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SOCIAL RESPONSIBILITY OF BUSINESS IN THE CONDITIONS OF MODERNIZATION OF KAZAKHSTAN'S ECONOMY

The modern world lives in conditions of acute social problems. Therefore, new effective tools for managing sustainable development are especially important today. As an approved effective tool for sustainable development of the company, the concept of corporate social responsibility has spread throughout the world. Understanding by business leaders of their special, leading role in this work led to the emergence of the term «corporate social responsibility» at the end of the 20th century, which became the most important component of the notion of sustainable development not only of business but of humanity as a whole. The experience of the highly developed countries of the world clearly demonstrates that social problems are not solved only by the state. The commercial sector should also be actively involved in this process, since the well-being of society, stability and competitiveness of a country depend on the responsibility of each member, each civil institution. The main prerequisite for such cooperation is to rely on a socially responsible business. Today, thanks to the actions or, rather, the awareness of entrepreneurship of their role and place in solving state tasks, the terms «socially responsible», «socially oriented» from some virtual model are gradually becoming a reality. Elements of socially responsible entrepreneurship are taking root in the business culture of many Kazakhstani companies. Companies and entrepreneurs create new jobs, do charity work, and do concrete work to develop the social and cultural infrastructure of the city and village.

Key words: social responsibility of business, corporate social responsibility, charitable assistance, social packages.

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Қазақстан экономикасын жаңғырту жағдайында бизнестің әлеуметтік жауапкершілігі

Қазіргі заманғы әлем әлеуметтік мәселелердің өткір жағдайында өмір сүреді. Сондықтан, бүгінгі күні орнықты дамуды басқарудың жаңа тиімді құралдары аса маңызды. Компанияны тұрақты дамытудың тиімді құралы ретінде корпоративтік әлеуметтік жауапкершілік тұжырымдамасы бүкіл дүние жүзіне таралды. Бизнесінің көшбасшылары осы саладағы ерекше, жетекші рөлді түсінуі 20-шы ғасырдың соңында «корпоративтік әлеуметтік жауапкершілік» терминінің пайда болуына алып келді, ол тек бизнестің ғана емес, жалпы адамзаттың орнықты даму ұғымының маңызды құрамдас бөлігі болды. Әлемнің дамыған елдерінің тәжірибесі әлеуметтік мәселелерді тек мемлекет тарапынан шешпейтінін айқын көрсетеді. Сондай-ақ, коммерциялық сектор осы үдерісте белсенді түрде қатысуы керек, өйткені қоғамның әл-ауқаты, тұрақтылығы мен елдің бәсекеге қабілеттілігі әрбір мүшенің, әрбір азаматтық мекеменің жауапкершілігінен тәуелді. Мұндай ынтымақтастықтың негізгі алғышарты – әлеуметтік жауапты бизнеске сенім арту. Бүгінгі

танда, іс-әрекеттердің арқасында немесе мемлекеттік тапсырмаларды шешуде өздерінің рөлі мен орны туралы хабардар болудың арқасында кейбір виртуалды модельден «әлеуметтік жауапты», «әлеуметтік бағдарланған» терминдері біртіндеп шындыққа айнала бастады. Әлеуметтік жауапты кәсіпкерліктің элементтері көптеген қазақстандық компаниялардың бизнес-мәдениетінде көрініс табуда. Компаниялар мен кәсіпкерлер жаңа жұмыс орындарын ашып, қайырымдылық жұмыстарын жүргізіп, қаланың және ауылдың әлеуметтік және мәдени инфрақұрылымын дамыту бойынша нақты жұмыстар атқаруда.

Түйін сөздер: бизнестің әлеуметтік жауапкершілігі, корпоративтік әлеуметтік жауапкершілік, қайырымдылық көмек, әлеуметтік жинақтар.

