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## INNOVATIVE DEVELOPMENT OF THE REGIONS OF KAZAKHSTAN IN THE POST COVID PERIOD ON THE EXAMPLE OF NUR-SULTAN

### Annotation

The purpose of this article is to reveal the perspectives of development of the region in the post COVID period, demonstrating the existing trends and the potential of advanced industries. The hypothesis is that Nur-Sultan has the opportunity to move to a qualitatively new level of socio-economic development through the implementation of the innovative potential of the city. The relevance of this issue is emphasized by the recovery of society and the world economy from the shocks of the pandemic, one of the tasks of this period is not to miss the opportunity to instill useful changes in society in its daily life and to increase the effectiveness. The ending year for all residents of Kazakhstan has become a time of severe trials. Due to the extraordinary situation, the attention was directed primarily at the capital, but everyone was looking for a way out. Many regions of the republic have demonstrated the ability to take a blow and seek internal reserves. The coronavirus has forced a full-scale reassessment of values. Basically, the pandemic just once again reminded of the long-known and somewhere banal things: food security, medical sovereignty, organizational resource, law and order. But things are banal because they have been tested from generation to generation. World Bank experts call 2020 and 2021 the most difficult years for the economy of Kazakhstan over the past two decades. The consequences of the COVID-19 pandemic were more devastating to the economy than the crises of 2008 and 2015.

**Key words:** innovation activity, development, innovation index, production, post-industrial period, region, bank.

### Introduction

It is important not to lose Kazakhstan's competitive advantage in the post-covid period, as noted in the presidential address. The pandemic has taught society a cruel lesson and brought with it many changes, forcing society to rethink established norms and opening up opportunities for new phenomena and trends like many crises. The important task during this period is to analyze the opportunities and to maintain favorable changes. One such trend is the acceleration of digitalization of society. Businesses and consumers alike, in a period of total isolation or "lockdowns", have been forced to adapt to the circumstances. Many businesses and their employees have moved to an online form. Many areas have been forced to accelerate existing projects or create new products in a short period to fit the situation. All of this is inherently innovative, and the pandemic was another reminder of the benefits of constant innovation, namely the ability to adapt quickly to ever-changing circumstances [1].

## Key points

Large cities with comfortable living conditions is the main focus of economic development which have become a concentration of labor: talented youth and high-quality specialists studied by the World Bank, the United Nations Development Programme, the Organization for Economic Cooperation and Development show that in the modern world. Few countries have achieved high per capita GDP with low levels of urbanization. Although a high proportion of the urban population is not in itself the key to economic development, it does not occur without urbanization. For these reasons, now the focus of regional development policy is the healthy growth of large modern cities like Nur-Sultan, which has the potential to become a non-international hub for innovation and development. The dynamic effect of developing similar regions in the future will create an environment for better development of the country as a whole [2].

## Materials and methods

The purpose of this article is to reveal the prospects of development of the region in the post-covid period, demonstrating the existing trends and the potential of advanced industries.

The hypothesis is that Nur-Sultan has the opportunity to move to a qualitatively new level of socio-economic development by implementing exactly the innovative potential of the city.

The relevance of this issue is emphasized by the recovery of society and the world economy from the shocks of the pandemic, one of the tasks of this period is not to miss the opportunity to instill useful changes in society in its daily life and to increase the pace of favorable changes in the economy and society of Kazakhstan.

Nur-Sultan is the capital of the Republic of Kazakhstan and is considered as a separate region, as it is a city of republican significance. According to the Bureau of National Statistics, the population as of August 1, 2021 is 1.2 million people, the unemployment rate is estimated at 4.6% for the II quarter of 2021, with an average monthly wage of 324 462. According to the EEC UNs assessment of the economic situation in the city, the availability of infrastructure, wide access to electricity, water and hygiene, a high level of Internet coverage create a solid foundation for the socio-economic development of the city [3].

In 2020, there are 3,605 enterprises in the city, of which 453 have innovations, on average, over 5 years from 2015 to 2020, enterprises with innovations accounted for 14% [4].

