importance of investment resources for the implementation of further progressive economic development of the country, there is an objective need to activate both domestic and foreign investment. The state should be interested in increasing the volume of investment resources through various ways of their formation. When implementing an investment policy, the authorities should support all areas of attracting investment resources and create favorable conditions for doing business, regardless of its scale and industry affiliation. This makes it necessary to form such mechanisms for the implementation of the state's investment policy, the essence of which will be aimed at identifying the problems of investment by diverse economic entities and developing measures to solve them.

In general, according to the index of economic freedom, Kazakhstan is not an attractive enough state for investors, because economic freedom is not at a very high level, which worsens the investment climate of the country.In recent years, the investment market of Kazakhstan has been characterized by dynamic development, high demand for investment resources and a fairly high level of interest of foreign investors, and, consequently, investment attractiveness, as evidenced by statistics on foreign direct investment in Kazakhstan.

Our country can get out of the crisis primarily at the expense of its own forces and resources. However, the intensive transition to a competitive model of the national economy calls for cooperation with the global economic system, in which foreign companies are an important economic lever. Therefore, the creation of an open, export-oriented model of the economy largely depends on the level of activity of foreign investors in Kazakhstan, the intensity of international capital flows and the division of labor. Having significant positive prerequisites and factors for the activation of investment activity, Kazakhstan pursues an unconstructive investment policy, which does not have a significant impact on both business entities and the state itself as a whole.

At the strategic level, investment policy should be based on a broad plan of action for achieving economic growth and sustainable development - similar to those developed within the framework of official economic or industrial development strategies. The measures proposed in the framework of this study for the development of investment policy in the future, taking into account their practical implementation, will improve the situation in the analyzed area and achieve higher results of economic development.

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INNOVATIVE MECHANISMS FOR IMPROVING THE QUALITY POLICY OF INDUSTRIAL ENTERPRISES

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Abstract. The article describes the significance of the quality policy of industrial enterprise aimed to produce competitive products. Innovative mechanisms for the development of quality policy of industrial enterprises were recommended by the authors.

Keywords: industry, innovation, competitiveness, quality policy.

Introduction. Today, the main focus should be concentrated on the policy of introducing scientific and technical achievements into production in order to produce high-demand and competitive products on the domestic and foreign markets. After all, the main direction of improving the quality of products is the introduction of advanced scientific, technical and innovative achievements into production. At the present stage, this direction, which allows country to increase the quality of products and attract investment by increasing the technical, economic and technological level of production, has become an important part of competitiveness.

Each firm should adapt to any changes in consumer demand in the future, due to the complexity of the competitive environment. This situation should be realized through the production of new products, new types of services.

Main part/discussion. The introduction of innovative, scientific and technical achievements in production, the use of advanced technologies will give an impetus not only to improve the quality properties of products, but also to reduce their cost, as well as to increase their liquidity in the conditions of price competition.

Scientific and technical potential is the main branch of the national wealth of any country. As the experience of all developed countries shows, the main way of economic development and improvement is to become a leader in the scientific, technical and innovative sphere.

Innovations will counteract the economic downturn, create conditions for the active development of scientific and technological progress, increase the efficiency and competitiveness of the national economy. Therefore, entrepreneurs around the world pay attention to the effective management and organization of innovations. And the state supports and implements an effective policy in the field of scientific, technical and innovative development. After all, the state scientific, technical and innovative policy is aimed at qualitatively improving the living conditions of humanity, using scientific and technical achievements for the benefit of man. Therefore, in addition to mastering foreign technologies and technologies, we need to create conditions for the development of our national scientific and technical potential, introduce scientific achievements of domestic scientists into production and evaluate them [1].

The introduction of innovative achievements in production allows country to produce high quality products in a wide range by studying the needs of consumers. In general, depending on the directions of innovation processes, we can distinguish between commodity and industrial processes. Commodity innovations include work aimed at updating the quality properties of products, and industrial innovations include work aimed at creating new types of products.

Currently, innovative work in industrial enterprises should not only improve the quality of manufactured products, but also contribute to the production of new types of products that are in high demand on the world market. These areas, known in the economic literature as diversification of production processes and differentiation of products.

