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OBJECTIVE OF THE FUNDAMENTALS, CHALLENGES AND PROSPECTS EURASIAN ECONOMIC UNION

The article deals with the basics of creating objective, problems and prospects of the Eurasian Economic Union. In this paper specifically draws attention to the economic community, its necessity in terms of geopolitical turmoil, innovative development is the key to the breakthrough development of the future union.

Keywords: Eurasian Economic Union, Economic Community, geopolitics, innovative development.

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FORMATION OF ORGANIZATIONAL STRUCTURE OF MANAGEMENT OF MARKETING AS FACTOR OF INCREASE OF KONKURENTOSPOBNOSTI OF THE ENTERPRISE

In article it is considered types of organizational structures of management of marketing. Level of the organization of marketing activity in turn, influences quality of the administrative decisions directed on formation of the production program, development and development of new goods, strategy in the field of pricing, sale and advance.

Keywords: marketing, marketing management, competitiveness, organizational structures.

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THE CONDITION OF FOOD INDUSTRY OF KAZAKHSTAN IN THE YEARS OF INDEPENDENCE

This article examines the development of the food industry of Kazakhstan in the years of independence. Special attention is paid to the emergence of the food crisis and specifies the solutions to the problem in the main areas.

Keywords: food industry, consumption of products, quality.

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DYNAMICS AND STRUCTURE OF SMALL BUSINESS IN THE KARAGANDA REGION

The article considered the dynamics of the development of small business in the Republic of Kazakhstan. Analyzed the dynamics and the structure of small business in the Karaganda region. Shown the necessity of state supporting of small business.

Keywords: small business, small entrepreneurship, small business entities, legal entities, individual entrepreneurs and peasant (farmer's) economies.

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BANKING SECTOR OF RUSSIAN FEDERATION IN THE CONDITIONS OF MACROECONOMIC INSTABILITY

The article describes the main trends in the Russian banking sector under the influence of macroeconomic factors. The analysis of the effectiveness of the use of credit resources and their impact on economic growth. The main problems that prevent the goals achievement of the Russian economy innovative development.

Keywords: macroeconomic indicators, loans, investments, regional banks

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REFINANCING - AS A FACTOR OF BANKING SECTOR STABILITY

The significance of the refinancing of credit institutions as a mechanism to regulate bank liquidity, the source of replenishment of the resource base of credit institutions in order to implement the short-term and medium-term projects of banks, ensure financial stability of the banking sector remains in the present.

Keywords: risks, monetary policy, repo transactions, continuous operations, open market operations

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IMPACT OF THE KAZAKHSTAN NATIONAL BANK MONETARY POLICY ON CREDIT INSTITUTION ACTIVITIES

The article considers modern approaches of the analysis of monetary policy instruments on the activities of credit institutions. This also investigates features and tendencies of development of the Republic of Kazakhstan monetary policy in the post-crisis period, and identifies the main problems, which reduce monetary regulation efficiency.

Keywords: rate of refinancing, open market operations, minimum reserve requirements, regulation

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IMAGE AND NATION BRAND FORMATION AS TOURISM DEVELOPMENT FACTOR IN KAZAKHSTAN

The role of marketing in shaping the image and creating a national brand of the country as a factor in the development of tourism in Kazakhstan. This article discusses about the marketing approach to image formation, creation and promotion of a brand of Kazakhstan as a national idea. The theoretical substantiation of necessity for using marketing tools is given as a form of the country's image for developing tourism and territory. The authors, recognizing the importance of a single national brand of the country, at the same time warned that the creation and promotion it must be seen as a long process, as opposed to those opinions. Interesting and worthy of attention, those who are directly responsible for the formation of the image, creating and promoting the country's brand, is the example of Germany in solving this problem, which is used in preparation for the World Cup in 2006. This approach is possible, according to the authors, in preparation for the Expo-2017 and Universiade-2017 and proposals are given to apply similar marketing tools to enhance the image of Kazakhstan.

Keywords: marketing, image, branding, brand of the country, the German experience, brand positioning Kazakhstan EXP0-2017, the energy of the future, Tourism.

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**INTERACTION BETWEEN CREDIT BANKING SYSTEM AND THE REAL SECTOR OF THE ECONOMY (ON THE EXAMPLE OF CONSUMER GOODS INDUSTRY OF THE REPUBLIC OF KAZAKHSTAN)**

The article describes the current state of the interaction between credit banking system and the real sector on the example of consumer goods industry of the Republic of Kazakhstan. The basic reasons for the lack of credit support of consumer goods industry. Strategic directions of consumer goods industry development of the Republic of Kazakhstan were identified.

