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HUMAN CAPITAL OF THE REPUBLIC OF KAZAKHSTAN: FEATURES OF FORMATION AND OPPORTUNITIES FOR GROWTH OF COMPETITIVENESS

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ABSTRACT

Purpose of the research. The article substantiates the need to form competitive human capital on the example of advanced countries, the purpose of which is to determine the sources of formation of effective human capital.

Methodology. In the course of the study the methods of analysis and synthesis, statistical and comparative analysis were applied. The authors conducted a literature review of scientific works in the field of human capital formation of both domestic and foreign economists, studied the best practices of countries, and the possibility of its application in the Kazakhstani realities. For a more in-depth study of the issues were considered strategic programs and analyzed statistical compilations.

Originality / value. The main indicators of the health care system, providing the formation of health capital as a component of human capital, have been analyzed. The main problems of education and health care spheres are defined. The comparison of labor remuneration indicators with advanced countries both in the average value and by sectors of the economy as a whole is carried out, the degree of its influence on the development of human capital is determined.

Findings. A mechanism for the development of national human capital in the conditions of building an innovative economy is proposed. Recommendations have been developed to ensure the effectiveness of investments in the development and realization of the country's human capital.

Keywords: human capital, national competitiveness, competitive advantage, investments.

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INTRODUCTION

The first place in the economic and social sciences has always been occupied by human capital, i.e. its creative qualities, abilities, forces with which it improved itself and the world around it. This is due to the accelerated development of the material and technical base in production, which is associated with the industrial revolution - all this has obscured the problems in the development of man and his productive abilities. As a result, for many years the productive abilities of a person were regarded as one of the quantitative factors of production.

For the first time, the term «human capital» appeared in the works of T. Schultz, who interpreted it as «valuable qualities acquired by a person that can be enhanced by appropriate investments» [1].

M. Cretsky characterizes human capital as a special form of human life activity, assimilating two specific forms: consumer and production [2].

According to G. Becker «human capital is a set of human skills» [3].

At the same time, human capital is considered both in a narrow and in a broad sense. If we consider it in a narrow sense, then one of the forms of human capital is education. It was called human because this form

becomes a part of a person, and it is capital because it represents a source for future earnings and satisfaction, or all taken together. In a broad sense, human capital is formed with the help of investments (long-term investments) in one particular person in the form of expenses for the education and training of an employee for an enterprise, for health protection, migration, as well as for the search for information about prices and incomes [4].

Being a part of the total capital, human capital can be represented as a combination of its elements, that is, it has its own internal structure. I. V. Ilyinsky distinguished the following components: the capital of health, culture and education [5]. F. Neumann he attributed cultural and ethnic characteristics, qualifications and professional education to human capital [6].

The American economist (Nobel Prize winner in 1971) in his work «Capital and the American economy» (1961) presented the accumulated national human capital as the main factor of stable growth of the country's economy. The scientist investigated the relationship between the growth of the quality of human capital and the increase in labor productivity, the impact on the formation of new technological patterns. One of the alternative concepts of human capital development is considered to be the concept of permanent income. According to the theory, human capital is an asset that provides income (like bonds, stocks, money, durable consumer goods).

The essence of human capital is the purposeful action of acquired knowledge, practical skills and incentives to labor in the production process. The theory served as a basis for the development of an alternative concept of human capital development. First of all, in the definition of the category of «human capital» the scientist saw innate abilities and talent, and then the acquisition of education and qualifications. He also emphasized the ability of a person to work, his cultural and social qualities, psychological features [7]. The first studies of human capital are summarized. According to his definition, human capital embodies gifts, knowledge, productive abilities. He expanded the interpretation of this category, including such a characteristic as "respect for political and social stability". A special contribution of the American scientist was the recognition that human capital includes any improvements that rely on the increase of mental and physical abilities of the individual.

