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COMPARATIVE ANALYSIS OF SOCIAL POTENTIAL OF YOUTH AS A FACTOR OF SOCIAL ENTREPRENEURSHIP DEVELOPMENT IN KAZAKHSTAN AND RUSSIA

Abstract. It's showed in the article the relevant aspects of the development of social entrepreneurship in Kazakhstan and Russia. While writing this article it was used the method of comparative analysis, quantitative methods of sociology, the study of expert opinions. An analysis of relevant aspects of the development of social entrepreneurship in the Republic of Kazakhstan can be indicative of a stable retaining a state monopoly in the public sector. In addition, the development of social entrepreneurship is influenced by a number of negative factors such as corruption, lack of support for initiatives of social entrepreneurs from the community, the gap between the proclaimed and the actual policies in this area.

The article is addressed to scientists, public authorities to study the specifics of the development of social entrepreneurship in the country.

Keywords: social enterprise, non-governmental organizations, state, civil society.

Introduction. The development of social entrepreneurship is one of the most actual problems of our time. A protracted global crisis makes us reconsider old mechanisms and ways of solving social and political problems. Social, and sometimes political, systemic crisis in many countries is accompanied by an identification and ideological crisis in the consciousness of the population. In its turn, the identification crisis adversely affects self-identification, formation and development of social consciousness of young people. In this respect, the identification crisis can be perceived on the one hand as one of the factors of social degradation of youth, and on the other hand it can serve as an impetus for social transformation and development of the social consciousness of youth, its subsequent successful adaptation to the rapidly changing market conditions. In this regard, against the background of the global crisis, social entrepreneurship is perceived by many as a panacea for all ills. To overestimate or underestimate the significance of social entrepreneurship is impossible. For many developed and developing countries, it is a social entrepreneurship that becomes a new opportunity, a search for new mechanisms for solving acute social problems by implementing innovative ideas.

Development degree of the topic. The study and evaluation of the social entrepreneurship development was carried out earlier by researchers in the following areas:

- in the course of consideration of social entrepreneurship as social innovation (N.A.Voskolovich, P.F.Druker, M.S. Zakirova, Robert Alan) [1-3];
- with the problems of the division of social entrepreneurship from business (J.Austin, M.Yunus, J.Boschee, S.Sagawa) [4-7];
- problems of the division of social entrepreneurship from charity (o.a.zakharchenko, m.halme, m.porter) [8-10];
- from the perspective of studying different types of social entrepreneurship (S.E. Zahra, E.Gedajlovic, D.O.Neubaum, K.Alter) [11, 12];
- from the position of studying business models of social entrepreneurship (D.E.Klimanov, R.Amit) [13-15];

- the contribution of the subjects of social entrepreneurship in the form of social capital to the social development of society (d.bornstein, j.thompson, j.nahapiet, s.ghoshal) [16-18].

- effectiveness assessment of intersectoral interaction between the state and the nongovernmental sector and business within the framework of the social entrepreneurship development (Satymbekova K., Ibraimova S., Kerimbek F., Esbolova A., Imanbaeva Z.O., E.M. Shmatkova) [19, 20].

