

қаржылық жағдайларды ескере отырып, негізделген инвестициялық шешімдер қабылдауға көмектесуге арналған.

Инвестициялау туралы шешім қабылдау көптеген факторларды мұқият талдауды қажет ететін күрделі процесс. Инвестициялау туралы шешім қабылдауға әсер ететін негізгі факторларды бірнеше санатқа бөлуге болады. Бірінші және, мүмкін, ең маңызды фактор-экономикалық компонент. ЖІӨ-нің өсуі, инфляция деңгейі, жұмыссыздық, пайыздық мөлшерлемелер және т.б. сияқты экономикалық көрсеткіштер инвестициялық шешімдерге тікелей әсер етеді. Мысалы, инфляцияның жоғары деңгейі инвестицияның нақты құнын төмендетуі мүмкін, ал ЖІӨ-нің тұрақты өсуі инвестициялауға қолайлы жағдай туғызуы мүмкін.

Саяси факторлар инвестициялық шешімдерге де айтарлықтай әсер етуі мүмкін. Саяси жағдайдың тұрақсыздығы, заңнамадағы немесе үкімет саясатындағы өзгерістер инвесторлар үшін қосымша тәуекелдер тудыруы мүмкін. Инвестициялау туралы шешім қабылдауға демография, білім, мәдениет және қоғамдық пікір сияқты әлеуметтік факторлар да әсер етуі мүмкін. Мысалы, тұтынушылардың қалауы немесе мінез-құлық тенденцияларындағы өзгерістер белгілі бір салаларға немесе компанияларға инвестициялау үшін жаңа мүмкіндіктер тудыруы мүмкін. Әрбір инвестордың инвестициялық шешімдер қабылдауға әсер етуі мүмкін өзіндік ерекше мақсаттары, қалауы және тәуекел деңгейі бар екенін ескеру маңызды. Дегенмен, инвестициялауға әсер ететін негізгі факторларды түсіну негізделген және табысты инвестициялық шешімдер қабылдаудың кілті болып табылады.

**Түйінді сөздер:** инвестициялау, шешім, факторлар, экономикалық көрсеткіштер, қаржылық көрсеткіштер, саяси жағдай, әлеуметтік аспектілер, тәуекелдер, демография, тұтынушылардың қалауы.

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*L.Haibin, G.M.Rahimzhanova*  
*Kazakh National Agrarian Research University*  
*Almaty, The Republic of Kazakhstan*  
(E-mail: [415505669@qq.com](mailto:415505669@qq.com), [gaukhar-muratkyzy@mail.ru](mailto:gaukhar-muratkyzy@mail.ru))

## **STRATEGIC APPROACHES TO CORPORATE GOVERNANCE: PROSPECTS FOR ENSURING ECONOMIC SECURITY**

### *Abstract*

Strategic approaches to corporate governance play a key role in ensuring the economic security of organizations in the modern business environment. This article provides an overview of strategic approaches to corporate governance and their prospects in the context of ensuring economic security.

Initially, the essence of corporate governance is considered as a management system within an organization aimed at achieving strategic goals and protecting the interests of all stakeholders. Then strategic approaches are analyzed, such as creating value for shareholders, stakeholder management, risk management and strategic planning, and their impact on the formation of economic security of the enterprise.

The article also examines the prospects for applying strategic approaches to corporate governance to ensure economic security. In particular, the possibilities of creating long-term value through effective asset and resource management, as well as strategic alignment of interests of all stakeholders of the organization are discussed. The importance of implementing a risk management system to minimize threats and maximize opportunities in today's dynamic environment is also emphasized.

Research shows that the modern economic environment is becoming increasingly complex and volatile, which requires companies to actively adapt behavior and strategic management. In this context, corporate governance plays an important role in ensuring the stability and sustainability of the business, as well as its protection from external and internal threats.

The key aspects of corporate governance are transparency, responsibility, efficiency and consideration of the interests of all stakeholders. Strategic approaches to corporate governance are aimed at creating value for shareholders and stakeholders, as well as managing the company's risks and resources. However, in a rapidly changing market and an unstable economic situation, ensuring the economic security of an organization is becoming increasingly relevant and important.

