

ISSN 2224-5227

2016 • 3

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ  
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ  
**БАЯНДАМАЛАРЫ**

**ДОКЛАДЫ**

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК  
РЕСПУБЛИКИ КАЗАХСТАН

**REPORTS**

OF THE NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN

ЖУРНАЛ 1944 ЖЫЛДАН ШЫҒА БАСТАҒАН  
ЖУРНАЛ ИЗДАЕТСЯ С 1944 г.  
PUBLISHED SINCE 1944



Бас редактор  
ҚР ҰҒА академигі **М.Ж. Жұрынов**

Редакция алқасы:

хим.ғ. докторы, проф., ҚР ҰҒА академигі **Әдекенов С.М.** (бас редактордың орынбасары), эк.ғ. докторы, проф., ҚР ҰҒА академигі **Әділов Ж.М.**, мед. ғ. докторы, проф., ҚР ҰҒА академигі **Арзықұлов Ж.А.**, техн. ғ. докторы, проф., ҚР ҰҒА академигі **Бишімбаев У.К.**, а.-ш.ғ. докторы, проф., ҚР ҰҒА академигі **Есполов Т.И.**, техн. ғ. докторы, проф., ҚР ҰҒА академигі **Мұтанов Г.М.**, физ.-мат.ғ. докторы, проф., ҚР ҰҒА академигі **Өтелбаев М.О.**, пед. ғ. докторы, проф., ҚР ҰҒА академигі **Пралиев С.Ж.**, геогр.ғ. докторы, проф., ҚР ҰҒА академигі **Северский И.В.**; тарих.ғ. докторы, проф., ҚР ҰҒА академигі **Сыдықов Е.Б.**, физ.-мат.ғ. докторы, проф., ҚР ҰҒА академигі **Тәкібаев Н.Ж.**, физ.-мат.ғ. докторы, проф., ҚР ҰҒА академигі **Харин С.Н.**, тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Әбүсейітова М.Х.**, экон. ғ. докторы, проф., ҰҒА корр. мүшесі **Бейсембетов И.К.**, биол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Жамбакин К.Ж.**, тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Кәрібаев Б.Б.**, мед. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Локшин В.Н.**, геол.-мин. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Өмірсеріков М.Ш.**, физ.-мат. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Рамазанов Т.С.**, физ.-мат. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Садыбеков М.А.**, хим.ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Сатаев М.И.**; ҚР ҰҒА құрметті мүшесі, а.-ш.ғ. докторы, проф. **Омбаев А.М.**

Редакция кеңесі:

Украинаның ҰҒА академигі **Гончарук В.В.** (Украина), Украинаның ҰҒА академигі **Неклюдов И.М.** (Украина), Беларусь Республикасының ҰҒА академигі **Гордиенко А.И.** (Беларусь), Молдова Республикасының ҰҒА академигі **Дука Г.** (Молдова), Тәжікстан Республикасының ҰҒА академигі **Илолов М.И.** (Тәжікстан), Қырғыз Республикасының ҰҒА академигі **Эркебаев А.Э.** (Қырғызстан), Ресей ҒА корр. мүшесі **Величкин В.И.** (Ресей Федерациясы); хим.ғ. докторы, профессор **Марек Сикорски** (Польша), тех.ғ. докторы, профессор **Потапов В.А.** (Украина), биол.ғ. докторы, профессор **Харун Парлар** (Германия), профессор **Гао Энджун** (КХР), филос. ғ. докторы, профессор **Стефано Перни** (Ұлыбритания), ғ. докторы, профессор **Богуслава Леска** (Польша), философия ғ. докторы, профессор **Полина Прокопович** (Ұлыбритания), профессор **Вуйцик Вольдемар** (Польша), профессор **Нур Изура Удзир** (Малайзия), д.х.н., профессор **Нараев В.Н.** (Ресей Федерациясы)

Главный редактор  
академик НАН РК **М.Ж. Журинов**

Редакционная коллегия:

