

S. Nurgaliyeva*, c.e.s.¹

S. Kaidarova, c.e.s.²

A. Mukhamejanova, PhD³

Pavlodar Pedagogical University¹

Pavlodar, Kazakhstan

Innovative University of Eurasia²

Pavlodar, Kazakhstan

Establishment «Esil University»³

Nur-Sultan, Kazakhstan

* – main author (author for correspondence)

e-mail: n_saltanat_zh@mail.ru

ҚАЗАҚ ЭКОНОМИКА, ҚАРЖЫ ЖӘНЕ ХАЛЫҚАРАЛЫҚ САУДА УНИВЕРСИТЕТІНІҢ ЖАРШЫСЫ, 2022 – №1(46)

ANALYSIS OF THE SELF-EMPLOYED POPULATION OF THE PAVLODAR REGION

This article discusses issues related to the organization of the activities of the self-employed population in the region. The relevance of the study is due to the fact that self-employment is currently considered one of the most discussed forms of social and labor relations, but at the same time it is also an understudied type of employment in the country. On the basis of statistical data, the dynamics of the number of persons registered as self-employed is analyzed, and the factors that influenced the changes in the number of self-employed are given.

The article discusses the development of self-employment as a new form of labor relations. It is noted that self-employment is a broad concept that does not have a relevant assessment both in the current legal acts and in the public mind, which reduces the effectiveness of state policy in relation to citizens who decide to engage in their own activities, and does not allow society to understand the importance of the institution self-employment for the socio-economic development of the country. The authors substantiate that the formation of self-employment is an objective process, which is a consequence of changes in the nature of the modern economy: an increase in the share of services in the structure of GDP, an increase in labor market mobility, a large-scale introduction of innovations and digital technologies, increased requirements for the level of competencies of workers, the need to optimize production costs. The main attention is paid to the analysis of the state of the labor market of self-employed citizens.

In order to expand the entrepreneurial activity of citizens, reduce unemployment, reduce the informal sector in the labor market and the favorable development of the country's economy, it is necessary to increase the effectiveness of regulatory actions on the part of the state.

Keywords: self-employment, flexible employment, population, labor market, employment center, electronic labor exchange, productive self-employment, business, personnel, professions.

Кілт сөздер: өзін-өзі жұмыспен қамту, икемді жұмыспен қамту, халық, еңбек нарығы, жұмыспен қамту орталығы, электрондық еңбек биржасы, нәтижелі өзін-өзі жұмыспен қамту, бизнес, кадрлар, кәсіптер.

Ключевые слова: самозанятость, гибкая занятость, население, рынок труда, центр занятости, электронная биржа труда, продуктивная самозанятость, бизнес, кадры, профессии.

Introduction. The purpose of this work is to analyze the self-employed population and develop a set of measures to improve this segment of employment. This article examines the problem of employment of the population, which is considered throughout the world as one of the highest priority problems, since it is associated primarily with the prospects for the social stability of the state. To achieve the designated goal, the following tasks were set: to identify the essence and characteristics of the self-employed population; identify sources of labor resources.

Self-employment has become a modern trend in the development of the world labor market, which

determined the new nature of the relationship between workers and employers, formed an innovative model of labor organization and led to a special culture of behavior of citizens. A self-employed person is an individual who is self-employed, performs work and provides services, such as childcare, tutoring and/or housekeeping, and pursues a regular income. He has no employees, uses his own property to achieve business goals, relationships with customers are formed on the basis of an oral agreement, and the amount of remuneration depends on the amount of income received. In addition to these signs, it is important to note that the nature

of entrepreneurial activity of the self-employed is determined by the state and needs of the economy. Self-employed citizens assume all responsibility for the results of economic activity and risks.

This article publishes the relevance, theoretical and methodological approaches to solving the problems of the self-employed population. The methodological base of this article was made up of such research methods as a systematic analysis of information, generalization of the obtained material, comparison, systematization, methods of macroeconomic analysis, a systematic approach, statistical methods of economic research. With the help of these methods, the situation of the self-employed in the labor market, the dynamics of the number of persons registered as self-employed were considered, and an analysis of the problems and prospects for the development of self-employment in the region was also carried out. The information basis of the article is formed on the basis of regulations, statistical data, materials of analytical centers.

