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The Current State Of Social Responsibility Of Kazakhstani Business And Its Perception By Entrepreneurs

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Abstract

The article examines the features of social responsibility formation and the current situation of Kazakhstani business. In the course of the history of the formation of social responsibility of business, there is no lack of conflict between thinking about earning and social responsibility. In comparison with foreign developed countries, the development of social responsibility of business in Kazakhstan is still at a low level. Although large companies in the country are actively working in the field of social development of society and are beginning to pay attention to the issue of responsibility, it is still too early to talk about the social responsibility of medium and small businesses. The importance of defining ways and means of developing social responsibility of Kazakhstani business is increasing. The development of social responsibility of business is an important measure of the development of civil society. Social responsibility is an important guiding principle that emerged in the West in the 20th century and can clearly reflect the level of development of society. It is important to fully study this phenomenon and understand its importance in the field of business. The article analyzes the current state of social responsibility of Kazakhstani business, the development trend based on sociological research, and presents the research results. In addition, practical recommendations and scientific opinions and analyzes are provided.

Keywords: entrepreneurs, market, corporate social responsibility, trust, Kazakhstani model.

JEL: Z1, Z13, Z18

Introduction

In the current situation, Kazakhstani business is more aware of the need for social responsibility. At the same time, the importance of improving the system structure of society and developing social potential is increasing. Developing knowledge and competition, globalization of markets, environmental and social problems are intensifying, the levels of social security of various groups of the population are undergoing changes and require support. Developing social services of business, increasing its social value, improving public welfare creates the need for social responsibility of today's business.

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The Republic of Kazakhstan is one of the countries that adheres to traditional social responsibility. Here, a single system is being formed to increase the social responsibility of business. Before that, there were no bodies that considered issues of corporate social responsibility. It is very important to take into account the results of foreign studies related to the social responsibility of business in the Kazakhstani practice, but it is important to know the local and regional peculiarities. In the process of improving civil society in Kazakhstan, considering business as a subject of solving social problems is an important step. Global processes, which are the main factor in the current situation, instead of solving social problems, on the contrary, are intensifying. Corporate social responsibility allows large enterprises to solve real social problems by developing local communities. At the same time, it is also known that there are real obstacles to the development of corporate social responsibility and the expansion of the participation of entrepreneurs in solving social problems in Kazakhstan (Kabatova, 2016:39). In this regard, Kazakhstani researchers emphasize the formation of systemic and conceptual approaches to the social responsibility of business in the entrepreneurial environment. Formation of moral, patriotic attitudes of entrepreneurs towards the development of society and promotion of such attitudes lead to the formation of trust in business.

In Kazakhstan, the practice of active participation of business in solving social problems of the society is still not clearly defined. Local authorities often force businesses to solve social problems of individual regions. The practice of creating memorandums on social responsibility of business between local self-government bodies and large enterprises in the region is not always voluntary on the part of enterprises (Kaznachev, 2016). The stage of development of social responsibility of business is still characterized by the initial stage. And companies are unable to implement it consciously. Forming a view of business as a value is closely related to the development of social responsibility of a person. Various social institutions contribute to the implementation of the principles of social responsibility. Firstly, they create conditions for creating a suitable living environment, and secondly, for increasing the level of social responsibility of a person (Chernenkova, 2012). The honesty of business in paying taxes, the rapid development of its social responsibility, is closely related to the personal responsibility of the person, moral and legal actions on the part of social institutions.

Companies that work closely with stakeholders develop new products, services and new business models, creating various collaborative relationships with customers and partners. These connections are based on social responsibility, which is the source of innovation in the modern era.

Social responsibility of business and public trust in it are relevant not only in our country, but all over the world. It is a normal phenomenon in the conditions of globalization that it is in demand to create an own business model and define strategic directions. Inadequacy of scientific researches in sociological sciences of Kazakhstan, especially the fact that it is impossible to study the social responsibility of medium and small business is saddening. There are a number of reasons that prevent the development of social responsibility of business in Kazakhstan. First of all, this is due to the inability of entrepreneurs to consciously understand that they can voluntarily contribute to the economic, social, and environmental development of society through social responsibility. Secondly, the rapid growth and active activity of business, the increase of the economic space of the society require the formation of social responsibility as a permanent social institution.

The conclusions of classical scientists about the social responsibility of business are of great importance in the economy of developed countries in the modern globalization. In this regard, an analysis of the scientific findings of sociologist classics was conducted, guided by the research conducted in the world and domestic sciences.

Literature Review

The concept of social responsibility of business was considered in the second half of the 20th century by the American economist G. Bowen in his monographic study "Social Responsibility of Business". It links the social responsibility of the businessperson not only to the dissemination of values, but also to the capable, independent, moral agent who actively participates in their creation. (Bowen, 1953:32). For this approach, Carroll calls him "the father of corporate social responsibility." (Carroll,2006:25). Works that studied the issue of social responsibility of business from a fundamental point of view developed mainly in the economic direction. Studying the strategic approach of social responsibility, K. Davis argues that the issue of social responsibility should be considered in the managerial context (Davis,1960).

T. Levitt is one of the first to pay attention to market forces in his conclusions about the meaning of social responsibility. According to T. Levitt, business is responsible for two types of responsibility. This is considered as the necessity of business to adhere to the generally accepted norms of everyday civilized relations, and secondly, to strive for material profit. Thus, social responsibility is necessary for business, which requires a serious approach to society (Levitt,1958:42).

Further, scientist A. Carroll noted that it is in turn a business's legal responsibility to remember that profits must be earned in terms of legal compliance with government regulations. (Carroll, 2017:42).

