

ЭКОНОМИКАЛЫҚ ҒЫЛЫМДАРUDC 336.763.16
МРНТИ 06.73.35DOI: <https://doi.org/10.37788/2022-2/65-72>**Z.A. Arynova^{1*}, Zh.B. Turebekov¹, E.A. Galushkina²**¹Innovative University of Eurasia, Kazakhstan²Kyrgyz Economic University named after M. Ryskulbekov, Kyrgyzstan

*(e-mail: zaryn24@mail.ru)

The main directions of competitive and sustainable development of Pavlodar region**Annotation**

Main problem: The key task of the development of the regions of the Republic of Kazakhstan is to ensure their sustainable socio-economic development by increasing its competitiveness and innovation activity.

To develop a successful strategy, as well as for its subsequent successful implementation, it is necessary to have a clear vision and idea of what the region will be like in the near future. This vision should be clearly formulated and understood by all interested parties in order to properly coordinate efforts in achieving the set goals. In turn, based on the vision, various initiatives and activities are being formed, the implementation of which is aimed at implementing the main directions of sustainable development of the region.

Purpose: to consider the main directions of the implementation of the strategy of competitive, sustainable and safe development of the region.

Methods: The theoretical and methodological basis was the concepts, hypotheses and theories presented in the works of domestic and foreign researchers. The methodology is based on a systematic approach, within which methods of comparative, factorial, subject-object; structural-functional, statistical analysis and extrapolation have been applied.

Results and their significance: In order to ensure the sustainable development of the Pavlodar region in the future, there is a need to form the basis for the creation of new sectors, as well as to consider opportunities to diversify the regional economy. Currently, there is a structural change in jobs, which leads to an increased role of professional services industries in the field of information technology, engineering.

It should be noted that the level of development of small, medium-sized businesses and entrepreneurship in the region is at a low level, due to the predominance of resource sectors in the economy. These sectors, due to the peculiarities of the technological process, do not form a system of suppliers around themselves. However, in order to ensure the progressive development of the industrial complex in the region, it is important to create conditions for the development of SMEs in the region and, accordingly, a system of suppliers around leading manufacturing enterprises.

The high competitiveness of the Pavlodar region in the future until 2030 will be ensured through the development of priority clusters, as well as through the emergence of new industrial sectors of the economy. Thus, the priority clusters of «today» include: metallurgical cluster, including the production of end products; cluster of railway engineering; agro-food cluster.

Keywords: cluster, competitive advantages, potential, region, regional economy, strengths, socio-economic development, weaknesses,

Introduction

One of the most effective tools for strategic management of regional development is the allocation of strategic zones for the development of the territory. As a regional strategic development zone, an industry subsystem within the socio-economic system of the region can be considered, which has all the strategic resources of the economic system and the preferred potential for growth based on the choice of the most effective direction and method of management. Its parameters are the potential growth rates of production volumes, profitability prospects, the level of changes in environmental factors, as well as the investment potential, which allows increasing the competitive position of the territory.

The formation of an effective integrated mechanism for implementing the competitive advantages of the region is possible only within the framework of the development and implementation of a regional strategy for the competitive development of the territory. The strategy of competitive development of the region is an important starting point for the regional authorities, which are called upon to constantly and actively act in the direction of ensuring, maintaining and increasing the competitive advantages of their territory.

Materials and methods

The theoretical and methodological basis was the concepts, hypotheses and theories presented in the works of domestic and foreign researchers. Among the Russian scientists whose works are devoted to this problem are L.I. Abalkin, Yu.P. Anisimov, A.M. Bukreev, A.G. Gaponenko, G.V. Gutman, V.N. Leksin, B.G. Preobrazhensky, E.N. Raikhlin, I.E. Risin, Yu.I. Treshevsky, A.N. Shvetsov. They considered tools for analyzing the socio-economic development of regions, issues of developing economic growth strategies, mechanisms of sustainable development, methods of managing and forecasting the economic development of regions, economic growth factors, methods of regulating development, etc.

The issues of competitiveness of the economy are reflected in the works of Sagadiev K.A., Baymuratov U.B., Nurmukhanova G.Zh., Sabden O. and a number of other domestic scientists.