Literature review. For most countries of the world, and Kazakhstan is no exception, the priority direction of development is the effective use and improvement of human capital, because it is human capital that contributes to the growth of the quality of life and the efficiency of the national economy. Currently, the most important problem is the problem of human resources represented as human capital in the labor market [1]. Providing the country's economy with qualified personnel with a high level of competence and mobility is one of the seven tasks for the implementation of the state employment policy, which the President of the Republic of Kazakhstan Kassym-Jomart Tokayev set for the Government of the Republic of Kazakhstan [2].

Theoretical and practical issues of labor market research are devoted to the studies of a number of foreign and domestic scientists, including V.M. Zherebin [3], Agabekova B.F., Borkova E.A., Korotkova P.D. [4], Zh.A. Kulekeyev and others [5].

For most countries of the world, self-employment has come to be seen not only as an integral element of the labor market, but also as the most affordable way to provide employment for the population. Realizing the importance of self-employment for the stable development of society, the governments of most countries of the world began to pay serious attention to solving their problems [6].

Main part. Ensuring employment of the pop-

ulation, creating better conditions for the efficient use of labor resources is one of the most important problems of modern society, since the solution of many social problems, including such as a sustainable increase in the welfare of the entire population, smoothing social inequality between different strata of society, reducing poverty, increasing competitiveness of the country directly depends on its settlement.

Currently, the labor market is undergoing major changes all over the world due to demographic shifts, the accelerated development of technological progress, the widespread introduction of new information technologies in all areas of human activity, the automation of many technological processes, the COVID-19 pandemic, etc. The above factors, taken together, lead to a reduction in employment in many traditional sectors of the economy and an increase in the unemployed, whose number today in the world is more than 210 million people. Because of this, for most countries in the world, self-employment has come to be seen not only as an integral element of the labor market, but also as the most affordable way to ensure employment. Therefore, the number of self-employed people in the world continues to grow from year to year, reaching a significant share in the structure of the employed population. Understanding the importance of self-employment for the stable development of society, the governments of most countries of the world began to pay serious attention to solving their problems. To this end, special state programs are being developed to reform the existing employment policy, aimed at increasing the competence of the self-employed, on the one hand, and stimulating productive self-employment of the population through preferential lending and taxation mechanisms, on the other [7].

The problem of regulating employment in the regions is an urgent task, both in the near and long term, due to the deterioration of the demographic, labor and personnel situation, the need to create favorable conditions for the sustainable development of regions, which is one of the most important strategic goals of the state policy of the Republic of Kazakhstan.

Measures taken in recent years to stimulate the birth rate, increase employment, wages and incomes of rural residents as part of the implementation of the Concept of the state demographic policy of the Republic of Kazakhstan,

the state program «Agribusiness-2020», the state program «Productivity-2020», the state program «Exporter-2020», the state program «Business Roadmap-2020», the State program «Roadmap of Employment-2020», the state program «Regional Development until 2020» and a number of other measures gave a certain impetus and hope for stabilizing the labor potential of the regions of Kazakhstan.

Consider the employment map of the Pavlodar region (Table 1). The projected population growth (by 0.4% annually) is based on the dynamics of natural population growth (+3802) and net migration

(807). The growth in the number of economically active population (by 0.1% annually) is due to an increase in employees by 0.2%. The increase in this indicator is associated with the introduction of new jobs by attracting investments, financing activities of state and regional programs (GP FIIR, DKB 2020, DKZ 2020, development of single-industry towns, the State Health Development Program of the Republic of Kazakhstan «Salamatty Kazakhstan» for 2015-2020, the State education development programs of the Republic of Kazakhstan for 2015-2020, etc.).

Table 1

Employment map of Pavlodar region for 2018-2020, people*

Indicators	2018	2019	2020
Population	756528	760310	764112
Economically active population	439740	440100	440300
Employed population	418240	418700	419100
Wage-earners	329100	330200	331300
The self-employed, including	89140	88500	87800
productively employed	59230	59530	59900
unproductively employed	29910	28970	27900
Unemployed population	21500	21400	21200
Unemployed population registered with authorized bodies	1200	1150	1100
Low-income families living below the subsistence level, including	1174	1133	1105
Recipients of state child allowances (families), including	952	926	912
able-bodied persons	522	491	463
Recipients of targeted social assistance (families), including	222	207	193
able-bodied persons	198	168	151
Unemployment rate, %	4,9	4,9	4,8

