, openness of the innovation model applied, and the innovation and financial performance.

The study is based on the survey consisting of 25 Kazakhstan R&D oriented companies selected from the most innovative regions. The interviews were conducted in September – December 2013. The survey consists of 50 questions and provides the opportunity to analyze the types and importance of R&D cooperation with external partners, different types of innovation activities.

LITERATURE REVIEW. The traditional strategy orientation states that companies have to diversify strategies in order to use opportunities and avoid threats emerged due to market turbulence (Porter, 1979). However, business environment was considered still relatively stable in the mid to late 1980s. Since beginning of 1990s, world market and environment turbulence have increased and companies have been forced to competition fight and the flexibility has become a mean for companies' survival. In earlier times companies had orientation to control all stages of innovation process themselves and thus most of

R&D were produced internally (in-house R&D) (Wheelwright & Clark, 1992). Not only R&D, but NPD (New Product Development), technology innovations along with commercialization of new products and technologies were conducted within company's borders. This approach is nowadays referred as traditional or closed approach to innovations.

It has become obvious, that traditional approach to innovation and R&D does not fit to this changed environment. Thus many companies have started transition towards new, more open policy on innovations. Companies have to develop more open business models if they want to get the best use of their internal R&D, search and acquire new technologies and use effectively commercialization channels, decrease costs and save time (Christensen, 1997). When Chesbrough (2003; 2006) launched a term "Open innovation" to describe the new phenomena, it was very appropriate time to describe the latest transformation processes in the field of innovations. Nowadays open approach has become essential for many companies' innovation practices. The organized search for new ideas is important for open innovation framework development (Laursen & Salter, 2006). The open innovation can be exploratory (emergent innovation process) and focused (predetermined search) (Holmes & Smart, 2009). Also this framework copes with the direction which the President of the Republic of Kazakhstan N.A. Nazarbayev shows to follow: be open to new innovative ideas in order to be competitive in global market of labor.

Chesbrough (2003) introduced several factors that influenced to the beginning of open innovation era:

- access to the best available knowledge sources improved both inside and outside the company because of the increase of the educated labor force availability;

- increased the number of possible sources of financing for R&D projects;

- companies started to cooperate more and search for ideas and technology outside and incorporate them into innovation policy.

RESEARCH DESIGN. The empirical study was conducted during September – December 2013. 25 Kazakhstan's companies from various industries agreed to participate in the study through structured interviews. The key respondents were representatives of the innovation department of the firm. The numbers of criteria were used in order to select companies, including region, industry and annual revenue or the company. The sampling method was based on the satisfied sample approach, which means not a representative, but a meaningful structure of the sample. The questionnaire consists of 50 questions. The questionnaire structure was developed based on the recommendations for conducting the innovation surveys (Frascati manual, 1993, Oslo manual, 2007) and using the constructs and scales for analyzing cooperation of the companies with internal and external partners, international activities or the companies, and the number of the indicators. The structure of the questionnaire is presented below in the Table 1.

Table 1. Structure of the Questionnaire

Sections	Content
Section 1	Company profile
Section 2	General information about the company (age, ownership, privatization data, number of employees, level of education, B2B or B2C orientation, main clients, main markets, etc.)
Section 3	Information about strategy of the firm, competition, orientation.
Section 4	Innovation activities – goals and objectives of innovations, barriers and constraints, motivation of innovations, conducting internal R&D.
Section 5	Data on the cooperation of companies in innovation process.
Section 6	Information on companies' international operations.
Section 7	Data on the market from the company's point of view.

Section 8	The quantitative characteristics of the company
Section 9	Information about the respondent
Section 10	Feedback about the survey

Due to the selection of key respondents it was possible to obtain information on the innovation activities of the companies and the on the cooperation with external partners in relation to R&D. Key information on the sample is presented in the Table 2.

