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SOME PECULIARITIES OF WOMEN'S SOCIAL ENTREPRENEURSHIP DEVELOPMENT IN THE REPUBLIC OF KAZAKHSTAN

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Abstract. Women's social entrepreneurship sheds light on the barriers, challenges and opportunities faced by women in business and leadership positions. Women's social entrepreneurship addresses pressing social and environmental issues, promoting positive change in communities. Research in this area highlights the unique approaches, innovative solutions, and social impact outcomes achieved by women-led social enterprises, inspiring others and promoting social entrepreneurship as a whole. The article considers the distinctive features of women's social entrepreneurship. The author has studied the experience of foreign countries where women's social entrepreneurship is developed, examples of famous social projects led by women are given. SWOT-analysis and PEST-analysis of the development of women's social entrepreneurship in Kazakhstan are carried out. The author of the article outlined the problems faced by social entrepreneurs in Kazakhstan, especially women entrepreneurs.

Key words. *Social entrepreneurship, women's entrepreneurship, women's social entrepreneurship, experience of developed countries, SWOT analysis.*

INTRODUCTION

Research on women's social entrepreneurship in Kazakhstan can help identify gender disparities and further develop strategies to increase gender equality in entrepreneurship, ultimately contributing to a more inclusive and equitable society. The critical role of women's social entrepreneurship in women's economic empowerment cannot be overlooked. Research in this area is needed to identify the factors that facilitate women's access to resources, networks and financing, which will certainly increase the economic independence and financial well-being of women entrepreneurs.

As we know, social entrepreneurship is an entrepreneurial activity aimed at solving or mitigating social problems in society. Such problems include employment of persons from socially vulnerable categories (single mothers, persons with disabilities, graduates of orphanages, former prisoners, etc.), solving problems of environmental pollution, providing leisure activities for persons of "silver" age, etc., as well as the development of social entrepreneurship.

A feature of women's social entrepreneurship is that it often incorporates sustainable and ethical practices to link economic development with social and environmental goals. Global research on women's social entrepreneurship provides insights into sustainable business models, responsible resource management and environmentally friendly practices, which are indicators of responsible entrepreneurship. By exploring women's social entrepreneurship, we can deepen our

understanding of the unique experiences, contributions and challenges faced by women entrepreneurs, catalysing meaningful change and contributing to a more inclusive and sustainable entrepreneurial landscape.

MATERIALS AND RESEARCH METHODS

Research on women's social entrepreneurship helps develop policies and support mechanisms that foster an enabling environment for women entrepreneurs. They provide evidence-based recommendations for policymakers, organisations and stakeholders to create enabling ecosystems, remove barriers and improve support mechanisms to meet the specific needs of women entrepreneurs.

Typically, women's social entrepreneurship often addresses social and environmental issues in an effort to make a positive impact on society. Women entrepreneurs often prioritise projects aimed at empowering marginalised communities, enhancing gender equality, improving education, health or environmental sustainability.

Women entrepreneurs are characterised by creativity, allowing them to be at the forefront of social innovation, developing creative and sustainable solutions to pressing social problems. Their enterprises can create new models, products or services that disrupt traditional approaches, promote social change and benefit the poor.

Women's social entrepreneurship focuses on collaboration and networking between entrepreneurs, organisations and communities. Women entrepreneurs are known to often enter into partnerships, alliances and networks to leverage resources, share knowledge and strengthen their collective impact. Women's social entrepreneurship plays a key role in women's economic and social empowerment. It empowers women to become leaders, decision-makers and change agents, challenging traditional gender roles and inspiring future generations of women entrepreneurs [1].

Another characteristic of women's social entrepreneurship is that it is more likely to emerge in the face of various challenges faced by women entrepreneurs, including gender bias, limited access to resources and networks, and social and cultural barriers.

Thus, the distinctive features of women's social entrepreneurship that we have described show that this type of entrepreneurship contributes to a vibrant and evolving ecosystem of women's social entrepreneurship that creates opportunities for social change, sustainable development and inclusive growth.

RESULTS AND DISCUSSION

Studying the global experience of women's social entrepreneurship development, it can be noted that women's social entrepreneurship is gaining momentum and actively developing all over the world. This overview provides visibility and recognition for women entrepreneurs, which can encourage more women to become entrepreneurs and have a positive impact on society.

One country in Eastern Europe has become a leader in the number of social enterprises led by women - Poland. Here are some examples of successful social projects.

MiLK (Maternity i Love Kids), a social enterprise founded by Magdalena Luczynska (Poland), offers reusable and eco-friendly baby products that provide an alternative to disposable nappies and promote sustainability and waste reduction. MiLK also supports local mothers by providing flexible employment opportunities and work-life balance.

«Tulii», a social enterprise founded by Monika Zamachowska, offers handmade products created by women from marginalised communities such as refugees and victims of domestic violence. «Tulii» empowers these women by providing them with training and employment, enabling them to become economically self-sufficient and reintegrate into society.

