



Nº 4(3) 2022



ISSN: 2707-4962



# International Science Reviews Social Sciences series

Published since 2020

No. 4 (3) / 2022

Astana

International Sciences Reviews: Social Sciences series, Vol.3, No.4, 2022

## EDITOR-IN-CHIEF: Doctor of Jurisprudence, Professor Amandykova S.K.

#### Deputy Editor ,PhD Khairmukhanmedov N.I.

#### EDITORIAL BOARD:

| Irsaliyev S. A.                  | <ul> <li>Candidate of Agricultural Sciences, President AIU,<br/>(Kazakhstan)</li> </ul>              |
|----------------------------------|--|
| Sarsenbay N. A.                  | <ul> <li>Candidate of Economic Sciences, (Kazakhstan)</li> </ul>                                     |
| Somzhurek B.Zh.                  | - Candidate of Historical Sciences, Professor (Kazakhstan)   |
| Khairmukhanmedov N.I.            | <ul> <li>PhD, Assistant Professor (Kazakhstan)</li> </ul>  |
| Kazhyken M. Z.                   | <ul> <li>Doctor of Economic Sciences, (Kazakhstan)</li> </ul>  |
| Toxanova A.N.                    | <ul> <li>Doctor of Economic Sciences, (Kazakhstan)</li> </ul>  |
| Akhmadiyeva Zh.K.                | <ul> <li>Candidate of Pedagogical Sciences, Associate<br/>professor (Kazakhstan)</li> </ul>          |
| Laumulin M. T.                   | - Doctor of Political Sciences, (Kazakhstan)   |
| Orlova O.S.                      | <ul> <li>Doctor of Pedagogical Sciences, Professor (Russia)</li> </ul>                               |
| Jacek Zaleśny                    | <ul> <li>Doctor of Jurisprudence, Professor (Poland)</li> </ul>                                      |
| Francisco Javier Diaz<br>Revorio | z - Dr. hab., Professor (Spain)  |
| László Károly Marácz             | - PhD (The Netherlands)  |
| Verbitskiy A.A.                  | <ul> <li>Doctor of Pedagogy, Academician of the Russian<br/>Academy of Education (Russia)</li> </ul> |

Editorial address: 8, Kabanbay Batyr avenue, of.316, Nur-Sultan, Kazakhstan, 010000 Tel.: (7172) 24-18-52 (ext. 316) Email: social-sciences@aiu.kz

International Science Reviews Social Sciences series Owner: Astana International University Periodicity: quarterly Circulation: 500 copies

International Sciences Reviews: Social Sciences series, Vol.3, No.3, 2022

## «INTERNATIONAL SCIENCE REVIEWS» Social Sciences Series 2022 / №4

## МАЗМҰНЫ

## Секция ЭКОНОМИКА ЖӘНЕ ҚАРЖЫ

| <u>Б.Ж.Балтабаев, Г.Т.Лесбаева, С.А.Рахимова</u> ҰЙЫМДА АДАМ |    |
|--|----|
| РЕСУРСТАРЫН ИННОВАЦИЯЛЫҚ ДАМЫТУ: ТЕОРИЯЛЫҚ ЖӘНЕ              |    |
| ПРАКТИКАЛЫҚ АСПЕКТІЛЕР                                       | 7  |
|  |    |
| <u>С.Т.Окутаева, Д.С.Кабдыкешева</u> ҚАЗАҚСТАНДА ӘЛЕУМЕТТІК  |    |
| КӘСІПКЕРЛІКТІ ДАМЫТУ   | 18 |

