ЭКОНОМИКА: ИСТОРИЯ, ТЕОРИЯ, ПРАКТИКА
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FOREIGN EXPERIENCE IN MANAGING INNOVATIVE PROCESSES IN THE MANUFACTURING INDUSTRY

Abstract

The article deals with the issues of stimulating the innovative activity of enterprises. The purpose of the study is to develop new recommendations based on the analysis of foreign experience in stimulating the innovative activity of the manufacturing industry. Considering that the manufacturing industry is the main source of innovative development, it is necessary to increase the amount of state support for enterprises in the form of subsidies, which will increase production efficiency and balance the economic conditions of the Customs Union. In the current situation, the priorities in the innovative sphere is various forms and methods of attracting investments in the industry, which will improve the investment climate: financial (direct financing, lending to investment projects, guarantees of investment lending, subsidizing interest rates for the bank, investment loans); tax (reduction of the tax burden, investment tax incentives), organizational and legal (legal basis for investment activities, the creation of leasing funds, mutual insurance companies, development institutions). In the manufacturing sector, it is now necessary to look for forms of interaction and cooperation between the state and society. International experience in this area reflects various forms of interaction between the state and business in the implementation of large socially significant investment programs and projects. In world practice, one of the most widespread and effective forms of partnership between the state and business is concession agreements in conditions of fair distribution of risks, benefits and costs, rights and obligations determined in accordance with the contract.

Key words: innovation process, management, processing, manufacturing industry, technology, manufacturing enterprise, technological innovation.

Introduction

Currently, special attention is paid to the branches of production, which increases the stability and export potential of the national economy. After all, the problem of domestic products should be a priority. Also, the creation of fundamentally new energy-efficient, environmentally friendly technologies that ensure the production of high-quality products and deep integrated waste-free processing of agricultural raw materials, equipping them with modern technology, requires a cardinal modernization of processing enterprises.

Nevertheless, the results of significant barriers, limiting various factors of the Domestic manufacturing industry and the production and economic potential of enterprises in the field of processing cannot provide solutions to such large-scale tasks at the present stage of developed market relations. Moreover, there is a long-term underestimation of the scientific and innovation sphere in the agro-industrial complex, which leads to stagnation of the development of science and technology, a decrease in the prestige of agricultural science and the pace of scientific and technological progress in the agro-industrial complex in Kazakhstan. This, of course, hinders the processes of economic improvement of financially insolvent processing enterprises of the agro-industrial complex of the Southern region of the republic. Such negative conditions convincingly indicate that the industry requires the introduction of new progressive technologies, the best practices of the countries of the world at processing enterprises and innovative solutions. In addition, the lack of funds for technical transformations leads to a decrease in the stimulating nature of the innovative activity of production.

Literature review

Many scientists-economists as Sh. K. Kopeshev, T. Espolov, A. Satybaldin, I. Umbetov, etc. were engaged in the development of the cotton industry in Kazakhstan. These scientists have given very important recommendations on the development of cotton growing in the country, and issues related to the development of cotton growing have been studied quite widely. Nevertheless, in the survey conducted in the dissertation work at cotton processing enterprises, the issues of financial and organizational support of enterprises from the government related to the management of the innovation process within the organization, measures to activate innovation processes have not yet been resolved. If so, these issues require further study.

Materials and methodology

The research used general scientific and special research methods: dialectical method of cognition, induction and deduction, scientific abstraction, system analysis, system of indicators and methods of evaluation, causal and comparative methods, static-economic method.

In modern conditions, the dynamics scale and stability of innovative development, characterized by global competition in the market, have become a decisive factor in ensuring the economic, technological and environmental security of the country, increasing the competitiveness of the economy [1].

Such economic development is of particular importance for Kazakhstan. After all, only such development presupposes the accelerated creation of the technological base of manufacturing industries in modern production, development of competitive types of products in it, ensuring sustainable socio-economic development [2]. In addition, it is obvious that most of the industrialized countries rely on innovative development.