These areas have their own values, which include:

- increase the price of the product;
- find new customers in the market;
- brand strengthening;
- opportunities to stand out from competitors [2].

In order to improve the efficiency of production of these features, it is necessary to ensure the production of products in the need volume that meet market requirements.

The introduction of scientific, technical and innovative achievements in domestic production should become an integral part not only of enterprises aimed at ensuring the competitiveness of their products, but also of the state policy that supports these efforts.

In modern conditions, the role of the state in building a high-tech economy should increase as a rule. This state scientific policy can always be implemented on the basis of development and diversification, the introduction into production of the results of significant fundamental scientific research. Without the influence of the state to accelerate structural and investment changes in industry, it is impossible to introduce high-tech scientific technologies through tax, budgetary and economic

instruments of foreign trade.

Thus, improving the enterprise's quality policy through technical and innovation policies should solve the following tasks:

- development of a plan for scientific, technical and innovative development in accordance with the capabilities of production;
- justification of the project aimed at improving the quality properties of products or producing a new type of product;
- determining the sources of financing for the implementation of the project;
- search for ways to meet the demand of manufactured products in the market.

One of the main components of the mechanism for innovative improvement of the industrial enterprise's quality policy is the human factor, which ensures high - quality production of products.

It is obvious that along with various economic mechanisms in ensuring the quality of products, it is the personnel of the enterprise who carry out the production process, master advanced scientific and technical achievements and apply it to improve the quality of products. The adaptation of person to the working environment and self-expression requires a certain amount of time and patience. Effective management of this process is carried out through the correct decision of the administrative staff.

The human factor is the main driver not only of quality and competition, but also of labor productivity. One of the scientists who laid the scientific foundations of production management and quality organization was Edward Deming. He attached great importance to the human factor.

In his research on improving the Japanese economy by improving the quality and competitiveness of products, Deming identifies three basic principles:

1. There will be no bad or good workers, there will be bad and good leaders;
2. Statistical analysis of production is as important to the manager as the surgeon correctly diagnosed the disease;
3. Improving or changing production processes does not depend on the activity of some employees, it depends on the systematic measures taken by management [3].

Creating his own concept of improving product quality and competitiveness, Deming recommends adhering to strict discipline. Over the past decade, economically developed countries of the world have paid great attention to the human factor. The Deming Award, awarded for quality in Japan, continues to this day. At the same time, the need to organize effective methods of motivation and commitment of employees aimed at ensuring the quality of products in domestic enterprises remains relevant.

In order to increase the responsibility of employees in improving the efficiency of the enterprises quality system, it is necessary to take the following measures:

- formation of a common interest in the production of high-quality products;
- moral and material incentives for employees who strive for results;
- creation of specialized laboratories and Research Centers for the implementation of their research on improving the quality of employees;
- support of scientific research in production;
- ensuring effective work of management personnel.

Effective coordination of these measures allows us to improve the quality parameters of products through the human factor.

Industrial enterprises that adhere to the interconnected three – component «government – science – business» system of production improvement will have the opportunity to master many global markets [4].

As a way to improve innovation processes, we can suggest creating a regional research and production system. This system includes enterprises from a particular region and research institutions related to this industry. The close cooperation of these institutions contributes to the study of the technical capabilities of the world sugar industry, the specifics of its production, the identification of new achievements and, if possible, the implementation of the results of these judgments in production. This situation encourages the production of competitive products using the industrial, economic,

scientific and technical capabilities of the industry. Also, with the support of enterprises, scientific institutions will have the opportunity to implement their important proposals in practice, conducting their own research. The creation of high-tech and knowledge-intensive industries will also increase the competitiveness of their products in the domestic market.

Modernization of the material and technical base and processing technology of sugar beet and raw sugar on the basis of technological innovations. The technological schemes of production and the available equipment used at sugar factories in Kazakhstan do not allow them to reduce resource consumption and the harmful impact of sugar production on the environment. The solution to this problem is connected with the need to develop a modern technical policy based on the achievements of science and technology [5].