The methodology is based on a systematic approach, within which methods of comparative, factorial, subject-object; structural-functional, statistical analysis and extrapolation have been applied.

Results

Pavlodar region has a rather advantageous geographical position due to the fact that the region is located next to the largest CIS market - the Russian Federation. The population of Pavlodar region is 4.7 % of the population of the Republic of Kazakhstan. Pavlodar region demonstrates good results of economic and industrial development. Thus, the region provides 5 % of employment, 5 % of gross product and 7.5 % of industrial output of the Republic of Kazakhstan.

Pavlodar region is an industrial region with significant economic potential. The key factor determining the competitiveness of the region is the diversified industrial complex, which is determined by large export-oriented industrial companies. The industrial potential of the region is determined by large export-oriented industrial companies. They produce coal, electricity and heat, alumina, ferroalloys, aluminum, steel. In the republican volume of production of ferroalloys, the region accounts for 62,7 %, raw aluminum and aluminum oxide – 99,5 %, electric energy – 40,8 %. The main share in exports is occupied by metals and products made from them – 57,1 %, mineral products – 29,4 %, chemical industry products – 8,8 %, mechanical engineering – 2,3 %.

The share of enterprises producing intermediate products in the region is 90 percent. Sufficient raw material potential and production capacities of the Pavlodar region allow the development of chemical, machine-building and metalworking industries. Being an energy-deficient region, the power plants of the region meet the needs of the economic and industrial complex and the population, exporting part of the electricity to neighboring states.

The region accounts for 3,9 % of the republican volume of investments in fixed assets, the total volume of which for 2017-2020 amounted to 1877527.1 million tenge.

The potential of the Pavlodar region in the territorial and spatial structure is significant, which is due to the following. Firstly, the Pavlodar region is located in a strategically comfortable zone. Secondly, due to its location, the Pavlodar region connects Northern Kazakhstan with other regions of the republic. Thus, the region has an opportunity for further development of transport infrastructure.

The mineral-rich land of the Pavlodar region is the main advantage for industrial growth and industrial promotion of the region not only at the interregional, but also at the international level. Pavlodar region is the leading region in the mineral resource complex of Kazakhstan, which accounts for 35,7 % of the balance reserves of coal (first place), 16 % nickel (second place), 5,2 % gold (fourth place), 3,7 % copper (fifth place), 2,3 % molybdenum, 0,9 % zinc, 0,3 % lead, 1,7 % barite [1].

The rich natural resource potential of the region, the presence of a developed industrial and social infrastructure, high scientific and technical potential, its connecting role between Central Asia and Siberia attract the close attention of industrialists and entrepreneurs from various countries and continents. A diversified industrial complex has developed on the territory of the Pavlodar region. The industrial potential of the region is determined by large export-oriented industrial companies.

The following factors can be noted as the strengths of the Pavlodar region:

- favorable geographical location of the region (proximity to the Astana market and access to the CU market);
- a significant share of industry in GRP and the development of industrial traditions in the region (the presence of factors in the region for the development of mechanical engineering sectors);
- high availability of electricity due to production surplus and low tariffs (below the national average);
- the presence of a natural recreational area in Bayanaul;
- availability of natural resources (a wide range of minerals, Pavlodar-Karaganda water utility, agricultural land).

The weaknesses of the region are:

- the existing structure of the economy (low growth potential and level of diversification; mature basic industries have limited growth – the economy will lose its foundation for development in the future);
- outflow of able-bodied and talented personnel;
- low share of high-performance sectors;
- relatively low level of entrepreneurship development;
- relatively low efficiency of attracting investments;

- the difficult ecological situation in the region.

Discussion

Along with strengths and weaknesses, opportunities that will probably arise in the Pavlodar region in the medium and long term, and threats that are likely to have a negative impact on the economy and social sphere of the region are important for determining the guidelines and directions of the strategic development of the region.

