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АNАLУSIS ОF THE EFFECTIVENESS ОF РERSОNАL MАNАGEMENT АS А FАCTОR ОF CОMРETITIVENESS ОF THE ОRGАNIZАTЮN

This paper tries to emphasize why in the era of globalization human resources are viewed as a source of competitive advantage? Therefore, the aim of this paper is to reveal that human resources management is essential to ensure the success of an organization, which is based on the belief that an organization gains competitive advantage using its people effectively and efficiently. Regarding this new challenge of HRM, this paper strives to identify whether the HRM can be considered as a source of competitive advantage of the firms or not? Finalfy the result of this study highlights the value of human resources (HR) and its strategic activities which have an influence on organizations performance and competitive abilities.

Keуwords: personnel management, organization, relationship, human resource, market scope and etc.

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THE ROLE OF INDIRECT TAXES IN THE SOCIO-ECONOMIC DEVELOPMENT IN THE COUNTRIES MEMBERS OF THE EURASIAN ECONOMIC UNION

The article describes the socio-economic importance of indirect taxes. Based on statistical data were revealed negative sides and problems of application value added tax. Changes in rates of excises on some excise goods are also provided

Keywords: taxation, indirect taxes, excises, value added tax, Eurasian Economic Union.

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SOCIAL AND ECONOMIC DEVELOPMENT OF MECHANISMS OF HUMAN CAPITAL IN THE MONOCITIES INDUSTRIAL-INNOVATIVE AND INTEGRATIVE ECONOMIC DEVELOPMENT OF KAZAKHSTAN

The article discusses the various socio-economic mechanisms of development of human capital in modern conditions of single-industry towns of Kazakhstan's economy. Available institutional and social forms of organization of work and cooperation as factors affecting the development of human capital.

Keywords: modern forms and factors of development of human capital, social and economic mechanisms.

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THEORETICAL ASPECTS OF HYPOTHECARY LENDING

The article deals with the theoretical aspects of hypothecary lending. The classifications of the mortgage, and also individual definitive trips of hypothecary lending were descried. Also we focused on developing of system of the hypothecary lending in Kazakhstan.

Keywords: mortgage, hypothecary lending, lender, borrower

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MARKETING OF TERRITORIES IN SINGLE-INDUSTRY TOWNS OF KARAGANDA REGION

In today's economic condition of the regions of Kazakhstan one of the critical issues is the prospect of the development of single-industry towns of the Republic of Kazakhstan, including Karaganda region. Although the amount of funding allocated under the program "The development of single-industry towns for 2012-2020" should be objectively noted the need for measures to improve the investment image of single-industry towns. The author analyzes the current state of the single-industry towns of Karaganda region, and sets out proposals for the introduction of marketing areas in the development process and the reorientation of single-industry towns of Karaganda region.

Keywords: monocities, marketing area.

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THE PROBLEMS AND PROSPECTS OF DEVELOPMENT OF MONOTOWNS OF KARAGANDA REGION

In article there are considered the problems of monotowns' development in Karaganda region, as far as the main socio-economic indicators of citiesare analyzed and the problems and prospects of development are marked.

Keywords: monotown, monoprofile trends, forming enterprise, labour market.

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COMPARISON OF SYSTEM OF THE TAXATION OF SOME COUNTRIES OF PARTICIPANTS OF EUROASIAN ECONOMIC UNION (EEU): RUSSIAN FEDERATION, REPUBLIC OF KAZAKHSTAN AND REPUBLIC OF BELARUS

The article deals with the tax systems of the countries participating in the Eurasian economic union: Republic of Kazakhstan, Russian Federation and Republic of Belarus. Revealed differences in the approaches of the tax policies of countries studied, collection of excise on excisable goods, the comparative analysis of the main rates on a value added tax is carried out.

Keywords: tax, tax system, tax rebates, excise tax, value added tax.

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METHODICAL POSITIONS ON ACCOUNTING FACTORS AFFECT STOCK MARKETS OF EMERGING ECONOMIES

Methodical provisions on account of factors that affect the stock market is a developing economy. The objects are the influence of industry, region, and macroeconomics. Methodical positions take into account the impact from the position approaches from the point of impact of the object from the position evaluations, and scorecards.

Keywords: The stock market, a developing economy, industry, region, macroeconomics.

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THE ANALYSIS OF FOOD SECURITY CONCERNS REPUBLIC OF KAZAKHSTAN ON THE EXAMPLE OF MEAT

In this article we have identified factors that have the greatest impact on the change in the price of meat. We have derived a regression equation to predict the price of meat and some regularities of pricing in the market of meat products.

Keywords: food security, food safety, meat products, meat prices

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FEATURES OF TAX REGULATION OF ECONOMY OF THE REPUBLIC OF KAZAKHSTAN

The paper deals with the tax regulation of the modern economy of the Republic of Kazakhstan. In connection with the current tax system as a tool of the tax regulation of the economy, the author proposed a new interpretation of the functions of taxes. The article also examines the institutional mechanism of the regional fiscal planning and highlighted the main factor effects of tax policy on the economic situation of the state.

