

Торайғыров университетінің
ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ
Торайғыров университета

Торайғыров университетінің ХАБАРШЫСЫ

Экономикалық сериясы
1997 жылдан бастап шығады



ВЕСТНИК

Торайғыров университета

экономическая серия
Издается с 1997 года

ISSN 2710-3552

№ 4 (2023)

Павлодар

НАУЧНЫЙ ЖУРНАЛ
Торайгыров университета

Экономическая серия
выходит 4 раза в год

СВИДЕТЕЛЬСТВО

о постановке на переучет периодического печатного издания,
информационного агентства и сетевого издания
№ KZ93VPY00029686

выдано
Министерством информации и коммуникаций
Республики Казахстан

Тематическая направленность
публикация материалов в области экономики, управления,
финансов, бухгалтерского учета и аудита

Подписной индекс – 76133

<https://doi.org/10.48081/ZRPO6395>

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<https://doi.org/10.48081/YPYS3679>

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THE CURRENT STATE OF SOCIAL ENTREPRENEURSHIP IN KAZAKHSTAN

The article is devoted to social entrepreneurship, which in turn is an integral part of the modern economy, contributing to the solution of social and environmental problems. The importance lies in the fact that social entrepreneurship combines a business approach with a social mission, contributing to the creation of a sustainable society.

The purpose of this article is to consider the need for social entrepreneurship and its important role in the modern world. To consider the formation and propose measures for the development of social entrepreneurship. To study the criteria and principles of the development of social entrepreneurship. To analyze the development of social entrepreneurship in Kazakhstan. According to statistical materials for the period 2022-2023, such a short period of data is explained by the recent inclusion of data on social entrepreneurship in the unified register of the Ministry of National Economy of the Republic of Kazakhstan, which only determines the relevance of the direction under consideration. The article analyzes the current state of social entrepreneurship development in the Republic of Kazakhstan. The results of the study allow us to conclude which of these aspects affect the effective development of social entrepreneurship.

The relevance of the research lies in the fact that social entrepreneurship is an important area in the modern economy, in turn, combines a business approach with social responsibility. This type of entrepreneurship is focused on solving social and environmental problems and strives for sustainable development of society.

Keywords: Subjects of social entrepreneurship, mission, project, sustainability, concept, social value, disabled people, invatixi.

Introduction

Modern society faces many social and environmental challenges that require complex and innovative solutions. For example, poverty, inequality, unemployment, access to education and health care, environmental problems, climate change. Traditional methods of state and non-state organizations are not always effective in solving complex problems.

Social entrepreneurship plays a key role in addressing social and environmental challenges. The business line under consideration combines an entrepreneurial spirit and a social mission, which makes it possible to create innovative and sustainable solutions to overcome complex problems. Social entrepreneurs not only create jobs, but also contribute to social inclusion, strengthening communities and reducing inequality.

One of the important points of the joint venture is its contribution to the sustainable development of the state. Social entrepreneurs often work with environmental and social aspects in mind, striving to minimize the negative impact on the environment and ensure the long-term sustainability of their projects [1].

The development of the joint venture requires support from the state and investors. This business area includes tax benefits, financing of programs and projects, as well as the creation of a favorable infrastructure for social entrepreneurs. Investors also play an important role by providing financing for scaling up social projects.

Materials and methods

The study used statistical data analysis and comparative analysis methods. As the initial materials of the study, reports of authorized bodies, data from the Ministry of National Economy of the Republic of Kazakhstan, and official statistics were used.

Results and discussion

In the modern sense, the concept of «social entrepreneurship» (hereinafter referred to as SE) first appeared in the 1980s. In the following decades, especially in the 1990 s, it began to develop actively due to a number of factors, including an increase in the number and activity of non-profit organizations, improvement of transport infrastructure.

There are many definitions of this phenomenon. In the classical interpretation, the definition of social entrepreneurship, presented by Gregory Dees in the scientific work «The Meaning of ‘Social Entrepreneurship’» in 1998, is considered fundamental.

The scientific work was developed through the inclusion of a social component in the description of standard entrepreneurship, borrowed from the works of Joseph Schumpeter, Jean-Baptiste Say, Peter Drucker and Howard Stevenson. According to Diz, social entrepreneurs act as initiators of changes in the field of social services[2].

