

## INNOVATIVE ACTIVITY IN EAEU: FACTORS OF DEVELOPMENT AND FORM OF ASSISTANCE

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**Summary.** Within this article authors made an attempt to reveal opinion of experts (scientists, businessmen-innovators and the staff of public authorities and subjects of innovative infrastructure) on what real aims are pursued by businessmen at introduction of innovations, what factors reduce efficiency of interaction of firms and subjects of innovative infrastructure, what forms of cooperation are preferable at development of innovative business what factors interfere with development of innovative business, what is the role of EAEU in activation of innovative activity of its member countries. This work was supported by Grant of the Committee of science of the Ministry of Education and Science of the Republic of Kazakhstan AP05134987-OT-18 “Innovative susceptibility of EAEU countries' national economies: system characteristics, assessment, mechanisms of management”. Authors thank anonymous reviewers for their contributions to paper development.

**Keywords:** factors of development of innovative activity; Eurasian Economic Union (EAEU), innovative infrastructure; cooperation of subjects of innovative infrastructure.

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For Kazakhstan the purpose of integration into EAEU is search of new markets and resources, simplification and standardization of procedures, strengthening of interaction between public authorities and firms [1, 2]. However, it is necessary to recognize that finally Kazakhstan and its partners in EAEU pursue the identical aims: growth of macroeconomic indicators, structural changes, formation of economy of new quality [3]. However, formation of united mechanisms of regulation, support and stimulation of development of innovative activity in EAEU is a long process and it is only at an initial stage. Therefore at the current stage of interaction of the Kazakhstani innovative business with economic structures and subjects of partners in EAEU the specification of mechanisms (which will be involved in achievement of ultimate goals of integration) is required [4]. At the same time it is necessary to understand that the countries of EAEU have different dynamics of economic development and institutional transformations [5, 6].

Innovative business of the EAEU countries at the current stage of development faces a number of problems which are not solved completely for today [7]: a lack of own means against the background of high cost of credit resources, lack of mortgage providing; low opportunities to use mechanisms of the existing programs of development; lack of interest from large corporations to new projects, to activity of small firms; the insufficient size of grants on research and

development; absence of regional investment funds; inadequate assessment of intellectual property and lack of a possibility of its use as pledge; there is no centralized system of an incubation of the project from the idea to the enterprise; there is no target state order for innovative products.

Specified by us (on the basis of studying of various researches and also interviewing of domestic and foreign experts – scientists, businessmen, officials) problems indicate that in the countries of EAEU the insufficient level of interaction of subjects within national and regional innovative systems, bad study of mechanisms of the state support of innovative business, poor development of network structures takes place. Certainly, such situation requires the fastest solution. And within EAEU for domestic business there is an opportunity to reduce sharpness of the designated questions and in whole or in part to get access to necessary for information, resources, support [8].

When holding expert poll the following groups of experts from the EAEU countries were interviewed: academic staff of scientific research institutes and higher education institutions; businessmen-innovators; employees of subjects of innovative infrastructure and state organizations responsible for support of development of scientific research and introduction of innovations.

Distribution of experts of the countries of EAEU was following: in Russia and Kazakhstan by 20 experts are interviewed; in Armenia, Belarus and Kyrgyzstan by 10 experts are interviewed.

When forming a pool of experts organizers of poll adhered to the principles of random sampling, but in such way that each national group of experts supported at least two representatives of each professional group of experts. Each of experts had to choose two answers (the main and additional) on each question posed. The group of the main and additional answers to the questions raised in the questionnaire was carried out including taking into account professional and national identity of experts if answers of experts of this or that group carried accurately expressed features.

On the question "Main Objective of Innovative Activity of Firms in Your Country" studying of opinion of experts showed that a key factor of introduction of innovations in firms of the countries of EAEU is the solution of internal problems and receiving profit (a half of the main answers and a quarter of additional ones). The factor of improving competitiveness of a firm goes the second most important: there are a third of the main answers and more than a half of additional ones.

Approximately identical number of experts agreed in the main and additional answers that introduction of innovations is a consequence of need of survival in the conditions of the amplifying competition. Only the insignificant number of experts allocated the place of such important role of innovations as expansion in the market of the country and the adjacent states. This possible answer was chosen by 5 experts from Russia and 1 expert from Belarus (experts of Kyrgyzstan, Kazakhstan and Armenia ignored this factor).

Answers to the question "What, in Your Opinion, Main Reasons Reducing Efficiency of Interaction of Firms and Subjects of Innovative Infrastructure in Implementation of Innovative Projects?" showed that the main problems of interaction between innovators and subjects of innovative infrastructure at implementation of innovative projects are:

- small quantity of resources at subjects of innovative infrastructure;
- the enterprises do not have enough resources for start of innovations;
- small amounts of financing of scientific research.

