

SOCIO-ECONOMIC DEVELOPMENT OF RURAL TERRITORIES

АУЫЛДЫҚ АУМАҚТАРДЫ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ДАМУ

СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ СЕЛЬСКИХ ТЕРРИТОРИЙ

M.S. BALPAN^{1*}

Postgraduate student

A.S. BELGIBAYEVA²

C.E.Sc., Associate Professor

R.E. YAKHSHIBOEV³

Ph.D, Associate Professor

¹Omsk Humanitarian Academy, Omsk, Russian²Sh. Ualikhanov Kokshetau University, Kokshetau, Kazakhstan³Tashkent State University of Economics, Tashkent, Uzbekistan* corresponding author's e-mail: balpanms@inbox.ru**М.С. БАЛПАН**^{1*}

аспирант

А.С. БЕЛЬГИБАЕВА²

э.ф.к., қауымдастырылған профессор

Р.Э. ЯХШИБОВ³

Ph.D, қауымдастырылған профессор

¹Омбы гуманитарлық академиясының аспиранты, Омбы, Ресей²Ш. Уәлиханов атындағы Көкшетау университеті, Көкшетау, Қазақстан³Ташкент мемлекеттік экономикалық университеті, Ташкент, Ўзбекстан*автордың электрондық поштасы: balpanms@inbox.ru**М.С. БАЛПАН**^{1*}

аспирант

А.С. БЕЛЬГИБАЕВА²

к.э.н., ассоциированный профессор

Р.Э. ЯХШИБОВ³

Ph.D, ассоциированный профессор

¹Омская гуманитарная академия, Омск, Россия²Кокшетауский университет им.Ш.Уалиханова, Кокшетау, Казахстан³Ташкентский государственный экономический университет, Ташкент, Узбекистан* электронная почта автора: balpanms@inbox.ru

Abstract. The sustainability of rural territories is a key factor in ensuring regional socio-economic growth. A comprehensive assessment of sustainable development indicators makes it possible to analyze the effectiveness of policies in the field of social and economic relations, identify barriers, and determine ways to overcome them, thereby contributing to the enhancement of the competitiveness of rural areas. *The objective* is to substantiate a system of criteria that enables the examination of the dynamics of the social and business environment and the monitoring of the structural transformation of the agri-food sector within the framework of a regional strategy. *Methods* include a rating-based study using the distance method, ensuring the comparability of indicators of sociological and economic dynamics of regions and establishing their integral positions. The use of statistical data serves to identify priority areas for the innovative modernization of rural areas. The information base included data from the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, regulatory acts, and scientific publications. *Results* – the authors note that currently the transition to large-scale projects is of decisive importance for improving the quality of life of the rural population, strengthening the economy, and creating conditions for its optimization in the long term. Most rural districts require an active program of actions aimed at attracting investors, forming a favorable investment climate, and building

Аннотация. Устойчивость сельских территорий – ключевой фактор обеспечения регионального социально-экономического роста. Комплексная оценка индикаторов стабильного развития позволяет анализировать эффективность политики в сфере общественных и экономических отношений, выявить барьеры и определить пути их преодоления, способствуя повышению конкурентоспособности сельских районов. *Цель* – обоснование системы критериев, предоставляющих возможность рассматривать динамику социальной и деловой среды и проводить мониторинг структурной трансформации агропродовольственного сектора в рамках региональной стратегии. *Методы* – рейтинговое исследование на базе метода расстояний, обеспечивающее сопоставление показателей социологической и экономической динамики регионов и установление их интегральных позиций. Использование статистических данных – для обозначения приоритетных направлений инновационного обновления сельской местности. Информационная база включала данные Бюро национальной статистики Агентства по стратегическому планированию и реформам Республики Казахстан, нормативные акты, научные публикации. *Результаты* – авторы отмечают, что в настоящее время переход к масштабным проектам имеет решающее значение для улучшения качества жизни сельского населения, укрепления экономики, создания условий для ее оптимизации в долгосрочной перспективе. Для большинства сельских округов требуется активная программа действий, направленная на привлечение инвесторов, формирование благоприятного инвестиционного климата и построение результативной системы государственной поддержки. Проведено ранжирование районов Акмолинской области по социокультурным и хозяйственным параметрам, показаны проблемы и перспективные территории. Выделены четыре группы по рейтинговой классификации. *Выводы* – аргументировано, что комплексная система ключевых индикаторов дает основание объективно диагностировать ситуацию в сельских территориях, находить диспропорции, типологизировать регионы по уровню пре-

Keywords: rural territories, socio-economic development, key indicators, rating analysis, territorial differentiation, favorable investment climate, state support.

Ключевые слова: сельские территории, социально-экономическое развитие, ключевые индикаторы, рейтинговый анализ, дифференциация территорий, благоприятный инвестиционный климат, государственная поддержка.

Introduction

A slowdown in the socio-economic development of rural territories has a negative

Thus, the study of indicators of rural socio-economic development is not only of academic interest but also a practical necessity. A systematic analysis of these indicators provides a foundation for an objective assessment of the current situation in rural territories, the identification of problem areas, and the forecasting of future development pathways. This, in turn, contributes to the formulation of effective agricultural policy and to ensuring the country's sustainable socio-economic development.

In the academic literature, the socio-economic development of rural areas is viewed through the lens of a multi-component system that integrates territorial characteristics and social interactions. This approach involves the use of key indicators covering economic, social, cultural, demographic, and environmental dimensions, making it possible to assess comprehensively the specific features and develop-

ment dynamics of rural districts (Mukhanova A., Smagulova Zh., Abdykaliyeva Zh.) [3].