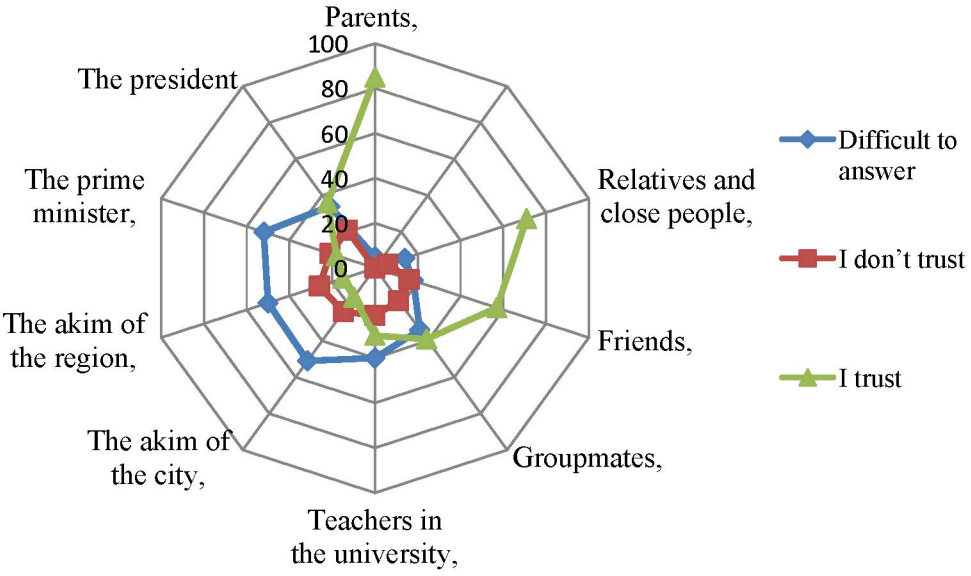
The research methods. Researchers use the following quantitative (questionnaires) and qualitative (focus-groups) methods of sociological research to study the social potential of youth as a factor in the social entrepreneurship development in the country.

In addition, the concept of social capital was used as a type of intersubjective interconnection in society to define the development level of the social potential of youth. In this case, the social relationship should be strong and stable.

The research results. The author of the article conducted a sociological survey of students "Identification of social preferences and social potential of students" in Turkestan to identify social preferences and social potential of youth in November 2017. 91 respondents took part in the survey, including 36 women and 55 men. The sample was random.

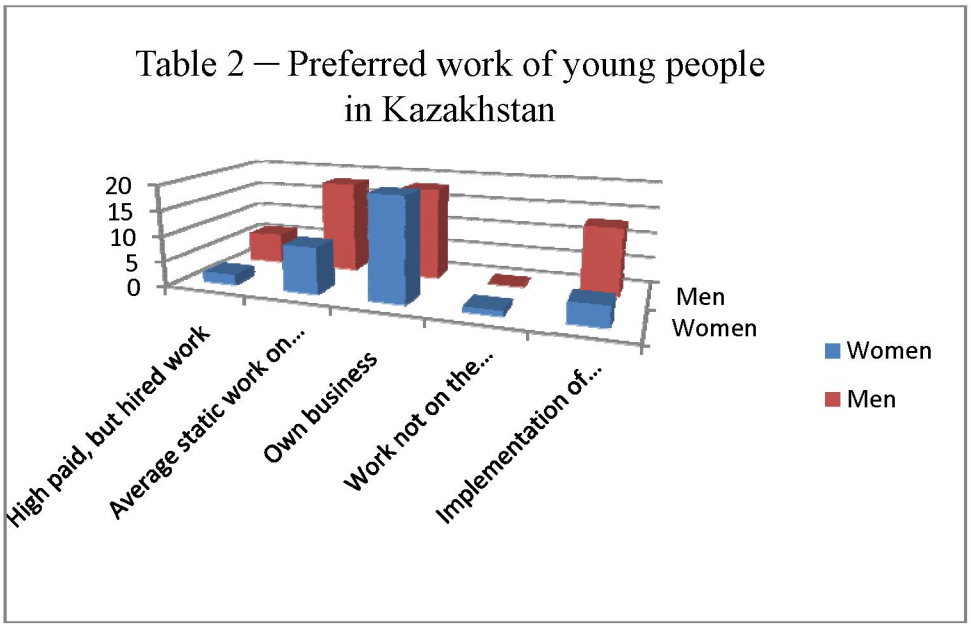
The majority of the respondents evaluated the social situation in the country as favorable (52.7%), tense (35%), crisis (12%). 89% of these respondents would like to improve it.

