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ACTUAL PROBLEMS OF THE FORMATION OF SOCIAL RESPONSIBILITY OF BUSINESS IN THE REPUBLIC OF KAZAKHSTAN

Abstract. The social responsibility of business is subject to interdisciplinary research. In addition to economics, psychologists, sociologists, political scientists, etc. study various aspects of entrepreneurial activity.

Government intervention in the area of social responsibility of business should be of a recommendatory, framework character. The positive Soviet experience in shaping social policy has become an example for the labor and trade union movement throughout the world. Especially important for the development of social responsibility in the country is precisely the moral support of these processes by the state - the establishment of titles, medals, prizes and certificates. Moreover, some tax breaks for corporations are even more profitable for the budget and society, since corporations are able to more accurately and efficiently solve local regional problems through social responsibility.

Keywords: social responsibility, economics, science, security, problems, corporations.

INTRODUCTION

Humankind has always been excited about the ideas of creating such a society that would provide the best natural economic order. Thinkers, scientists, researchers nurtured and developed the ideas of a social state, a social market economy, a welfare society, a social economy. Thus, the concept of the welfare state was formulated in the middle of the XIX century. German scientist Lorenz von Stein. It was based on the principles of social justice and equality, guaranteeing and protecting the state of the economic rights of all social classes, regardless of their social affiliation [1].

The concept of “market freedom” and equitable distribution according to the principle of “social equalization” was conceptually first described by A. Muller-Armak in the book “Economic Management and Market Economy”, published in 1947, where he also used the term “social market economy” for the first time. German neoliberals (V. Röpke, L. Erhard, V. Oiken, etc.) considered the “social market economy” as a path to “economic humanism”.

MAIN PART

The model of “social market economy” was largely consonant with the model of institutionalists that emerged in the 60–70s of the twentieth century about the “welfare society”. In both models, the provisions on the exploitation of man by man and class antagonism are rejected; Both models are based on the idea of an active social function of the state to ensure all citizens equal rights and equal opportunities to receive social services and improve their well-being. The outward manifestation of “universal welfare” is seen not only as an increase in the number of shareholders in various sectors of society, but also as an increased stability of all public institutions, confidence of a significant part of workers in the future, etc.

Social responsibility of business is the voluntary contribution of business to the development of society in the social, economic and environmental spheres, which is directly related to the main activity of the company and goes beyond the legal minimum.

Social responsibility of business is also divided into internal and external.

To the internal social responsibility of business

Include:

- Safety.
- Stability and maintenance of socially significant wages.
- Social security of employees.
- Development of human resources through training and advanced training programs.
- Implementing standards.

To external social responsibility of business

Relate:

- Responsibility to consumers of goods and services (production of high-quality goods).
- Promoting environmental protection.
- Social investment in local community development.
- Sponsorship and corporate charity.

All the many points of view on the problem of social responsibility of business can be laid between the following two alternatives:

1. Responsibility of a business is limited to creating jobs and ensuring their effective use. The practice of this responsibility is manifested in two main models:

- In the Anglo-American (liberal) model, the employee receives a salary and through private structures independently satisfies his diverse social needs;

- In the European (social) model, business pays rather large taxes, and the state creates the conditions for the realization of the most significant social needs of the population.

The concepts of a welfare state, a social market economy, a social economy have found concrete embodiment in the economic systems of many European countries after the Second World War. Western European countries call themselves social states, consider their economies to be social, ensuring a high level of welfare of the population, a set of socio-economic institutions that direct the functioning of all elements of this system to the realization of the goals of social justice, security, high level and quality of life.

The main goal of economic reforms in Kazakhstan is to create a social market economy based on the formation of a model of civil society. Among modern domestic studies on this issue, the scientific works of the famous economist U.B. Baimuratov to create the theoretical foundations of a new harmonious social economy such as “Social Economy”, “Socialization in the economy: from the individual to the state”, “Harmony of society and the economy: the world paradigm”. Economists rightly point out that “the author essentially laid the foundation for a new scientific direction, which has unconditional relevance and a great future” [2, p. 7].

Socialization of the economy determines the socialization of the economic activities of all economic entities and the social responsibility of entrepreneurship and business becomes an integral part of this process. The problem of social responsibility of business is one of the urgent problems of modern socio-economic development and is still the focus of attention of Western researchers [5, 6].

The trends of the world socio-economic development are also related to the economy of our country, as with the transition to a market-oriented development path, we are joining the world economic space.

Socialization of the economy and the socialization of business are interrelated and interdependent. As the socialization of the economy determines the social orientation of the activity of entrepreneurship, so its socialization is a system-forming element of the creation of a social economy. Therefore, the formation and development of social responsibility of domestic business is one of the urgent, main problems of our economy.

Today, there are a number of factors and circumstances that determine the actualization and prioritization of the problems of social responsibility of business. Among them, we will pay attention to such factors as the increasing importance of intangible factors of economic growth associated with the development of human potential and the need to expand the circle of subjects in solving social and economic problems.

