

FEATURES OF ENTREPRENEURSHIP IN THE AIC, CONTRIBUTING TO THE IMPROVEMENT OF THE WELL-BEING OF THE RURAL POPULATION

АУЫЛДЫҚ ЖЕРЛЕРДЕГІ ХАЛЫҚТЫҢ ӘЛ-АУҚАТЫН АРТТЫРУҒА ЫҚПАЛ ЕТЕТІН АӨК-ДЕГІ КӘСІПКЕРЛІКТІҢ ЕРЕКШЕЛІКТЕРІ

ОСОБЕННОСТИ ПРЕДПРИНИМАТЕЛЬСТВА В АПК, СПОСОБСТВУЮЩЕГО ПОВЫШЕНИЮ БЛАГОСОСТОЯНИЯ НАСЕЛЕНИЯ СЕЛЬСКОЙ МЕСТНОСТИ

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Abstract. *The purpose* of the article -is to develop entrepreneurial activity in agricultural sector and to consider the institutional factors which are influencing on it. *Methods* - comparative analysis in assessing the indicators of entrepreneurial activity; analytical, on the basis of which the features of entrepreneurship in the field of agriculture are revealed; abstract-logical - to identify problems affecting the improvement of the competence of representatives of agribusiness. The author uses a resource point of view and focuses on the analysis of resources and opportunities of small and medium-sized businesses in agro-industrial production. *Results* - the study was conducted using the national reports of the Global Entrepreneurship Monitor (GEM) for Kazakhstan and reflects the study of entrepreneurial skills of farmers and their entrepreneurial orientation. It is indicated that entrepreneurs, due to their mobility and flexibility, are quickly and in a timely manner rebuilding in market conditions, and contribute to the stability of the regional economy. *Conclusions* - the degree of development of small and medium-sized forms of management affects the saturation of market with goods, the growth of competition, employment, social development of the village. The main hypothesis is aimed at expanding entrepreneurship in agro-industrial complex, the necessary public support, organization of logistics centers, training of specialists for agricultural sector and creation of infrastructure in rural areas. The growth of entrepreneurial initiative is closely related to the potential for agricultural products to enter the external market. It is necessary to create clusters of processing enterprises, which will give a great impetus to increase entrepreneurial activity in the republic.

Аңдатпа. Мақсаты – мақала аграрлық сектордағы кәсіпкерлік қызметті дамытуға және оған әсер ететін институционалдық факторларды қарауға арналған. Әдістері – кәсіпкерлік белсенділік көрсеткіштерін бағалау кезіндегі салыстырмалы талдау; ауыл шаруашылығы саласындағы кәсіпкерліктің ерекшеліктері анықталған аналитикалық; агробизнес өкілдерінің құзыреттілігін арттыруға әсер ететін проблемаларды анықтау үшін дерексіз-логикалық. Автор ресурстық көзқарасты қолданады және агроөнеркәсіптік өндірістегі шағын және орта бизнестің ресурстары мен мүмкіндіктерін талдауға назар аударады. *Нәтижелері* – зерттеу Қазақстан үшін Global Entrepreneurship Monitor (GEM) ұлттық есептерін пайдалана отырып жүргізілді және фермерлердің кәсіпкерлік дағдыларын зерделеуді және олардың кәсіпкерлік қызметке бағдарлануын көрсетеді. Кәсіпкерлер өздерінің ұтқырлығы мен алғырлығының арқасында нарық жағдайында тез және уақтылы қайта құрылып, өңірлер экономикасының тұрақтылығына ықпал ететіні атап өтілді. *Қортындылар* – шаруашылық жүргізудің шағын және орта нысандарының даму дәрежесі нарықты тауарлармен молықтыруға, бәсекелестіктің өсуіне, жұмыспен қамтуға, ауылдың әлеуметтік дамуына әсер етеді. Негізгі