Today, the countries of North America are the most powerful world region in economic relations, which produces about 40% of the world's processing industry products. Despite the increase in maximum production volumes and the constant decline in the share of people employed in the national economy, the main sector of the economy is the processing industry in the United States of this country. There are constant changes in the production structure of processing industries, reflecting the geographical location of industrial production, the share of industries that determine scientific and technological progress is growing. The experimentally massive growth rates of its suburbanization are an important feature of the location of the processing industry in the USA, the grouping of industrial productions from the central part of the urban association to the periphery. As a result, industrial production is

significantly reduced from the central part of a large urban association not only comparatively, but also in significant volumes (New York, Chicago, Detroit, etc.) [3].

Today, the issues are open for scientific research in various branches of science of innovation development in agriculture: economics, ecology, nature management, intellectual property. These problems are studied by a significant part of scientists from different countries of the world. The results of the study allow us to obtain comprehensive information about the features of innovation management at agricultural enterprises that produce a different range of products. The organizational experience of innovation activity described in scientific papers determines the guidelines for improving its implementation. However, the authors often pay insufficient attention to the issues of reducing risks in the production of agricultural products through the introduction of innovative solutions, improving the technical and technological support of production in these studies.

In recent years, they have been strengthening their directions and (as is known (Sustainable development) they receive an analysis of the concept of balanced development as an innovative strategy for long-term development in the agricultural sector. This concept is a general doctrine of the need to combine their needs in a safe and proper environment and establish a balance between protecting the interests of future generations and meeting current needs.

It is the theory of balanced development that has led to the implementation of a new type of innovation for agricultural enterprises, the essence of which can be called innovative agrotechnology. However, most entrepreneurs are in no hurry to introduce innovative agricultural technologies, stimulate their activities on the principle of balanced development and put them at a disadvantage compared to competitors using the latest products. Therefore, firstly, the production of a balanced development principle focused on innovative agricultural technologies requires new equipment and processes, and consumers, in turn, do not want to overpay for agricultural producers' products covering the losses incurred. Thirdly, the innovation process in agriculture is characterized by a long-term analysis and determination of the quality of updates, especially when introducing breeding of animal breeds and plant varieties in comparison with other industries. Therefore, many managers today have a very high level of risk, explaining how we direct balanced innovative development to ensure that the business comes out with goals [4].

The research conducted at that time on the results of the introduction of innovative agricultural technologies with thirty largest agricultural corporations from around the world shows that innovation is an inevitable engine of organizational and technological development, ultimately recouping all the money spent on the introduction and analysis of new technologies. Finally, the creation of a new production facility, improvement of working conditions, and an increase in production volumes allow the company to receive additional income from improved products.

In this context, risk management of innovation activity in agriculture should be understood as a set of practical measures formed on the basis of principles, tools and methods of managerial decision-making with the criterion of effectiveness, allowing to reduce the cost of achieving the goal of innovative development, increase the effectiveness of innovative projects, reduce the uncertainty of the results of the introduction of innovative agricultural technologies.

Also important in the promotion of manufacturing industries are the actions of the innovation process at the enterprise. After all, the most important element of stimulating the innovation process is the innovation infrastructure. The main elements of the innovation infrastructure are science parks. World experience shows that science parks are created in the form of technoparks, technoparks, research parks, technopolises and incubators.

These countries also have the greatest distribution of technoparks. According to various sources, there are from 300 to 500 technoparks operating in the world. There are 160 located in the United States. Of these, the American science park is "Silicon Valley" in California the most famous to the world, located in the Boston suburb of "Road 128", "triangle of the researcher" in North Carolina [5].

Discussion and results

A distinctive feature of the creation of technoparks in the United States is the creation of science parks at major universities or research institutions. All the necessary infrastructures for the development of research and innovation activities are being created in these territories, in addition, the university itself plays only a supporting role in the creation of the technopark. His participation in the formation

of infrastructure is limited to the provision of land for rent on favorable terms. The rest of the life support system of the technopark is created at the expense of any interested entities, and the income from it does not go directly to the founder.

