

Секція 1

Підприємництво у системі соціально-економічного розвитку

DIRECTIONS FOR ENTREPRENEURSHIP DEVELOPMENT IN THE PUBLIC TRANSPORT SECTOR

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The scale of the current financial and economic crisis shows that this is a global systemic crisis that requires comprehensive changes in all areas of economic activity. This is also the right time to drive change in society and move away from car-dependent lifestyles.

In cities with a high share of public transport, walking, and cycling, transport costs are only half of those in cities where this share is low. Cities and governments today have a unique opportunity to lay new foundations for the next stage of economic development and wealth creation. This opportunity cannot be missed. From an urban mobility perspective, this means prioritizing the development of public transport rather than building new highways and supporting the automobile industry, the continued development of which only exacerbates the problems we face in our cities today.

Only bold and forward-thinking strategies can bring about a radical paradigm shift. The public transport sector has both qualified personnel and a desire to improve living conditions in cities for citizens and conditions for business development, which we see in a number of cities around the world. In response to these global challenges, our goal is to double the share of public transport in the urban passenger transport market worldwide by 2025.

Public transport provides jobs and ensures their accessibility. In many cities, the public transport network is one of the largest employers, and these jobs cannot be relocated elsewhere. In Europe, public transport operators collectively create around a million jobs, and every job in the public transport sector is associated with four jobs in other sectors of the economy. Every euro generated in the public transport sector creates an additional 4 euros of added value in the economy as a whole. A massive shift to public transport and sustainable mobility schemes helps the economy reduce its fuel dependence and helps improve its balance of payments.

Public transport helps the planet breathe freely. Since the beginning of the 50s of the last century, the demand for energy resources for transport needs has increased fivefold in the world. Transport accounts for 30% of total energy consumption in EU countries and about 19% of global emissions of harmful gases. The effect of introducing new environmentally friendly technologies is simply negated by the increase in the number of vehicles and the number of trips. Only changes in people's habits and behavior can lead to positive changes and produce significant results in the

long term. Emissions of harmful gases from the transport sector are everywhere growing much faster than in other sectors of the economy. Motor transport currently accounts for 74% of all transport emissions.

Public transport helps reduce traffic congestion. Urban space is the property of the entire city population, and public transport uses it much more efficiently than private vehicles. Public transport moving along the roads not only transports its passengers - it frees up road space so that all residents of the city can use it. It also reduces the levels of traffic congestion that make cities unattractive places to live and work. Given the ongoing urbanization and increasing demand for mobility in major cities, traffic congestion in all cities around the world will increase. Direct costs associated with traffic congestion reach 2% of GDP. This amounts to billions of euros every year.

Traffic congestion is taking over cities: a commute by car takes up 90 times more urban space and publicly funded infrastructure than the same trip by subway, and 20 times more space than the same trip by bus or tram. Urban space is the property of the entire city population, and public transport uses it much more efficiently than private vehicles. About 1,000 new cars are registered in Beijing every day, according to the United Nations Environment Programme. Parking for them requires new areas the size of two new football fields being added every day.

To transport 50,000 people per hour in one direction, road space is required: 175 m wide for transport by private vehicles only; 35 m wide for transport by buses only; 9 m wide for railway path for transportation by rail. Public transport provides access to education, health care, and economic activity and allows all areas of public life to function effectively. Public transport is an important tool for connecting low-income citizens to the socio-economic fabric of society. This issue is even more important in poor countries where urban populations are growing at an exponential rate. One of the first steps to eliminate slums in poor countries is the development of a public transport network. In addition, it is very important to note that public transport is becoming the preferred mode of transportation, regardless of the financial situation of citizens or the purpose of their trip. Moreover, having a personal car no longer guarantees mobility, and the vast majority of citizens living in ever-growing cities with their traffic jams will increasingly choose to travel by public transport.

When traveling by car, you are 10 times more likely to get into an accident than when traveling on public transport. Thus, public transport is definitely a safer means of transportation. A decisive change in mobility choices in favor of public transport will significantly reduce the number of fatal road accidents in cities and their suburbs. Developing forward-looking, comprehensive urban policies. Comprehensive urban policies optimize the benefits of public transport and enable citizens to live more comfortable lives in the city. To ensure the quality of life and sustainable development of cities and regions around the world, it is necessary to develop an integrated approach to urban development policies, focusing on the economic, social, and environmental components that are important to both citizens and businesses. A well-planned and well-functioning public transport system is the cornerstone of such a policy.

Ensuring stable funding for investment programs - diversified sources of income, stable funding, improved efficiency and increased passenger numbers are the four pillars of supporting the financial sustainability of the sector and helping to reduce its dependence on subsidies. The demand for public transport services is constantly growing and will continue to grow in most countries of the world, which is explained by urbanization processes, rising energy prices, and environmental factors. Moreover, the need for such services will change upward with changes in social habits, lifestyles, etc.

And in the end, it should be said that in some large European cities, they plan to introduce free public transport from 2035. How realistic is the idea of free transport in developing countries: time will tell. In world practice, there are both free travel on public transport (Estonia introduced it in 2018, Luxembourg in February 2020) and a “user pays” mechanism for private cars (for example, in London there is a paid entrance to the central part of the city). Luxembourg became the first country with free public transport. This is an interesting topic that requires deep study in the present and future.

ЗАСІБ ВИРІШЕННЯ ДРУГОЇ ГЛОБАЛЬНОЇ ПРОБЛЕМИ ЕКОНОМІКИ ЯК ДРАЙВЕР

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В економічній літературі відмічається, що «Комп'ютерний термін «драйвер» визначається, як керуюча програма, що зв'язує інші програми і сервіси з операційною системою, тобто з чимось більш високо і складно організованим. За аналогією, драйвери економічного зростання — сукупність механізмів, які вловлюють попит, каталізують імпульси, що йдуть від нього, включають на відповідному етапі різні активи (матеріальні, фінансові, інформаційні, трудові) в русло руху, змінюють економічну ситуацію в країні. Основна функція драйвера — формування системи вертикальних і горизонтальних зв'язків, що уловлюють і поширюють імпульси, що йдуть від точок зростання на окремих ринках» [1].

Автор даної доповіді вважає, що драйвер більш широке поняття і явище. Драйвером може служити якась новітність, нова ідея, новий показник, нова методика тощо, які можуть мати загальну цінність, цінність для використання всього людства.

Метою даній доповіді стало звернення уваги на драйвер у формі показника, засобу вирішення *другої* глобальної проблеми економіки, який може бути використаний як приклад для вирішення будь-яких проблем усієї світової економіки.

Друга глобальна проблема економіки — це проблема відокремлення економіки з визначенням її основних понять. Вона вирішувалася в епоху