
ОРГАНІЗАЦІЯ ВИРОБНИЦТВА, МЕНЕДЖМЕНТ. ЕКОНОМІКА ПІДПРИЄМСТВА

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Pazilov G.A.^a, Seidakhmetov M.K.^b, Bimendiyeva L.A.^a, Zhidebekkyzy A.^a

FACTORS AFFECTING INNOVATIVE ACTIVITY OF TEXTILE ENTERPRISES IN KAZAKHSTAN

^a Al Farabi Kazakh National University, Almaty, Kazakhstan

^b South Kazakhstan State University named after M. Auezov, Shymkent, Kazakhstan

A comparative analysis of the share of the textile industry in Kazakhstan's industrial production was conducted in this article. The result of which is increasing of textile industry's production volume in recent years, the level of provision of the domestic market remains at a low level. Since textile products are one of the consumer goods and, as now, during the pandemic, it is necessary to provide the domestic market with more domestic products. The authors consider it is necessary to increase the innovative activity of textile enterprises to improve production efficiency and competitiveness, taking into account many years of experience and opportunities in the country's textile industry. Firstly, it is necessary to identify the main factors influencing the innovative activity of textile enterprises to do this. The aim of the study is to identify the main factors influencing the innovative activity of domestic textile enterprises. The main result of the research is the analysis of internal and external factors influencing the innovative activity of textile enterprises, to find out how important they are in the activities of the enterprise. Along with this, the analysis of these factors has a positive effect on facilitating their negative impact on the activities of the enterprise and strengthening the positive impact, as well as on reducing risks and expanding the innovative capabilities of the enterprise by creating additional competitive advantages. The study used methods of analysis, comparison, generalization of research results. The practical significance of the work lies in the fact that, taking into account the identified main factors, it is possible to make optimal decisions in managing the innovative activity of textile enterprises.

Keywords: innovation, innovative activity, textile industry, internal factors, external factors.

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Introduction

The textile industry is often referred to as one of the longest and most complex industrial chains. It has many ancillary sectors covering the entire production cycle from raw materials (such as man-made fibers) through intermediate products (such as yarns and fabrics) to finished products such as carpets, clothing and industrial textiles. Therefore, we can say that the textile industry covers a wide and varied product, and the scope of their application is wider. This diversity is one of the many factors that make the textile industry important to the economic well-being of people around the world [1].

Textile products belong to everyday consumer goods, the development of which is necessary to ensure the country's economic security. Today, the level of coverage of the domestic market by domestic textile enterprises is very low, which is only 10%. And to ensure the country's economic security for textile products, it is necessary to increase the production of textile products at least 3 times. This indicates the need to improve the competitiveness of domestic textile enterprises and the volume of products. For this, it is necessary to increase the innovative activity of textile enterprises. Of course, in order to increase the innovative activity of an

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enterprise, first of all, it is necessary to determine the factors influencing it.

Purpose of the article

The purpose of this study is to identify factors that contribute to the improvement of the innovative activity of the domestic textile enterprise in the present conditions.

Discussion and results

If we analyze the vital activity of the light industry of Kazakhstan during the last quarter of a century, then the share of the republic in the volume of industrial production in 1990 was 15.8%, in 2000 it decreased to 2.3%, in 2011 it fell to 0.1% [2], at the end of 2019 amounted to 1% [3]. From these indicators, we can say that today the light industry is the most problematic industry in Kazakhstan. Due to the fact that the manufacturing industry dominates in the economy, this industry has been neglected for a long time. Light industry is one of the opportunities for transforming the economy, especially with a decrease in mineral reserves and a decrease in oil

prices [4]. Currently, more than half of the light industry in the country is the textile industry (Fig. 1).

According to Fig. 1, in the light industry of the Republic of Kazakhstan, 52% is accounted for textiles production, 38% for clothing production, 10% for leather and related products production. We have the opportunity to develop this industry taking into account Kazakhstan’s experience and capabilities in the textile industry. Most of the raw materials required for textile production are mined in Kazakhstan, but due to the lack of enterprises for deep processing, they are exported in the form of raw materials. Most importantly, there is the necessary infrastructure for the development of the industry, it is only necessary to upgrade them, install modern technologies and provide qualified personnel

According to statistical data, the production of textiles made in Kazakhstan has increased 3.3 times over the past 10 years (Fig. 2).

