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STATUS AND PROSPECTS FOR THE DEVELOPMENT OF SOCIAL RESPONSIBILITY OF BUSINESS IN KAZAKHSTAN

Abstract: In modern 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 must set itself new tasks. And the more civilized a business is, the more significant its participation in the social life of its city, region, state becomes. Society, evaluating the activities of an entrepreneurial organization, considers not only production and financial indicators, but also how the organization conducts its activities, takes care of its own employees, to what extent its activities correspond to the interests of other market participants, residents of the territories of its presence, as well as society as a whole.

Key words: business, entrepreneurship, social responsibility, establishment, organization, development.

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Состояние и перспективы развития социальной ответственности бизнеса в Казахстане

Аннотация: В современном обществе роль бизнеса и предпринимательства больше не ограничивается созданием рабочих мест, богатства и прибыли. Достигнув определенного уровня в своем развитии, бизнес должен ставить перед собой новые задачи. И чем цивилизованнее бизнес, тем весомее становится его участие в общественной жизни своего города, области, государства. Общество, оценивая деятельность предпринимательской организации, учитывает не только производственные и финансовые показатели, но и то, как организация ведет свою деятельность, заботится о собственных работниках, насколько ее деятельность соответствует интересам других участников рынка, жителей территории своего присутствия, а также общества в целом.

Ключевые слова: бизнес, предпринимательство, социальная ответственность, создание, организация, развитие.

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Қазақстандағы бизнестің әлеуметтік жауапкершілігінің жағдайы және даму болашағы

Аннотация: Қазіргі қоғамда бизнес пен кәсіпкерліктің рөлі жұмыс орындарын құру, байлық пен пайда табумен ғана шектелмейді. Өзінің дамуында белгілі бір деңгейге жеткен бизнес өз алдына жаңа міндеттер қоюы керек. Ал бизнес неғұрлым өркениетті болса, оның өз қаласының, облыстың, мемлекеттің қоғамдық өміріне қатысуы соғұрлым маңыздырақ болады. Қоғам кәсіпкерлік ұйымның қызметін бағалай отырып, тек өндірістік-қаржылық көрсеткіштерді ғана емес, ұйымның өз қызметін қалай жүргізіп жатқанын, өз қызметкерлеріне қамқорлық жасайтынын, оның қызметі нарықтың басқа қатысушыларының мүдделеріне қаншалықты сәйкес келетінін, оның орналасқан аумағының тұрғындары, сондай-ақ тұтастай алғанда қоғам.

Түйіндеме сөздер: бизнес, кәсіпкерлік, әлеуметтік жауапкершілік, құру, ұйымдастыру, дамыту.

Social responsibility is the realization not only of one's economic interests and goals, but also of the impact of business activity on one's own staff, consumers and organizations with

which one or another activity is carried out. Social responsibility is a deliberate, balanced activity. It manifests itself in long-term participation in specific projects aimed at improving the world

around. It's kind of a contribution. No matter how strong a commercial structure is, it cannot exist outside its own environment. And the environment is the city, the country, the people who live there.

Therefore, social responsibility is a kind of contribution of the organization to its own foundation. However, today entrepreneurial organizations, consciously or not, ignore the 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.

It is quite obvious that corporate social responsibility in Kazakhstan is still at the initial stage of its development. Therefore, with few exceptions, there is a noticeable lack of understanding of the purely practical value of corporate social responsibility. In this regard, there is a danger of replacing the concept of corporate social responsibility, which has proven itself in practice, with a conveyor for the production of documentation for quasi-positive social reporting. In general, there is an impression that the majority of Kazakhstani companies do not have a meaningful long-term strategy in corporate social responsibility [1; 4].

Thus, in terms of sources of regulation, practice and drivers, the Kazakhstani version of corporate social responsibility is a mixture of the British model (voluntary initiation by business) and the continental scheme (the desire of enterprises to receive a clear legislative framework for corporate social responsibility from the state). Due to the initial stage of development of corporate social responsibility in the country, there is a misunderstanding of its holistic concept, proven practices and usefulness. Corporate social responsibility is focused on the inner circle of stakeholders - the state, owners and employees.

