

## QUALITY OF LIFE IS A KEY FACTOR IN ECONOMIC GROWTH

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**ABSTRACT.** The article discusses current issues of quality of life, characteristics, functions, elements and features of formation. Particular attention is paid to the study of the concept of quality of life, the study of the essential content and the identification of developmental features. The article discusses methods for studying the quality of life of the population, and reviews studies on determining the quality of life. The research methodology is aimed at studying modern approaches and trends in shaping the quality of life, as well as factors influencing economic growth, allowing for a multiplier effect of development in the context of global changes.

The purpose of the article is, based on the research, to determine important areas for improving the quality of life and place in the ranking. The value of the article lies in the study of factors influencing economic growth and, in general, improving the quality of life. The article discusses indicators of improving the quality of life, identifying strengths and weaknesses. Problems that affect the quality of life have been studied and current ways of improvement have been proposed.

**KEYWORDS:** quality life, economic growth, innovation, education, digitalization.

## ӨМІР САПАСЫ – ЭКОНОМИКАЛЫҚ ӨСУДІҢ БАСТЫ ФАКТОРЫ

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**АНДАТПА.** Мақалада өмір сүру сапасының өзекті мәселелері, сипаттамалары, функциялары, қалыптасу элементтері мен ерекшеліктері қарастырылады. Өмір сапасы түсінігін зерттеуге, маңызды мазмұнын зерттеуге және даму ерекшеліктерін анықтауға ерекше көңіл бөлінеді. Мақалада халықтың өмір сүру сапасын зерттеу әдістері талқыланып, өмір сүру са-

пасын анықтау бойынша зерттеулер қарастырылады. Зерттеу әдістемесі өмір сүру сапасын қалыптастырудағы заманауи тәсілдер мен тенденцияларды, сондай-ақ жаһандық өзгерістер жағдайында дамудың мультипликативті әсеріне мүмкіндік беретін экономикалық өсуге әсер ететін факторларды зерттеуге бағытталған.

Мақаланың мақсаты – зерттеулер негізінде өмір сүру сапасын жақсартудың маңызды бағыттарын және рейтингтегі орнын анықтау. Мақаланың құндылығы экономикалық өсуге және жалпы өмір сүру сапасын жақсартуға әсер ететін факторларды зерттеуде жатыр. Мақалада өмір сүру сапасын жақсарту көрсеткіштері, күшті және әлсіз жақтарын анықтау қарастырылған. Өмір сүру сапасына әсер ететін проблемалар зерттеліп, жақсартудың ағымдағы жолдары ұсынылды.

**ТҮЙІН СӨЗДЕР:** темір сапасы, экономикалық өсу, инновация, білім, цифрландыру.

## КАЧЕСТВО ЖИЗНИ – КЛЮЧЕВОЙ ФАКТОР ЭКОНОМИЧЕСКОГО РОСТА

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**АННОТАЦИЯ.** В статье рассматриваются актуальные вопросы качества жизни, характеристики, функции, элементы и особенности формирования. Особое внимание отведено изучению понятия качество жизни, исследованию сущностного содержания и выявлению особенностей развития. В статье рассмотрены методики изучения качества жизни населения, проведен обзор исследований по определению качества жизни. Методология исследования направлена на изучение современных подходов и тенденций формирования качества жизни, а также факторов, влияющих на экономический рост, позволяющих получить мультипликативный эффект развития в условиях глобальных изменений.

Цель статьи - на основе исследования определить важные направления повышения качества жизни и место в рейтинге. Ценность статьи заключается в изучении факторов, влияющих на экономический рост и в целом на повышение качества жизни. В статье рассмотрены индикаторы повышения качества жизни, определены сильные и слабые стороны. Изучены проблемы, которые влияют на качество жизни и предложены актуальные пути улучшения.

**КЛЮЧЕВЫЕ СЛОВА:** качество жизни, экономический рост, инновации, образование, цифровизация.

**INTRODUCTION.** The development of the economy of any state is characterized by the quality of life of the population. In the context of global changes, indicators of quality of life are becoming key indicators for assessing

the socio-economic growth of the country. In modern conditions, improving the quality of life is a priority task for the development of society. The development of human potential and its primary role in the economic progress

of the country becomes the main idea of the concept of sustainable growth, and improving the quality of life of the population is a strategy for the development of the state. Issues of the quality of life of the population and human capital are relevant components of the content of modern approaches to the problems of social development and sustainable economic growth.

This is one of the important tasks of philosophical, sociological and economic research. The basis of modern concepts of quality of life was laid in the works of ancient philosophers of different cultures and religions.

However, problems of improving the quality of life and human development have not always been at the forefront of scientific research. In the middle of the last century, the development of human resources came to the fore, and improving the quality of life of the population since the 70s of the 20th century has become a key task of world science. Therefore, today improving the quality of life of the population is becoming a priority of the time.