The processing industry of Western Europe is characterized by a high concentration of the subcontinent in the most urbanized zone. Almost three-quarters of the region's industrial output is produced in urban areas, central and South-Eastern Europe, in particular in the UK, Northern Italy. Enterprises of new and new branches of the processing industry will be located primarily in cities and on urban sites, partially covering local villagers, facilitating the work of megacities. On the contrary, for the traditional branches of the old processing industry, the proximity of transport routes and sources of raw materials supply is important. In recent years, the role of the local raw material base of Western Europe has sharply decreased, the importance of the transport and geographical side for such industries has increased, and therefore a new trend in the placement of processing industries in raw materials industries-ports and sea shores. Territorial and industrial structural changes have become an incentive for the absorption of the economy between the countries of the region.

Technoparks of the American type have not become widespread in these countries. Unlike American technoparks, they have the following qualities:

- providing a full range of services to its customers;
- placement of small firms in one building, which gives advantages for the use of a system of collective activity;
- having multiple founders is too complex, but an effective management mechanism.

Today, there is a decline in the manufacturing industry in other countries, and Kazakhstan is experiencing significant growth in this area. In Russia, this industry decreased by 5%, and in Belarus-by 8%. In countries such as South Korea, Brazil, Norway, Finland, the manufacturing industry stagnated [6].

European countries have taken the path of inter-firm cooperation in response to the upcoming difficulties in maintaining the leading course and mastering new generation technologies. In order to stimulate unification in this direction, state support for innovation processes in Western European countries was mainly aimed at:

- stimulating innovation processes;
- support for inter-firm cooperation and joint work of universities;
- improvement of the intellectual property protection system;
- improvement of information services.

Most of the financing of innovation processes is accounted for by indirect financing, which includes:

- distribution of subsidies that reduce research costs;
- venture financing development system;
- strengthening of institutional (pension) funds;
- promotion of private investment;
- development of the education system;
- training of specialized and managerial personnel;
- preparation of management consulting firms;
- creation of scientific and technical information centers;

The countries of Eastern Europe have long belonged to the groups of countries with a centrally planned economy. During this time, a special type of processing industry was created there. Economic policy was aimed at creating large state-owned enterprises in the countries of this region. Therefore, large, often uncompetitive production facilities were created here, focused primarily on the Soviet market of mutual economic assistance. Priority in the creation of enterprises was given not to economic, but to political understanding. The following trends in the development of the processing industry took place in the formation of the destroyed military economy in the countries of Eastern Europe after the war period.

- placement of enterprises that are traditional for cities and districts, focused on skilled labor.
- Large materials of Russian raw materials and own resources and focus on raw materials production, which led to the construction of enterprises.

Along with the growth of industrial production, there have been structural changes in the processing industry of the region. As a result of the integration of this country into the system of mutual economic assistance, the processes of their specialization intensified, and industry groups focused mainly on the socialist market began to stand out in the economic complex.

While, the processing industry strictly differs in terms of territorial and production excellence and level of development, therefore it is especially difficult to distinguish them typologically in Asian countries. At one pole is Japan, which ranks second in the world in industrial production, and at the other is Afghanistan, one of the poorest countries in the world in terms of processing industry at the lowest level. Between these poles there are different levels of development of the manufacturing industry, GDP and the average per capita income of the country. Here we can name the zone of the rich countries of the Persian Gulf and the "new industrial countries", as well as Vietnam with a developed manufacturing industry based on a socialist planned economy, China with a very rapidly developing economy and Mongolia with a socialist type of economy, which include the countries of North Korea and developed capitalist countries.

Israel is a small country with a highly developed scientific and technical potential. 5 million in a country with about the same population, there were 50,000 scientists and engineers. Israel is ahead of a number of Western countries in terms of the share of highly skilled labor. At the end of the 80s, this figure (16% in the USA) was 24%. In terms of the share of GNP expenditures on scientific research (about 3%), Israel is on a par with Japan and Germany in front of the United States, England and France. R&D costs in the country amount to $350 million per year. United States dollars, including 100 million US dollars. The government's expenses amount to.