Table 1 – Levels of Kazakhstan youth trust in



According to the trust ratings, the circle of the greatest trust of young people outlines parents (93%), relatives (78%) and friends (62.6%), the circle of the least trust outlines a rather low level of trust in the subjects of power (from 16.4% to 19.7%), except for the President of the Republic of Kazakhstan (37%). This is quite logical since the closest surrounding is more trusted than the more distant surrounding. At the same time, the most respondents had difficulties to answer (from 0.5% to 54.9%), this group can be more quickly referred to distrustful respondents. In addition, this may indicate the accumulation of significant social capital in the social consciousness of young people in the near surroundings. The availability of social capital can lay a solid foundation for the successful development of social youth entrepreneurship. As is known, one of the main indicators of the availability of social capital is a high level of trust in social actors.

In the value section of the social consciousness of young people, less than a fifth prefer to choose profit (18.6%), in contrast to the majority of the respondents who prefer to maintain their moral principles (81%). The presence of a fifth of the respondents can witness about the youth's ambition and healthy spirit of competition and on the other hand about positive changes in the social consciousness of youth and the formation of adaptive market attitudes and orientations.



When choosing the most preferred work, the respondents' opinions were divided in the following way:

- would have chosen to work not on their specialty, but with the prospect of growth (0.1%),
- high-paid, but hired work (0.8%),
- would carry out socially significant projects, social actions for the poor (18.6%),
- average paid work on the specialty (29.6%),
- would open their business and take up business (41.7%).

An analysis of the respondents' opinions may indicate the presence of two different blocks among respondents:

- ordinary people making up a third of the respondents strive to get and keep not high but real income, without investing their own means and resources (30.5%),
- potential entrepreneurs with creative innovative potential, searching for new mechanisms, methods of solving both market and social problems (60.3%).

An analysis of the respondents' opinions may indicate relevant transformational changes in the social consciousness of young people, the existence of a significant proportion of respondents who may become successful entrepreneurs in the futurein the creation of favorable conditions.

The majority of the respondents are already ready to start entrepreneurship in the social sphere (87.9%). At the same time,60.4% of the respondents have a certain experience of participation in the implementation of socially significant projects and social actions (charity, assistance to the poor). It is possible to mention the charitable action Enactus "Hold your hand" held in March-April 2017 in Akhmet Yassawi International Kazakh-Turkish University as an example of a socially significant action. 41 teachers and students participated in the organization and implementation of the project, which became a part of the voluntary movement of Kazakhstan. A charitable aid was collected for 20 needy families or 83 members of these families. The project budget was 190 thousand tenge, of which 47 thousand tenge was earned by the organizers in the course of entrepreneurial activity (sale of company badges, logos). This may indicate that a quarter of the budget of this social action was collecteddue to the socio-entrepreneurial activity of the students and university staff.

These tendencies can also witness that positive changes of value orientations and attitudes are already being observed in the consciousness of the most liberal and progressive part of the population (student youth). In its turn, the respondents expressed the following readiness to engage in social activities: never (0.5%), sometimes (40.6%), often (23%), constantly (25%). The opinions of the respondents outweigh the need for a permanent holding of social actions (48%). According to the respondents (87.9%), this is one of the most common and effective methods of combating poverty. In the opinion of the respondents, only the twentieth of the population in the South-Kazakhstan region (5.3%) lives below the poverty line. According

to the respondents, the social situation in the country may worsen in the near future (0.3%), will not change (19.7%), will improve (76.9%). This facts hows the respondents' favorable forecasts.

