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**ANALYSIS OF KEY FACTORS  
OF EFFICIENCY OF MANAGEMENT  
OF SOCIAL SPHERE DEVELOPMENT  
IN RURAL AREAS**

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*Abstract.* This article is devoted to the analysis of key factors of efficiency of management of development of the social sphere in rural areas. The most significant factors of social development such as socio-psychological, socio-demographic, national-ethnic, cultural, natural-spatial-climatic, political, legal are revealed. A comparative study of the share of regions in the gross regional agricultural product in Kazakhstan. The classification of regions of Kazakhstan by the level of competitiveness of agricultural production is given. The scheme shows the features of the functioning of social infrastructure in rural areas. In the course of the study in the form of a table shows the main factors in the development of infrastructure in rural areas, which in turn are divided into external factors (economic crisis, the WTO, the level of development of the regional economy) and internal factors (priorities in agricultural policy, the level of development of credit and financial institutions, the level of development of public institutions, climatic conditions, customs, historical experience, traditions and way of life of the population, the level of agricultural development, the level of welfare of the rural population). Conclusions about the need to develop all spheres of life of the population of the territory in order to develop appropriate measures to overcome the negative and positive impact of environmental factors that determine the success of all activities implemented in the territory, and recommended two scenarios for the most likely improvement of the situation in the social sphere of the village.

*Key words:* social infrastructure of the village, region (region), rural areas, factors of social development, indicators, inequality, population, competitiveness.

**Introduction. Relevance of work**

Management of the social infrastructure of the region should take place on the basis of a certain management mechanism, taking into account various principles, the choice of which will depend on the socio-economic situation in the territory, the objectives of social policy, as well as other factors that affect the development of the social infrastructure of rural areas (hereinafter - SIRA) [1].

The following factors of social development are the most significant:

1) socio-psychological (factors that determine the impact on the activities of people in the process of their group interaction);

Rural local community of modern Kazakhstan can be represented as an open, balanced, holistic socio-economic and socio-cultural system, a collective of people United by a common territory of residence, connected by economic, political, socio-cultural, socio-psychological, ethnic and blood ties. The activities of the community are aimed at preservation, development, self-improvement in the chains of improving the level and quality of life of people.

2) socio-demographic (qualitative and quantitative indicators that take into account age, gender, birth rate, mortality, employment, migration, etc.);

3) national-ethnic (various kinds of influence, for example, mentality, traditions, customs, exerted on a person by the nation and ethnic group to which he belongs);

4) cultural (processes that contribute to the formation and perception of values, norms of behavior, preferences and tastes);

Today there is a process of pauperization of the able-bodied population. On this basis, the violation of the established order of stable social, economic and socio - cultural ties that support the reproduction of material resources, social and human capital in the 90s - early 2000s is clearly traced. The mechanisms of adaptation of the rural population Formed during this period are changing, the models of adaptation are also changing. The psychology of an employee is formed in rural residents, which generates the process of pauperization of the working-age population [2].

The difference in educational attainment also matters: the researchers determined that, all other things being equal, if education levels in rural areas increased to those in urban areas, the income gap between urban and rural areas would decrease by 25-30%.

5) natural-spatial-climatic (determine the characteristics of the environment, climatic conditions, which, in turn, affect the way of life of people, standards and lifestyle);

Formulation of the problem

Many empirical studies have been devoted to the problems of spatial inequality (distribution of economic activity). P. F. Combe and co-authors studied the peculiarities of territorial inequality on the example of France [3].

Researchers have identified factors that cause spatial inequality:

- The size of the local market - the density of employed;
- Effects from localization-external effects of one industry;
- Effects of urbanization-external effects of intersectoral interaction;
- market potential.

T. Sikular with co-authors investigates the size of urban and rural settlements in China, the difference in their incomes [4]. Scientists highlight factors of inequality in China:

- Spatial differences in prices and cost of living, which have a significant impact on the measured value of the gap and its contribution to the inequality of urban and rural areas.

