A. *JUMASSEITOVA, M. ABIKAYEVA

Kazakh British Technicians University, Kazakhstan

DIAGNOSTICS OF INNOVATIVE POTENTIAL OF PAVLODAR REGION MONO-CITIES: EKIBASTUZ AND AKSU.

The article reveals the analysis of innovative potential of Pavlodar region mono-cities – Ekibastuz and Aksu, which was conducted by the author. The diagnostics of the innovative potential was performed by means of a survey of the respondents residing and/or working in these cities. Based on the results of the survey, these mono-cities have definite potential for the development of innovations including organizations and regions.

Key words: *mono-city, innovations, social development, economic development, innovative potential.*

The social-economic environment of mono-cities in Kazakhstan is formed by city-forming enterprises. As it is well known, the level of enterprises' development significantly influences the level of population lives. The strategy of mono-cities development mainly depends on the operation of the city-forming enterprises. Moreover, the policy of regional authorities, development of social infrastructure, and investment attractiveness of the territory forms favourable environment of the city-forming enterprise.

In general, the success of innovative development of the mono-cities under consideration depends on the effectiveness of cooperation of social-economic, scientific, personnel, technical, investment, information-communicative components. Due to this, the analysis of the named components of the innovative potential of the studied mono-cities was conducted.

The economic and social components of development of any city (region) are closely related to each other and mutually condition each other. Social development is characterized by increasing the level of various social services (education, medicine, culture, etc.) and their availability for various layers of population, by creating quality new opportunities for personal fulfillment.

The successful economic development is the governing factor for providing normal conditions for vital activities of the population, growth of buying capacity and improvement of life level in general, as well as the answer of the community to the achievement of the set goals implemented in the results of their mutual work.

For the analysis of the innovative potential of mono-cities of the Republic of Kazakhstan the following territories were chosen: Pavlodar region – Ekibastuz and Aksu cities. For the assessment of the innovative potential in the analyzed cities diagnostics was performed by means of conducting surveys of organizations and citizens of these territories. As part of the study 70 organizations were surveyed, as those having innovations and those, that don't, with various forms of business entity and different number of employees.

According to respondents' opinion of all the analyzed cities, level of scientific-technical sphere in the region is assessed in the following way: (picture 1). As the survey showed, the majority of the people in the survey reckon that level of development of the scientific-technical sphere in the regions is low - on average 35.2% around all the named cities. 32.55% of the respondents note medium level of development, and high level of development in the sphere is stated at 15.8%. 16.45% of the respondents had difficulties answering that question.

Picture 1 – Answers of the respondents to the question:
“What is the level of development of the scientific-technical sphere in the region?”
 Note: compiled by the author.

Answers of the respondents regarding the assessment of the level of scientific-technical sphere development of your organization turned out to be more positive.

Picture 2 – Answers of the respondents to the question:
“What is the level of scientific-technical sphere development in your organization?”
 Note: compiled by the author.

The question: “How do you evaluate changes in development of scientific-technical sphere within the last 3-5 years?” was answered practically unanimously that during the last

years there were positive changes in the scientific-technical sphere, as in the regions, as in their organization.

The respondents evaluate prospects of innovations' development as in the regions, as in their own companies. Thus, 42.3% of the respondents in Ekibastuz city reckon that the region has a high potential for the development of innovations, and in Aksu city the number of people with the same answer is 22.7% (picture 3).

Picture 3 – Answers of the respondents to the question:
 “How do you evaluate prospects of innovations development in the region?”
 Note: compiled by the author

According to the respondents' opinion in Aksu, the region has the least potential for the development of innovations.

On average, the question “How do you evaluate prospects of innovations development in the region?” around all the organizations under the survey, was answered in the following way: difficult to respond – 12.8%; low level of potential was noted by 27.5% of the respondents, medium level for innovations development is considered by 27.6%, and 32.1% of the respondents maintain their opinion that their region has a high potential for the development of innovations.

According to the people under the survey, the ratio of the assessment of the prospects of development of innovations is higher than in general around the region. Thus, the highest index among the respondents belongs to Ekibastuz – 44.5%, and the smallest – 31.4%, to Aksu (picture 4).