#### **MATERIAL AND METHODS OF RESEARCH.**

Scientific interest in the problem of improving the quality of life was determined by the emergence of the concepts of sustainable economic growth and human resource development in the middle of the 20th century. The methodological basis of the study was general scientific methods of cognition, methods of logical, economic and comparative analysis, as well as a systematic method, synthesis and assessment of the standard of living of the population of different countries of the world, rating ranking based on an in-depth study of theoretical and practical experience.

The concept of quality of life first appeared in 1958 in the scientific study of John Galbraith - The Affluent Society. US scientists examined the concept of quality of life with the development of cities, from the point of view of the place of residence of the population, its health and the

environment. This concept became widespread in 1963. [1].

Quality of life is determined mainly by development indicators: healthcare, education, demography, economy, ecology, living conditions, employment, safety [2].

The concept of quality of life is broader than the standard of living (material component), which includes a number of objective and subjective factors. For example, health status, life expectancy, environment, social environment, level of culture and human needs, comfort [3].

In America in the 80s, a system of 7 main indicators was proposed: healthcare, safety, education, employment, economic conditions, rights, living conditions.

International organizations have raised these issues in their research and discussions. Quality of life is used by the United Nations (UN) to assess and compare the social and economic status of countries' populations [3].

In the early 1990s, representatives of the United Nations defined a system of quality of life indicators, and UNDP experts present annual reports on population development. For the first time, the concept of human development and the human development index appeared. The UN released the first world quality of life rating of 174 countries in 1998 [3].

In the 1970s, scientists such as V. Vernadsky, N. Rimashevskaya, L. Gordon, V. Tolstykh, I. Bestuzhev-Lada and others began to actively pay attention to the quality of life. Quality of life is a broad and multifaceted concept than standard of living. This is, first of all, a category that covers all spheres of society, since they all contain people's lives and their quality [4].

Quality of life includes both objective and subjective aspects. The criterion for objective assessment of the quality of life is the scientific standards of people's needs and interests, in relation to which one can objectively judge the degree of satisfaction of these needs and interests. On the other hand, the needs and

interests of people are very individual and the degree of their satisfaction can only be assessed by the subjects themselves. They are not fixed by certain statistical values and practically exist only in the awareness of the population and, accordingly, in personal opinions and their assessment.

Thus, assessment of quality of life comes in two forms:

- state of satisfaction of justified needs and interests;
- satisfaction with the quality of life of the population.

Therefore, quality of life is not a category outside of other socio-economic categories, but unites many of them, includes them in a qualitative aspect [5].

The development of the state's human resources should be aimed at increasing productivity and improving the quality of life of the population. For example, Sweden, as well as Japan, based on the development of the theory of human capital, were able, once backward countries, to modernize their economies and at the end of the twentieth century become leaders of the world economy.

Academic research often uses the World Bank's definition that a knowledge economy creates, distributes and uses knowledge to accelerate a country's growth and competitiveness. For example, according to UN estimates, the share of human capital in developed countries (USA, Germany, Switzerland, Finland, Japan, etc., amounts to up to 80% of their national wealth) [6]. Therefore, it is necessary to activate the country's human potential and constantly improve and develop it.

It is also important to note that prosperous and socially developed countries do not always attract attention by actively participating in the global life of society. Many countries in Europe, the USA and other countries of the world are not always included in the ratings with a high level of quality of life. The following countries

are in the top 10 best countries in the world according to the Human Development Index in 2023: 1st place - Norway, 2nd place - Ireland, 3rd place - Switzerland, 4th place - Hong Kong, 5th place - Iceland, 6th place - Germany, 7th place - Sweden, 8th place - Australia, 9th place - the Netherlands, 10th place - Denmark.

The main indicators of the best countries in the world are life expectancy of the population, economic development, a high share of GDP per capita, high level of income, educational opportunities, free healthcare services, environmental conditions, and safety of residence.

Due to the active process of urbanization, today cities are becoming centers of economic growth and prosperity. Therefore, the quality of life of the urban population and comfortable conditions become relevant. As you know, in the middle of the last century, only one third of the population lived in cities, but by 2050, according to a United Nations (UN) forecast, the share of the urban population will increase to 70% [7].

The global trend of urbanization is also happening in Kazakhstan. Over the past 10 years, the urban population of the republic has increased by 2 million people. Thus, in 2022, the level of urbanization in the republic was about 60%. According to the forecast, in 2025 the urbanization rate will reach almost 63%. Therefore, the quality of life of the population becomes important for Kazakhstan both in the national and regional aspects.

In 2005, to improve the demographic situation in the country, priority national projects were adopted: the Concept for the Development of Physical Culture and Sports of the Republic of Kazakhstan until 2025, the State Program for the Development of Education, the Program: "One Hundred Schools - One Hundred Hospitals", the "Balapan" and "Baldyrgan" Programs.