Аннотация. *Цель* – статья посвящена развитию предпринимательской деятельности в аграрном секторе и рассмотрению влияющих на нее институциональных факторов. *Методы* – сравнительного анализа при оценке показателей предпринимательской активности; аналитический, на основе которого выявлены особенности предпринимательства в сфере сельского хозяйства; абстрактно-логический – для определения проблем, влияющих на повышение компетентности представителей агробизнеса. Автор использует ресурсную точку зрения и фокусируется на анализе ресурсов и возможностей малого и среднего бизнеса в агропромышленном производстве. *Результаты* – исследование проводилось с использованием национальных отчетов Global Entrepreneurship Monitor (GEM) для Казахстана и отражает изучение предпринимательских навыков фермеров и их ориентацию на предпринимательскую деятельность. Указывается, что предприниматели, благодаря своей мобильности и манёвренности, быстро и своевременно перестраиваются в рыночных условиях, способствуют стабильности экономики регионов. *Выводы* – степень развития малых и средних форм хозяйствования влияет на насыщение рынка товарами, рост конкуренции, занятости, социальное развитие села. Основная гипотеза направлена на расширение предпринимательства в агропромышленном комплексе, необходимую государственную поддержку, организацию логистических центров, подготовку специалистов для аграрного сектора и создание инфраструктуры в сельской местности. С ростом предпринимательской инициативы тесно связана потенциальная возможность для выхода сельскохозяйственной продукции на внешний рынок. Необходимо создание кластеров перерабатывающих предприятий, что даст большой толчок для повышения предпринимательской активности в республике.

Түйінді сөздер: ауыл шаруашылығы, аграрлық бизнес, кәсіпкер, инновациялар, нарықты тауарлармен молықтыру, бәсекелестік, жұмыспен қамту, ауылдың әлеуметтік дамуы.

Ключевые слова: сельское хозяйство, аграрный бизнес, предприниматель, инновации, насыщение рынка товарами, конкуренция, занятость, социальное развитие села.

Conduct an analysis of the differences between agricultural entrepreneurs from the moment they start their activities until they manage to survive in the market. The study uses a resource perspective to look at intrinsic factors, an entrepreneurial orientation perspective to examine strategic behavior, and institutional economics to look at extrinsic factors.

Thus, this study attempts to respond to calls for the need to contextualize the entrepreneurial process in order to better understand the creation and survival of new businesses. In addition, this study aims to assess how a resource perspective and institutional economics can inform the entrepreneurial process for small family-owned firms in rural areas and in a regulated environment. The presented results contribute to the debate about how recent institutional changes have impacted Kazakhstani farmers. The findings can be used to develop policies to encourage agricultural entrepreneurship.

Material and methods of research. This article uses a database created by the Global Entrepreneurship Monitor (GEM). To test the hypotheses, a subsample of surveys of the adult population in Kazakhstan from 2015 to 2020 was used, which contains data on entrepreneurial attitudes, activity and aspirations. GEM data is based on interviews with adults. Surveys are needed to determine the percentage of individuals who own and operate a business or are in the process of starting it. The questions are related to the age of their business and whether the company paid salaries. The answers to these questions are used to identify people involved in entrepreneurial activity and classify them as follows: (a) new entrepreneurs are those who own a new business (up to 42 months) and (b) established entrepreneurs, those who are in currently owns an existing business.

The GEM examines entrepreneurship from a variety of perspectives, given specific variables that allow it to analyze the entrepreneurial behavior of new and existing business

owners. The GEM classifies entrepreneurs by industry according to the International Standard Industrial Classification (ISIC), which identifies those entrepreneurs who own an agricultural business.

The variables are analyzed that allow analyzing the entrepreneurial behavior of new entrepreneurs and established business owners. The identification of those entrepreneurs who own an agricultural business has been made. Subsamples of early-stage agricultural entrepreneurs and established entrepreneurs were selected from the overall sample.

Results and their discussion. Entrepreneurship is seen as one of the main mechanisms of economic development through the effects of employment, innovation and welfare.

GEM assesses the participation of entrepreneurs across multiple stages of entrepreneurial activity, making it possible to understand the degree of participation at each stage (table) [1,2].

Table - Stages of Entrepreneurship

Stages	Characteristic
Potential entrepreneurs	Who sees opportunities in the external environment, has the potential to create their own business, and does not stop before the fear of failure
Persons with entrepreneurial intentions	Who plans to start their own business in the future (in the next 3 years)
Emerging entrepreneurs	Who has taken steps to set up their business but still haven't paid salaries and other benefits for more than three months
New Entrepreneurs	Who has a new business operating from 3 to 42 months
Established owners business	Who runs a developed business that has been operating for more than 42 months
Entrepreneurs who have stopped their business	Who, for any reason, closed their business in the past

This is important because the degree of participation at different stages in entrepreneurial activity differs; nevertheless, a full-fledged entrepreneurial society needs people who are active at all stages.

In addition, entrepreneurship is associated with adaptation to change: the creation of new enterprises and the reorientation of existing ones. In this regard, the existing literature indicates the influence of the characteristics of entrepreneurs, the use of entrepreneurial opportunities, as well as the impact on the goals and objectives of behavior.