доктор хим. наук, проф., академик НАН РК **С.М. Адекенов** (заместитель главного редактора), доктор экон. наук, проф., академик НАН РК **Ж.М. Адилов**, доктор мед. наук, проф., академик НАН РК **Ж.А. Арзыкулов**, доктор техн. наук, проф., академик НАН РК **В.К. Бишимбаев**, доктор сельскохозяйств. наук, проф., академик НАН РК **Т.И. Есполов**, доктор техн. наук, проф., академик НАН РК **Г.М. Мутанов**, доктор физ.-мат. наук, проф., академик НАН РК **М.О. Отелбаев**, доктор пед. наук, проф., академик НАН РК **С.Ж. Пралиев**, доктор геогр. наук, проф., академик НАН РК **И.В. Северский**; доктор ист. наук, проф., академик НАН РК **Е.Б. Сыдыков**, доктор физ.-мат. наук, проф., академик НАН РК **Н.Ж. Такибаев**, доктор физ.-мат. наук, проф., академик НАН РК **С.Н. Харин**, доктор ист. наук, проф., чл.-корр. НАН РК **М.Х. Абусейтова**, доктор экон. наук, проф., чл.-корр. НАН РК **И.К. Бейсембетов**, доктор биол. наук, проф., чл.-корр. НАН РК **К.Ж. Жамбакин**, доктор ист. наук, проф., чл.-корр. НАН РК **Б.Б. Карибаев**, доктор мед. наук, проф., чл.-корр. НАН РК **В.Н. Локшин**, доктор геол.-мин. наук, проф., чл.-корр. НАН РК **М.Ш. Омирсериков**, доктор физ.-мат. наук, проф., чл.-корр. НАН РК **Т.С. Рамазанов**, доктор физ.-мат. наук, проф., чл.-корр. НАН РК **М.А. Садыбеков**, доктор хим. наук, проф., чл.-корр. НАН РК **М.И. Сатаев**; почетный член НАН РК, доктор сельскохозяйств. наук, проф., **А.М. Омбаев**

Редакционный совет:

академик НАН Украины **Гончарук В.В.** (Украина), академик НАН Украины **И.М. Неклюдов** (Украина), академик НАН Республики Беларусь **А.И. Гордиенко** (Беларусь), академик НАН Республики Молдова **Г. Дука** (Молдова), академик НАН Республики Таджикистан **М.И. Илолов** (Таджикистан), член-корреспондент РАН **Величкин В.И.** (Россия); академик НАН Кыргызской Республики **А.Э. Эркебаев** (Кыргызстан), д.х.н., профессор **Марек Сикорски** (Польша), д.т.н., профессор **В.А. Потапов** (Украина), д.б.н., профессор **Харун Парлар** (Германия), профессор **Гао Энджун** (КНР), доктор философии, профессор **Стефано Перни** (Великобритания), доктор наук, профессор **Богуслава Леска** (Польша), доктор философии, профессор **Полина Прокопович** (Великобритания), профессор **Вуйцик Вольдемар** (Польша), профессор **Нур Изура Уздир** (Малайзия), д.х.н., профессор **В.Н. Нараев** (Россия)

«Доклады Национальной академии наук Республики Казахстан» ISSN 2224-5227

Собственник: Республиканское общественное объединение «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов Министерства культуры и информации Республики Казахстан №5540-Ж, выданное 01.06.2006 г.

Периодичность: 6 раз в год. Тираж: 2000 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 218-220, тел. 272-13-19, 272-13-18

<http://nauka-nanrk.kz> reports-science.kz

Адрес типографии: ИП «Аруна», г. Алматы, ул. Муратбаева, 75

©Национальная академия наук Республики Казахстан, 2016 г.