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Социальная ответственность бизнеса в условиях модернизации казахстанской экономики

Современный мир живет в условиях острых социальных проблем. Поэтому особенно большое значение сегодня приобретают новые эффективные инструменты управления устойчивым развитием. В качестве апробированного эффективного инструмента обеспечения устойчивого развития компании по всему миру получила распространение концепция социальной ответственности бизнеса. Понимание лидерами бизнеса своей особой, ведущей, роли в такой работе привело к возникновению в конце XX века термина «корпоративная социальная ответственность», ставшего важнейшей составляющей понятия об устойчивом развитии не только бизнеса, но и человечества в целом. Опыт высокоразвитых государств мира наглядно свидетельствует о том, что социальные задачи решаются не только государством. Коммерческий сектор также должен активно участвовать в этом процессе, поскольку благополучие общества, стабильность и конкурентоспособность страны зависят от ответственности каждого ее члена, каждого гражданского института. Главной предпосылкой такого сотрудничества является опора на социально ответственный бизнес. Сегодня, благодаря действиям или, вернее, осознанию предпринимательством своей роли и места в решении государственных задач, термины «социально ответственный», «социально ориентированный» из некоей виртуальной модели постепенно становятся реальностью. В бизнес-культуре многих казахстанских компаний приживаются элементы социально ответственного предпринимательства. Компании и предприниматели создают новые рабочие места, занимаются благотворительностью, осуществляют конкретную работу по развитию социально-культурной инфраструктуры города и села.

Ключевые слова: социальная ответственность бизнеса, корпоративная социальная ответственность, благотворительная помощь, социальные пакеты.

Introduction

In today's society, the role of business and entrepreneurship is no longer limited to the creation of jobs, wealth and profit. Having reached a certain level in its development, business should set new tasks. And the business is more civilized, the more significant is its participation in the social life of its city, region, state.

The society, evaluating the activities of an entrepreneurial organization, considers not only production and financial indicators, but also how the organization conducts its activities, cares about its own employees, how much its activity corresponds to the interests of other market participants, residents of its territories, and society as a whole (Borisenko, 2002). Consequently, social responsibility is an original contribution of the

organization to its own foundation. However, today entrepreneurial organizations, consciously or not, ignore responsibility to their employees and the tasks they perform in society. In this regard, at present, the problem of social responsibility of business is becoming very relevant (Bratushchenko, 2005).

«Corporate governance is a system of mutual actions between the company's management bodies, interested parties, which reflects the balance of their interests and is aimed at maximizing profits from the company's activities in accordance with the current and taking into account international standards» (Bulletin of corporate management Kazakhstan, 2010).

The methodological basis of the study is the dialectical method of knowledge. In the process of research, both general scientific methods were used – analysis, comparison, classification, systems ap-

proach, and special methods of cognition – statistical methods.

Materials and methods

For the first time the theme of social responsibility has risen in the United States. In 1905 the movement «Rotary» was created, the essence of which was that materially prosperous people should contribute to the improvement in the professional sphere and society.

In 1995, the leading companies of the European Union formed the so-called Initiative «Corporate Social Responsibility-Europe», which today unites about 50 large corporations. In 1999, the UK developed the international standard Account Ability 1000, designed to measure the performance of companies with ethical positions, a kind of social audit. In 2000, on the initiative of UN Secretary General Kofi Annan, the Global Pact was created calling for the unification of business and civil

society efforts in support of nine principles in the field of human rights, labor relations and the environment. Several hundred companies of the world have already joined this initiative, including Kazakhstan ones.

Foreign experience suggests that this approach gives the company the opportunity to listen and respond to the expectations of its consumers. This is especially important for enterprises operating in areas that cause conflicting assessments of the society: tobacco and chemical corporations, oil producing and pharmacological companies. World experience shows that the quality of life of the population and social stability largely depend on the success of forming a system of partnerships between private entrepreneurship, government and civil society in the social sphere, and on the effectiveness of such partnership.

According to the UN, GSS (or CSR «corporate social responsibility») is divided into two types – internal and external:

Table 1 – Types of CSR (Methodical guidelines «Basic principles of sustainable development and overcoming social inequalities in mining regions», 2009)

Internal refers to	The external GSS refers to
afety in the workplace	social investment and charity
stable, decent pay	care for the environment
guarantee of social and health insurance for employees	company's responsibility to consumers
the provision of additional training to staff: training programs, further training	interaction with the authorities and local communities

In addition, some researchers «break» corporate social responsibility into several levels.

