

ЭКОНОМИЧЕСКИЕ НАУКИ

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Development and condition of the marketing and information system in the agroindustrial complex in the Republic of Kazakhstan

In this article the creation and development of information and marketing system in the economy of agriculture of Kazakhstan is described. The analysis of the activity of JSC "Kazagromarketing" is given; new ways on the improvement of the agricultural information and consultancy centers and the development of the widespread regional network are also suggested.

Key words: *agroindustrial complex, information and consultancy support, information and marketing system.*

The agriculture of Kazakhstan, being on the largest sectors of national economy, places an important role in the social and economic policy of the state. The way to the economic prosperity of the society is through the implementation of radical agrarian reforms. As a result of significant agrarian reforms and a number of activities in the agricultural sector, the situation in the agrarian sector is stabilized [1]. There is a growing volume of gross agricultural output. The situation in the agricultural sector has a positive effect on the general economic climate in the country. Under these circumstances of the development of the market of agricultural products, there is an increasing need for food manufacturers to expand markets, increase goods exchanges and improve the quality of their products. In this situation, the demand of agricultural producers for the information and marketing and consulting services is growing. All this creates the need for further improvement of the competitiveness of our economy, its diversification and harmonious integration into the world economic system.

The forthcoming accession of Kazakhstan to the World Trade Organization is a major challenge to ensure a real improvement in access to world markets for goods and services, while maintaining food security and the possibility of effective development of the agricultural sector of the country, to create state measures aimed at protecting the domestic market and the rights of producers and processors of agricultural products in the international trade.

Therefore, under the implementation of the State agro-food program, in February in 2003 the joint stock company "Kazagromarketing" (hereinafter – the Company) was created with 100% state participation in the authorized capital. The Company's activities that is aimed at monitoring the internal and external markets of agricultural products and processed products in order to make policy decisions and to ensure effective state regulation of the industry is determined by its integrated part of the agrarian policy of the republic.

The aim of marketing and automated system of information and consultancy support for the agroindustrial complex is the development of the marketing activity and the increase of the level of awareness of the agribusiness entities.

For achieving the aims it is necessary to solve the following tasks:

- the development of marketing activities, the creation and development of a unified automated system of information and consultation support of the agroindustrial complex;
- the development of a regional network of the Company;
- the implementation of marketing and analytical activities in various areas of the agroindustrial complex;
- the study of the internal and external markets and assistance in marketing of agricultural products and processed products, and the supply of agroindustrial entities with the necessary material and technical resources;
- the creation of an expanded database for all branches of the agroindustrial complex;
- the information and consultancy support of the entities of the agroindustrial complex and their teaching of efficient forms of agribusiness;
- the development of international cooperation on the basis of interaction with the marketing and analytical centers of the republic, the CIS countries and other foreign countries and the exchange of information;
- the development of presentation and exhibition activity.

The JSC "Kazagromarketing" was created to solve the backlog of problems in the field of information, consultancy and marketing support of agribusiness entities. The structure of the Company comprises three levels: republic – region – district, and has a centralized organizational and financial system. During its work the Company has achieved certain results: it has opened the representative offices in all regional centers of the republic at the Departments of Agriculture and the rural information and consultancy centers in the 161 districts.

A weekly price monitoring of agricultural products and processed products is carried out: the information is placed and updated weekly on the website of the Ministry of Agriculture (MOA) and in mass media. In the nearest future it is planned to develop analytical conclusions of forecasting the market conditions, as well as recommendations to improve the competitiveness of domestic agricultural products and the search for ways to increase its export potential.

The Company conducted work to transfer the information and marketing system (IMS) into a new mode of functioning, which allows to increase the interactivity of the exchange of information and reduce the cost of filling departmental forms. 15 pilot IMS forms are available and operate in a combined mode on the web-portal of the Ministry of Agriculture of the Republic of Kazakhstan, also there is a system of graphic representation of data analysis forms IMS [2].

The services on providing the analysis and marketing information are carried out on conditions accessible to public and they are paid. The information and advisory support is also carried by issuing brochures, manuals, newsletters. During this period 1.5 thousand publications have been produced and distributed among the participants of agricultural market through the information.