## E d i t o r i n c h i e f

**M.Zh. Zhurinov**, academician of NAS RK

## Editorial board:

**S.M. Adekenov** (deputy editor in chief), Doctor of Chemistry, prof., academician of NAS RK; **Zh.M. Adilov**, Doctor of Economics, prof., academician of NAS RK; **Zh.A. Arzykulov**, Doctor of Medicine, prof., academician of NAS RK; **V.K. Bishimbayev**, Doctor of Engineering, prof., academician of NAS RK; **T.I. Yespolov**, Doctor of Agriculture, prof., academician of NAS RK; **G.M. Mutanov**, Doctor of Physics and Mathematics, prof., academician of NAS RK; **M.O. Otelbayev**, Doctor of Physics and Mathematics, prof., academician of NAS RK; **S.Zh. Praliyev**, Doctor of Education, prof., academician of NAS RK; **I.V. Seversky**, Doctor of Geography, prof., academician of NAS RK; **Ye.B. Sydykov**, Doctor of Historical Sciences, prof., academician of NAS RK; **N.Zh. Takibayev**, Doctor of Physics and Mathematics, prof., academician of NAS RK; **S.N. Kharin**, Doctor of Physics and Mathematics, prof., academician of NAS RK; **M.Kh. Abuseitova**, Doctor of Historical Sciences, prof., corr. member of NAS RK; **I.K. Beisembetov**, Doctor of Economics, prof., corr. member of NAS RK; **K.Zh. Zhambakin**, Doctor of Biological Sciences, prof., corr. member of NAS RK; **B.B. Karibayev**, Doctor of Historical Sciences, prof., corr. member of NAS RK; **V.N. Lokshin**, Doctor of Medicine, prof., corr. member of NAS RK; **M.Sh. Omirserikov**, Doctor of Geology and Mineralogy, prof., corr. member of NAS RK; **T.S. Ramazanov**, Doctor of Physics and Mathematics, prof., corr. member of NAS RK; **M.A. Sadybekov**, Doctor of Physics and Mathematics, prof., corr. member of NAS RK; **M.I. Satayev**, Doctor of Chemistry, prof., corr. member of NAS RK; **A.M. Ombayev**, Honorary Member of NAS RK, Doctor of Agriculture, prof.

## Editorial staff:

**V.V. Goncharuk**, NAS Ukraine academician (Ukraine); **I.M. Neklyudov**, NAS Ukraine academician (Ukraine); **A.I. Gordienko**, NAS RB academician (Belarus); **G. Duca**, NAS Moldova academician (Moldova); **M.I. Iolov**, NAS Tajikistan academician (Tajikistan); **A.E. Erkebayev**, NAS Kyrgyzstan academician (Kyrgyzstan); **V.I. Velichkin**, RAS corr.member (Russia); **Marek Sikorski**, Doctor of Chemistry, prof. (Poland); **V.A. Potapov**, Doctor of Engineering, prof. (Ukraine); **Harun Parlar**, Doctor of Biological Sciences, prof. (Germany); **Gao Endzhun**, prof. (PRC); **Stefano Perni**, Doctor of Philosophy, prof. (UK); **Boguslava Leska**, dr, prof. (Poland); **Pauline Prokopovich**, Doctor of Philosophy, prof. (UK); **Wójcik Waldemar**, prof. (Poland), **Nur Izura Udzir**, prof. (Malaysia), **V.N. Narayev**, Doctor of Chemistry, prof. (Russia)

**Reports of the National Academy of Sciences of the Republic of Kazakhstan.**

ISSN 2224-5227

Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of Information and Archives of the Ministry of Culture and Information of the Republic of Kazakhstan N 5540-Ж, issued 01.06.2006

Periodicity: 6 times a year

Circulation: 2000 copies

Editorial address: 28, Shevchenko str., of.219-220, Almaty, 050010, tel. 272-13-19, 272-13-18,

<http://nauka-nanrk.kz/> [reports-science.kz](http://reports-science.kz)

Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

**REPORTS OF THE NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN**

ISSN 2224-5227

Volume 3, Number 307 (2016), 43 – 48

УДК 658.5; 658.012.2; 316.334.2

**A. E. Kazhenova**KIMEP University, Almaty, Kazakhstan  
[kazhen@hotmail.com](mailto:kazhen@hotmail.com)**CORPORATE SOCIAL RESPONSIBILITY:  
VARIETY OF CONCEPTUAL FRAMEWORK AND FORMS**

**Abstract.** Despite the fact that CSR is one of the most-debated topics for a long time there is still no any universally accepted definition and concept of CSR. The concept of corporate social responsibility (CSR) has a variety of definitions that reflects variety and differences of understanding of CSR and, especially, the level of its contribution to business and society development. The article observes the CSR as a phenomenon from the perspective of business community and the society and providers the views of academic researchers as well. The article offers an overview of the main definitions, contemporary concepts and forms of CSR.

**Key words:** Corporate social responsibility, corporate social initiatives, corporate governance.

**Introduction**

There is no single view on defining the starting point in corporate social responsibility (CSR) history. The social responsibility concept has long and diverse history (Boatright, 2003; Mason, 1974). According to many researchers the term appeared in the middle of the XX century and due to the growth of economic and political influences of corporations the CSR became even more popular and debated topic both in scientific and business environment nowadays. (Vanessa Hastenpflug Wottrich, Dalinee Sastararuji, 2007).