In the conditions of tougher competition in the world markets, the human resource was recognized as the main resource with the greatest reserves for improving the efficiency of the organization. Competitiveness should be understood as the compliance of the labor force with the requirements of the market, which opens up the opportunity for employees to enter into competitive relations in the labor market. Consequently, work on the presented elements increases the competitiveness of human capital.

THE MAIN PART OF THE RESEARCH

The development of the leading countries of the world led to the formation of a post-industrial, and then a new economy - the economy of knowledge, innovation, global information systems, the economy of intellectual labor, science, the latest technologies and technological venture business. The basis of this economy is accumulated human capital, which is the main dominant of the socio-economic development of modern society. Within the framework of the new paradigm of the development of the world community, human capital has taken a leading place in the national wealth and in the total productive capital.

Thus, on the basis of the theory and practice of human capital, a successful development concept of the United States and leading European countries is being formed and improved. Sweden, once lagging behind other countries, thanks to the theory of human capital, modernized its economy and in the 2000s regained its leadership position in the world economy. It is obvious that the success of developed countries in conquering world markets and producing competitive high-tech products is primarily due to the availability of high-quality human capital.

One of the urgent problems of the economy of the Republic of Kazakhstan is the formation and provision of a high level of its competitiveness through the formation of competitive human capital. National competitiveness is a tool in the struggle for a place in the global economic system. The issue of increasing the competitiveness of the republic's economy is a key one in the development of the Strategy «Kazakhstan-2050» [8] and other programs aimed at modernizing the economy. The successful modernization of the republic's economy is predetermined by achievements in the formation of human capital as the main factor in increasing the competitiveness of the national economy.

One of the main indicators determining the place and image of a country in the world table of ranks is the Global Competitiveness Index. The indicators of the leading countries of this rating can serve as thresholds for determining the country's place in the world market. In recent years, Switzerland, the USA, Singapore, Hong Kong and the Netherlands have consistently held leading positions. Among the CIS countries, Kazakhstan was inferior to Russia and Azerbaijan [9]. In the latest study of the competitiveness rating of countries conducted in 2019, Kazakhstan ranked 53rd out of 141 countries, among the countries of the post-Soviet space, letting Russia, Lithuania and Latvia go ahead, but ahead of Azerbaijan [10]. The Center for the Study of Global Competitiveness of the International Institute for Management Development (IMD, Switzerland) conducted a comprehensive study in 2023, in which 64 countries participated. In the course of the study, factors such as economic activity, government efficiency, business efficiency, infrastructure were evaluated. According to this rating, Denmark, Switzerland, Singapore, Ireland and the Netherlands occupy the leading positions. Kazakhstan ranks 37th, ahead of Kuwait, Portugal, and India. However, according to the «economic activity» factor, the indicators for the «employment» sub-factor worsened by 13 points; according to the «business efficiency» factor, the positions for the indicators «labor market», «management practice», «attitudes and values» decreased; according to the «infrastructure» factor, the indicators for technological and scientific infrastructure became worse [11]. These indicators are somehow related to human resources.

It should be noted that the industrial and innovative development of the country implies high quality parameters of employees. At the moment, the level of professionalism of Kazakhstani workers is not always adequate to modern scientific and technical achievements, which significantly complicates the recovery of the economy, slows down innovation processes. The low quality of training of specialists is due to the low level of funding for education and science, as well as a narrow range of its sources, a shortage of qualified personnel, separation of the training system from real practice, limited motivation of teachers and teaching staff of higher educational institutions, low level of integration of science, production and education, insufficient participation of employers in the formation of the content educational programs, inefficient use of existing scientific potential. One of the demotivating factors is the remuneration of labor, which sharply differs by spheres of economic activity, industries and professions.