In modern conditions, the competitiveness of firms operating in the world market, national economies, largely is determined by factors related to quality, not price. This is due to the domination and effect of imperfect competition. Among the factors that are on the quality side, the most significant is the

ability to innovate and perceive new technological advances, which are based on human, intellectual, social capital, that is, the quality of labor and the motivation of employees. The researchers note that this circumstance sets the economic imperatives of business socialization [7, p. 90].

In a market economy, firms act as the most important macroeconomic entity. As a major producer of goods and services, the business, until about the 1970s, was primarily financially involved in solving social problems through paying taxes and promoting charitable programs. Meeting the social needs of society remained the prerogative of the state. For the most developed countries, there is a high standard of social security coupled with a high level of government social spending.

Today, in most developed countries, the state budget redistributes from 1/3 to one // GDP. However, supporting the existing level of social guarantees requires a further increase in investment. In modern conditions, such trends of demographic and socio-economic development as the aging of the population, destabilization of employment associated with the growth of its flexible and non-standard forms and a decrease in the number of steadily employed in the state and corporate sectors, the decline of prestige of skilled industrial labor. At present, this is aggravated by the impact of the global financial crisis, which has led to an aggravation of the employment problem, to mass unemployment. The economic, political instability of the world order has led to increased migration flows from disadvantaged countries to countries of high living standards, which to some extent pose threats of extremism and terrorism. The solution to these problems can no longer be provided only at the expense of the state budget. It is necessary to develop new mechanisms for the development of the social sphere, the solution of socio-economic problems.

Firms, business structures, as a macroeconomic entity, should become an equal partner of socio-economic development. In the formation of an active strategy of social development, business should unite efforts with the state and public organizations. The competitiveness and productivity of the business itself will depend on the success of these efforts. Business must take into account the interests of the participants in the production process and bear its part of responsibility for solving growing problems in the social and labor sphere. Otherwise, this will affect the position of firms. Social polarization and destabilization will increase, which will require large financial resources for its resolution. This will lead to high taxation of commercial structures in the first place, which will reduce competitiveness, worsen the economic situation and further exacerbate social problems.

The experience of the highly developed countries of the world clearly demonstrates that social problems are not solved only by the state. The commercial sector should also be actively involved in this process, since the well-being of society, stability and competitiveness of a country depend on the responsibility of each member, each civil institution. The main prerequisite for such cooperation is to rely on a socially responsible business. The principles of corporate social responsibility, further development and improvement of collective bargaining mechanisms in labor relations have received the corresponding legal basis. In this regard, it should be noted that the norms prescribed in the old Labor Code and social legislation, enshrined the functions of social responsibility for the state itself. This led to the fact that the obligations of the employer not only to ensure the social well-being of their employees, but also the minimum social guarantees specified by law were not actually fulfilled.

Today, thanks to the actions or, rather, the awareness of entrepreneurship of their role and place in solving state tasks, the terms “socially responsible”, “socially oriented” from some virtual model are gradually becoming a reality. Elements of socially responsible entrepreneurship are taking root in the business culture of many Kazakhstani companies. Companies and entrepreneurs create new jobs, are engaged in charity work, carry out specific work on the development of the socio-cultural infrastructure of the city and village. Among them are LLP “KOKTEM GROUP LTD” from Almaty, JSC “Aksaygazservis” from the West Kazakhstan region, JSC “Kantau transformer plant” and many others.

Such examples of a responsible, humane attitude of the representatives of the country's business community to the issues of social and cultural development are not isolated, they create confidence that this phenomenon is becoming widespread. The experience of domestic entrepreneurs and companies convinces that social responsibility not only enhances its image, but also contributes to the development of the enterprise and the promotion of business. And this is normal, because global practice shows that companies that adhere to such principles can increase sales, strengthen the position of brands in the market, increase their own investment attractiveness and even reduce the cost of production.

In Western countries, social responsibility for many companies has long been a means of obtaining additional not only material, but also moral dividends. After all, a socially responsible business is a business that primarily supports the foundations of a civilized life and the establishment in society of such universal human values as morality, honesty, safe and healthy life, good and fair education, and others.

Social responsibility is a conscious investment in the future. The more successful the business, the healthier the society, and the healthier the society, the more successful the business. Similar interdependence

In all regions where Kazakhmys enterprises operate, there are 36 kindergartens on the balance of the corporation, which are attended by 5,700 children. All these children's institutions are united in a private institution "Preschooler", the sole founder of which is the corporation. For the maintenance of preschool institutions only in the cities of Zhezkazgan and Satpayev monthly sponsorship is provided in the amount of more than 14 million tenge. Kazakhmys Corporation implements a large program, including measures for environmental protection and maintenance of environmental facilities. For these purposes, it spends about \$ 23 million annually. On environmental issues, a special committee has been created in the company, which consists of independent directors and well-known experts in this field. International standards on ecology are gradually being introduced at all Kazakhmys enterprises.