However, one can also find statements about early appearance of CSR in the scientific literature. They link its appearance with the industrialization and new type of business impact on society and environment. Thus, based upon this point of view the beginning of XX century was marked by appearance of “new” vision of CSR, with new requirements towards business. (Wallence B. Donham, 1929).

The basis for the debate was laid by the “corporate self-interest” theory. Its views were presented by the Nobel laureate, M. Friedman. In 1971, M. Friedman wrote in “The New York Times” that “there is one and only one social responsibility of business: to use its resources and energies in actions leading to an increase in profits, as long as it is done within the rules of the game.”

Another point of view in the theory was called “enlightened self-interest.” It views CSR as one of the types of social investment in the form of sponsorship or charitable activities. One of the extreme views of this theory is the statement that reduction of a company’s revenue at the expense of the socially oriented spending creates a favorable social environment, which in turn contributes to the sustainable development of businesses.

Whatever the period of CSR history dated back, the discussions around it were always very hot. Nowadays, the issues connected with corporate responsible attitude of the companies in globalization context are of great interest. The understanding that corporations are crucial centers where focused financial, human and material resources, makes society to intensively follow their activities and growing impact on social processes.

Thus, as a result of globalization progress and growing business power, there are new flares of discussions about the role of the companies in society, their social obligations and responsible attitude. The survey covers four directions:

**On academic level** there is a growing interest of scientists (Andriof and McIntosh, 2001; Habish et al, 2005) in analysis of various economic interactions, laws concerning wide range of economic theory – from financial expenditures to human capital assets management.

**On political level** CSR issues are discussed in the context of three-party cooperation institute of state of power, business and trade-union. The ideas of labour law, regional responsibility, environment protection and social phenomena such as unemployment, poverty and urbanization are included today in agenda of CSR discussions.

**On the company's management level** a social responsibility is reviewed as an instrument of strategy (Duane Winsdor, 2006). The researchers views are often refer to marketing and competitive strategy issues. CSR issues are reviewed at the interface of business practices and theory management. The researchers highlight the environment management, resource management and stakeholders' management. (D.J.Wood, 1991).

**On the regional/national level** the majority of researchers of CSR are focused on multinational relationships, models and European context (Aaronson, 2002; Perrini, 2005; Silberhorn and Warren, 2007) or interrelations between Europe and America (Maignan and Ralston, 2002).

While resuming one can certainly say that XX century was marked by deepening and expansion of theories, which explain main point of business and society relationships. One of the main postulates of most views about CSR is a thesis that if a company properly pays taxes, sets proper salary level, provides with adequate working conditions, follows environment protection rules, then it carries on fair business practice and it is a socially responsible company. Today another spread statement is voluntary principle support and defining CSR as an activity carried out in addition to legislative required activities.

### **Variety of CSR concepts**

Until now one of the most spread issues for many business companies, which begin to carry out social activities, is: “What Is Corporate Social Responsibility?” Notwithstanding the duration of discussions in this field, there is no single definition of this concept.

Thus, different authors and organizations offer their own definitions, though all these definitions have common basis. CSR implies that companies take care of their positive impact on society while doing business.

### **Economic responsibility concept**

At the first stages of the concept development term ‘social’ meant economic responsibility of a company which was restricted by business operations and profitability support. M. Freedman (Capitalism and Freedom, 1962) is often mentioned as strong supporter of this theory. He thinks that “there is only one business social responsibility – to use own resources and be engaged in activity targeted at growth of profits provided that they stick to the rules of a game, i.e. participate in free competitiveness without deception and fraudulent activities”. M. Freedman was especially skeptical of the term ‘social’ which he associated with socialism.

Well-known management theorist M. Porter is considered to be another supporter of this concept. In contrast to M. Freedman, his understanding of social responsibility is wider since it covers the notion of moral responsibility in a form of honesty and ethics. According to M.Porter, enterprises are involved in charity “to avoid scandals and to be loved”, although such path is quite risky. M. Porter considered that companies should replace protective measures by preventive integration of social initiatives in a competitive business strategy. Business makes economy work and it should be proud of it. Money comes from business but not from the government. From M. Porter's standpoint, business should not try to solve all social problems but should focus on the most relevant business operations.