A wider range of stakeholders - local communities, suppliers, etc. - is not yet a system feature. As the market develops and society matures, the understanding of the need for cooperation with other stakeholders will come.

The definition of the social responsibility of entrepreneurship as only its voluntary contribution to the development of society in the

social, economic and environmental spheres, directly related to the main activity of the company and going beyond the minimum specified by law, does not give a complete and sufficient description of this concept. In contrast to this common definition, we believe that the contribution of entrepreneurship to the development of society is both voluntary and mandatory [2; 7].

In Kazakhstan, the norms of corporate social responsibility are introduced, as a rule, only by large businesses. At the same time, despite the fact that CSR is a broad concept, most initiatives in this area are limited to charitable assistance only. Although they may include other areas: consumer protection, social and environmental projects.

Now the main engine of the CSR implementation process is the state. It regulates legislative acts (for example, the consumer protection law), recommended CSR standards, business benefits and legal nuances. However, it is thanks to the participation of business that the process can be accelerated. After all, a socially responsible business is a pillar on which entrepreneurial activity should be built.

The peculiarities of the Kazakhstan CSR model include the following: Firstly, the purpose of business is profit and fulfillment of obligations, first of all, to the direct participants of the business process, in a word, all those who invested capital. After achieving these goals, responsibility to society arises. In simple words, the very existence of the company is already a plus, it provides the population with jobs and pays taxes, just because the company cannot afford to spend assets. Secondly, social responsibility takes place in companies that have long-term development plans and actively operate in a competitive market, as well as regularly pay taxes [3; 10].

Thirdly, there is a bias in the sequence of "power - business - society" between the attitude towards their own staff and the external attributes of social responsibility. External attributes mean the manifestation of social responsibility in the form of actions, charity events, etc. Attitude towards own staff is manifested in the form of incentives and compensation measures for various reasons and based on the specific situation. For example, assistance to the family of an employee due to his temporary illness. Fourthly, there is no

universal formula in the chain "power - business - society". There are pluses and minuses, it remains only to carefully approach the fulfillment of obligations. We cannot introduce a single standard for all companies, without taking into account the specifics of the region and the structure of the company. What is good for a national company is not quite suitable for private ones. Also with international companies, the level of development and capabilities of which is much higher than local enterprises. Fifth, one may get the impression that the state has shifted a number of its functions to society and business, rather this is a consequence of the expansion of the institution of civil liability. In general, this mechanism is self-regulating, but if all parties conduct a constructive dialogue and find common ground, then this is positive for the entire system. Sixth, there is no accessible unified database with real deductions from companies for the development of social projects; if there are no indicators, it is difficult to assess the situation and draw conclusions. Seventh, CSR is not a panacea for the "diseases" of capitalism; one should not think that this philosophy is approved by the entire business community. There are also many facts when a company creates only the illusion of activity. Eighth, the manifestation of social responsibility is only possible for large and transnational companies, as a rule, no one requires small and medium-sized businesses to comply with the principle of social responsibility. Although practice shows that SMEs effectively solve the problems of the local community, due to their awareness of certain problems. Ninth, there are various factors that oblige and burden production, forcing them to essentially support the local community, as happens in mono-production cities [4; 14].

Kazakhstan model of corporate social responsibility. Tenth, it is important not to go too far between defending the interests of society, on the one hand, and respecting the rights of business to self-development and determining the vector of development, on the other. The naturalness of the process is the key to development, any artificial conditions will lead to the inefficiency of the entire CSR complex.

Kazakhstan business is already showing social activity and is taking steps towards greater social responsibility and social reporting. At the

heart of business lies not only the desire for profit, the very nature of business involves the development and expansion of its capitalization beyond the "home walls". State intervention in the field of social responsibility of business should exclude the imperative and be advisory in nature.

At this stage, it is the moral support of these processes from the state that is important - the establishment of prizes, medals, it also makes sense in tax breaks, which will only spur business interest. The business community, in order to protect its interests, must act as a united front in the face of all kinds of unions, this will help in developing criteria and mechanisms for social accountability. Undoubtedly, in these areas there are many confrontations between business and society, which are latent in nature and remain not reflected in the theory and practices of CSR companies.

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