As part of the administration of the Web site Ministry of Agriculture of the Republic of Kazakhstan the stable and trouble-free operation has been established, technical capabilities of the site have been improved, the work on improving the design is being carried out, navigation has been optimized, new features have been added, the exchange of banners, hyperlinks and other interactive attributes with the Web sites of the State organs, commercial and public organizations of the Republic of Kazakhstan, CIS and foreign countries has been arranged. Today, the site has about 9 thousand users. Thanks to the work done the attendance and popularization in the Internet has been significantly increased. The information and analytical Agro-Web portal of MOA that is an analogue of the web site of the Ministry of Agriculture containing the broader amount of information and available to users in the multi-mode has been developed and implemented. The work is being carried out to improve and develop its functionality.

The information and analytical bulletin "Agroinform", the official periodical of the Ministry of Agriculture for the participants of agricultural market, comes out in circulation of three thousand copies a month. There is an appendix in the Journal in the state language. Nowadays, in order to increase the interest and promotion of the journal there is also an appendix "CAM" (Consulting. Analytics. Marketing).

To expand the functional possibilities of IMS, the e-mailing service of analytical, marketing, pricing and business information has been developed and implemented. This is a prompt delivery of relevant and reliable information to the email address. At the moment, the number of subscribers to the service of electronic distribution is more than 2,000 users. They are state agencies (30 %), mass media (15 %), companies working in the sphere of agriculture (20 %), and agricultural producers (35 %).

In the sphere of cooperation in the international exhibition activity JSC "Kazagromarketing" is working on proposals for mutually beneficial collaboration in this field together with the German Agricultural Society (DLG), by assisting Kazakhstan's farmers in participation at the international exhibitions and fairs held in Germany.

At the present stage, the firms and companies operating at the market of marketing and consulting services in the agricultural sector in the republic have a narrow focus of their activity, insufficient information and they do not have a regional network. Thus, JSC "Kazagromarketing" today is the only specialized organization carrying out a range of services of information-marketing and consulting services to the participants of the agricultural market in various branches of the agricultural sector, including the providing a guaranteed amount of information services on a free basis. The weak development of the market for these services is due to their unattractiveness in the commercial sphere.

The further implementation of the agricultural policy provides for the development of effective agricultural economy and agro-industrial specialization based on high technologies, the income growth of agricultural enterprises and rural residents. One of the most important issues in this regard is the integration into the world economic system, the development of ways of mutually beneficial cooperation and expansion of the markets for agricultural products through the research and analysis of the market of agricultural products and food, developing and taking measures to improve the competitiveness of agricultural products, creating a system of information and consultancy support of the members of the agrarian market. These problems are even more important in the forthcoming accession to the WTO.

On the basis of the main objective to raise awareness of the entities of the agroindustrial complex, the regional and district structures are an integral part of the company's functioning and the main link between the central office and farmers, rural communities and other participants in the agricultural sector. This relationship includes all activities of the Company, aimed at providing information and consulting for the agribusiness entities and obtaining the necessary information from them. Moreover, taking into consideration the vast territory of the Republic of Kazakhstan and especial economic conditions of the regions it is necessary to organize the work of regional offices, at least, in every regional center. The main task of the central office of the Company is determining the strategic directions, developing teaching materials of functioning the information and marketing system of AIC, the international cooperation and the implementation of major projects. Therefore, the most important task is determined as creating and developing a regional network.

As part of a regional network of the regional representative offices in all regional centers of the republic and rural information and consultancy centers in the regions are opened and operate.

The establishing the rural information and consultancy centers was carried out in stages, which is primarily due to the need for rational and efficient spending the allocated funds for this purpose and the weak development of telecommunications in rural areas that makes it difficult to provide the information and consulting services for agricultural producers. In addition, the efficient functioning of the rural information and consultancy centers requires the development of specific measures of development, depending on the peculiarities of the regions. The situation is complicated by the unwillingness of farmers to pay for the provided information and consulting services due to the limited financial resources. The principle of priority of creating the rural information and consultancy centers in areas with the most promising economies in the agricultural sector has been kept.