Table 1– Level of innovation activity

Indicators	2015	2016	2017	2018	2019	2020
Total number of enterprises	4103	4003	4039	3975	3821	3605
Number of enterprises with innovation	541	543	582	583	567	453
Share of enterprises with innovation	13,2	13,6	14,4	14,7	14,8	12,6

There are two special economic zones in the city: SEZ “Astana – New City” and SEZ “Astana – Technopolis”. It is also worth noting the presence of an international technology park for IT start-ups Astana Hub. Besides in the capital Astana Innovation implements a program of smart city, one of the points of this program is “Smart” society and the development of an innovative ecosystem, on which a road map “Nur-Sultan – City of Innovation” has been developed, one of the initiatives of which is the stimulation of demand for innovation [5].

On the territory of the city, there are 16 universities, 1926 schools of which 176 are private. Among them, Nazarbayev University and Nazarbayev Intellectual Schools can be considered the flagship of the national education system, as they are the first to apply modern educational practices. However, further adaptation of these materials for use in general education schools in Kazakhstan was met with a barrage of criticism. Nevertheless, the students of the capital win prestigious international competitions, enter elite universities and take internships in leading international companies [6].

## Discussion

According to the Global Innovation Index – 2020, WIPO, our formal institutions can be considered our strength, as we have an average level of infrastructure and human capital development and research, market development, development of business practices, but our weakness is the creative industry and the volume of knowledge and technology output [6].

## Results

It is worth noting the difficulties of innovative development within a low awareness and inert environment. Informal institutions in Kazakhstan do not always positively influence the pace of innovative development. For example, despite numerous educational reforms and outreach programs, violence against students in Kazakhstan can still be found. Despite the fact that violence and discrimination are less common in urban schools compared to rural areas, its very presence is a negative signal [7, 8].

SWOT – analysis of innovative development of the city of Nur-Sultan

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Availability of infrastructure: water, electricity, communications, and transportation networks</li> <li>- Active state support: state innovation support programs, special economic zones, state contracts and transformation programs in the quasi-state sector.</li> <li>- High growth rates of population and education: high birth rate and positive migration balance, high quality of secondary education, existence of modern universities</li> <li>- Access to financing systems through the Development Bank of Kazakhstan, Kazakhstan Investment Fund; Innovation Fund; Export Insurance Corporation, QazTech Ventures, etc.</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Lack of innovation culture and tradition among the population</li> <li>- Lack of a constant market demand for innovation activity from private enterprises, especially small and medium-sized ones</li> <li>- Low level of trust in formal institutions</li> <li>- Lack of highways for scaling innovative projects</li> <li>- Low level of public education: especially in public secondary schools, and low level of scientific publications</li> <li>- Lack of large transnational innovative companies</li> </ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Development of the city as an innovation center: development of tourism, growth of migration of highly qualified labor, development of education, improvement of competitiveness of enterprises</li> <li>- Economic growth through increased innovation and export of related services: growth of IT start-ups,</li> <li>- Formation of an advanced society aimed at long-term sustainable development</li> </ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Inefficient implementation of state programs to support innovation</li> <li>- Failure of people to accept new trends, lack of support for informal institutions</li> <li>- Increased influence of conservative fundamentalists, lower rates of education among the population</li> </ul>

## Conclusion

Nur-Sultan is a modern dynamically developing city with a developed infrastructure and great potential for the formation of an innovation cluster. The state is carrying out a successful campaign to boost innovation activities in the country as a whole and in the capital in particular. The creation of favorable conditions for business, the creation of affordable financing instruments, special economic zones, the opening of modern universities and the creation of the Astana Hub technology park have a positive impact on innovative development [9, 10].

At the same time, it is worth paying special attention to the transparency of the processes of implementation of government programs, raising public awareness, adult retraining and realization of their innovative potential, increasing the share of medium and small businesses in innovative projects. It is also worth noting that modern innovations should meet modern requirements in inclusiveness and ecology, according to the goals of sustainable development.

Further research could identify factors influencing the formation of a culture of innovation and ways of its development. It would also be useful to conduct a comparative analysis between other regions of Kazakhstan, as well as with international centers of innovation.