Currently, companies that produce high-tech products (in which the number of scientists, engineers and technicians exceeds 14% of the total workforce) receive $ 10 billion per year. US dollars It accounts for up to 40% of Israel's industrial exports.

The countries of East Asia have consistently high rates of economic growth and are among the largest economic regions in the world. Others (China, Vietnam) are experiencing a period of intensive economic growth due to the reorientation of the economy to a market economy and economic reforms. It is characterized by cheapness and abundance of labor, significant raw materials and energy resources, favorable economic and geographical position in relation to other countries. Mostly XXI century . even the knowledge of the new regional economic system of the East Asian region (the so-called Japan), which determines world development and competes with the North American free trade region and the European Union in economic potential, allows us to talk about the processing industry. Within this circle, the South China Zone (China, Hong Kong, Taiwan) is formed.

Japan is the leader of the countries of this group, one of the world's largest industrial powers, emerging at a fairly high level of development as a processing industrial shift. There is a long-term program of scientific and technical prosperity of the country, the stimulation of applied research is being implemented. In the implementation of the STP, a reliance on large corporations has been formed. Japan's long-term goal is to transform the country from a developer and inventor into a technology creator.In addition to traditional economic and administrative approaches to promoting export development: concessional lending, export insurance, partial exemption of exporters from taxes, direct financing, promotion of their marketing activities, the Japanese state widely uses indirect approaches. These include the following:

- targeted allocation of financial resources provided by private banks and their concentration in priority sectors;
- assistance to enterprises in acquiring advanced foreign technologies;
- to keep scientific and technical exchange with foreign countries under control.

There are 750,000 factories in Japan's manufacturing industry, of which 70% are small enterprises employing from 1 to 9 people; 10% are enterprises employing from 10 to 20 people. Japanese companies transfer a significant share of sales (8–10% in advanced industries) to research and development, as they understand that products made using advanced technologies bring the greatest income. Also, the state regulation of innovation processes is characterized by indicative planning of R&D, high import customs tariffs, provision of tax and credit benefits in financing R&D, a policy of caring about the promotion of high-tech new products.

The basis of small innovative firms are scientists, engineers and inventors who seek to take into account the material benefits from the practical implementation of the latest achievements of science and technology. The initial capital of such companies is the personal savings of the founders, but these funds are not enough to implement all the ideas. In such cases, you have to contact one or more specialized financial companies that are ready to provide risky capital.

Features of the development of the Japanese economy: further concentration of capital of industrial production and firms, transition to resource-saving technologies based on microelectronic technology, priority of manufacturing and assembly industries, services. The leading branches of the economy are: computer science, production of electronic equipment. The knowledge and application of new mechanisms of the innovation process allows Japan to realize its aspirations in this area. The countries, as we have already said, are Israel, Turkey, etc. processing industries that are sufficient for a high level of development. They are dominated by various branches of light industry and some heavy industries. During the industrialization of the countries of this group, the role of mass port cities has increased. They have become a center of concentration of processing industries and mainly industrial zones.

Science parks in Japan-technoparks focused on scientific research and high-tech production, formed in the form of scientific cities. In order to achieve high results, all the necessary social, industrial, and transport infrastructure is being created on the territory of technopoles, in which the state plays the main role.

It shows that in world practice, the stimulation of innovative development is carried out both by direct and indirect means of state regulation.Direct measures of state stimulation of innovations in the form of the creation of research organizations that are funded by the budget, the placement of a state order for research and development in laboratory or scientific institutions of the private sector, as well as the provision of irrevocable subsidies for research and development to scientists, located outside of state laboratories. Indirect measures to stimulate the private sector are provided to enterprises in the form of tax incentives.

The principle of complete simplicity of obtaining funds for young scientists provides ample opportunities for financing a new topic. The flexibility of the grant system is based on the fact that it is possible to close areas with low priority or without return. It should be noted that in the field of SMEs of developed and constantly developing countries, various methods of stimulating innovation are used. A special role in this is played by state programs of financing and technical support for innovative developments of SMEs. In addition, there are forms of stimulating innovation in legislative, financial, tax and medium-sized entrepreneurship at the state and regional levels, which create conditions for the development of innovation in all areas of business. They can be seen in table 1 below.