6) Economic factors (identify the level of socio-economic development of a country or a particular region);

Novelty

The issue of the innovative component in the infrastructure complex of the rural territory, which can be implemented through the rational territorial placement of infrastructure facilities, the development of innovative projects of arrangement of the rural territory based on innovative engineering and social technologies, becomes important.

Methods of research

The article uses well-known methods of research: (a) content analysis of existing modern sources of SIRA development, (b) data systematization, comparative and logical analyses, generalization, (C) statistical analysis of the dynamics of social indicators, (d) empirical research by survey.

Results of the study

Factors of formation and development of regional agro-industrial complex can be divided into three groups: macroeconomic, microeconomic and specific in General for agro-industrial complex, technical, ecological, and economic factors. Based on this, the share of six regions of Kazakhstan accounts for almost 75% of all agricultural production, and the share of ten more regions-only a quarter of the gross agricultural product, as evidenced by the data of figure 1.

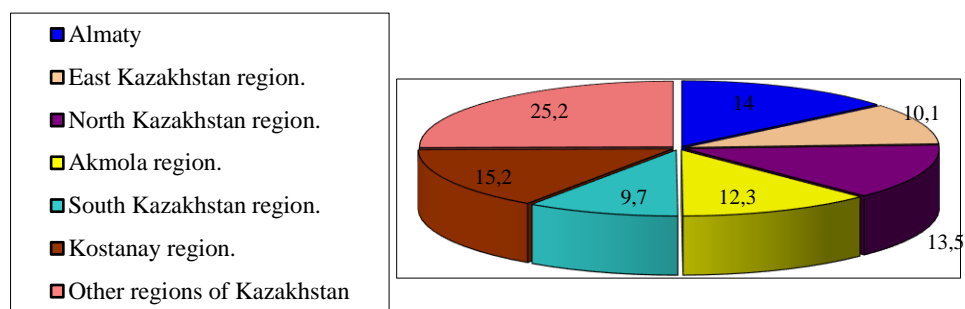


Figure 1 - Share of regions in gross regional agricultural product in Kazakhstan in 2020 (in %) Note - compiled from sources [5,6]

According to figure 1, the two main producers of agricultural products in Kazakhstan are Kostanay region (15.2%) and NKR (13.5%), which account for about a third of agricultural production in the Republic, followed by Akmola, East Kazakhstan and South Kazakhstan regions with volumes of 12.3, 10.1 and 9.7%, respectively. A significant amount of agricultural production (14%) in Almaty is explained by the development of subsidiary farms and suburban areas in this region.

Kazakh experts, who studied the levels of competitiveness of the agricultural sector in the regions of the Republic, came to the conclusion that the most competitive regions in the agro-industrial complex (East Kazakhstan, Akmola, Pavlodar, South Kazakhstan, Kostanay, Almaty regions) have a generalized indicator of competitiveness (I average) at the level of 0.25 or more. The least competitive are the Western regions of the country (table 1).

Table 1 - Classification of regions of Kazakhstan by the level of competitiveness of agricultural production

№	Level of competitiveness	Regions	Average I average
1	Competitive (0.25 or more)	East Kazakhstan, Akmola, Pavlodar, South Kazakhstan, Kostanay, Almaty regions (6)	0,25
2	Having the potential of competitiveness (0.05-0.25)	Karaganda, Zhambyl, North Kazakhstan, Kyzylorda regions (4)	0,18
3	Less competitive (up to 0.05)	Aktobe, Atyrau, West Kazakhstan, Mangistau regions (4)	0,04

Note - compiled from sources [7,8]

In uncompetitive regions, agricultural production has a very low level of infrastructure development in rural areas, which is manifested in off-road, low degree of gasification, providing a communication system, as there are problems of water supply. A huge number of villages lagged behind the cities in terms of arrangement, availability of housing, kindergartens, schools, hospitals, museums, theaters and other various objects of household and social services to the rural population.