* Compiled by [8]

Self-employment of the population is mainly represented by activities in agriculture (67.8%). This trend will continue in 2022. The share of unproductively employed among self-employed citizens in 2020 amounted to 11.5%. According to the results of the survey, the composition of unproductively employed citizens (27.9 thousand) is as follows:

by gender:

- women - 21.9 thousand people (57.1%);
- men - 16.4 thousand people (42.9%);

by age:

- youth under the age of 29 – 4.4 thousand people (11.4%);

- from 30 to 49 years old - 23.0 thousand people (60.1%);

- 50 and older - 10.9 thousand people (28.5%);

of Education:

- have higher education - 1.4 thousand people (3.6%);

- secondary professional - 10.1 thousand people (26.4%);

- secondary and basic general - 26.8 thousand people (70.0%)

The implementation of active measures under the 2021 Employment Roadmap will reduce the share of unproductively employed by 2022 to 8.5%.

Менеджмент және маркетинг / Менеджмент и маркетинг

In the region, the number of productively employed is 59.9 thousand people, of which more than 6 thousand people are employers. Productive employment is represented by the following activities: wholesale and retail trade - 20703 people. (34.5%), livestock - 15909 people. (26.6%), provision of individual services - 8129 (13.6%), crop production - 7173 people. (12.1%), transport and warehousing - 2476 people. (4.1%), construction - 1115 people. (1.8%), food and beverage production - 1045 people. (1.7%), other activities - 3350 people. (5.6%).

In 2021-2022, this category of self-employed citizens is projected to increase by 0.5-0.6 percent.

The number of unemployed population in the current year amounted to 21.2 thousand people. The unemployment rate is 4.8%.

In 2022, measures will be taken to prevent an increase in the unemployment rate and maintain a

stable situation in the labor market. In 2022, a decrease in the number of unemployed and a decrease in the unemployment rate to 4.7% is predicted.

The need for labor resources by enterprises in the context of professions and specialties (persons) in the Pavlodar region is 28077 (including permanent - 22843, temporary - 5234).

The greatest demand in 2018-2020 was in the following categories of workers:

- skilled workers of large and small industrial organizations, art crafts, construction, transport, communications, geology and mineral exploration - 26174 people;

- unskilled workers - 42529 people;

- operators, apparatchiks, machinists of installations and machines, mechanics - 14170 people.

The list of the most demanded professions and specialties is given in Table 2.

Table 2

List of the most demanded professions and specialties

Professions	In total	Including:		
		2018	2019	2020
Electric gas welder	1894	546	648	700
Painter	1723	596	507	620
Mason	1515	577	453	485
Engineer	1658	558	557	543
Electrician for repair and maintenance of electrical equipment	1481	501	470	510
Assembler for the installation of steel and reinforced concrete structures	1480	535	483	462
Driver	1688	646	451	591
Manual welding electric welder	1088	352	359	377

* Compiled by [8]

The sources of labor resources in the Pavlodar region include: graduates of universities, TVE, demobilized from the Armed Forces of the Republic of Kazakhstan, released from places of detention, repatriates, migrants and others. When analyzing the supply of labor force from among the graduates of universities and TVET, the dynamics of the output of vocational education institutions in recent years was taken into account. Also included are the results:

- analysis of the number of graduates who continue full-time education after completing TVET and universities - annually 10-15% of graduates continue their studies at universities, master's programs;

- analysis of the number of graduates leaving the region (employment, service in the Armed

Forces of the Republic of Kazakhstan, moving) - up to 15% leave the region;

- the dynamics of graduates' appeals to employment agencies for assistance in finding employment - annually up to 10% of graduates apply to employment agencies as unemployed.

In addition, during the survey of the population, it was found out where the graduate plans to find employment: to jobs at the place of permanent residence (registration) or in another region of the region or republic. Of the total number of university graduates (8.0 thousand people), 72.0% will apply for jobs available in the region. The rest plan further education in the magistracy, employment outside the region, service in the Armed Forces of the

Republic of Kazakhstan, employment in the civil service, etc. Applicants for employment have specialties: architecture, economics, accounting and auditing, public local government, programming, jurisprudence, oil and gas business, automation and management, etc.