The development of the region is influenced by both Kazakhstan and global trends. There are about two dozen factors that determine the development of the world and Kazakhstan's economy. In this regard, the following development opportunities of the Pavlodar region can be noted:

- growing demand for industrial equipment and services in Kazakhstan, Russia and Central Asia;
- interest of international companies in localization of production in the territory of the Republic of Kazakhstan (favorable investment climate, access to the Customs Union market, import substitution in the Russian Federation);
- the growth of the environmental goods and services industry;
- development of the professional services sector (engineering);
- development of production of products with high added value in basic sectors (components for industry, electrical equipment);
- development of the Pavlodar-Aksu agglomeration as a modern megalopolis;
- using geographical advantage to increase transit and provide access to nearby markets;
- creation of new sectors of the economy of the future due to the competitive advantages of the region;
- tourism development;
- strengthening the position in the competition for capital;
- development of innovative entrepreneurial activity.

In turn, the following eight factors can become threats to the development of the region, including:

- reduction of global demand for basic sector products and services;
- reduction of demand in the Russian market;
- aggressive competition from Kazakhstan and Russian regions for capital and talents;
- the growth of competition in the countries of the macroregion (Russia, China);
- reduction of the budget of state programs of the Republic of Kazakhstan;
- increased outflow of talented youth;
- growing shortage of raw materials (scrap metal, oil);
- the growth of environmental requirements of residents (environmentally friendly production).

The main global trends that create additional opportunities and threats to the development of the region include:

a) the situation on the labor market - entails an outflow of qualified personnel in the direction of other regions of the Republic of Kazakhstan and the border regions of the Russian Federation, which attracted investors for the development of production. This also increases the risks of increased unemployment and social tension in the region;

b) urbanization - can become an impetus for the integrated development of the Pavlodar-Aksu urban agglomeration. In parallel, the process of urbanization can contribute to solving problems related to the shortage of personnel in other cities of the Pavlodar region, such as Ekibastuz;

c) resource evolution - makes it possible to improve the environmental situation in the region through the introduction of resource-saving technologies;

With a constructive approach and a well-structured policy regarding these trends, the region can use the current situation and existing opportunities to accelerate its own development.

Pavlodar region has significant potential as an important transit corridor to Southern Siberia. Pavlodar is connected by the South Siberian and Central Siberian railways, highways, air and river modes of transport with the main industrial centers of the Republic of Kazakhstan and Southern Siberia. In addition, the Irtysh River can become, along with existing railways and highways, an alternative channel for the transit of goods to Russia or the countries of the Customs Union.

Cross-border economic cooperation between Kazakhstan and Russia is steadily developing. Opportunities for cross-border cooperation in various sectors within three key groups are opening up for the Pavlodar region:

a) Market sectors:

- joint research in the field of chemistry and coal chemistry;
- development of high-grade metallurgy, including the production of steel grades in demand in mechanical engineering;
- cooperation in railway engineering, including car building;
- cooperation in the automotive industry, including the production of automotive components;
- joint development of agricultural engineering with deep specialization.

b) Infrastructure sectors:

- realization of the transit potential of Europe-China (MIR RK project and logistics capacities);
- implementation of the general energy market project;

- development of the general financial market, including the stock market;
- development of innovative technologies in housing and communal services.

c) Social sectors:

- joint development of competence centers in priority areas of the economy;
- joint projects in medicine - development of telemedicine, medical tourism;
- implementation of cultural and educational projects;
- development of cross-border tourism brands.

In the current difficult conditions, the three most important Kazakhstani trends can have a stimulating effect on the development of the region:

1. Using the tools of the State Program of Industrial and Innovative Development of the Republic of Kazakhstan for 2020 - 2025 (SPIID-2) will serve the development of 14 basic sectors of the region, as all are priorities for SPIID-2, as well as territorial clusters in mechanical engineering.

2. The Asian (Chinese) vector will enable the use of an advantageous geographical location to process the flow of goods from China and create conditions for attracting Asian investors. At the same time, dependence on Chinese capital markets will increase.

3. The course for import substitution in the Russian Federation. There are opportunities to launch high-tech industries to realize the potential of import substitution in Russia (including in the oil and gas industry, the agro-food industry), as well as participation in the relevant federal programs of the Russian Federation [2].

The SPIID-2 identified 6 priority sectors of the manufacturing industry; these are metallurgy, chemistry, petrochemistry, mechanical engineering, and production of building materials, food industry, which were divided into 14 sectors:

Ferrous metallurgy.

