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ABOUT PRECONDITIONS OF CREATING A UNIFIED ELECTRONIC PLATFORM FOR THE PROFESSIONAL DEVELOPMENT OF PERSONNEL

This article discusses the preconditions of creating a unified electronic platform for the professional development of personnel in 2020, which arose as a result of the fight against a new threat to all mankind - the COVID-19 coronavirus pandemic. The main direction of the research is to study the possibility of personnel improving their skills remotely. The practical significance of the work is expressed in the justification that recognition in national legislation governing the training opportunities through the use of a unified electronic platform, will serve as a tool to achieve the objectives of the national plan and strategy of development of Kazakhstan in the sphere of the human capital development and digitalization. The research used methods of studying and analyzing specialized literature, regulatory legal acts, national statistics, comparing national legislation and the legislation of the Eurasian Economic Union countries, together with a compiled SWOT analysis. The article analyzes the national experience in the development of the institute for the arrangement of services in electronic form. The authors highlight the strengths and weaknesses of the implementation of the proficient improvement prepare through the utilize of a unified electronic platform. The authors conclude that the creation of such a platform will lead to positive results in the development and modernization of labor relations and relations directly related to labor relations. The materials of the article can be used by interested persons associated with the work in the field of development of the institute for improving the qualification of personnel, and also within the field of digitalization of educational services.

Key words: labor relations, professional development, e-learning, education.

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кадрлардың оіліктілігін арттыру үшін оірыңғай электронды платформа құрудың алғышарттары туралы

Бұл мақалада бүкіл адамзатқа жаңа қауіп – COVID-19 коронавирус пандемиясымен күресу нәтижесінде туындаған кадрлардың біліктілігін арттыру үшін бірыңғай электронды платформа құрудың 2020 жылға арналған алғышарттары қарастырылады. Зерттеудің негізгі бағыты кадрлардың өз біліктілігін қашықтан арттыру мүмкіндігін зерделеу. Жұмыстың практикалық маңыздылығы – бірыңғай электронды платформаны пайдалану арқылы біліктілікті арттыру мүмкіндігін реттейтін ережелерді ұлттық заңнамада бекіту, Қазақстанның ұлттық жоспары мен даму стратегиясының цифрландыру және адами капиталды дамыту саласындағы мақсаттарына қол жеткізу құралы ретінде әрекет ететіндігін негіздеу. Зерттеуде арнайы әдебиетті, нормативтік құқықтық актілерді, ұлттық статистиканы зерделеу және талдау, Еуразиялық экономикалық одақ елдерінің ұлттық заңнамасы мен заңнамасын салыстыру әдістері пайдаланылды, сондайақ SWOT-талдау жасалды. Мақалада электронды түрде қызмет көрсету институтын дамыту саласындағы ұлттық тәжірибе талданады. Авторлар бірыңғай электронды платформаны пайдалану арқылы біліктілікті арттыру процесін енгізудің күшті және әлсіз жақтарын атап өтті. Мұндай платформаны құру еңбек қатынастарын және еңбек қатынастарымен тікелей байланысты қатынастарды дамыту мен жаңғыртудың оң нәтижелеріне жеткізетіні туралы тұжырымдар келтірілген. Осы мақаланың материалдарын кадрлардың біліктілігін арттыру институтын дамыту саласындағы, сондай-ақ білім беру қызметтерін цифрландыруды жүзеге асыру саласындағы жұмысқа байланысты мүдделі тұлғалар пайдалана алады.

Түйін сөздер: еңбек қатынастары, біліктілікті арттыру, электрондық қызметтер, оқыту.