Consequently, understanding the influence of the internal and external context of entrepreneurs on entrepreneurial processes has become a key issue for entrepreneurship research. A literature review shows that the agricultural sector has not received adequate attention in general entrepreneurship research

[3,4]. The agricultural sector has specific environmental and economic characteristics that cannot be ignored as they differentiate its entrepreneurship from other economic activities.

Agricultural activities depend on land as a productive factor and therefore have a greater impact on the environment than other sectors [5]. Similarly, agriculture is based on biological processes with high spatial and temporal variability. As a result, unexpected changes in weather conditions cause high volatility in producer and consumer prices and reduce their economic well-being, necessitating the use of hedging policies to mitigate this effect.

With regard to entrepreneurial behavior in this sector, one of the characteristics of agricultural entrepreneurship is family affiliation, that is, the identification of new business opportunities and the development of new enterprises are «inextricably linked» with family roles and

relationships. Succession is a critical moment for firms in the agricultural sector.

The success of these new entrants is directly related to the profitability of the farms. New entrants position themselves as entrepreneurs [6]. The successor may also choose to continue with the existing business without making any changes, especially if they were prepared by their predecessors, given that this style of production suits their economic and social aspirations [7].

The factors contributing to the start of entrepreneurial activity are the expected profit, aspects related to risk, human and social capital, as well as psychological and demographic characteristics [8]. The characteristics and perceptions of agricultural entrepreneurs differ depending on the context in which they operate [9]. Moreover, newcomers to agriculture may pursue certain values, such as a farming lifestyle or sustainable agriculture. Even so, the motivation for starting a new agricultural venture may be to maximize profits and seize opportunities [10].

Given the above data, it can be recognized that the industry context determines the previous resources and behavior of new agricultural entrepreneurs after entering the market, as well as the behavior of existing agricultural entrepreneurs after entering the market in order to respond to the changing environment and survival in the market. In this sense, understanding how agribusinesses are responding to recent developments in the industry and the institutional shift from manufacturing to market-oriented agriculture can provide significant insight into the entrepreneurial processes in agricultural companies and how they differ from other enterprises.

Let us analyze the resources, opportunities and entrepreneurship (risk taking, proactivity and innovativeness) of new and established agricultural entrepreneurs in relation to other sectors and the impact of institutions on them.

Resource approach and entrepreneurial orientation. Entrepreneurial Skills as Abilities. Confidence in entrepreneurial skills is associated with entrepreneurial behavior and hence the decision to start a new business. People with the skills needed to run and build a company are more likely to succeed. Farmers may lack the necessary entrepreneurial skills as a result of a pronounced strategic focus on competition in terms of costs, which in turn is the result of previous production-oriented policies and tight regulation of this sector. Family farms can positively influence entrepreneurial skills as farm resources can be used for innovation

driven by pull factors such as the need for economic freedom. Thus, we propose the following hypotheses:

■ 1a: Agricultural entrepreneurs (new entrants and established) are likely to have less entrepreneurial skills than other sectors;

■ 1b: New agribusinesses are likely to have higher entrepreneurial skills than existing agribusinesses.

Personal networks as opportunities. Personal networks are informal or formal means used by entrepreneurs to access resources, information and social support for the creation, survival and growth of a new company. Rural contexts can limit entrepreneurs' access to established networks due to strict social norms and the need to adhere to local values. In particular, newcomers to agriculture can find it difficult to integrate into traditional agricultural knowledge systems and established supply chains. Therefore, the hypotheses to be tested are as follows:

● 2a: Agricultural entrepreneurs (new entrants and established) are more likely to have less social capital (personal connections) than other sectors;

● 2b: New agricultural entrepreneurs are more likely to have less social capital (personal connections) than established agricultural entrepreneurs.

Proactivity as a sub-dimension of entrepreneurial orientation. Proactiveness reflects the entrepreneur's ability to discover and exploit market opportunities. This proactive behavior is associated with gaining competitive advantage and the success of firms in a turbulent environment, as it involves taking a position of constantly seeking business opportunities and staying ahead of environmental changes.

However, a regulated sectoral context may lead to a less proactive attitude, given that farmers are less prone to market changes and less accustomed to business concept changes than other sectors. However, although farms operate in a highly regulated environment, recent institutional changes are encouraging the development of new businesses for both new entrants and existing agricultural firms. However, the literature indicates that past productive policies still carry weight and that experienced farmers remain less productive. The above arguments lead to the following hypotheses:

* 3a: Agricultural entrepreneurs (new entrants and established) are more likely to be less active than other sectors;

* 3b: New agricultural entrepreneurs are more likely to be more active than established agricultural entrepreneurs.

