

Small Business Management Improvement in Kazakhstan
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Совершенствование управления малым бизнесом в Казахстане
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Abstract: *the article is devoted to the problem of improving the management system of small business. Small business, thus becoming the economic sector, which alone or in cooperation with large companies and government organizations, is able to participate directly in shaping and promoting positive social and economic processes. The role of small businesses in solving social and economic problems, such as the creation of new jobs and reducing unemployment, training of highly qualified personnel is high.*

Аннотация: *статья посвящена проблемам совершенствования управления малым бизнесом в Казахстане. Малый бизнес имеет возможность принимать непосредственное участие в формировании и продвижении позитивных социально-экономических процессов в стране. Ускоренное развитие малого бизнеса является наиболее важным фактором в развитии конкурентных отношений в масштабе национальной экономики.*

Keywords: *management, small business, globalization, national economy, regulations, development.*

Ключевые слова: *менеджмент, малый бизнес, глобализация, национальная экономика, регулирование, развитие.*

At present, not only Kazakhstan, but also the world economy is undergoing major transformations, related to innovation and new economic challenges abroad. In this critical role played by the processes of globalization and the formation of post-industrial society. There is a massive transition to new technologies. Rapidly improving technical base of production. Implemented optimization of branch and territorial structures of national economies.

Among these changes, in full compliance with the logic of the process takes place and the intensive development of small business: expanding the scope of its operations and a list of functions carried out by them. Increase the proportion of, and the role of small firms in the design and manufacture of high-end technology products. The increasingly strong position in the small business takes in the service sector. It is becoming more active, multi-faceted interaction between small companies with big business. The role of small businesses in solving social and economic problems, such as the creation of new jobs and reducing unemployment, training of highly qualified personnel is high [1].

Small business, thus becoming the economic sector, which alone or in cooperation with large companies and government organizations, is able to participate directly in shaping and promoting positive social and economic processes, largely determine the appearance and development trends of industrialized countries in the coming decades .

Empower and the growing influence of small businesses necessitate greater use of its potential. While in previous years the boundaries defined by the use of small firms, mainly involving in the production of the most technologically simple products, in modern conditions of their application may have to be significantly expanded. Such changes are already being observed at the moment, they are fully in line with the direction of the structural and technological changes that are taking place in the basic industries of the leading industrialized countries, accelerate the transformation.

All of this to a certain extent applicable to the economy of modern Kazakhstan. The process of formation and development of small businesses here proceeds particularly complex and contradictory. However, in the course of radical economic transformations of small firms are gradually taking a more important position in the system of national production. The need for qualitative improvement of the economy, the most efficient use of resources leads to a need to identify the scope and the main directions of use of the capacity of small firms.

At the same time, it should be noted that domestic economic science, there is a lag in the field of complex research problems of increasing social and economic potential of modern Kazakh small businesses.

An important condition for the optimal development of industrial economies is the variety of property relations, coexistence and active interaction of economic units belonging to different dimensional levels and organizational structures of production [2].

One of the manifestations of this diversity is to maintain a relatively stable and functioning of economic units belonging to the sub-systems of large and small businesses.

Large companies and industrial associations define the basic parameters of the functioning of the national economy, their place in the international division of labor. An important role played by small firms, in their totality form the sphere of small business. Its functioning is largely influenced by the creation of a competitive

environment, ensuring the necessary level of flexibility and dynamism of many branches of the national economy, the accumulation of resources and the organization of production of goods and services in those sectors of the economy, which at this stage are not attractive to big business, but none. However, objectively necessary to meet the needs of society.

At various stages of the development of the industrial economies of the small business remained its integral part. He was in the process of continuous improvement, in practice, has demonstrated the ability to increase its capacity to adapt to new conditions of functioning. The flexibility and dynamism of small businesses were one of the important preconditions for sustainable development of the territorial structures of economics [3].

In most industrialized countries, the small business is considered primarily as a factor in the solution of socio-economic problems. He is traditionally assigned a very significant role in creating new jobs, increasing economic activity, quality of life and professional qualifications of the population.

However, in modern conditions, a small business has demonstrated its ability to solve its own or in cooperation with large companies a much wider range of economic issues. Along with the firms operating in the traditional areas of small business (brokerage business, trade, etc.) there are tens of thousands of small companies, actively invading new for this type of economic structures of the region: the implementation of research and development activities, production of certain types of high-end technology products.

