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**«SEGMENT» APPROACH TO THE DEVELOPMENT
OF WOMEN'S ENTREPRENEURSHIP AND BUSINESS IN KAZAKHSTAN**

Formation and development of small business is one of the priority directions of socio-economic policy of any state. An important component of small business is women's entrepreneurship and business because in Kazakhstan women represent half of entrepreneurs. However, the number of unemployed women is 55.2%, so it is necessary to involve them in business and create conditions for socio-cultural adaptation of women in business and business. This will not only reduce female unemployment by creating small businesses, but will also ensure the dynamic development of small businesses. In this regard, the necessity of defining the gender structure of small women entrepreneurship and business in Kazakhstan is justified, a «segmented» approach to the study of women's entrepreneurship and business is proposed, which will ensure the exact orientation of measures of state support for women's business and business in Kazakhstan, increase their effectiveness, and ensure the growth of women's entrepreneurship and business.

Key words: women entrepreneurship and business, gender structure, «Segmented» approach.

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**Қазақстандағы әйелдер кәсіпкерлігі мен бизнесін дамытудағы
«сегменттеу» тәсілі**

Шағын кәсіпкерлікті қалыптастыру және дамыту – кез келген мемлекеттің әлеуметтік-экономикалық саясатының басым бағыттарының бірі. Шағын кәсіпкерліктің маңызды компоненті – әйелдер кәсіпкерлігі және бизнесі, себебі Қазақстанда әйелдер кәсіпкерлердің тең жартысын құрайды. Алайда, жұмыссыз әйелдердің саны 55,2% -ды құрайды, сондықтан оларды бизнеске тартуға және кәсіпкерлік пен бизнесте әйелдерді әлеуметтік-мәдени бейімдеуге жағдай жасау қажет. Бұл шағын бизнес құру арқылы әйелдердің жұмыссыздық деңгейін төмендетіп қана қоймай, шағын бизнестің қарқынды дамуын қамтамасыз етеді. Осыған байланысты Қазақстандағы кіші кәсіпкерлік пен бизнестің гендерлік құрылымын анықтау қажеттілігі ақталды, әйел кәсіпкерлігін және бизнесті зерттеуге арналған «сегменттелген» тәсіл ұсынылды, ол Қазақстандағы әйелдер кәсіпкерлігі мен бизнесін қолдаудың мемлекеттік шараларының нақты бағдарлануын қамтамасыз етеді, олардың тиімділігін арттырады және әйелдердің кәсіпкерлігі мен бизнесінің өсуін қамтамасыз етеді

Түйін сөздер: әйелдер кәсіпкерлігі және бизнес, гендерлік құрылым, «Сегменттелген» тәсіл.

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**«Сегментный» подход к развитию
женского предпринимательства и бизнеса в Казахстане**

Становление и развитие малого бизнеса является одним из приоритетных направлений социально-экономической политики любого государств. Важной составляющей малого бизнеса является женское предпринимательство и бизнес, т.к. в Казахстане женщины представляют

половину предпринимателей. Однако, число безработных женщин составляет 55,2 %, поэтому необходимо привлекать их в бизнес и создавать условия для социокультурной адаптации женщин в предпринимательстве и бизнесе. Это позволит не только сократить женскую безработицу путем создания субъектов малого бизнеса, но и обеспечить динамичное развитие малого бизнеса. В этой связи обоснована необходимость определения гендерной структуры малого женского предпринимательства и бизнеса в Казахстане, предложен «сегментный» подход к исследованию женского предпринимательства и бизнеса, что обеспечит точную направленность мер государственной поддержки женского предпринимательства и бизнеса в Казахстане, повысит их эффективность, и обеспечит рост женского предпринимательства и бизнеса.

Ключевые слова: женское предпринимательство и бизнес, гендерная структура, «сегментный» подход.