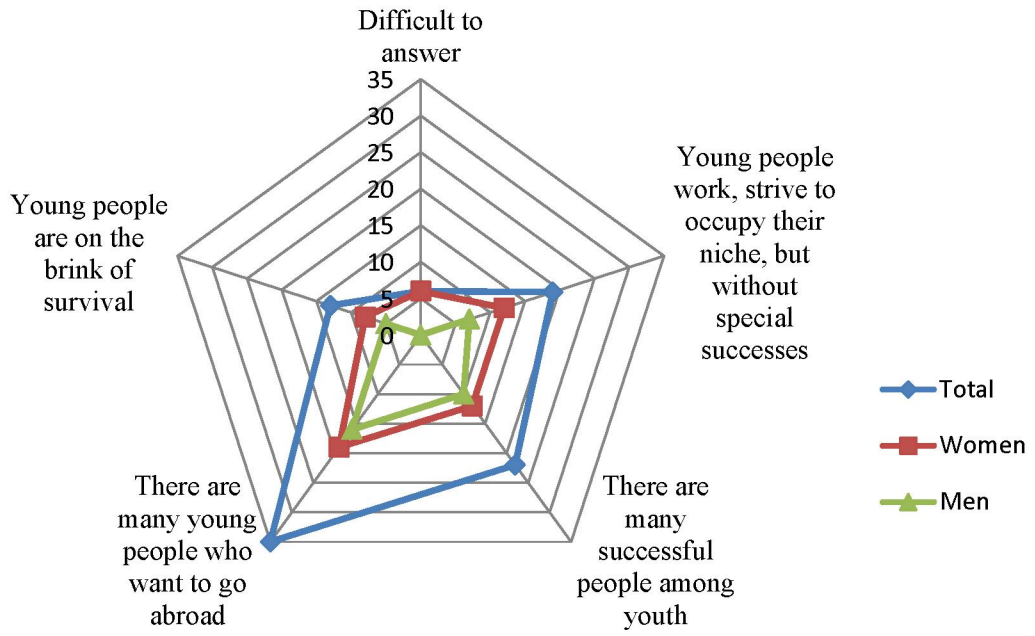
According to the students' opinion, the success factors of a social entrepreneur are:

- an ability to solve an acute social problem (0.8%),
- an aspiration to create social innovation (10.9%),
- propensity to charity (29.6%),
- his active life position (47.2%).

According to the respondents, the last two factors may well become the key to the success of a social entrepreneur in the future. Also, according to students, being a social entrepreneur means having a different outlook on life. The majority of the respondents (65.9%) consider themselves successful, the rest are in search of ways and methods for achieving success.

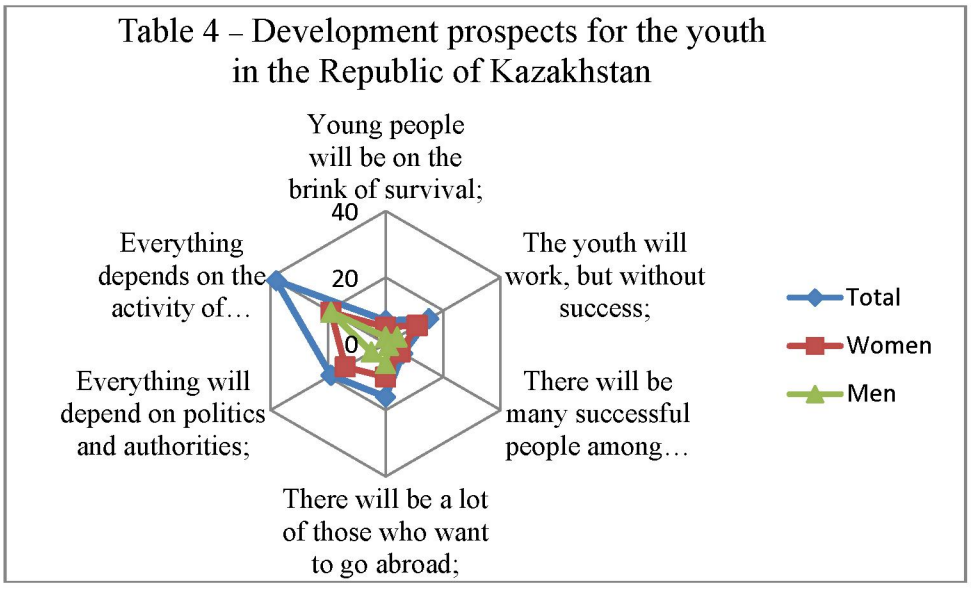
According to the typology of social entrepreneurship organizations of researcher K. Altera, successful entrepreneurship organizations in the social consciousness of students are associated with traditional notions of socially responsible business, commercial enterprises carrying out periodic social actions for the population or their employees [21, 22]. Kazakhstan's youth are unaware of the spectrum of other types of social entrepreneurship which are wide spread in the developed western countries. First of all, it concerns different social types of non-commercial sector organizations. On the other hand, this may evidence an understanding and awareness of the differences between social entrepreneurship and small, medium-sized businesses.