Basic business strategy concept rests on the fact that business can not thrive if surrounding society is not safe. Corporate responsibility involves those measures which are taken by enterprises to support and settling this close relationship. Society can also promote CSR providing such services as law-

enforcement, investment in public benefits used by business, and respective regulation funding such activity through rationally built and arranged public finance system. If interaction of business and society becomes successful, it promotes mutual confidence and predictability, which, in its turn, leads to successful business and improves economic, social, and environmental well-being of society.

**Responsibility concept.** A. Carroll (1999) considers that the corporation activity should be assessed not only based on business success but also on noneconomic criteria. See the Figure 1.

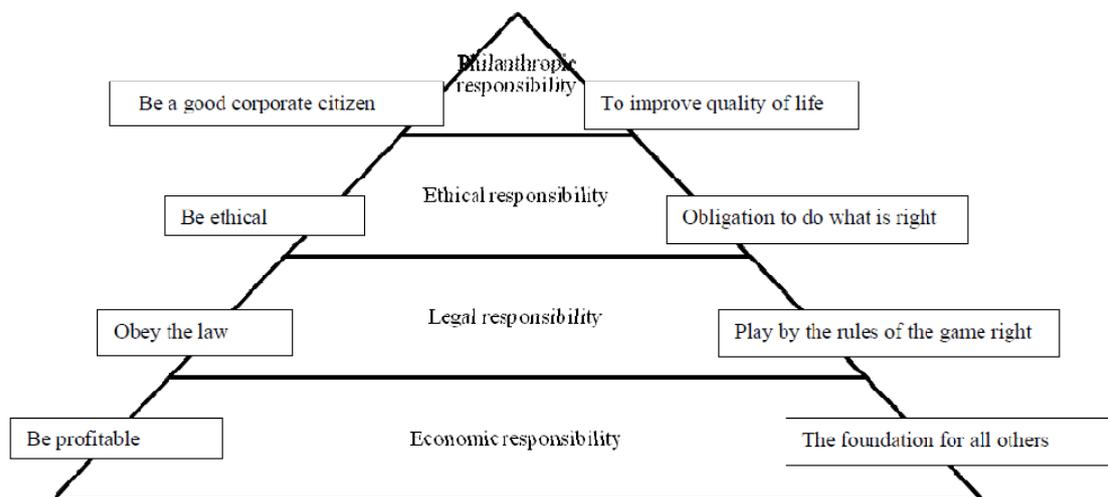


Figure 1 - The pyramid of corporate social responsibility (Carroll, 1999)  
Source: Carroll A. (1999)<sup>1</sup>

In order to perform its corporate civil role, corporation should have the following obligations:

Economic: gain enough profit for owner equity, provide products which cost the paid money, create new jobs, new tangible values for its business, encourage innovations.

Legal: abide by the law.

Ethic: be moral, honest, and just, respect human rights, avoid infliction of social harm, prevent harming others.

Philanthropic: conduct socially useful activity.

### Stakeholder concept

Irrespective of the enterprise or organization type, there are groups of people influencing organization or influenced by organization. This group is called ‘stakeholders’ and includes: employees, buyers, shareholders, suppliers, local community, Government, and society as a whole. As a rule, some of stakeholders have more influence than others, and business should understand the level of influence of each group of stakeholders.

### Corporate accountability concept

This concept stresses that companies are responsible to some extent for implications of their activities. Nowadays companies should become more accountable to the whole society. Moreover, they are responsible to stakeholders. The only way to ensure that transnational companies will not use differences in national regulation is to reconsider accountability of businesses under the mandatory international standards of conduct.

### Voluntary concept

One of social responsibility concepts implies that in addition to the company’s obligations envisaged by the law and economy, there should be a tendency to achieve long-term goals beneficial for society (Buchholz; Robbins and Desenzo, 2001). It is important for organizations to come up to expectations and

<sup>1</sup> Carroll A.B. 1999. *Corporate Social Responsibility: Evolution of Definitional Construct*. *Business and Society*. 38, p. 268 - 295.

perform moral obligations on the society level. This means that correct conduct should be based on long-term wellbeing of society as a whole.

### **Proactive concept**

From the point of view of business, CSR is a means of response to sustainable development challenges. Companies can do it in a ‘reactive’ (reaction-based approach) and ‘proactive’ (strategic approach) way which systematically extend management capabilities for sustainable development. Using the reaction-based approach companies perceive changes in their development and behavior as risks they respond to taking certain measures. Companies understand that disregard of a problem may seriously harm their reputation, and in some cases deprive of the license to operate or at least become one of the lost opportunities.