Introduction

Formation and development of small business is one of the priority directions of socio-economic policy of any state. World practice shows that in a market economy, small business is a key factor in the stability and stability of the economy. They help to reduce unemployment by creating new jobs. Developed small business forms a competitive environment in the economy. For example, small and medium-sized enterprises are the basis of the socio-economic model of the EU countries. It has at least 23 million SMEs that provide 70% of employment, 57% of GDP and about 53% of value added. The share of the total number of enterprises in the SME sector in Germany exceeds 99%, in Great Britain 50%, and in France 94% of their total number. (Grazhdankin VA, Grazhdankina OA Practice of state support of small and medium business in the USA and European Union countries // Bulletin of the Leningrad State University named after AS Pushkin – 2011. – Т. 6. – No. 3.) The development strategy of Kazakhstan until 2050 provides for bringing the share of small and medium-sized businesses in the economy from 25.6% to 50%. At the end of 2016, the amount of gross added value generated by small business entities in Kazakhstan's GDP was 18.3%. This is slightly below the level of 2015 (20%)%. ([inform.kz http://www.inform.kz/ru/dolya-vklada-msb-v-vvp-kazahstana-snizilas-na-0-6-v-2016-godu_a_2914507](http://www.inform.kz/ru/dolya-vklada-msb-v-vvp-kazahstana-snizilas-na-0-6-v-2016-godu_a_2914507))

Small business is a combination of several types of business: family, youth, women, ethnic, etc. An important component of small business is women's entrepreneurship and business. in Kazakhstan, women represent 542.9 thousand or 50% of entrepreneurs. However, the number of unemployed women is 55.2%, or 247.1 thousand people. The self-employed accounted for 25% of the total employed population. Self-employed workers carried out their activities in agriculture (43.5%), trade (27.4%), transport services (9.8%) and construction

(8.9%). And the share of women in the number of self-employed is 60%. Therefore, it is necessary to involve them in business and create conditions for socio-cultural adaptation of women in business and business. This will not only reduce female unemployment by creating small businesses, but will also ensure the dynamic development of small businesses.

The need for a scientific study of this problem is also due to the fact that in practice in the process of implementing economic policy and in the vast majority of scientific papers, the gender and cultural characteristics of women's entrepreneurship and business are not considered at all. In some works there are only mentions of the «eastern mentality» of women in Kazakhstan, which hinder the manifestation of leadership qualities.

The object of this study is women's entrepreneurship and business in Kazakhstan.

The subject of the research: the system of economic and gender or socio-cultural relations in the process of development of women's business and business in Kazakhstan.

The purpose of the research: substantiation of methodological and practical approaches to the development of an effective mechanism for attracting and socio-cultural adaptation of women in business and business for a breakthrough in the development of small business in Kazakhstan. Analysis of the socio-economic development of women's entrepreneurship and business will increase the effectiveness of measures in the field of state support for the development of women's entrepreneurship and business and ensure growth.

To achieve the research objective it is necessary:

- to determine the state of women's business and business in Kazakhstan;
- to study the gender structure of women's entrepreneurship and business;
- to justify a «segmented» approach to the research and development of women's entrepreneurship and business;

– to analyze the measures of state support of women entrepreneurship and business in Kazakhstan from the point of view of the «segment» approach;

Material and Methods

The urgency of identifying the gender characteristics of women's entrepreneurship in Kazakhstan and the mechanism for its use are due to the fact that in many cases gender and gender approaches are not used in practice and are applied equally as a sex role. The term «gender» is often used as a synonym for the term «sex». Therefore, in the scientific literature or in the media speeches of practitioners it is emphasized that for women entrepreneurship, in contrast to men's, there are specific features that industries and spheres of activity are characterized as «male» and «traditionally female.» «The main and traditional activities for women entrepreneurs are:

Education – 64% is the proportion of women from the total number of SMEs in the industry,

Accommodation and food services – 64%,

Activities of households – 64%,

Operations with real estate – 60%,

Wholesale and retail trade – 58%,

Health care and social services – 52%. «(Ibragimova L. <http://www.akorda.kz/ru/osnovnie-napravleniya-nacionalnoi-komissii/uchastie-zhenshin/komissiya-po-delam-zhenshchin-info/bole-treti-kazahstanskogo-vvp-sozdayut-zhenshchiny>)

Gender methodology in the analysis of entrepreneurial activity makes it possible to depart from the point of view about the predetermination of female and male roles, statuses and rigid fixation of gender-role models of behavior.