Keywords: credit, interest rate, fixed investment, credit support.

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**MONITORING OF INTERACTION COMMERCIAL BANKS AND VENTURE IN KAZAKHSTAN**

The article describes the results of monitoring trends and interaction parameters of banks and enterprises in Kazakhstan. The monitoring was conducted separately for non-financial corporations sector and the use of financial and credit resources of state institutions aimed support of small and medium-sized businesses. Proposals for further strengthening of cooperation of banks and enterprises in Kazakhstan in the direction of improving public policy.

Keywords: interaction of banks and enterprises, supply and demand for financial and credit resources, the availability of credit.

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**STRATEGIC MANAGEMENT TOOLS USED IN THE STRATEGIC DEVELOPMENT OF WHOLESALE AND RETAIL TRADE ENTERPRISE**

Enterprise development strategy is the basis for all management systems, as it serves as a guide for making key management decisions relating to the development of future markets, products, organizational structure of business, profitability and the risk profile. Several independent approaches to develop strategy of trading enterprise are used and discussed here. These are SWOT and PEST analyses which are based on analyses of external and internal environments. Also matrix from Ansoff was used to analyze and appropriately meet customer needs.

Keywords: strategy, strategy development, trading enterprise, SWOT analysis, PEST analysis, Ansoff matrix.

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**THE ROLE OF PUBLIC-PRIVATE PARTNERSHIP IN THE DEVELOPMENT OF INVESTMENT ACTIVITY IN KAZAKHSTAN**

The author describes the PPP as the most favorable mechanism of attracting domestic and foreign investments. In this paper the priority sectors of PPP projects are shown in developed, developing countries and countries with transitional economies. There are a number of conditions for effective implementation of PPP projects and attracting investments.

Keywords: public-private partnership, investments, branches, economy, priority projects.

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**STRATEGIC PLANNING OF HIGHER EDUCATIONAL INSTITUTIONS ACTIVITY**

The article considers understanding of the strategy and the strategic planning. Described strategic planning in higher education. Analyzed the benefits that are provided thanks to the university strategic planning.

Keywords: strategy, strategic planning, strategic planning.

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**CONFESSIONAL IDENTITY OF KAZAKHSTAN CITIZENS IN THE CONTEXT OF STRONG AND WEAK NETWORKS (ON MATERIALS OF THE QUALITATIVE ANALYSIS)**

In article theoretical and practical questions of development of confessional identity and its place in structure of identity of the modern Kazakhstan citizen are considered. Article is written on the basis of original data of the conducted applied research.

Keywords: identity, confessional identity, ethnic identity

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**FORMS OF PSYCHOLOGICAL APOSIOPESIS IN LINGUISTICS**

This article discusses the linguistic character of the law of economy in the Kazakh language and the factors which may influence them. The law of economy in linguistics is regarded as one of the main reasons for the development and changes in the language system.

Keywords: aposiopesis, linguistics, economy speech.

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**METHODS OF IMPLEMENTING MARKET-ECONOMIC FUNCTIONS LEGAL STATE IN THE CONTEXT OF THE EURASIAN ECONOMIC UNION**

In the article authors consider methods of realization functions of market economic in the Republic of Kazakhstan as legal state.

Keywords: Market, economic, state, legal state, state authority

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**LEASING OPERATIONS: PROBLEMS AND PROSPECTS OF LEGAL REGULATION**

This article examines a range of issues related to the legal issues of leasing operations. Particular attention is paid to the problems and prospects of legal regulation of leasing operations.

Keywords: lease, the lessor, the lessee, the lease payments.

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**DEFINITION OF EXTREMISM IN KAZAKHSTAN REPUBLIC AND ITS LEGISLATIVE CONSOLIDATION**

In this article the scientific and legal analysis of the concept of "extremism" in the current legislation of the Republic of Kazakhstan. Conceptual weaknesses identified legislative definition of extremism. With the use of a general scientific deductive method of knowledge by logical assumptions established generic signs of extremism, given its author's definition.

Keywords: extremism, the concept of extremism, the definition of extremism legislation combating extremism, signs of extremism, extremist views, forms of extremism, the constitutional order, national security.

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**ANTI-CORRUPTION POLICY OF THE REPUBLIC OF KAZAKHSTAN AT THE PRESENT STAGE**

This article reviews the theoretical issues of anti-corruption policy of the Republic of Kazakhstan for the modern stage. Set a number of authors involved in the study of this problem in Kazakhstan. On the basis of the outstanding problems, the author puts forward a number of proposals aimed at improving the national anti-corruption legislation.

Keywords: fight against and prevention of corruption, anti-corruption legislation of the Republic of Kazakhstan, corruption offense