*Forms of Corporate social responsibility.*

***Variety in CSR concepts explains the variety of its forms.***

In general, various forms of CSR can be shown in a form of pyramid consisting of three layers. At the bottom of the pyramid there are issues related to optimization of business quality and business processes (Figure 2). Further there is mitigation of business impact on environment, as well as partner programs enabling business social infrastructure development. Charity is on the top of the pyramid.

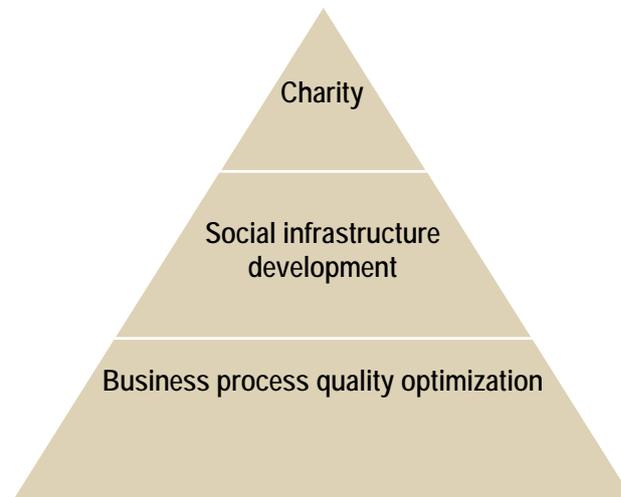


Figure 2 - CSR Activity forms

### **New forms of Corporate Social Responsibility**

Business globalization has significantly influenced formation of new forms of business social responsibility. More competitive strain in the commodity and financial markets has brought about restrictions in charity programs financing. According to M. Freedman, ‘capitalism of managers’ is being replaced by ‘capitalism of investors’ which has established more efficient mechanisms of shareholders regulation of the managers, affected replacement of traditional scope of charitable activity and contributed to establishment of such new forms as strategic philanthropy, charitable marketing, corporate social marketing, etc.

**Strategic philanthropy** – pragmatic charitable strategy encouraging business to achieve its new commercial and financial goals when implementing CSR programs. Such activity may lead to increased demand in the company’s products and may target improvement of social, political, ecological or institutional environment in which the company operates. For example, it may focus on support of programs in the field of university and specialized secondary education, social programs, health care investments; culture; fundamental and applied research, etc. This is also referred to support of partnership,

NGOs shares, public bodies (primarily, local authorities) which in future will contribute to promotion of a profit-making organization's product (service) to the target group.

**Charitable marketing** – focuses on acquisition by a company of those positive business features which make it significantly different from its competitors, to form stable reputation. Reputation is formed thanks to fidelity clients' fidelity and increased demand in the company's products. Often certain sales interest goes for specific charity. There is also practice of selling participation of consumers in useful activities 'in a package' with its goods. Success of such activities significantly depends on the partner (social organization), enterprise which was chosen by business for promotion of a specific social initiative. It is worth mentioning that there is a tendency of gradual increase in charitable marketing dimension, for example, in the USA it is estimated at US \$ 1 billion per annum.

**Corporate social marketing** is described in detail by F. Kotler and N. Lee in the book "Corporate Social Responsibility". The authors propose to consider as corporate social marketing "company's support of development and/or change of some ways of behavior (habits) in order to improve people's health or security, contribute to environment protection or community development. Typical feature of this initiative is putting emphasis on change in behavior which makes it different from promotion of a socially valuable activity. Company's behavior is focused on supporting measures for making the idea popular, collection funds, and involvement of volunteers".

The issue of how to act to support social initiatives and to be socially responsible while maintaining competitive edge in the new global environment becomes increasingly important in the business environment. The choice of specific forms and models of CSR depends on the analysis of social problems at different levels and opportunities, objectives, and possibilities of business.

### Conclusion

Variety of CSR concepts, approaches, and forms in the international practice shows the importance of CSR as a phenomenon. Experience accumulated by countries and separate companies is almost an age-long. The fact that CSR is one of the most-debated topics in business for a long period of time makes it possible to state that a socially responsible company became an integral part of private businesses, the valuable instrument of their competitive advantages and significantly contributes to the long-term sustainability of society.