7) political (determine the nature of the socio-political regime, the implementation of the rights of the population in the field of social policy, social support);

8) legal (includes legislative norms and established legal relations in the field of social relations).

#### Conclusions

Currently, the development of infrastructure in rural areas is not carried out systematically, while the actions of individual infrastructure objects are fragmented, pursue different goals, and solve different tasks due to the lack of common conceptual guidelines.

In this regard, the infrastructure complex of the territories should operate in close relationship with the administrations of rural entities, housing and communal services, the population of rural areas (hereinafter RA), etc.

The main goal of the development SIRA the region should be to improve the key living conditions of the population of the territory, through the development of a whole system of social infrastructure. Accordingly, the primary directions of development of infrastructure of the territory are diagnosis of infrastructure development of rural areas (hereinafter - RA), the development of integrated sectorial programs of infrastructure development, the development of all sectors of the infrastructure complex.

An integrated approach to solving the problem of rural development will allow to minimize investments in the development of social infrastructure by making a differentiated decision at the local level, taking into account the type of rural settlement, the number and age structure of the living population, its infrastructure components [9].

The issue of the innovative component in the infrastructure complex of the rural territory, which can be implemented through the rational territorial placement of infrastructure facilities, the development of innovative projects of arrangement of the rural territory based on innovative engineering and social technologies, becomes important. In this sense, much depends on the availability of appropriate highly qualified personnel, which also entails the need to develop appropriate programs to attract them.

On this basis, the main factors of RA infrastructure development are presented in table 2.

Table 2 - Factors affecting the development of the SIRA

<i>External factor</i>	<i>The nature of the impact</i>
Economic crisis	Leads to a shortage of financial resources, reducing the financing of major programs in the development of rural territories
The WTO factor	Reduces the competitiveness of domestic agricultural products
Level of economic development	Specialization of the region directly affects the development of rural areas
<i>Internal factor</i>	<i>The nature of the impact</i>
Priority direction agrarian policy	The number of programs and the level of their financial security is directly proportional to the successful development of the territory's infrastructure
Level of development of credit and financial institution	Not only the availability of these institutions, but also the availability of special credit conditions for the development of agriculture
Level of development of public Institutes'	The degree of activity of citizens themselves in the creation of such institutions and participation in them
Natural and climatic conditions	The amount of costs depends on the nature of weather conditions
The amount of costs depends on the nature of weather conditions	The priority is the development of traditional types and sectors of the economy
Level of agribusiness development	The availability of rural capacity and the capacity to build it is key
The level of welfare of rural populations	The level of remuneration, living conditions of the population determine the level of development of the culture of economic activity

Thus, in addition to choosing the main approach to the development of rural infrastructure, an important issue is the diagnosis of the development of all spheres of life of the population of the territory in order to develop appropriate measures to overcome the negative and positive impact of environmental factors that determine the success of all activities implemented in the territory.

Experts identified two scenarios most likely to improve the situation in the social sphere of the village. This is, first, strengthening state support for the village from the Center through national projects and regional programs, while strengthening the responsibility of the authorities at all levels.

And, secondly, the expansion of support for the regions, the implementation of regional programs for the social development of the village. Moreover, the heads of rural and aul administrations have a rather specific (almost pre-reform) view on how such work can be organized: If the regions Finance and control the development of the social sphere, and local governments are responsible for implementation, the responsibility lies with them.