In 2014, the Government of Kazakhstan approved the Concept of Social Development

of the Republic of Kazakhstan until 2030, and in 2016 the "Strategy "Kazakhstan-2050"" was approved, which set a new strategic goal - for the republic to join the 30 most developed countries in the world by 2050 year. The key message of the Kazakhstan-2050 Strategy was the modernization of the country. An important strategic document adopted in 2023 is: "Concepts for the development of higher education and science in the Republic of Kazakhstan for 2023 – 2029", aimed at developing the human potential of the nation.

**RESULTS AND THEIR DISCUSSION.** In Kazakhstan, economic growth has been observed since 2000 - an increase in quantity and improvement in quality of both the social product and factors of production. The volume of Kazakhstan's Gross Domestic Product for 2022 amounted to 103,765,518.2 million tenge. Compared to the corresponding period of the previous year, GDP increased in real terms by 3.2%. In 2022, GDP per capita amounted to \$11.5 thousand. There was positive growth in construction, agriculture, the provision of information and communication services, trade, transport and logistics, and manufacturing. In the structure of GDP over the past year, the largest share is occupied by Almaty - 18.5%, then Atyrau region - 13.2%, the top three is Astana (10.3%) [8].

Of course, the main source of the country's economic growth is the use of raw material potential. Since 1985, the volume of hydrocarbon production has increased by 225%, while worldwide production has grown by less than 1.3 times. However, this demonstrates the unevenness of the republic's development model.

According to the results of the rating, 176 countries of the world took part in 2023. Kazakhstan ranked 64th in the 2022 ranking. According to the results of the 2023 ranking, the country lost its position by 7 points compared to last year and ranks 71.

The Republic of Kazakhstan from 39 countries in the Asia-Pacific region. ranks 13th. At the same time, the number of points of the Republic of Kazakhstan is rated higher than the world average (59.3 points) and regional values (58.2 points). Kazakhstan is ahead of Vietnam (72nd place), Azerbaijan (75th place), Thailand (80th place), Jordan (93rd place), Turkey (104th place), Uzbekistan (109th place), Russia (125th place), China (154th place) [9].

In 2023, the economic growth rate increased and amounted to 3.5%, and according to the forecast, in 2024 it will reach a level of up to 4%. The volume of production of goods and services is growing, and the quality in the country is improving. This was facilitated by structural reforms, raw materials and foreign direct investment [8].

Economic growth has transformed the republic into an above-average income economy. This had a positive impact on improving the quality of life of the population. In Kazakhstan, the population in 2022 was 19.2 million people, and life expectancy in the republic is 71.7 years.

The concentration of the population in cities and the development of knowledge economy centers ensure high labor productivity and increase competition between cities for intellectual potential and investment.

In Kazakhstan, urbanization is accompanied by the development of social facilities, infrastructure, and transport for comfortable living of the growing population. In this regard, the Economic Research Institute (ERI) monitors quality assessments to determine the comfort of life in cities and works to improve the quality of life of the population.

For example, this year 25 cities participated in the ranking of the Institute of Economic Research of the Republic of Kazakhstan, which is 7 single-industry towns more than last year. The rating was based on 54 indicators, which are grouped into 6 factors - economy, business

environment, social sphere, culture, sports and leisure, infrastructure, urban environment, as well as 13 areas: economic growth; material condition; labor market; assessment of the business environment; workforce; education and training; healthcare, culture, sports and leisure; transport infrastructure; accommodations; comfort of the urban environment; safety; environment.

The first place in the Rating of the quality of life in cities was taken by the capital of Kazakhstan - Astana (6.67 points), the leader in 3 factors: "Economy and business" (1st place, 7.43 points), "Human resources" (2nd place, 6.6 points) and "Infrastructure" (4th place, 6.04 points). The second place in the ranking is occupied by Almaty (5.67 points), leading positions in the factor "Human Resources" (1st place, 6.81 points) and "Economy and Business" (4th place, 6.07 points). The third place is occupied by Atyrau (5.49 points). As can be seen from the analysis, the concentration of

the population in cities ensures high labor productivity compared to other regions. In this regard, competition between cities for human capital, innovation and investment resources is intensifying.

For further economic growth of the republic, it is necessary to further develop human potential and increase the activity of companies, introduce innovations and IT technologies.

**CONCLUSION.** Thus, improving the quality of life of the population in the context of global changes, first of all, is ensuring safety, comfort of living, affordable housing, a high level of educational, medical and social services.

As a result, it is necessary to consider issues of improving the quality of life of the population in conjunction with the development of human resources and unified approaches to assessing the quality of life, based on the dynamics of the country's socio-economic growth, taking into account the risks and threats of both the external and internal environment.

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