Table 2 – CSR levels (Journal of Sustainable Business, 2008-2017)

First level	Timely payment of taxes and wages, and, if possible, expanding the working staff of the company.
Second level	Providing decent working and living conditions for employees (providing housing, improving skills, etc.).
Third level	Organization of charitable activities.

Literature review

In the world scientific and business literature, devoted to the problems of business and society, many concepts associated with corporate social responsibility are used. Among them, the most famous were the following: actually «corporate social responsibility», «corporate social susceptibility»

and «corporate social goodwill», «business ethics» and «corporate philanthropy», «social problems», «corporate social activities» and «corporate social policy process», «stakeholder management» and «corporate citizenship», «sustainable development» and «corporate sustainability», «corporate reputation» and «socially responsible», «triple reporting» and «corporate social reporting». In the

report of A. De Beetz at the constituent conference of the European Academy of Business and Society of the European Academy of Business and Society, in 2002, 18 basic concepts associated with CSR were mentioned (De Bettings, 2002). The problem of corporate social responsibility is increasingly in demand in the global business community. However, the concept of CSR is perceived predominantly at the level of non-academic definitions submitted by international organizations, business associations

(Blagov, 2003). The growing interest in the problem of corporate social responsibility requires a deep understanding of this concept for developing measures for the practical implementation of socially responsible behavior of business structures. Analysis of the genesis and content of the basic concepts of CSR makes it possible to identify «nuclear» and alternative theories that make it possible to identify various aspects of CSR (Litovchenko, 2003). The table shows the main concepts associated with CSR.

Table 3 – Basic concepts, corporate social responsibility

Russian term (abbreviation)	The original English term (abbreviation)	Key Representatives	Typology
The concepts of «core»			
«Корпоративная социальная ответственность» (КСО)	Corporate social responsibility (CSR, CSR-1)	(Bowen, 1953) (Davis, 1960) (McGuire, 1963) (Sethi, 1975) (Carroll, 1979)	Normative
«Корпоративная социальная восприимчивость» (КСВ)	Corporate social responsiveness (CSR-2)	(Ackerman, 1973: 88-98) (Preston, Post, 1975) (Frederick, 1978) (Carroll, 1979)	Instrumental
«Корпоративная социальная деятельность» (КСД)	Corporate social performance (CSP)	(Sethi, 1975) (Carroll, 1979) (Wartick, Cochran, 1985) (Wood, 1991)	Normative- instrumental
«Alternative» concepts			
Менеджмент заинтересованных сторон (МЗС)	Stakeholder management (SM)	(Freeman, 1984) (Jones, 1999) (Donaldson, Preston, 1995) (Post, Preston, Sachs, 2002)	Normative, instrumental, (descriptive)
«Корпоративное гражданство» (КГ)	Corporate citizenship (CC)	(Logsdon, Wood, 2002)	Normative instrumental, (descriptive)
«Корпоративная устойчивость» (КУ)	Corporate sustainability (CS)	(Van Marrewijk, 2003) (Steurer et al., 2005)	Normative – instrumental, (descriptive)
Source: Igumnov, 2012			

Results and discussion

In recent years, the development of CSR has been gaining momentum in the countries of Central Asia. There are more and more organizations that publish annual reports on their social responsibility. For example, such reports are available on the websites of many banks, telecommunications companies, oil, mining and metallurgical enterprises. However, they are often large organizations that openly speak about their social responsibility. Most small and medium-sized businesses prefer to keep silent about this,

without giving CSR much importance. At the same time, some large companies, understanding social responsibility solely as philanthropy, do not advertise their virtue on pain of attacks from charitable organizations. Nevertheless, the awareness of the need to develop social responsibility of business in the countries of Central Asia is growing every year. However, in each country the interpretation of CSR, as well as the activities of enterprises related to social responsibility are different.