According to the scientist G. Diz, social entrepreneurship means the use of methods and strategies of ordinary entrepreneurship in order to achieve social goals or implement a social mission. In the context of this definition, social entrepreneurs strive to create meaningful social influence and solve social problems through innovative approaches and sustainable business models.

Social entrepreneurship is a very young phenomenon in the economy. Having appeared in the USA about 50 years ago, and subsequently only gaining popularity around the world. Today, many researchers are interested in studying this term, but unfortunately, at the moment there is no clear definition of social entrepreneurship.

In general terms, social entrepreneurship is the activity of small and medium-sized businesses aimed at solving social problems. That is, social entrepreneurship is at the intersection of business and charity. Let's try to study social entrepreneurship more closely from two sides.

The concept of «entrepreneurship» is at the heart of social entrepreneurship, therefore, it is necessary to approach the definition of social entrepreneurship, taking into account the results obtained by specialists in the field of theory and methodology of traditional entrepreneurship.

According to the legislation of the Republic of Kazakhstan, there can be only four categories of subjects of social entrepreneurship, each of which has its own specifics. For several decades, the understanding of social entrepreneurship has been developing in parallel with the expansion of the very scope of its activities. However, the question of the exact definition of social and entrepreneurial activity still remains open[3].

Social entrepreneurship has proven to be a relatively new phenomenon in the Republic of Kazakhstan. For the first time, social entrepreneurship was talked about no more than ten years ago.

Important modern trends in the development of social entrepreneurship include the following aspects:

- Lack of a clear regulatory framework for social entrepreneurship.
- Limited understanding of the role and essence of social entrepreneurship.
- Insufficiently developed infrastructure to support social entrepreneurship

The largest number of organizations engaged in social entrepreneurship are concentrated in the cities of Almaty, Astana, Shymkent, Kostanay and East Kazakhstan region. The distribution indicates the influence of several factors,

including fashion, the activity of non-governmental support organizations, the creation of public infrastructure for social entrepreneurship, as well as the attention paid by regional authorities and support for social entrepreneurial initiatives of large companies [4].

The phenomenon of social entrepreneurship is a complex phenomenon that can be explained through the variability of models of social enterprises, where the target group occupies different positions in the process of value creation - from producers and workers to consumers of products and services provided by social enterprises [5].

For example, people with visual disabilities are able to act as individual producers of specific goods that entrepreneurs place on the market, acting in the interests of this group of persons. At the same time, they can occupy the status of employees of social entrepreneurship. In addition, people with visual impairments as consumers have the opportunity to use specialized services, such as a special taxi or mobile high-tech wheelchairs. It is also important to note that the task force can reach the entire public, especially when discussing issues related to waste collection and recycling. As of December 31, 2022, the Register of Social Entrepreneurship Entities from 25 organizations was published on the website of the Ministry of National Economy of the Republic of Kazakhstan, the authorized body in the field of social entrepreneurship [6].

At the same time, on February 1, 2023, a new Register was approved, which already included 96 organizations. If social entrepreneurship entities registered in the form of limited liability partnerships prevailed in the Register of 2022 (13 out of 25 SSEs or 52 %), then in the Register of 2023 the largest number of organizations are individual entrepreneurs (36 out of 96 SSEs or 38 %). The number of public associations and foundations has also increased significantly – from 5 in 2022 to 23 in 2023. However, their share in the total number of social entrepreneurship entities has grown only slightly (from 20 % in 2022 to 24 % in 2023). Also in 2023, organizations with other legal forms appeared in the Register: a private institution, a peasant farm and a corporate fund (1 organization of each form) (Figure 1).