K. Akkerman tried to solve the problem of implementation of social responsibility of individual companies in a philosophical manner. He pointed out that the timely solution of problems arising in relations with the society of companies is a guarantee of the success of their business (Ackerman,1973:95).

R. Freeman, contributing to the development of the concept of interested parties, concluded that business ethics is the interpretation of business as a special type of human activity that does not live beyond morality (Freeman, 2000:172). E. Epstein, introducing the category "corporate social policy process" into the scientific circulation, concludes that its meaning is the institutionalization of the main elements of ethics, corporate social responsibility and social acceptance within business organizations. (Epstein,1987:114).

Steven L. Wartick. and according to Philip L. Cochran companies should feel social responsibility. Corporate social participation should become an interactive three-dimensional model. The first dimension is social responsibility, an established concept. Social responsibility - as a second dimension, provides ways to implement social responsibility. The third dimension - management of social issues, is being developed as a method of practical implementation of social responsibility (Wartick and Cochran,1985:767).

In this regard, according to M. Tamvada, business relationships begin with standards, norms, goals and obligations that customers, employees, shareholders and society consider fair. The first set of these moral obligations is related to the core functions of business (Tamvada,

2020:14). In the present period, social responsibility of business has become the main vector field. Researcher Yu.E. Blagov explains this problem in the quality of the model of social development of society based on an integrated approach that usually solves economic, social and environmental problems in a complex manner. (Blagov, 2006:19). Many unresolved social problems of society require the help of business. It is also true that there are organizations that do not feel any responsibility towards society. In general, from a legal point of view, social responsibility has a voluntary character. It is up to the organization itself whether to perform such voluntary tasks or not (Bojuk et.al., 2012:12).

Sh.E. Dzhamanbalayeva considers social responsibility as a type of social action based on social relations (Dzhamanbalayeva, 2015:88). Monitoring and researching the institutionalization of social responsibility of business as a type of social action consciously carried out in society is very important in the current globalization.

In recent years, social responsibility has become an urgent issue in terms of its strong potential in solving global social problems and its importance in ensuring long-term success of business. Corporate social responsibility is a widespread phenomenon in developed countries.

In addition to voluntarily contributing to the development of society, social responsibility must be based on certain rules and norms. Its subjects include all elements of the social system: individuals, social groups, organizations. And business, as a public institution and social group, should be aware of its responsibility to the individual, team, state and society, along with fulfilling political, moral and legal requirements (Kanaeva and Sopina, 2010:42).

Kazakhstan is the first among Central Asian countries to introduce social responsibility of business. Therefore, it is considered as an actual phenomenon in everyday situations, widely discussed in the political and scientific world, and concrete measures are taken by the state (Smirnova, 2015:126). The concept of social responsibility is normatively based. And its positive results can be seen from the experience of running a business that is in demand.

In Kazakhstan, the state system obliges businesses to make social investments in human capital, labor safety, social insurance, and infrastructure on the basis of social programs established by the state. Researchers associate this phenomenon with insufficient development of social responsibility in Kazakhstan (Smagulova, 2016:70).

That is, business cannot go beyond the social programs approved by the state and cannot properly use its potential to develop social responsibility.

During the development of civil society in Kazakhstan, it is necessary to consider the business system as the main sector for solving social problems. Corporate social responsibility is enabling large companies to solve real social problems by developing local communities. In addition, there are real obstacles in the way of increasing the participation of entrepreneurs in solving social problems of society. Kazakhstani researchers demonstrate the need to form systemic and conceptual approaches to the social responsibility of business in the entrepreneurial environment and to study it from a sociological point of view in a complex way.

Business should not forget not only its own interest, but also the interest of society. The social responsibility of business should contribute to the improvement of the quality of life of the society and the development of the country's well-being. Social responsibility is becoming a global phenomenon through ethical practices in public life (Moure, 2019:97).

The prerequisites for the development of social responsibility in independent Kazakhstan appeared in the mid-1990s with the entry into the market of foreign companies that demonstrated their social responsibility (Yerniyasova and Smailova, 2019:79). Business is an institution arising from the development of society and an organization related to finance. Therefore, he is obliged to feel his responsibility to the society and meet certain social expectations.

At the beginning of the 21st century, the concept of social responsibility of business began to form among Kazakhstani entrepreneurs. Kazakhstani scientists emphasize that the recognition of the principles of social responsibility was influenced by the financial stability of Kazakhstani companies and their vision for the future. However, they continued to consider social responsibility not as a strategic direction of business development, but as an additional item of expenses (Sansyzbaeva et al. 2015:58).

The practical application of business social responsibility models is determined by the level of development and laws of countries, as well as historical, national and cultural characteristics (Kravtsova and Matveeva 2016:87). Currently, Western companies are taken as a model for Kazakhstani business companies. Management theory is based on foreign, including American management theories. The Kazakh model of social responsibility of business has not yet been formed. Determining the basis for creating a national model is very important and it takes time to build it. The main task of scientific research is to plan the formation of social responsibility of Kazakhstani business, studying the characteristics of developed models that have passed through the historical formation.

The value of international models of corporate social responsibility is determined by a dilemma: does business independently determine the amount of its contribution to the development of society, or does it become mandatory requirements for business in accordance with public interests through formal and informal institutions (Kuznetsova and Maslova, 2013:35). In Kazakhstan, a number of businessmen express their displeasure with the fact that the impact of the income from participating in corporate social responsibility on the improvement of economic, social and environmental conditions can be seen only after years. This is mainly due to the low activity of corporate social responsibility companies (Altaibaeva et al., 2021:88). Although a number of large companies operating in the foreign market understand the importance of implementing the principles of corporate social responsibility, the majority of domestic entities, mostly small business entities, are in no hurry to actively master it, and even do not need it. One of the reasons why corporate social responsibility is not developing in Kazakhstan is due to the lack of business social reporting on the results of its activities (Baltabaeva, 2019:67). In the formation of corporate social responsibility, it is necessary to take into account the characteristics of each region and the structure of the company. It is not appropriate to introduce a single standard for all companies. The level of development and capabilities of international companies are much higher than local enterprises (Kasymov, 2016:151). Dialogue between the state, business and civil society is essential in forming an efficient market economy. The contribution of business to sustainable economic development is very important. Currently, corporate social responsibility is becoming a new business philosophy (Sisenova, 2020:67).