According to Fig. 2, the volume of manufactured textiles in 2010 amounted to 18,416

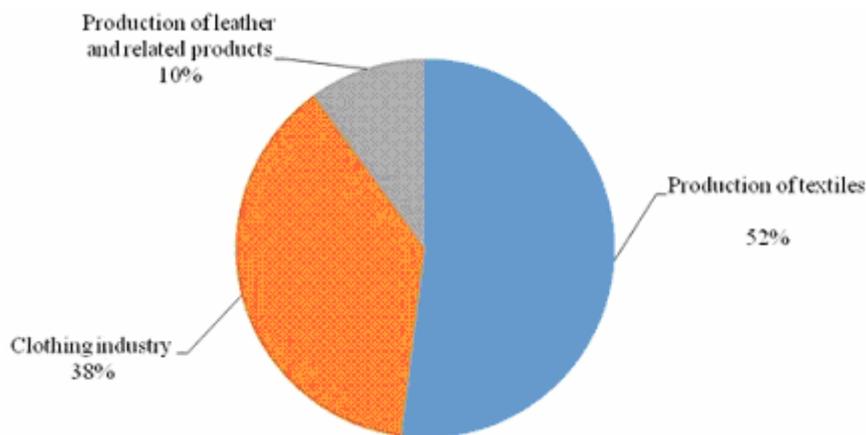


Fig. 1. The structure of light industry of the Republic of Kazakhstan, 2019

Source: Prepared by the Authors on the basis of statistical data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan.

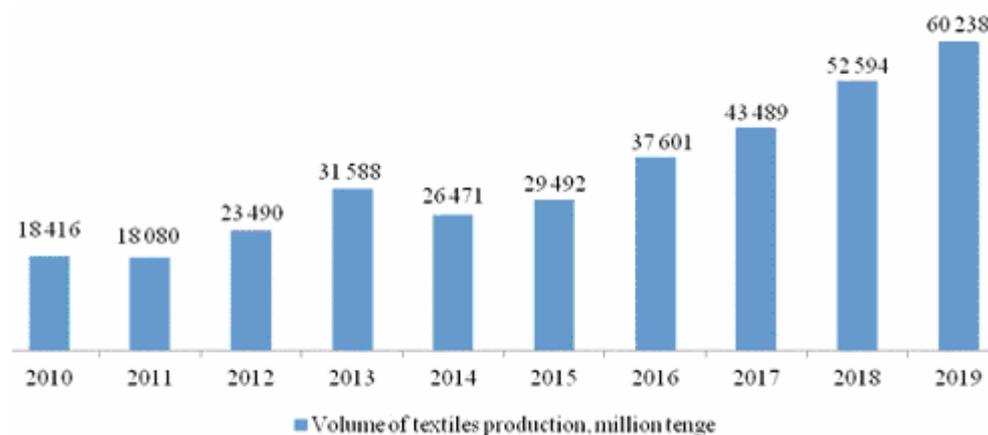


Fig. 2. The volume of textiles produced in the Republic of Kazakhstan, million tenge

Source: Prepared by the Authors on the basis of statistical data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan.

million tenge, which is growing steadily until 2013 and amounted to 31,588 million tenge. In 2014, this figure dropped significantly to 26,471 million tenge. Since 2015, the production of textiles in the country has been steadily growing, which in 2019 will reach 60,238 million tenge.

According to statistics, as of January 1, 2019, the number of textile enterprises registered in the country is 488, including 291 operating enterprises. Only 56% of registered textile enterprises in Kazakhstan are operating, which indicates that there are many unresolved problems in the textile industry. Among them, the main problems reflecting the low competitiveness of enterprises, physical and moral deterioration of production equipment, low export activity

We consider that it is necessary today to increase the innovative activity of domestic textile enterprises in solving these problems. Today, innovations are prerequisite for the development of production, improving the quality and increasing the number of new products and services. In a market economy, innovation is the driving force behind competition, which ensures profit and enterprise efficiency. Innovations will accelerate the development of enterprises and the country's economy, therefore, it is necessary to promote the effective implementation of the innovation process, the systematic creation and dissemination of scientific research and development, the introduction of which will increase the competitiveness of domestic enterprises and the country as a whole.