Table 2. Respondents of the survey

Key industries	%	Number of employees	%
Metallurgy	17,1	less than 100	4,3
Machine building	3,2	from 100 to 200	4,5
Electronics and optics equipment	12	from 200 to 300	5,2
IT and telecommunications	23,2	from 300 to 500	28,2
Chemical industry	21,2	from 500 to 1000	11,1
Electronic equipment	18,1	from 1000 to 3000	13,6
Rubber and plastic industry	5,2	more than 3000	10,1
Ownership type	%	Key regions	%
New companies (after 1991)	70	South Kazakhstan oblast	24
Privatized companies	15	North Kazakhstan oblast	12
State companies	10	East Kazakhstan oblast	24
		West Kazakhstan oblast	16
		Central Kazakhstan oblast	24

According to the survey the average age of the companies in the sample is 18 years, while the year of foundation varying from 1995 till 2009. The share of companies conducting internal R&D is not high – 45,6 %, of which 18,5 % conduct R&D systematically and 27,1 % irregularly. The R&D intensity (ratio of R&D expenditures in company's sales) is between 1,1 and 2,3 % for 28 % of companies.

FINDINGS. There are some key findings of the survey. The interview with all respondents of the survey summarized the influencing factors of innovations implementation. They are:

- pressure from foreign supplies (35,7 %);
- pressure from foreign consumers (9,8 %);
- pressure from Kazakhstan supplies (2,3 %);
- pressure from competitors on international

market (21,2 %);

- government policy on innovations (7,3 %);
- pressure from foreign (especially Russian) competitors in Kazakhstan (41,2 %);
- better control of quality of the goods (6 %);
- pressure from Kazakhstan consumers (1,2 %);
- pressure from Kazakhstan competitors (5 %).

The main assumption of this research paper is to prove the important role of cooperation for companies with open innovation strategies compared with companies focusing on the traditional approach to innovations: *The companies more successful in cooperation with external stakeholders are more actively implement the open innovation approach.*

There are not many statistically significant differences in perceived importance and success of collaboration with partners by firms with and without internal R&D. Generally, importance of collaboration in the sphere of innovations is perceived almost equally important by all the firms in the sample, with the only case when firms with internal R&D have higher importance of collaboration – in case of external R&D partners.

While this overall assumption on the role of open innovation strategy elements combination in shaping company's collaboration with external stakeholders no strong evidence was found to support it. In fact that results confirm statistically significant difference between firms with OI strategy and without OI strategy – in case of collaboration with external commercial R&D organizations, the overall trend identifies higher scores both on importance and perceived success of collaboration by firms following OI strategy.

DISCUSSION. Companies from transitional economies, such as Kazakhstan, experience pressure from the both global turbulence of the market and from the ongoing transformation process within companies. They need more resources to compete with foreign rivals and need more knowledge to fulfill the innovation gap caused by the centrally planned economy heritage. Developing the cooperation skills and increasing the innovativeness provides opportunity for companies to compete successfully both on domestic and international markets.

As discussed earlier, the role of cooperation depends on the type of innovation (Srivatas and Dwyer, 2000; Nord and Tucker, 1987; Smirnova, et als, 2009). The role of R&D cooperation studies in many scientific papers (Suzumura, 1992; Leiponen, 2001; Tether, 2002; Veugelers and Cassiman, 2005), they support the evidence that cooperation on R&D with suppliers, customers, or research institutes and universities is important for innovating companies. The initial findings of this paper show how the process of cooperation is developing in Kazakhstan. Our analysis proved that importance of cooperation with external partners, differs for companies with different innovation strategies. Cooperation is important

for all companies, however, the clear difference is observed for companies, grouped based on their innovation strategies.

Author's main assumption has been that following at least some of the open innovation strategy elements would have impact on company's collaboration policy in regard to external stakeholders. Summing up the findings, it may be concluded that all in one, the results show that firms with OI involve more actively external partners.

CONCLUSION. The open innovations theory puts cooperation on the mile stone place in the process of implementing open innovation principles in practice. The logic behind this statement is defined by the nature of this externalization process – the acting through the companies' borders on all stages of innovation process always involve certain level of cooperation with external partners. In addition, the effect of partner location was found in the data analysis. The companies value more the cooperation with domestic supplies, than foreign supplies. This is explained by the easier transfer of knowledge locally due to proximity, better communication and cultural similarity.