Internal migrants are sources of labor resources in the cities of Pavlodar, Ekibastuz, Irtysh and Uspensky districts, where there is a positive balance of migration. In cities - due to high employment opportunities for existing vacancies, in rural areas - due to support for internal migration by the participation of employers in housing construction, organization of relocation and employment.

Most of the foreign labor force (85%) will be involved in projects implemented on the territory of the special economic zone (including priority ones), which will mainly take jobs created during the construction of facilities and installation of equipment.

Oralmans (1106 people, including 355 in 2018, 215 in 2019, and 181 in 2020) are priority applicants for jobs created under state and regional programs:

- 3151 demobilized from the Armed Forces of the Republic of Kazakhstan, incl. in 2018 - 1151, in 2019 - 1045, in 2020 - 955. According to the data of the authorized bodies and the Department of Defense Affairs of the region, the qualification composition of this category of sources of labor resources is mostly represented by skilled workers and specialists.

- 1214 graduates of secondary schools. The annual graduation of 11 classes of general education schools is more than 4 thousand people, of which an average of 90.3% enter higher educational institutions and TVET organizations.

- 1721 released from places of deprivation of liberty, incl. in 2018 - 556, in 2019 - 613, in 2020 - 552 prior learning).

- 150880 other categories (unemployed and unproductively self-employed), incl. in 2018 - 51410, in 2019 - 50370, in 2020 - 49100. As sources of labor resources, laid-off workers and the unemployed, unproductively self-employed, low-income citizens who will be involved in active programs in the labor market are taken into account.

When analyzing the sources of labor resources in the Pavlodar region for 2018-2020, the structure of the unemployed, low-income and unproductively employed population by specialty (profession) was taken into account. Considering that 57.7% of the unemployed, 70.0% of the self-employed, 58.5% of

the poor have secondary and basic general education, the main measure of state support for them was the organization of vocational training in popular professions with the participation of employers.

Despite the quantitative and qualitative changes that have taken place in the labor market, an effective mechanism for its regulation in the region has not been sufficiently formed. The presence of hidden unemployment in enterprises indicates the insufficient regulatory role of the market mechanism. At present, only separate organizational elements of the labor market infrastructure have arisen and formed, which perform some functions of regulating labor relations, but do not affect the deep foundations of the functioning of the labor market.

Conclusions. Thus, in order to achieve a balance in the labor market in the Pavlodar region, measures are being taken to employ categories of workers for which there is an excess of personnel, vocational training for unskilled workers and unclaimed specialists in professions for which there is a steady demand in the labor market.

In a market economy, self-employed people need to improve their level of education and move from the group of unproductively employed to the group of productively employed thanks to the Employment Roadmap 2020 program. The state is making every effort to improve the material condition and well-being of the unproductive self-employed population through the implementation of the Employment Roadmap 2020 program, and also takes care of the health of the self-employed by allowing them to make contributions to compulsory health insurance.

The development of the legal labor market for self-employed citizens is limited by the uncertainty of the economic situation in the country, high competition among other small and medium-sized businesses, low effective demand of the population for products (services) offered by the self-employed, lack of organizational, property and financial assistance for running their own business. All this determines the importance of coordinating regulatory actions on the part of the state and developing new approaches to their implementation. It seems relevant to adopt at the state level a program for the development of self-employment in the country, which should be aimed at solving the following tasks: spreading the preferential tax regime throughout the country, the procedure for registering and doing business; consolidation of

social guarantees and the formation of conditions for minimizing the risks of activities; creation of a unified information and service infrastructure, including through cloud technologies and mobile devices; increase in sales channels for manufactured products (services), in particular, by connecting to the public procurement system and removing barriers for the self-employed to enter electronic trading platforms; expanding the volume of pro-

viding self-employed citizens with comprehensive property assistance, including through the mechanism of leasing and preferential rental of premises; creation of service centers providing the self-employed with an information complex of services, which, among other things, include services for professional development and business literacy; elimination of administrative barriers to licensing and control over activities.