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О предпосылках создания единой электронной платформы для повышения квалификации кадров

В данной статье рассматриваются назревшие за 2020 год предпосылки создания единой электронной платформы для повышения квалификации кадров, возникшие вследствие борьбы с новой угрозой для всего человечества – пандемии коронавируса COVID-19. Основным направлением исследования является изучение возможности кадров повышать свою квалификацию дистанционно. Практическая значимость работы выражена в обосновании того, что закрепление в национальном законодательстве положений, регулирующих возможность повышения квалификации путем использования единой электронной платформы, выступит в качестве инструмента достижения целей национального плана и стратегии развития Казахстана в сфере цифровизации и развитии человеческого капитала. В исследовании были использованы методы изучения и анализа специальной литературы, нормативных правовых актов, национальной статистики, сравнения национального законодательства и законодательства стран Евразийского экономического союза, а также составлен SWOT-анализ. В статье анализируется национальный опыт в сфере развития института оказания услуг в электронном виде. Авторами выделены сильные и слабые стороны внедрения процесса повышения квалификации посредством использования единой электронной платформы. Приведены выводы о том, что создание такой платформы приведет к положительным результатам развития и модернизации трудовых отношений и отношений, непосредственно связанных с трудовыми. Материалы статьи могут быть использованы заинтересованными лицами, связанными с работой в сфере развития института повышения квалификации кадров, а также в сфере осуществления цифровизации образовательных услуг.

Ключевые слова: трудовые отношения, повышение квалификации, электронные услуги, обучение.

Introduction

As a result of the declaration of the COVID-19 coronavirus as a pandemic by the World Health Organization in 2020, the leaders of countries on a global scale, to protect the lives and health of their citizens, took the necessary measures to combat the new virus. These measures affected relations in all spheres of social life, including labor relations. The fight against the COVID-19 coronavirus pandemic has led to the modernization of labor relations between employees and employers through the maximum possible implementation of labor functions in an electronic format in remote access mode.

For the primary time within the history of independent Kazakhstan, on March 16, 2020, a state of emergency on a national scale was introduced based on the President's (K.Tokayev) Decree as known as On the introduction of a state of emergency in Kazakhstan, with the quarantine introduction and the adoption of prohibitive and restrictive measures, which, among other things, affected labor relations (https://online.zakon.kz/Lawyer).

Minister of Digital Development, Innovation, and Aerospace Industry A.Zhumagaliyev called for

receiving public services online and noted that 80% of these services can be obtained via the Internet without contacting public service centers (https://www.zakon.kz).

Taking into account the situation in 2020, at the forum «Digital 2021» held in Almaty on February 05, 2021, Prime Minister of Russia M.Mishustin famous that in the conditions of self-isolation, digital solutions have become the link of society (https://www.zakon.kz).

Modernization of labor relations against the background of the fight against the COVID-19 coronavirus pandemic has led to a few changes and increments to the Kazakhstan's labor legislation through appropriations of the adoption of new laws:

- regarding the procedure for amendments and additions to certain legislative acts in the labor field (May 4, 2020, No. 321-VI Law);

- regarding issues related to changes and additions to certain legislative acts in the field of healthcare (July 7, 2020, No. 361-VI Law);

- regarding the issues of amendments and additions to certain legislative acts in the field of human resources services (December 19, 2020, No. 386-VI Law) (https://online.zakon.kz/ Lawyer).

Material and Methods

The following methods were used in the research: - the method of studying and analyzing specialized literature (12 sources), regulatory legal acts (18 sources), national statistics (3 sources), etc. (12 sources); the method of comparing national legislation and the legislation of the countries of the Eurasian Economic Union (4 sources), the method of compiling SWOT analysis. In total, 49 sources were used in the research. The analysis of the domestic experience of the development of the institute of the organization of the provision of services in e-form is made. Through SWOT analysis, the results of the research are highlighted the strengths and weaknesses of the implementation of the professional development program through the use of a unified e-platform.

The main part

Labor relations – relations between an employee and an employer that emerge within the work out of the rights and obligations stipulated by the Kazakhstan's labor legislation, the fundamentals of the labor, collective agreement and acts of the employer (https://online.zakon.kz/Lawyer). One of the components of labor relations is to improve the professional suitability of personnel by improving their skills.

Personnel refers to the composition of employees of a particular branch of activity, production, and qualification is the degree of fitness and the level of status for any sort of work (Ozhegov 1978: 239,250).

Worker capability – the level of information, abilities, proficient aptitudes, and work involvement of the worker (Yushkina 2016: 35).