In Kazakhstan, the social responsibility of business is being studied more and more in large companies, and different spheres of the market perceive it differently. This is directly related to the differences between companies in the market. Currently, the social position of the

organization depends not only on its production and financial indicators. How it conducts its activities, the level of protection of the interests of its employees, the importance of matching the interests of its field of activity with the interests of other members of the market, as well as with the interests of society, are evaluated. Social responsibility of business is seen as a mechanism of formation of social maturity of management subjects.

Materials and Methods

The theoretical and methodological basis of the study of corporate social responsibility includes fundamental concepts and modern approaches. Sociological and economic analysis methods were also used in the research. Corporate social responsibility is considered as a voluntary contribution of business to the development of society in the social, economic and environmental spheres. This is directly related to the company's core business and exceeds the statutory minimum (Tripathi and Bains, 2013). In world practice, activity in the field of corporate social responsibility is accepted as a pragmatic direction of business. It is considered as one of the means to increase the company's business reputation, capitalization, effective and correct relations with the state, shareholders, customers, employees, partners and local communities. In countries such as Azerbaijan, Armenia, Kazakhstan, Kyrgyzstan, which combine authoritarian rule and democratic institutions, the relationship between business and government, the state and private business is not equal, since the right to private property is not de facto guaranteed. Communication between the government and business, business and society is also not stable, often coercive actions take place (Wittenberg, 2011:97).

At the present time, in world practices, conscious expenses made within the framework of social responsibility of business are bringing significant profits. In the context of globalization, this is a strategic paradigm for business to enter the world market. Sustainable development is very important for business, and long-term strategies are needed. According to Park, sustainable marketing can benefit a business if it is integrated with good intentions into business operations. Sustainable marketing strategies help develop competitive advantage by improving brand image among consumers (Park, 2022:368).

The government of Kazakhstan also welcomes foreign investment in the country's oil and gas sector, but on the other hand, actively seeks to control the strategic sector. Strategic plans should be formed and adjusted by Kazakhstani companies guided by the world economy, in particular, based on the experience of developing the oil market (Erezhepov, 2019:165). Welcoming foreign investments, strategic areas and strategic plans should be formed according to the market. In the current situation, improvement of strategic plans that change the development of the company is a prerequisite for the development of social responsibility of business. Strategic planning is not a formality-based activity of the company, but a key component of its management culture.

In the future, increasing the position of Kazakhstan in various world rankings will not be possible if domestic companies do not introduce effective strategic management and planning. Many companies, striving to make quick and big profits, forget the importance of planning, ignore the tools and opportunities of strategic management, and as a result, the company's growth slows down or it loses business altogether (Salambayev 2019:183).

In the current situation, where there is a need to increase the social responsibility of enterprises, based on the work experience during the pandemic, there is an opportunity to form a high level

of socially responsible consciousness of employers, workers and society as a whole (Nurmukhambetov and Beketov, 2022:38).

The Kazakh business community should clearly understand all the advantages and disadvantages of actively introducing corporate culture. Based on this, it is necessary for business to accept its corporate social responsibility not in the form of formal obligations, but in the form of strategic investments and opportunities (Taspenova et al., 2015:252). Today, the development of social responsibility is affected by factors such as the emergence of new types of consumers who value quality, take into account ethical culture, socio-cultural and environmental characteristics in the purchase of goods and services. Business in Kazakhstan is at the stage of forming social responsibility as a social and cultural phenomenon, and charity activities of Kazakhstani companies are not sufficiently organized and systematic (Zharkynbaeva, 2009: 123).

Corporate philanthropy is directly related to social values, and the sensitivity and awareness of the firm's top management is also involved. It is part of the management's values and it is based on the core values of the company's culture (Leisinger & Schmitt, 2012:5).

Research data shows that corporate social responsibility strategies of foreign brands are a solution to increase the productivity of the company. However, it can be said that there is no unified model for the application of corporate social responsibility practices by foreign companies in the international market. Researchers point out that different ways of corporate social responsibility are related to business strategies of companies. Today, social responsibility is a set of tasks aimed at protecting interests related to the development of society and its future development. Some organizations develop social responsibility in several directions and make great efforts to fulfill it. And some organizations focus on social responsibility in one or two spheres. National companies, large banks, companies in the raw material sector are becoming drivers of social responsibility development of Kazakhstani business. However, in the Kazakhstani experience, there are cases where participation in the implementation of social programs is connected only with the goal of improving the image of the company in front of the society. That is, in the past, the company was known for not treating business partners properly, not paying attention to customers, violating civil and environmental legislation, or even crimes (Sansyzbaeva et al. 2015:59).

It is known that small and medium-sized businesses in Kazakhstan do not have the ability to implement social programs. And big businesses are actively talking about the corporate social responsibility of their companies. In order to encourage the implementation of social programs, the state should create favorable conditions for them.

Saying that the firm should care for all stakeholders: customers, employees, suppliers and distributors, local communities, society and the environment, marketers emphasize the need to strengthen trust in the marketing system (Labbai, 2007:27). The results obtained on corporate social responsibility indicate that service professionals care about it and are more loyal to their organization when they carry out such activities. (Abeuova & Arslan, 2021:69).