Entrepreneurial risk as a sub-dimension of entrepreneurial orientation. Risk taking is defined as the willingness of entrepreneurs to take on risky commitments to allocate resources to achieve specific goals. Entrepreneurs are called «risk-averse» and fear of failure negatively influences the decision to start a business. However, firms operate in a complex and unpredictable environment, and therefore it is necessary to research, assess and manage risks in order to reduce potential losses.

Agricultural entrepreneurs face significant uncertainty due to volatility in agricultural markets and unpredictable weather conditions that directly affect their incomes and are therefore referred to as «risk averse». Similarly, the family roots of agricultural entrepreneurs can make them more risk averse than other types of entrepreneurs because of their resistance to change and their fear of losing family wealth. We highlight the following hypotheses to summarize the above arguments:

- 4a: Agricultural entrepreneurs (new entrants and established) are more likely to be more risk averse than in other sectors;

- 4b: New agribusinesses are likely to be more risk averse than established agribusinesses.

To test hypotheses related to entrepreneurial capabilities, we use entrepreneurial skills and entrepreneurial communication capabilities. Let us define the self-assessment of individual entrepreneurial skills as an indicator of the level of their entrepreneurial skills. To assess the proactivity of entrepreneurs, we use opportunity scanning and export behavior, which reflects their proactive attitude towards seeking opportunities inside and outside their environment. We then use the perceived fear of failure to measure the entrepreneur's willingness to take risks.

Socio-demographic factors influence the decision to start a business and the survival of a new venture. We examine the control variables - age, gender, household income, education, and previous entrepreneurial experience. Age is negatively associated with the likelihood of becoming an entrepreneur and is expected to be positively associated with survival. Women continue to be at a disadvantage when it comes to starting a business. However, analysis of the firm's success shows that activities performed by women are not more likely to fail. In terms of household income, a low income level increases the likelihood of becoming an

entrepreneur, while a high level lowers financial barriers and increases the likelihood of becoming an entrepreneur.

Those with higher education have a better understanding of the opportunities for a profitable business, and also have more opportunities to use it successfully. Likewise, knowledge gained from previous entrepreneurial experiences increases the likelihood of becoming an entrepreneur and, moreover, allows entrepreneurs to avoid costly mistakes, thereby giving them an advantage and the ability to better exploit business opportunities.

Estimates show that seeing oneself as having the entrepreneurial skills needed to start a business has a significant and negative impact on agricultural entry. These results confirm previous research and show that new agribusinesses do not have the necessary skills to start a business compared to other sectors as a result of previous productive policies. As far as social opportunities are concerned, they have a negative impact by providing support. It seems that agricultural entrepreneurs do not create networks initially, as entrepreneurs in other sectors do. This result shows that new market participants have difficulties in establishing relationships with other economic agents.

As for the variables that measure the entrepreneurial outlook of these agribusinesses at an early stage, we find that they do not show significant declines compared to other sectors. In particular, the two variables measuring the activity of individuals starting agricultural activities - opportunity scanning and export behavior - are irrelevant; therefore, hypothesis 3a, which suggests that agricultural entrepreneurs are less active compared to other sectors, is not supported.

Hypothesis 4a suggests that agribusinesses are more risk averse than other sectors. This hypothesis is not supported because the variable reflecting the risk behavior of agricultural entrepreneurs is irrelevant at this early stage. This contrasts with other studies that have identified these new agricultural entrepreneurs as risk averse.

The analysis of established agribusinesses in relation to nonfarm established entrepreneurs presents the same characteristics as new agricultural entrepreneurs: weak entrepreneurial skills and social opportunities, and thus supports hypotheses 1a and 2a. This reflects the «lower» entrepreneurial ability of agricultural business owners. The likelihood of becoming an agricultural entrepreneur is reduced for those people who have this entrepreneurial ability. This effect is even greater for estab-

lished entrepreneurs, especially in the case of entrepreneurial skills.

Experienced agribusinesses seem less attractive to businesses than other sectors. In terms of proactivity, opportunity scanning has a significant and negative effect that partly supports hypothesis 3a. Despite the well-known numerous activities in this sector and the need to increase income from non-agricultural activities, established agricultural entrepreneurs do not seem to be proactive in seeking business opportunities in their area of residence. As far as risky behavior is concerned, it does not matter, and the directionality was assumed to be positive. However, hypothesis 4a is not supported. Thus, there is no evidence that agricultural entrepreneurs are at a given stage more risk averse than entrepreneurs in other sectors.