Non-ferrous metallurgy.

Oil refining.

Oil and gas chemistry.

Food production.

Agrochemistry.

Production of chemicals for industry.

Production of motor vehicles, their parts, accessories and engines.

Production of electric machines and electrical equipment.

Production of agricultural machinery.

11. Production of railway equipment.

12. Production of machinery and equipment for the mining industry.

13. Production of machinery and equipment for the oil refining and oil production industry.

14. Production of building materials.

It is important to note that the key industrial sectors of the Pavlodar region are included in the priorities of the SPIID-2, within the framework of which state support will be provided. According to the plans, 80% of the targeted budgetary financial resources allocated under the SPIID-2 are aimed at supporting priority sectors, the remaining ones are aimed at supporting successful projects and enterprises of other sectors of the manufacturing industry.

Special attention in the program is paid to cluster policy, which will be aimed at transferring the country's economy to a new technological platform, the formation of industries with a high level of productivity, added value and the degree of conversion of products and services.

The development of the national cluster is determined at the republican level. The Ministry of Investment and Development, together with the authorized agencies and akimats, are developing a strategy and program for the development of the cluster. The main direction of support is the development of the infrastructure of the FEZ. A special management structure (cluster council) will be created to support the national cluster as a platform for coordinating and approving the vision, plans and programs of the cluster participants, as well as its development strategy.

Territorial clusters that will receive state support will be selected on a competitive basis. The competitive selection system will be tested. From among the territorial clusters formed in the regions, 3 developed pilot clusters will be selected, which will be provided with state support. Regional business associations and regional akimats will play a key role in the development of territorial clusters. Cluster associations will be the center for the development of cluster initiatives in the regions.

State support measures will be worked out for the implementation of strategies and roadmaps for the development of each cluster for:

1. Support and development of cooperation and cooperation of cluster members.
2. Development of cluster human resources.
3. Cluster expansion.
4. Development of innovations and technologies.
5. Creating a business climate and infrastructure.

The active role of the Akimat of Pavlodar region in the development of clusters will create competitive clusters in the region and at the same time receive state support.

In order to attract investors to implement the tasks set in SPIID-2 and solve personnel issues, the Pavlodar region may create a competence center. Competence centers are created in priority industries for the accumulation, systematization and dissemination of knowledge and effective practices. The role of the competence center is to ensure the integration of knowledge and processes, to give all interested persons (personnel, enterprises, educational institutions) access to experts and information resources and to create effective communications. The Competence Center works to provide various parties with opportunities to communicate with each other and receive all the information necessary for effective work.

Thus, the development of new potential sectors in the field, such as industrial service (engineering), production of electrical equipment, environmental products and services, and others, will require new technologies, equipment and highly qualified personnel. The development of competence centers in priority sectors of the Pavlodar region will not only solve existing personnel problems, but will also help attract investors.

The Center acts as a platform for dialogue between business, educational institutions and regional authorities, where the role of each participant is defined.

- the center undertakes obligations to train young people and retrain experienced personnel, conduct R&D when an order is received from participants.

- the role of regional authorities is to provide subsidies in popular areas of study, place a state order for R&D on potential projects, provide assistance in updating the material and technical base.

- educational institutions are obliged to actively respond to emerging business needs for personnel in new areas, update the material and technical base in a timely manner and increase competencies in new specialties.

- the role of SMEs is the allocation of employees in need of retraining (partial payment of the training course is possible), and the provision of a guaranteed place of work for retrained specialists.

The creation of the Center will provide a better understanding of the current staffing needs of large enterprises and SMEs in the region. It will also help to determine the capabilities of educational institutions and administration in meeting these needs.

Already today, the Pavlodar region has good opportunities to implement the policy of import substitution in Russia through the creation of an agro-food hub in the region. This is facilitated by the favorable geographical location of the Pavlodar region, the presence of the navigable Irtysh River, the developed railway connection connecting the southern regions of the country with the northern and with the regions of the Russian Federation, create favorable opportunities for the creation of a food hub in the region. Today, the Pavlodar region can provide itself and the border regions with basic food products.