The nature of an enterprise's innovative activity, on the one hand, is associated with the diversity, flexibility and dynamism of economic behavior in a market economy, and on the other hand, with the desire of market economic entities to provide certain competitive advantages. At the same time, innovative activity, being a consequence of the dynamic changes in the market environment, has a significant impact on this environment [5].

Various factors influence the innovative activity of any enterprise, including textile enterprises. We share the main factors influencing the innovative activity of textile enterprises into external and internal factors

External factors: state innovation policy, supply and demand, competition, economic and political stability in the country and the world.

Internal factors: form of ownership, size of the enterprise, condition of fixed assets, financial support, human resources, the degree of competence of the management.

External factors include factors affecting the enterprise from the external economic environment. External factors include the uncontrollable forces of the enterprise, but they directly affect the internal

processes of the enterprise. In addition, external factors can create opportunities and incentives for the development of competitive advantages and thereby create new value for the company [6]. Especially in the period of modern accelerated globalization, external factors have a significant impact on the domestic textile enterprise.

In our opinion, one of the external factors in increasing the innovative activity of domestic enterprises in the textile industry is the state's innovation policy. Especially in modern conditions, the state can have a direct and indirect impact on increasing the innovative activity of textile enterprises through its economic, financial, legal mechanisms. In addition, it is necessary to have an innovative infrastructure that ensures the innovative activity of enterprises in the country. Despite the fact that domestic textile enterprises contribute to the maximum increase in their innovative activity, their activities may be ineffective if the state does not implement measures to stimulate innovation. Because the implementation of innovations in textile enterprises requires significant financial resources. In addition, as you know, innovation is a new high-risk activity for an enterprise. Due to the high degree of risk, the company may not achieve the planned results. Therefore, we believe that in order to increase the competitiveness of domestic textile enterprises, it is necessary to provide special support measures aimed at increasing their innovative activity

Today, state support for the textile industry in the country is at a low level compared to neighboring Uzbekistan, Kyrgyzstan. For example, the development of light industry in Uzbekistan today is going at an interesting pace for us. Large-scale and important for the industry enterprises are being built under the state guarantee. In addition, the country's authorities have canceled the value added tax on imported raw materials and materials for clothing manufacturers [7]. In Kyrgyzstan, for the purpose of employment of the population, enterprises of light industry were exempted from paying taxes. Light industry is, first of all, a social direction. Considering this factor, many states, not only Kyrgyzstan, but also other developed countries support this type of industry at a high level. The main thing is people work. In Kyrgyzstan, 30% of the population is employed in light industry enterprises. This is a large group that works and promotes with reasonable government support. However, despite the fact that taxes were not levied on textile enterprises, they provide citizens with jobs, and the state receives budget revenues through other sources [8].

Another mechanism of state support in increasing the innovative activity of domestic textile enterprises is the development of a system of state orders and targeted subsidies. This is a factor of direct

impact. In international practice, government orders are trying to place at domestic enterprises [9]. Unfortunately, today, according to representatives of domestic textile enterprises, the Ministry of Defense of the Republic of Kazakhstan and the Ministry of Health of the Republic of Kazakhstan, which are large consumers of textile products, consume the products of foreign textile enterprises. They constantly change the terms of the contract with domestic textile enterprises under the state order [10]. Most economists in economically stable countries recognize that private capital cannot solve the problem of scientific and technological development without the participation of the state. The state, implementing targeted subsidy programs for new projects, stimulates competition in the innovation sphere by providing tenders for the innovative development of the industry, despite the limited funds [11].

The main aim of the introduction of innovations by textile enterprises is to obtain more profit from their novelty, to obtain long-term profits, to gain a competitive advantage in the market. These are factors that directly and indirectly affect the provision of innovative activity of the enterprise. To achieve these goals, enterprises need to ensure the commercialization of scientific developments, legislative protection of enterprise innovations (patent, know-how, etc.), fair competition.