# Секция ҚҰҚЫҚ

| <u>Н.А.Ибраева, С.К.Амандыкова</u> ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ<br>САЙЛАУ ЖҮЙЕСІН ДАМЫТУ ФАКТОРЫ РЕТІНДЕ САЙЛАУШЫЛАР-    |   |  |
|---|---|--|
| ДЫҢ ҚҰҚЫҚТЫҚ САУАТТЫЛЫҒЫ ЖӘНЕ ҚҰҚЫҚТЫҚ<br>МӘДЕНИЕТІ   | 5 |  |
| <b>Б.Ж.Қабдұш</b> ҚАЗАҚСТАНДА АЗАМАТТАРДЫҢ ҚҰҚЫҚТАРЫ МЕН<br>БОСТАНДЫҚТАРЫН ЖҮЗЕГЕ АСЫРУ МӘСЕЛЕСІ                      | 5 |  |
| Ж.А.Мамалинов, С.К.Амандыкова ҚАЗАҚСТАН РЕСПУБЛИКА-   | 2 |  |
| СЫНДАҒЫ НОТАРИУСТЫҢ ҚҰҚЫҚТЫҚ МӘРТЕБЕСІ  | 5 |  |
| <b>Е.Е.Дуйшенкул, А.С.Ибраев</b> ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ЖЕР   | 2 |  |
| ЗАҢДАРЫНЫҢ КОНСТИТУЦИЯЛЫҚ БАСТАУЫ   |   |  |
| <u>К.К.Серикова, А.С.Ибраев</u> ЖЕР УЧАСКЕСІНІҢ НЫСАНАЛЫ МАҚСАТЫ<br>СЫБАЙЛАС ЖЕМҚОРЛЫҚ ТӘУЕКЕЛДЕРІ ЖӘНЕ ЦИФРЛАНДЫРУ60 |   |  |
| Секция  |   |  |
| ПЕДАГОГИКА  |   |  |

# <u>С.Т.Шакеев</u> БІЛІМ БЕРУ ҮДЕРІСІНДЕГІ ЦИФРЛЫҚ КОМИКСТЕР......76

## «INTERNATIONAL SCIENCE REVIEWS» Social Sciences Series 2022 / №4

## СОДЕРЖАНИЕ

## Секция ЭКОНОМИКА и ФИНАНС

| <b>Б.Ж.Балтабаев, Г.Т.Лесбаева, С.А.Рахимова</b> ИННОВАЦИОННОЕ |   |
|--|---|
| РАЗВИТИЕ КАДРОВЫХ РЕСУРСОВ В ОРГАНИЗАЦИИ:                      |   |
| ТЕОРЕТИЧЕСКИЕ И ПРАКТИЧЕСКИЕ АСПЕКТЫ                           | 7 |

## Секция ПРАВО

<u>Ж.А.Мамалинов, С.К.Амандыкова</u> ПРАВОВОЙ СТАТУС НОТАРИУСА В РЕСПУБЛИКЕ КАЗАХСТАН......45

**Е.Е.Дуйшенкул, А.С.Ибраев** КОНСТИТУЦИОННОЕ НАЧАЛО ЗЕМЕЛЬНОГО ЗАКОНОДАТЕЛЬСТВА РЕСПУБЛИКИ КАЗАХСТАН......58

# Секция ПЕДАГОГИКА

International Sciences Reviews: Social Sciences series, Vol.3, No.4, 2022

#### «INTERNATIONAL SCIENCE REVIEWS» Social Sciences Series 2022 / No 4

#### CONTENT

## Section ECONOMY and FINANCE

| <b>B.Zh.Baltabayev, G.T.Lesbayeva, S.A.Rakhimova</b> INNOVATIVE |
|---|
| DEVELOPMENT OF HUMAN RESOURCES IN ORGANIZATION:                 |
| THEORETICAL AND PRACTICAL ASPECTS7                              |
| S.T.Okutayeva, D.S.Kabdykesheva DEVELOPMENT OF SOCIAL           |
| ENTREPRENEURSHIP IN KAZAKHSTAN                                  |
| Section   |
| LAW   |
| N.A.Ibraeva, S.K.Amandykova LEGAL LITERACY AND LEGAL CULTURE    |
| OF THE ELECTORATE AS A FACTOR IN THE DEVELOPMENT OF THE         |
| ELECTORAL SYSTEM OF THE REPUBLIC OF KAZAKHSTAN25                |

## Section PEDAGOGY

# DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP IN KAZAKHSTAN

#### S.T.Okutayeva<sup>1</sup>, D.S.Kabdykesheva<sup>2</sup>

<sup>1</sup>Ph.D., associate professor Astana International University, <sup>2</sup>Master of EMBA "Strategic Management and Leadership" Development Director of "Green TAL" LLP

**Abstract**. The article considers a new phenomenon in Kazakhstan society – social entrepreneurship. This direction as a field of modern management solutions has been studied in the framework of MBA and master's degree programs in business schools since the mid-90s of the XX century. But in our country, popularity is gaining only now. The first part of the article discusses the main approaches to the definition of the phenomenon of social entrepreneurship. In the second part of the article, the experience of the development of social entrepreneurship in Kazakhstan is considered, and there are shown cases of successful social entrepreneurs in the republic. The authors have identified the problems faced by social entrepreneurs in Kazakhstan.

