

N. Orazayeva*, PhD student¹

N. Ivashchenko, d.e.s., professor²

A. Tulemetova, d.e.s., professor¹

M. Auezov South Kazakhstan University¹

Shymkent, Kazakhstan

Moscow State University²

Moscow, Russia

* – main author (author for correspondence)

e-mail: aygul.tulemetova@mail.ru

CONCEPTUAL APPROACHES TO ENSURING SUSTAINABLE DEVELOPMENT OF TEXTILE INDUSTRY ENTERPRISES

The article considers the main directions of effective application of sustainable development tools for the management of textile industry enterprises. The authors of the article investigated the concept of «sustainable development of enterprises». Which are associated with managerial, organizational, social, economic and environmental aspects of the enterprise. Many scientists engaged in the study of sustainable development of textile enterprises note the need for the introduction of digital technologies, taking into account environmental aspects and the use of a cluster model.

The article analyzes the change in the products produced by enterprises, as well as the level of investments in the fixed capital of textile industry enterprises of the Republic of Kazakhstan. During the analysis, the authors identified following factors affecting the sustainable development of enterprises: a low level of competitiveness of domestic products; not using specific management tools for sustainable development; lack of assessment of the market potential of commercialization of scientific developments. The article defines the tools of sustainable development for the management of textile industry enterprises: scientific and innovative, regulatory and strategic tools. The authors of the article propose recommendations for achieving the sustainability of the development of textile industry enterprises: to use a differentiated approach to control actions depending on the economic, environmental and social orientation; to determine a systematic scientific approach to the process of managing sustainable development; to balance the internal processes and resources of the enterprise in conditions of rapid variability of the external environment.

Keywords: textile industry, enterprise, sustainable development, products, strategy, investment, science, innovation, management, factors

Кілт сөздер: тоқыма өнеркәсібі, кәсіпорын, тұрақты даму, өнім, стратегия, инвестиция, ғылым, инновация, басқару, факторлар

Ключевые слова: текстильная промышленность, предприятие, устойчивое развитие, продукция, стратегия, инвестиция, наука, инновация, управление, факторы

Introduction. Great importance is paid to the study of the problems of sustainable development of industrial enterprises in the conditions of modernization of the domestic economy, globalization of world economic relations and intensification of production.

According to the national project "Technological breakthrough through digitalization, science and innovation", the Republic of Kazakhstan focuses on the development of technological and innovative business. The National project provides to increase the share of innovatively active enterprises to 20% by 2025 [1].

The readiness of textile industry enterprises to new changes is characterized by the level of

sustainability of development. The low readiness of textile industry enterprises does not allow to retain the already implemented transformations and blocks the possibility of further development. In these conditions, the task of assessing the current level of development of the production system of the textile industry is relevant in order to determine the set of tools for sustainable development.

The purpose of the article is to determine the directions of effective application of sustainable development tools for the management of textile industry enterprises.

To achieve this goal, it is necessary:

- to explore the concept of "sustainable enterprise development";

- analyze the current state of textile industry enterprises;

- to offer specific recommendations on the application of sustainable development tools for the management of textile industry enterprises.

Research methods. The theoretical and methodological basis of the article consists of scientific works concerning the sustainable development of textile industry enterprises. Grouping, comparative and statistical methods were used as the methodological basis of the study.

Literature review. The sustainable development of enterprises is the object of research by many scientists. They mainly consider the target orientation, managerial, organizational, socio-economic and environmental aspects of enterprises.

According to Kolobova A.V., tasks and problems in the field of sustainable development should be solved on the basis of the process of applying special methods, the choice of which depends on the needs of the enterprise and the level of maturity of the sustainable development process [2].

Bezrukova T.L. and other scientists [3] understand the development of an enterprise in which the negative impact of external and internal factors affecting the economic system is minimized, based on the foresight of various market transformations and the adoption of timely management decisions.

Drobot E.V., Makarov I.N. and Pochepaev I.A. [4] note that sustainable development is aimed at creating enterprises that will serve society for a long time, as well as solve specific business and organizational tasks.

According to M.V. Rogova, the main purpose of the sustainable development management mechanism is to create conditions for the enterprise to achieve its goals and objectives in the economic, environmental and social spheres, taking into account the interests of stakeholders [5].

As we can see, the development and functioning of the enterprise should not be a spontaneous process aimed at accumulation and consumption, but a sustainable safe development focused on the interests of stakeholders.

Some aspects of the sustainable development of textile industry enterprises are considered in the works of domestic and foreign scientists:

- the level of competitiveness in the digital economy [6];
- achieving high economic results, taking into account the solution of environmental problems [7];
- application of the cluster model in the development of the textile industry [8].

Scientists for the sustainable development of textile enterprises note the need for the introduction of digital technologies, taking into account environmental aspects and the use of a cluster model.

Main part. Ensuring the sustainable development of textile industry enterprises in conditions of fierce competition should include not only the achievement of high economic results, but the volume of products produced through the use of available resources to achieve them.