Professional development, agreeing to the Kazakhstan's labor legislation, may be a form of proficient preparing that permits you to preserve, grow, develop and progress already procured proficient information, abilities, and capacities.

The first President of Kazakhstan N. Nazarbayev noted that knowledge, innovations, and ways of their practical application are increasingly used as a source of profit; a new type of economic development makes it necessary for employees to change their profession several times during their lives, constantly improve their skills; the sphere of education significantly intersects with the economic sphere in the information society, and educational activities become the most important component of its economic development, a factor in overcoming backwardness; Continuing education and adult education are becoming increasingly important; recent decades have been characterized by an acceleration in the updating of technologies and knowledge in various fields of human activity (https://online.zakon.kz/Lawyer).

By the No. 827 Kazakhstan Government's decree (December 12, 2017) was approved by the Digital Kazakhstan program, the reason for this depends on accelerating the development of the economy and improving the quality of life of the population through the use of computerized achievements in the medium term, also to create conditions for the transition of the economy of Kazakhstan to a completely modern direction of improvement, which guarantees the creation of a digital economy in the long term. The Digital Kazakhstan program's most headings are aimed at the economic sectors digitalization, the move to a computerized state, the digital silk road implementation, the human capital development, the innovative ecosystem creation (https://primeminister.kz).

The Kazakhstan's labor legislation creates taking under consideration the time's prerequisites. Thereby, based on the Law, that was about regarding the procedure for amendments and additions to certain legislative acts in the labor field (May 4, 2020, No. 321-VI), the provisions of the Kazakhstan's Labor Code were supplemented by special concept of a unified data framework for bookkeeping for work contracts, as well as the plausibility of utilizing e-documents certified by an e-computerized signature:

- the unified system of accounting for labor contracts, according to the Kazakhstan's Labor Code (article 1), is an information system designed to automate the accounting of labor contracts, labor activity, and the number of employees;

- the employer issues acts, following the Kazakhstan's Labor Code (article 11), within its competence under the Kazakhstan's Labor Code and other regulatory Kazakhstan's legal acts, agreements, the employment contract, collective agreement. The employer's acts are compiled in writing or the form of an e-document certified by an e-signature;

- an employment contract, by the Kazakhstan's Labor Code (article 33), is concluded in writing in at least two copies and signed by the parties. The conclusion of an employment contract, making changes and additions to it can be made in the form of an e-document certified by an e-computerized signature (https://online.zakon.kz/Lawyer).

The qualification of personnel is closely interrelated with the labor relations between employees and the employer and depending on its level. A high level of capability influences the measure of the compensation, the foundation of motivating force installments to the worker within the shape of individual additional charges and stipends, advances career development, gives need to staff diminishment, and a moo level can lead to the end of work relations.

The Kazakhstan's legislation sets up the rights of employees to professional development, and for some categories of employees, under the established procedure, the duty of professional development is fixed. For example, the duty to constantly improve their skills is assigned, by the national legislation (https://online.zakon.kz/Lawyer), to the taking after work force: public servants, civil servants, judges, advocates, legal consultants, private bailiffs, notaries, judicial experts, etc.

Among the part states of the Eurasian Economic Union (Armenia, Kazakhstan, Belarus, Kyrgyzstan, Russia), there is a process of harmonization of legislation, in connection with which, we conducted a comparative analysis of labor legislation in the field of professional development.

It may be vital to pass capability examinations to perform work or to be designated to a position that requires uncommon proficient information. The necessities for capability and the method for conducting capability examinations, following the Armenia's Labor Code (article 88), are built up by the employer beneath the prerequisites of laws and other lawful acts.

The employer, according to the Armenia's Labor Code (article 113), has the correct to end an business contract concluded for an inconclusive period, as well as an work contract concluded for a unequivocal period, some time recently the expiry of its legitimacy period in case of error worker position or work performed, given that the employer might, inside their capabilities advertised to the representative another work comparing to his proficient preparing, skills, health, and the employee refused the offer of work.

