

term, and institutions of a market economy would be basically not transplanted but grown, presumably in frameworks of different variants of public-private partnership.

Institutional traps cannot be avoided in this case too, but the state and society would be better able to minimize the consequences of its occurrence.

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THE INNOVATIVE TYPE OF DEVELOPMENT OF ECONOMY OF RUSSIA AS THE NECESSARY CONDITION OF ENSURING ITS COMPETITIVENESS

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This article defines the role and importance of innovative models of development for the Russian economy, comparative analysis of two types of economic development in a macroeconomic aspect. Defined features innovative economy and formulate

its definition as an economic category, has revealed the role of the national innovation system and innovation infrastructure, as a tool of implementation of innovative activity. The used methods of research: comparative approach, deduction, analysis and synthesis.

Leading world states, such as USA, European countries, Japan, have already transitioned towards a new innovative development model that is the next step of development after industrial model. Russia has just initiated the forced transition towards innovative development model, as development along the path of supplying raw materials leads to transforming our country into raw materials adjunct of economies of developed countries and inevitable limitation of competition by other countries that have more favourable conditions of processing materials, such as India, China (cheap labour, low energy costs) [1, p. 3].

Active innovative development, outlining prior directions and sectors of innovative development, including modern technologies, will allow Russian economy to achieve competitiveness and establish leadership. The major problem of Russia in this context is lack of demand at our internal market, while a stable demand for Russian innovations from USA and European countries exists.

Nowadays an obvious lag in innovative development is clearly expressed. According to the available statistic data of international economic body Organization for Economic Cooperation and Development (OECD), GDP expenses for R&D in Russian equaled USD 20,03 million, while this index equaled USD 366,30 million in USA, that exceeds Russian level 16 times [5]. Besides, according to global index of competitiveness, Russian occupied 67th place of all world countries in 2013. The three leading position have been occupied by Switzerland, Singapore, Finland during 2013–2014, besides, Russia ascended 3 positions in 2014 and occupied place 64, Germany is 4th, USA – 5th, Japan – 9th, China occupied 29th place, and India – 60th place [4].

Positive trends are being registered in Russia nowadays: inclusion of our Country into WTO; redirection of economy development course from raw materials supply towards innovation; orientation of market towards consumers' priorities, including sector of high technologies; acceleration of technics development rate; creating of new technologies, etc. All these factors form specific features, typical for innovative economy: continuous improvement of technics and technologies, output of highly-technological products and their export to the world market, high level of professionalism, developing knowledge on network and informational technologies, developing sector of new technologies. A specific feature of innovative economy that distinguishes it from the former development model, is represented in prioritizing knowledge in all of its expressions that transform into a new product, enriched with new qualities, and thus lead to creation of market advantage and bring a significantly

greater income than common, well-known industrial product can bring, and establishing innovative development and leading positions to an enterprise, region, or country.

Comparing features of the two types of economic development, one can conclude that the existing industrial model of economy and modern innovative type of it have the common platform of economic development – scientific-technical devel-

opment, but differ in directions of its implementation: broadening of production in the first case, and introduction of new technologies (innovations) in the latter case. At the same time, their common basis, scientific-technical development, creates conditions for innovations to emerge.

Table provides the results of comparing two models of economic development: industrial and innovative.

Comparative characteristic of industrial and innovative model of economic development

Name of characteristic	Model of economic development	
	Industrial	Innovative
Type of development	Intensive type of broaden reproduction (intensification, mechanized production)	Economic development at the foundation of scientific-technological innovations
Objective	Growth in efficiency due to decrease in costs	Creation of a competitive innovative product
Criterion	Results of scientific-technical development	Introduction of new technologies (innovations) according to achievements of scientific-technical progress
Basic principle	Growth in volumes of production due to its broaden at the basis of resource-saving	Qualitative novelty of goods, technologies, services in terms of efficient resource consumption
Moving force	Scientific knowledge, material production (resources)	Scientific knowledge (intellect, creativity, uniqueness), qualified labour
Result	Growth in efficiency due to increase in quality of the used resources	Provision of competitiveness at the basis of producing and realizing qualitatively new goods, technologies, services

Final result depends on quality of implementing directing knowledge in innovative economy, while it is defined by efficiency of creating material goods in industrial economy. Industrial economy is based upon increase in efficiency of the facilitated technics, foremost and recourse-saving technologies, and it leads to an increase in efficiency without increase in amount of consumed resources. Innovative model exists in account of introducing novelties and, therefore, entering new markets. Besides, developing innovations in Russia is based upon the existing industrial powers, and concentration of initiators of innovations around them leads to formation of innovatively-developed centers, territories, regions, etc. In this case ideas, intellect, and information in all possible forms should become main resources [3].