*Keywords*. Social entrepreneurship, socially vulnerable segments of the population, the disabled, employment of socially vulnerable categories of the population, innovation

#### INTRODUCTION

Social entrepreneurship seems to be a new phenomenon both for the Kazakh economy and the global space. A few decades ago, the ideas of socially– oriented activities were poorly represented in scientific research. However, at this moment we can talk about a breakthrough in this field of knowledge, including in European countries and the USA, Asian countries (especially in South Korea, Japan, and Taiwan), Latin America, etc. Interest in this topic is reinforced by the emergence of new educational programs that produce social entrepreneurs in the world's largest universities [1].

Despite widespread use of social entrepreneurship in the world and the growing interest of researchers, there is currently no single, generally accepted definition of social entrepreneurship. The lack of clear boundaries for the concept of "social entrepreneurship" hinders the institutionalization of this phenomenon and limits the development of empirical and theoretical research [2].

Social entrepreneurship is an entrepreneurial activity aimed at solving social problems of society. Such problems include issues of support for socially vulnerable segments of the population through employment, training, solving environmental issues, etc.

#### STUDY MATERIALS AND METHODS

Social entrepreneurship is a new direction of business development that originated in the USA in the late 80s of the XX century. The founder of social entrepreneurship is Bill Drayton, founder of the Ashoka Foundation, a company that supports and advises aspiring social entrepreneurs. The Ashoka Foundation carries out its activities in more than 60 countries around the world. The company supports over 1,800 fellows in the field of social entrepreneurship. The Ashoka Foundation provides financial and consulting assistance to social entrepreneurs and creates thematic communities and infrastructure for the development of social entrepreneurship [3].

Another well–known figure involved in the development and support of social entrepreneurship is Muhammad Yunus, the founder of Grameen Bank. In 2006, Muhammad Yunus won the Nobel Peace Prize for his contribution to the development of social entrepreneurship. An entrepreneur from Bangladesh M.Yunus built an effective micro-credit system for businessmen who had lack of funds, and this system is now being successfully implemented in the USA in 25 bank branches [4].

For the first time, social entrepreneurship as a profession and academic discipline was proposed by Gregory Dees, founder of the Center for the Development of Social Entrepreneurship at Duke University (USA). Gregory Dees showed that the practice of entrepreneurship and innovation can be combined with solving social problems to combat poverty, environmental pollution, etc. [5].

Regarding the situation on social entrepreneurship in Kazakhstan and the countries of the post-Soviet space, it is only the beginning of its development. For example, in Kazakhstan, the Law on Social Entrepreneurship No. 52-VII dated June 24, 2021 (hereinafter the Law on Social Entrepreneurship) entered into force on January 1, 2022. According to the Law, social entrepreneurship is considered as the entrepreneurial activity of subjects of social entrepreneurship, solving social problems of citizens and society [6]. A Roster of social entrepreneurs was

established in the Republic of Kazakhstan, where social entrepreneurs can enter by submitting documents to the relevant state body. The Law on Social Entrepreneurship clearly defines the categories of social entrepreneurs.

Figure 1 shows the criteria for attribution to these categories.

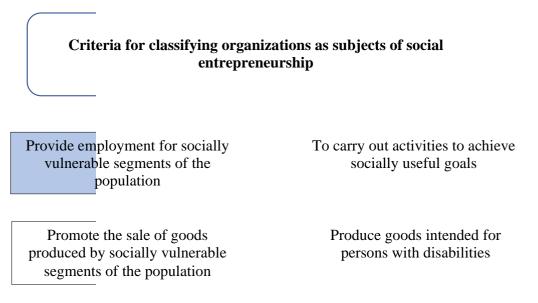


Figure 1. Criteria for classifying enterprises as subjects of social entrepreneurship

As it could be seen from Figure 1, to enter the Roster of social entrepreneurs, you need to follow one of the criteria. For example, an entrepreneur can be engaged to the employment of socially vulnerable segments of the population, or create goods for people with disabilities, as well as help in the sale of goods produced by socially vulnerable groups. Socially useful goals include activities such as aimed at environmental protection, education and organization of yard clubs for youth employment, assistance to the elderly, and more.