Among the countries of Central Asia, the Republic of Kazakhstan is perhaps the leader in

the field of CSR. After all, the first prerequisites for the development of social responsibility in independent Kazakhstan appeared in the mid-1990s with the arrival of foreign companies that already demonstrated their social responsibility. However, despite this, even literally five years ago the concept of CSR was considered relatively new in Kazakhstan. Today, awareness of the population and domestic companies about the basic principles of social responsibility is growing rapidly. Nevertheless, a common understanding of the CSR concept in Kazakhstan has not yet been formed (Smagulova, 2015).

The rapidly occurring globalization of the world economy permanently increases the level of requirements for its main players. The last year is an increasing number of Kazakh companies, which, when entering the international arena, face an ever-increasing level of requirements and standards for doing business. One of these requirements is the requirement to meet the high standard of corporate governance adopted in international practice. Deep penetration of such standards and principles directly into domestic corporate realities is inevitable and is only a matter of time. However, today a number of domestic companies demonstrate their adherence to

the principles of corporate governance adopted in international practice to varying degrees (Sarsenov, 2009).

As a result of marketing research conducted in Kazakhstan under the CSR conditions, it was revealed about the knowledge of «corporate responsibility», Kazakh enterprises (61%), foreign enterprises (80%), joint ventures (74%).

Despite the fact that many organizations and communities conduct seminars and conferences with the help of the government, they set a goal – to give correct and new information, the level of information on CSR is still at a low level.

Causes of insufficient awareness of enterprises about CSR:

- The director's lack of interest;
- Limited opportunities that impede the development of private business experience in CSR (lack of turnover, lack of CSR experience and promotions, low legal and qualification literacy).

Many Kazakhstani companies understand CSR as social packages and improve the working conditions of personnel, provide charity assistance, and train staff and innovate. This can be seen in the diagram 1 below.

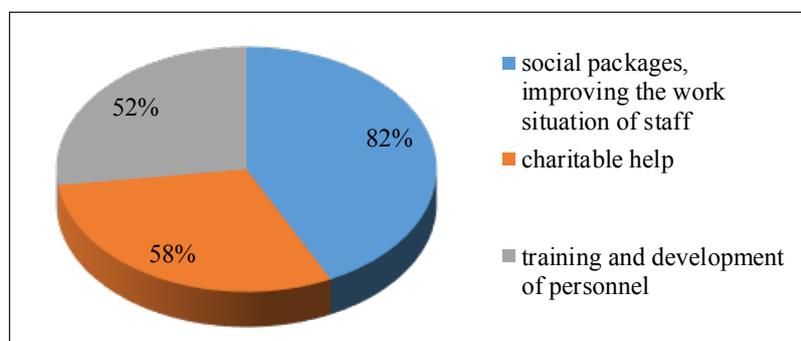


Figure 1 – Understanding of CSR by Kazakhstani enterprises

Joint ventures also implement social packages and improve the working conditions of staff, provide assistance, train staff and innovate, and at the same time, ensure the implementation of environmental projects. This can be seen in Figure 2.

The peculiarity of foreign enterprises is that they, unlike Kazakhstani and joint ventures, pay more attention to a responsible approach to consumers and resistance to corruption. That is, from the 7 figure, one can see that the understanding of CSR by foreign enterprises is broader.

It can be seen from Figure 4 that the majority of companies are aware of the state policy of CSR development (developed and implemented documents, programs, events) from the Address of the President of the Republic of Kazakhstan. The annual Message of the President of the Republic of Kazakhstan is widely distributed throughout the media and in the future will be carried out in accordance with the goals defined in the message of people's policies. In particular, this document calls for social responsibility and business, so the state

requires expanding the policy of social responsibility in business.

The remaining documents and programs of the company are poorly informed, the general agreement on social responsibility between the government, the association of employers and labor

unions (24%), on social responsibility of business, the «Duty» competition (23%), ISO 26000 (21%). Figure 5 shows that in Kazakhstan, as a corporate social responsibility, much attention is paid to charitable assistance and sponsorship agreements. It is understood in a very narrow sense.