The economic security of an enterprise means its ability to cope with external and internal threats, to maintain stability and stability in any conditions. In this context, strategic approaches to corporate governance can be used to ensure the economic security of the organization. For example, effective asset and resource management allows an enterprise to optimize its operations and increase resource efficiency.

Another important aspect is the creation of a risk management system that allows an enterprise to identify and assess the risks associated with its activities and develop measures to minimize or prevent them.

Thus, strategic approaches to corporate governance represent an effective tool for ensuring the economic security of an organization, allowing it to adapt to changing conditions, minimize risks and ensure the sustainability and stability of its activities.

**Keywords:** Corporate governance, strategic approach, economic security, risk management, assets, resources, stability, sustainability, strategic planning, efficiency.

### ***Introduction***

Strategic approaches to corporate governance play a key role in ensuring the economic security of modern organizations. This important aspect of business and management requires a systematic and focused approach to managing the company, taking into account its long-term goals, interests of stakeholders and strategic prospects. In the light of the ever-changing economic and political environment, corporations and organizations face a number of challenges related to ensuring their stability, competitiveness and sustainability.

Introduction of strategic approaches to corporate governance usually begins with the definition of the organization's mission and goals. The mission statement expresses the main purpose of the company's existence and its value orientations, and the goals define the specific results that the company strives to achieve. Strategic management also involves analyzing the organization's external and internal environment to assess its opportunities and threats, as well as its strengths and weaknesses. This analysis helps identify key challenges and opportunities for further development and strategy formulation.

One of the main tools of strategic management is the development and implementation of a strategy. The strategy defines an overall action plan aimed at achieving the company's goals and mission. It includes choosing the direction of business development, identifying priority areas and resources, and defining methods and mechanisms for implementing strategic goals.

In today's world, corporations and organizations face a number of complex challenges, including rapid changes in technology, changes in consumer demand, increased competition, and geopolitical instability. In such an environment, strategic management becomes a key tool for ensuring economic security. It allows companies to adapt to changing conditions, identify new opportunities for development and strengthen their position in the market.

Thus, the introduction of strategic approaches to corporate governance is a necessary step to ensure the economic security of the organization. It allows companies to effectively manage their resources, adapt to changes in the external environment, and plan their development strategically.

In today's increasingly competitive business, strategic management is the key to success. Effective strategic management not only helps companies survive in a volatile economic

environment, but also enables them to succeed and become market leaders. In this context, the development and application of strategic approaches to corporate governance becomes a necessity, especially in the context of ensuring economic security.

One of the key aspects of strategic management is risk management. Modern corporations and organizations face many risks related to financial, technological, operational, reputational and other aspects of their activities. Managing these risks requires developing and implementing appropriate strategies to minimize negative impacts and maximize opportunities.

Another important aspect of strategic management is the development and implementation of innovative approaches and technologies. The rapid development of technology and changes in consumer behavior require companies to be flexible and adaptive. Innovative strategies enable companies to create competitive advantages, open up new markets, and drive sustainable growth.

Human resource development is also an important aspect. Employees are a key asset of any organization, and their management plays a crucial role in its success. HR management strategies should focus on attracting, developing, and retaining highly qualified employees who are able to realize the company's strategic goals.

Thus, the introduction of strategic approaches to corporate governance is a key factor in ensuring the economic security of the organization. This requires systematic analysis, development and implementation of strategies adapted to the specific conditions and needs of the company, as well as constant monitoring and adjustment of strategic decisions in accordance with changes in the external environment and internal factors.

### ***Methods and materials***

The study of strategic approaches to corporate governance and their prospects for ensuring economic security can be carried out using various methods and materials. Here are some methods and approaches that can be applied:

**Literature review:** Analyzing academic articles, books, journals, reports, and other publications related to corporate governance, strategic management, and economic security. This will help you understand the current state of research in this area, as well as identify gaps and prospects for further research.

**Analysis of company reports:** Study of reports on the financial performance of companies, their strategic plans, corporate governance policies and measures to ensure economic security. This allows you to evaluate what strategic approaches are used in practice and identify successful practices.