Socially vulnerable segments of the population in Kazakhstan include: mothers with many children, families raising disabled children, persons with disabilities, ex-prisoners, children from orphanages, Returnees.

In our opinion, social entrepreneurship is an activity aimed at solving social problems of society. At the same time, social entrepreneurship is not a traditional business, but it also is not a charity. There are characteristics of social entrepreneurship:

- 2. Innovation
- 3. Self-sufficiency
- 4. Entrepreneurial approach
- 5. Replicability and scalability

Unlike traditional business, for which the main goal is to extract maximum profit, for social entrepreneurship, it is important to carry out a social mission and introduce innovations. At the same time, it differs from charity by conducting activities using an entrepreneurial approach and reaching selfsufficiency. In fact, it is the same business, but it solves some problems, "pains" of society. So, there could be enterprises that employ people from socially vulnerable groups, as well as the organizations aimed at solving environmental issues.

Even though social entrepreneurship in Kazakhstan is only gaining momentum and is facing several problems, it is already possible to highlight vivid examples of effective social entrepreneurship. In 2015, entrepreneur Emin Askerov opened a social workshop "GreenTal". The peculiarity of this company is that 80% of employees are disabled, former alcohol and drug addicts, and convicts. "GreenTal" has signed an agreement on cooperation with the Center for Medical and Social Rehabilitation in Astana. The story began with the training of the Center's patients in "GreenTal" LLP. Here they were taught the skills of carpentry, sewing and other applied professions. After training, patients could find a job in the workshops of "GreenTal" LLP. The company currently operates several workshops: carpentry, sewing, felting, printing. The "GreenTal" team creates furniture, wooden toys, eco-bags, souvenirs, etc.

The social enterprise "GreenTal" meets the criteria of social entrepreneurship: it has reached self-sufficiency, carries a social mission, giving the opportunity to study, get a profession and earn money for people with special needs; the company operates using innovative approaches; and also has branches in the cities of Kazakhstan. The products of "GreenTal" compete with traditional business, having partners such as "BI group", "G-park", "Clean city NC", "Rixos hotels", "Sheraton", "Nazarbayev University", etc. [7].

As mentioned earlier, social entrepreneurs can also include entrepreneurs who solve environmental issues. Since 2016, ECO Products Group LLP has been the first and only innovative domestic commodity producer, producing fully products containing 100% vegetable raw materials. biodegradable ln Kazakhstan, this is the first successful social project where products are transformed into organic fertilizer during decomposition. Biodegradable bags do not have any negative effect on nature, because when they decompose, no methane is released, rather harmless carbon dioxide instead. The author of the project is social entrepreneur Miras Abbasov. The production is located in Akmola region, the company operates on the principle of B2B in cooperation with major hypermarkets of the country: "Kenmart", "Galmart", "Ramstore", "A2", "Vkusmart" and "Anvar". Therefore, one of the environmental problems in Kazakhstan solution is possible due to the work of the social enterprise "BioPak.kz» [8].

A striking example of social entrepreneurship is the sports and rehabilitation center for the disabled "Asar", opened by entrepreneur Eldos Bayalyshbayev in Taldykorgan. The Center assists in the rehabilitation of people after spinal cord and spinal cord injury, with a violation of the musculoskeletal system with the help of complex rehabilitation simulators and exercises, physical therapy and massage, which helps people to re-develop various types of muscles. The project launched in 2017 and the first stage in financing was the receipt of a gratuitous state grant under the Business Roadmap 2020 program in the amount of 3 million. Special simulators were made with the funds received. The second stage of financing the project was winning a grant in the Startup Bolashak competition with the support of the Baiterek Holding, BI group, and the Bolashak Association. With these funds, the first and only specialized boarding house for the disabled was built on Lake Alakol. Accompanied by the Regional Chamber of Entrepreneurs, the Center received another international grant under the Grass Roots program from the Embassy of Japan for 26 million tenge, which was the third stage of financing. This amount of money was fully allocated for the purchase of rehabilitation simulators and the development of the center [9]. Over the past six years, more than 750 people have undergone rehabilitation courses at the center.

Thus, it can be noted that social entrepreneurship is developing successfully in Kazakhstan, which is proved by the presence of the above

International Sciences Reviews: Social Sciences series, Vol.3, No.4, 2022

examples. Unfortunately, as in any field, social entrepreneurship faces several problems.