Employees who have received a take note of end of a work contract in case of non-compliance of the representative with the position or work performed, following the Armenia's Labor Code (article 201), may be sent for training or advanced training in a specialty that meets the requirements of the labor market. The procedure for their professional training or professional development is built up by the Armenia's legislation (http://www.parliament.am).

An employment contract, following the Balarus' Labor Code (article 42), concluded for an inconclusive term and fixed-term work contract some time recently the expiry of the legitimacy period can be ended by the employer in case of error worker position of the civil servant (profession working) or the exercise of labor functions is conditioned by the need for training, which motivates you to continue doing this.

Employers ensure the professional development of their employees in the cases and in accordance with the the Balarus' Labor Code (article 220¹). In other cases, the need to improve the skills of employees is determined by the employer.

Professional development of employees is carried out in institutions of additional adult education, other educational institutions, other organizations that, under the legislation, are allowed the proper to carry out instructive exercises, implementing educational programs of additional adult education.

For undergoing advanced training of employees, employers are obliged to form the fundamental conditions for combining work with getting fitting instruction, to provide guarantees established by the Labor Code, the collective agreement, the agreement, the employment contract.

When the employer sends an employee for advanced training, the employee is given with ensures built up by the Government of Belarus or its authorized bodies (https://online.zakon.kz/Lawyer).

which provided by the Kazakhstan's Labor Code (article 52),

Employers have the right, which provided by the Kazakhstan's Labor Code (article 52), that allows them to terminate employment contracts with employees if they do not correspond to the position they hold, or they do not have the proper capabilities to perform the work assigned to them, and this must be confirmed by special certification results, but the termination of the employment contract for the desired reason should be based on a special choice of the certification commission, which necessarily includes an employee agent. The collective agreement or acts of the employer define a special strategy, as well as the conditions and terms of certification intended for its employees

The require and scope of proficient advancement for the functioning and development of the organization, according to the Kazakhstan's Labor Code (article 118), are decided by the employer. Instructive programs of progressed preparing ought to be centered on learning outcomes and take into account the requirements, if appropriate professional standards are available, for the implementation of a comprehensive system for confirming compliance and assigning qualifications.

The manager conducts proficient advancement of workers or other people who are not in an business relations with him (the trainee):1) specifically within the organization (at the employer); 2) in instructive organizations; 3) in other organizations that provide professional development of personnel.

Professional development of trainees sent by employers for special training is carried out at the expense of the employer or other means, which should be provided for in individual or collective agreements on training.

Workers experiencing progressed preparing may, by assention with the manager, be discharged from work or perform work on a part-time premise.

In the agreement, the collective and (or) the employment contracts can provide benefits and compensation payments that are associated with learning.

The employer assists educational organizations that implement educational programs to improve the skills of personnel (https://online.zakon.kz/ Lawyer).

The right of the employer, which provided by the Kyrgyzstan's Labor Code (article 195), to conduct proficient improvement of workers within the organization, and on the off chance that fundamental in instructive organizations on the terms and within the way characterized within the collective assention, understandings, and business contract. In cases given for by laws and other administrative lawful acts, the boss is obliged to carry out proficient improvement of workers, in the event that proficient improvement may be a condition for them to perform certain sorts of exercises.

To stimulate the growth of professional skills and qualifications, increase creative activity, determine the business qualities of the employee, improve the organization's activities and promote the employee, as well as the compliance of his / her position, the employer, according to the Kyrgyzstan's Labor Code (article 197), has the right to conduct employee certification.

A business contract concluded for an inconclusive period, as well as a fixed-term business

contract some time recently the termination of its legitimacy, following the Kyrgyzstan's Labor Code (article 83), may be ended by the manager within the occasion of deficiently capabilities, affirmed by the comes about of certification, certificates of noncompliance with labor measures, acts of imperfect products and other information (https://online. zakon.kz/Lawyer).