In the Republic of Kazakhstan, there is an annual increase in the volume of products produced by textile industry enterprises in 2016-2020 (Figure 1).

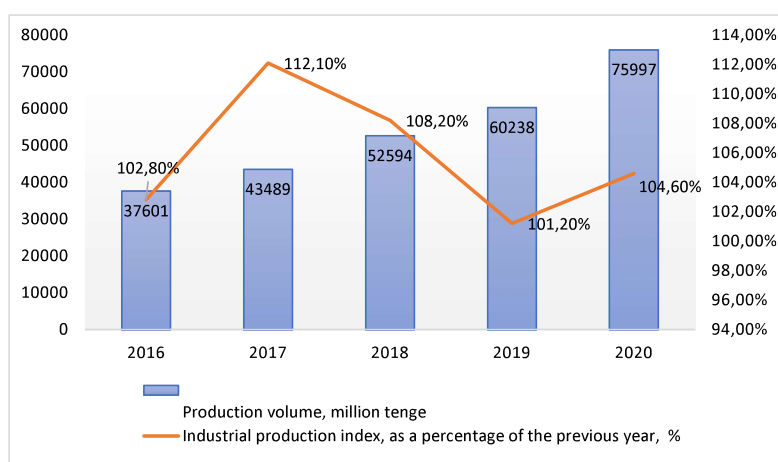


Figure 1. Changes in the production of textile industry enterprises in 2016-2020*

* Compiled by the authors according to [9]

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The achievement of sustainable development of manufactured products by textile industry enterprises from 37601 million tenge in 2016 to 75997 million tenge in 2020 is determined by the positive dynamics of quantitative and qualitative transforma-

tions of elements and business processes at various stages of its life cycle.

Therefore, the effectiveness of sustainable development is largely determined by the level of investments made in the fixed capital of textile industry enterprises.

Table 1

Investments in fixed assets of textile industry enterprises of the Republic of Kazakhstan for 2016-2020*

Indicators	2016	2017	2018	2019	2020
Investments, million tenge	3 287	1 073	7 349	7 349	2 905
Change in investment, as a percentage of the previous year	54,3	30,8	656,9	102,6	37,7

* Compiled by the authors according to [9]

As can be seen from Table 1, the largest investment in fixed assets is observed in 2018 (7349 million tenge) and 2019 (7349 million tenge). Domestic textile enterprises have become more active in using investments to renew fixed assets and on this basis to rebuild their business models aimed at ensuring sustainable development.

Nevertheless, there are a number of problems in the textile industry, which include:

- low level of competitiveness of domestic products;
- not using specific management tools for sustainable development;

- lack of assessment of the market potential of commercialization of scientific developments.

To solve the identified problems, there is a need to develop a conceptual scheme for managing the sustainable development of a textile industry enterprise that provides sufficient protection from external and internal factors. This scheme includes:

- strategic goals and objectives of sustainable development of the enterprise;
- directions of sustainable development;
- management tools for sustainable development (Figure 2).

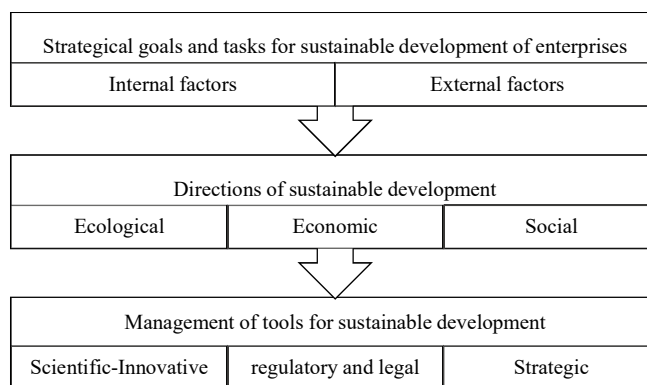


Figure 2. Conceptual scheme for managing the sustainable development of a textile industry enterprise*

* Compiled by the authors

Strategic goals and objectives are implemented taking into account the systematization of internal and external factors of sustainable development of the enterprise.

The directions of sustainable development are focused on ensuring an organic combination of the interests of the economic, social and environmental subsystems of the enterprise at all

stages of management. The economic orientation of sustainable development implies the company's focus on financial success from the point of view of traditional business performance indicators. The social orientation of sustainable development is to create favorable working conditions and activate the creative potential of employees. The ecological orientation of sustainable development ensures the

safety of production, the production of environmentally safe products at all stages of its life cycle.

Sustainable development management involves the use of the following tools:

- scientific and innovative tools performs the function of introducing new advanced technologies, taking into account analytical research, monitoring and adjustment of management decisions;

- regulatory and legal instruments appear in the form of instructions and regulations governing the activities of the management apparatus;

- strategic tools are designed to determine the main directions of the company's development, taking into account economic, environmental and social goals.