Research methods

Dialectical and historical methods of research are applied; method of structural analysis; method of comparative analysis; method of system analysis; content analysis of the texts of documents.

Results of the study

In accordance with the set, the current state of women's business and business in Kazakhstan is determined; The directions and measures of state support of women's business in Kazakhstan are characterized; the necessity of defining the gender structure of small women entrepreneurship and business in Kazakhstan is grounded; a «segmented» approach to the study of women's entrepreneurship and busi-

ness, to the development of an effective mechanism for attracting and socio-cultural adaptation of women in entrepreneurship for a breakthrough in the development of small business in Kazakhstan.

Literature review

The scientific basis of the study of entrepreneurship, the role of the entrepreneur as a transformer of the economy and society, the status of women entrepreneurs in the social and economic structure of society, gender approach in the study of women entrepreneurship are considered in the fundamental works of the classics of the world social science, such as: M. Weber, V. Sombart, K. Marks, and others. Their further development they received in the studies of modern authorities of economic and sociological science I. Schumpeter, F. Hayek, E. Giddens, N. Smelser, Misesa. In the works of these and other Western authors analyzed the general laws of development of business, studied the characteristics of the evolution of the entrepreneurial class, digested the latest trends in the development of business relations.

The further development of entrepreneurship has led to the emergence of gender issues in entrepreneurship. Their essence is socially and culturally determined differences in the behavior and gender roles of women and men. Psychology, history, sociology, ethnography were the first disciplines that prepared the justification for the category of gender as an interdisciplinary concept, made it respectable in the system of scientific knowledge. Gender studies have made a huge contribution to the development of society's life, to educational, legal, and managerial activities.

The concept of «gender» became in the last third of the 20th century the central category of the interdisciplinary scientific field of knowledge called «gender studies». The beginning of active development of gender studies in Western Europe, the United States and Great Britain dates back to the late 1970s. The differences between the concepts «gender» and «gender» are the subject of lengthy discussions. The difference between the two terms «sex» (gender) and «gender» (sociocultural sex) was introduced by psychologist Robert Stoller and endocrinologist John Money. (R. Stoller (1968) Gender and Gender). The concept of gender was explored by Anne Oakley: «Gender» meanwhile is the subject of culture: it is correlated with the social classification into «masculine» and «feminine» ... the constancy of sex must be recognized, but there must also be (recognized) the diversity of gender. «(Ann

Oakley «Gender, Gender and Society» 1972). The dependence of male or female character traits on the biological sex has already led researchers to reflect on the «nature» of masculinity (masculinity) and femininity (femininity). The definition of «gender» and «gender», the correlation of biological, sexual and cultural in the concept of gender, the priority of the cultural component, while preserving the biological component is considered in the well-known article by Gail Rubin «Women's Exchange: The Political Economy of Gender» (1975). Gail Rubin introduces the concept of «gender / gender system», which she defines as «the set of measures by which society changes biological sexuality into products of human activity, and in which these transformed sexual needs are met.» (Gail Rubin (1975) «Exchange women: «political economy» of the sex «Rubin G. The traffic on Women.» Relter R. Ed. Toward on Anthropology on Women, NY, 1975, 306 c).