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## НҰР-СҰЛТАН МЫСАЛЫНДА ҚАЗАҚСТАН АЙМАҚТАРЫНЫҢ ПОСТКОВИДТІК КЕЗЕҢДЕГІ ИННОВАЦИЯЛЫҚ ДАМУЫ

### Андатпа

Мақаланың мақсаты – облыстың кейінгі кезеңдегі даму перспективаларын ашып көрсету, қалыптасқан тенденциялар мен алдыңғы қатарлы өндірістердің әлеуетін көрсету. Болжам бойынша, Нұр-Сұлтан қаласының инновациялық әлеуетін іске асыру арқылы әлеуметтік-экономикалық дамудың сапалы жаңа деңгейіне өту мүмкіндігі бар. Бұл мәселенің өзектілігі қоғамды және әлемдік экономиканы пандемия күйзелістерінен қалпына келтірумен ерекшеленді, осы кезеңнің міндеттерінің бірі қоғамның күнделікті өміріне пайдалы өзгерістер енгізу және оның тиімділігін арттыру мүмкіндігін жіберіп алмау. Ақырғы жыл Қазақстанның барлық тұрғындары үшін ауыр сынақтар кезеңіне айналды. Жағдайдың төтеншелігіне байланысты назар ең алдымен елордаға бағытталды, бірақ бәрі одан шығудың жолын іздеді. Республиканың көптеген өңірлері соққыны ұстап тұру және ішкі резервтерді іздестіру қабілетін көрсетті. Коронавирус

құндылықтарды толық көлемде қайта бағалауға мәжбүр етті. Негізінде, пандемия бұрыннан белгілі және бір жерде қарапайым нәрселерді тағы бір рет еске салды: азық-түлік қауіпсіздігі, медициналық егемендік, ұйымдық ресурс, заңдылық. Бірақ заттар ұрпақтан-ұрпаққа сыналғандытан қарабайыр болады. Дүниежүзілік банк сарапшылары 2020 және 2021 жж. Қазақстан экономикасы үшін соңғы екі онжылдықтағы ең күрделі деп атайды. COVID-19 пандемиясының салдары 2008 және 2015 жж. дағдарыстарға қарағанда экономика үшін ауыр болды.

Тірек сөздер: инновациялық қызмет, даму, инновация индексі, өндіріс, постиндустриалды кезең, аймақ, банк.

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## **ИННОВАЦИОННОЕ РАЗВИТИЕ РЕГИОНОВ КАЗАХСТАНА В ПОСТКОВИДНЫЙ ПЕРИОД НА ПРИМЕРЕ НУР-СУЛТАНА**

### **Аннотация**

Цель данной статьи – раскрыть перспективы развития региона в постковидный период, продемонстрировать существующие тенденции и потенциал передовых производств. Гипотеза заключается в том, что Нур-Султан имеет возможность перейти на качественно новый уровень социально-экономического развития за счет реализации именно инновационного потенциала города. Актуальность этого вопроса подчеркивается восстановлением общества и мировой экономики от потрясений пандемии, одна из задач этого периода – не упустить возможность привить обществу полезные изменения в его повседневной жизни и повысить его эффективность. Завершающийся год для всех жителей Казахстана стал временем суровых испытаний. В силу экстраординарности ситуации взоры были направлены в первую очередь на столицу, но выход искали все. Многие регионы республики продемонстрировали способность держать удар и изыскивать внутренние резервы. Коронавирус заставил произвести полномасштабную переоценку ценностей. В принципе, пандемия всего лишь в очередной раз напомнила о давно известных и где-то банальных вещах: продовольственная безопасность, медицинский суверенитет, организационный ресурс, правопорядок. Но вещи потому и являются банальными, что проверены из поколения в поколение. Эксперты Всемирного банка называют 2020 и 2021 годы самыми сложными для экономики Казахстана за последние два десятилетия. Последствия пандемии COVID–19 оказались более разрушительными для экономики, чем кризисы 2008 и 2015 годов.

**Ключевые слова:** инновационная деятельность, развитие, индекс инноваций, производство, постиндустриальный период, регион, банк.