Table 1 – Average monthly salary by type of economic activity, tenge

№	Type of economic activity	Year				Deviation 2022 from 2010.	
		2010	2014	2017	2022	(+,-)	%
1	2	3	4	5	6	7	8
1	Industry	93119	159839	214189	418811	325692	4,5 times
2	Construction	104434	140321	194227	416940	312506	4 times
3	Trading	74014	117186	145698	268469	194455	3,6 times
4	Financial activities	158121	220803	298725	560459	402338	3,5 times
5	Public administration and defense	70437	106000	125247	263843	193406	3,7 times
6	Education	49216	74756	96612	248575	199359	5,1 times
7	Healthcare	54650	88779	108714	249834	195184	4,6 times
Note – Compiled by the authors based on [12-14]							

According to the data in table 1, during 2010-2022 there has been an increase in the size of the average monthly nominal salary for all types of economic activity. At the same time, in 2010, the highest wages were paid to employees of the financial sector, construction workers were slightly lower, and the lowest wages were typical for education and healthcare systems. In subsequent years, the situation with wages in various sectors

of the economy began to change, and therefore in 2014, as before, higher wages were observed in the financial sector, and industry was in second place in terms of wages. The current trend continues to the present time. At the same time, despite the fact that over the past 12 years, wages in the education system have increased 5.1 times, and in healthcare – 4.6 times, the level of remuneration in these areas remains the lowest. In 2010, the salary of financial sector employees exceeded the remuneration of education workers by 3.2 times, healthcare workers – by 2.9 times. Over the past time, the existing wage imbalances have been eliminated. Nevertheless, in 2022, the salaries of financial sector employees exceeded the level of remuneration of employees of the education and health systems by 2.3 times and 2.2 times, respectively.

If we compare it with wages in advanced countries, the situation will look even worse. Thus, in the ranking of average wages in the countries of the world for 2022 out of 165 countries, Kazakhstan is on the 114th place (378 US dollars). The average wage level in the country is lower than, for example, in the USA – by 8.8 times, in Japan – by 7 times, in Germany – by 6.8 times, in South Korea – by 6 times [14]. Luxembourg (5850 US dollars), Germany (4390), Japan (3990), the USA (3900) are the leaders in the ranking of countries in terms of remuneration of employees of the education system. In Kazakhstan, this figure is US\$ 545, which is 10.7 times lower than in Luxembourg, 8.1 times lower in Germany, 7.3 times lower in Japan, and 7.2 times lower in the USA. In terms of the average salary of health care workers, the TOP 5 includes the Netherlands, Australia, the USA, Belgium and Canada. The remuneration of healthcare workers in the Netherlands (US\$ 9750) exceeds the remuneration of Kazakhstani doctors (US\$ 548) by 17.8 times, in Australia (7583) – by 13,8 times.

It is obvious that the quality of human capital determines the level of development of the healthcare system. Healthcare expenditures in Kazakhstan were in the range of 2.3–2.6 % of GDP, but by 2020 the figure increased to 2.8 %. While, for example, expenditures on the healthcare system in Austria account for 10.2 % of GDP, in Belarus – 6.3 %, in Germany – 11.3 %.

According to Table 2, in recent years the number of doctors of all specializations has increased by 13.4 thousand people or by 20.3 %, and the number of secondary medical personnel has increased by 21.7 thousand people or by 12.8 %. This is explained, first of all, by the increase in educational grants for medical specialties. So, in recent years, 2,700 grants have been allocated annually for undergraduate studies alone. In addition, 20 grants are allocated within the framework of international agreements, and 325 grants are allocated for master's degree. However, in the total number of educational grants for the training of specialists with higher education, medical specialties account for only 5 %, which is not so much, given the country's need for specialists in the field of medicine. Despite the 20 % increase in the number of medical workers, it is clearly not enough for the normal provision of medical services to the population of Kazakhstan, since their increase remains insignificant per 10 thousand people of the population.