For the first time a fairly clear definition of the concept of «gender» appeared in the work of R. Unger. (Roda Unger. (1975) On the Redefinition of Gender and Gender Concepts.) As gender components of western psychologists (R. Unger, G. Rabin, A. Rich), gender stereotypes, gender norms, gender roles and gender identity are singled out. At the same time, emphasis is placed on biological, psychological, cultural differences between the sexes, while underestimating the influence of socially determined factors.

The subject of social science studies was the social content of gender differences in society. However, with the development of the feminist movement in Europe, gender studies have begun to promote gender equality.

When researching women's entrepreneurship and business, it is important to proceed from an understanding of the difference in the notions of «sex» as a biological characteristic and «gender» as a social characteristic. As the American scientist points out, «gender» is «a term introduced by feminists in order to highlight the social aspect of gender differences. When we talk about the difference between the feminine and masculine entities as a distinction between «sex», we mean their biological difference. When they talk about gender, they start from certain sociocultural definitions (definitions) of the concepts of women and men and assume the initially established difference in their social position «(Hornsbey, J. The Oxford Companion of Philosophy .-N. Y., 1995. – P. 305.).

The American sociologist E. Giddens formulated modern views of researchers: «If sex is related to physical, corporal differences between a woman and

a man, then the concept of) gender «affects their psychological, social and cultural characteristics. The distinction between sex and gender is fundamental, since many differences between a woman and a man are caused by causes that are not biological in nature. If the gender of the individual is biologically determined, then the gender is culturally and socially determined. «(Giddens E. Sociology .- M, 1999. – P. 153.)Gender can be considered as a social construct. Social constructivism is based on the notion that the status of a woman and the seemingly natural difference between male and female are not of biological origin. The first source on which the constructivist concept of gender is based is the concept of P. Berger and T. Lukman, which has been widely spread since 1966, when their book «Social Construction of Reality» was published (Berger, P., Lukman, T. Social Construction of Reality, Moscow: Medium, 1995. – 323 p.)Social reality, according to Berger and Lukman, is both objective and subjective. It meets the requirements of objectivity, because it is independent of the individual, and it can be regarded as subjective, because it is created by the individual .. The theory of social construction of gender is based on the distinction between the biological sex and the social category of belonging to sex.

Thus, the gender structure of society is the most important element of the social structure of society as a whole.

Such a methodological approach to the problem of the development of women's entrepreneurship shows that it is in the sphere of interests not only of economic science, but also of sociology, political science, and history. The analysis of the gender structure in the aspect of its design is widely represented in the foreign social science (J. Allen, M. Anderson, C. Griffin, M. Foucault). Identity problems are presented in the classical works of I. Hoffmann, E. Giddens, C. Cooley, J. Mead, E. Erickson.

Sociologists consider two problem areas of research: economic sociology and the sociology of gender relations. In the first direction, research is presented in the field of sociology of entrepreneurship, dedicated to specific entrepreneurial communities and specific aspects of entrepreneurial activity: organizational sociology of entrepreneurship (VG Makeeva, VV Tomilov); phenomenon of ethnic entrepreneurship (A. Portes); the emergence of new organizational forms (H. Aldrich)

One of the most famous modern gender theorists, the author of the theory of the gender system, Robert Connell, proposed his version of the structurally-constructivist approach to the study of gender rela-

tions and enriched gender studies, in particular, such concepts as «gender order» and «gender regimes.» Connell believes that in order to build a multipolar model of the gender system, it is necessary to catch differences in social dynamics, in the processes of change, and to trace their logic. He identifies four dimensions of gender relations, which he considers independent and equivalent, and considers them differentially:

- relationships of power;
- productive relations (division of labor);
- cathexis (emotional relationship);
- Symbolic representations.

Connell emphasizes that all four structures of gender can be present and are often present in the same situation:

«I do not mean that they act in different spheres of life. In practice, they constantly mix and interact. I identified these structures analytically, because tracing their logic helps to understand an incredibly complex reality. This does not mean that reality itself can be broken down into boxes» (Connell, R. W., Oxford: Basil Blackwell, 2002, p. 68).