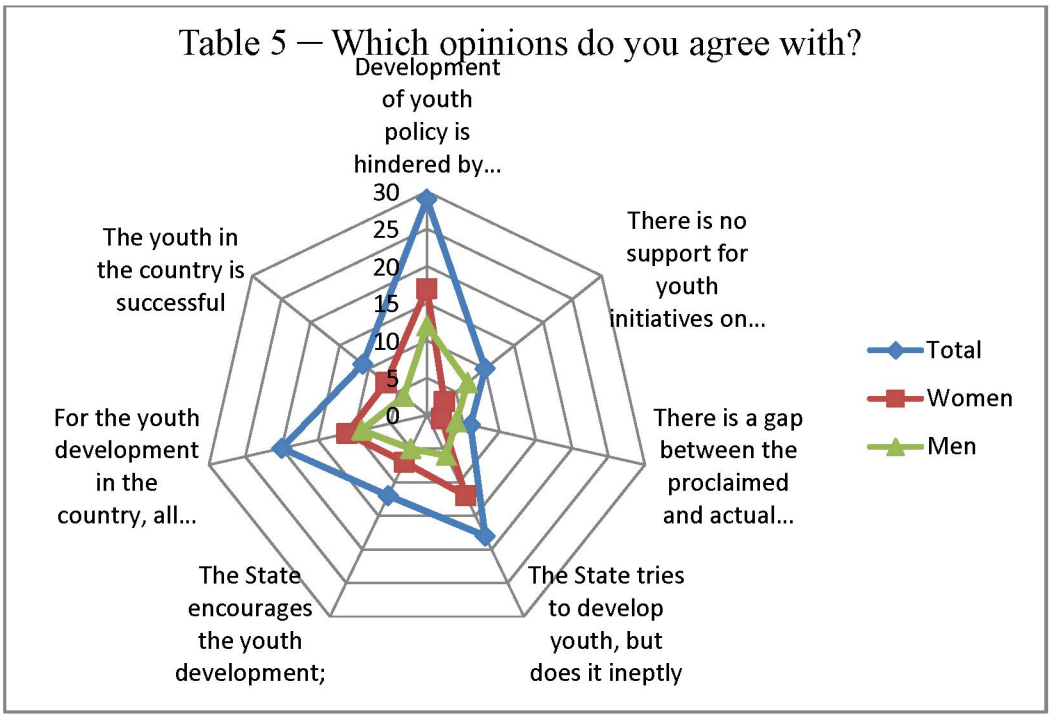
Table 3 – Which statement do you agree with?



Among the future prospects of young people, the respondents tend to identify both positive and negative tendencies. Among the positive, the following can be mentioned: among young people there are many successful people (24%), young people work, but unsuccessfully (20%), struggle for survival (14%), and among the negative: young people who want to go abroad (38%). Among the tendencies, there are more negative ones than positive. This can only evidence the instability of the youth situation in society and possible destabilization.

Among the problems hindering the success of young people, the respondents highlight the followings: lack of start-up capital (41%), low level of financial literacy (29%), lack of entrepreneurial experience (28%).





Among the difficulties to success are only objective (lack of start-up capital) and subjective factors. This shows that young people recognize their shortcomings. In its turn, the respondents recognize their need for experience exchange (34%), training in business basics (23%), training in fundraising (21.9%) and getting consultations (17.5%).

A similar sociological survey was conducted in Nizhnekamsk, Tatarstan. 132 respondents were interviewed, 68 of them are women and 64 are men. The sample was random. Similar tendencies are observed in the respondents' outline of trust circles in Nizhnekamsk. According to the trust ratings, the circle of the greatest trust of young people outlines parents (98%), relatives (92%) and friends (80%), the circle of the least trust outlines a rather low level of trust in the subjects of power (from 6% to 16%), except for the President of the Russian Federation (36%).