Table 1 – Forms of incentives for small innovative firms and industrial enterprises

№	Forms of stimulating innovation activity	Countries
1	State programs of financial and technical support for innovative SMEs that perform R&D on behalf of government organizations	USA, Japan, UK, India, China, etc.
2	Direct financing will account for up to 50% of the cost of creating new products and technologies	France, the United States, etc.
3	Providing funds, including interest-free; Non-refundable funds to cover 50% of the cost of introducing innovations	Sweden Germany
4	Creation of innovative funds, taking into account possible commercial risk	England, Germany, France, Sweden, Netherlands
5	Reduction of state duties and tax benefits for individual inventors and designers, as well as the creation of a special infrastructure to support them	Australia, Germany, USA, Japan, etc.
6	Free service or exemption from payment of duties in the registration of patents on behalf of individual inventors and designers	Netherlands, Germany, Japan, India
7	Simplification of taxation for enterprises operating in the field of innovation, including the exclusion of R&D expenditures from taxation and preferential taxation of universities and research institutes	USA, UK, India, China and Japan
8	Legislative support of intellectual property and copyright protection	In all developed countries

Table 1 continued

9	Government programs to compensate for risky costs and reduce risks	USA, Japan
10	Formation of a wide network of venture capital funds for use in the implementation of innovative projects by SMEs	In all developed countries
11	Creation of a network of science parks, business incubators and technological development zones	In all developed countries
12	Creation of strong state organizations (corporations, agencies) that provide comprehensive scientific, technical, financial and industrial support to innovative SMEs	USA, Japan, India, China
Note – Made by the author on the basis of the literature source [7].		

In addition, tax incentives are an important instrument of financial support to the direct participation of the state in financing innovation. The importance of this tool lies not only in stimulating innovation, but also in entrepreneurship, which is well understood in almost all industrialized countries, and each of them tries to find a suitable model for taxing income. The R&D tax credit system has been in place since 1981 in the United States. Tax incentives allow entrepreneurs to deduct from the amount of income tax the costs of research and development work related to the main production and trading activities of the taxpayer.

Conclusions and offers

The institutional factors of innovation in modern society are technological infrastructure, the institutional structure of society, legislation in the field of intellectual property rights, as well as government policy in the field of innovation. The main part of the technological infrastructure is made up of innovative technologies created by state research institutes, the results of which are available to the population, and subjects of innovative intellectual property rights and innovation activities, freely circulating between sectors. The institutional framework is provided by public and private institutions that promote new technological opportunities for firms and markets. An effective institutional structure creates a competitive advantage in the industry, i.e. due to the clarity and clarity of the rules, the manufacturer has a clear understanding of the effective demand for various consumer products and the requirements of specific orders. It is also closely related to the technological infrastructure. As for the factor of state policy in the field of innovation, the role of the state will be important in direct financial support of science and the transition of education and technology to the economy. According to some researchers, the state should be responsible for the institutions and mechanisms of development that ensure the innovative development of the economy [8].

Overall, best practice analysis is an example of this. These countries have undergone a certain development. Therefore, taking into account the innovative tendencies of developed countries, we believe that our economy will not lose, based on the specifics of the country's economy. After all, the results of the analysis of foreign experience in managing the innovative process in industry taught us the main path of economic development, prosperity of the state, leadership in innovation. Innovations have shown that they can withstand the economic downturn, contribute to the active development of scientific and technological progress, and increase the efficiency and competitiveness of the national economy.