Liu Y., Li X., Su S. et al. [4] argue that achieving global sustainable development is impossible without taking into account the specific characteristics of rural areas, which cover vast spaces beyond urban agglomerations.

Developing strategies for the sustainable socio-economic development of rural territories requires improving monitoring systems and establishing a set of key indicators that enable a comprehensive assessment of development dynamics. Zhan X., Zhang H., Zhao Y. et al. [5] describe sustainable rural development as a multidimensional process that integrates economic, social, and environmental dimensions and aims to ensure the well-being of rural populations while preserving resource potential for future generations.

Popov E., Chelak I., Kavetsky S. [6] note that research practice typically distinguishes two major groups of sustainable development indicators: economic indicators, which reflect production dynamics, economic performance, and export potential, and social indicators, which characterise living standards, infrastructure development, and employment.

As Komekbaeva L., Akbaev E., Abaev A. et al. [7] emphasise, rural territories benefit from more detailed indicator systems that include fiscal sustainability, production capacity, and investment attractiveness.

Stankulova A., Barreca A., Rebaudengo M. et al. [8] propose assessing the socio-economic development of rural areas through an indicator system that reflects both negative characteristics - such as vulnerability, peripherality, marginality, and fragility - and positive parameters, including resilience, dynamism, and the sustainability of rural communities.

In the context of vast territories, low population density, and specific socio-political factors, rural districts develop their own systems of key indicators for assessing and managing socio-economic development (Brinkley C., Visser M.A.) [9].

Gusmanov R., Stovba E., Kuznetsova A. et al. [10] proposed a conceptually new approach based on an algorithm for clustering the socio-economic development of rural territories using key indicators comprising 30 assessment characteristics, which makes it possible to identify four homogeneous development clusters.

Liu D., Li F., Qiu M. et al. [11] focused on assessing the level of socio-economic development of rural territories through a system of key indicators aligned with the 2030 sustainable development agenda.

Overall, the use of a system of key indicators to assess and monitor the socio-economic development of rural territories makes it possible to account for sectoral and territorial specificities and to identify factors that support long-term economic growth and improvements in rural social well-being. This approach provides a foundation for further research and for the design of effective sustainable development strategies (Shcherbak V.G., Ganushchak-Yefimenko L., Nifatova O. et al.) [12].

Materials and methods

In the process of studying the indicators of socio-economic development of rural areas, general scientific methods such as analysis and synthesis, comparison, deduction, and generalization were used, which made it possible to ensure the validity and reliability of the obtained conclusions and statements. The theoretical and methodological basis consisted of the works of leading domestic and foreign scientists in the field of regional economics and sustainable development.

The information base of the study consisted of official statistical materials of the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, current regulatory legal acts, as well as scientific publications and analytical reports.

The methodology of rating analysis using the distance method was used as the key tool. This approach made it possible to objectively determine the positions of each district, identify problem and promising areas, as well as substantiate practical recommendations for improving management decisions and developing strategies for the development of rural areas.

Taking into account the specifics of socio-economic processes and the limited availability of statistical data, a system of parameters was formed, including two groups of indicators: social (employment level, population income, demographic dynamics, availability of social infrastructure, etc.) and economic (structure and dynamics of production, investment activity, level of resource provision, indicators of entrepreneurial activity, etc.).

The comprehensive use of statistical data and rating analysis methods made it possible to build a holistic picture of the socio-economic development of rural areas and to identify priority directions for further development.

Results

The actualization of sustainable development objectives for rural areas requires the development of a set of measures based on an objective and comprehensive assessment of their socio-economic conditions. A key element

in this process is the identification of the level and nature of differentiation between territories through the application of modern methodological approaches, analytical techniques, and indicator systems.

The object of this study is the rural districts of the Akmola region, within which an assessment of socio-economic development is carried out. This makes it possible to identify problem areas, growth potential, and directions for improving regional policy.

Table 1 presents the changes in the administrative-territorial structure of the rural dis-

tricts of the Akmola region in 2020-2024. The data provided make it possible to trace the dynamics in the number of rural districts, akim offices of villages (auls), as well as the total number of rural settlements. Comparing these indicators over time and calculating their ratios relative to the 2020 baseline allows for an assessment of trends in the optimization of administrative management and changes in the territorial organization of rural communities in the region.

Table 1 - Dynamics of Changes in the Number of Rural Districts and Villages (Auls) in the Akmola Region, 2020-2024

Indicator	Year					2024 as % of 2020
	2020	2021	2022	2023	2024	
Rural districts (number of units)	194	194	192	192	191	98.5
Akim offices of villages (number of units)	32	32	33	33	38	118.8
Villages (auls) (number of units)	590	589	589	589	589	99.8

Note: calculated by the author based on data from the (Bureau of National Statistics...) [13]

The analysis of the dynamics of the indicators presented in table 1 reveals multidirectional trends in the development of the administrative-territorial structure of rural areas in the Akmola region during 2020–2024. First of all, attention should be drawn to the gradual decline in the number of rural districts: their number decreased from 194 in 2020 to 191 in 2024, representing 98.5% of the baseline year. This trend indicates processes of optimization and consolidation of administrative units, which are likely associated with the need to improve management efficiency and rationalize budget expenditures.

At the same time, there has been an increase in the number of akim offices of villages (auls) - from 32 units in 2020 to 38 units in 2024 (118.8% of the 2020 level). This fact reflects efforts to strengthen administrative presence at the local level, ensure greater accessibility of government bodies for the rural population, and improve the quality of addressing local development issues.