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## АНАЛИЗ КЛЮЧЕВЫХ ФАКТОРОВ ЭФФЕКТИВНОСТИ УПРАВЛЕНИЯ РАЗВИТИЕМ СОЦИАЛЬНОЙ СФЕРЫ НА СЕЛЕ

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*Аннотация.* Данная статья посвящена анализу ключевых факторов эффективности управления развитием социальной сферы на селе. Выявлены наиболее значимые факторы общественного развития: социально-психологические, социально-демографические, национально-этнические, культурные, природно-пространственно-климатические, политические, правовые. Проведено сравнительное исследование доли регионов в валовом региональном сельскохозяйственном продукте Казахстана. Дана классификация регионов Казахстана по уровню конкурентоспособности сельскохозяйственного производства. На схеме показаны особенности функционирования социальной инфраструктуры в сельской местности. В ходе исследования в виде таблицы показаны основные факторы развития инфраструктуры сельских территорий, которые в свою очередь подразделяются на внешние факторы (экономический кризис, ВТО, уровень развития региональной экономики) и внутренние факторы (приоритеты в аграрной политике, уровень развития кредитно-финансовых институтов, уровень развития государственных институтов, климатические условия, обычаи, исторический опыт, традиции и уклад жизни населения, уровень развития сельского хозяйства), уровень благосостояния сельского населения). Сделаны выводы о необходимости развития всех сфер жизнедеятельности населения территории с целью разработки соответствующих мер по преодолению негативного и положительного воздействия факторов внешней среды, определяющих успешность всех мероприятий, реализуемых на территории, и рекомендованы два сценария наиболее вероятного улучшения ситуации в социальной сфере села.

*Ключевые слова:* социальная инфраструктура села, регион (область), сельские территории, факторы социального развития, показатели, неравенство, население, конкурентоспособность.

## АУЫЛДА ӘЛЕУМЕТТІК САЛАНЫ ДАМУДЫ БАСҚАРУ ТИІМДІЛІГІНІҢ НЕГІЗГІ ФАКТОРЛАРЫН ТАЛДАУ

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*Аңдатпа.* Бұл мақала ауылдағы әлеуметтік саланың дамуын басқару тиімділігінің негізгі факторларын талдауға арналған. Әлеуметтік дамудың маңызды факторлары анықталды: әлеуметтік-психологиялық, әлеуметтік-демографиялық, ұлттық-этникалық, мәдени, табиғи-кеңістіктік-Климаттық, саяси, құқықтық. Қазақстанның жалпы өңірлік ауыл шаруашылығы өніміндегі өңірлердің үлесіне салыстырмалы зерттеу жүргізілді. Ауыл шаруашылығы өндірісінің бәсекеге қабілеттілік деңгейі бойынша Қазақстан өңірлерінің сыныптамасы берілді. Схемада ауылдық жерлерде әлеуметтік инфрақұрылымның жұмыс істеу ерекшеліктері көрсетілген. Зерттеу барысында кесте түрінде ауылдық аумақтардың инфрақұрылымын дамуының негізгі факторлары көрсетілген, олар өз кезегінде сыртқы факторларға (экономикалық дағдарыс, ДСҰ, өңірлік экономиканың даму деңгейі) және ішкі факторларға (аграрлық саясаттағы басымдықтар, кредиттік-қаржылық институттардың даму деңгейі, мемлекеттік институттардың даму деңгейі, климаттық жағдайлар, салт-дәстүрлер, тарихи тәжірибе, халықтың тұрмыс салты, ауыл шаруашылығының даму деңгейі) бөлінеді., ауыл халқының әл-ауқатының деңгейі). Аумақта іске асырылатын барлық іс-шаралардың табыстылығын айқындайтын сыртқы орта факторларының теріс және оң әсерін еңсеру жөніндегі тиісті шараларды әзірлеу мақсатында аумақ халқының тыныс-тіршілігінің барлық салаларын дамыту қажеттілігі туралы қорытындылар жасалды

және ауылдың әлеуметтік саласындағы ахуалды барынша ықтимал жақсартудың екі сценарийі ұсынылды.

*Түйінді сөздер:* ауылдың әлеуметтік инфрақұрылымы, өңір (облыс), Ауылдық аумақтар, әлеуметтік даму факторлары, көрсеткіштер, теңсіздік, халық саны, бәсекеге қабілеттілік.