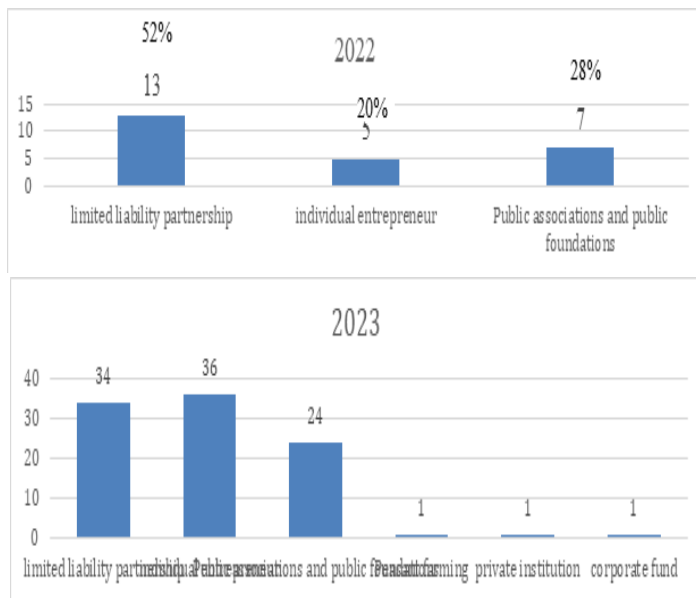


Figure 1 – The number of SSEs in the context of legal forms, units.

Note – compiled by the author on the basis of sources.

Regionally, at the end of 2022, SSEs from 10 regions were represented in the Register, with the largest number of SSEs from Kostanay region. Thus, a year after the formation of the first Register, only 50 % of the country's regions (10 out of 20) were still represented in it. As of March 2023, the number of regions represented has increased to 13 out of 20 (65 %). Thus, to date, not all regions of the country are still represented in the Register (Figure 2).

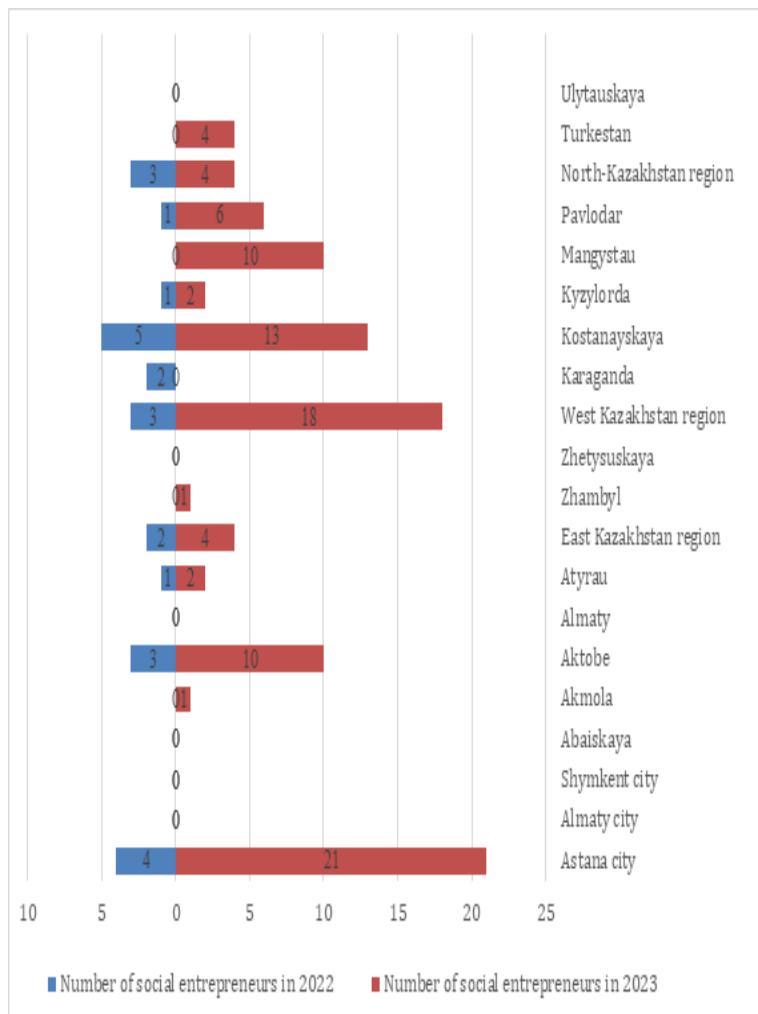


Figure 2 – The number of SSEs by region, units.