Currently, to improve the efficiency of technical re-equipment of an industrial enterprise, technological standards regulating the production process are used. At the same time, the use of technological innovations has not been given due attention. The active use of economic mechanisms for the sustainable development of sugar factories increases the relevance of the use of technological innovations as an incentive for the strategic development of an industrial enterprise. In this regard, it is advisable to use complex methods, procedures, mechanisms and tools of technological innovation re-equipment. Special attention should be paid to modern features and opportunities to increase the level of innovation and competitiveness of the products produced.

Domestic enterprises do not sufficiently use the opportunities to increase the level of competitiveness of sugar products. The low efficiency of strategic planning of innovative changes at the enterprise does not allow timely implementation of technological innovations. This leads to a chaotic implementation of technical re-equipment

Reducing the environmental hazard of sugar production can be reached by using a set of measures to improve the technology of beet processing and water management of sugar beet processing. It is possible to achieve a high degree of efficiency and an innovative guarantee of environmental stability and security. Such measures include: the use of pulp-press water and condensates to produce diffusion juice; the disposal of all pulp; the disposal of all filtration sludge; the creation of a closed water circulation system [6].

Promotion of innovative products of sugar processing on the market. Along with the production of granulated sugar and refined sugar, it is necessary to organize the production of such new types of products as pure liquid sucrose, inverted syrups, as well as various varieties of sugars obtained using additives. In addition to the main product, it is advisable to obtain food products from production waste, for example, from beet chips [7].

Conclusion. Thus, given that improving the quality system is a guarantee of increasing competitiveness and entering the world market, we believe that the following concrete steps should be taken in this direction:

- bringing the quality of products of domestic producers to international standards;
- improvement of the state Quality System in order to bring domestic goods to foreign markets and form their competitiveness;
- scientific justification of the requirements for the safety and quality of products for human life;
- creation of a common system of production and research institutions;
- follow the domestic tradition of producing clean products that meet the needs of the population;
- development of proposals for improving the requirements of standardization and certification in the formation of product quality and safety for human life;
- use of the latest, advanced equipment and technologies of domestic and foreign production and processing;
- expanding the range by producing new types of products that meet different levels of igniters;
- to find and actively attract the necessary funds for the introduction of innovative advanced equipment.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ МЕМЛЕКЕТТІК БАСҚАРУ ЖӘНЕ МЕМЛЕКЕТТІК ҚЫЗМЕТ ЖҮЙЕСІ

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Аннотация: Мемлекеттік басқарудың мәні оның қажеттілігінен, әлеуметтік шарттаудан және мақсатты бағдарлануынан көрінеді. Мемлекеттік басқарудың қажеттілігі табиғи, еңбек, материалдық, ақпараттық ресурстарды тиімді пайдалануға, адамның құқықтары мен бостандықтарын кепілдендіруге бағытталған мемлекеттік саясатты іске асыруды қамтамасыз ету қажеттілігінен туындайды.

Бұл мақалада Қазақстандағы мемлекеттік басқару және мемлекеттік қызмет саласындағы негізгі аспектілер қарастырылған. Уақыт призмасы арқылы мемлекеттік қызметшілердің кадрлық әлеуеті жүйесінің даму тенденциясының мониторингі жүзеге асырылады.

Тірек сөздер: Мемлекеттік басқару, мемлекеттік қызмет, электрондық үкімет, сапа көрсеткіштері.

Қазіргі жағдайда, мемлекеттік аппарат саласында ел басшылығының жоғары деңгейлері алдында олардың қызметінің тиімділігін арттыру міндеті тұр. Мемлекеттік басқарудың және мемлекеттік қызметтің табысты құрылымын қалыптастыру ел Президентінің Қазақстан халқына жолдауларында және елдің маңызды стратегиялық құжаттарында негізгі міндет ретінде қойылған. Мемлекетті басқарудың сапалы түрі, және мемлекеттік қызмет жүйесін толықтырып, дамыту – экономиканың тұрақты дамуына, халықтың өмір сүру сапасын жақсартуға және мемлекеттің жалпы бәсекеге қабілеттілігін арттыруға өз септігін тигізеді.