In general, within the framework of the state's innovation policy in order to stimulate the innovative activity of textile enterprises, it is possible to use the mechanisms of preferential lending, tax incentives, etc.

The next factor in increasing the innovative activity of textile enterprises is the availability of demand and supply for textile products. Because in the event of a demand for new or significantly improved textile products, an offer for their production also arises, which stimulates textile enterprises to bring innovations to the market. At present, the standard of living of the population is

improving in the country, which increases the demand of the population for quality products. Especially after foodstuffs in terms of consumption, there are consumer goods of light industry that are consumed in large quantities. Today, the demand for foreign products is growing in the country, despite the high prices from consumers, since their quality is higher. This indicates the need to produce high-quality, innovative textile products for domestic textile enterprises, taking into account the latest changes in the industry.

Competition is one of the essential factors in stimulating the innovative activity of textile enterprises. This stimulates enterprises to implement innovations of the 4 types specified in the Oslo guidelines: product innovation, process innovation, marketing innovation and organizational innovation [12]. In a competitive environment, textile enterprises strive to improve product quality in order to increase the competitiveness of their products, introduce new technologies into the production process, offer optimal supply guidelines, introduce new marketing methods, new organizational methods.

Economic and political stability in the country and in the world. This is a factor directly affecting the textile industry. The decline in the country's economy directly affects the consumer ability of the population, and the decline in economic development at the world level reduces the export of domestic textile products. Therefore, domestic textile enterprises must respect the proportions between them, not being limited to only one market (domestic market or only export-oriented). That is, it is necessary to have its own consumers and have the potential to export part of the manufactured products in the domestic market.

Internal factors influencing the innovative activity of textile enterprises:

Type of ownership. This is one of the internal factors affecting the innovative activity of textile enterprises. Indeed, for the implementation of the Strategic Development Plan, an enterprise must

**Enterprises for the production of textiles under the current form of ownership in the Republic of Kazakhstan
(as of 01.01.2019)**

Enterprises for the textiles production	Total	Including by ownership				
		state	private	from wich		foreign
				with state participation (without foreign participation)	joint enterprises (with foreign participation)	
Total	291	–	274	1	13	17
Small	275	–	260	–	11	15
Medium	8	–	8	1	1	–
Large	8	–	6	–	1	2

Source: Prepared by the Authors based on [3].

become a party interested in achieving its further success, which, of course, is the owner. According to statistics, there are 291 operating textile enterprises in the country, all of which are owned by the private sector (Table).

According to table 1, as of January 1, 2019, out of the operating textile enterprises, 274 are private enterprises, 17 foreign enterprises, and there is not a single textile enterprise fully owned by the state. Of the operating textile enterprises, 94% are small, 3% are medium and 3% are large. Belonging to the full private sector of textile enterprises by the form of ownership has a positive effect on the formation of a fair competitive environment in the market and is distinguished by a high interest in increasing their innovative activity. Since the owner regularly considers ways to get more benefits from his property in the future and takes an active part in innovative developments in order to ensure the company's long-term profit.

The next internal factor determines the size of the enterprise, its belonging to small, medium, large enterprises. The availability and volume of attracted investments for the implementation of innovative projects largely depends on the size of the enterprise – small and medium-sized businesses have much less opportunities to finance innovative projects compared to large organizations [13]. According to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, the indicator of innovative activity of textile enterprises in 2014 was 9.6%, in 2015 – 9.9%, in 2016 – 9.9%, in 2017 – 7.5% , in 2018 – 3.3% [3]. One of the main reasons for the low level of innovation activity of our domestic textile enterprises may be associated with the small number of large enterprises. According to Table 1, large enterprises in the republic are only 3% of textile enterprises. However, despite their size, businesses must implement innovative, strategic management like change management to succeed in a steadily changing competitive market environment.

The condition of fixed assets used by textile enterprises in the production process is directly an important factor for their innovative development. Since worn-out and outdated equipment practically does not allow the use of innovative technologies and requires systematic additional capital investments to maintain it in working order. Depending on the specifics of the industry, the introduction of innovations requires a demand for modern equipment. At domestic enterprises, the equipment renewal rate is 3–4% per year, which is carried out at the expense of credit and own funds, while in foreign companies this figure is 15–17% and is largely associated with investment support from the state [14].