Factors that led to the increasing role of small business in the leading industrial countries are very diverse. First of all, general economic factors: the emergence of new means of production and technologies, the use of which was made possible on the scale of small and medium enterprises; a significant shift in the development of industries and infrastructure; increase in the average level of education and training of people, their desire for an independent economic decision-making and the fullest realization of their creative potential; the formation of a complex of organizational, legal and financial leverage to support and stimulate small firms.

Among the most important functions of a small business, implemented both at the macroeconomic level and in individual subsystems of the national economy refers to stimulate structural changes, optimization of the organizational structure of production. Especially important is this feature in modern production, in terms of its intense consolidation, further enhance the level of concentration and centralization.

Companies small business objectively serve as a catalyst changes the organizational structure of industrial production of the country. They are, firstly, serve as the subjects of the economy, which, being the most sensitive to changes in market conditions, including the first cut production in the least promising sectors. Secondly, the resources of small firms (labor, technology, information, etc.) are used efficiently to large and medium-sized businesses as the «building blocks» in the creation of new industrial complexes, systems of cooperative industrial relations, etc. Thirdly, the activity of small innovative firms, their successes and failures in the market is an indicator that takes into account the direction of the large companies in determining the most profitable areas of investment, the adjustment of future development strategy, forecasting the most important, significant supply and demand changes in the market [4].

Reliance on a small business, working with them thus become one of the factors that provide a dynamic and optimal orientation of structural changes in the basic industries of industrialized countries at the present stage. In this case, as practice shows, the negative effects of deep structural reforms (in the form, above all, a significant reduction in these countries economic potential level) have been minimized. At the same time, fully manifested the positive results of optimization of the structure of production: the beginning of the use of advanced information technology, the transition to the production of high quality new products, improving industries control systems and stabilization of their functioning.

Modern small business advocates and public administration as a subject and as a factor in many ways provides the process, raising the level of its effectiveness.

Firstly, the small business is the economic sector that fully stimulates the formation and development of the middle class, it contributes to the skills of the workforce in most sectors of the modern economy. The contribution of small business in creating jobs, including in the most promising, rapidly developing industries. The role of small businesses in the development and expansion of the tax base, to replenish the state budget revenue items.

The accelerated development of small business is the most important factor in the development of competitive relations in the scale of the national economy. The emergence of hundreds and thousands of independent producers is the, in fact, the only really effective means to counter the process of monopolization of the economy, and hence - a condition of successful solutions facing government agencies tasks related to anti-trust regulations [5].

Third, the company's small business, having a high degree of flexibility and mobility of production, capable, if necessary, quickly increase the volume of offered products and services to consumers, to ensure high economic growth rates. Their functioning objectively contributes to prevention of the economy from the recession and the labor market - from the excess supply of labor.

Encouraging small businesses, its management objective are among the most important tasks facing the state. The main principles, according to which should be built this control system are: the creation of a single set of

control measures, including all modern arsenal of leverage on a small industrial business: administrative-legal, administrative, economic, actual economic, social and psychological; constant development, improvement of the management system, adapting it not only to changes in the general economic conditions of functioning, but also to the factors of economic and technical nature; selection and the most active use of the leverage effect on small businesses, which are best suited to the prevailing macro-and micro-economic situation, in the interests of small businesses and consumers of military products.

Currently, the leading industrial countries established a very effective system of state management of small industrial businesses. It is distinguished by versatility, the use of a variety of methods and tools for impact on small firms. This allows us to solve management problems with a high degree of efficiency, conduct in relation to small businesses targeted, differentiated policy.

Of great importance is now the solution of a set of specific problems, the existence of which is due to the relatively low level of small business development in this sphere of the national economy:

- Encouraging mutually beneficial cooperative relations between large and small businesses;
- Reducing transaction costs of small firms due to the lack of an established system of credit and financial support;
- Additional support for small business in the regions whose development as much as possible to the needs of strengthening the economic foundations Kazakhstan.

The state policy towards small businesses have traditionally applied the principle of selectivity, which involves support for small firms in specific industries, regions, and the promotion of certain types of small firms (innovation, subcontracting, etc.) [6]. This principle is particularly consistent and clearly must be maintained in the state management of small firms operating in key sectors of the Russian economy. Selective support involves: first, a clear allocation of the relevant state bodies objectives and policy priorities in the economic sphere; Secondly, the choice and the skillful use of effective forms and methods of support of the most important and promising in terms of the ability to meet the needs of small firms.

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