If we conditionally divide the regions of Kazakhstan into large zones South, North, East, West, Center, then we can see that the southern regions are especially passive [7].

The total number of social entrepreneurship in 2022 was 25, in 2023 96 units. From the southern regions of the country, only one social entrepreneurship entity

from the Kyzylorda region was included in the Register in 2022; not a single entity was included from the Turkestan, Zhambyl, Almaty, Zhetysu regions and the cities of Almaty and Shymkent. In the Register of 2023, the situation has not changed much: Zhambyl region – 1 subject of social entrepreneurship Kyzylorda region – 2 subjects, Turkestan region – 4 subjects. From the cities of Almaty and Shymkent, as well as such large regions as Almaty and Zhetysu, today not a single subject of social welfare is included in the Register [8].

If we consider the Register in terms of categories, it can be noted that all four categories of social entrepreneurship are represented in the Register, but there is a strong difference in the number of entities included in each category. If in 2022 the largest share of subjects was in the first category (13 subjects or 52 %), then in 2023 – in the fourth category (37 subjects or 39%). For comparison, in 2022, the share of social entrepreneurship entities of the fourth category in the total number of entities was only 16 %. The smallest number of subjects in both years were registered in the second category – 1 and 2 subjects of social entrepreneurship, respectively. (Figure3)

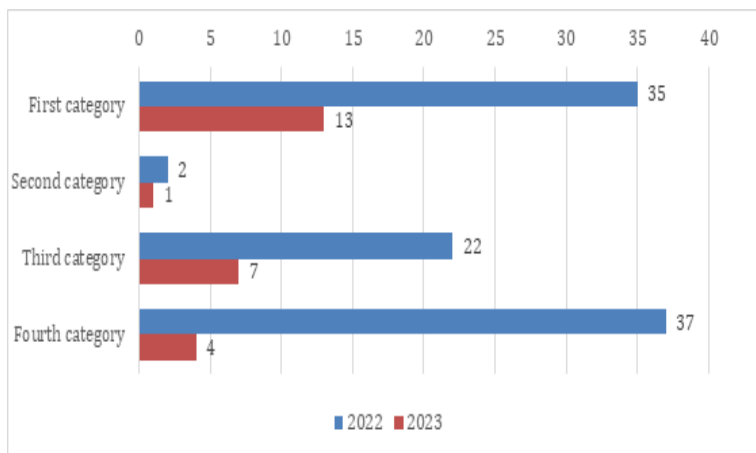


Figure 3 – The number of SSEs included in the Register, by category, units.

The fields of activity of the organizations included in the Register are also very diverse. The largest number of subjects of social entrepreneurship falls on the sphere of education, health care and the provision of social services (47 SSEs or 49 %). 20 out of 96 SSEs (21%) work in trade and services, 16 out of 96 SSEs (17 %) work in industry. At the same time, 13 SSEs (13 %) are registered in the

field of «Activities of other public organizations not included in other groupings.» (Figure 4)

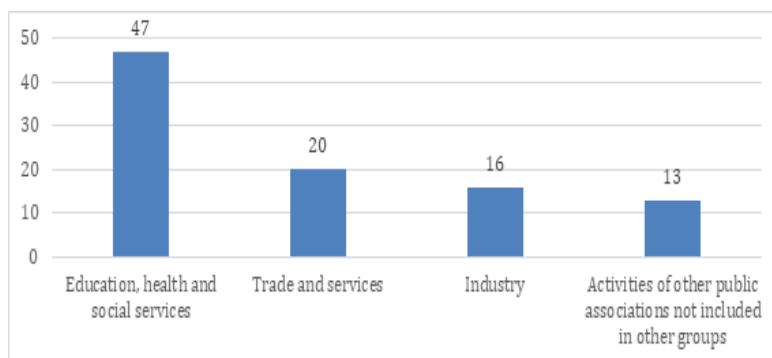


Figure 4 – The number of SSEs included in the Register, by field of activity, units.

The use of specific forms of business taking into account social needs and economic characteristics in areas with problems is of primary interest for our research. It is important to note that social entrepreneurship in such places can boost economic development in the regions[9].