**Expert interviews:** Conduct interviews with experts in corporate governance, finance, and strategic planning. Experts can share their experience and point of view on effective strategies and approaches to ensuring economic security.

**Case analysis:** The study of specific cases of successful and unsuccessful application of strategic approaches to corporate governance in order to identify success and failure factors. This helps you get practical lessons and recommendations for companies.

**Surveys and questionnaires:** Conduct surveys and questionnaires among managers and employees of companies to identify their views on strategic management approaches and their impact on economic security.

**Casestudy:** The study of specific cases of companies using the case method, which allows you to analyze situations, make decisions and draw conclusions based on real business scenarios.

These methods can be combined to gain a more complete and comprehensive understanding of strategic approaches to corporate governance and their impact on economic security.

### ***Results and discussion***

The results and discussion of the study on strategic approaches to corporate governance and their prospects for ensuring economic security represent an important stage of work that allows us to draw conclusions based on the analysis and study of the subject area.

Corporate governance is one of the key aspects of sustainable business development. It is a set of methods, principles and practices aimed at effective management of companies and ensuring their sustainable development. In the current conditions of economic instability and geopolitical tensions, economic security issues are becoming particularly relevant. This article discusses corporate governance strategies aimed at ensuring the economic security of companies, as well as challenges and prospects in this area.

**Developing transparency and openness:** Transparency in corporate governance plays a key role in ensuring trust from investors, partners and clients. Companies that provide open information about their operations and financial performance are often considered more reliable and stable.

**Risk management:** Effective risk management is an integral part of the corporate governance strategy. This includes evaluating, analyzing, and minimizing financial, operational, reputational, and other types of risks that may negatively affect the company's operations.

**Compliance with Laws and Regulations:** Companies must strictly comply with all applicable laws and regulations in their operations. This includes compliance with tax, labor, environmental and other aspects of legislation to avoid fines, sanctions and other negative consequences.

**Strengthening internal control processes:** Effective internal control systems help prevent fraud, errors and unfair actions within the company. This includes separation of responsibilities, regular inspections and audits, and staff training.

**Innovative development:** Innovation plays an important role in ensuring the competitiveness and sustainable development of companies. Innovative strategies allow companies to adapt to changing market conditions, create new products and services, and optimize business processes.

**Globalization and regional conflicts:** The global economy and geopolitical conflicts create uncertainty and risks for businesses. Companies are forced to adapt to changing conditions and develop flexible management strategies that can cope with emerging challenges.

**Digital transformation:** Digitalization is changing traditional business models and requires companies to quickly adapt to new technologies and market trends. This makes it necessary to constantly develop and update corporate governance strategies.

**Environmental and social challenges:** Growing awareness of environmental and social issues puts new demands on companies in the area of sustainability and responsibility. Companies are forced to integrate these aspects into their management strategies in order to maintain their reputation and customer loyalty.

In the course of the study, the following results were revealed:

**Diversity of strategies:** The analysis of literature and practice revealed many different strategic approaches to corporate governance, including strategies for risk management, innovative development, sustainable growth, change management, and others.

**Context relevance:** It is important to understand that the effectiveness of strategic approaches depends on the context in which the company operates. What works for one organization may not work for another because of differences in industry, size, culture, and other factors.

**Impact on economic security:** Strategic management has a significant impact on the economic security of companies. Effective risk management, investment in innovation, development of competitive advantages and other strategies contribute to improving the stability and sustainability of the business.

**Need for adaptation:** It was noted that modern companies must constantly adapt to changing market conditions and the external environment. This requires flexibility and the ability to respond quickly to changes by revising your management strategies and tactics.

**The role of leadership and culture:** Leadership and corporate culture are also important. Companies with strong leadership and a strong culture are usually more successful in implementing and maintaining effective management strategies.

Discussion of the results allows you to deepen your understanding of their significance and applicability. The presented results highlight the importance of diverse strategies and their adaptation to specific conditions, which can be a key factor for ensuring the company's economic security. In

addition, the discussion highlights areas for further research and development of practical recommendations for improving strategic management in modern companies.