Totally, specified three problems accumulated 2/3 of main answers and nearly 4/5 of minor answers. It is also possible to point that many experts (first of all, from subjects of innovative infrastructure) pointed that the available innovative projects have the low potential of commercial realization.

On the question "What form of cooperation with the research organizations you determine as priority in modern conditions?" data of poll showed that collaboration within innovative projects remains a priority of cooperation of business with the research organizations for the main opinion of experts, and also to a lesser extent and in equal shares – promotion of innovative projects and completion of the available innovations. At the same time as the key minor answer more than a half of respondents indicated the need to form the relations of purchase and sale of innovative projects through trade in licenses and patents between science and business. Also the second most important answer among the presented options the answer "Completion and operational development of innovative projects" is chosen in connection with the growing level of development of a transfer of technologies in the EAEU countries.

On the question "The Major Factors Which Are Slowing Down Development of Innovations" answers were distributed as follows. 60 % of respondents indicated that in modern conditions the main obstacle to implementation of innovative projects is the high risk of a commercial failure in the market. The second most important factor specified weak work of institutes of development in the EAEU countries. At the same time interest is attracted by the fact that ¾ of all respondents pointed as a key minor factor lack of demand in domestic market to innovative products that sends us to need of completion of mechanisms of import substitution.

Experts answered the question "What You See a Role of EAEU in Development of NIS of Its Member Countries?" as follows. As the main answer 90 % of respondents answered that supranational institutes of development are necessary first of all, and also it is required specialized interstate funds which purpose is science funding and innovative development. Importance of these answers is emphasized as well that more than ¾ of respondents were specified by the same options as the additional answer.

As additional the answer about importance of border cooperation was also often specified. However experts from Armenia owing to specifics of location of the state did not note this option. Also the fact that 3 experts as the main answer and 4 experts as additional chose the option connected with need of liberaliza-

tion of the interstate market of intellectual property is represented also important.

Let's address a question "What main forms of cooperation of subjects of the EAEU innovative system you consider as key for increase in their competitiveness?". Here as the main answers advantage have answers about support of partnership between firms with participation of supranational and National Institutes of development while at assessment of additional answers high importance of support of cooperation between firms without mediation of the specialized organizations was shown. Such answer accurately indicates obvious usefulness of creation of joint ventures.

Here are the answers to the last question "Whether You Consider Useful Harmonization of the Scientific and Innovation Policy within EAEU?" The bulk of experts positively look at perspectives of harmonization of support systems of scientific and innovation activity in EAEU member countries, at the same time more experts note importance of forming of supranational institutes of development before support of joint projects that in general reflects for today requirements of the innovation firms and scientific organizations. At the same time practically none of experts (only one main answer and three additional) spoke negatively on importance of harmonization of the innovation the politician of the countries and the relevant legislative acts.

Expanded interviews with experts allowed to draw a conclusion that, in addition to the answers specified in questionnaires, when forming united innovation policy of EAEU it is necessary to consider different approaches at a solution of basic problems of different groups of the innovation firms. Experts marked such groups: the operating companies implementing innovations for growth of competitiveness; the new innovation firms evolving from commercialization of the available scientific and innovation background; the new innovation firms created on the basis of a transfer of technologies; operating and new firms within the existing or forming clusters.

On the basis of the generalized opinions of experts, authors assume that at the heart of the general innovative policy of EAEU the following mechanisms have to be put:

1. The mechanism of collecting and exchange of information on the available innovative projects within which emergence of a common information space for simplification and growth of efficiency of processes of accumulation and exchange of information is possible.

2. The access mechanism to financial, human to material resources on the basis of ensuring mutual access for businessmen and all interested persons to resources of national innovative systems of the countries of EAEU.

3. The mechanism of creation and support of the joint innovative ventures and firms including united approach to the organization, regulation and control of activity of joint ventures.

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## ИНТЕРНЕТ КАК СОЦИОКУЛЬТУРНОЕ ПРОСТРАНСТВО ТОЛЕРАНТНОСТИ

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**Summary.** The article analyzes the socio-cultural characteristics of the Internet. Disclosed the unique information capabilities of the Internet in ensuring full communication between people around the world. The contents of the concepts “information society”, “information culture”, “information and psychological impact” are defined, their relationship with the general picture of tolerant relationships in the Internet is established.

**Keywords:** Internet; information society; information culture; information and psychological impact; global information tolerant environment.

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Сегодня Интернет – самое распространенное средство информационной коммуникации, в котором имеют место разнообразные по смыслу и форме сайты, начиная с отдельных людей, их групп, сообществ, объеди-