Table 2 – Key indicators of the healthcare system

№	Indicators	Year			Deviation 2022 from 2014.	
		2014	2017	2022	(+,-)	%
1	2	3	4	5	6	7
1	The number of doctors of all specialties, thousand people.	66,0	74,6	79,4	13,4	120,3
2	The number of secondary medical personnel, thousand people.	169,6	170,8	191,3	21,7	112,8
3	Number of hospitals, units	995	877	818	-177	82,2
4	Number of hospital beds, thousand units.	107,5	100,1	105,2	-2,3	97,9
5	Number of beds for pregnant women and women in labor, thousand units.	9,4	8,5	9,8	0,4	104,3
6	Number of beds for sick children, thousand units.	18,3	18,4	22,2	3,9	121,3

Note – Compiled by the authors on the basis of [12; 13; 15; 16]

The same situation is observed with regard to nursing staff. It is clear that the high workload of medical personnel does not contribute to the growth of the quality of medical services. Consequently, the problem of providing the healthcare system with personnel is still unresolved and relevant.

At the same time, medical ambulance services are not carried out at the proper quality level, which is manifested in untimely arrival to patients, unskilled service, lack of availability of drugs. It is not for nothing that ambulance workers have been called "free taxis" in medical circles, because when they come on call, they are often unable to make a correct diagnosis and prefer to bring all patients to hospitals. While the task of ambulance workers is to provide primary medical care to patients who do not need hospitalization. The long queues of patients in polyclinics have not become a thing of the past either; insufficient hospital beds, as a result of which patients lie in hospital corridors or are simply denied hospitalization. The current situation indicates that the problems of the healthcare system are systemic in nature.

Of course, the growing processes of globalization are intensifying competition in the fields of education and healthcare. With the growth of people's well-being, their effective demand for high-quality educational and medical services is growing. In this connection, the number of people applying for medical services to clinics in other countries and for the provision of educational services to foreign universities is increasing. For example, every year more than 20 thousand Kazakhstani students study abroad for a fee, and more than 10 thousand people have received state scholarships under the Bolashak presidential program over the past 20 years. While the share of exports of educational services provided by Kazakh universities and other educational institutions remains insignificant.

The development of the theory of human capital is a process of accumulation of scientific views and theoretical and methodological concepts regarding the role and place of human beings in the economy on the basis of combination and synthesis of various scientific schools, currents, accumulation of ideas of scientists of different times. The analysis of scientists' research allows us to present the structure of investment in human capital, which covers the following types of investment: expenditures on education – in general and special education, formal and informal, training at work and the like; expenditures on human upbringing; expenditures on health care – investment in medical care, disease prevention, improvement of living conditions; search for economically relevant information; mobility costs, which facilitates the migration of human capital to places of higher labor productivity; motivation of economic activity; R&D, intellectual innovations; ecology and healthy lifestyle; culture, spirituality, leisure, etc.

It is clear that the formation of human capital is influenced by the state policy in the field of health, education and vocational training. In the current conditions, there is a need to develop a mechanism for managing human capital, taking into account its structure, the interdependence of the processes of formation and use, which allows to increase the innovative activity of employees.

In accordance with Figure 1, when implementing the proposed mechanism for the development of national human capital, it is necessary to take into account different levels of formation of conditions for the development of human resources potential. This process should be carried out as a result of complex interaction of all economic entities, but with the leading role of the state.

As the experience of countries with a high level of development shows, investing in people, even in small amounts, brings much higher returns in the long run than investing in enterprise development. There is no consensus among academic economists as to whether conventional investments can be compared with investments in human capital development. But all agree that investment in human capital is the main source of economic development of a country. Investments in human capital are characterized by certain features different from ordinary investments, namely:

- formation of human capital requires significant expenditures not only of an individual, family, but also of the state, enterprise as a whole;
- the investment period is much longer than that of physical capital - approximately 12 - 20 years;
- the expected results from investing in a person depend on the period of active labor of a person. The earlier investments in a person and his/her development were made, the more return on investment can be expected;
- investments in human capital are considered by scientists to be the most beneficial both for the individual and for society as a whole in comparison with expenditures in other types of capital;