An employment contract, according to the Russia's Labor Code (article 81), may be ended by an manager in the event that an worker does not comply with the position held or the work performed due to deficiently capabilities affirmed by the comes about of certification. The strategy for certification is built up by the labor legislation and other regulating legitimate acts containing the standards of labor law, nearby regulating acts embraced taking into consideration the supposition of the agent body of workers. S.Andreeva and others famous that the conclusions of the confirmation commission on the commerce qualities of the worker are subject to assessment by the manager in conjunction with other circumstances (Andreeva 2020: 128).

The employer, according to the Russia's Labor Code (article 196), determines the need for training of employees (professional education and vocational training) and additional professional education, as well as sending employees to undergo an independent qualification assessment for their own needs. Training of employees and additional professional education of employees, sending employees (with their written consent) to undergo an independent qualification assessment are carried out by the manager on the terms and within the way decided by the collective understanding, agreements, and employment contract (https://online.zakon.kz/Lawyer).

The labor legislation of the part states of the Eurasian Financial Union builds up the correct of an manager to end business relations with an representative based on deficiently qualifications of the representative. In this way, there's a one-sided activity to end the work contract for this reason. However, we would like to note that there's another encounter in universal labor law: I. Filipova as an illustration, the highlights of the lawful direction of labor in France are considered, which stipulates that the obligatory conditions of an business contract, counting the proficient capability of an representative; the French employer,; the French employer, according to the Law of 05.03.2014 «On vocational training, employment and Social democracy», must advise a modern worker that each two a long time he has the proper to proficient advancement, counting progressed preparing; French managers are straightforwardly obliged to advance the proficient improvement of workers, something else the worker can start the end of the work contract with monetary sanctions against the manager who has not satisfied his obligation (Filipova 2020: 20).

When comparing the labor legislation of the members of the Union of Eurasia, built up next – the Establishment of the modern innovations of labor relations and relations specifically related to labor as of now laid down in the Kazakhstan's Labor Code (article 138), where the plausibility of application within the handle of data and communication advances, which in turn, is the beginning point for the use of such innovations within the preparing of the workers.

We are able concur, around the same time, with the conclusion of I.Glotova, who notes that in modern conditions, the need for professional training, additional professional education of employees is of great strategic importance and is due to the high rate of development of the information society and the introduction of its achievements in all areas of labor activity (Glotova 2019: 112).

Also, according to O.Belenko, scientific and technological progress requires and forces each employee to systematically improve their skills, and therefore every 3-5 years, many specialists have additional labor relations related to professional development (Belenko 2016: 93).

Kazakhstan's president K.Tokayev in his address to the Eurasian Economic Union members' heads noted – the world today is in a state of turbulence; the continuing instability of the world economy and financial markets is aggravated by the negative impact of the coronavirus pandemic; it has exposed numerous problems in international relations, led to a rethinking of established models, principles and instruments of economic cooperation. Also was raised she issue of establishing comprehensive digitalization as a driving force for the economic development of the union (http:// www.eurasiancommission.org).

The Eurasian Intergovernmental Council, at its meeting on February 5, 2021, considered a

report on the macroeconomic situation in Eurasian Economic Union states and proposals in the field of ensuring sustainable economic development. The Eurasian Economic Commission invited countries to stimulate innovation, develop financial systems and invest in human capital to restore their economies. Among the priority areas of scientific and technological development, the Commission also includes modern information technologies. Also, the authors of the report stated that the key factor of competitiveness is human capital. Important goals and objectives for the state were identified: the development of the education system taking into account the latest needs of the labor market; the development of new technologies for the mass education of talents; the development of the system of additional education, taking into account technological progress and changes in the qualifications of adults (continuing education); the development of the health system using the process of public participation in the field of preventive medical services; the provision of special social elevators for certain categories of the population; the creation of a special system of social assistance. (http://www.eurasiancommission.org).

It should also be noted that on April 7, 2020, Kazakhstan approved the National development plan of the Information Sector for 2020-2022, which indicates the functioning of various multimedia training platforms in some countries with articles, video lessons, and useful materials for beginners and active journalists. It is also indicated that the opening of a similar portal in Kazakhstan based on existing educational sites will allow journalists to gain new knowledge and skills, as well as constantly improve their skills (https:// online.zakon.kz/Lawyer).