The number of rural settlements themselves has remained almost unchanged during the period under review: from 590 in 2020, it decreased by only one unit, amounting to 589 in 2024 (99.8% of the baseline year). This allows us to conclude that the rural settlement network of the region has remained stable, despite the ongoing processes of district optimization.

Thus, the dynamics of administrative-territorial changes in the Akmola region are characterized by a simultaneous reduction in the

number of rural districts and an increase in the number of akim offices, while the network of rural settlements remains practically unchanged. This indicates the authorities' efforts to optimize the management structure while simultaneously strengthening local-level administrative regulation, which may be regarded as a factor contributing to the sustainable development of rural areas.

The rural districts of the Akmola region differ significantly in terms of socio-economic development. This disparity is evident both in aggregated indicators and in specific areas of activity. In order to obtain the most accurate and comparable picture, a rating analysis methodology based on the distance method was applied. Such an approach makes it possible not only to objectively determine the relative position of each district but also to identify both problem areas and promising territories, which is essential for developing managerial decisions and development strategies (Golubeva A.I., Konovalov A.V., Pavlov K.V.) [14].

Taking into account the specifics of socio-economic processes and the availability of statistical data, a system of parameters was developed, combining two groups of indicators.

The first group of indicators reflects the resource and demographic potential: land area, size of the rural population, the ratio of birth to mortality rates, average class size in rural schools, and the ratio of the working-age population to those above working age (table 2).

The second group of indicators reflects the level of socio-economic development: the average annual number of employed persons, the ratio of the average nominal wage to the

subsistence minimum, the volume of investments per capita, as well as the gross output of agricultural products (services) per capita of the rural population (table 3).

Table 2 - Main Indicators of the Resource and Demographic Potential of Rural Districts of Akmola Region, 2024

Indicator	Territory area, sq. km	Rural population, persons	Ratio of births to deaths, coeff.	Average class size, persons	Ratio of working-age population to population above working age, coeff.
Average across rural districts	8 394.1	18 799.0	1.0	14	3.746
Maximum value	17 700.0	84 364	2.656	24	4.883
District	Yerementausky	Tselinogradsky	Tselinogradsky	Burabaysky	Tselinogradsky
Minimum value	4 700.0	4 970	0.703	8	3.030
District	Shortandinsky	Egindykolsky	Sandyktausky	Zerendinsky	Sandyktausky
Deviation (max/min), times	3.8	17.0	3.8	3	1.6
Deviation (max/min), times	38.48	75.5	56.16	34.21	15.58
Note: calculated by the author based on data from the (Bureau of National Statistics...) [13]					

Analysis of the presented indicators of the resource and demographic potential of rural districts of Akmola Region reveals significant variability across all key parameters. The area of the districts ranges from 4 700 to 17 700 sq. km, which is 3.8 times greater than the minimum value. This indicates substantial territorial heterogeneity of the rural districts.

Particular attention is drawn to the size of the rural population, which varies from 4 970 to 84 364 people, meaning that the maximum value exceeds the minimum by almost 17 times. The coefficient of variation for this indicator amounts to 75.5%, which is considerably higher than the standard threshold used for assessing normal distribution, and points to extremely high demographic differentiation between districts. The ratio of births to deaths fluctuates from 0.703 to 2.656, reflecting differences in the natural increase of the population. The highest ratios are observed in districts with intensive demographic growth, which may significantly influence the demand for social infrastructure.

The average class size in rural schools ranges from 8 to 24 students, while the ratio of the working-age population to the population older than working-age is between 3.03 and 4.88. These indicators demonstrate differen-

ces in the labor force availability and the burden on the educational system.

Overall, the coefficients of variation for all indicators exceed the normative values, which points to a high degree of heterogeneity in the resource and demographic potential of rural districts. These disparities should be taken into account when developing regional socio-economic development strategies and planning resource allocation.

Table 3 presents the key indicators of socio-economic development of the rural districts of Akmola Region for 2024. The data provide an opportunity to assess employment, income levels, investment volume, and the efficiency of agricultural production per capita.

Analysis of the socio-economic development indicators of the rural districts of Akmola Region for 2024 revealed significant differences across all key parameters.

The average annual number of employed persons ranges from 918 to 8 233, showing almost a ninefold difference between the minimum and maximum values. The coefficient of variation, at 46.67%, indicates a high level of differentiation in this indicator, reflecting varying degrees of employment and labor resource development across the districts.

Table 3 - Main Indicators of the Socio-Economic Development of Rural Districts of Akmola Region, 2024

Indicator	Average annual number of employees, persons	Ratio of average nominal wage to subsistence minimum, coeff.	Investment per capita, thousand tenge	Gross agricultural output (products and services) per rural capita, thousand tenge
Average across rural districts	4 311.9	5.5	1 476.4	21 614.12
Maximum value	8 233	7.73	3 896.34	112 380.76
District	Shortandinsky	Birzhan Sal	Akkolsky	Bulandinsky
Minimum value	918	3.99	527.47	5 342.2
District	Zerendinsky	Zerendinsky	Shortandinsky	Shortandinsky
Deviation (max/min), times	9.0	1.9	7.4	21.0
Coefficient of variation, coeff.	46.67	22.39	57.92	37.05
Note: compiled by the author				