According to the provided analysis, we shall formulate the following definition: innovative economy is not an economic category that allows people to create an absolutely new demanded product, technology, or service with new qualities, at the foundation of such resources as knowledge or information via transforming an idea into innovation, and realization of such product can provide a competitive advantage.

Thus, according to our justifications, we can define advantages of innovative development of Russia:

- An ability to achieve significance and competitiveness at the world market through realizing innovations;

- Liquidation of the existing gap in development of technologies between Russia and the developed countries;

- An ability to achieve leadership at new markets;
- Decrease in share of procuring sector products in the country's GDP with a simultaneous growth in high-technological sector of economy;
- Preservation of the existing branches of economy and development of new ones.

Russia has potential abilities to produce innovations, however, a problem of their realization exists, and solution of it must be provided by institutions of innovative infrastructure with support of the government [2, p. 154].

Choosing innovative path of development requires an active participation and support of the government in aspect of developing complex innovative policy and stimulating demand for innovations. Therefore, formation of infrastructural component is a significant problem, and temper of innovative development of Russian economy depends on how quickly it will be solved.

Formation and functioning of innovative infrastructure implies creation and development of:

- elements of subsystem of general purpose and small business;
- regions via formation of innovatively-active territories, special economic areas, and industrial zones;

- mechanisms and tools of financial support for elements and subsystems of innovative infrastructure;
- normative-regulation base.

We should also outline that formation of innovative system and its infrastructural component should be directed first of all towards developing regions, as necessary resources are concentrated in regions, and the necessary productive base and territories exist there.

Realization of regional innovative policy in regions will require restructuring of regional economy and result in an active innovative development of regions. In this case regions can become leaders in the chain of realizing stages of further development.

Innovative infrastructure in this case serves a tool that helps a state to realize rational distribution of the possessed resources, technologies, developments, and also bring an idea to a complete innovative product and sell it on the market.

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INNOVATION STRATEGY IN IT BUSINESS

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The first five-year plan of boosted industrial and innovation development has started in year 2010 within the scope of implementation of National Strategy «Kazakhstan-2030». Amongst top-priority goals of industrial and innovation strategy is development of IT industry infrastructure. IT industry in Kazakhstan at the present state of its development faces with a series of complex issues, successful solution of which is possible on

the way to radical changes in engineering, process and methods of organization. Strong competition in world market and progressive depletion of resource base made issues of implementing of advanced researches IT industry more important in field production and oil refining. Research and experience of foreign IT companies in organization and implementation of innovation policies, introduction of innovative technologies are necessary in modern market environment.

The objective of the article is to study world innovation practice in miscellaneous fields of IT industry, assess top-priority goals of technological improvement, ensuring high competitive level of production, and to draw up recommendations for improvement of innovative activity of IT companies in Kazakhstan. Theoretical basis for article are: scientific provisions, published in papers of domestic and foreign scientists regarding to the investments management's issues of ventures companies; evolution theories on management of innovations and innovative processes at the enterprises.

Analysis of the concepts of innovative economy and a new approach to the understanding of innovation as a separate process concludes that innovative activity is qualitatively different from other types of economic activities [1]:

- Major difference are in the laws of creation, existence and development of the intellectual and material capital;
- Human resource management laws: a consequence of the practical impossibility of effective replacement in human capital compare with other production or commercial activities;
- Innovative activity has deeper affect to overall management processes.

Development of innovation as a cyclic process of competitive interaction of several systems is determined by the relationship of the following mechanisms [2]:

- Restrictions in defining exact limits of development of the innovation process due to physical, economic, social, legal, and other factors which affect to the system. Deterrent factors of innovative enterprise development are shortage of financial support in risky projects, venture capital deficit, also lack of experience and knowledge in effective commercialization;
- The inability and unwillingness of innovatively motivated institution to further development, because there are various risky factors that can partially or totally block innovative process.
- The feedback received from information transfer since later to earlier stages of innovation process. Crucial feedback is consumer response to introduction of a new product in the market;
- Time delays occur in whole life cycle of innovative process including feedback part.

Accumulation occurs when elements of innovation processes have positive influence on each other which is called a synergistic effect, so-called