REFERENCES

1. Касенов М., Мухамбетова Л., Чимгентбаева Г. Самозанятое население: проблемы и направления развития // Экономика и статистика. – 2017. – №1. – С. 103-111.
2. Совещание Президента Республики Казахстан К.-Ж. Токаева по вопросам занятости и труда от 17 мая 2019 года. – https://www.akorda.kz/ru/events/akorda_news/meetings_and_sittings/glava-gosudarstva-kasym-zhomart-tokaev-provel-soveshchanie-po-voprosam-zanyatosti-i-truda
3. Жеребин В.М. Самостоятельная занятость населения: основные представления и опыт кризисного периода / В.М. Жеребин, А.Н. Романов. – М.: ООО «Научно-издательский центр ИНФРА-М». – 2016. – 200 с.
4. Агабекова Б.Ф., Боркова Е.А., Короткова П.Д. Анализ методов контроля и регулирования деятельности самозанятых граждан в РФ // Экономика труда. – 2019. – №1. – С. 553-564. – DOI: 10.18334/et.6.1.40504.
5. Кулекеев Ж. А. Проблемы рынка труда и занятости в Казахстане / Алматы. – 2015. – 120 с.
6. Мусина Р., Сулейменова Г., Байкадамов Н. Особенности самозанятого населения в Республике Казахстан // Экономика и статистика. – 2020. – №1. – С. 95-101.
7. Кулекеев Ж., Туреханова Б., Исмурзина Г., Оразбекова С. Социальный портрет самозанятого населения в южных регионах Республики Казахстан. – Алматы. – 2018. – 124 с.
8. Комитет статистики Министерства национальной экономики Республики Казахстан // <https://stat.gov.kz/>.

ЛИТЕРАТУРА

1. Kasenov M., Muhambetova L., CHimgentbaeva G. Samozanyatoye naselenie: problemy i napravleniya razvitiya [Self-employed population: problems and directions of development] // Ekonomika i statistika. – 2017. – №1. – С. 103-111 [in Russian].
2. Soveshhanie Prezidenta Respubliki Kazakhstan K.-Zh. Tokaeva po voprosam zanyatosti i truda ot 17 maja 2019 goda [Meeting of the President of the Republic of Kazakhstan K.-Zh. Tokayev on employment and labor issues dated May 17, 2019]. – https://www.akorda.kz/ru/events/akorda_news/meetings_and_sittings/glava-gosudarstva-kasym-zhomart-tokaev-provel-soveshchanie-po-voprosam-zanyatosti-i-truda [in Russian].
3. ZHerebin V.M. Samostoyatel'naya zanyatost' naseleniya: osnovnye predstavleniya i opyt krizisnogo perioda [Self-employment of the population: basic ideas and experience of the crisis period] / V.M. ZHerebin, A.N. Romanov. – М.: ООО «Nauchno-izdatel'skij centr INFRA-M». – 2016. – 200 с. [in Russian].
4. Agabekova B.F., Borkova E.A., Korotkova P.D. Analiz metodov kontrolya i regulirovaniya deyatel'nosti samozanyatykh grazhdan v RF [Analysis of methods of control and regulation of the activities of self-employed citizens in the Russian Federation] // Ekonomika truda. – 2019. – №1. – С. 553-564. – DOI: 10.18334/et.6.1.40504 [in Russian].
5. Kulekeev ZH.A. Problemy rynka truda i zanyatosti v Kazahstane [Problems of the labor market and employment in Kazakhstan] / Almaty. – 2015. – 120 с. [in Russian].
6. Musina R., Sulejmenova G., Bajkadamov N. Osobennosti samozanyatogo naseleniya v Respublike Kazakhstan [Features of the self-employed population in the Republic of Kazakhstan] // Ekonomika i statistika. – 2020. – №1. – S. 95-101 [in Russian].

Менеджмент және маркетинг / Менеджмент и маркетинг

7. Kulekeev ZH., Turekhanova B., Ismurzina G., Orazbekova S. Social'nyj portret samozanyatogo naseleniya v yuzhnyh regionah Respubliki Kazahstan [Social portrait of the self-employed population in the southern regions of the Republic of Kazakhstan]. – Almaty. – 2018. – 124 c. [in Russian].

8. Komitet statistiki Ministerstva nacional'noj ekonomiki Respubliki Kazahstan [Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan] // <https://stat.gov.kz/> [in Russian].

