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**Alfiya Akhmetova¹, Assel Rakhimbekova²
Aigerim Boltayeva³, Adelina Makhatova¹**

¹Narxos University, Almaty, Kazakhstan;

²Kazakh University of Economics, Finance and International Trade, Astana, Kazakhstan;

³Kazakh Ablai Khan University of international relations and world languages, Almaty, Kazakhstan
e-mail: alf_akhmetova@mail.ru, rahim_asel@mail.ru

**ECOLOGICAL MANAGEMENT
AS THE WAY TO RESPONSIBLE BUSINESS OPERATION**

Abstract: During an era of globalization and the increasing dependence of business in any sphere on the international markets of raw production, the equipment, spare parts, the accompanying goods and even labor, the firms, first of all large ones, should pay special attention to corporate social responsibility and its components: ecological and social. If the company is less interested in the social part of corporate social responsibility since its improvement doesn't make obvious profit, then the owners of the companies has to be especially strongly interested in ecological component.

Keywords: corporate social responsibility of business, ecological management, environmental protection, reduction of emissions, ISO 14001, standards of ecological management, ecological management at the enterprise, responsible business.

This article shows a place of ecological management in the system of corporate social responsibility of business, defines features and examples of corporate social responsibility in the international business, defines relationship of ecological management systems and quality management systems, investigates features of introduction of ecological management system at the enterprise according to the international standards, defines consequences, positive and negative sides of introduction of ecological management.

In the modern world the role of influence of one person on the environment is minimum, however the problem of influence appears at the level of the state or the certain sphere of business. In the environmental policy the state tries to influence activity of firms, the companies, that is dangerous to the nature. In order to avoid withdrawal of the large companies from responsibility for actions, negative in relation to the environment, the whole ecological legislation has been created, however everything is built so that often it is more favorable and simpler to producers to pay for damage caused to the nature, than to enter new technologies for development of environmental policy and management of the company. The ecological sphere has no special appeal at all among businessmen as modern business is constructed and focused on the obtaining maximum benefit in those spheres of conducting business, where there is a possibility of fast development and stable growth.

As N. Korabayeva notes: "For ensuring sustainable economic and social development and environmental protection at the national and regional levels, deepening of market reforms and also taking into account a transition period the priority value gets use of economic mechanisms for effective inexhaustible use of natural resources, the conservation of biodiversity, respect for ecological safety, protection of the surrounding environment and ensuring health of the population with an ecological component" [1].

Today to be attractive in terms of investment and to have loyalty from society and the state, business has to be based on socially – responsible behavior of the company. It assumes existence in the companies of a certain ethical, standard device which exists and is expressed in the concept of corporate social responsibility. Corporate social responsibility becomes demanded presently as in our country and around the world, and problems of its realization are relevant in business processes as management of the companies becomes more and more inclined to conducting production in an honest, transparent and responsible way.

At the same time, recently the interest of scientists-economists are involved more and more by social components of development because the social orientation of national economy is the most important knot of the national plan [2].

Corporate social responsibility of business (English — CSR — corporate social responsibility) is rather new scientific and practical concept according to which the organizations consider the interests of all society, conferring on itself responsibility for influence of their activity on customers, suppliers, workers, shareholders, local communities and other interested parties of society in the country of basing, neighboring countries and in the world in general [3].

This responsibility means taking obligations by the firm for observance of society interests. Thus, the taken obligations are beyond the obligation established by the law to observe the legislation and assume that the organizations voluntarily take additional measures for improvement of quality life of workers' and their families and also local community and society in general.

According to A. Kazhenova "CSR implies that companies take care of their positive impact on society while doing business" [4].

First of all corporate social responsibility belongs to multinational corporations and also to the firms which are carrying out foreign economic activity as in the field of sales, involvement of foreign labor, etc., and in the field of purchase of raw materials, materials, the equipment and even receiving consultations of foreign experts.

The concept of corporate social responsibility means interaction of two components: social and environmental efficiency of the enterprise. A number of the reporting instructions and standards has been developed, which serve as the basic principles of social account, audit and reporting. It should be noted that all these standards in most cases have a voluntary nature and are created by various institutions, as by the international organizations (for example, family of ISO 14000 ecological management standards has been created by the International Organization for Standardization), and the private organizations (for example, certification of Green Key hotels) [5].