Positioning the region as a food hub will increase the volume of trade with neighboring regions of the Russian Federation due to the export of food products from the region and from the southern regions of the Republic of Kazakhstan. Analysis of the food market of three nearby Russian regions: Omsk, Novosibirsk regions and Altai Krai confirm the presence of high demand for food products.

The presence of a developed production of meat and dairy products in the Pavlodar region: the dairy plant «Food Master Pavlodar», the enterprise for the production of sausages and meat delicacies LLP «Enterprise Rubik» and others allow positioning the region as a point of collection and processing of agricultural raw materials and food products. Processed and finished semi-finished products are already being delivered to nearby Russian regions. In the future, with the expansion of the supply of finished products from the Pavlodar region, there is a possibility of creating logistics branches in the Omsk, Novosibirsk regions and Altai Krai to simplify the delivery processes.

Pavlodar region needs to find its niche in competition with stronger regions, properly use human potential and basic economic advantages. That is, the area should position itself correctly and it should have distinctive features.

Positioning of the area for companies:

- center of excellence (for example, in metallurgy, mechanical engineering, agro-industrial complex and new directions);

- entrepreneurial atmosphere;

- attractive infrastructure for business;

- availability of specialized talents;

- friendly and proactive administration;

- access to the growing markets of the macroregion.

Positioning the area for residents:

- development and realization of talents;

- opportunities for self-realization throughout life;

- an opportunity for young people to get a quality education and in-demand work experience;

- favorable ecology and high quality of life;

- attractive, dynamic and creative urban environment;

- affordable and high-quality medical care.

Positioning of the region for Kazakhstan:

- a point of growth and prosperity on the map of Kazakhstan;

- success story and role model (for example, in the development of territorial clusters);
- pioneer and laboratory for working out new ideas in the field of ecology;
- partner in key national projects.

Conclusion

Based on the results of the analysis of the current situation, three key strategic problems that hinder the competitiveness of the Pavlodar region can be identified:

- 1) The structure of the economy that does not provide long-term and sustainable growth, as well as high-quality employment of the population;
- 2) The risk of losing the competition for investments;
- 3) Low labor productivity and lack of qualified and enterprising people.

The development of the Pavlodar region until 2030 is determined by strategic priorities for the development of key drivers of economic growth in the region, summarized in Table 1.

Table 1 – Economic growth and new sectors

Key drivers	Strategic priorities
Basic sectors	Development of industrial and transport infrastructure
	Attracting foreign investment
	Ensuring the availability of raw materials
	Training of qualified personnel
	Export support
Employment-generating sectors	Development of transport infrastructure
	Modernization and improvement of the technological level of production
	Staff training
	Export support
Sectors providing faster economic growth	Formation of competence centers and staff training
	Development of industrial infrastructure
	Export support
Sectors of the future	Development of innovative entrepreneurship
	Development of innovative infrastructure
	Staff training
	Export support

The main growth drivers will allow the region to achieve an annual economic growth rate of about 6-8 %.

As part of the first priority, it is important to focus efforts on increasing value added in the basic sectors. These are such sectors as metallurgy, oil refining and mechanical engineering. The key challenge for the development of these sectors is that the products produced are low-margin. For this reason, it is necessary to develop the production of end products and increase the productivity of existing production enterprises.

To ensure the development of the region in the future, it is necessary to lay the foundation for the creation of new sectors, diversify the economy of the Pavlodar region. Currently, the structure of jobs is changing and professional services in the field of information technology and engineering will play an increasingly important role. Taking into account the structure of the economy, there are factors for the successful development of the following industrial sectors in the region: environmental products and services, engineering and modern industrial technologies, software and IT services for industry, production of equipment for energy, production of components for machinery and equipment, agricultural machinery, road and construction machinery, agrochemistry, packaging production using aluminum, tourism, biotechnology, pharmaceuticals.

The current level of development of small, medium-sized businesses and entrepreneurship is at a low level. This is due to the predominance of resource-based industry sectors in the economy, which, due to the technological process, do not form a system of suppliers around themselves. However, in order to ensure the successful development of industry in the region, it is important to create conditions for the development of SMEs in the region and supplier systems around leading manufacturing enterprises.