The problems when establishing the rural information and consultancy centers and developing a regional network at present are as follows:

- the specifics of rural information and consultancy centers must meet the needs of the participants of the agroindustrial complex in the context of agribusiness in rural districts, which in its turn is very different depending on the level of socio-economic development of the districts;
- the lack of awareness of farmers in the use of information and consultancy services;
- a vast territory of the republic and the remoteness of regional divisions hampers receiving the information timely;
- unawareness of the basic problems of a society on the part of local executive bodies;
- low training level of specialists in rural areas, which causes a difficulty in the selection of the personnel for establishing the rural information and consultancy centers;
- there is no clear distinction between the provision of free (public) services and the provision of services on a fee basis to the interested parties, that prevents the maintenance of profitability of the Company.
- a different level of telecommunication in rural areas.

You must take the following steps to create the rural information and consultancy centers and develop regional networks:

- 1) the development and introduction of special training courses for newly hired employees, as well as organizing regular training courses for employees of the regional offices (regional representative offices and the rural information and consultancy centers);
- 2) the design and implementation of measures for the development of information and consultancy services in rural areas together with local authorities;
- 3) the interaction of regional divisions with government agencies, various companies, businesses in terms of implementation of the tasks stipulated by the State Programme of Rural Development for 2004-2010 period;
- 4) maintenance of clear control over the activities of the regional offices and introduction of the system of planned activities.

Thus, proceeding from the above problems and measures on creating the rural information and consultancy centers and developing a regional network one can expect the following results. The extensive regional network of JSC "Kazagromarketing" will be created in the regions and districts of the republic, which will ensure the rapid exchange of accurate information, and closer collaboration with farmers that will create the conditions to provide them and other members of the agricultural market with the information, consulting and marketing services and their development.

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ТҮЙІН

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Қазақстан Республикасының агроөнеркәсіптік кешеніндегі маркетинг және ақпараттық жүйенің дамуы мен жағдайы

Осы жұмыста Қазақстанның ауыл шаруашылығы экономикасындағы ақпараттық-маркетингтік жүйенің құрылуы мен қалыптасуы баяндалады. «Қазагроменаркетинг» АҚ қызметіне талдау жасалған, сонымен қатар ауылдық ақпараттық-консультациялық орталықтарды жетілдіру мен тармақталған аймақтық желіні дамыту бойынша жаңа бағыттар ұсынылған.

Түйін сөздер: агроөнеркәсіптік кешен, ақпараттық-консультациялық қамтамасыз ету, ақпараттық-маркетингтік жүйе.

РЕЗЮМЕ

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Развитие и состояние маркетинга и информационной системы в агропромышленном комплексе Республики Казахстан

В настоящей работе описывается создание и формирование информационно-маркетинговой системы в экономике сельского хозяйства Казахстана. Приводится анализ деятельности АО «Қазагроменаркетинг», а также предлагаются новые направления по совершенствованию сельских информационно-консультационных центров и развитию разветвленной региональной сети.

Ключевые слова: агропромышленный комплекс, информационно-консультационное обеспечение, информационно-маркетинговая система.

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Совершенствование структуры региональной инновационной системы как основное направление повышения потенциала региона

Аннотация: В статье рассмотрены вопросы совершенствования структуры региональной инновационной системы. В результате исследования определены четыре направления совершенствования структуры инновационной системы области. Согласно данным направлениям предложены рекомендации по совершенствованию механизма управления инновационным развитием Павлодарской области. Также выделены факторы, которые могут препятствовать инновационному развитию региона.

Ключевые слова: инновационная экономика, инновационная система, инновационная сфера, регион.

Характерной чертой развития мирового сообщества на современном этапе выступает формирование социально-экономической системы, в которой доминирующую роль играет инновационная деятельность, как фактор, обеспечивающий конкурентные преимущества высшего порядка. В целом построение инновационной экономики и системы управления ею заключаются в принципиальной реструктуризации направлений развития, новых подходах к обоснованию приоритетов, значительной модернизации методов и форм использования ресурсов на всех уровнях инновационной системы, коренной трансформации взаимодействия «наука - бизнес - власть - общество». В этом контексте одним из значимых направлений формирования инновационной экономики выступает ее региональный аспект.

Однако в настоящее время инновационная деятельность не является основой социально-экономического развития страны, поскольку в отечественной экономике не наблюдается ни существенных технологических прорывов, ни признаков интенсивного освоения результатов исследований и разработок. Низкая инновационная активность характерна для всех видов экономической деятельности, а также для всех типов инноваций.

Для успешного осуществления инновационной деятельности в регионе необходима инновационная система как совокупность организаций и предприятий, обеспечивающих и