The application of different CSR forms by companies cannot be a unified process. Every company has to choose its own way of development and strengthening on the market. However, knowledge and dissemination of international best practices allow learning useful tools to assess consequences and expected results upon the application of a certain CSR model and form.

### REFERENCES

- [1] Carroll A.B. *Corporate Social Responsibility: Evolution of Definitional Construct*, 1999, Business and Society, 38, 268 – 295 (in Eng).
  - [2] Carroll A.B. *The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders*, 1991, Business Horizons, 34, 39 – 48 (in Eng).
  - [3] Drucker. P. *The New Meaning of Corporate Social Responsibility*, 1984, California Management Review, 26, 53 – 63 (in Eng).
  - [4] Friedman M. *Capitalism and freedom*, 1962, University of Chicago Press, 119-135(in Eng).
  - [5] Johnson H. *Does It Pay to be Good? Social Responsibility and Financial Performance*, 2003, Business Horizons, 46, 34 – 40 (in Eng).
  - [6] Kotler Ph., Lee N. *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, 2007, John Wiley & Sons, Inc., 285 (in Eng).
  - [7] Sachs S., Preston L. *Redefining the Corporation: Stakeholder Management and Organizational Wealth*, 2002, Stanford University Press: Stanford, 376 (in Eng).
  - [8] Schwartz M.S., Carroll A.B. *Corporate Social Responsibility: A Three-Domain Approach*, 2003, Business Ethics Quarterly, 13, 503 – 530 (in Eng).
  - [9] Shepard J.M. 1995. *The Place of Ethics in Business: Shifting paradigm?* Business Ethics Quarterly, 5, 577 – 601 (in Eng).
  - [10] Anupam Sh., Kiran R. *Corporate Social Responsibility: Driving Forces and Challenges*, 2013, International Journal of Business Research and Development, Vol. 2, No. 1, 18-27 (in Eng).
- УДК 658.5; 658.012.2; 316.334.2

**А. Е. Каженова**

Университет КИМЭП, Алматы, Казахстан  
[kazhen@hotmail.com](mailto:kazhen@hotmail.com)

**КОРПОРАТИВНАЯ СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ:  
РАЗНООБРАЗИЕ КОНЦЕПЦИЙ И ФОРМ**

**Аннотация.** Несмотря на то, что корпоративная социальная ответственность (КСО) является одним из наиболее обсуждаемых тем в течение длительного периода времени, до сих не существует единого и общепринятого подхода к определению КСО. Данная ситуация явилась результатом разных подходов в понимании и интерпретации КСО, в частности, понимания степени участия бизнеса в развитии общества. В данной статье КСО рассматривается как явление с точки зрения бизнеса и гражданского общества, также в статье дается видение КСО учеными - исследователями. В статье предлагается обзор основных определений, современных концепций и форм КСО.

**Ключевые слова:** корпоративная социальная ответственность, корпоративная социальная инициатива, корпоративное управление .

**А.Е. Каженова**

КИМЭП Университеті, Алматы, Қазақстан

**КОРПОРАТИВТІК ӘЛЕУМЕТТІК ЖАУАПКЕРШІЛІК:  
ТҮСІНІКТЕРІ МЕН НЫСАНДАРЫНЫҢ ӘРТҮРЛІЛІГІ**

**Аннотация.** Корпоративтік әлеуметтік жауапкершілік (КӘЖ) ұзақ уақыт кезіні ішінде ең көп талқыланатын және өзекті тақырыптардың бірі болғанына қарамастан, әлі күнге дейін оны анықтауға арналған бірыңғай және жалпы танылған көзқарас жоқ. Бұл жағдай КӘЖ-ті түсіну тәсілдерінің әртүрлілігі нәтижесінде пайда болды, атап айтқанда, қоғам дамуына бизнестің қатысуының дәрежесін түсіну. Бұл мақалада КӘЖ бизнес құбылыс ретінде және азаматтық қоғам тұрғысында қарастырылады, сондай-ақ мақалада КӘЖ туралы зерттеушілердің көзқарасы беріледі. Мақалада КӘЖ туралы негізгі анықтамалар мен қазіргі заман түсініктері мен нысандарына шолу жасайды.