Social responsibility is considered as one of the main principles of business activity. When carrying out activities in the field of corporate social responsibility, entrepreneurs are always guided by the approved strategy. The strategy provides for increasing the efficiency of business activity in the field of corporate social responsibility and sustainable development using the norms approved by international standards.

Large companies consider corporate social responsibility as an innovative direction of strategic development. Drivers or driving forces are needed to encourage social responsibility. Currently, the drivers of social responsibility of business are: market, state and society (Khoreva, 2015:59).

Social support of people, contributing to the development of regions increases the reputation of companies, because society sees the real positive role of such companies and appreciates their contribution to improving the quality of life of the people (Vinogradov & Petrov, 2012:67).

Discussion

A quantitative study conducted specifically for the article was carried out based on the results of the local ethics committee of KazNU. Approval number IRB-A365. date of approval of the study 30.12.2021.

This quantitative study was conducted from January to March 2023 based on the analysis of the current state of business social responsibility in Kazakhstan. The survey was conducted in the republican cities of Kazakhstan, Astana, Almaty, Shymkent, and Atyrau, East-Kazakhstan, and Karaganda regions.

The sample size is 701 people. Respondents are businessmen aged 18-60 working in various areas of small and medium business. A survey was taken from 701 respondents, and the maximum statistical error of sampling at a confidence level of 95% was equal to 3.8%. This makes it possible to extrapolate the results of this sociological survey to the general population, that is, to the total population of the regions, and draw appropriate conclusions. We used a quantitative method to estimate and determine the distribution of the studied measurements.

The maximum statistical error of sampling was calculated according to the following formula:

$$S_{bin}(\Delta_{x\%}) = \pm z \sqrt{\frac{p(1-p)}{n}},$$

S_{bin} – binomial distribution error,

p - amount of control, (rating)

n - sample size,

According to the "two sigma" rule, the 95% confidence interval is equal $\pm 2 \cdot S_{bin}$.

Where z is a statistical constant for the appropriate confidence level ($z=1,96$); $p=50\%$ - the probability of occurrence / non-occurrence of the studied event (note that the maximum error is reached at the level of $p=50\%$, since the probability for random samples is $1/2$); n - sample size (total number of respondents). Next, the letter "N" in the chart indicates the sample size.

During the selection of respondents, screening was used on the issue of understanding the social responsibility of business.

Based on the results of the conducted research, a socio-demographic portrait of representatives of small and medium-sized businesses in Kazakhstan was created.

In general, the study was conducted in three cities of republican importance in the Republic of Kazakhstan: Astana, Almaty, Shymkent and Karaganda, Atyrau, East Kazakhstan regions. Among them, an even distribution of men (52%) and women (48%) can be observed, the vast

majority of them are city dwellers engaged in business (86%). This shows that businessmen in the country have increased opportunities to achieve equal rights to develop their business. However, in the division of cities and regions, the gender structure of our target audience is different: Shymkent city (64%), East-Kazakhstan region (57%) - the share of women. There are more men in Atyrau region (76%), followed by Karaganda region (57%).

In all studied regions, every third respondent belongs to the economically active age category of 35-44 years (30%). Except for Almaty, this segment accounts for 20% of all respondents. In the city of Shymkent, 18-24-year-olds make up 32%, and mostly women.

A special demographic feature of East Kazakhstan and Atyrau regions is that the older generation group of businessmen made up the largest share - 44-54 years old, on average - 26%, while the share of respondents over 55 years old was -11%. Especially in rural areas (21% and 16% of respondents, respectively).

The most important question of the survey was the option: *"If you are familiar with the concept of social responsibility of business, mark the answer options that reveal its meaning."* In the research program, the respondents who are aware of the social responsibility of business were selected, as the target audience, they focused on the context of "business-society-state" interaction. It was thought that the concept of "social responsibility of business" creates associations among representatives of small and medium-sized businesses. Regional differences in the responses of company owners were reflected in the division of opinions into two groups: 1. Compliance with the rules of honest business conduct (quality standards for products/services, tax obligations and laws); 2. Adherence to the socio-value orientations of the image of an entrepreneur - a citizen of the country (employer responsible for employees, philanthropist and environmental defender).

If for Almaty city, Karaganda region and Atyrau region, the first answer was "social protection of workers and timely payment of wages" (47% on average, respectively), for East Kazakhstan region and Astana city, it was "creating jobs" (42%), for Shymkent city, "production of quality products" (41%). Villagers associate social responsibility with charity (46%). The option "great responsibility for the prevention and solution of environmental problems" can be clearly observed from the respondents of Atyrau region (it ranks 2nd in importance, 42% of those who took part in the survey), which can be explained as being related to the industrial direction of the region. The result of the study is presented in diagram 1.