С.Ж. Нурғалиева, С.Е. Кайдарова, А.А. Мухамеджанова

ПАВЛОДАР Өңірінің өзін-өзі жұмыспен қамтыған халқын талдау**Андатпа**

Бұл мақалада облыстағы өзін-өзі жұмыспен қамтыған халықтың қызметін ұйымдастыруға қатысты мәселелер қарастырылған. Зерттеудің өзектілігі қазіргі уақытта өзін-өзі жұмыспен қамтудың әлеуметтік-еңбек қатынастарының ең көп талқыланатын нысандарының бірі ретінде қарастырылуымен байланысты, бірақ сонымен бірге ол елдегі жұмыспен қамтудың аз зерттелген түрі болып табылады.

Статистикалық деректер негізінде өзін-өзі жұмыспен қамтығандар санының өзгеруіне әсер еткен факторлардың өз бетінше жұмыспен қамтылғандар санының динамикасы талданады.

Мақалада еңбек қатынастарының жаңа нысаны ретінде өзін-өзі жұмыспен қамтуды дамыту мәселелері қарастырылған. Өзін-өзі жұмыспен қамту – қолданыстағы нормативтік-құқықтық актілерде де, қоғам санасында да тиісті бағасы жоқ, өз қызметімен айналысуға шешім қабылдаған азаматтарға қатысты мемлекеттік саясаттың тиімділігін төмендететін кең ұғым екені атап өтілген. және қоғамның өзін-өзі жұмыспен қамту институтының елдің әлеуметтік-экономикалық дамуы үшін маңыздылығын түсінуге мүмкіндік бермейді. Авторлар өзін-өзі жұмыспен қамтуды қалыптастыру объективті процесс екенін негіздейді, ол қазіргі экономиканың табиғатындағы өзгерістердің салдары болып табылады: ЖІӨ құрылымында қызмет көрсету үлесінің артуы, еңбек нарығының ұтқырлығының артуы, инновациялар мен цифрлық технологияларды кең көлемде енгізу, жаңа ынталандырулар мен еңбек мотивтерін дамыту, жұмысшылардың құзыреттілік деңгейіне қойылатын талаптарды арттыру, өндіріс шығындарын оңтайландыру қажеттілігі. Ол ұлттық экономиканың қажеттіліктеріне және дамыған елдерде қабылданған параметрлерге сәйкес келмейді. Азаматтардың кәсіпкерлік белсенділігін кеңейту, жұмыссыздықты азайту, еңбек нарығындағы бейресми секторды қысқарту және ел экономикасының қолайлы дамуы үшін мемлекет тарапынан реттеу шараларының тиімділігін арттыру қажет.

С.Ж. Нурғалиева, С.Е. Кайдарова, А.А. Мухамеджанова

АНАЛИЗ САМОЗАНЯТОГО НАСЕЛЕНИЯ ПАВЛОДАРСКОГО РЕГИОНА**Аннотация**

В данной статье рассматриваются вопросы, связанные с организацией деятельности самозанятого населения в регионе. Актуальность исследования обуславливается тем, что самозанятость в настоящее время считается одной из наиболее обсуждаемых форм социально-трудовых отношений, но в то же время является и недостаточно изученным видом занятости населения в стране. На основе статистических данных анализируется динамика числа лиц, зарегистрированных в качестве самозанятых, и приводятся факторы, повлиявшие на изменения количества самозанятых.

В статье рассматривается развитие самозанятости как новой формы трудовых отношений. Отмечено, что самозанятость – это широкое понятие, не имеющее релевантной оценки как в действующих нормативно-правовых актах, так и в общественном сознании, что снижает эффективность государственной политики в отношении граждан, решивших заниматься собственной деятельностью, и не позволяет достичь в обществе понимания важности института самозанятости для социально-экономического развития страны. Авторами обосновано, что формирование самозанятости является объективным процессом, являющимся следствием изменений характера современной экономики: увеличение доли услуг в структуре ВВП, повышение мобильности рынка труда, масштабное внедрение инноваций и цифровых технологий, развитие новых стимулов и мотивов труда, усиление требований к уровню компетенций работников, необходимость оптимизации издержек производства. Основное внимание уделено анализу состояния рынка труда самозанятых граждан. В целях расширения предпринимательской активности граждан, снижения безработицы, сокращения неформального сектора на рынке труда и благоприятного развития экономики страны необходимо повышение эффективности регулирующих действий со стороны государства.