One of the key issues of modern gender theory: how do gender differences correlate with other types of social stratification, with other types of unequal, power relations? Connell emphasizes that gender as a structure social practice, or as a «composition» (which he also calls «gender order» or «system» intersects, or more precisely, interacts with the race and class, as well as variables such as nationality or a place in the world order (Connell RW *Masculinities*. Cambridge: Polity, 1995. p 75)

Various aspects of women's entrepreneurship and business based on gender theory are devoted to the work of Kazakh researchers: A. Nyssanbaeva, G. Solovieva, R. Sarbaeva, M. Mekebayeva, G. Khasanova, R. Sarsenbaeva, G. Altynbekova, K. Gabdullina, I.B. Suleimenova, B. Bekturganova, A.T. Agelouova I.S. Kletsina, N.A. Usachevov, Samakova, A.B., Nurbekova Zh.A., Shakirova S.M., Sarbaeva R.E., Sarsembaeva R.B., who study the peculiarities of the Kazakhstan practice of using the gender theory.

Of great interest are the works of Kazakhstani sociologists, which make it possible to delve deeper into the essence of the ongoing changes in society. This theme was reflected in the works of Aitov H.A., Azhenov M.S., Beisenbaev D.E., Gabdullina K.G., Shadenova N.U., Nagaibaeva Z.A., Dzhunushova S., Bokontaeva, Kanapyanova R.M., Kylyshbaeva B.N., Zhushupova S., Bekturganova B., Batpenova G.D., Iskakova S.K., Omarova J., etc. According to Kazakh sociologists, «the degree of elaboration of

the problem is due to the fact that in Kazakhstan, women's entrepreneurship, as the reality of modern society became the subject of close sociological, legal, cultural and economic analysis. The essence of women's business in countries with a transit economy requires a special study. (Nurbekova Zh. A. (2000) *Sociological Analysis of Women's Entrepreneurship in Kazakhstan*)

Results and discussion

According to the statistics committee of the Ministry of National Economy, 41.5% of all active SMEs in the country are headed by women. At SMEs, headed by women, 30% of all employees in the SME sector work. In the main, SME-led SMEs operate in the wholesale and retail trade (their share is 51% of the total number of such enterprises), agriculture (15.5%), other services, incl. services for accommodation and meals (13%). («<http://www.akorda.kz/ru/osnovnie-napravleniya-nacionalnoikomissii/uchastie-zhenshin/komissiya-po-delam-zhenshchin-info/bolee-treti-kazahstanskogo-vvp-sozdayut-zhenshchiny>)

However, the gender profile of entrepreneurship in Kazakhstan shows that large business, as a rule, is headed by men. «Women's business is concentrated in the service sector – it's beauty salons, cafes, snack bars. It does not bring much income, but it allows you to feed yourself and the children. Men tend to prefer working in areas where large amounts of money are circulating and they can be obtained right away – oil, gas, government purchases. (Women account for 70% of small businesses.) – Business Resource.

The consequence of these differences is the fact that women make up 60% of the self-employed. The term «self-employment» characterizes the category of people in business who work without registration, without a license. Self-employed women do not contribute to the pension system and do not have social insurance. They are not protected from the point of view of safety of work, regulation of working conditions or reception of hospital leaves.

There is also a significant predominance of men in senior positions at the level of making politically significant decisions. «The number of women executives in the small and medium business – significantly, in the large – is seriously inferior to the share of male managers. Consequently, the presence of women at the decision-making level is about 6 times less than that of men. (Lipovka AV *Gender aspect of management and entrepreneurship in the Republic of Kazakhstan* .- A. Bulletin of KazNU, 2016)

The distinction between sex and gender is fundamental, since many differences between a woman and a man are caused by causes that are not biological in nature. If the gender of an individual is biologically determined, then the gender (gender) is culturally and socially specified.