TOMI, founded by Iwona Olejnik, is a social enterprise producing environmentally friendly and sustainable cleaning products. «TOMI» employs people with disabilities, providing them with decent working conditions and promoting their integration into the labour force.

Pomoc Mamom, a social enterprise founded by Agnieszka Jastrzębska supports mothers experiencing postnatal depression. They offer professional counselling, support groups and educational programmes to help women overcome this difficult period and improve their mental health [2].

These are just a few examples of inspiring women's social enterprise initiatives in Poland. Each of these ventures addresses a social or environmental issue, empowering women and creating positive change in their communities.

We have also studied Israel's experience with women's social entrepreneurship. Here, of interest is the experience of Tsofen, a social enterprise co-founded by Smadar Nehab and Sami Saadi. Its goal is to promote the integration of Israel's Arab community into the high-tech sector. «Tsofen» provides Arab women and men with training, mentoring and employment opportunities, enabling them to enter the technology industry and bridge the employment gap.

«Fair Planet» a social enterprise founded by Tamar Roig, specialising in ethical fashion and empowering disadvantaged women. The company works with artisan women from marginalised communities such as Bedouin women and refugees to create eco-friendly, handmade fashion products. Fair Planet helps these women gain financial independence and access to global markets.

Gvachim, founded by Dr. Mikael Bensadoun, is an organization dedicated to supporting highly skilled immigrants in their professional integration into the Israeli labour market. It provides immigrant women with mentoring, networking and training programmes to enable them to find suitable employment and contribute to Israeli society.

Certainly, the activities of Netafim, will be interesting to research. It is a social enterprise, co-founded by Miriam Balaban, that has revolutionised drip irrigation technology. It enables efficient use of water in agriculture, contributing to food security and sustainable farming. Netafim's innovative irrigation solutions have had a positive impact on farmers around the world, including women farmers who often face water scarcity and agricultural challenges [3].

The above examples demonstrate the diversity of women's social entrepreneurial initiatives in European countries that address various social, economic and environmental issues and contribute to women's empowerment, social inclusion and sustainable development.

The study of foreign experience in the development of women's social entrepreneurship allows us to conduct a SWOT-analysis of the prospects for the development of this type of business in Kazakhstan (Table 1).

Table 1 - SWOT-analysis of prospects for the development of women's social entrepreneurship in Kazakhstan

Strengths:	Weaknesses:
<p>1. Growing awareness and support. There is growing awareness of the importance of women's social entrepreneurship in Kazakhstan and increasing support from government agencies, NGOs and international organisations.</p> <p>2. Entrepreneurial spirit and talent. Kazakhstan has a strong entrepreneurial culture and many women have the drive, creativity and passion required for social entrepreneurship. This talent pool can be utilised to develop women's social enterprises.</p> <p>3. Access to natural and cultural resources. Kazakhstan is rich in natural resources and cultural heritage that can serve as a basis for the development of socially and environmentally oriented businesses. Women entrepreneurs can utilise these resources to create unique social enterprises.</p>	<p>1. Gender biases and cultural norms. Traditional gender roles and biases can prevent women from participating in business activities and limit their access to resources and networks.</p> <p>2. limited access to finance. Women entrepreneurs often face challenges in accessing financial resources and investment opportunities. To overcome this obstacle, there is a need to increase the availability of capital and financing targeted at women's social enterprises.</p>
Opportunities	Threats
<p>1. Government support and policy initiatives. Kazakhstan's Government has demonstrated its commitment to support entrepreneurship and gender equality through various policies and initiatives.</p> <p>2. Growing demand for socially responsible business. There is a growing demand for socially responsible products and services in Kazakhstan. Women entrepreneurs can enter this market by developing innovative solutions to address social and environmental issues.</p>	<p>1. economic challenges. Economic fluctuations and market uncertainty can pose challenges to the sustainability and growth of women's social enterprises. Building resilience and adaptability is necessary to mitigate these threats.</p> <p>2- Lack of support infrastructure and ecosystem. The infrastructure and support ecosystem for entrepreneurship, including incubators, accelerators and business development services, may be limited.</p>

* Compiled on the basis of [4]

The SWOT-analysis shows that there are prospects for the development of women's social entrepreneurship in Kazakhstan, despite the presence of weaknesses and threats. At the same time, support of women's social entrepreneurship by government agencies and NGOs can create favourable conditions for development. The use of these opportunities can contribute to the creation of a favourable environment for women's social entrepreneurship. Weaknesses include gender-related issues that may hinder the development of women's entrepreneurship. Addressing these cultural barriers and promoting gender equality are critical to the development of women's social entrepreneurship. In addition, strengthening the women's entrepreneurship ecosystem and providing targeted support to women entrepreneurs can foster the development of women's social entrepreneurship.

Considering these factors in a SWOT analysis will enable policymakers, organisations and stakeholders to identify strategies and actions to improve the prospects for women's social entrepreneurship in Kazakhstan.

CONCLUSION

In conclusion, it can be noted that along with the prospects of development, women's social entrepreneurship has at the moment certain features characteristic of women's entrepreneurship in general, as well as social entrepreneurs of our country.