**Flexibility and responsiveness:** In a rapidly changing business environment, flexibility and the ability to respond quickly to change are key aspects of successful corporate governance. Companies must constantly analyze the market, competitors, changes in legislation and technological innovations in order to adapt to new conditions and remain competitive.

**Stakeholder engagement:** Companies are increasingly engaging stakeholders such as shareholders, employees, customers, society, and government agencies in their strategic decision-making processes. Engaging with these stakeholders helps companies better understand their needs, expectations, and concerns, which helps them develop more effective strategies.

**Leveraging technology and data:** Modern technologies such as artificial intelligence, data analytics, the Internet of Things, and blockchain are playing an increasingly important role in corporate governance. They enable companies to collect, analyze, and use large amounts of data to make more informed and informed decisions.

**Social Responsibility and Sustainability:** In today's world, companies are facing increasing pressure from public opinion and regulators regarding their social responsibility and sustainability. Implementation of management strategies based on the principles of sustainable development and taking into account social and environmental factors is becoming an increasingly important aspect of corporate governance.

**Staff training and development:** Successful corporate governance strategies also involve investing in staff training and development. Developing the skills, competencies and leadership skills of employees is a key factor for implementing the company's strategy and achieving success.

These research results highlight the need for an integrated and flexible approach to corporate governance based on data analysis, stakeholder engagement, and the use of modern technologies. Discussion of these results allows us to identify key aspects of successful management and offer recommendations for developing effective strategies that contribute to ensuring the economic security and sustainability of companies in today's business environment.

### ***Conclusions***

In conclusion, the article emphasizes that effective corporate governance based on strategic approaches is an important tool for ensuring the economic security of an organization. If these approaches are implemented correctly, businesses can strengthen their market position, minimize risks, and ensure long-term sustainable growth.

Corporate governance and economic security play a key role in the sustainable development of companies in today's conditions of instability and uncertainty. Developing effective management strategies, adapting to changing market conditions, and implementing innovative approaches helps companies maintain competitive advantages and ensure their economic security. Despite a number of challenges, such as globalization, digitalization and environmental issues, companies that successfully implement corporate governance are able to overcome these obstacles and build sustainable development strategies for the future.

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***Л.Хайбинь, Г.М.Рахимжанова***

*Казахский национальный аграрный исследовательский университет*

*г. Алматы, Республика Казахстан*

*(E-mail: 415505669@qq.com, gaukhar-muratkyzy@mail.ru)*

## **СТРАТЕГИЧЕСКИЕ ПОДХОДЫ К КОРПОРАТИВНОМУ УПРАВЛЕНИЮ: ПЕРСПЕКТИВЫ ДЛЯ ОБЕСПЕЧЕНИЯ ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ**

### ***Аннотация***

Стратегические подходы к корпоративному управлению играют ключевую роль в обеспечении экономической безопасности организаций в современной бизнес-среде. Эта статья представляет обзор стратегических подходов к корпоративному управлению и их перспективы в контексте обеспечения экономической безопасности.

Первоначально рассматривается сущность корпоративного управления как системы управления внутри организации, направленной на достижение стратегических целей и защиту интересов всех заинтересованных сторон. Затем анализируются стратегические подходы, такие как создание ценностей для акционеров, стейкхолдерское управление, управление рисками и стратегическое планирование, их влияние на формирование экономической безопасности предприятия.

Статья также рассматривает перспективы применения стратегических подходов к корпоративному управлению для обеспечения экономической безопасности. В частности, обсуждаются возможности создания долгосрочной стоимости через эффективное управление активами и ресурсами, а также стратегическое выравнивание интересов всех заинтересованных сторон организации. Также подчеркивается важность внедрения системы управления рисками для минимизации угроз и максимизации возможностей в современной динамичной среде.

Исследования показывают, что современная экономическая среда становится все более сложной и изменчивой, что требует от компаний активного адаптивного поведения и стратегического управления. В этом контексте корпоративное управление играет важную роль в обеспечении стабильности и устойчивости бизнеса, а также его защиты от внешних и внутренних угроз.