«The gender approach offers such a way of cognizing entrepreneurship, in which the opposition and the obvious difference between the female and male personality traits, the way of thinking, the behavioral features, connect the biological sex and the characteristics of social identification. Gender methodology in the analysis of entrepreneurial activity makes it possible to move away from the point of view about the predetermination of female and male roles, statuses and rigid fixation of sex-role models of behavior. «

It should be noted that a clear understanding of the gender paradigm has been formed in the foreign scientific community based on the fact that all differences of people are socially constructed. (Theory and Practice of Modern Science No. 5 (5) 2015 www.modern-j.ru)

What are the social designs of women's entrepreneurship and business in Kazakhstan? What is the gender structure of small business in Kazakhstan? These issues in modern economic science and practice of state support of women's business and business in Kazakhstan have not been investigated. Domestic research on gender aspects of entrepreneurship and business is mainly related to issues of gender equality in entrepreneurship and does not consider women entrepreneurs as a social group.

At the same time, the work of individual authors raises the question of the need for special studies of women's entrepreneurship in Kazakhstan. Nurbekova Zh.A. emphasizes that «the relevance of the study of women's entrepreneurship in Kazakhstan is determined by the need for a conceptual analysis of the process of the formation of a social group of women entrepreneurs, the resulting problems and the development of practical recommendations in the field of state policy to support and develop women's entrepreneurship. The study of issues of theory and practice of women's entrepreneurship in countries with a transit economy has not yet received proper scientific development. In the sociological literature, the problems of women's entrepreneurship were considered only in the most general formulation of the question «(Sociological Analysis of Women's Entrepreneurship in Kazakhstan, 2000). The gender approach to each type of small business and business makes it possible

to see its social structure, to consider it as a set of different segments with socio-cultural differences. Each socio-economic «segment» in the structure of women's entrepreneurship and business has its own social identification and a system of value orientations, and adaptive opportunities. The internal structure of each type of small business and business is not considered in the economic literature, and is not taken into account in the practice of state support for small businesses. The identification and accounting of this system will allow us to offer more effective mechanisms for using the resources of state support for small businesses and to increase the women's business community in Kazakhstan. A «segmented» approach to women's entrepreneurship and business would, within the framework of state support, develop more effective mechanisms for attracting potential entrepreneurs – women in small businesses. The active involvement of women in the sphere of small and medium-sized businesses is necessary in order to improve the economic situation of women, reduce unemployment among women, and form a stable middle class of society.

Conclusion, conclusions

1. Small business is a combination of types of business: family, youth, women, ethnic, etc. Women's entrepreneurship and business is an important component of small business in Kazakhstan. women represent more than half of entrepreneurs.

2. Modern achievements in social and economic sciences make it possible to explore women's entrepreneurship as a sociodegenerate community integrated into the system of social relations in all spheres of society and influencing the development of social processes, institutions, phenomena, groups and communities.

3. The development of small business is a key condition for the stability and stability of the economy. At the same time, small business in Kazakhstan does not show significant growth, despite active state support. Small business has not shown growth in recent years, the share of small business in the country's GDP fluctuates within 25%.

4. The gender approach to each type of small business and business makes it possible to see its social structure, to consider it as an aggregate of different segments with socio-cultural differences.

5. The need to study the development of women's entrepreneurship and business on the basis of a «segmented» approach is determined by the fact

that gender, gender, and cultural differences significantly influence the economic behavior of the segment's representatives. form at each «segment» its own social identification and a system of value orientations, and adaptive capabilities.

5. The internal «segmented» structure of women's entrepreneurship and business is not considered in the economic literature, and is not taken into ac-

count in the practice of state support of small business in Kazakhstan.

6. The «segmented» approach to each type of small business would allow, within the framework of state support, to develop an effective mechanism for stimulating the population for a breakthrough in the development of small business in Kazakhstan.

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