**Түйін сөздер:** Корпоративтік әлеуметтік жауапкершілік, корпоративтік әлеуметтік бастамашыл , корпоративтік басқару.

## CONTENTS

<i>Turan D., Sulyeyev R.N., Amirgaliyev Ye. N.</i> A Modified Sparse Leaky-LMS Algorithm for System Identification.....	5
<i>Poleshchuk O. Kh., Kovaleva S.V., Ermakhanov M.N., Saidakhmetov P.A., Uitelbaeva A.B., Nurullaev M.A.</i> Using of density functional theory for analysis of surface interaction between metallic mercury and ammonium bases.....	12
<i>Poleshchuk O.Kh., Izaak T.I., Adyrbekova G.M., Ermakhanov M.N., Saidakhmetov P.A., Abdraimov R.T.</i> Analysis of the interaction of four-atom silver cluster with surface of silicon dioxide by density functional theory methods.....	18
<i>Turgumbayeva A., Naurzalina D.</i> The theoretical aspects of professional motivation in the context of cross-cultural psychology .....	31
<i>Dostiyarova A.</i> Students' perception of organizational culture AT KIMEP university based on OCAI instrument .....	36
<i>Kazhenova A. E.</i> Corporate social responsibility: variety of conceptual framework and forms.....	43
<i>Kaliyeva-Khasenov A.B.</i> The development of transcontinental infrastructure of the Republic of Kazakhstan.....	49
<i>Naurzalina D.G., Aimaganbetova O.Kh., Almurzayeva B.K., Abdirakhmanova Y., Zhubandikova M.K., Buzelo A.S.</i> Psychological aspect of development of ethnic tolerance among students in multy lingual society.....	54
<i>Poleshchuk O. Kh., Krasnov E. A., Adyrbekova G.M., Ermakhanov M.N., Saidakhmetov P.A.</i> Investigation of mediborol on the basis of density functional theory.....	60
<i>Khoich A., Abaidilda A.</i> Current Tendencies of Multinational Corporations' activities in Kazakhstan.....	65

## **Publication Ethics and Publication Malpractice in the journals of the National Academy of Sciences of the Republic of Kazakhstan**

For information on Ethics in publishing and Ethical guidelines for journal publication see <http://www.elsevier.com/publishingethics> and <http://www.elsevier.com/journal-authors/ethics>.

Submission of an article to the National Academy of Sciences of the Republic of Kazakhstan implies that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis or as an electronic preprint, see <http://www.elsevier.com/postingpolicy>), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, it will not be published elsewhere in the same form, in English or in any other language, including electronically without the written consent of the copyright-holder. In particular, translations into English of papers already published in another language are not accepted.

No other forms of scientific misconduct are allowed, such as plagiarism, falsification, fraudulent data, incorrect interpretation of other works, incorrect citations, etc. The National Academy of Sciences of the Republic of Kazakhstan follows the Code of Conduct of the Committee on Publication Ethics (COPE), and follows the COPE Flowcharts for Resolving Cases of Suspected Misconduct ([http://publicationethics.org/files/u2/New\\_Code.pdf](http://publicationethics.org/files/u2/New_Code.pdf)). To verify originality, your article may be checked by the originality detection service Cross Check <http://www.elsevier.com/editors/plagdetect>.

The authors are obliged to participate in peer review process and be ready to provide corrections, clarifications, retractions and apologies when needed. All authors of a paper should have significantly contributed to the research.

The reviewers should provide objective judgments and should point out relevant published works which are not yet cited. Reviewed articles should be treated confidentially. The reviewers will be chosen in such a way that there is no conflict of interests with respect to the research, the authors and/or the research funders.

The editors have complete responsibility and authority to reject or accept a paper, and they will only accept a paper when reasonably certain. They will preserve anonymity of reviewers and promote publication of corrections, clarifications, retractions and apologies when needed. The acceptance of a paper automatically implies the copyright transfer to the National Academy of sciences of the Republic of Kazakhstan.

The Editorial Board of the National Academy of sciences of the Republic of Kazakhstan will monitor and safeguard publishing ethics.

Правила оформления статьи для публикации в журнале смотреть на сайте:

[www.nauka-nanrk.kz](http://www.nauka-nanrk.kz)

<http://www.reports-science.kz/index.php/ru/>

Редакторы *М. С. Ахметова, Д. С. Аленов, Т.А. Апендиев*  
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 20.05.2016.  
Формат 60x881/8. Бумага офсетная. Печать – ризограф.  
11 п.л. Тираж 2000. Заказ 3.