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DEVELOPMENT OF GREEN MARKETING IN THE REPUBLIC OF KAZAKHSTAN

This article is devoted to "green" marketing: its history of development and a current state in Kazakhstan. Questions are considered: that people understand marketing who influences distribution of "green" marketing as the term "green", what factors promote its development that the system of "green" marketing, etc. includes. Also in article examples of introduction of "green" marketing in the activity of the enterprises of various spheres of business and the state measures aimed at the development of this question are given.

Keywords: "green" marketing, environmental friendliness, "the green bridge".

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STATE AUDIT - NEW REALITY

This article examines a wide range of issues related to the creation and implementation of public audit. Special significance this expansion of the horizon state audit becomes due to the fact that no independent monitoring body does not examine the entire subsystem territorial economy in its entirety.

Keywords: state audit, the independent control of the budget.

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INCREASE OF EFFICIENCY OF INTEGRATION PROCESSES OF EAES IN TECHNOLOGICAL DEVELOPMENT OF THE COUNTRY

In article the main problems and solutions of harmonization of technological policy of Kazakhstan and Russia for increase of efficiency of integration processes the Eurasian economic union are analyzed.

Keywords: Eurasian economic union, technological development, integration.

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DEVELOPMENT OF EVALUATION ACTIVITY IS IN MODERN TERMS OF KAZAKHSTAN

This article examines development of evaluation activity in the modern terms of Kazakhstan. The special attention is spared on adjusting to evaluation activity.

Keywords: evaluation activity, self-regulation.

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STIMULATION IN THE PRODUCT PROMOTION SYSTEM IN THE B2B-MARKET

The article presents the questions of the brand supply effectiveness improvement for target group of customers at the b-2-b market. The special attention is given to urgency of marketing communication establishment and sales stimulation improvement in the b-2-b market.

Keywords: b-2-b market, marketing communications, sales promotion.

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CURRENT STATE OF THE LABOR MARKET IN THE REPUBLIC OF KAZAKHSTAN

The given article examines the current state of the labor market and problems of employment in the Republic of Kazakhstan. Realizable state programs on support and increase of employment in the Republic of Kazakhstan are considered.

Keywords: employment, the economically active population, labor market, unemployment, self-employed.

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**ANALYSIS MODEL TRANSFER PRICING AND ITS IMPACT ON FINANCIAL RESULT ZAO "ELECTRONICS"**

This article examines a range of issues relating to implementation of the transfer pricing analysis of the organization - as an essential element of modern business strategy. Particular attention is paid to the peculiarities of calculation of transfer prices.

Keywords: transfer pricing, product costs, financial results.

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**EFFICIENCY OF INNOVATIVE TECHNOLOGIES IN AGRICULTURE**

This article discusses the effectiveness of the use of innovative technologies in agriculture. The analysis of the main indicators of the direction of the industry, as well as the emphasis given to the development of livestock in the country.

Keywords: agriculture, innovation, new technology, animal husbandry, crop production, efficiency.

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**REGULATIONS GOVERNING TRANSACTIONS IN FINANCIAL INSTRUMENTS**

This article examines the normative-legal acts, which regulate the procedure of accounting for financial instruments. The relevant regulations, both national and international level. Revealed the order of formation of accounting and tax policy as an internal document regulating the procedure for the recognition, measurement and accounting for financial instruments.

Keywords: financial instrument, accounting policy, accounting and tax policy

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**ASSESSMENT OF INTERNAL AUDIT UNDER THE CONDUCT OF AUDIT**

This paper examines the evaluation of the internal audit system in conducting the audit. Particular attention is paid to the diagnosis of internal audit of the subject, which is carried out in order to assess the degree of reliability of the preliminary internal audit system.

Keywords: internal audit, evaluation, international auditing standards.

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**INFLUENCE OF STRATEGIC PROGRAMS FOR THE DEVELOPMENT OF THE STOCK MARKET OF KAZAKHSTAN**

This article looks at the stock market of the Republic of Kazakhstan following the adoption of the Development Strategy in 2020, the People's Program IPO, Project Concept development of the financial market. What made the program really worked impact on the ongoing development of the stock market as one of the main segments of the financial market.

Keywords: Development strategy in 2020, the stock market, People's IPO Program

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**"KHAN ALACHI"**

This article examines the formation of the Kazakh khanate, reveals mysterious moments in the history of the Fatherland with folklore materials associated with the khan Alachi. Khan Alachi in folklore sources mainly described as the Great Genghis Khan. Folkloric sources relatively review written and material sources.

Keywords: Khan Alachi, Genghis Khan, Alash, the Kazakh khanate, folklore sources.