This study has shown that cooperation with partners plays an important role for open innovation implementation. Open innovation considers inbound innovation – search and acquisition of external knowledge, R&D and technology, outbound innovation – promoting the internal innovation through external commercialization channels, and coupled process – combination of inbound and outbound innovation. The role of cooperation for increasing innovativeness of companies is seen even more important for companies from the transition economies, because the issue of competing on the local and international markets is of extreme importance there. Companies from transition economies, in our case Kazakhstan, experience pressure from the both global turbulence of the market and from the ongoing transformation process within companies. Developing the cooperation skills and increasing the innovativeness provides opportunity for companies to compete successfully both on domestic and international markets.

The results are crucially important to managers because they show how cooperation matters for companies with different innovation strategies. These insights are essential especially now, when the internationalization of Kazakhstan companies is increasing on the international

markets and their business strategies are interesting for other participants of the global markets. Based on the findings of this paper, author foresees the more detailed and extensive future research into the cooperation (both conceptual and empirical) with different types of stakeholders and open innovation paradigm implementation.

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GENDER IN POLITICS

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In this paper the definition of “political discourse” is presented on the base of review of European, American and Russian scholars. The hypothesis of this article is that communicative behavior is gender identified, and this fact is dictated by the choice of speech markers of explicit and implicit linguistic means at all language levels that presented the feminine features in political discourse. The communicative behavior of Kazakhstani politicians in mass-media political discourse is demonstrated on the base of I.A. Sternin’s model of description in accord with gender aspect taking into consideration. This parametric structure of the communicative behavior model consists of the component, on the ground of which the generalized and detailed data about the specifics of gender communicative behavior are calculated according to eight parameters: communicative self-presentation – theatrical nature, contact emotionality, tolerance, agency, politeness, thematic orientation, power-control and communicative leadership. Methods used in this investigation are political discourse analysis, critical discourse analysis, quantitative and qualitative analyses.

Keywords: political discourse; gender communicative behavior; critical discourse analysis; gender stereotype, leadership, tolerance, agency

Introduction

In modern linguistics one of the foreground tasks in the investigation of political discourse is the study of communicative behavior as an integral component of describing the national, group and identity cultures. Under “the com-

municative behavior” we understand the set of norms and traditions of people communication, age, professional and other groups according to I.A. Sternin (2003: 106-110). In this article the communicative behavior of men and women is analyzed on the base of interview as a genre of political discourse. Gender peculiarities of communicative behavior of public figures always attract scholars’ attention and in the works of scholars the stereotypical forms of behavior of female and male are described as well as national and cultural specifics of verbal and nonverbal communication among the representatives of ethnic cultures. Thus, gender communicative behavior is one of the types of socially determined communicative behavior that requires systemic description in political discourse.

The hypothesis of this article is that communicative behavior is gender identified, and this fact is dictated by the choice of speech markers of explicit and implicit linguistic means at all language levels that presented the feminine features in political discourse.

The data for investigation are 400 interviews (1700 lexico-grammatical units) in mass media with female and male-politicians of Kazakhstan, Russia, the USA and Great Britain. These interviews were selected from the central newspapers: “Kazakhstanskaya Pravda”, “Ekho Moskvy”, “Vzglyad”, “Karavan”, “Pravila igry”, “Megapolis”, “Moskovskiy Komsomolets”, “Megapolis”, “Novoye pokoleniye” and magazines “Zhenshchiny Vostok-Zapad”, “Zerkalo”, etc., and internet sources.

In the article the approach of N. Fairclough of critical discourse analysis is implemented that is directed to study the ways of production of social,

gender and national inequality (1995: 39-33). In the work “Critical discourse analysis in transdisciplinary research” N. Fairclough considers this transdisciplinary approach as “dialogue between two disciplines or frameworks may lead to a development of both through a process of each internally appropriating the logic of the other as a resource for its own development”. On the base of the above-mentioned analysis the transdisciplinary approach (N. Fairclough) of linguistics and gender studies and integrationist model (Theo van Leeuwen) that focuses on the problems of interpretation of communicative behavior in political discourse the following methods are used in this investigation: political discourse and critical discourse analysis using quantitative and qualitative research.