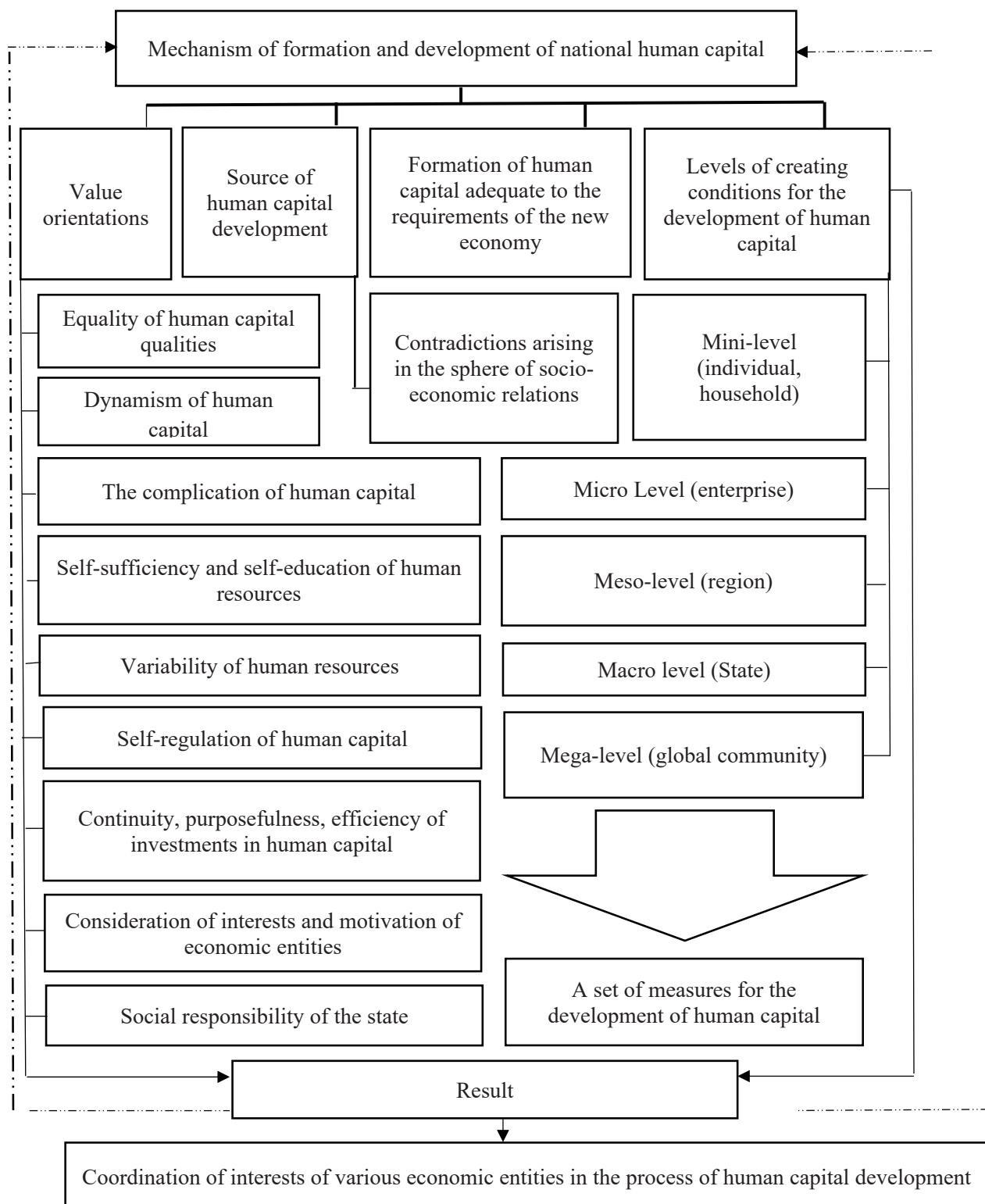


Figure 1 – Mechanism of national human capital development

Note – compiled by the authors based on the source [6]