# CONCLUSION

Summing up the analysis of the development of social entrepreneurship in Kazakhstan, we can conclude that this trend is new for Kazakhstan, but has prospects for its development. The need to develop this direction in entrepreneurship has matured due to social problems in society, which can be solved by private business, but not without the help of the state.

At the same time, social entrepreneurs face a number of problems, the most important of which are:

- imperfection of the legislative framework on social entrepreneurship;
- lack of funding;
- low awareness of the population and government agencies about the very concept of "social entrepreneurship";
- also the problems of the market for the products of social entrepreneurs.

Nevertheless, we can observe the presence of successful social entrepreneurs who create jobs for the social category of people, solve environmental problems, and provide support in a rehabilitation of people with injuries. All this speaks about the prospects for the development of this area of entrepreneurship in Kazakhstan.

## REFERENCE

- 1. Arai Yu.N. Social entrepreneurship at the beginning of the XXI century: basic concepts and country features//Russian Journal of Management, Volume 11, No. 1, 2013, pp.111-130
- Safarov S.M. Fundamentals of social entrepreneurship. Study guide. Ivanovo: Publishing house "Grove", 2014. – 295 p.
- 3. https://www.livelib.ru/book/236453/readpart-kak-izmenit-mir-sotsialnoepredprinimatelstvo-i-sila-novyh-idej-devid-bornshtejn/~12
- 4. http://nb-forum.ru/foreign-experience/muhammad-yunus-sotsialnii-biznes-budetsuschestvovat-potomu-chto-etogo-hotyat-lyudi

- 5. https://habr.com/ru/company/darudar/blog/135078/
- 6. https://online.zakon.kz/Document/?doc\_id=33046086
- 7. http://greental.kz
- 8. https://the-steppe.com/lyudi/sdelano-v-kazahstane-predprinimatel-miras-abbasovo-biopaketah-otechestvennogo-proizvodstva
- 9. <u>https://mybusiness.kz/lyudidela/eldos\_bayalysbaev\_moya\_cel\_unictozit\_stereotip\_o\_deesposobnosti\_lyudei\_s\_invalidnostyu/444</u>

## ҚАЗАҚСТАНДА ӘЛЕУМЕТТІК КӘСІПКЕРЛІКТІ ДАМЫТУ

**Аннотация.** Мақалада қазақстандық қоғам үшін жаңа құбылыс – әлеуметтік кәсіпкерлік қарастырылады. Бұл бағыт қазіргі заманғы басқару шешімдерінің саласы ретінде XX ғасырдың 90-шы жылдарының ортасынан бастап бизнес-мектептерде MBA және магистратура бағдарламалары аясында зерттелуде. Бірақ біздің елде қазір ғана танымал бола бастады. Мақаланың бірінші бөлімінде әлеуметтік кәсіпкерлік құбылысын анықтаудың негізгі тәсілдері қарастырылады. Мақаланың екінші бөлімінде Қазақстандағы әлеуметтік кәсіпкерлікті дамыту тәжірибесі қаралды, республикадағы табысты әлеуметтік кәсіпкерлердің кейстері көрсетілді. Авторлар Қазақстандағы әлеуметтік кәсіпкерлердің алдында тұрған проблемаларды анықтады.

*Кілт сөздер:* Әлеуметтік кәсіпкерлік, халықтың әлеуметтік осал топтары, мүгедектер, халықтың әлеуметтік осал топтарын жұмысқа орналастыру, инновациялар

#### РАЗВИТИЕ СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА В КАЗАХСТАНЕ

Аннотация. В статье рассматривается новое явление для казахстанского общества – социальное предпринимательство. Данное направление как область современных управленческих решений изучается в рамках программ MBA и магистратуры в бизнесшколах с середины 90-х гг. ХХ века. Но в нашей стране популярность приобретает только сейчас. В первой части статьи рассматриваются основные подходы к определению феномена социального предпринимательства. Во второй части статьи рассмотрен опыт развития социального предпринимательства в Казахстане, показаны кейсы успешных социальных предпринимателей в республике. Авторами выявлены проблемы, с которыми сталкиваются социальные предприниматели в Казахстане.

*Ключевые слова/словосочетания:* Социальное предпринимательство, социально уязвимые слои населения, инвалиды, трудоустройство социально уязвимых категорий населения, инновации.