Keywords: tax regulation, the tax system, functions of taxes, the economy, the budget and tax planning.

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**"EMPLOYMENT PROGRAMME 2020" AND PROBLEMS OF ITS REALIZATION**

This article considers the main problems of an employment in the Republic of Kazakhstan. The special attention is paid to the program "Employment- 2020".

Keywords: employment, program "Employment-2020".

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**PECULIARITIES OF TECHNOLOGY FOR POULTRY PRODUCTION**

This article reviewed the peculiarities of technology for poultry production. It analyzes the principles, steps and stages of the technological process of poultry production on the example of LLP "Aknar PF".

Keywords: technology of poultry production, principles of industrial poultry production technology, stages of technology of poultry production.

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**INSURANCE PROTECTION AS FINANCIAL STABILIZERS SOCIETY AND ITS ROLE IN THE DEVELOPMENT PENSION INSURANCE**

This article examines the role of the insurance protection of the population in the development of the pension insurance. Currently particular attention to this aspect is observed from the state. This is due to several reasons: the demographic changes resulting in an increase in life expectancy and the aging of the population; exhaustion of internal resources and reserves of solidarity principles and forms of pensions.

Keywords: pension insurance, social security

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**PARTNERSHIP WITHIN THE EAEC AS A PREREQUISITE FOR THE COUNTRIES - PARTICIPANTS IN THE ACHIEVEMENT OF TRANSIT CORRIDORS IN INTEGRATION**

Authors in the article examine the factors of integration of countries in modem terms in that a competition has influence from the side of world producers of commodities and services. And also influence of integration processes on the competitiveness of national economies of participating countries of the Eurasian economic union (ЕАЭС). Integration within the framework ЕАЭС and her influence on the economy of participants. Favourable development of multilateral mutually beneficial business contacts and competing inter se, separately taken national economy. The modern state and problems are complex investigational authors.The article is written on the basis of reliable sources, integration processes within the framework of ЕАЭС, features of competitive activity into ЕАЭС, reason of contradictions are investigational.

Keywords: Integration, partnership, Eurasian Economic Union (EAEC), Kazakhstan, Russia, Belarus, Armenia, Kyrgyzstan.

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**CURRENT STATUS: ORGANIZATIONAL-ECONOMIC MECHANISM OF ENVIRONMENTAL PROTECTION IN THE REPUBLIC OF KAZAKHSTAN**

At this moment, existing mechanism of environmental protection orients or administrative and economic methods of influence which meaning is the system of ecological payments. With the object of stable and dynamic development of economy of Kazakhstan the introduction of economic mechanism of environmental protection allows at first, with the help of reconstruction and technical rearming of active industries, to descrease the antropogen influence on environment.

Keywords: economic mechanism, the Environmental Code.

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**PROJECT MANAGEMENT OF OBJECTS INDUSTRIAL BUILDING**

Stage-by-stage implementation of project and finding works is considered in building: а) study of ТТ, acquaintance with a place of building subject and possibilities of building firms, establishment of business contacts;

б) establishment of volumes and planning of project works; в) implementation of complete volume of project and finding works with determination of estimate cost of building.

Keywords: project, project works, branch, construction.

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**PROCUREMENT MANAGEMENT AT THE ENTERPRISE**

This article discusses the basic tasks of supply. Supply management in the enterprise. Questions of automation of the procurement process.

Keywords: management, logistics, procurement management.

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**IMPROVEMENT OF DIVERSIFICATION ACTIVITY OF OIL-EXTRACTING REGIONS**

In article there are considered the directions of diversification of regions of an oil and gas complex of the Kazakhstan economy. Problems of transition of the subsurface extracting sector on the innovative way of development are defined. It is noted that without formation of new innovative policy it won't be possible to win over economic and technological backwardness of the country, to increase its competitiveness in the world markets that will demand creation of conditions for the advancing, innovative development of all branches of economy of the republic including oil and gas sector.

Keywords: diversification, oil-extracting regions, innovative development, oil and gas complex.

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**THE EATING HABITS OF THE POPULATION OF KAZAKHSTAN IN MODERN CONDITIONS**

The article considers the problems and peculiarities of nutrition of the population of Kazakhstan. The analysis of the nutrition of the population of Kazakhstan by regions and the problems of nutrition of Kazakhstan in modern conditions

Keywords: food, food products

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**CRIMINALISTIC CHARACTERISTIC OF HUMAN TRAFFICKING**

In this article are analyzes criminalistics characteristic of these crimes in detail, also features of investigation of trafficking is considered.

Keywords: human trafficking, exploitation, investigation and detection of crime, forensic investigation.