According to statistical data, in 2022, 43.5 per cent of small and medium-sized enterprises headed by women were registered. At the same time, 31% of jobs in the SME sector and 14.6% of Kazakhstan's GDP is provided by women's entrepreneurship [5].

At the same time, the distinctive features of women's entrepreneurship in Kazakhstan are small scale, concentration in such spheres as trade, education, health care, consumer services, real estate, food industry, tourism and others.

In order to support women's entrepreneurship in Kazakhstan, in March 2022 the National Chamber of Entrepreneurs launched and successfully operate the Women's Entrepreneurship Development Centres, the mission of which is to provide services and form the topics of training and mentoring of women entrepreneurs.

According to the Global Entrepreneurship Monitor (GEM) 2021/2022 Women's Entrepreneurship Report (WER), the total entrepreneurial activity (TEA) rate for women in Kazakhstan was 10.1 per cent. This figure reflects the proportion of women who currently own a business or are in the process of starting one. At the same time, according to the World Bank's Women, Business and the Law 2022 report, Kazakhstan has a relatively high level of female labour force participation, with about 68% of working-age women in the labour market.

The Government of Kazakhstan is implementing various initiatives to support women entrepreneurs, including the Business Roadmap 2020 programme aimed at stimulating entrepreneurial activity and providing financial and non-financial support to small and medium-sized businesses (SMEs). The programme has special provisions for women entrepreneurs, such as access to finance and training programmes [6].

Women's social entrepreneurship thus promotes inclusion and diversity, recognising the importance of different perspectives and experiences. It seeks to empower women from diverse backgrounds, including women with disabilities, by providing them with equal opportunities and

creating a more equitable society. While profit generation is critical to the viability of the enterprise, women entrepreneurs prioritise the social mission and use innovative business models that combine profit generation with the realisation of social or environmental goals.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ӘЙЕЛДЕРДІҢ ӘЛЕУМЕТТІК КӘСІПКЕРЛІГІН ДАМУДЫҢ КЕЙБІР ЕРЕКШЕЛІКТЕРІ

Аннотация. Әйелдердің әлеуметтік кәсіпкерлігі әйелдердің кәсіпкерлік және басшылық қызметтерде кездесетін кедергілерді, қиындықтарды және мүмкіндіктерді ашады. Әйелдердің әлеуметтік кәсіпкерлігі өзекті әлеуметтік және экологиялық мәселелерді шешуге, қауымдастықтардағы оң өзгерістерге ықпал етуге бағытталған. Осы саладағы зерттеулер әйелдер басқаратын әлеуметтік кәсіпорындардың қол жеткізген бірегей тәсілдерін, инновациялық шешімдерін және әлеуметтік әсер нәтижелерін көрсетеді, басқаларды шабыттандырады және жалпы әлеуметтік кәсіпкерлікті ілгерілетеді. Мақалада әйелдердің әлеуметтік кәсіпкерлігінің айрықша белгілері қарастырылады. Автор әйелдердің әлеуметтік кәсіпкерлігі дамыған шет елдердің тәжірибесін зерттеп, әйелдер басқаратын белгілі әлеуметтік жобалардың мысалдары келтірілген. Қазақстандағы әйелдердің әлеуметтік кәсіпкерлігінің дамуына SWOT-талдау және PEST-талдау жүргізілді. Мақала авторы Қазақстандағы әлеуметтік кәсіпкерлердің, әсіресе, кәсіпкер әйелдердің алдында тұрған проблемаларға тоқталды.

Кілт сөздері. Әлеуметтік кәсіпкерлік, әйелдер кәсіпкерлігі, әйелдердің әлеуметтік кәсіпкерлігі, дамыған елдер тәжірибесі, SWOT талдау.

НЕКОТОРЫЕ ОСОБЕННОСТИ РАЗВИТИЯ ЖЕНСКОГО СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Женское социальное предпринимательство проливает свет на барьеры, проблемы и возможности, с которыми сталкиваются женщины в предпринимательской деятельности и на руководящих должностях. Женское социальное предпринимательство направлено на решение актуальных социальных и экологических проблем, способствуя позитивным изменениям в сообществах. Исследования в этой области освещают уникальные подходы, инновационные решения и результаты социального воздействия, достигнутые социальными предприятиями, возглавляемыми женщинами, вдохновляя других и способствуя развитию социального предпринимательства в целом. В статье рассмотрены отличительные особенности женского социального предпринимательства. Автор изучен опыт зарубежных стран, где развито женское социальное предпринимательство, приведены примеры известных социальных проектов, возглавляемых женщинами. Проведен SWOT-анализ и PEST-анализ развития женского социального предпринимательства в Казахстане. Автор статьи обозначил проблемы, с которыми сталкиваются социальные предприниматели в Казахстане, в особенности женщины-предприниматели.

Ключевые слова. Социальное предпринимательство, женское предпринимательство, женское социальное предпринимательство, опыт развитых стран, SWOT-анализ.