The concept of ecological management has arisen enough recently and presently there is an active development and a research of this field of knowledge. Theories and practitioners of many scientific, social and administrative disciplines are necessary for the solution of various environmental problems and environmental management. So, ecological management is the innovative theory which studying and development is very relevant in the context of a problem of ecological responsibility.

From the middle of the 90th years of the concept of ecological management have gained great value due to the need of implementation of these complex requirements and need of providing proofs to groups of influence. Two types of concepts of ecological management can be distinguished:

- a) international formally recognized system of ecological management (SEM) and
- b) so-called "feasible" methods of ecological management (FMEM).

The international officially recognized systems of ecological management have two regulating documents today:

- The international existing standard for ecological management the certified ISO 140013 and
- The European existing EMAS4 standard (Environmental Management and Audit Scheme) [6].

The research of references on ecological management demonstrates that since 2001 to this day, this works of Russian scientists have been devoted to this problem: G.V. Belova [7], S. V. Makarov [8], E.A. Polushina, T.A. Trifonova, etc.

In our country works of scientists K.U. Stamkulova, K.O. Shayakhmetova, S.D. Usubaliyeva have been made certain attempts on disclosure of bases of ecological management.

S.D. Usubaliyeva offers her own definitions, "Ecological management is the activity of public authorities and economic subjects mainly directed to observance of mandatory requirements of the nature protection legislation and also to development and realization of the corresponding purposes, projects and programs developed on the basis of the principles of ecoefficiency and ecojustice" [9].

The author reveals the purposes of ecological management. Objects of ecological management. In details describes levels of ecological management. Lists functions of ecological management.

Planning of ecological activity is positive. And here the actual costs for ecological activity it isn't mentioned by the author absolutely.

L.I. Pankrutskaya discloses value of accounting of expenses in the system of ecological management [10].

Proceeding from the above-mentioned, it is possible to give interpretation of this term as the systems of management principles, directed to achievement of the corporate purposes which coincide with the mankind purposes on preservation of the environment.

It is possible to tell that ecological management now is the certain philosophy on business management directed to a responsible attitude to the environment, which is at the level of the empirical knowledge including a set of experience, its analysis and systematization.

The systems of ecological management serve the enterprise for introduction of standard, strategic and operational actions for environment protection and management in the general concept, which whenever possible has to be based on the standardized norms [11].

While production ecological management has functional character (i.e. treats tasks and activity), the systems of ecological management carry institutional (i.e. organizational) character [12].

Production ecological management is:

- systematically planned, realized and controlled ecological line of actions;
- covers all fields of enterprise activity;
- covers contacts with other enterprises vertically and horizontally;
- works actively, and, therefore, strategically
- enters the stability strategy [13].

The accepted definition of ecological management system is based on ISO 14001: "part of the general system of management which covers organizational structures, planned activity, responsibility, methods, technologies, processes and resources for development, realization, estimate and support of environmental protection policy " [14].

The ecological management system is a part of the general comprehensive system of management which includes organizational structures, planned activity, responsibility, methods, technologies, processes and resources for development, realization, assessment and maintenance of policy of environmental protection [15].

On the basis of ecological management, planning the policy of production, resource distribution and ecological responsibility, the enterprise has an opportunity to enter the new markets, to increase the competitiveness on the basis of investors' confidence and society, achieving the main corporate goals in maximizing potential profit, at the same time well influencing both on local, and global ecosystems, promoting realization of the principles of sustainable development, interfering with a condition of irresponsibility.

Introduction of ecological management system represents the complex and long-term project in which typical indicators of design management work.

For introduction of ecological management system at the enterprise there are various reasons. Empirical researches have shown that impact is exerted by both the internal, and external reasons:

- internal reasons (for example, improvement of environmental protection, organizational improvements, economy of resources and expenses, increase in legal safety, improvement of image or increase in trust);

- the external reasons (for example, pressing from head enterprise, from clients or customers concerning carrying out certification) [16].

Different types of expenses are connected with introduction of ecological management system.

Costs of introduction of ecological management system are reflected in monetary assessment:

- consumption of production factors (for example, personnel, investments),
- and also consumption of services of the third parties (for example, consultants) [17].

As the following drawing shows, expenses can be subdivided into personal expenses, consultations and obtaining information.