According to the respondents' opinion, the least potential for the development of innovations in organizations has Ekibastuz – 22.2%, while there is 33.9% in Aksu. On average, the percentage of the respondents around the cities thinking that their organization has low potential for the development of innovations made 27.8%.

Those, who found it difficult to answer the question: “How do you evaluate prospects of innovations development in your organization?” in Aksu and Ekibastuz cities made 9.3%

Picture 4 – Answers of the respondents to the question:
“How do you evaluate prospects of innovations development in your organization?”
 Note: compiled by the author

and 7.1% respectively. On average, the set question in all the mono-cities under the survey, the number of respondents was 8.6%

The opinions of the respondents regarding the factors withholding the development of innovations in the region differ. In general, the main withholding factors on the analyzed mono-cities are: industrial, financial and managerial – 62.1%, 54.9% and 53.6% respectively. The least negative impact on the development of innovations in the regions have the regulatory, investment and political factors – 37.8%, 37.8% and 33.2% respectively.

The last question’s answer of the survey of the respondents of all the surveyed mono-cities can be placed as follows (picture 5). According to the respondents’ opinion, for the development and effective functioning of their region the most desired innovations are needed in the sphere of healthcare and the least in the sphere of construction.

Therefore, the conclusion can be made that the analyzed mono-cities have certain potential for the development of innovations as in their organizations, as in regions. Moreover, in our opinion, the achievement of goals of economy’s transition to an innovative way of development must be conducted taking into consideration the peculiarities of the territorial structure of the republic, with that, the innovative policy must be conducted in accordance with the individual features of these cities. It is observed that during the analyzed period there was an increase without the qualified personnel and scientific officers. Personnel provision is a difficult issue for the modern mono-cities, as these regions are not attractive for highly-qualified specialists.

Picture 5 – Answers of the respondents to the question:
“What innovations, according to your opinion, your region requires?”
Note: compiled by the author

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А. К. ДЖУМАСЕЙТОВА, М. Д. АБИКАЕВА

¹Қазақстан – Британ техникалық университеті, Қазақстан
E-mail: m.abikaeva@mail.ru

**ПАВЛОДАР ОБЛЫСЫ МОНОҚАЛАЛАРЫНЫҢ
ИННОВАЦИЯЛЫҚ ӘЛЕУЕТІНІҢ ДИАГНОСТИКАСЫ:
ЕКІБАСТҰЗ ЖӘНЕ АҚСУ ҚАЛАСЫ**

Мақалада автор жүргізген Павлодар облысындағы моноқалалар – Екібастұз бен Ақсудың инновациялық әлеуеттерінің талдамасы ашылады. Инновациялық әлеует диагностикасы аталған қалаларда тұратын және/немесе жұмыс істейтін респонденттерден сауалнама алу жолымен жүргізілген. Сауалнама қорытындылары бойынша аталған моноқалалар, соның ішінде ұйымдар мен өңірлерде инновацияны дамыту үшін белгілі бір әлеуеттерге ие.

Түйін сөздер: моноқала, инновация, әлеуметтік даму, экономикалық даму, инновациялық әлеует.

А. К. ДЖУМАСЕЙТОВА, М. Д. АБИКАЕВА

¹Казахстанско-Британский технический университет, Казахстан
E-mail: m.abikaeva@mail.ru

**ДИАГНОСТИКА ИННОВАЦИОННОГО ПОТЕНЦИАЛА МОНОГОРОДОВ
ПАВЛОДАРСКОЙ ОБЛАСТИ: Г. ЕКИБАСТУЗ И Г. АКСУ**

В статье раскрыт анализ инновационного потенциала моногородов Павлодарской области – Экибастуз и Аксу, который провел автор. Диагностика инновационного потенциала была проведена путем опроса респондентов проживающих и/или работающих в данных городах. По итогам анкетирования данные моногорода обладают определенным потенциалом для развития инноваций, в том числе в организациях и регионах.

Ключевые слова: моногород, инновации, социальное развитие, экономическое развитие, инновационный потенциал.