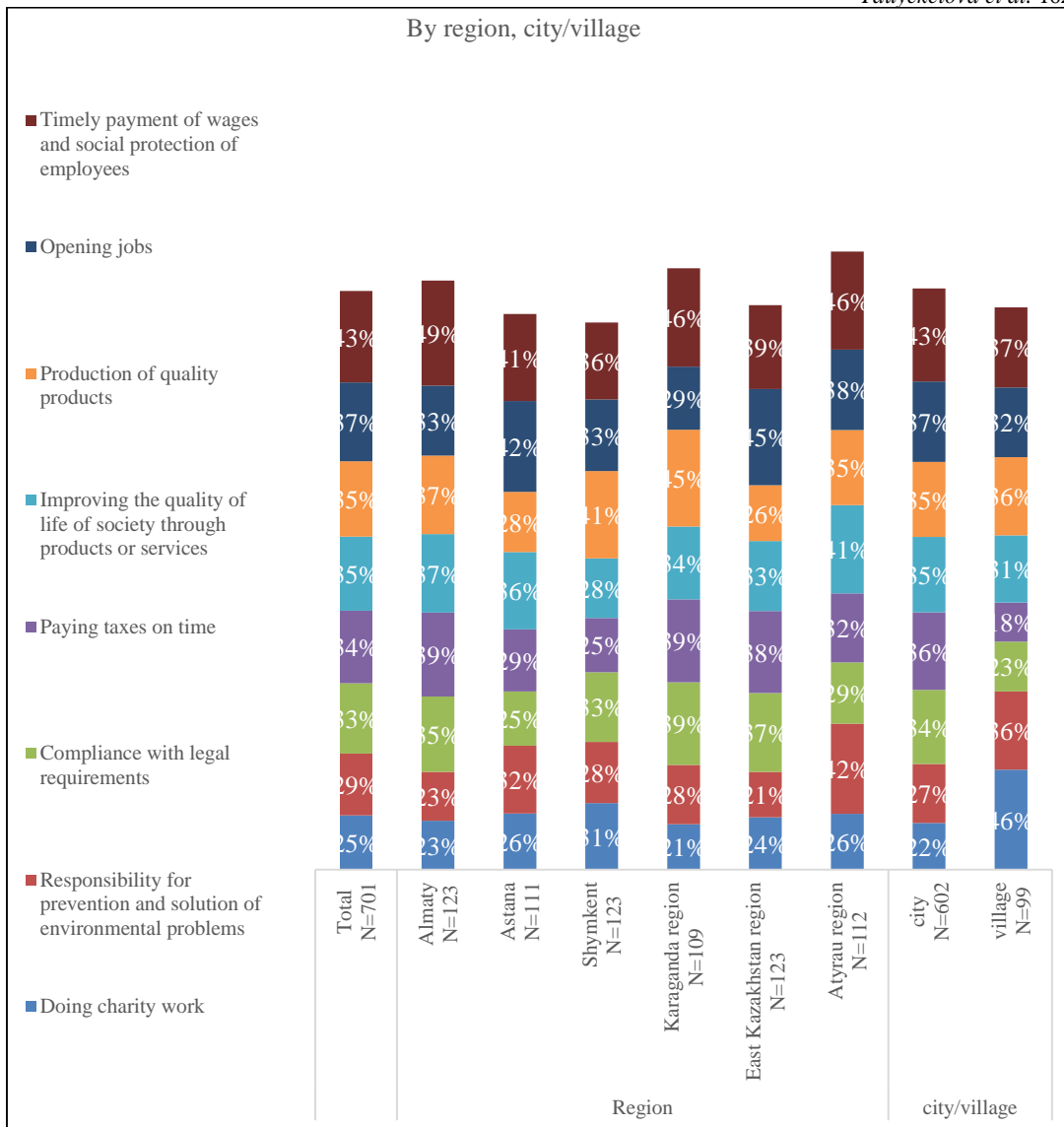


Diagram 1. Meaning of social responsibility of business

Next "Did you know there are four types of corporate social responsibility? Which type do you prefer in your business?" We present the answers given by the respondents to the question as a diagram. This survey question A. Compiled according to Carroll's pyramid of corporate social responsibility.

After considering the principle of social responsibility from a "theoretical" point of view, the survey participants were asked about the specific factors affecting its implementation in the market of Kazakhstan. The hypothesis "pressure from the authorities" covered only 16% of all

target audience supporters and was not confirmed. In other regions, this indicator did not exceed 17%.

According to one third of those who took part in the survey, social responsibility in solving society's problems is considered their voluntary initiative. At the same time, conscientious citizens are mostly businessmen of the older generation (50%). 54% of the respondents who took part in the research in the East Kazakhstan region mentioned that they voluntarily participate in social issues of the society. It is observed that the respondents gradually understand the social responsibility of business, understand their responsibilities to the society, and strive to voluntarily contribute to its development. Those who support voluntary contribution to the development of society are in Karaganda region (40%) and Shymkent city (38%). Further, it turns out that the main orientation for Astana entrepreneurs is to make a profit (27%). In order to implement voluntary initiatives, every fifth entrepreneur of Shymkent follows the decision of the company's management (21%).

"I don't give priority to any direction in business, all 4 are important", the highest among businessmen of Almaty is 56%. In rural areas, respondents chose this answer option more often than in cities (43%). Businessmen of Almaty also support this point of view (37%). Businessmen of Astana city (2%), East Kazakhstan businessmen (5%), Almaty city (5%), Shymkent city (7%), rural businessmen (7%) showed the lowest position among those who chose the philanthropic (to be charitable) answer. That is, entrepreneurs do not often connect their business with philanthropy (charity). This is probably due to the fact that there are many people who understand business as making a profit. After all, it can be seen from the diagram that all regional entrepreneurs give priority to the option of corporate social responsibility, "earning economic income". This answer was ranked second by the majority of entrepreneurs: Almaty city (27%), Astana city (37%), Shymkent city (28%), Karaganda region (17%), East Kazakhstan region (27%), Atyrau region (21%), urban entrepreneurs (26%), rural entrepreneurs (26%). The received answer options show that the option "Following ethics, bringing benefits to society" is in the third place, and "Obedience to the law" is in the fourth place. Last but not least is the issue of charity. This requires the formation of a conscious attitude of entrepreneurs to doing public good works in addition to making a profit. The result of the study is shown in 2 diagrams.