In practice, it fully provides for the livelihoods of the cities of Zhezkazgan, Balkhash and Satpayev, as well as more than a dozen villages, contains over 90 large social facilities on its balance sheet.

Showing interest in raising the level of employment among the population of the Karaganda region, Kazakhmys is actively working to create new jobs. In relations with the state and its bodies, Kazakhmys, first, annually pays about \$ 200 million in taxes and other obligatory payments to the budget. Therefore, in particular, the corporation provides filling up to 98% to the city budgets of Zhezkazgan and Balkhash.

One of the most notable events in the sphere of relations between our corporation and local authorities was the conclusion of a memorandum of cooperation with the Akimat of the Karaganda region. According to this document, the Akimat, in particular, undertakes to promote the company's projects in developing business activities and creating conditions for the investment climate. In addition, the authorities assume responsibility for organizing the construction and operation of transport and engineering infrastructure facilities.

At the same time, at traditional meetings with voters, we, deputies of Parliament, sometimes come across facts when, along with the successes achieved in the field of social protection of the population, the participation of the country's business structures in this humane matter, serious problems manifest themselves. Today, sometimes we have to face some facts of indifference and disregard for the provisions of labor legislation, labor protection and occupational health standards. All this in some cases becomes a reason for proceedings, complaints and dissatisfaction on the part of labor collectives. When clarifying the circumstances, it becomes obvious that such phenomena are not only a consequence of legal nihilism, but also moral "deafness" and the carelessness of individual leaders.

CONCLUSION

To eradicate these facts and solve other socially responsible issues, undoubtedly, consolidation of the efforts of the whole society is required. Solving the above problems also requires improving the legal framework for the creation of economic and moral motivational mechanisms to activate this important socio-economic process aimed at improving the welfare of citizens and ensuring stability in the country. Our national companies and large investors are currently creating new jobs, fulfilling their social obligations to employees, doing charity work, and providing real support to socially unprotected citizens. However, in order for a business to truly become a pillar of social and economic transformation, it is necessary to move on to its systemic participation in solving national problems. The corporate social responsibility standards defined in the United Nations Global Compact focus on the principles of corporate social responsibility in the field of labor relations.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ БИЗНЕСІНІҢ ӘЛЕУМЕТТІК ЖАУАПКЕРШІЛІГІНІҢ НЕГІЗГІ МӘСЕЛЕЛЕРІ

Аннотация. Бизнесің әлеуметтік жауапкершілігі пәнаралық зерттеуге жатады. Экономикаға қоса, кәсіпкерлік қызметтің әртүрлі аспектілері психологтар, әлеуметтанушылар, саясаттанушылар және т.б. зерттейді.

Бизнесің әлеуметтік жауапкершілігі саласындағы мемлекеттің араласуы ұсынымдық, құрылымдық сипатта болуы керек. Әлеуметтік саясатты қалыптастырудағы позитивті кеңес тәжірибесі бүкіл әлемде еңбек және кәсіподақ қозғалысына үлгі болды. Елдегі әлеуметтік жауапкершілікті дамыту үшін айрықша маңызға ие болып, бұл үдерістерді мемлекет тарапынан моральдық қолдау - атақтарды, медальдарды, жүлделер мен сертификаттарды белгілеу. Сонымен қатар, корпорациялар үшін кейбір салықтық жеңілдіктер бюджет пен қоғам үшін тиімдірек, өйткені корпорациялар әлеуметтік жауапкершілік арқылы жергілікті аймақтық проблемаларды барынша нақты және тиімді шеше алады.

Түйін: social responsibility, economics, science, security, problems, corporations.

УДК 65.0(075.8)

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АКТУАЛЬНЫЕ ПРОБЛЕМЫ СТАНОВЛЕНИЯ СОЦИАЛЬНОЙ ОТВЕТСТВЕННОСТИ БИЗНЕСА В РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Социальная ответственность бизнеса является объектом междисциплинарных исследований. Кроме экономической науки, различные аспекты предпринимательской деятельности изучаются психологами, социологами, политологами и др.

Вмешательство государства в область социальной ответственности бизнеса должно носить рекомендательный, рамочный характер. Позитивный советский опыт формирования социальной политики стал примером для рабочего и профсоюзного движения во всем мире. Особенно важным для развития социальной ответственности в стране является именно моральная поддержка данных процессов со стороны государства - учреждение званий, медалей, премии и грамот. Более того, некоторые налоговые послабления для корпораций даже выгоднее бюджету и обществу, поскольку корпорации точнее и результативнее способны решать через социальную ответственность местные региональные проблемы.

Ключевые слова: социальная ответственность, экономика, наука, безопасность, проблемы, корпорации.

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