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ҚАЙТА ӨҢДЕУ ӨНЕРКӘСІБІНДЕГІ ИННОВАЦИЯЛЫҚ ПРОЦЕСТЕРДІ БАСҚАРУДЫҢ ШЕТЕЛДІК ТӘЖІРИБЕСІ

Аңдатпа

Мақалада кәсіпорындардың инновациялық қызметін ынталандыру мәселелері қарастырылған. Зерттеу мақсаты – қайта өңдеу өнеркәсібі кәсіпорындарының инновациялық қызметін ынталандырудың шетелдік тәжірибесін талдау негізінде жаңа ұсыныстар әзірлеу. Өңдеуші өнеркәсіп инновациялық дамудың негізгі көзі болып табылатынын ескере отырып, кәсіпорындарға субсидия түрінде мемлекеттік қолдау көрсету көлемін ұлғайту қажет, бұл өндірістің тиімділігін арттырады және Кеден одағының экономикалық жағдайларын теңестіреді. Ағымдағы жағдайда инвестициялық ахуалды жақсартатын салаға инвестициялар тартудың әртүрлі нысандары мен тәсілдері инновациялық саладағы басымдықтар болып табылады: қаржылық (тікелей қаржыландыру, инвестициялық жобаларды кредиттеу, инвестициялық кредиттеу кепілдіктері, банк үшін пайыздық мөлшерлемелерді субсидиялау, инвестициялық кредиттер); салықтық (салықтық жүктемені төмендету, инвестициялық салық жеңілдіктері), ұйымдық-құқықтық (инвестициялық қызметтің құқықтық негіздері, лизингтік қорларды, өзара сақтандыру компанияларын, даму институттарын құру). Өндірістік секторда қазір мемлекет пен қоғам арасындағы өзара іс-қимыл мен ынтымақтастық нысандарын іздеу қажет. Осы саладағы халықаралық тәжірибе ірі әлеуметтік маңызы бар инвестициялық бағдарламалар мен жобаларды іске асыру кезінде мемлекет пен бизнестің өзара іс-қимылының әртүрлі нысандарын көрсетеді. Әлемдік тәжірибеде мемлекет пен бизнестің ең кең тараған және тиімді серіктестік формаларының бірі – келісімшартқа сәйкес анықталатын тәуекел, табыстар мен шығындар, құқықтар мен міндеттемелерді теңестірілген бөлу жағдайындағы концессиялық келісімдер болып табылады.

Тірек сөздер: инновациялық процесс, басқару, қайта өңдеу, өңдеу өнеркәсібі, технология, өндірістік кәсіпорын, технологиялық инновациялар.

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ЗАРУБЕЖНЫЙ ОПЫТ УПРАВЛЕНИЯ ИННОВАЦИОННЫМИ ПРОЦЕССАМИ В ПЕРЕРАБАТЫВАЮЩЕЙ ПРОМЫШЛЕННОСТИ

Аннотация

В статье рассматриваются вопросы стимулирования инновационной деятельности предприятий. Цель исследования – разработка новых рекомендаций на основе анализа зарубежного опыта стимулирования инновационной деятельности предприятий перерабатывающей промышленности. С учетом того, что обрабатывающая промышленность является основным источником инновационного развития, необходимо увеличить объем господдержки предприятий в виде субсидий, что повысит эффективность производства и уравновесит экономические условия Таможенного союза. В текущей ситуации приоритетами в инновационной сфере являются различные формы и способы привлечения инвестиций в отрасль, которые улучшат инвестиционный климат: финансовый (прямое финансирование, кредитование инвестиционных проектов, гарантии инвестиционного кредитования, субсидирование процентных ставок для банка, инвестиционные кредиты); налоговый (снижение налоговой нагрузки, инвестиционные налоговые льготы); организационно-правовой (правовая база для инвестиционной деятельности, создание лизинговых фондов, компаний взаимного страхования, институтов развития). В производственном секторе сейчас необходимо искать формы взаимодействия и сотрудничества между государством и обществом. Международный опыт в этой сфере отражает различные формы взаимодействия государства и бизнеса при реализации крупных социально значимых инвестиционных программ и проектов. В мировой практике одной из наиболее распространенных и эффективных форм партнерства государства и бизнеса являются концессионные соглашения в условиях справедливого распределения рисков, выгод и затрат, прав и обязанностей, определенных в соответствии с контрактом.

Ключевые слова: инновационный процесс, управление, переработка, обрабатывающая промышленность, технология, производственное предприятие, технологические инновации.