Let's consider the prospects opened by social entrepreneurship for problem regions, their roots can be found in the following factors:

Firstly, it is important to develop a business approach aimed at solving the problems of target social groups in problem regions. The approach under consideration involves the provision of services and the production of necessary public goods, which contributes to the creation of new jobs and an increase in production.

Secondly, due to their flexibility, efficiency and ability to respond effectively to changes, social entrepreneurs can effectively manage enterprises with minimal initial investments.

Thirdly, enterprises engaged in social entrepreneurship can contribute to the creation of jobs, it is important to note that social entrepreneurship actively seeks to provide employment to members of vulnerable social groups and provide them with fair wages.

Fourth, social enterprises create the necessary infrastructure for effective operation and contribute to the development of public infrastructure in problem areas.

Fifth, social entrepreneurs build viable business models, pay wages and contribute to the social fund, which helps strengthen local finances.

Sixth, social entrepreneurship promotes transparency of activities, where entrepreneurs are willing to share commercial information to repeat successful business models.

The issue of distinguishing social entrepreneurship from other forms of business in the social sphere is not currently paramount from an economic point of view. A more important point is the increase in the number of entrepreneurs who are focused on solving social problems. After all, the main difference between social entrepreneurship is its aspiration to solve the problems of society [10].

State funds, the National Chamber of Entrepreneurs of the Republic of Kazakhstan and large corporations provide substantial support to social entrepreneurs not only in Kazakhstan, however, the legislative framework in the field of social entrepreneurship has not yet been formed, although this type of activity continues to develop. In 2020, several meetings of separate parliamentary committees were held in the Republic of Kazakhstan, where the preparation of regulatory legal acts for the legitimization of social entrepreneurship was discussed.

Conclusion

Social entrepreneurship is not just a business in the classical sense, since its purpose is not only to make a profit, but also to solve social, environmental and cultural problems. In this context, a social entrepreneur occupies an intermediate position between charitable organizations and commercial entrepreneurs. More than 300 companies have already been registered in the Kazakhstan register of social entrepreneurs, but until recently this activity was not regulated by law.

Currently, however, the Parliament of Kazakhstan in the second reading has adopted draft amendments to legislation and regulations related to the development of social entrepreneurship. It is expected that the changes under consideration will become an incentive for current enterprises and create favorable conditions for new participants to join. The legislative process promotes understanding of the essence of social entrepreneurship and contributes to its development in Kazakhstan.

Social entrepreneurship in Kazakhstan is a relatively new direction, but there are already successful and promising projects. The enterprises in question are generally known to society as organizations that provide jobs to people with special needs. In 2022, the number of such organizations has almost quadrupled, while some of them enjoy preferential taxation.

There are many limiting factors that seriously limit the development of social entrepreneurship in regions with social problems. One of the main factors is the lack of interested investors, sponsors and crowdfunding agencies, which prevents the possibility of obtaining the necessary funding for social entrepreneurs' initiatives.

It is especially noticeable in conditions of economic instability and insufficient support from government agencies.

Nevertheless, despite the difficulties and challenges, the sphere of social entrepreneurship continues to show some signs of development and sustainability. Some unique business models appear even in the most remote and hard-to-reach regions, which testifies to the viability and importance of the development of social entrepreneurship for public welfare and improving the quality of life in vulnerable groups of the population. However, it must be recognized that without proper support and changes in economic policy, the realization of the potential of social entrepreneurship can remain a serious problem in a complex socio-economic reality.

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Accepted for publication on 30.11.23

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Басып шығаруға 30.11.23 қабылданды.

ҚАЗАҚСТАНДАҒЫ ӘЛЕУМЕТТІК КӘСІПКЕРЛІКТІҢ ҚАЗІРГІ ЖАҒДАЙЫ

Мақала әлеуметтік және экологиялық мәселелерді шешуге ықпал ететін қазіргі экономиканың ажырамас бөлігі болып табылатын әлеуметтік кәсіпкерлікке арналған. Маңыздылығы-әлеуметтік кәсіпкерлік тұрақты қоғам құруға ықпал ете отырып, бизнес-тәсілді әлеуметтік миссиямен біріктіреді.