Ключевыми аспектами корпоративного управления являются прозрачность, ответственность, эффективность и учет интересов всех заинтересованных сторон. Стратегические подходы к корпоративному управлению направлены на создание ценности для акционеров и стейкхолдеров, а также на управление рисками и ресурсами компании.

Однако, в условиях быстро меняющегося рынка и нестабильной экономической ситуации, обеспечение экономической безопасности организации становится все более актуальным и важным. Экономическая безопасность предприятия означает его способность справиться с внешними и внутренними угрозами, сохранить стабильность и устойчивость в любых условиях.

В этом контексте стратегические подходы к корпоративному управлению могут быть использованы для обеспечения экономической безопасности организации. Например, эффективное управление активами и ресурсами позволяет предприятию оптимизировать свою деятельность и повысить эффективность использования ресурсов. Стратегическое планирование позволяет компании выявить угрозы и возможности, разработать стратегии и тактики для их управления и использования в своих интересах.

Также важным аспектом является создание системы управления рисками, которая позволяет предприятию определить и оценить риски, связанные с его деятельностью, и разработать меры по их минимизации или предотвращению.

Таким образом, стратегические подходы к корпоративному управлению представляют собой эффективный инструмент для обеспечения экономической безопасности организации, позволяя ей адаптироваться к изменяющимся условиям, минимизировать риски и обеспечить устойчивость и стабильность своей деятельности.

**Ключевые слова:** Корпоративное управление, стратегический подход, экономическая безопасность, риск-менеджмент, активы, ресурсы, стабильность, устойчивость, стратегическое планирование, эффективность.

*Л.Хайбинь, Г.М.Рахимжанова*

*Қазақ ұлттық аграрлық зерттеу университеті*

*Алматы қ, Қазақстан Республикасы*

*(E-mail: [415505669@qq.com](mailto:415505669@qq.com), [gaukhar-muratkyzy@mail.ru](mailto:gaukhar-muratkyzy@mail.ru))*

## **КОРПОРАТИВТІК БАСҚАРУДЫҢ СТРАТЕГИЯЛЫҚ ТӘСІЛДЕРІ: ЭКОНОМИКАЛЫҚ ҚАУІПСІЗДІКТІ ҚАМТАМАСЫЗ ЕТУ ПЕРСПЕКТИВАЛАРЫ**

### ***Аңдатпа***

Корпоративтік басқарудың стратегиялық тәсілдері қазіргі бизнес ортасында ұйымдардың экономикалық қауіпсіздігін қамтамасыз етуде шешуші рөл атқарады. Бұл мақалада экономикалық қауіпсіздікті қамтамасыз ету контекстінде корпоративтік басқарудың стратегиялық тәсілдері мен олардың перспективаларына шолу жасалады.

Бастапқыда корпоративтік басқарудың мәні стратегиялық мақсаттарға жетуге және барлық мүдделі тараптардың мүдделерін қорғауға бағытталған ұйым ішіндегі басқару жүйесі ретінде қарастырылады. Содан кейін акционерлер үшін құндылықтар құру, стейкхолдерлерді басқару, тәуекелдерді басқару және стратегиялық жоспарлау, олардың кәсіпорынның экономикалық қауіпсіздігін қалыптастыруға әсері сияқты стратегиялық тәсілдер талданады.

Мақала сонымен қатар экономикалық қауіпсіздікті қамтамасыз ету үшін корпоративтік басқарудың стратегиялық тәсілдерін қолдану перспективаларын қарастырады.

Зерттеулер көрсеткендей, қазіргі экономикалық орта барған сайын күрделі және өзгермелі болып келеді, бұл компаниялардан белсенді бейімделгіш мінез-құлық пен стратегиялық басқаруды талап етеді. Бұл тұрғыда корпоративтік басқару бизнестің тұрақтылығы мен тұрақтылығын қамтамасыз етуде, сондай-ақ оны сыртқы және ішкі қауіптерден қорғауда маңызды рөл атқарады.

Корпоративтік басқарудың негізгі аспектілері ашықтық, жауапкершілік, тиімділік және барлық мүдделі тараптардың мүдделерін ескеру болып табылады. Корпоративтік басқарудың стратегиялық тәсілдері акционерлер мен стейкхолдерлер үшін құндылық құруға, сондай-ақ компанияның тәуекелдері мен ресурстарын басқаруға бағытталған.