Conclusion. In order to achieve sustainable development of textile industry enterprises, it is necessary:

- to use a differentiated approach to control

actions depending on the economic, environmental and social orientation. In this aspect, specific areas of work of structural divisions of textile industry enterprises are determined and clear goals are set, taking into account the existing potential;

- to define a systematic scientific approach to the process of sustainable development management. In managing the sustainable development of the enterprise, it is necessary to take into account modern scientific achievements in the textile industry for the competitiveness of products in the conditions of globalization of economic processes;

- to balance the internal processes and resources of the enterprise in conditions of rapid variability of the external environment. In this part, the equilibrium of the production, financial and organizational capabilities of the enterprise is formed in modern market conditions under the influence of external and internal factors.

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Н.М. Оразаева, Н.П. Иващенко, А.С. Тулеметова

ТОҚЫМА ӨНЕРКӘСІБІ КӘСІПОРЫНДАРЫНЫҢ ТҰРАҚТЫ ДАМУЫН ҚАМТАМАСЫЗ ЕТУДІҢ ТҰЖЫРЫМДАМАЛЫҚ ТӘСІЛДЕРІ

Аңдатпа

Мақалада тоқыма өнеркәсібі кәсіпорындарын басқару үшін тұрақты даму құралдарын тиімді қолданудың негізгі бағыттары қарастырылады. Мақала авторлары кәсіпорынның басқарушылық, ұйымдас-тырушылық, әлеуметтік, экономикалық және экологиялық негіздерімен байланысты «кәсіпорындардың тұрақты дамуы» ұғымын зерттеген. Тоқыма кәсіпорындарының тұрақты дамуын зерттеумен айналыса-тын көптеген ғалымдар сандық технологияларды енгізу, экологиялық жақтарын ескеру және кластерлік модельді қолдану қажеттілігін атап өтті.

Мақалада кәсіпорындар өндірген өнімнің өзгеруіне, сондай-ақ Қазақстан Республикасының тоқы-ма өнеркәсібі кәсіпорындарының негізгі капиталына салынған инвестициялардың деңгейіне талдау жасалған. Талдау барысында авторлар кәсіпорындардың тұрақты дамуына әсер ететін факторларды анықтаған: отандық өнімнің бәсекеге қабілеттілігінің төмен деңгейі; тұрақты дамудың нақты басқару құралдарын пайдаланбау; ғылыми әзірлемелерді коммерцияландырудың нарықтық әлеуетін бағалау-дың болмауы. Мақалада тоқыма өнеркәсібі кәсіпорындарын басқару үшін тұрақты даму құралдары анықталған: ғылыми-инновациялық, нормативтік-құқықтық және стратегиялық құралдар. Мақала автор-лары тоқыма өнеркәсібі кәсіпорындарының тұрақты дамуына қол жеткізу бойынша ұсыныстар берген: экономикалық, экологиялық және әлеуметтік бағытқа байланысты басқару әсеріне сараланған тәсілді қолдану; тұрақты дамуды басқару үдерісіне жүйелі ғылыми көзқарасты анықтау; сыртқы ортаның тез өзгеруі жағдайында кәсіпорынның ішкі үдерістері мен ресурстарын теңдестіру.

**КОНЦЕПТУАЛЬНЫЕ ПОДХОДЫ ОБЕСПЕЧЕНИЯ УСТОЙЧИВОГО РАЗВИТИЯ
ПРЕДПРИЯТИЙ ТЕКСТИЛЬНОЙ ПРОМЫШЛЕННОСТИ**

Аннотация

В статье рассматриваются основные направления эффективного применения инструментов устойчивого развития для управления предприятиями текстильной промышленности. Авторами статьи исследованы понятие «устойчивое развитие предприятий», которые связаны с управленческими, организационными, социальными, экономическими и экологическими аспектами предприятия. Многие ученые занимающиеся исследованием устойчивого развития текстильных предприятий отмечают о необходимости внедрения цифровых технологий, учета экологические аспекты и применения кластерной модели.

В статье проанализировано изменение произведенной продукции предприятиями, а также уровень вложенных инвестиции в основной капитал предприятий текстильной промышленности Республики Казахстан. В ходе анализа авторами выявлены факторы, влияющие на устойчивое развитие предприятий: низкий уровень конкурентоспособности отечественной продукции; не использование конкретных управленческих инструментов устойчивого развития; отсутствие оценки рыночного потенциала коммерциализации научных разработок. В статье определены инструменты устойчивого развития для управления предприятиями текстильной промышленности: научно-инновационные, нормативно-правовые и стратегические инструменты. Авторами статьи предложены рекомендации по достижению устойчивости развития предприятий текстильной промышленности: использовать дифференцированный подход к управляющим воздействиям в зависимости от экономической, экологической и социальной направленности; определить системный научный подход к процессу управления устойчивым развитием; сбалансировать внутренние процессы и ресурсы предприятия в условиях быстрой изменчивости внешней среды.