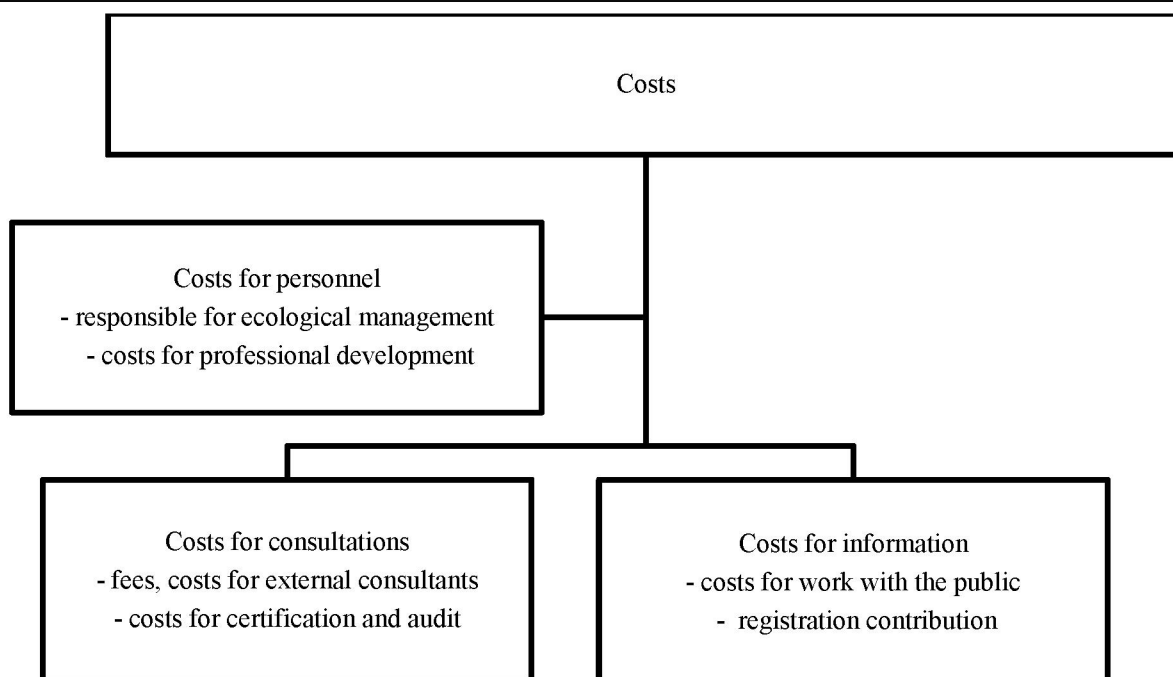


Figure 1 – Costs for introduction of ecological management system

During the planning or introduction of ecological management system it is necessary to concretize types of expenses for a certain enterprise and, whenever possible, to give a quantitative assessment of expenses. At the same time it is necessary to consider that many of these expenses (for example, consulting or information expenses), connected with the procedure of certifications on ISO 14001 (annual observation and three-year repeated certification or the registration periods) are operating costs.

Nowadays traditional tools of the economic analysis don't allow ecological management to define authentically with their help how effective the ecological strategy and how environmental policy influences state of environment.

In particulars, ecological expenses which have to be compensated for maintenance of all complex of natural resources at the level corresponding to the beginning of the reference period - it is still practically excluded from the economic analysis and use of traditional instruments of account.

Carrying out in 1992 to the Conference of the United Nations Organization on the environment and development (summits "Mother Earth" in Rio De Janeiro) became a decisive turning point, at which has been accepted the Agenda on the XXI century on ensuring sustainable development, where the concept of ecological account as the instrument of carrying out consistent policy in this area has been put forward for the first time, which is so necessary for ecological management [18].

Development of this direction assumes development of such important concept as economic obligations of the company. In this regard there is a need of methodical approaches to determination of dependence of company's economic and financial position on ecological condition of the region, determination of the size of nature protection expenses of the company depending on quantity of the consumed natural resources and level of the pollution, which is made by the company.

Successful realization of this strategy in our country is promoted by existence of the Legislative basis of nature protection activity in the Republic of Kazakhstan, "the Ecological Code of RK Article 195. "Order of development and approval of ecological requirements" [19].

Thus ecological management is one of the main latest administrative processes peculiar to established practices of conducting the international business. The companies of the developed countries and also many developing countries try to coordinate the activity with requirements of international treaties in the field of ecology, first of all regarding emissions in the atmosphere, pollution of soils and water resources. It is demanded by the relevant agenda of future development of world economy developed by the UN — the concept of sustainable development and also the concept of lowcarbon economy. Also questions of

environmental protection and ecology in general have been formulated as the main problems of the present in the Millenium Development Goals, created and constantly complemented by the United Nations. Thus, ecological management is an inseparable part of corporate social responsibility of business. CSR is one of the most important activities of Multinational Corporation. And if the company wants to become or hold positions of the partner, supplier or client of the leading and most influential companies in the world, first of all it should focus the attention on improvement of methods of business, introduction of elements of system of environmental control, social responsibility and also the quality management of production and all processes proceeding in the company. Due to these actions the company guarantees itself inclusion in the list of the most desirable partners for cooperation, will raise own profit and a share of the market.