More than a third (36%) trusts the President of the Russian Federation V.Putin, in comparison with the same percentage of the respondents (34.8%) who are not inclined to trust the President of the Russian

Federation. In its turn, only 6% of the respondents are inclined to trust R.N.Minnikhanov, the President of the Republic of Tatarstan, in comparison with half of those polled (50%) who are not inclined to trust the President of the Republic of Tatarstan. This may possibly indicate a low level of people's trust in the heads of regions, governors, mayors of cities.

In the value section of the social consciousness of young people, less than a fifth of them prefer to choose profit (43.9%), in contrast to the majority of the respondents who prefer to maintain their moral principles (56%). The presence of slightly less than half of respondents who prefer profits can indicate the youth's awareness of the crisis situation in the social and economic sphere. Perhaps, the crisis in the socio-economic sphere in the Russian regions is more profound than in Kazakhstan. In the social consciousness of youth, one of the adaptation mechanisms is the installation of self-survival.

The respondents'choice of the most preferred work can namely evidence about this fact:

- would have chosen to work not on their specialty, but with the prospect of growth (19%),
- high-paid, but hired work (18%),
- would carry out socially significant projects, social actions for the poor (0%),
- average paid work on the specialty (12%),
- would open their business and take up business (50%).

Respondents' answers may indicate real understanding, respondents' perception of the crisis situation in the Russian outback, youth awareness and understanding of the needs of the market and market economy. The only way out of this can be only a steady and stable income capable of generating income.

An analysis of the respondents' opinions shows the presence of two different blocks among the respondents in the same ratio as in Kazakhstan: ordinary people (30%), potential entrepreneurs (60.7%).

According to the respondents, the social situation in Russia in the short term may worsen (33%), it will not change (46.9%), improve (19.6%). This may indicate unfavorable forecasts of the respondents.

Russian respondents relate the crisis exit with the youth activity (24%), government policy (18%), emigration of young people abroad (31.8%), constant but unsuccessful work of youth (25%), and struggle for survival (15%), the emergence of successful youth (7.5%). Among the further perspectives, Russian youth highlight only survival and emigration for themselves; this may indicate a preponderance of negative prospects over positive ones. Among the negative factors, the respondents are inclined to indicate corruption (39%), ineffectively conducted youth policy (34%), the gap between the proclaimed and actual youth policy (13%) and the lack of conditions for the youth development (6%). This may witness that the Russian respondents no longer expect support from the state and rely only on themselves.

The discussion results. The results of the sociological research witness about transformational changes in the social consciousness of young people, the development of adaptation mechanisms to the rapidly changing conditions of the modern market. Thus, as a result of the survey, two groups of the respondents were identified:

- ordinary inhabitants (30.5%),
- potential entrepreneurs (60.3%).

These two groups were identified as a result of the analysis of the attitude of young people to socially significant projects, motivation and possibility to carry out entrepreneurial activities in the future, assessment of the social potential of young people in their determination to engage in social entrepreneurship.

If the study of the phenomenon of social entrepreneurship was previously carried out within the framework of theoretical studies, consideration of the experience of the social entrepreneurship development in developed foreign countries with a view to apply best practices in Kazakhstan and the post-Soviet space [22], as well as developing business models of social entrepreneurship [23], then this study focuses on the impact of young people's attitudes on the future development of social entrepreneurship in the country through developing social entrepreneurship initiative and culture in the social consciousness of youth.

Conclusions. The state monopoly, which still exists in the social sphere, contributes to the preservation and ensures the stability of the unifying consolidation of the Kazakhstani society that was left as a legacy from the Soviet period. At the same time, unifying consolidation can not promote the social entrepreneurship development in Kazakhstan, the emergence of social and innovative ideas in the social consciousness of young people. In its turn, liberalization and democratization, the renewal of Kazakhstan's

society, the transition to democratic consolidation can contribute to the inculcation of Western culture values, the development of free trade, market mechanisms and the creation of a competitive environment [24, 203].