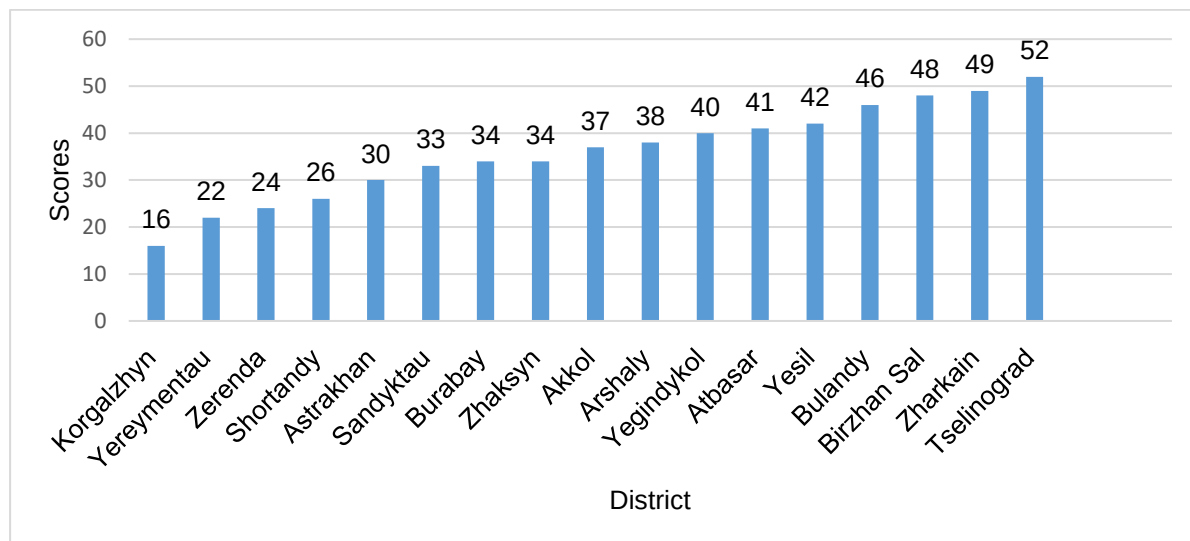
The ratio of the average nominal wage to the subsistence minimum fluctuates from 3.99 to 7.73, with a coefficient of variation of 22.39%. This suggests that, although in most districts household incomes substantially exceed the subsistence minimum, there are still notable differences in the level of well-being across the region.

Investment per capita ranges from 527.47 thousand to 3 896.34 thousand tenge, reflecting differences in investment activity and the capacity to attract capital for territorial development. The gross output of agricultural products (services) per capita varies from 5 342.2 thousand to 112 380.76 thousand tenge, with a coefficient of variation of 37.05%. This highlights

considerable disparities in production efficiency and the level of agrarian development among the districts.

Overall, the results demonstrate a high degree of heterogeneity in the socio-economic development of rural districts, emphasizing the need for a differentiated approach to planning, investment allocation, and the formulation of development strategies to enhance the sustainability and efficiency of territorial functioning.

Figure 1 presents a visualization of the results of the integrated rating assessment of the socio-economic development of rural districts of Akmola Region based on the analyzed indicators.



Note: compiled by the author

Figure 1 - Rating Assessment of the Districts of Akmola Region by Level of Socio-Economic Development (in scores), 2024

Analysis of the visualization in Figure 1 shows that the rural districts of Akmola Region differ significantly in terms of socio-economic development. The rating scores highlight both highly developed and lagging districts,

confirming the heterogeneity of the territory across all examined indicators.

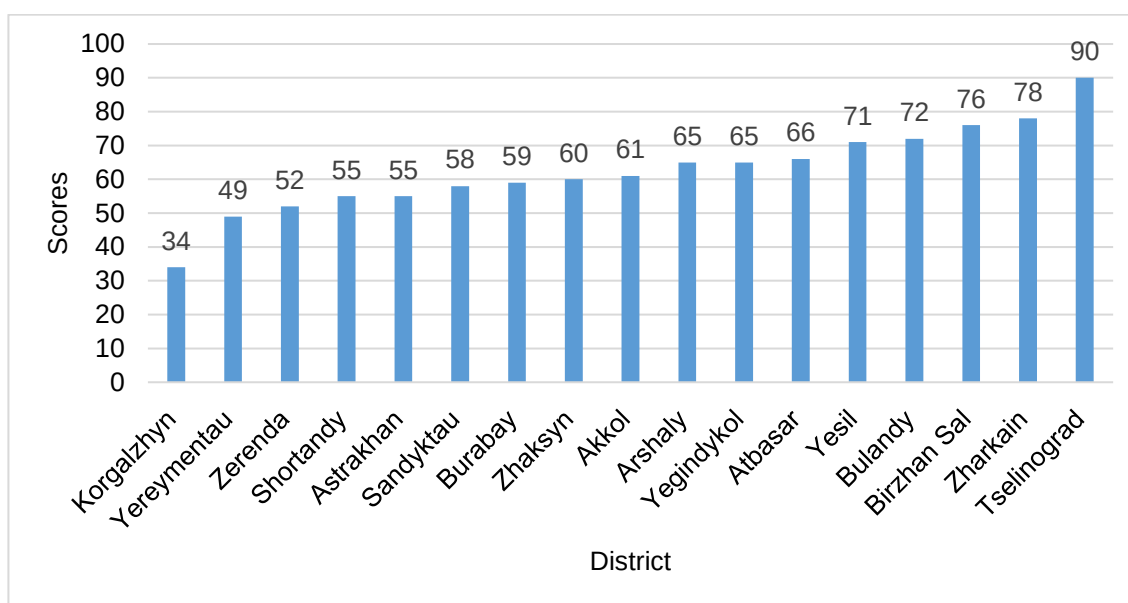
Leading positions are occupied by Tselinograd, Bulandy, and Birzhan Sal districts, which are reflected in their high scores

indicating strong infrastructure provision, investment activity, and production efficiency. A medium level of development is observed in districts such as Zhaksyn, Yesil, and Arshalyn, where indicators remain stable but show potential for further growth.

