

## Innovation Business: Trends and Perspectives

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### ABSTRACT

Information is the whole informational space through which we learn, share and learn about the world, etc. Similarly, the formation of a modern educational environment provides unique opportunities for international educational cooperation, exchange of experience, knowledge, experts, scholars, students. Business innovation allows you to analyze and distinguish between levels of economic development for the production of medium and large industrial enterprises understand the nature and importance of the processes taking place in the modern economy. Innovative business is an active independent form of individual groups of citizens, enterprises, R & D organizations to produce and sell a wide range of the latest inventions, technology, products, information services industry in which the high need in the era of modern information technologies. Modern business is characterized by an innovative freedom of choice, mobility, dynamic businesses in entrepreneurship, business, and is practiced by small and large enterprises. Analysis of market research innovation leads to the conclusion that business innovation is seen as a means of making a profit by any legal means as a way of thinking and innovative human that quickly mobilizes its resources from the low-income and poor performance in the area of high-tech manufacturing and produce high revenues and profits. Business Innovation - is a phenomenon of the modern international economy, which has turned into a global multi-complex information industry through increased infrastructure and sales on the world market, competing with the highly profitable industries as one of the main economic activities.

**Keywords:** Business innovation, Modern technology, Market analysis, Entrepreneurship, Economic activity

### INTRODUCTION

#### INFORMATION TRENDS IN INNOVATIVE BUSINESS

The inclusion of digital economy in the global economic system as an open economy, outstripping the pace of its internal transformation, requires non-standard solutions and new methods in entrepreneurship and innovative business. Business innovation allows you to analyze and distinguish between levels of economic development for the production of medium and large industrial enterprises understand the nature and importance of the processes taking place in the modern economy.

For example, information is the whole informational space through which we learn, share and learn about the world, etc. Similarly, the formation of a modern educational environment provides unique opportunities for international educational cooperation, exchange of experience, knowledge, experts, scholars, students, etc.

Although IT and modern business - two different kinds of activities, but in reality it is an inter-dependent and mutually reinforcing two-fold function, which is called the innovation business.

Free movement of capital goods in the present conditions must be complemented by the formation of labor markets, resources, services, capital and an effective system of commercial credit and increasing the role and influence of the market IT, communications and information services. Economic performance depends not only on the level of development of productive forces and relations of production and finance, but also on a very important factor - entrepreneurial skills, innovation, innovations, know-how in the business.

For example, at a major oil refinery production facility with tens of thousands of employees, issues of further development of production will seriously deal with only a small group of entrepreneurs from the members of senior management. At the same time, managers and leading specialists in enterprises using modern IT can use interactive

participation in the production meetings, establish contacts with research and development information, HRM, marketing departments, logistics, production, technical, financial and other.

The use of the know-how of modern technologies and inventions in business has formed a new era of modern business innovation and world-renowned companies: "Yahoo", "YouTube", "Apple"; "Google", "Twitter", "Nokia", "Samsung", "IBM", "Microsoft", "Sonny" etc.

Consequently, innovative business is an active independent form of individual groups of citizens, enterprises, R & D organizations to produce and sell a wide range of the latest inventions, technology, products, information services industry in which the high need in the era of modern information technologies such as:

Internet Tablet Apple (iPad and iPad 2,3,4), iPhone from A to Z, E Trade, E-ticket, e-book, e-business, e-card, e-cash, e-commerce, e-form, e-library, e-mail, e-mail aliases, e-mail autoresponder, e-mail forwarding, e-mail client, e-media, e-money, e-zine ...

Modern business is characterized by an innovative freedom of choice, mobility, dynamic businesses in entrepreneurship, business, and is practiced by small and large enterprises. Under the free choice of the consumer understood the rationality and freedom of choice of purchase, sale, timing and choice of competitors ("Nokia", "Samsung", "Apple", "LG", "Bosh", "BMV", "Toyota", "Audi" ...).

Innovative business Finally, by no means closes on economic institutions and is not limited to purely information-technology activities. It is the financial and industrial groups and systems, banks, insurance, consulting, advisory, multinational companies and corporations, international organizations, universities, institutes and branches.

The innovative modern business is and universities in the U.S., Europe, Asia, Harvard, Oxford, Cambridge, etc.

Entrepreneurship is something specific, inherent as an individual and the institution. The economic activity of business innovation lies in the premises of available resources for future results due to the uncertainty and risk.

Known representatives of business innovation in the world - are entrepreneurs 1 Carlos Slim Helou and family 74 20.5 71 Telecommunications Bill Gates Mexico 2 56 3 55 Microsoft United States 3 Warren Buffett 50 3 80 4 Investments USA Bernard Arnault 41 13.5 62 LVMH (luxury) France 5 Lawrence Ellison Oracle 39.5 11.5 66 United States 6 Lakshmi Mittal 31.1 2.4 60 Metals India 7 Amancio Ortega, 31 +6 74 Zara (clothing) Spain 8 Eike Batista 30 +3 54 Ore Brazil 9 Mukesh Ambani -2 27 53 Oil and Gas India 10 Christina Walton and family 26.5 4 56 Walmart USA, Mark Zuckerberg, Steve Jobs, Rotary Valves ...