- as a result of the use of human capital, it is used up both physically and morally. But if additional investments in a person are made during the period of use (continuous education, professional skills and experience, health, mobility, etc.), human capital is able to accumulate, improving its quantitative and qualitative characteristics;

- investments in human beings are significant in terms of volume, long in time, but give integral economic and social effects in the future (increased economic activity of each individual contributes to the revitalization of human capital mobility, improvement of citizens' well-being, development of society as a whole, which is the consequence of an increase in the level of education of human capital and growth of social consciousness of the population);

- not all feasible expenditures in a person are considered investments, but only those that contribute to human development, are economically feasible and benefit society;

- investments in the formation and development of human capital are associated with risk, as the period after which they begin to pay off can be twenty or more years;

- despite the fact that various subjects (state, enterprise, public organizations, family, individual) can be investors in human beings, but the direct control over the use of human capital and the receipt of income is exercised by an individual who is the owner of this type of capital;

- types of investments in human development, their nature and scale are conditioned by national, historical, cultural peculiarities and traditions of the society, mentality of the nation.

The main areas of investment in human capital at different levels are:

1) Personal level (individual and family expenditures):

- Expenses related to the birth and upbringing of children;

- expenditures on health, physical education and sports;

- expenditures on searching for important information;

- investment in education, professional knowledge and experience;

- migration costs;

- expenditures on culture and leisure.

2) micro level (corporation level):

- Expenditures on professional education;

- expenditures on professional development of employees;

- expenditures on labor protection and health of human capital;

- investments of adaptation (for effective involvement of a worker in production activities);

- investments of internal mobility of the employee, obtaining additional competencies (professional career development and the like).

3) meso-level (industry and regional level):

- expenditures on the economic and social development of human capital of a certain territory, which contributes to the growth of returns from it and the development of this region;

- expenditures on the creation of regional human capital development programs.

4) macro-level (state level):

- Expenditures from the state budget on education (general and higher education);

- expenditures on vocational training

- expenditures on health care;

- contributions to educational and medical programs;

- expenditures on science and innovative development;

- expenditures on physical and spiritual development of a person;

- social transfers.

5) globalization level (transnational corporations):

- TNCs' expenditures on increasing corporate social responsibility and employee's competence level;

- expenditures on the development of creative activity and professionalism of a person;

- expenditures on increasing the role of motivation for innovative labor.

Investments in the formation and development of human capital depend on the scale and profitability of the organization, but they are always quite costly. Taking into account the fact that the creation of innovations and

high labor productivity require, as one of the factors of production, high capitalization of human resources, which subsequently increases its income and competitiveness, it can be concluded that investments in human capital are direct investments in the innovative development of the enterprise.

THE RESULTS OBTAINED

Current trends in economic development dictate certain conditions for the system of formation and development of human capital of enterprises. Industry 4.0, digitalization, globalization, as well as transformational processes within enterprises and organizations cause an objective need for the formation of innovation centers within themselves. All organizational changes, short- and long-term strategies should be aimed at creating and retaining long-term competitive advantages.

In order to increase labor productivity indicators and, as a result, the economic indicators of the enterprise as a whole, a planned and verified strategy for the development of the organization's human capital is necessary, since human capital is a key factor in production, allowing to obtain a cumulative positive effect. Effective reproduction of human capital requires a planned long-term impact on its system-forming components, which allow purposefully changing the level of activation of human capital. The focus should be on finding ways in which companies maximize the potential of human resources in the midst of organizational change.