The availability of qualified personnel is a key condition for the creation of competitive mechanical engineering in the region. For this reason, the strategy pays attention to the development of the vocational education system.

Small and medium-sized companies, when placing their production facilities, pay special attention to the level of development of the production infrastructure. After all, how quickly they will be able to place their equipment and start production depends on their choice of region as a location. Industrial parks allow attracting foreign companies, providing them with all necessary types of infrastructure. At the same time, it is extremely important to properly implement the project to create an industrial park.

Pavlodar region is located next to three Russian regions, which gives it the opportunity to develop a transit food transport and logistics hub on its territory. On the territory of the region, it is possible to successfully develop the processing of agricultural products that are grown in the region itself, as well as those that are

imported from the southern regions of Kazakhstan. The region will be able to transport ready-made food products to the Omsk and Novosibirsk regions, the Altai Territory and the northern regions. In addition, the import of many food products has stopped in Russia, which provides an opportunity to take a place in the deserted market segments [3].

In order to advance the development of the region, create a competitive economy and ensure a high quality of life for the population of the Pavlodar region, it will be necessary to intensify efforts to attract foreign investment.

To achieve this goal, it is necessary to solve the following tasks:

- creation of a system of investment incentives for investors;
- promotion of Pavlodar region among potential investors;
- ensuring the most favorable conditions for the implementation of investment projects.

To solve the tasks in the medium term, it is necessary to organize work in the following areas:

- identification of potential investors;
- development of a package of investment incentives that take into account the industry orientation of investments;
- development of a package of measures to promote the region among potential investors;
- creation of a separate structure providing support to investors - the Agency for Attracting Foreign Investment and Business Development;
- support of investment projects.

The current level of attracting direct investment into the economy of the region does not contribute to the modernization of production facilities and the creation of high-performance jobs. To increase the volume of attracted investments, it is necessary to identify potential investors and interest them in investing in the Pavlodar region.

The identification of potential investors includes an analysis of the types of investors, potential countries from which investments can be attracted, industries attractive to investors, and clusters.

The package of investment incentives will include a set of tax benefits and preferences, as well as services for retraining employees and providing a land plot with infrastructure for potential investors.

The package of measures to promote the region includes channels for promoting information materials, the materials themselves for investors, as well as the expected costs and benefits of investing in the promotion of the region.

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З.А. Арынова¹, Ж.Б. Туребеков¹

¹Инновациялық Еуразия университеті, Қазақстан

Павлодар облысының бәсекеге қабілетті және тұрақты дамуының негізгі бағыттары

Қазақстан Республикасының өңірлерін дамытудың негізгі міндеті өзінің бәсекеге қабілеттілігі мен инновациялық белсенділігін арттыру есебінен олардың орнықты әлеуметтік-экономикалық дамуын қамтамасыз ету болып табылады. Табысты стратегияны әзірлеу үшін, сондай-ақ оны кейіннен сәтті іске асыру үшін жақын болашақта аймақтың қандай болатындығы туралы нақты көзқарас пен түсінік болуы керек. Қойылған мақсаттарға жету үшін күш-жігерді дұрыс үйлестіру үшін бұл көріністі барлық мүдделі тараптар нақты тұжырымдап, түсінуі керек. Өз кезегінде пайымдау негізінде әртүрлі бастамалар мен іс-

шаралар қалыптастырылады, оларды іске асыру өңірдің тұрақты дамуының негізгі бағыттарын іске асыруға бағытталған.

Мақсаты – өңірдің бәсекеге қабілетті, орнықты және қауіпсіз даму стратегиясын іске асырудың негізгі бағыттарын қарау.

Теориялық және әдіснамалық негізге – отандық және шетелдік зерттеушілердің еңбектерінде ұсынылған тұжырымдамалар, гипотезалар мен теориялар алынды. Әдістеме жүйелік тәсілге негізделген, оның шеңберінде салыстырмалы, факторлық, субъектілік-Объектілік, құрылымдық-функционалды, статистикалық талдау және экстраполяция әдістері қолданылған.