We believe that the opening of an educational platform (a unified electronic platform) for professional development in Kazakhstan should be targeted not only for a separate category of personnel-journalists but also for all categories of personnel in Kazakhstan.

Taking under consideration the reality that the Kazakstan's legislation has prerequisites for the creation of a unified electronic platform for proficient advancement in Kazakhstan, to legitimize the creation of such a platform, we conducted a SWOT analysis, the results of which are appeared in table 1.

Table 1 – Results of the SWOT analysis of creating a unified electronic platform for the professional development of personnel inKazakhstan

Strengths	Weaknesses
S1 Convenience and accessibility of the platform for mass professional development	W1 Lack of Internet in some regions of Kazakhstan
S2 Straightforwardness of the showcase for the arrangement of educational services within the field of progressed preparing.	W2 Internet crashes
S3 Conducting the final certification based on the results of the selected advanced training	
course	
Opportunities	Treats
O1 On-the-job professional development courses	T1 Cyberattacks
O2 Transparency of accounting for information about issued certificates of successful completion of the advanced training course	T2 Unfair use of platform materials for profit
O3 Strengthening the institution of fair competition of educational services in the field of advanced training	<u> </u>
O4 Growth of consumers of educational services in the field of advanced training	

Results and Discussion

The SWOT analysis allows us to proceed to the discussion of the results obtained.

The Point S1. Scientific, technical, and socioeconomic changes within the advanced world society are characterized by the truth that the process of production, accumulation, processing, storage, and transmission of information is currently the main activity. The modern labor market is becoming more demanding for specialists of all professions, it involves not only the availability of basic professional knowledge but also the skills and abilities to use modern information resources productively and constantly master new scientific knowledge (Aleksandrova 2020: 5).

In modern education, it is very often with the help of multimedia tools that are developing and improving, more and more e-software and methodological training products are being developed (Jahontova 2020: 29).

In 2019, 142,435 people were graduated from higher educational institutions in Kazakhstan.

The number of employed people by the main types of economic activity in Kazakhstan as of the 3rd quarter of 2020 amounted to 8,713.1 thousand people (https://stat.gov.kz)

K.Tokayev in his address to the Kazakhstan's people noted that economic development in the new realities should be based on seven basic principles, including the principle of human capital development, investment in a new education type. To extend the level of education of citizens, their advanced information, the Government was instructed to develop a Concept of continuing Education. This document ought to give for the dynamic presentation of elective choices for nonformal education, the acknowledgment of the comes about of autonomous learning, and the certification of proficient abilities.

The system of professional education should be reoriented to the arrangement of competencies that are in request within the labor advertise. Digitalization is not following a fashion trend, but a key tool for achieving national competitiveness. Digital inequality must be eliminated, and greatest get to to the Web and high-quality communication for all citizens must be ensured (https://www. akorda.kz).

The convenience and accessibility of the platform will be reflected in the rational use of the staff of their time, i.e. everyone will choose the most convenient time for training. Receiving educational services in e-form will have a positive impact on reducing the costs of consumers associated with moving and living, as the consumer will be able to choose the service provider that interests him, regardless of his location.

The services that will be provided by a unified e-platform can be divided into categories and areas of activity. Advanced training courses can be divided into mandatory and general.

The use of such an Internet resource will make the process of continuing education fast, affordable, and high-quality.

The Point S2. The provision of educational services through the use of a unified e-platform will lead to the transparency of the market for such services, make conditions for the improvement of this industry, and increase competition among service providers. Fair competition between service providers will have an impact on the cost and quality of services. Consumers of services will be able to compare the products of all service providers and choose the most suitable ones for themselves.

The Point S3. The process of conducting a mandatory certification for the user-selected training course will create any warranty for the adoption of certification employers and state control on the use of this online resource will reinforce the guarantee. Issuance by a unified e-platform of certificates of a single sample, indicating in them information about who, when, what course at which service provider passed the advanced training course. In e-certificates, it is essential to supply a required list of information of the provider and shopper of services. There will also be a need to create a register of issued certificates, indicating in them the confirming information about the validity of the certificate. To quickly verify the validity of certificates, in addition to specifying the number and date, you can use QR codes. In such circumstances, employers will no doubt that the employee has improved their skills and received the appropriate certificate.

