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The analysis of state and efficiency of entrepreneurial activity's development of the Pavlodar region

In the article, on the materials of the Pavlodar region, the state of the sphere of small and medium-sized entrepreneurship (SME) is analyzed in the context of the main socially significant indicators of its development. The analysis' materials show a number of stable patterns of SME development in the region, both positive and negative. Among them, the reduction in the number of registered, operating and active SME subjects is observed in the article, which is reflected in the dynamics of the population engaged in this sphere, the volume of production and the contribution of this sector of the economy to the gross regional product. Identification of the reasons of the formation of the negative trend of reduction of the number of active SME subjects in the article is carried out in the context of the structural components of the subjects of this sphere. The analysis testifies to the existence of a number of disproportions in the development of SME in the region: structural ones in the combination of SME subjects there is dominated the category of «small entrepreneurship», which is represented maximally by individual entrepreneurs in the context of the organizational and legal forms of SME in the region, and in the context of economy branches - by trade; territorial: the maximum number of SME subjects in the region is concentrated in urban settlements and, first of all, in the regional center, Pavlodar c. Despite the measures taken by the state, including support for the cooperative movement, among the main problems of the entrepreneurs of the region are infrastructural, financial and tax problems. Considering the fact that the tendencies and problems of SME development in the region are illogical to the situation in the whole in the republic, their solution, first of all, requires macroeconomic regulation and balanced situational approach to their solution in the region.

Keywords: small and medium-sized enterprises, peasant household (farms), individual entrepreneurs, legal entities, structure, operating and active subjects, production volumes, number of employees, gross regional product.

Small and medium-sized entrepreneurship as an important component of modern production mainly contributes to maintaining a competitive tone in the economy, creates a natural social support for a social organization, organized on the principles of the market, and also forms a new social stratum of entrepreneurs.

The development of small and medium-sized businesses in the Pavlodar region over the past decade has generally been characterized by growth tendencies in output (work and services), the number of employed in this sector and the number of operating small and medium-sized entrepreneurship (Table 1). However, the dynamics of socially significant indicators of the development of small and medium-sized entrepreneurship in the Pavlodar region over the past 5 years has a mixed tendency. The analysis shows that starting from 2014, there is a steady tendency in the region to reduce the number of registered, operating and active SME subjects. At January 1, 2017, the number of registered, operating and active SME subjects compared to 2014 decreased by 4,9, 4,6 and 5,9 %, respectively. At the beginning of 2018, the number of operating SME subjects in the region amounted to 41311 units, which is 5,8 % lower than the same indicator in 2017.

Table 1

Socially significant indicators of development of small and medium-sized entrepreneurship in the Pavlodar region (at 1.01)

Indicators	2013	2014	2015	2016	2017
Number of registered SME subjects, thous. units	51,54	53,68	54,53	52,36	51,88
Number of operating SME subjects, thous. units	45,88	46,09	44,26	44,34	43,87
Number of active SME subjects, thous. units	33,78	35,3	33,85	33,48	32,22

Note. The table is compiled by sources [1, 3].

Reduction of the number of active SME subjects should be viewed as a negative factor, which supposes the analysis of the reasons behind this tendency. For this purpose, we consider the dynamics of the number of SME subjects in terms of its structural components (Table 2).

In the structure of SME subjects, the number of active legal entities of small entrepreneurship from 2015 to 2017 has a growth tendency of 22,6 %. The growth trend for years is stable. The legal entities of medium-sized entrepreneurship in the structure of SME in the region have an average weight of 0,2 % and there is no dominant influence on the dynamics of the decline in the number of SME. During the period from 2015 to 2017 the number of peasant household (farms) in the region decreased by 15 units or 0,4 % and individual entrepreneurs by 10,0 % (3647 units). Taking into account the fact that in the structure of active entities, the share of farming enterprises (F) is on average 7,6 %, and the share of individual entrepreneurs is 7880 %, it becomes obvious that the downward tendency in the number of active subjects in the region is due to a categorization of SME subjects as individual entrepreneurs, in structure of which on average up to 60 % of the subjects there are in the sphere of trade. This phenomenon is given several explanations.