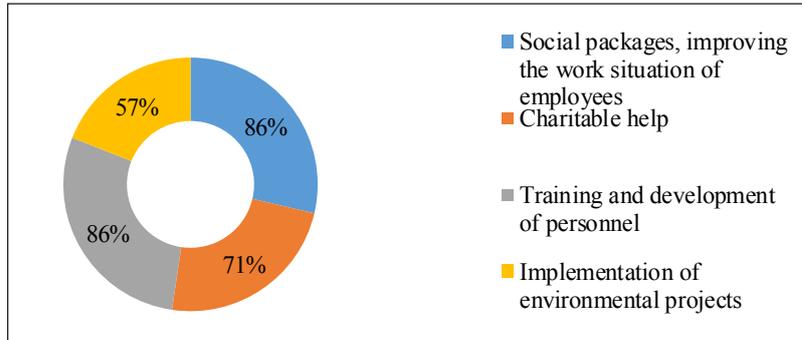


Figure 2 – Conclusion of CSR by joint ventures

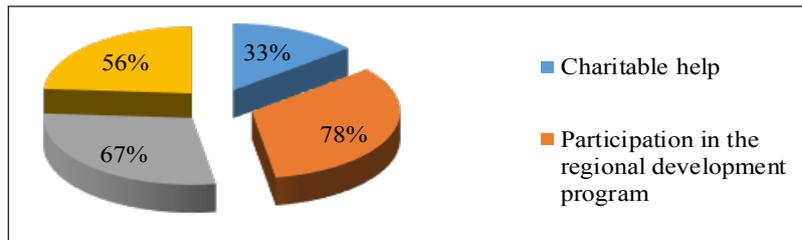


Figure 3 – The concept of CSR by foreign enterprises

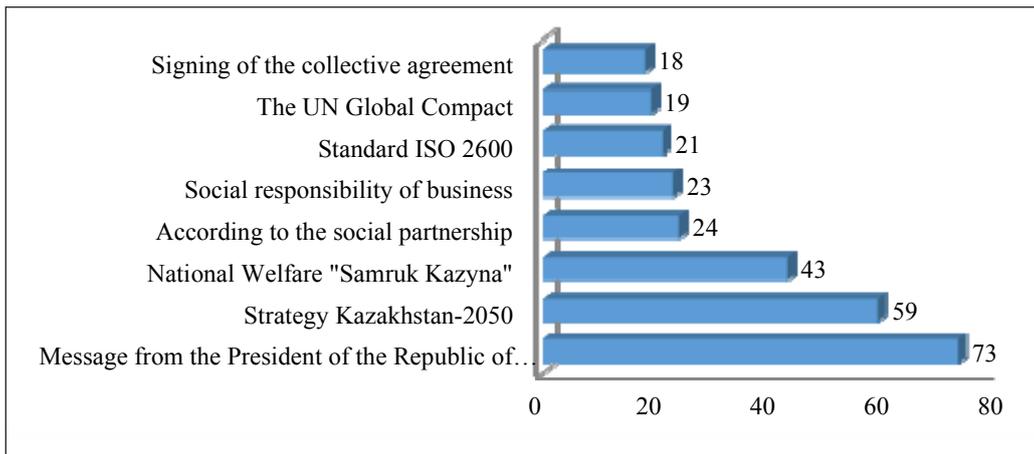


Figure 4 – Awareness of enterprises on the state policy of CSR development (developed and implemented documents, programs, activities)