The Point W1. The lack of Internet in remote regions of Kazakhstan excludes the possibility of personnel living in such regions receiving the services of a unified e-platform for professional development. However, it ought to be famous that this issue is under constant state control and measures are being taken to connect remote regions of Kazakhstan to the Internet. For example, in 2020, high-speed Internet was provided to the most remote area of the Kostanay region – Dzhangeldy district, after which residents of the settlements of Kalamkarasu, Suzhargan, Akshyganak, Kokalat, Aralbay, Torgay, Tauysh were able to use the Internet (https://www.zakon.kz).

The Point W2. When creating and using a unified e-platform, you should not exclude the occurrence of certain technical failures. Internet failures occur periodically on the territory of Kazakhstan, for example, this happened on January 08, 2019, October 14, 2020, January 08, 2021. During the state of emergency in 2020 in Kazakhstan, the load on the networks at the height of the pandemic was unprecedented, but the country's operators quickly got their bearings - and therefore there were no global problems. Due to a large number of simultaneous connections, the portals for receiving public services failed (https://www.zakon.kz). Taking into account the possibility of technical failures, a backup system for storing and recording data from the e-platform should be provided to prevent the irretrievable loss of information about service consumers and certificates issued to them based on the results of the certification.

The Point O1. Modern education is based on a new paradigm of education, which is based, among other things, on the transition from the ideology of lifelong learning to the ideology of lifelong learning, and this can be due to the require for a person to constantly update their knowledge and skills throughout their active working life following the emergence of new generations of technology and technology (Moskvitin 2020: 17).

On-the-job training courses will create favorable conditions for both employees and employers. Employees will be able to choose the most convenient time to take advanced training courses at their discretion, which will not affect the reduction of working hours or the departure for study leave. For employers, the ability of employees to improve their skills on the job will also have a positive impact, since the working process (production) will not be interrupted or stopped during the training of employees.

The Point O2. Transparency of accounting for information about the issued certificates of successful completion of the advanced training course will allow monitoring the provision and receipt of such services at a higher level. To verify the identity of consumers of services, you can use such a tool as registration on a unified e-platform by using an e-digital signature and also provide alternatives to using such a tool - registration based on identity documents and the use of onetime passwords by users who are registered in the mobile database of e-government. Besides, in the system of such an Internet resource, service providers should provide and fix the optimal amount of time that service consumers should spend on mastering the advanced training course. A complete and reliable description of their products by service providers will allow you to analyze the state and quality of services and make ratings for individual indicators.

The Point O3. Attracting educational service providers to a unified e-platform will strengthen the institution of fair competition in this area. Service providers themselves will be interested in the quality and availability of materials for training consumers. The transparency of such an online resource will allow consumers to choose the necessary material for professional development concerning price and quality. Providers of such services will monitor and adjust prices against the background of the competition, depending on the demand from consumers. It is worth noting that the training of personnel for whom this process is mandatory may differ in price (the price will be higher), but against the background of competition between service providers, the prices for this kind of product will be different, that is, if one supplier wants to attract the greatest number of consumers to their product, then the price should be attractive.

The Point O4. The transition to the provision of educational services in an e-format will lead to the growth of consumers of services. The natural growth of consumers of services will occur because a unified e-platform will cover the entire territory of Kazakhstan. And for service providers, the limited space for providing professional development services will disappear.