Table 2

Dynamics of the number of subjects in the context of the structural components of SME (at 1.01 in the analyzed year)

SME subjects	Year	Number of registered SME subjects, units	Number of operating SME subjects, units	Number of active SME subjects, units
Total	2015	54526	44264	33853
	2016	52368	44343	33479
	2017	51888	43872	33218
	2018	52132	41311	*
Legal entities of small entrepreneurship	2015	9049	5994	3398
	2016	9863	6743	3733
	2017	10729	7566	4166
	2018	11783	8480	*
Legal entities of medium-sized entrepreneurship	2015	94	92	86
	2016	102	102	96
	2017	94	94	93
	2018	103	103	*
Individual entrepreneurs	2015	41481	36503	27204
	2016	38770	34137	26607
	2017	37377	32856	25889
	2018	36856	29517	*
Peasant household or farms	2015	3802	3371	3165
	2016	3361	3361	3043
	2017	3688	3356	3070
	2018	3390	3211	*

Note. The table is compiled by sources [1, 3]; * information is absent.

Objectively, the process of reducing the number of individual entrepreneurs is associated with the problems of inaccessibility of credit resources, rising prices, falling solvent demand and a number of other reasons. As one of the main reasons is the process of «the formation of a civilized person in the sphere of individual entrepreneurship», for example, the concentration of individual entrepreneurship subjects within the framework of large trade structures (trading centers, trading houses, etc.). The associated with this process «input» system, steadily growing rent, additional financial burden in the form of reimbursement of the expenses for maintaining these structures, etc., often leads to suspension of activity and closure of business.

In the structure of active subjects in the Pavlodar region, a very low share of legal entities of medium-sized entrepreneurship — only 0,3 % of the total number of SME subjects in the region. A similar tendency is typical for the republic as a whole. This circumstance can be mainly a reflection of the situation that exists when small business consciously reduces turnover in order not to become a medium-sized business, which in turn is due to the existing stereotype that a small business has more benefits and advantages than average business. Moreover, entrepreneurs have more information about supporting small, rather than medium-sized business. This is confirmed by the established structure of legal entities — small and medium-sized entrepreneurship.

The data of Table 2 show that small enterprises account for 98,898,9 % of the total number of legal entities of small and medium-sized businesses in the region. The same tendency is typical for all the territories of the region.

One of the important indicators of the SME sphere is the production of goods and services. It should be noted that for the period from 2013 to 2015 the volumes of output in the sphere of SME increased by 28,9 % with the growth of the number by 13,8 %. In 2016, the volumes of output in the sphere of SME is reduced by 15,7 %, while a reduction of 0,7 % in active subjects and of 1,1 % in the number of employed in the sphere of SME. Despite the reduction in the number of people employed in the sphere of small and medium-sized entrepreneurship, it is noted in the region the increase in the share of employed in this sector in the total population of the Pavlodar region and in the economically active population of the region (Table 3), which is a positive tendency indicating an increase in the role of small and medium-sized business in providing employment for the population of the region. However, this indicator lags far behind the indicator in developed countries (the employment level in SME there is 5070 % of the economically active population).

Table 3

Dynamics of the number of employed in the sphere of SME in Pavlodar region

Indicators	2013	2014	2015	2016	2017
The population of the region, thousands of people	749,2	752,9	755,8	758,6	757,1
The number of economically active population, thousands of people	440,0	441,3	426,2	421,4	418,5
Number of employees in small and medium-sized businesses, thousands	116,1	123,5	130,1	129,2	128,4
Share in total population, %	15,5	16,4	17,2	17,0	16,9
Share in the number of economically active population, %	26,4	28,0	31,0	30,7	30,6
Volume of output of goods, works and services in the sphere of SME, billion tenge	360,6	538,0	589,79	497,25	474,7*

Note. The table is compiled by sources [3, 4]; * information for January-September of 2017.

In the volume of output of goods, works and services in the sphere of SME, the contribution of different categories of subjects has its own specifics (see Fig.).