The financial support of a textile enterprise is one of the main factors of its innovative activity. Because in most cases it is very difficult to achieve performance improvement without full funding. Of course, in world practice, on the contrary, due to limited funding, there are cases that, as a result, significantly increased the competitiveness of the enterprise, but this is an extremely rare situation [13]. As you know, innovation comes from the results of more research projects. The financial support of the enterprise contributes to its research and development, the provision of modern equipment, the availability of qualified specialists

An important factor is human resources, which determines the level of workers professional qualifications in textile enterprises, necessary for innovation. After all, without qualified personnel, modern and highly automated equipment cannot work effectively. In addition, when deciding on the introduction of innovations into their activities, the employee shows initiative, interest, responsibility in the labor process, which, of course, affects the quality of work, and the innovation process, in turn, has speed and also satisfies «high needs» in self-realization and creativity [15].

Effective implementation of innovations in textile enterprises directly depends on the level of competence of the management. Because the leadership of the enterprise has an important attitude towards innovation, they must have personal qualities and rich experience in their qualifications, interests and participation in improving production processes, as well as predictable needs arising from the high risk of innovation. This factor directly affects the innovative activity of a textile enterprise.

Successful implementation of innovations opens up new opportunities for enterprises, but today many domestic entrepreneurs are reluctant to innovate, given the high difficulties and risks. The ability to timely identify the main factors affecting the innovative activity of textile enterprises, and timely assess their impact on the activities of the enterprise will help prevent difficulties and risks in the enterprise and minimize their consequences.

Conclusion

In modern conditions, one of the ways to increase the competitiveness of textile enterprises in the country is to increase their innovative activity. The innovative activity of textile enterprises depends on their ability to mobilize and efficiently use available resources. An increase in innovative activity is necessary today to ensure the long-term competitiveness of the enterprise. Therefore, in the course of the study, the main factors were identified that directly and indirectly affect the innovative activity of textile enterprises. Timely identification of these factors is the key to the successful functioning

of textile enterprises in the context of economic and political changes at the domestic, regional, republican and international levels. Analysis of internal and external factors affecting the innovative activity of textile enterprises shows how important they are in the activities of the enterprise. At the same time, the analysis of these factors allows us to predict their impact on the activities of the enterprise. This has a positive effect on the effective management of innovative activity of textile enterprises and effective work.

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ФАКТОРИ, ЩО ВПЛИВАЮТЬ НА ІННОВАЦІЙНУ АКТИВНІСТЬ ТЕКСТИЛЬНИХ ПІДПРИЄМСТВ У КАЗАХСТАНІ

Пазілов Г.А., Сейдахметов М.К., Бимендієва Л.А., Жидебеккізі А.

У статті виконано порівняльний аналіз частки текстильної промисловості в промисловому виробництві в Казахстані, в результаті якого в останні роки зросли обсяги виробництва текстильної промисловості, рівень забезпечення внутрішнього ринку залишається на низькому рівні. Так як текстильна продукція є одним з товарів народного споживання і, як і зараз, під час пандемії, необхідно забезпечити внутрішній ринок більш вітчизняною продукцією. Автори вважають за необхідне підвищення інноваційної активності текстильних підприємств для підвищення ефективності виробництва і конкурентоспроможності з урахуванням багаторічного досвіду і можливостей в області текстильної індустрії країни. Для цього необхідно спочатку визначити основні фактори, що впливають на інноваційну активність текстильних підприємств. Метою дослідження є виявлення основних факторів, що впливають на інноваційну активність вітчизняних текстильних підприємств. Основний результат дослідження – аналіз внутрішніх і зовнішніх факторів, що впливають на інноваційну активність текстильних підприємств, з'ясувати наскільки вони важливі в діяльності підприємства. Поряд з цим, аналіз цих факторів позитивно впливає на полегшення їх негативної дії на діяльність підприємства і посилення позитивного впливу, а також на зниження ризиків і розширення інноваційних можливостей підприємства шляхом створення додаткових конкурентних переваг. У дослідженні використовувалися методи аналі-

зу, порівняння, узагальнення результатів наукових досліджень. Практична значимість роботи полягає в тому, що з урахуванням виявлених основних факторів можна приймати оптимальні рішення в управлінні інноваційною активністю текстильних підприємств.