General Electric (GE) is one of the largest corporations in the United States and, among other things, engaged in the production of jet engines, railroad locomotives, construction of water treatment plants. Business corporation includes segments "energy infrastructure", "aviation", "health", "transport", "solutions" for homes and businesses," as well as financial arm GE Capital.

Net profit of U.S. diversified group General Electric, available for distribution to holders of ordinary shares of the company for 2012. increased by 4% - to 13,641 billion against a profit of \$ 13,120 billion, received for 2011.

This is stated in a published report, GE. Read full article: <http://quote.rbc.ru/news/fond/2012/01/20/33538557.html>

Statistical portal Statista demonstrated that represents net income Apple, received in fiscal year 2012, compared with the achievements of others. Apple revenues in 2012 were \$ 156.5 billion, while net income reached a record high - 41.7 billion as is also the case with the competition?

From October 2011 to September 2012 net profit of the companies Microsoft, Google, eBay, Yahoo, Facebook and Amazon combined totaled 34.4 billion on 7 billion less than the one Apple. During the same period, PC manufacturers Dell, Asus, Intel, Acer, IBM, Lenovo and HP together earned 19.4 billion profit in two times less than Apple. Smartphone makers Nokia, Samsung, HTC and RIM, once again, taken together, were 12.8 billion

According to the materials Interfax South Korean Samsung Electronics, the largest manufacturer of televisions, mobile phones and computer memory chips in the world, increased its net profit for the fourth quarter of 2012 by 75.6% to a record, thanks to growing up Smartphone sales and profitability of the semiconductor business.

Last year, Samsung overtook Apple to become the leading global provider of smart phones. Operating profit in the segment of telecommunications equipment (which include the production of smart phones) increased in October-December more than doubled - from 2.56 trillion. won to 5.44 trillion. out.

In total, Samsung supplies to the world market for over a quarter of the total number of mobile phones. According to market research firm Strategy Analytics, also released on Friday, Samsung has sold in 2012, 213 million against 135.8 million Smartphone's from Apple, and 35 million from Nokia. The global market for this increased by 43% - to 700 million

Analysts tipped Samsung continued growth in Smartphone sales and profits in the sector in the current year, a number of the more optimistic forecasts, provides sales jump by 50% immediately.

According to analysts of Morgan Stanley, in the fourth quarter Samsung sold 63 million Smartphone's compared to 47.8 million units from Apple. NH Investment & Securities expects that in the I quarter of Samsung's sales amount to 59.7 million - almost twice as much as in Apple. 05.03.2013 15:35 | News Economy.

Apple has become the most expensive global brand second year in a row according to Brand Finance, the brand value has increased by \$ 16.7 billion to \$ 87.3 billion is noteworthy that for a few years in the top ranking confidently entered brands manufacturers of gadgets. Back in 2007, the Apple brand ranked only 44th place, but then began to gradually become more expensive: in 2010 - 20 th place, and in 2011g.-8th. Samsung has taken the current rating of the second line. During the year, the price of brand rose from \$ 38.197 billion to \$ 58.771 billion and a global rating of the company rose to four lines from 6th to 2nd place, displacing Google for third place.

The cost of the brand Google, which in 2011 still held the top spot in the rankings, still grew, albeit slow pace - from \$ 47.463 billion to \$ 52.132 billion in 2013

Lost positions the company Microsoft. The company remained at Walmart 5th place, and the value of its brand has grown to \$ 38.32 billion to \$ 42.303 billion

**Ten of the most expensive brands, the cost and rating**

The company's	brand value, \$ billion	Rank 2013	Rank 2012
Apple	87,304 January	1	1
Samsung	58,771	2	6
Google	52,132	3	2
Microsoft	45,535	4	3
Walmart	42,303	5	5
IBM	37,721	6	4
General Electric	37,161	7	7
Amazon.com	36,788	8	10
Coca-Cola	34,205	9	8
Verizon Communications	30,729	10	12

**Source: Brand Finance Global 500, 2013**

Analysis of market research innovation leads to the conclusion that business innovation is seen as a means of making a profit by any legal means as a way of thinking and innovative human that quickly mobilizes its resources from the low-income and poor performance in the area of high-tech manufacturing and produce high revenues and profits.

Overseas U.S. and Western scientists experts forecast further progress of innovative IT, which are the driving force behind the five major "trend information" in business:

1. the growing role of information products;
2. development of interoperability;
3. elimination of intermediaries;
4. globalization;
5. convergence

Business Innovation - is a phenomenon of the modern international economy, which has turned into a global multi-complex information industry through increased infrastructure and sales on the world market, competing with the highly profitable industries as one of the main economic activities.

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