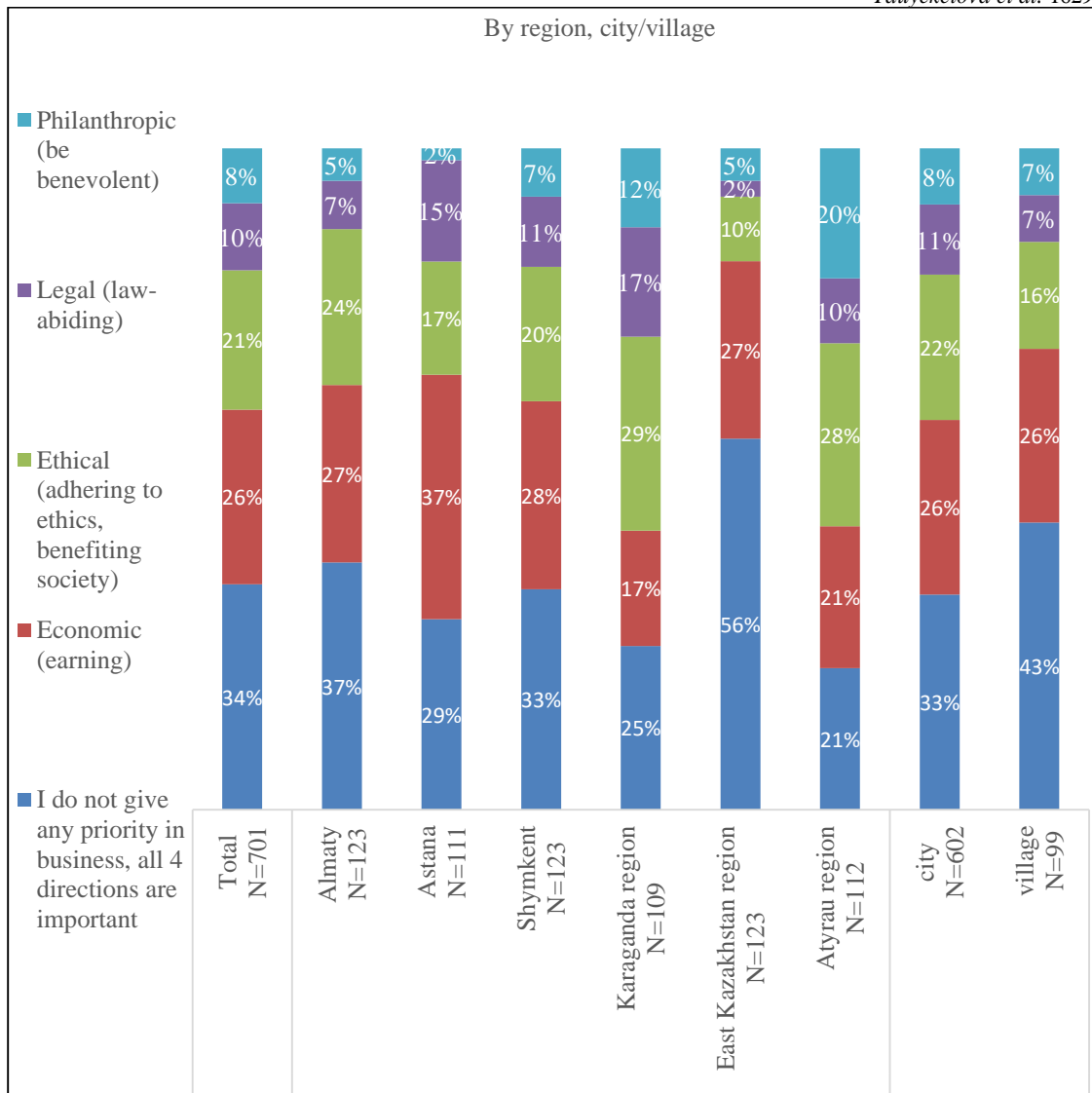


Diagram 2 "Types of corporate social responsibility

The next question option is *"In your opinion, what should be the features and mechanisms of formation of the Kazakh model of social responsibility of business?"*. According to the expert opinion of the target audience, the basis of the most effective ways to create a national model of social responsibility of business is to take into account historical and mental features, social values. The most important thing is to form a partnership between the state and business. In this regard, the President of the Republic of Kazakhstan K. Tokayev said, "The main task is to eliminate all artificial barriers and restrictions that harm the entrepreneurial spirit of our business citizens. Entrepreneurs need to forget about unnecessary inspections of their businesses. The state and business are reliable partners. "All those who illegally hinder the development of small and medium-sized businesses will be severely punished according to the law," he emphasized.

28% of respondents are supporters of mutually beneficial cooperation and support not only in economic issues, but also in social aspects. In the East Kazakhstan region, they have the most support (43%), and in the cities of Atyrau, Astana and Shymkent, businessmen are more skeptical of this approach (21% on average, respectively). The result of the study is presented in diagram 3.