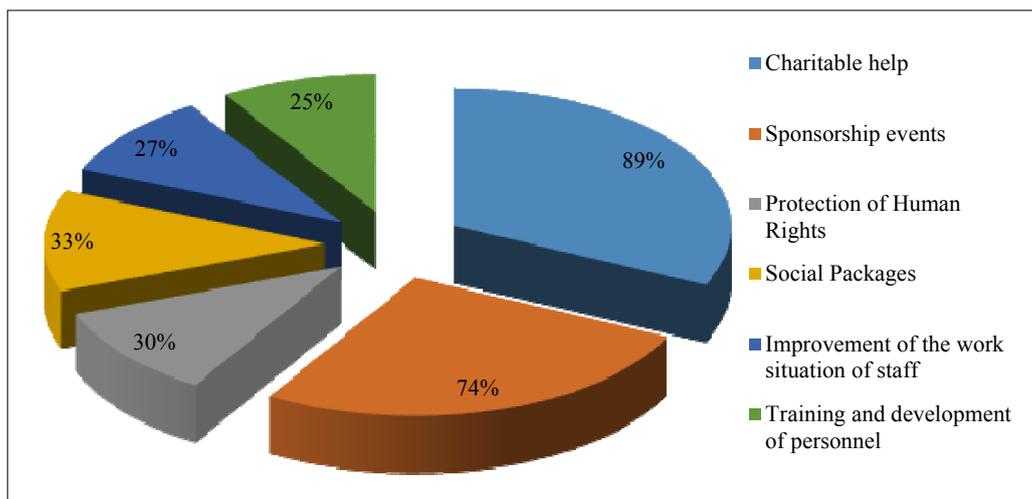


Figure 5 – Implementation of the CSR policy in Kazakhstan (Sange Research Center, 2013)

Over the past few years, the role of business in the development of Kazakhstan's society has increased noticeably. Many companies clearly realized that it is impossible to run a business successfully, functioning in an isolated space. Therefore, the integration of the principle of corporate social responsibility into the business development strategy becomes a characteristic feature of the leading domestic companies.

As a rule, large companies in Kazakhstan pursue a policy in the field of sponsorship and charitable activities on such criteria, as an objective necessity and expediency, transparency and responsibility in decision-making, practical effectiveness of measures, positive impact on improving the company's image, control of the targeted use of funds.

Today, the social responsibility of business is recognized as an important component of the long-term sustainable development strategy of the Republic of Kazakhstan. This is evidenced by the creation of the National Concept of Corporate Social Responsibility of Business in Kazakhstan for 2015-2020. The goal of the concept is to develop a unified approach to the systemic development of CSR and create favorable conditions for the integration of CSR in the activities of companies to achieve sustainable development of Kazakhstan. A distinctive feature of the concept is that it considers a unified approach to the promotion of CSR in Kazakhstan, based on deepening partnerships, in which the state, business and the civil sector play an active role (Smirnova, 2015).

Conclusion

Today, when implementing the principles of social responsibility of business, it is necessary to take into account the positions of various groups within the Kazakh business community. Thus, the principles of social responsibility for small and medium-sized businesses should differ from large corporations. Kazakhstan's big business is ready to implement large-scale and long-term social projects.

Social activity of small and medium-sized businesses, in turn, can be very effective at the local level and when implementing point projects. The state counts on supporting organized business, primarily in the issue of employment. Employers' organizations have direct links to this sector through subcontracting and other commercial agreements, as production systems have deeply penetrated the structure of the informal economy. In this connection, they could influence the formalization of labor relations in this sector, promote respect for workers' rights. Along with participation in the expansion of accessibility of decent work, its role is seen in increasing the responsibility of employers in social support of the population and the development of services.

First of all, this is the creation of an enabling environment in their enterprises. Any employer is interested in the reproduction of labor, the formation and preservation of stable and highly skilled labor collectives. Raising wages based on social negotiations, measures to improve skills, so-called social packages have become an important

component in the work of a number of commercial firms. It is important to participate in the financing and development of the social security system and the social support system as a whole.

The measure of social responsibility of business in this respect should, first of all, be the participation of employers in the development of the mandatory social insurance system and the funded pension system. Thus, corporate social responsibility is becoming a vital necessity today. Social innovations implemented within CSR strategies not only allow companies to demonstrate their civic position, but also become an important marketing tool that enables them to develop new products and directions, create a constant connection with the consumer, thereby contributing to the growth of loyalty

Any business is conducted in a social environment, so ignoring the interests of society is equally disadvantageous both from the political, cultural and economic point of view. Long-term interests of companies cannot be implemented without due financial stability in public circles, which is especially important for large corporations and monopolies. The only way to survive in the face of acute social problems is to introduce measures to ensure such stability. Maximally taking into account the interests of the consumer, companies enlist the support on their part, increasing their own ability to survive. According to business analysts, a skillful business organization aimed at solving social problems can allow an enterprise to significantly increase its profit.

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