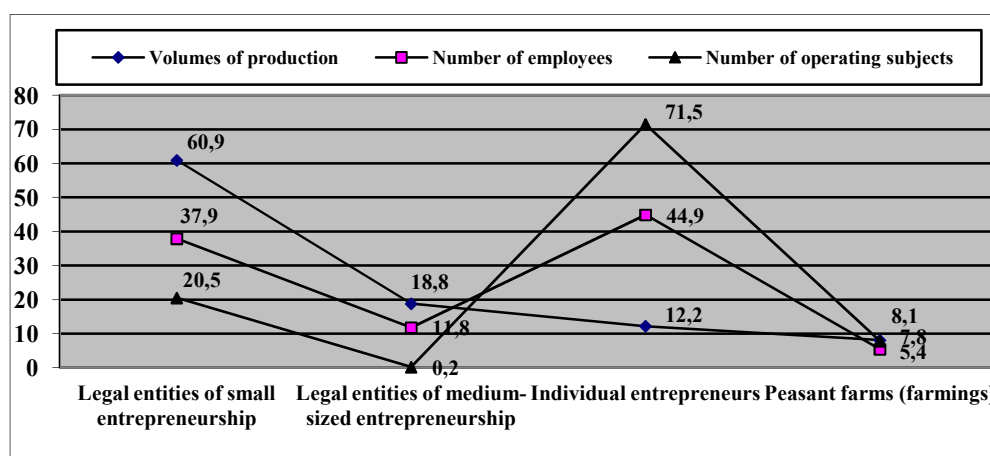


Figure. The dynamics of indicators of SME subjects' activity in 2017 (the source of information [4])

In the structure of subjects of SME sphere of the region, legal entities of small and medium entrepreneurship are the most efficient. Their share is 60,9 % and 18,8 % of the total volume of goods and services produced by the subjects of this sphere, respectively, while the share of legal entities of small entrepreneurship in the structure of operating SME subjects is 20,5 %, and medium entrepreneurship is 0,2 %. The most

numerous category of operating SME subjects are individual entrepreneurs (71,5 %), whose share in the total output of the SME sphere is 12,2 %.

In general, summarizing the mentioned above, it should be noted that despite the tendency of forming of a certain category of active SME subjects in the region, whose share in the total number of SME is on average 75 %, the SME sector in Pavlodar region is not developed enough, while remaining poorly diversified. Reducing the number of small and medium-sized businesses is accompanied by a reduction in the contribution of this sector to the GRP of the region, which in 2017 doesn't exceed the same indicator in 2014 (Table 4). For comparison, in developed countries, the contribution of small businesses to GDP is from 43 % (Canada) to 57 % (Germany).

Table 4

Contribution of the SME sector to the GRP of the Pavlodar region

Indicators	2013	2014	2015	2016	2017
GRP of the region, billion tenge	1528,4	1766,0	1751,9	1975,5	2243,1
The volume of output of goods, works and services, billion tenge	360,6	538,0	589,79	497,25	474,7
Share of output of SME in GRP, %	23,6	30,5	33,7	25,2	29,8

Note. The table is compiled by sources [5, 2, 4].

Statistics show that relatively stable categories of entrepreneurial activity in the region are legal entities of small entrepreneurship. At 01.01.2017, the number of registered, operating and active small entrepreneurship subjects in the region increased by 18,6, 26,2 and 22,6 %, respectively, compared to the same period of 2015.

On the background of the reduction in the number of active peasant household (farms) by 15 units (0,99 %) in the region over the past 2 years, the number of active subjects in this category has increased by 27 units (0,9 %) as compared to 2014.

The «vitality» of farming is largely explained by the existing tendency in the development of complex, diversified structure of the agrarian business in accordance with the scheme: production — processing — sale. The presence of wheat processing mills, meat processing workshops, the production of pasta, etc., in farms. allows to produce finished products from agricultural raw materials, and not to hand it over to intermediaries at low purchase prices. On the other hand, the availability of retail outlets in farms (in a village, a district center and a city) makes it possible to sell finished products in a price range attractive for both farmers and consumers of its products.

A significant role in supporting farms is played by measures organized by local authorities: organized trade (fairs) for farms on weekends, etc.

According to the analysis, the share of individual entrepreneurs is predominant in the total number of small entrepreneurship subjects in the region. This fact can be explained by the advantages of doing business in the form of individual entrepreneurship (firstly - simplified taxation). The share of individual entrepreneurs from the total number of SME subjects at 01.01.2017 was 79,9 %.