Бұл мақаланың мақсаты-әлеуметтік кәсіпкерліктің қажеттілігін және оның қазіргі әлемдегі маңызды рөлін қарастыру. Қалыптасуды қарастыру және әлеуметтік кәсіпкерлікті дамыту бойынша шаралар ұсыну. Әлеуметтік кәсіпкерлікті дамыту критерийі мен қағидаттарын зерделеу. Қазақстанда әлеуметтік кәсіпкерліктің дамуына талдау жүргізу. 2022-2023 жылдар кезеңіндегі статистикалық материалдар бойынша деректердің мұндай қысқа кезеңі әлеуметтік кәсіпкерлік туралы деректердің ҚР ҰЭМ бірыңғай тізіліміне жақында енгізілуімен түсіндіріледі, бұл тек қарастырылып отырған бағыттың өзектілігін анықтайды. Мақалада ҚР-дағы әлеуметтік кәсіпкерлікті дамытудың қазіргі жағдайы талданған. Жүргізілген зерттеу нәтижелері аталған аспектілердің қайсысы әлеуметтік кәсіпкерліктің тиімді дамуына әсер ететіндігі туралы қорытынды жасауға мүмкіндік береді.

Зерттеудің өзектілігі әлеуметтік кәсіпкерлік қазіргі экономикадағы маңызды сала болып табылады, өз кезегінде бизнес-

тәсілді әлеуметтік жауапкершілікпен біріктіреді. Қарастырылып отырған кәсіпкерлік түрі Әлеуметтік және экологиялық мәселелерді шешуге бағытталған және қоғамның тұрақты дамуына ұмтылады.

Кілтті сөздер: әлеуметтік кәсіпкерлік субъектілері, миссия, жоба, тұрақтылық, тұжырымдама, әлеуметтік құндылық, мүгедектер, инвентакси.

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Принято к изданию 30.11.23.

СОВРЕМЕННОЕ СОСТОЯНИЕ СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА В КАЗАХСТАНЕ

Статья посвящена социальному предпринимательству, которая в свою очередь является неотъемлемой частью современной экономики, способствующей решению социальных и экологических проблем. Важность заключается в том, социальное предпринимательство объединяет бизнес-подход с социальной миссией, способствуя созданию устойчивого общества.

Цель данной статьи рассмотреть необходимость социального предпринимательства и его важной роли в современном мире. Рассмотреть становление и предложить меры по развитию социального предпринимательства. Изучить критерий и принципы развития социального предпринимательства. Провести анализ развития социального предпринимательства в Казахстане. По статистическим материалам за период 2022-2023 гг., столь короткий период данных объясняется недавним включением данных о социальном предпринимательстве в единый реестр МНЭ РК, что только обуславливает актуальность рассматриваемого направления. В статье проанализировано современное состояние развития социального предпринимательства в РК. Результаты проведенного исследования позволяют сделать вывод, какие из перечисленных аспектов влияют на эффективное развитие социального предпринимательства.

Актуальность исследования заключается в том, что социальное предпринимательство представляет собой важную область в современной экономике, в свою очередь объединяет бизнес-подход с социальной ответственностью. Рассматриваемый вид предпринимательства ориентирован на решение социальных и экологических проблем и стремится к устойчивому развитию общества.

Ключевые слова: Субъекты социального предпринимательства, миссия, проект, устойчивость, концепция, социальная ценность, инвалиды, инватакси.

Теруге 29.11.2023 ж. жіберілді. Басуға 29.12.2023 ж. қол қойылды.

Электронды баспа

2.86 Mb RAM

Шартты баспа табағы 9,15

Таралымы 300 дана. Бағасы келісім бойынша.

Компьютерде беттеген: А. К. Мыржикова

Корректор: А. Р. Омарова, Д. А. Кожас

Тапсырыс № 4164

Сдано в набор 29.11.2023 г. Подписано в печать 29.12.2023 г.

Электронное издание

2.86 Mb RAM

Усл.п.л. 9,15. Тираж 300 экз. Цена договорная.

Компьютерная верстка: А. К. Мыржикова

Корректор: А. Р. Омарова, Д. А. Кожас

Заказ № 4164

«Toraighyrov University» баспасынан басылып шығарылған

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