Political discourse is defined by scholars V.N. Bazylev, E.A. Sheigal, etc., as a wide notion, the most accepted is the definition of Baranov A. (1998: 131-145) “the set of discourse practices, identifying the participants of political discourse and forming the definite range of themes of political communication”. According to Van Dijk T.A. (1998: 52) political discourse is a class of genres restricted by the social sphere, and particularly by the sphere of politics. Political discourse is the institutional type discourse accompanying the political act in political context (1998: 43). Wodak R. states that political language is between two poles – the functionally-conditioned special language and the jargon of the social group with the peculiar ideology. So that the political language has to fulfill contradictory functions, from one side, be understandable, and, from the other side, oriented to the relevant group. (1998: 24).

In the combination with other types of institutional and non-institutional types of discourse political discourse has genre modes, among them the place of political interview is in combination of political and mass media discourses. Interview as a genre of political discourse of mass media is a complex of communicative phenomenon with the purpose to struggle for power by means of shaping public opinion, including the text as a verbal result of speech, context-situational and

socio-cultural, and also with special linguistic means meeting the goals of discourse.

Thus, the model of communicative behavior can be applied not only for description of national specific of people, but also for any social or professional group. According to I. A. Sternin the main factors that systematize the description of communicative behavior are: commutability, communicative emotionality, ability to contact, way of maintaining of communicative contact, the way of ending the talk, communicative affability, communicative democracy, communicative self-feeding, etiquette of communication, communicative pressure, communicative control, thematic range of conversation, controversy, preferable theme for conversation and type of interlocutor, orientation on the collocutor, communicative distance, physical contact, correlation of verbal and non-verbal communication, gestures, facial expressions, loudness, rate of conversation (2003: 106).

Explicit denotation of ethic features of personality can be met very seldom – more typical for female is the self-presentation through the plot. In comparison with men for women the most specific tactic of female self-presentation is the tactic of positive evaluation of the appearance. For communicative behavior the distinctive feature is the scrupulous attention to the critical utterances they give and the inspiration to avoid the confrontation. The specific stereotypes of female speech behavior are the ways of implicit self-presentation that are connected with the role-position and concerning the density of information the women are hyper informative.

The important component of communicative behavior is theatrical nature of politicians. Contours of “communicative portrait” gives us the ground to determine gender roles of politicians. O.S. Issers outlined the roles of male-politicians and we make the comparative analysis of gender roles with female-politicians and the result is that similar are just the following roles: “patriot”, “an ordinary person”, “family man”, “elected representative” (1999: 198).

1 – Comparative analysis of gender roles of politicians

Roles of male-politicians	Roles of female-politicians
Fighter for social justice	Defender of women's interests
Patriot	Patriot
Ordinary person	Ordinary person
Family man	Family man
Elected representative	Elected representative
"Strong arm"	Noblesse oblige
	Teacher
	Skillful homemaker
	Loving mother
	Beautiful woman

Ability for contact feature includes the usage of metaphor in political discourse. On the base of the quantitative analysis it is determined what conceptual spheres are most appealed to and the hypothesis of diachronic shift the metaphoric "mosaics" was proved. Formation the metaphors demonstrated by prevalence of "physiological" metaphors (during the period of getting the independence by Kazakhstan).

Nowadays in political communication the women mostly use the conceptual spheres of "nature", alongside with "production" and "physiological", the third place occupy the metaphors of "journey", "spatial" and "military". Gender specific of conceptual spheres are metaphors "objects of house", "family" and "characters of the fairy tales" (the men don not use them at all). The fact of the coincidence of conceptual spheres of men and women proves the redistribution of social power in society and assimilation of the women in political space.

Tolerance includes the explicit and implicit ways of presentation of "Ours". The quantitative analysis of these data on the material of interviews with women from different lingual cultures and it is shown that high degree of

tolerance have the American politicians mostly using the implicit way – deictics. At the same time the Ukrainians and Russians reduced it by means of explicit ways of demonstrating the tolerance. Among the implicit ways is the way of nominalization that is the most appealed to. Specifics of tolerance among Kazakhstani women-politicians is defined by the use explicitness, i.e. directness of denotation by means of address – signals of belonging to the group. The results show that in manifestation of tolerance the women-politicians from the USA are on one level with the men-politicians of Kazakhstan. Obviously, Kazakhstan's women demonstrate nationally conditioned gender specifics in this aspect of the communication behavior.