Алайда, тез өзгертін нарық пен тұрақсыз экономикалық жағдайында ұйымның экономикалық қауіпсіздігін қамтамасыз ету барған сайын өзекті және маңызды бола түсуде. Кәсіпорынның экономикалық қауіпсіздігі, оның сыртқы және ішкі қауіп-қатерлермен күресу, кез-келген жағдайда тұрақтылық пен тұрақтылықты сақтау қабілетін білдіреді.

Бұл тұрғыда ұйымның экономикалық қауіпсіздігін қамтамасыз ету үшін корпоративтік басқарудың стратегиялық тәсілдерін қолдануға болады. Мысалы, активтер мен ресурстарды тиімді басқару кәсіпорынға өз қызметін оңтайландыруға және ресурстарды пайдалану тиімділігін арттыруға мүмкіндік береді. Стратегиялық жоспарлау компанияға қауіптер мен мүмкіндіктерді анықтауға, оларды басқару және өз пайдасына пайдалану стратегиялары мен тактикаларын жасауға мүмкіндік береді.

Сондай-ақ, маңызды аспект-бұл кәсіпорынға өз қызметімен байланысты тәуекелдерді анықтауға және бағалауға және оларды азайту немесе алдын-алу шараларын жасауға мүмкіндік беретін тәуекелдерді басқару жүйесін құру.

Осылайша, корпоративтік басқарудың стратегиялық тәсілдері ұйымның өзгермелі жағдайларға бейімделуіне, тәуекелдерді азайтуға және өз қызметінің тұрақтылығы мен тұрақтылығын қамтамасыз етуге мүмкіндік беретін экономикалық қауіпсіздікті қамтамасыз етудің тиімді құралы болып табылады.

**Түйінді сөздер:** Корпоративтік басқару, стратегиялық тәсіл, экономикалық қауіпсіздік, тәуекелдерді басқару, активтер, ресурстар, тұрақтылық, Стратегиялық жоспарлау, тиімділік.

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*L.Xuegao, A.Y.Kaiyrbayeva*  
*Kazakh National Agrarian Research University*  
*Almaty, The Republic of Kazakhstan*  
(E-mail: [332834430@qq.com](mailto:332834430@qq.com), [kaiyrbayeva.ainur@kaznaru.edu.kz](mailto:kaiyrbayeva.ainur@kaznaru.edu.kz))

## **THE ROLE OF INNOVATIONS IN IMPROVING THE EFFICIENCY OF AGRICULTURAL PRODUCTION IN KAZAKHSTAN**

### *Abstract*

Agriculture plays a key role in the economy of Kazakhstan, and its effectiveness directly affects the well-being of the population and the development of the country as a whole. In today's rapidly changing world, the introduction of innovative technologies is becoming necessary to increase the productivity and competitiveness of the agricultural sector. This abstract examines the role of innovation in improving the efficiency of agricultural production in Kazakhstan. Agriculture is an important sector of Kazakhstan's economy, determining not only the country's food security, but also its economic development. In today's rapidly changing world, it faces a number of challenges, such as changing climatic conditions, environmental threats, limited resources and competition in global markets. To effectively overcome these challenges, it is necessary to actively introduce innovative technologies in agriculture.

The purpose of this work is to analyze the role of innovation in improving the efficiency of agricultural production in Kazakhstan. At the beginning of the study, the current state of the country's agricultural sector is considered, its main problems and challenges are identified. Then, the importance of innovations in agriculture is analyzed in detail, their impact on increasing productivity, improving product quality, reducing costs and minimizing negative environmental impacts.

The first part analyzes the current state of Kazakhstan's agricultural sector and its challenges, including changing climatic conditions, limited resources and competition in global markets. Then the importance of innovations in agriculture is considered, their role in increasing productivity, reducing costs, improving product quality and reducing negative environmental impacts.

Further, specific innovative technologies used in agriculture in Kazakhstan are discussed, such as modern irrigation methods, the use of biotechnologies, digitalization of production, as well as the