In the structure of operating SME subjects, 81,6 % of their number (35792 units) are concentrated in Pavlodar, Aksu and Ekibastuz cities. The largest share of SME is in Pavlodar 51,1 % (Table 5). Among the districts, the leaders in terms of the number of SME are Pavlodar district (2,6 %), Bayanaul (2,8 %) and Kachiry (2,6 %) districts. The analogous situation is typical for the districts both for legal entities of small entrepreneurship and for peasant farms.

Individual entrepreneurship was largely developed in Kachiry (2,3 %), Bayanaul (2,17 %) and Irtysh (1,97 %) districts.

Outsiders in the regional rating of SME development are May (1,0 %), Lebyzhinsk (1,2 %) and Aktogay (1,23 %) districts.

The analysis of the state and efficiency of development of entrepreneurial activity in the Pavlodar region allows us to identify the following regularities of SME development in the region.

In the territorial context «city/village» the largest share of business subjects in the structure of SME in Pavlodar region is in Pavlodar, Aksu and Ekibastuz cities: 81,6 % of operating enterprises. The maximum number of business entities in the city is concentrated in Pavlodar c. 51,1 %. Objectively, this is explained

by the maximum concentration of solvent demand in the cities of the region and the regional center, first of all.

In the structure of SME subjects in Pavlodar region at 01.01.2018, the dominant part are subjects of small entrepreneurship (individual entrepreneurship and legal entities) 92,1 %. The share of legal entities in the sphere of medium business is 0,2 %. The low dynamics of the transition of small business to medium-sized businesses has no reasoned justification. According to entrepreneurs, work in the small business sphere is less connected with various risks, including financial ones, and the conditions of its functioning are more «loyal and sparing» than for medium-sized businesses (Table 5).

Table 5

Number of SME operating subjects at 1 January 2017

	Total, units	Including			
		legal entities of small entrepreneurship	legal entities of medium-sized entrepreneurship	individual entrepreneurs	peasant household (farms)
Pavlodar region	43872	7566	94	32856	3356
Pavlodar c.	24423	5549	59	18682	133
Aksu c.	2889	190	4	2479	216
Ekibastuz c.	8480	1430	23	6790	237
districts:					
Aktogay	541	24	1	332	184
Bayanaul	1227	50	1	716	460
Zhelesinka	744	51	1	490	202
Irtysk	961	43	2	648	268
Kachiry	1151	45	1	760	345
Lebyazhinsk	508	17	-	317	174
May	441	20	-	269	152
Pavlodar	1127	75	-	471	581
Uspensk	605	22	-	382	201
Shcherbakty	775	50	2	520	203

Note. The source of information [6].

In the structure of organizational and legal forms of entrepreneurship in the Pavlodar region, individual entrepreneurship has the largest share 70,7 %. The share of legal entities of small and medium business is 22,6 %.

In the structure of SME, the share of peasant household (farms) is 6,5 %. One of the regularities of the development of peasant farms is the diversification of their activity. The structure of farms, more and more often, has a complex character according to the scheme: production-processing-sale. This situation is explained by a number of objective factors, including: low purchase prices, limited capacities of large processing facility, which usually work with large suppliers (as a result, small entrepreneurs cannot hand over their products for processing), etc.

Among the problems of small and medium-sized entrepreneurship development, despite the existing measures to support the development of SME, the most actual problem is still the lack of financial resources, difficulties in obtaining credit and problems with attracting investments, lack of specialized knowledge and management skills, high rents, high level of taxation and a number of others. From this it follows that the improvement of measures to support and develop small and medium-sized entrepreneurship of the Republic of Kazakhstan, in general, and the Pavlodar region, in particular, supposes macroeconomic regulation of the situation, on the one hand, and the decision of narrowly specific problems of entrepreneurial activity, on the other.

State programs and a set of measures for the development of entrepreneurship should include measures to improve the mechanisms of monetary, tax, budgetary and price policy, material and technical provision, the system of official guarantees that would ensure the creation of equal starting conditions in the development of entrepreneurial activity and ensure decision of existing problems in this sphere.