The share of computer clients matured 16 to 74 a long time as of the conclusion of 2019 was 82.5%, which shows an increment within the number of clients by 35.1% compared to the information as of the conclusion of 2011. The share of Web clients matured 16 to 74 a long time as of the conclusion of 2019 was 86.6%, which indicates an increment within the number of clients by 37.1% compared to the information as of the conclusion of 2011. The advanced education level of the of Kazakhstan's populace matured 6 to 74 a long time as of the conclusion of 2019 was 82.1%. The share of organizations utilizing computers as of the conclusion of 2019 was 83.9%, compared to the information as of the conclusion of 2011, this figure expanded by 18.7%. The share of organizations with get to the Web as of the conclusion of 2019 was 81.1%, compared to the information as of the conclusion of 2011, this pointer expanded by 25.7%) The share of organizations with Web assets as of the conclusion of 2019 was 19.9%, compared to the information as of the conclusion of 2011, this marker diminished by 0.5% (https://stat.gov.kz).

The Point T1. In the era of information technology development, the main threat to them is cyberattacks on Internet resources. As an example, we can cite the news about the data leak of 11 million Kazakhstanis in 2019: a ready-made database of fresh data on people was publicly available. The link to the server with personal information was found by the specialists of the center for analysis and investigation of cyberattacks (https://www.zakon. kz).

The commonly accepted definition describes cybercrime as any act in which computer systems are the instrument, target, or place of criminal activity (Vasil'eva 2019: 5).

To minimize cyberattacks on a unified e-platform, it is necessary to ensure the information security of such an Internet resource.

Information security – the protection of data, information, knowledge, and supporting infrastructure from accidental or intentional impacts of a natural or artificial nature. These impacts can cause unacceptable damage to the subjects of economic and information relations at all levels, owners, and users of information resources, production, and support infrastructure (Barabanova 2020: 202).

Key features of information security:

- confidentiality – the state of information in which access to it is carried out only by subjects who have the right to do so;

- integrity-ensuring the immutability of information, i.e. avoiding its unauthorized modification;

- accessibility-to avoid temporary or permanent concealment of information from users who have received access rights (Rychago 2017: 10).

Kazakhstan's Law, that named On Informatization (article 5) provides that the arrangement, advancement and security of state e-data assets, data frameworks and broadcast communications systems, guaranteeing their interaction in a single data space is one of the most tasks of open organization within the field of informatization (https://online.zakon.kz/ Lawyer).

The Point T2. Materials posted on a unified e-platform can be used by anyone for their benefit, and this is unacceptable and work should be done to prevent the commission of such actions.

The intellectual property right is revered in Kazakhstan's Civil Code (article 125): within the cases and way built up by the code which recognized the special select right of citizens or lawful substance to the comes about of imaginative mental movement and compared to them implies of individualization of a lawful substance, items of normal or legitimate people, of their works or services (brand title, trademark, service mark, etc.); The use of special results of mental imaginative action and especially important means of individualization, which are the object of selected rights (rights in the field of intellectual property), can be carried out by third parties only with the consent of the actual copyright holder, but in cases given for by the Kazakhstan's legislative acts.

Unfair competition, according to the Kazakhstan's Business Code (article 177), is any activity in a competition pointed at accomplishing or giving illegal preferences. Unfair competition is disallowed (https://online.zakon.kz/Lawyer).

Conclusion

The conducted study of the prerequisites available in the national legislation for creating a unified e-platform for the professional development of personnel, taking into account the events of 2020 (coronavirus), which undoubtedly left a significant mark on the consciousness of the world community, leads to the conclusion that it is now possible to implement national plans for the human capital development and continuing education using digitalization tools.

The considered issues of creating a unified e-platform for the professional development of personnel showed that the use of such an Internet resource has strengths and weaknesses, there are some problems and promising opportunities. At the same time, Kazakhstan already has experience in using such e-platforms – a unified e-trading platform, a specialized e-trading platform, a unified e-labor exchange.

The digitization of such educational services as training will provide the national labor market a large number of qualified personnel as the receipt of such services in e-format will simplify the process of training – consumers will be able to engage in continuing education anytime anywhere, also get the opportunity to choose the services of any national service provider. The procedure for employers to check the certificates of advanced training issued by the unified e-platform based on the results of the certification will not take much time.

The use of this platform will lead to an affordable, fast, and high-quality professional development of personnel, and the state control of this Internet resource will create guarantees for personnel that employers accept certified training results.

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