The next parameter analyzed is agency and quantitative analysis of explicit and implicit ways of agency among men is higher 2, 5 times in comparison with women in political discourse. It is explained that men in Kazakhstan have more active civil position in society and in this aspect the gender differentiation is explained.

Quantitative analysis of politeness parameter is made on the ways of expression the "positive" and "negative" politeness (2002: 47). Here we

study not only syntax maneuvering, but also communicative tactics of answer evasion at pragmatic, semantic, cognitive levels and classification of explicit and implicit ways of topic digression. In political discourse the balance between two social values (involvement in public relations and independence) being a foundation of politeness, the men are more successive in politics but in real life the women are recognized less polite. We have to mention that, in our opinion, for women it is a manifestation of tolerance rather than low degree of confidence in the information they present. Hereunder, the aspect of politeness is in unison with the aspect of tolerance in the model of the communicative behavior that is also gender differentiated in political communication.

As far as the material of investigation is political discourse it is difficult to speak about the great variety of topics but the certain list of themes are determined - "the sphere of activity" and "fight" but women are limited by the notions not at the level of decision-making and during the discussion their questions touch only the inner affairs and health of the nation and surrounding both in direct and in figurative meaning. Men at the conceptual level are extroverted and this professional concept sphere is connected with the relationship with the other states what women seldom discuss. Next interesting fact is a divergence of the notion - "finance" on the conceptual level. For men it correlates with the financial well-being of the state, capital formation by means of the investments, but women, on the contrary, more often think about charity and social programs. In the research of this aspect was shown the national specifics of the image of the woman showing the balance between career and family values for women, herewith for men it is typical the full devotion to the career and work. As a result of this study we defined the thematic specifics of women to matrimonial as well as to ethical nature system.

This aspect of the communicative behavior as power is demonstrated in the control in the process of communication, and given superiority on the territory of power relations is revealed

by means of control the topic and initiative in political discourse. The problem of interaction is central in this study and is founded on the interaction of the journalist and the politician and using the tactics and strategies by them solving their communicative goals. The issue is that in mass media interview the initiative always belongs to the journalist, but in political interview, on the opposite, power often has the interviewee, i.e. politician. On the material of interviews the frequency of the communication initiatives is difficult to determine, moreover, to correlate with gender aspect.

The degree of communicative leadership among women and men politicians of Kazakhstan in interview as a genre of political discourse in a given aspect was determined, using the term of the mode of dialogue conducting as a complex feature of the speech behavior of interlocutors according to I.N. Borissova, on the base of her formula (2002: 33-45) the communicative tone was calculated and the following quantitative data are revealed: 1) the mode of dialogue conducting in the political interview is replicating both for women and men, in our opinion, it is connected with the average length of reply in syntagma and according to this data it is a narrative type of dialogue; 2) the communicative leadership of men exceeds the women's one 2,7 times. The women-politicians of Kazakhstan concede in leadership aspect and it is connected with national specifics of gender communicative behavior.

Conclusion

On the base of the results of comparative analysis from the position of gender differentiation it is proved that at this moment of development of linguistic genderology it is studied to what extent the gender factor influences on the processes of communication in comparison with the other extralinguistic factors. Hence, extralinguistic and intralinguistic factors of gender influence have to be taken into consideration in the formation of political discourse, i.e. gender aspect has its own impact on the presentation of lingual image of the social group at all language levels and also on the communicative material.

Thereby the parametric model of description of the specifics of gender communicative behavior demonstrates the fact of presence of gender differentiation in modern political discourse on the base of explicit and implicit means of language expression as gender markers that is the data for description of communicative behavior of politician. Therefore, dominant language features of gender communicative behavior are reflected in political interviews which are linguistically peculiar. The results of

comparative analysis from the position of gender differentiation let us claim that intensification of gender differentiation of Kazakhstans female-politicians has its own specific and this fact can be explained by the peculiarities of interview as a genre of political discourse. Thus, the hypothesis is confirmed that communicative behavior is gender identified and the results of this research that presented the feminine features in political discourse can serve as means of improvement of social and political dialogue.

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- ♦ исследование проблем участия Казахстана в международном экономическом сотрудничестве;
- ♦ социально-экономический мониторинг Республики Казахстан.

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