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Павлодар облысында кәсіпкерлік қызметті дамытудың жағдайы мен тиімділігін талдау

Мақалада Павлодар облысының деректері негізінде орта және шағын кәсіпкерліктің (ШОК) саласының жағдайы оның дамуы негізгі әлеуметтік-маңызды көрсеткіштердің қимасында талданады. Талдаудың деректері аймақтың ШОК дамуының бірқатар тұрақты заңдылықтарын оң, теріс ретінде куәландырады. Мақалада соңғылардың ішінде ШОК әрекет етуші және белсенді субъектілердің тіркелген санының қысқаруы, халық санының динамикасында байқалған осы саланың жұмыспен қамтылғандары ішінде аймақтың ішкі аймақтық өнімінде экономиканың белгілі секторы өнімі мен салымы көлемінде байқалады. Белгілі саланың құрылымдық құраушы субъектілері қимасында ШОК белсенді әрекет етуші субъектілер санының қысқаруының теріс трендін қалыптастыру себептерінің идентификациясы мақалада жүргізілді. Аймақтың ШОК дамуы бірқатар диспропорциясының барын талдау куәландырады: құрылымдық ШОК субъектілері құрамында «шағын кәсіпкерлік» санаты басым болып келеді, ұйымдастырушылық-құқықтық нысан қимасында аймақтың ШОК жоғары деңгейде жеке кәсіпкерлермен, ал экономиканың салалары қимасында сауда саласымен ұсынылған; аумақтық: аймақтың ШОК субъектілерінің жоғары саны қалалық елді мекенде, ең алдымен, Павлодар қаласының облыстық орталығында жиналған. Мемлекетпен қабылданған шараларға қарамастан, кооперативтік қозғалысты қолдаумен бірге, аймақтың кәсіпкерлерінің негізгі мәселелерінің ішінде инфрақұрылымдық, қаржылық және салықтық мәселелері бар. Аймақтың ШОК дамуының беталыстары мен мәселелерін ескере отырып, толығымен республика бойынша жағдайлар ұқсас, олардың шешімі, ең алдымен, микроэкономикалық реттеуді және аймақтағы олардың шешілуіне сарапталған жағдайлық тәсілдерді талап етеді.

Кілт сөздер: шағын және орта кәсіпкерлік, шаруа (фермерлік) қожалығы, жеке кәсіпкерлер, заңды тұлғалар, құрылым, әрекет етуші және белсенді субъектілер, өндірістің көлемі, жұмыспен қамтылғандар саны, ішкі аймақтық өнім.

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Анализ состояния и эффективности развития предпринимательской деятельности Павлодарской области

В статье на материалах Павлодарской области проанализировано состояние сферы малого и среднего предпринимательства (МСП) в разрезе основных социально-значимых показателей ее развития. Материалы анализа свидетельствуют о ряде устойчивых закономерностей развития МСП региона, как позитивных, так и негативных. В числе последних в статье отмечается сокращение численности зарегистрированных, действующих и активно действующих субъектов МСП, что находит отражение в динамике численности населения, занятого в данной сфере, объемах производства и вкладе данного сектора экономики в валовый региональный продукт региона. Идентификация причин формирования негативного тренда сокращения численности активно действующих субъектов МСП в статье проводится в разрезе структурных составляющих субъектов данной сферы. Результаты анализа свидетель-

ствуют о существовании ряда диспропорций развития МСП региона: структурных — в составе субъектов МСП доминирует категория «малое предпринимательство», которое в разрезе организационно-правовых форм МСП региона максимально представлено индивидуальными предпринимателями, а в разрезе отраслей экономики — сферой торговли; территориальных: максимальное число субъектов МСП региона сосредоточено в городских населенных пунктах, и прежде всего в областном центре, г. Павлодаре. Несмотря на принимаемые государством меры, включая поддержку кооперативного движения, в числе основных проблем предпринимателями региона отмечаются инфраструктурные, финансовые и налоговые проблемы. Учитывая тот факт, что тенденции и проблемы развития МСП региона алогичны ситуации в целом по республике, их решение, прежде всего, требует макроэкономического регулирования и взвешенного ситуационного подхода.

Ключевые слова: малое и среднее предпринимательство, крестьянские (фермерские) хозяйства, индивидуальные предприниматели, юридические лица, структура, действующие и активные субъекты, объемы производства, численность занятых, валовый региональный продукт.

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