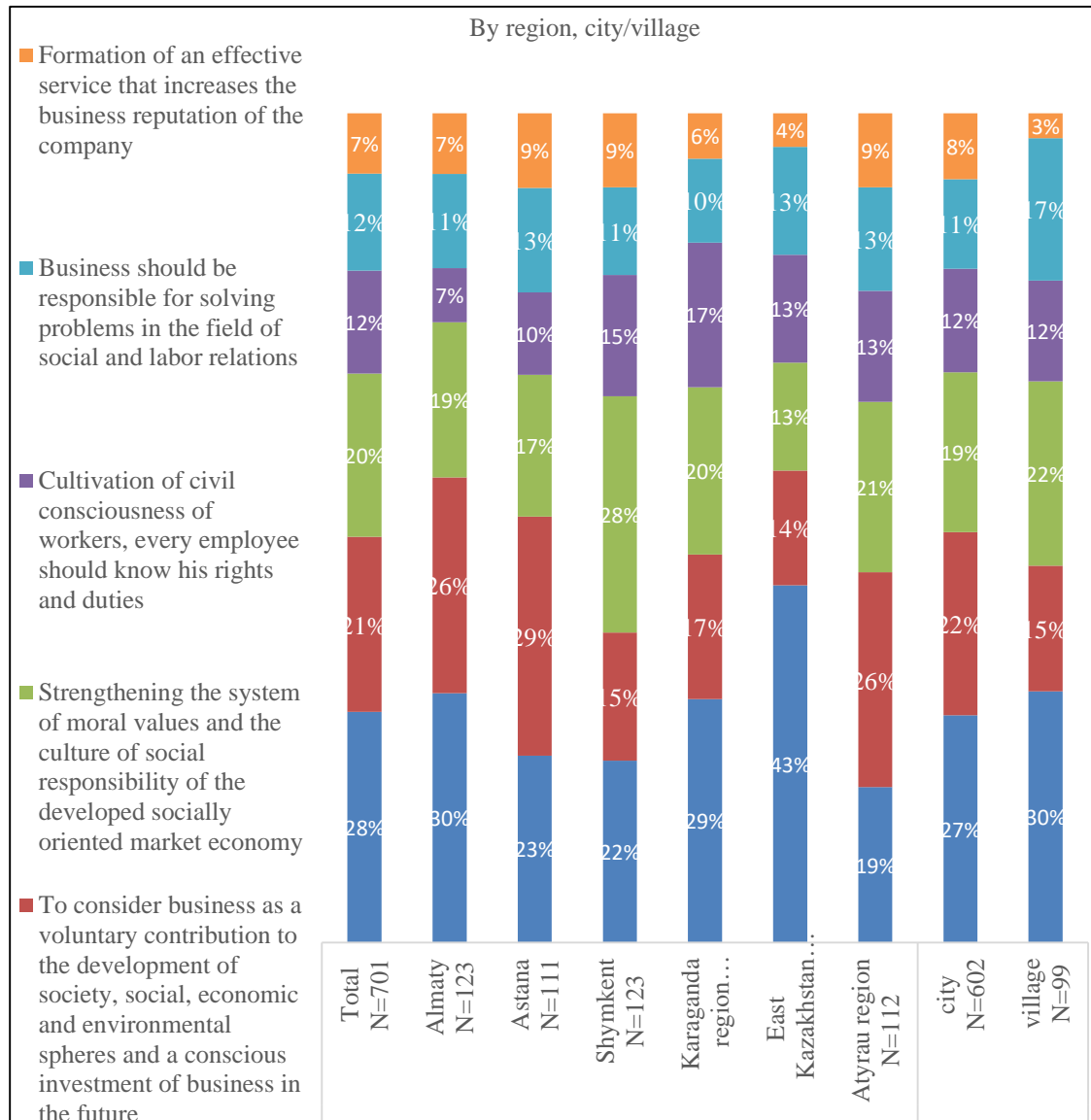


Diagram 3. Features and mechanisms of formation of the Kazakh model of social responsibility of business

It can be observed that in forming social responsibility as an institution, the respondents attach great importance, first of all, to public positions aimed at raising the level of consciousness and free thinking of citizens, and secondly, to the moral image of an individual. More than one-third of the participants in the survey considered all 4 main elements in the creation of the Kazakhstani model of socially oriented business: calls for the use of economic, ethical, legal and philanthropic components. As proponents of a comprehensive approach, they consider social responsibility as a voluntary initiative aimed at solving societal problems. The basis of this mechanism is the harmonious activity of the state and business.

"What do you think are the benefits of a business taking on social responsibility?" The answer of business owners to the question was as follows:

- people's trust in business increases (30%);
- a high demand for goods and services is formed by customers (27%);
- complies with civilized society standards (21%);
- new standards of conducting business will be formed (22%).

The responses provided reaffirmed the importance of a synthesis-based approach. After all, a business can't live efficiently without doing honest work, gaining trust, preparing quality products, providing services, and focusing on the client. Acceptance of international experience has a positive effect on the image of the company and the harmonious implementation of the mission of any organization based on the 3 main strategies: *"customer satisfaction - employee satisfaction - happy owner / shareholder"*. Amazon founder Jeff Bezos said, "You can focus on the competition. You can focus on the product. You can focus on technology or business models. But the most important thing any company owner should focus on is their customers." This is an invariable reality of market society.

Respondents in the East Kazakhstan region mostly chose the option that a business that assumes social responsibility leads to an increase in public trust (46%), the least chosen option is "conforms to the standards of a civilized society" (12%). The view that "new standards of conducting business will be formed" was chosen more by the respondents of Atyrau region (29%) and Karaganda region (28%). Respondents who participated in the city of Shymkent noticed that they are more concerned about the quality and demand of the produced products/services. The result of the study is presented in diagram 4.