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А.С. Ахметова¹, А.Е. Рахимбекова², А.А. Болтаева³, А.Б. Махатова¹

¹ «Нархоз» Университеті;

²Қазақстандық экономика, қаржы және халықаралық сауда университеті;

³Абылай хан атындағы Қазақ халықаралық қатынастар және әлем тілдері университеті

ЭКОЛОГИЯЛЫҚ МЕНЕДЖМЕНТТІҢ ЖАУАПҚЕРШІЛІКТІ БИЗНЕСТІ БАСҚАРУ ЖОЛЫ

Аннотация. Жаһандану дәуірінде шикізатқа, жабдықтарға, қосалқы бөлшектерге, ілеспе өнімдерге және тіпті еңбек күшіне, фирмаларға, әсіресе ірі компанияларға халықаралық нарықтағы кез келген саладағы

кәсіпкерліктің тәуелділігі корпоративтік әлеуметтік жауапкершілікке және оның компоненттеріне: экологиялық және әлеуметтік мәселелерге ерекше назар аудару керек. Егер корпоративтік әлеуметтік жауапкершіліктің әлеуметтік жағы компанияға қызығушылық танытпаса, оны жақсарту айтарлықтай пайда әкелмесе, онда экологиялық компонент компанияның иелері үшін ерекше қызығушылық туғызуы керек.

Мақалада бизнестің корпоративтік әлеуметтік жауапкершілігі жүйесіндегі экологиялық менеджменттің орны көрсетілген, халықаралық бизнестегі корпоративтік әлеуметтік жауапкершіліктің ерекшеліктері мен мысалдары анықталған, қоршаған ортаны басқару жүйелерінің және сапа менеджменті жүйелерінің өзара байланысы және халықаралық стандарттарға сәйкес кәсіпорынның экологиялық менеджмент жүйесін енгізу ерекшеліктері зерттелген, экологиялық менеджментті енгізудің оң және теріс аспектілері белгіленген.

Түйін сөздер: бизнестің корпоративтік әлеуметтік жауапкершілігі, экологиялық менеджмент, қоршаған ортаны қорғау, шығарындыларды азайту, ISO 14001, экологиялық менеджменттің стандарттары, кәсіпорынның экологиялық менеджменті, жауапкершілікті бизнес.

А.С. Ахметова¹, А.Е. Рахимбекова², А.А. Болтаева³, А.Б. Махатова¹

¹ Университет «Нархоз»;

² Казахский университет экономики, финансов и международной торговли;

³ Казахский Университет международных отношений и мировых языков имени Абылай хана

ЭКОЛОГИЧЕСКИЙ МЕНЕДЖМЕНТ КАК ПУТЬ К ОТВЕТСТВЕННОМУ ВЕДЕНИЮ БИЗНЕСА

Аннотация. В эпоху глобализации и всё большей зависимости предпринимательства в любой сфере от международных рынков сырьевой продукции, оборудования, запасных частей, сопутствующих товаров и даже рабочей силы фирмам, прежде всего крупным, следует уделять особое внимание корпоративной социальной ответственности и её составляющим: экологической и социальной. Если социальная сторона корпоративной социальной ответственности меньше интересуется компанией, т. к. её совершенствование не приносит очевидной прибыли, то экологическая составляющая должна интересовать владельцев компании особенно сильно.

В статье показано место экологического менеджмента в системе корпоративной социальной ответственности бизнеса, определены особенности и примеры корпоративной социальной ответственности в международном бизнесе, определено родство систем экологического менеджмента и систем менеджмента качества, исследованы особенности введения системы экологического менеджмента на предприятии в соответствии с международными стандартами, определены последствия, позитивные и негативные стороны введения экологического менеджмента.

Ключевые слова: корпоративная социальная ответственность бизнеса, экологический менеджмент, охрана окружающей среды, уменьшение выбросов, ISO 14001, стандарты экологического менеджмента, экологический менеджмент на предприятии, ответственный бизнес.