Differences between agribusinesses - Shows that confidence in your entrepreneurial skills doesn't matter. Thus, no evidence was found to support the hypothesis that new agricultural entrants have higher entrepreneurial skills than existing ones, hypothesis 1b. This result shows the heterogeneity of entrepreneurial skills among farmers, even though recent agricultural reforms and market liberalization are expected to foster entrepreneurial skills among aspiring farmers. Personal connections do not have a significant impact on becoming a recognized agricultural entrepreneur. Therefore, we cannot conclude that new entrepreneurs have less social capital than existing ones, hypothesis 2b.

This finding contrasts with the literature highlighting how the strong values of rural communities can impede social networking for new agribusinesses. New entrepreneurs are more proactive and innovative than existing ones. Hypothesis 3b, suppose that new agricultural entrepreneurs are more active than existing ones. In this regard, opportunity scanning and export activity have a negative and significant impact on established agribusinesses who support hypothesis 3b. These results are consistent with the fact that agricultural newcomers are generally more likely to identify business opportunities.

Despite the fact that - a priori - established agribusinesses will be more export-oriented as a result of past policies that encourage large-scale agriculture and subsidies, new entrants are showing greater export activity, reflecting their propensity to participate in creating added value in agriculture.

In contrast, hypothesis 4b (new agribusiness entrepreneurs are more risk-averse) is not supported because the variable that

measures entrepreneurial risk behavior is irrelevant. From the point of view of product innovation, it is statistically significant and negatively related to the established process steps. Although agricultural entrepreneurs are less innovative than other sectors, agricultural newcomers are more innovative than established agricultural entrepreneurs. On the other hand, there are no significant differences in the capabilities of innovation processes. Regarding business legitimacy, which suggests that new entrants have greater entrepreneurial legitimacy than existing agribusinesses is not supported. This result contrasts with the idea that new agricultural entrants were influenced by new policies and thus took on the role of entrepreneurs.

Socio-demographic factors. Age is positively associated with agricultural entrepreneurship, and this result highlights the «young farmer problem» in agriculture. There is a negative relationship between household income and the likelihood of becoming an agricultural entrepreneur. Education and previous entrepreneurial experience are not conducive to the decision to become an agricultural entrepreneur, people with higher knowledge prefer to start a business elsewhere, in sectors with higher profits.

Low income earned by farmers has been one of the main reasons for the multiplicity in this sector. People who start agricultural activities will have other sources of income and higher entrepreneurial experience as a resource, but this previous entrepreneurial experience has a negative impact on agribusiness compared to other sectors.

The economic crisis does not have a significant impact on becoming a new agricultural entrepreneur. Thus, we find no support for the assumption that high unemployment in other sectors is pushing newcomers to the agricultural sector. Nonetheless, environmental control in the face of the economic crisis has a positive and significant impact on established agricultural entrepreneurs, which confirms the view that agricultural entrepreneurship has demonstrated greater business and employment resilience than other sectors during the crisis. Agricultural employment is more resilient during recessionary shocks.

Conclusions

1. From a practical point of view, public policy must deal with the lack of entrepreneurial ability in agribusiness and work towards the perceived greater social legitimacy of entrepreneurship.

2. Since entrepreneurial abilities can be learned through education and training, it is

first necessary to better understand how farmers acquire these opportunities in order to develop or improve specific educational and training programs for new entrants and existing agricultural business owners, taking into account their own characteristics and the specifics of the sector.

3. The effectiveness of measures to support teaching and learning about entrepreneurial skills of farmers needs to be assessed. These measures should be directed towards a more entrepreneurial agriculture.

4. Public policy should continue to support new entrants, given their ability to stimulate the development of the agricultural sector. In general, agricultural policy should provide farmers not only with the resources to cope with sector liberalization and its specific shortcomings, but also with the means to acquire the necessary tools (opportunities) to become competent agricultural entrepreneurs and promote development and continuity.

5. For future research, it will be necessary to create complex databases that will include all information about the entrepreneur for different periods of his commercial activity. There is a need for a deeper study of the resources and capabilities of agricultural entrepreneurs using more accurate indirect variables. The strong regulatory environment in the sector influences the skills and strategies of economic agents. Therefore, the indicators of subsidies for startups should be taken into account, among other support measures.

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