At the same time, a number of districts, including Korgalzhyn, Yereymentau, and Shorlandy, demonstrate relatively low rating scores. This suggests the need for additional attention from local authorities, measures to enhance investment attractiveness, and improvements in social infrastructure.

Thus, the visualization makes it possible not only to distinguish the most and least developed districts but also to provide a basis for designing differentiated strategies for managing the socio-economic development of rural areas, aimed at reducing disparities and strengthening regional sustainability.

Subsequently, a comprehensive assessment of the economic efficiency of agricultural production in the rural districts of Akmola Region was conducted (figure 2).



Note: compiled by the author

Figure 2 - Integrated Rating Assessment of Rural Districts of Akmola Region by the Level of Economic Efficiency of Agricultural Production, 2024

For the calculation of the integrated assessment, the following indicators were used: average annual number of agricultural workers; area of agricultural land (ha); livestock population (livestock units); gross crop production per 100 ha of agricultural land (thousand tenge); gross livestock production per livestock unit (thousand tenge); labor productivity per worker (tenge); and the average monthly wage per worker (tenge). The most efficient agricultural enterprises operate in Tselinograd and Bulandy districts, while the lowest efficiency is observed in Korgalzhyn district.

In accordance with the varying levels of socio-economic development, the rural districts were classified into four groups: districts with a state of unstable development, districts with a state of fragile development, districts with a state of relatively sustainable development, and districts with a state of sustainable development. The analysis made it possible to

identify the levels of social development of rural districts and to distribute them into four groups.

The conducted analysis made it possible to classify the rural districts of Akmola Region into four groups of social development levels according to their rating scores. The first group (up to 85 points) is characterized by unstable development and requires an aggressive management strategy. The second group (85-95 points) demonstrates fragile development and also needs active measures to strengthen the social and economic spheres. The third group (100-113 points) is close to sustainable development and requires consolidation of the achieved results. The fourth group (over 114 points) is distinguished by sustainable development and requires a conservative strategy of maintaining the achieved level. The average indicator across all districts amounts to 98 points, reflecting a moderate level of social development in the region.

At present, the transition to large-scale strategic projects is crucial, as these can improve the quality of life of the rural population, stabilize the economy, and create conditions for its sustainable development. For most rural districts, an active policy aimed at attracting investors, creating a favorable investment climate, and building an effective system of state support is required. To reduce disparities in socio-economic development and improve the quality of life in rural areas, a targeted approach based on key assessment indicators must be applied. The absence of such measures, or their inconsistent implementation, may lead to further decline of rural territories, the loss of their multifunctional role in society, and a significant widening of the living standards gap between urban and rural populations.

Discussions

In the context of the results obtained, it should be noted that the sustainable development of rural territories plays a key role in maintaining the viability of rural communities, curbing depopulation processes, and preventing the socio-economic degradation of the countryside. This is consistent with the conclusions of a number of international researchers (Fernández Martínez P., de Castro-Pardo M., Barroso V.M. et al.) [15], who emphasize the need for an objective and multi-criteria assessment of the level of rural development as a basis for improving the quality of managerial decisions and shaping effective public policy.

The multifaceted nature of sustainable rural development - driven by the spatial extent of rural territories, the multi-structural character of agricultural production, and the diversified structure of the rural economy - significantly complicates assessment processes. These features confirm the appropriateness of using a comprehensive system of socio-economic indicators that makes it possible to account for the interrelationship between economic, social, and infrastructural parameters of development (Zakshesky V., Merenkova I., Novikova I. et al.) [16].

In this context, particular attention is currently being paid to the issue of rural revitalization, which is viewed as a necessary condition for ensuring long-term viability. Thus, Hernández-López E., Martínez-Carrasco L., Brugarolas M. [17] emphasize that achieving this goal requires identifying and systematizing the key indicators that influence the potential of rural areas and shape both the present and the future development of these territories. They propose a set of "vitality" indicators for rural territories, including, first and foremost, economic parameters (development of the primary

sector, employment levels, and household incomes), as well as social well-being indicators reflecting the state of mobility, infrastructure, and health-care and education systems. Their findings demonstrate the significant role of these factors in increasing the dynamism and sustainability of socio-economic development in rural regions.

The results of the study show that the use of a system of key indicators provides a more comprehensive picture of the condition and dynamics of socio-economic development in rural territories compared with the use of individual indicators. This increases the analytical value of the indicator-based approach and expands the possibilities for its practical application in monitoring the sustainability of rural territories and adjusting state support measures.

Conclusion

1. It has been established that sustainable socio-economic development of rural areas is only possible through the comprehensive use of an indicator system that integrates resource-demographic and economic parameters. An integrated approach ensures an objective assessment of the condition of rural districts, helps identify territorial disparities, and forms an information base for monitoring and forecasting rural development.

2. The resource-demographic and socio-economic potential of rural districts in the Ak-mola Region is marked by a high degree of interterritorial differentiation. Significant disparities in rural population size, employment levels, investment activity, and agricultural productivity create unequal development conditions and must be taken into account in regional agricultural policy planning.

3. Rating-based and integral assessments of socio-economic development have made it possible to classify the region's rural districts into four development types. This typology confirms the presence of persistent structural imbalances and serves as a foundation for developing differentiated management strategies.