In our opinion, it is possible to ensure the effectiveness of investments in the development and realization of human capital if the following conditions are met:

- the efficiency of the economy as a system;
- minimal administrative regulation of the economy;
- formation of competitive domestic markets;
- raising capital;
- ensuring the ownership of investors;
- increasing the share of expenditures on financing the social sphere, science, education, healthcare, culture to a level corresponding to the indicators of developed countries;
- increasing the remuneration of public sector employees, in particular, doctors, teachers to the average salary level in non-governmental organizations;
- implementation of state targeted investment programs in the field of healthcare, education, science, culture, development of information technologies with strengthening of the monitoring and control system.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ АДАМИ КАПИТАЛЫ: БӘСЕКЕГЕ ҚАБІЛЕТТІЛІКТІҢ ҚАЛЫПТАСУ ЕРЕКШЕЛІКТЕРІ МЕН ӨСУ МҮМКІНДІКТЕРІ

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АНДАТПА

Зерттеудің мақсаты. Мақалада озық елдер мысалында бәсекеге қабілетті адами капиталды қалыптастыру қажеттілігі негізделген, оның мақсаты тиімді адами капиталды қалыптастыру көздерін анықтау болып табылады.

Әдіснамасы. Зерттеу барысында талдау және синтез, статистикалық және салыстырмалы талдау әдістері қолданылды. Авторлар отандық және шетелдік экономистердің адами капиталын қалыптастыру саласындағы ғылыми еңбектеріне әдеби шолу жүргізді, елдердің озық тәжірибесі және оны қазақстандық шындықта қолдану мүмкіндігі зерделенді. Мәселелерді тереңірек зерттеу үшін стратегиялық бағдарламалар қарастырылып, статистикалық жинақтар талданды.

Зерттеудің бірегейлігі/құндылығы. Адами капиталдың құрамдас бөлігі ретінде денсаулық капиталын қалыптастыруды қамтамасыз ететін денсаулық сақтау жүйесінің негізгі көрсеткіштері талданды. Білім беру және денсаулық сақтау салаларының негізгі мәселелері анықталды. Еңбекақы төлеу көрсеткіштерін алдыңғы қатарлы елдермен салыстыру жүргізілді, орташа алғанда да, жалпы экономика салалары бойынша да оның адами капиталдың дамуына әсер ету дәрежесі анықталды.

Зерттеу нәтижелері. Инновациялық экономиканы құру жағдайында ұлттық адами капиталды дамыту тетігі ұсынылды. Еліміздің адами капиталын дамыту мен іске асыруға инвестициялардың тиімділігін қамтамасыз ету бойынша ұсынымдар әзірленді.

Түйін сөздер: адами капитал, ұлттық бәсекеге қабілеттілік, бәсекелестік артықшылықтар, инвестициялар.

ЧЕЛОВЕЧЕСКИЙ КАПИТАЛ РЕСПУБЛИКИ КАЗАХСТАН: ОСОБЕННОСТИ ФОРМИРОВАНИЯ И ВОЗМОЖНОСТИ РОСТА КОНКУРЕНТОСПОСОБНОСТИ

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АННОТАЦИЯ

Цель исследования. В статье на примере передовых стран обоснована необходимость формирования конкурентоспособного человеческого капитала, целью которой является определение источников формирования эффективного человеческого капитала.

Методология исследования. В ходе исследования были применены методы анализа и синтеза, статистического и сравнительного анализа. Авторами был проведен литературный обзор научных трудов в области формирования человеческого капитала как отечественных, так и зарубежных экономистов, был изучен передовой опыт стран, и возможность применения его в казахстанских реалиях. Для более глубокого изучения вопросов были рассмотрены стратегические программы и проанализированы статистические сборники.

Оригинальность / ценность исследования. Проанализированы основные показатели системы здравоохранения, обеспечивающей формирование капитала здоровья как составной части человеческого капитала. Определены основные проблемы сфер образования и здравоохранения. Проведено сравнение показателей оплаты труда с передовыми странами как в среднем значении, так и по отраслям экономики в целом, определен степень ее влияния на развитие человеческого капитала.

Результаты исследования. Предложен механизм развития национального человеческого капитала в условиях построения инновационной экономики. Разработаны рекомендации по обеспечению эффективности инвестиций в развитие и реализацию человеческого капитала страны.

Ключевые слова: человеческий капитал, национальная конкурентоспособность, конкурентные преимущества, инвестиции.

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