Ключові слова: інновація, інноваційна активність, текстильна промисловість, внутрішні чинники, зовнішні чинники.

ФАКТОРЫ, ВЛИЯЮЩИЕ НА ИННОВАЦИОННУЮ АКТИВНОСТЬ ТЕКСТИЛЬНЫХ ПРЕДПРИЯТИЙ В КАЗАХСТАНЕ

Пазиллов Г.А., Сейдахметов М.К., Бимендиева Л.А., Жидебеккызы А.

В статье проведен сравнительный анализ доли текстильной промышленности в промышленном производстве в Казахстане, в результате которого в последние годы возросли объемы производства текстильной промышленности, уровень обеспечения внутреннего рынка остается на низком уровне. Так как текстильная продукция является одним из товаров народного потребления и, как и сейчас, во время пандемии, необходимо более обеспечить внутренний рынок отечественной продукцией. Авторы считают необходимым повышение инновационной активности текстильных предприятий для повышения эффективности производства и конкурентоспособности с учетом многолетнего опыта и возможностей в области текстильной индустрии страны. Для этого необходимо сначала определить основные факторы, влияющие на инновационную активность текстильных предприятий. Целью исследования является выявление основных факторов, влияющих на инновационную активность отечественных текстильных предприятий. Основным результатом исследования — анализ внутренних и внешних факторов, влияющих на инновационную активность текстильных предприятий, выяснить насколько они важны в деятельности предприятия. Наряду с этим, анализ этих факторов положительно влияет на облегчение их негативного действия на деятельность предприятия и усиление положительного влияния, а также на снижение рисков и расширение инновационных возможностей предприятия путем создания дополнительных конкурентных преимуществ. В исследовании использовались методы анализа, сравнения, обобщения результатов научных исследований. Практическая значимость работы заключается в том, что с учетом выявленных основных факторов можно принимать оптимальные решения в управлении инновационной активностью текстильных предприятий.

Ключевые слова: инновация, инновационная активность, текстильная промышленность, внутренние факторы, внешние факторы.

FACTORS AFFECTING INNOVATIVE ACTIVITY OF TEXTILE ENTERPRISES IN KAZAKHSTAN

Pazilov G.A. ^{ab}, Seidakhmetov M.K. ^b, Bimendiyeva L.A. ^a, Zhidebekkyzy A. ^a

^a Al Farabi Kazakh National University, Almaty, Kazakhstan

^b South Kazakhstan State University named after M. Auezov, Shymkent, Kazakhstan

**e-mail: pgalimjan@mail.ru

Seidakhmetov M.K. Scopus ID: 55967128500, Researcher ID: P-9119-2017 WOS TR

A comparative analysis of the share of the textile industry in Kazakhstan's industrial production was conducted in this article. The result of which is increasing of textile industry's production volume in recent years, the level of provision of the domestic market remains at a low level. Since textile products are one of the consumer goods and, as now, during the pandemic, it is necessary to provide the domestic market with more domestic products. The authors consider it is necessary to increase the innovative activity of textile enterprises to improve production efficiency and competitiveness, taking into account many years of experience and opportunities in the country's textile industry. Firstly, it is necessary to identify the main factors influencing the innovative activity of textile enterprises to do this. The aim of the study is to identify the main factors influencing the innovative activity of domestic textile enterprises. The main result of the research is the analysis of internal and external factors influencing the innovative activity of textile enterprises, to find out how important they are in the activities of the enterprise. Along with this, the analysis of these factors has a positive effect on facilitating their negative impact on the activities of the enterprise and strengthening the positive impact, as well as on reducing risks and expanding the innovative capabilities of the enterprise by creating additional competitive advantages. The study used methods of analysis, comparison, generalization of research results. The practical significance of the work lies in the fact that, taking into account the identified main factors, it is possible to make optimal decisions in managing the innovative activity of textile enterprises.

Keywords: innovation, innovative activity, textile industry, internal factors, external factors.

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