4. The rationale for applying differentiated strategies to manage rural development has been substantiated. For districts with unstable and unsustainable development, priority should be given to active government support and investment incentives. For sustainably developing districts, the focus should be on maintaining achieved levels and improving the efficiency of resource use.

5. The system of socio-economic development indicators has proven its practical value as a tool for shaping and adjusting agricultural policy. Its implementation contributes to increased investment attractiveness of rural

areas, improved agricultural efficiency, enhanced quality of life for the population, and strengthened regional food security.

Authors' contribution: Balpan Murat Sagatovich: coordination of research, development of methodology, writing articles, bibliometric analysis of publication activity; Belgibaeva Anargul Sarsenbayevna: literary review, interpretation of results, editing, writing articles; Yakhshiboev Rustam Erkinboy ugli: visualization, writing articles.

Conflict of interests: the author declare that there is no conflict of interest.

References

[1] Кусмолдаева, Ж. Демографическая ситуация в сельской местности Казахстана в современных условиях / Ж.Кусмолдаева, Ж.Бельгибаева, О.Абралиев // Вестник Национальной академии наук Республики Казахстан.- 2025.- №414(2).- С.490-501. <https://doi.org/10.32014/2025.2518-1467.940>

[2] Агаркова, Л.В. Методические подходы к оценке уровня социально-экономического и инфраструктурного развития сельских территорий / Л.В.Агаркова, Р.И. Сафиуллаева, И.И. Глотова, Е.П.Томилина // Современная экономика: проблемы и решения.- 2023.- №7.- С.26-36. <https://doi.org/10.17308/meps/2078-9017/2023/7/26-36>

[3] Муханова, А. Социально-экономическое развитие села на примере Жалағашского района Кызылординской области Казахстана / А.Муханова, Ж.Смагулова, Ж.Абдыкалиева // Проблемы агрорынка.- 2020.- №1.- С.186-193

[4] Liu, Y. Ecological industrialization and rural revitalization for global sustainable development / Y.Liu, X.Li, S.Su, Y.Guo // Geography and Sustainability.- 2025.- Vol. 6.- Issue 4.- Article 100307. <https://doi.org/10.1016/j.geosus.2025.100307>

[5] Zhan, X. Chaofeng Shao Assessment of rural sustainable development and analysis and prediction of obstacles and coupled coordinated development: A case study of Zaozhuang City / X.Zhan, H.Zhang, Y.Zhao, Y.He, D.Li, F.Wang, Y.Zhang // Chinese Journal of Population, Resources and Environment.-2024.- Vol. 22.- Issue 3.- P.312-325.

[6] Попов, Е.В. Индикаторы устойчивого развития экономической экосистемы территории / Е.В.Попов, И.П.Челак, С.А.Кавецкий // Управление.- 2024.- Т. 12.- № 4.- С.34-47. <https://doi.org/10.26425/2309-3633-2024-12-4-34-47>

[7] Комекбаева, Л.С. Қарағанды облысы ауылдық аумақтарының тұрақты дамуын кешендік бағалау және болжау / Л.С.Комекбаева, Е.Т.Ақбаев, А.А.Абаев, Г.Р.Топшахова // Вестник Карагандинского университета

ECONOMYSeries.- 2022.- №2(106).- С.238-252. <https://doi.org/10.31489/2022Ec2/238-252>

[8] Stankulova, A. The Quantitative Indicator-Based Evaluation for Rural Development / A.Stankulova, A.Barreca, M.Rebaudengo, D.Rolando // International Regional Science Review.- 2024.- Vol 48.-Issue 3.-P.1-36. <https://doi.org/10.1177/01600176241268028>

[9] Brinkley, C. Socioeconomic and Environmental Indicators for Rural Communities: Bridging the Scholarly and Practice Gap / C.Brinkley, M.A.Visser // Economic Development Quarterly.- 2022.- № 36(2).- P.75-91. <https://doi.org/10.1177/08912424221083023>

[10] Gusmanov, R. Rural area sustainable development strategies on the basis of a cluster approach / R.Gusmanov, E.Stovba, A.Kuznetsova, I.Gusmanov, T.Taipov, G.Muhametshina, L.Akhmetova // Regional Science Policy & Practice.- 2022.- Vol. 14.- Issue 4.- P.778-796. <https://doi.org/10.1111/rsp3.12475>

[11] Liu, D. An integrated framework for measuring sustainable rural development towards the SDGs / D. Liu, F. Li, M. Qiu, Y.Zhang, X.Zhao, J. He // Land Use Policy.- 2024.- Vol. 147.- Article 107339. <https://doi.org/10.1016/j.landusepol.2024.107339>

[12] Shcherbak, V.G. Use of key indicators to monitor sustainable development of rural areas / V.G.Shcherbak, L.Ganushchak-Yefimenko, O.Nifatova, N.Fastovets, G.Plysenko, L.Lutay, V.Tkachuk, O.Ptashchenko // Global Journal of Environmental Science and Management.- 2020.- №6(2).- P. 175-190. <https://doi.org/10.22034/gjesm.2020.02.04>

[13] Бюро национальной статистики Агентства по стратегическому планированию и реформам Республики Казахстан [Электронный ресурс].- 2025.- URL: <https://www.stat.gov.kz/ru/> (дата обращения: 04.12.2025)