Павлодар облысының тұрақты дамуын қамтамасыз ету үшін болашақта жаңа секторларды құру үшін негіз қалыптастыру, сондай-ақ өңірлік экономиканы әртараптандыру мүмкіндіктерін қарау қажет. Қазіргі уақытта жұмыс орындарында құрылымдық өзгерістер орын алуда, бұл ақпараттық технологиялар, инжиниринг саласындағы кәсіби қызметтер салаларының рөлін арттыруға алып келеді.

Өңірде шағын, орта бизнес пен кәсіпкерліктің даму деңгейі төмен деңгейде екенін атап өткен жөн, бұл экономикада шикізат секторларының басым болуына байланысты. Бұл салалар технологиялық процестің ерекшеліктеріне байланысты айналасында жеткізушілер жүйесін құрмайды. Алайда, өңірдің өнеркәсіптік кешенінің үдемелі дамуын қамтамасыз ету үшін өңірде шағын және орта бизнесті дамыту үшін жағдай жасау және тиісінше, жетекші өндірістік кәсіпорындардың айналасында өнім берушілер жүйесін құру маңызды. Павлодар облысының жоғары бәсекеге қабілеттілігі перспективада 2030 жылға дейін басым кластерлерді дамыту есебінен, сондай-ақ экономиканың жаңа өнеркәсіптік секторларының пайда болуы есебінен қамтамасыз етілетін болады. Осылайша, "бүгінгі" басым кластерлерге мыналар жатады: түпкілікті өнім өндіруді қамтитын металлургиялық кластер; темір жол машина жасау кластері; аграрлық азық-түлік кластері.

Түйінді сөздер: кластер, бәсекелестік артықшылықтар, әлеует, өңір, өңірлік экономика, басым жақтар, әлеуметтік-экономикалық даму, әлсіз жақтар.

З.А. Арынова¹, Ж.Б. Туребеков¹

¹Инновационный Евразийский университет, Казахстан

Основные направления конкурентоспособного и устойчивого развития Павлодарской области

Ключевой задачей развития регионов Республики Казахстан является обеспечение их устойчивого социально-экономического развития за счет повышения своей конкурентоспособности и инновационной активности. Для разработки успешной стратегии, а также для ее последующей успешной реализации необходимо иметь четкое видение того, каким будет регион в ближайшем будущем. Оно должно быть четко сформулировано и понято всеми заинтересованными сторонами. На основе видения формируются различные инициативы и мероприятия, реализация которых направлена на обеспечение устойчивого развития региона.

Цель статьи - рассмотреть основные направления реализации стратегии конкурентоспособного, устойчивого и безопасного развития региона.

Теоретической и методологической основой статьи послужили концепции, гипотезы и теории, представленные в работах отечественных и зарубежных исследователей. Методология основана на системном подходе, в рамках которого были применены методы сравнительного, факторного, субъектно-объектного, структурно-функционального, статистического анализа и экстраполяции.

Для обеспечения устойчивого развития Павлодарской области в будущем необходимо сформировать основу для создания новых секторов, а также рассмотреть возможности диверсификации региональной экономики. В настоящее время происходят структурные изменения сегмента рабочих мест, что приведёт к повышению роли отраслей профессиональных услуг в области информационных технологий, инжиниринга.

Следует отметить, что уровень развития малого, среднего бизнеса и предпринимательства в регионе находится на низком уровне, это обусловлено преобладанием в экономике сырьевых секторов. Эти отрасли, в силу особенностей технологического процесса, не формируют вокруг себя систему поставщиков. Однако для обеспечения поступательного развития промышленного комплекса региона важно создать условия для развития малого и среднего бизнеса в регионе и, соответственно, систему поставщиков вокруг ведущих производственных предприятий. Высокая конкурентоспособность Павлодарской области до 2030 года будет обеспечена за счет развития приоритетных кластеров, появления новых промышленных секторов экономики. Таким образом, к приоритетным кластерам сегодня относятся металлургический кластер, включающий производство конечной продукции, кластер железнодорожного машиностроения, агропродовольственный кластер.

Ключевые слова: кластер, конкурентные преимущества, потенциал, регион, региональная экономика, социально-экономическое развитие.

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