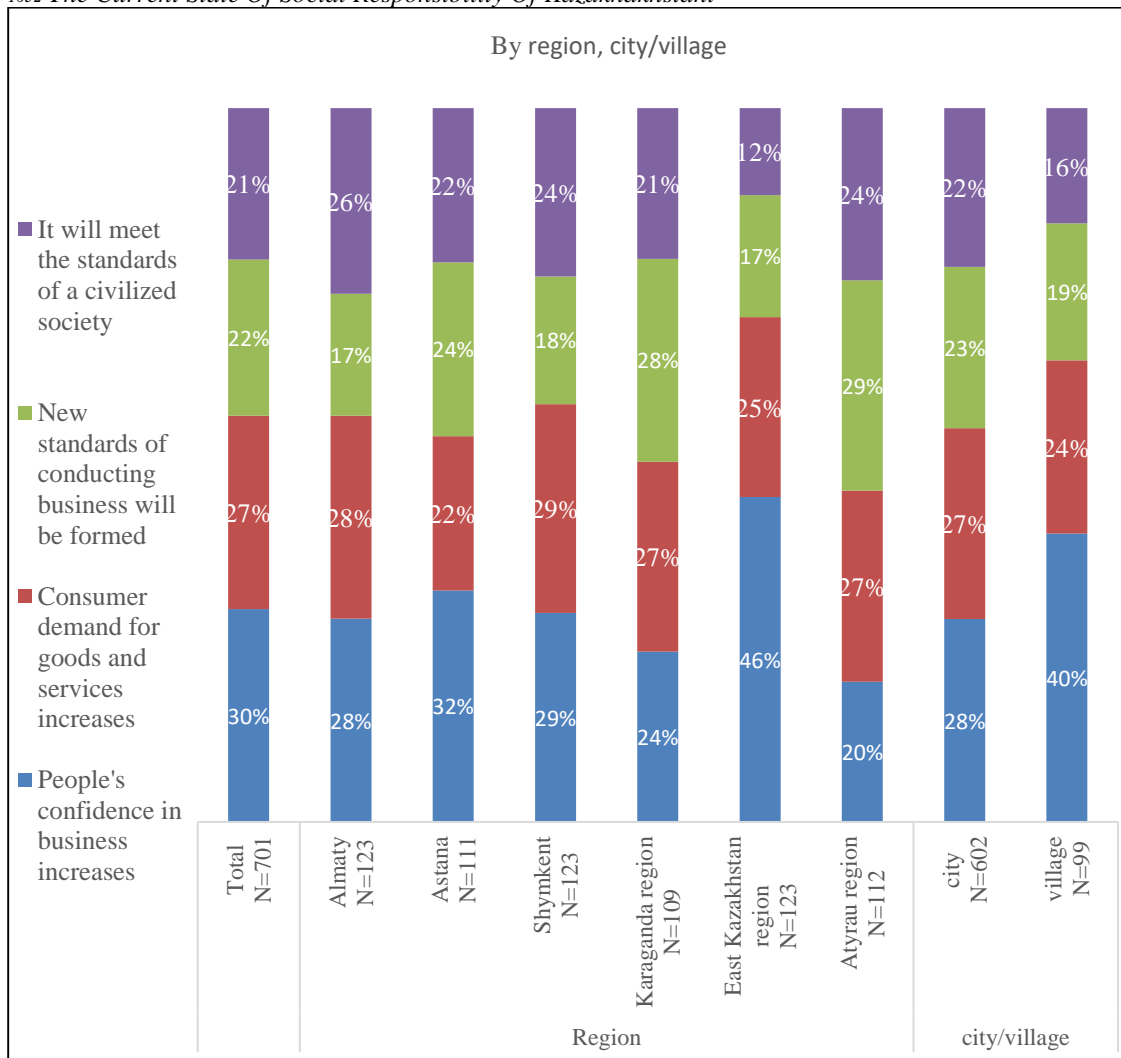


Diagram 4. Advantages of socially responsible business

Conclusion

The society of Kazakhstan is experiencing deep modernization changes in the current globalization. Business entities operating in the economic sphere feel the need for social responsibility and trust. Taking a responsible approach to business development leads to the formation of trust in them and the effective functioning of economic institutions as a whole. This is one of the conditions for improving market relations and civil society. In the current situation, the influence of social responsibility on the development of Kazakhstani business is at a low level, and the influence on the development of civil society is insufficient. In addition, the social responsibility of business is often focused on the pressure exerted by the authorities. Also, the cases of illegal inspections of businessmen by state bodies are not decreasing.

Four generally accepted forms of corporate responsibility used by the global business

community are effective in order of importance. This requires complex and systematic use of basic components in the creation of a socially oriented business. The main identifiers of corporate social responsibility are economic and ethical dominants. They are partly related to Carroll's pyramid (according to his theory, reward and profit are the basis of all types of responsibility and the key to the activities of all commercial organizations). It can be seen from the conducted research that the supporters of this vector are mainly young people aged 18-24 years.

It is important to gradually separate the areas of responsibility between business and the state, because society often blames business for its insufficient efforts to solve social problems, sometimes quite inappropriately. It is necessary to gradually introduce the partnership model of interaction between government and business into public consciousness. In fact, today, the main driver of the process of introducing corporate social responsibility is the state. This allows for regulation of legislation (such as the Consumer Protection Act), proposed regulations, business incentives and official documents.

As proof of this, we can highlight the "Concept of Civil Society Development until 2025", which significantly contributed to the creation of favorable conditions for the development of civil society institutions, as well as non-profit organizations, the business sector and the system of partnership relations between the state (Resolution of the Government of the Republic of Kazakhstan dated June 20, 2020 No. 341).

In recent years, the tendency to strengthen the interaction between the state, business and civil society, the process of "separation of roles" and mutual regulation between them makes the issue of partnership more urgent. Based on the results of the conducted research, the recommendations are consistent with this concept.

It is necessary to stimulate the level of civil activity of the population. Society wants to solve social problems by creating responsibility of business. Among them: assistance to socially vulnerable groups of the population, mothers with many children, disabled people, sick people, unemployed, poor groups can be singled out. Also, the research shows that the social sphere of society needs the support of business more. In particular, the fields of health care, education, culture, and science also require business support and investments.

In Kazakhstan, the research object of social responsibility of business is mostly focused only on big business and its social activities. And the issue of social responsibility of medium and small business is still not fully explored. There are almost no applied studies on the social responsibility of Kazakh business, the features of the formation of its own model. Therefore, it is clear that this situation will centralize our scientific work.

Gratitude

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