[14] Голубева, А.И. Состояние, проблемы и перспективы развития сельских территорий региона / А.И. Голубева, А.В. Коновалов, К.В.Павлов // Известия Тимирязевской сельскохозяйственной академии.- 2020.- №2.- С.134-155. <https://doi.org/10.26897/0021-342X-2020-2-134-155>

[15] Fernández Martínez, P. Assessing Sustainable Rural Development Based on Eco-system Services Vulnerability / P. Fernández Martínez, M. de Castro-Pardo, V.M.Barroso, J.C.Azevedo // Land.- 2020.-Vol.9.-Issue 7.-Article 222. <https://doi.org/10.3390/land9070222>

[16] Закшевский, В.Г. Устойчивое развитие сельских территорий: новый взгляд на оценку в контексте пространственной локализации / В.Г. Закшевский, И.Н. Меренкова, И.И. Новикова, Е.А. Пархомов // Экономика региона.- 2023.- № 19(3).- С.683-696. <https://doi.org/10.17059/ekon.reg.2023-3-6>

[17] Hernández-López, E. Revitalizing rural areas: A review of vivacity indicators and the po-

tential of generative AI in rural development analysis / E.Hernández-López, L.Martínez-Carrasco, M.Brugarolas // Journal of Rural Studies.- 2026.- Vol. 122.- Article 103957. <https://doi.org/10.1016/j.jrurstud.2025.103957>.

References

[1] Kusmoldaeva, Zh., Belgibaeva, Zh., Abraliev, O. (2025). Demograficheskaja situacija v sel'skoj mestnosti Kazahstana v sovremennyh uslovijah [Demographic situation in rural areas of Kazakhstan in modern conditions]. *Vestnik Nacional'noj akademii nauk Respubliki Kazahstan – Bulletin of the National Academy of Sciences of the Republic of Kazakhstan*, 414 (2), 490–501. <https://doi.org/10.32014/2025.2518-1467.940> [in Russian].

[2] Agarkova, L.V., Safiullaeva, R.I., Glotova, I.I., Tomilina, E.P. (2023). Metodicheskie podhody k ocenke urovnja social'no-jekonomicheskogo i infrastruktornogo razvitija sel'skih territorij [Methodological approaches to assessing the level of socio-economic and infrastructural development of rural areas]. *Sovremennaja jekonomika: problemy i reshenija – Modern Economics: Problems and Solutions*, 7, 26–36. <https://doi.org/10.17308/meps/2078-9017/2023/7/26-36> [in Russian].

[3] Mukhanova, A., Smagulova, Zh., Abdylkalieva, Zh. (2020). Social'no-jekonomicheskoe razvitie sela na primere Zhalagashskogo rajona Kyzylordinskoj oblasti Kazahstana [Socio-economic development of rural areas on the example of the Zhalagash district of the Kyzylorda region of Kazakhstan]. *Problemy agrorynka – Problems of AgriMarket*, 1, 186–193 [in Russian].

[4] Liu, Y., Li, X., Su, S., Guo, Y. (2025). Ecological industrialization and rural revitalization for global sustainable development. *Geography and Sustainability*, 6 (4), 100307. <https://doi.org/10.1016/j.geosus.2025.100307> [in English].

[5] Zhan, X., Zhang, H., Zhao, Y., He, Y., Li, D., Wang, F., Zhang, Y. (2024). Assessment of rural sustainable development and analysis and prediction of obstacles and coupled coordinated development: A case study of Zaozhuang City. *Chinese Journal of Population, Resources and Environment*, 22 (3), 312–325 [in English].

[6] Popov, E.V., Chelak, I.P., Kavetskij, S.A. (2024). Indikatory ustojchivogo razvitija jekonomicheskoy jekosistemy territorii [Indicators of sustainable development of the economic ecosystem of the territory]. *Upravlenie – Management*, 12 (4), 34–47. <https://doi.org/10.26425/2309-3633-2024-12-4-34-47> [in Russian].

[7] Komekbaeva, L.S., Akbaev, E.T., Abaev, A.A., Topshakhova, G.R. (2022). Qarağandy oblysy auyldyq aumaqtarynyñ turaqty damuyn keşendik bağalau jäne bolzau [Comprehensive assessment and forecasting of sustainable development of rural areas of Karaganda region]. *Vestnik Karagandinskogo universiteta Economy*

Series – Bulletin of Karaganda University. Economy Series, 2 (106), 238–252. <https://doi.org/10.31489/2022Ec2/238-252> [in Kazakh].

[8] Stankulova, A., Barreca, A., Rebaudengo, M., Rolando, D. (2024). The Quantitative Indicator-Based Evaluation for Rural Development. *International Regional Science Review*, 48 (3), 1–36. <https://doi.org/10.1177/01600176241268028> [in English].

[9] Brinkley, C., Visser, M.A. (2022). Socio-economic and Environmental Indicators for Rural Communities: Bridging the Scholarly and Practice Gap. *Economic Development Quarterly*, 36 (2), 75–91. <https://doi.org/10.1177/0891242421083023> [in English].

[10] Gusmanov, R., Stovba, E., Kuznetsova, A., Gusmanov, I., Taipov, T., Muhametshina, G., Akhmetova, L. (2022). Rural area sustainable development strategies on the basis of a cluster approach. *Regional Science Policy & Practice*, 14 (4), 778–796. <https://doi.org/10.1111/rsp3.12475> [in English].

[11] Liu, D., Li, F., Qiu, M., Zhang, Y., Zhao, X., He, J. (2024). An integrated framework for measuring sustainable rural development towards the SDGs. *Land Use Policy*, 147, 107339. <https://doi.org/10.1016/j.landusepol.2024.107339> [in English].

