

## ACADEMIC INDUSTRY AND INTERNATIONALIZATION

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Academic field became one of the most increasingly growing industries in the world. If the growth rates of academic expenditures will be compared with countries' GDP growth rates, obviously there are essential difference between them. Education always was priority direction of government policy based on attaining high quality of population knowledge.

Modern education is complemented with internationalization process and they are non-separable meanings. Actually academic internationalization is a part of globalization process. (Altbach, Philip G., 2007, p.121-139) However, this process has to be taken account and seriously analyzed. Diplomatic, cultural and economic perspectives are suitable for state and universities' goals related to public. (Scott, P., 2005) In this article, academic internationalization process in Kazakhstan has been considered as future direction of entire Kazakhstani education.

First of all, well-designed infrastructure opens huge opportunities to build effective educational process with innovative approach. Without new technologies, software and hardware this process is difficult to realize. However, main investments should be allocated on new campuses student dormitories, facilities and equipment. According to World Bank data Kazakhstan spends in average 3,14% of GDP for education, increasing investments will affect positively.

Secondly, whole higher educational system has to be oriented to teaching completely in English, except of disciplines, which are required to be taught according to the government regulation. Using English language opens range of opportunities to use qualitative literature sources, software in Agricultural, Biological sciences, Engineering, Exact and Humanitarian sciences and Healthcare sciences as strategic direction. (Perez-Cervantes, Mena-Chalco and Cesar, 2012, p. 1-8)

Thirdly, independently created high quality educational programs creates competitive advantage. However, it can be achieved by integration with Information Technologies (IT). Nowadays, IT is the connection point with science and technical implementation. Students must know how to apply their knowledge in professional field; also, they must know how to make it working automatically.

Moreover, collaboration with International educational organization and scholarship programs increases possibilities to attract foreign students in Kazakhstan. In the other words, cooperation with global universities implies work oriented to students and professors' academic mobility, joint research projects with applying developed experience and open

world library, which is e-books database. International or transnational academic recruitment is the important tool to choose capable students from foreign countries. (Kim T., 2009, p. 396)

Not only work with global universities, but also work with government has to be conducted. Particularly for Kazakhstan, foreign students from close-bordered countries has to be taken into account. Concerning 2015 database of UNESCO institute for Statistics, number of pupils educating represented as follow: Russia (7,866 mln), Uzbekistan (2,513 mln), Kyrgyzstan (0,583 mln), Mongolia (0,255 mln), Tajikistan (1,062 mln) and Turkmenistan (0,600 mln). Those countries are the most interesting for us, with youth having huge potential and intention to study hard. Kazakhstan is able to provide academic area to disclose their academic talents.

For realization steps above, conducting of international conferences, forums and contests is integral process of academic internationalization. Young people participating there become familiar with Kazakhstani culture, life style and academic field in country. On the other hand, communication among native and foreign students leads to intercommunication between one another.

In addition, government of Republic of Kazakhstan has to work in cooperation with foreign Ministries of education to come up with single solution. Starting from financing and finishing process of getting permission for residence through e-government services.

In conclusion, academic internationalization requires systematical and accurate approach to implement those plans in reality. Internationalization arises positive outcomes for our students, to get motivation, aspiration to study and develop yourself through communication with foreigners. It can be considered as long-term project, which is carrying out with intention to be strategic partners in the future. It is valuable premise to put commencement for economies development and inter trading relationships.

**Literature source:**

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