As the results of the sociological survey show, the identification of two groups of respondents (ordinary inhabitants and potential entrepreneurs) may indicate a gradual transition from unifying consolidation to democratic consolidation, as well as the accumulation of established social capital that can lay a solid foundation for unifying consolidation of the Kazakhstan society.

In our opinion, unlike Kazakhstan, the social entrepreneurship development in the center and on the periphery of Russia goes in different directions. In the center, the activation of liberal modernization contributes to the development of a highly competitive environment for both the business sector and the third sector. This may indicate the success of Westernization, the successful assimilation of the social values and orientations of Western liberal culture by the social consciousness of the population. On the periphery, the situation was diametrically opposite. The traditional culture of the periphery population does not support actively liberal modernization, perhaps the main obstacles are stable stereotypes in the social consciousness of the population, there fore conservative modernization prevails over liberal modernization on the periphery though the values of liberal culture attract by their novelty.

In Kazakhstan, the social potential of young people is higher than in Russia, which can be evidenced by a higher level of trust both within the Kazakh society and the youth's trust in the subjects of power. A higher level of social potential of young people in Kazakhstan compared to Russia can become a solid basis for a more successful development of social entrepreneurship in Kazakhstan.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ СОЦИАЛЬНОГО ПОТЕНЦИАЛА МОЛОДЕЖИ КАК ФАКТОР РАЗВИТИЯ СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА В КАЗАХСТАНЕ И РОССИИ

Аннотация. В статье показан социальный потенциал молодежи как фактора развития социального предпринимательства в Казахстане и России. При написании статьи были использованы метод компаративистского анализа, методы количественной социологии, изучение экспертных мнений.

Сравнительный анализ социального потенциала молодежи как фактора развития социального предпринимательства в РК и РФ может свидетельствовать о более высоком уровне социального потенциала молодежи в РК по сравнению с РФ. Кроме того, на развитие социального предпринимательства оказывают влияние ряд негативных факторов, таких как коррупция, отсутствие поддержки инициатив социальных предпринимателей со стороны общества, разрыв между провозглашаемой и фактической молодежной политикой в данном направлении.

Статья адресована научным работникам, государственным органам для изучения специфики развития социального предпринимательства в республике.

Ключевые слова: социальное предпринимательство, неправительственные организации, государство, гражданское общество

А. М. Нысанбаева, Г. Носаненко

ҚАЗАҚСТАНДА ЖӘНЕ РЕСЕЙДЕГІ ЖАСТАРДЫҢ ӘЛЕУМЕТТІК ӘЛЕУЕТІНІҢ САЛЫСТЫРМАЛЫ ТАЛДАУЫ ӘЛЕУМЕТТІК КӘСІПКЕРЛІКТІ ДАМЫТУ ФАКТОРЫ РЕТІНДЕ

Аннотация. Мақалада жастардың әлеуметтік әлеуеті Қазақстанда және Ресейдегі әлеуметтік кәсіпкерлікті дамыту мәселелері қарастырылған. Мақаланы жазу барысында компаративистік талдау әдісі, сандық әлеуметтанудың әдістері, эксперттік сұраулардың талдауы қолданылды.

Жастардың әлеуметтік әлеуеті ҚР-да мен РФ-да әлеуметтік кәсіпкерлікті дамыту факторы ретінде салыстырмалы талдауы Қазақстанда Ресейге қарағанда жастардың әлеуметтік әлеуетінің деңгейі әлде қайда жоғары екенін көрсетеді. Сонымен қатар, әлеуметтік кәсіпкерлікті дамуына сыбайлас жемқорлық, әлеуметтік кәсіпкерлердің бастамаларын қоғам тарапынан қолдауының болмауы, осы бағыттағы жарияланған және нақты саясаттың арасындағы алшақтық сияқты бірнеше негативті факторлар әсер етеді.

Мақала республикадағы әлеуметтік кәсіпкерлікті дамыту ерекшеліктерін зерттеу үшін ғылыми қызметкерлер мен мемлекеттік органдарға арналған.

Түйін сөздер: әлеуметтік кәсіпкерлік, үкіметтік емес ұйымдар, мемлекет, азаматтық қоғам.

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