[12] Shcherbak, V.G., Ganushchak-Yefimenko, L., Nifatova, O., Fastovets, N., Plysenko, G., Lutay, L., Tkachuk, V., Ptashchenko, O. (2020). Use of key indicators to monitor sustainable development of rural areas. *Global Journal of Environmental Science and Management*, 6(2), 175–190. <https://doi.org/10.22034/gjesm.2020.02.04> [in English].

[13] Bjuro nacional'noj statistiki Agentstva po strategicheskemu planirovaniju i reformam Respubliki Kazahstan [Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan] (2025). Available at: <https://www.stat.gov.kz/ru/> (date of access: 04.12.2025) [in Russian].

[14] Golubeva, A.I., Konovalov, A.V., Pavlov, K.V. (2020). Sostojanie, problemy i perspektivy razvitija sel'skih territorij regiona [State, problems and prospects for the development of rural areas of the region]. *Izvestija Timirjazevskoj sel'skohozjajstvennoj akademii – Proceedings of the Timiryazev Agricultural Academy*, 2, 134–155. <https://doi.org/10.26897/0021-342X-2020-2-134-155> [in Russian].

[15] Fernández Martínez, P., de Castro-Pardo, M., Barroso, V.M., Azevedo, J.C. (2020). Assessing Sustainable Rural Development Based on Ecosystem Services Vulnerability. *Land*, 9 (7), 222. <https://doi.org/10.3390/land9070222> [in English].

[16] Zakshevskij, V.G., Merenkova, I.N., Novikova, I.I., Parkhomov, E.A. (2023). Ustojchivoe razvitie sel'skih territorij: novyj vzglyad na ocenku v kontekste prostranstvennoj lokalizacii

[Sustainable development of rural areas: a new view on assessment in the context of spatial localization]. *Ekonomika regiona – Economics of the Region*, 19 (3), 683–696. <https://doi.org/10.17059/ekon.reg.2023-3-6> [in Russian].

[17] Hernández-López, E., Martínez-Carras-

co, L., Brugarolas, M. (2026). Revitalizing rural areas: A review of vivacity indicators and the potential of generative AI in rural development analysis. *Journal of Rural Studies*, 122, 103957. <https://doi.org/10.1016/j.jrurstud.2025.103957> [in English].

Information about authors:

Balpan Murat Sagatovich - **The main author**; Postgraduate student; Omsk Humanitarian Academy; 644105 4-th Cheluskintsev str., 2a, Omsk, Russian; e-mail: balpanms@inbox.ru; <https://orcid.org/0009-0009-8675-0112>

Belgibayeva Anargul Sarsenbayevna; Candidate of Economic Sciences, Associated Professor; Professor of the Department of Business and Services; Sh. Ualikhanov Kokshetau University; 020000 Abay str., 76, Kokshetau, Kazakhstan; e-mail: anar.belgibayeva@gmail.com; <https://orcid.org/0000-0001-5583-0624>

Yakhshiboev Rustam Erkinboy ugli; Ph.D, Associate Professor; Associate Professor of the Department of Digital Economy; Tashkent State University of Economics; 100066 49 Islam Karimov str., Tashkent, Uzbekistan; e-mail: r.yaxshiboyev@tsue.uz; <https://orcid.org/0000-0002-2733-9085>

Авторлар туралы ақпарат:

Балпан Мурат Сағатұлы - **негізгі автор**; аспирант; Омбы гуманитарлық академиясы; 644105
4-ші Челюскин көш., 2а, Омбы қ., Ресей; e-mail: balpanms@inbox.ru; <https://orcid.org/0009-0009-8675-0112>

Бельгибаева Анаргүл Сарсенбаевна; экономика ғылымдарының кандидаты, қауымдастырылған профессор; «Бизнес және қызметтер» кафедрасының профессоры; Ш.Уәлиханов атындағы Көкшетау университеті; 020000 Абай көш., 76, Көкшетау қ., Қазақстан; e-mail: anar.belgibayeva@gmail.com; <https://orcid.org/0000-0001-5583-0624>

Yakhshiboev Rustam Erkinboy ugli; Ph.D, қауымдастырылған профессор; «Цифрлық экономика» кафедрасының қауымдастырылған профессоры; Ташкент мемлекеттік экономикалық университеті; 100066 Ислам Кәрімов көш., 49, Ташкент қ., Өзбекстан; e-mail: r.yakhshiboyev@tsue.uz; <https://orcid.org/0000-0002-2733-9085>

Информация об авторах:

Балпан Мурат Сагатович - **основной автор**; аспирант; Омская гуманитарная академия; 644105 4-я ул. Челюскинцев, 2а, г.Омск, Россия; e-mail: balpanms@inbox.ru; <https://orcid.org/0009-0009-8675-0112>

Бельгибаева Анаргуль Сарсенбаевна; кандидат экономических наук, ассоциированный профессор; профессор кафедры «Бизнеса и услуг»; Кокшетауский университет им.Ш.Уалиханова; 020000 ул.Абая, 76, г.Кокшетау, Казахстан; e-mail:anar.belgibayeva@gmail.com; <https://orcid.org/0000-0001-5583-0624>

Яхшибоев Рустам Эркинбой угли; Ph.D, ассоциированный профессор; ассоциированный профессор кафедры «Цифровая экономика»; Ташкентский государственный экономический университет; 100066 ул. Ислама Каримова, 49, г.Ташкент, Узбекистан; e-mail: r.yaxshiboyev@tsue.uz; <https://orcid.org/0000-0002-2733-9085>