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## **WORLD EXPERIENCE OF SOCIAL RESPONSIBILITY OF BANKS**

**Abstract.** The commercial activities of banks directly affect the society in which they operate, and future business successes are closely linked to key social values. Considering the specifics of the activities of commercial banks, trust is becoming one of the most important conditions for a normally functioning banking services market, and the level of profits is increasingly determined not by the technology of the provision of services, but by the correct positioning of banks in the social environment based on social responsibility and reputation. The level of socially responsible behavior of banks has a direct impact not only on the sustainable development of society, but also on the stability of the banks themselves.

The problem of corporate social responsibility is increasingly reflected in the media and scientific works of prominent scientists. It must be understood that the social responsibility of business is much wider than is commonly believed.

**Key words:** social responsibility, commercial banks, globalization, socially responsible business.

**Introduction.** The relevance of developing the concept of socially responsible business increases sharply in the context of the global economic crisis, when one of the dominant trends in the development of production is the trend of mass restructuring of enterprises, which is fully manifested in the Kazakhstan economy. Globalization has deprived domestic producers of the hope to defend themselves against global competition by national borders. In order to survive in modern conditions, they were forced to either transform into world-class companies or curtail production facilities and withdraw financial assets.

These processes are accompanied by serious social risks: in a crisis accompanied by a widespread decline in production volumes, reduction of production capacities, closure of enterprises, the task of reducing emerging social risks becomes particularly relevant. The solution to this problem is possible only in a socially responsible business. That is why today more than ever before, both the experience of socially responsible modernization accumulated over the previous years and the conceptual and theoretical apparatus of socially responsible business underlying this experience are found to be in demand [1].

The problem of corporate social responsibility is increasingly reflected in the media and scientific works of prominent scientists. It must be understood that the social responsibility of business is much wider than is commonly believed [2].

According to T. Foran, corporate social responsibility (CSR) is a set of behavioral actions of the enterprise in relation to its employees, government, the environment and society [3]. Companies should not be guided solely by a sense of their own benefit while making decisions, but must take into account the possible consequences of their actions on the welfare of all interested parties. It is common knowledge that socially anchored competences facilitate the implementation of companies in their markets. This includes an expanded understanding of responsibility in the field of economic, legal, environmental, philanthropic, and ethical activities of any company.

American scientist Archie Carroll considers, according to the already classic position, corporate social responsibility is multilevel, it can be represented in the form of a pyramid (figure) [4].



Carroll's CSR Pyramid

Economic responsibility in the «pyramid» is basic and includes the company's ability to earn sufficient profits, create new jobs and produce goods and services that are in demand by society. It must be remembered that profits must be achieved legally in accordance with the requirements established by the state, which, in turn, is the legal responsibility of business. Ethical responsibility implies the moral behavior of the organization in relation to all interested parties and to society.

Although ethical behavior is not established by the law, many companies independently develop «codes of ethics» based on the standards of justice and equality so that their employees can distinguish between ethical and immoral behavior. Philanthropic obligations are exclusively voluntary activities of organizations that contribute to improving the quality of life of society, for example, such as charity, donations, sponsorship, gratuitous financing of social projects [5].

**Results and discussion.** The bank considers social responsibility as one of the key principles of its activities. In carrying out activities in the field of CSR, the Bank is guided by the Strategy. The purpose of the Strategy is to establish the fundamental principles and priorities that the bank adheres to in the management of projects in the field of CSR. The strategy is aimed at improving the efficiency of the banks in the field of CSR using international norms of behavior and principles enshrined in international standards in the field of CSR and sustainable development.

During evaluating the effectiveness of activities in the field of CSR, the bank is guided by economic indicators and personnel performance indicators. In its activities, the bank seeks to provide social assistance to society through increasing the financial literacy of the population and implementing special measures aimed at increasing public awareness of the bank's products and services, developing skills for their use and explaining the practical benefits of their use [6].

Having studied the content of the official websites of Kazakhstani banks, analytical reviews of the Kazakhstan Union of Industrialists and Entrepreneurs and Kazakhstani economists, it can be distinguished the number of main trends in the development of CSR in the banking system of Kazakhstan, many of which correspond to the trends in international practice of developing social responsibility.

The norms and standards of corporate social responsibility for Western business have long become mandatory. In Kazakhstan the banking sector is especially active in terms of compliance with CSR. «Corporate social responsibility is a moral component of business. This is a relationship that a business builds long-term in the world, and not a tribute that needs to be paid to someone under the word «society» said Larisa Pak, managing director of JSC «KaspiBank» [7].

Kazakhstan banks were the first in Kazakhstan to introduce international experience, starting from the introduction of international standards for the preparation of financial statements, IT, etc. For example, the first of Kazakhstani companies that signed the UN Global Compact on Corporate Social Responsibility (CSR) in 2005 was JSC «Halyk Bank».

At JSC «Halyk Bank», CSR means managing a business with responsibility and emphasis on the long-term success of the business. «Our goal is not profit at all costs, because we know that tomorrow's success depends on the trust that we gain today. We take care to meet the expectations of our customers, shareholders, employees and other interested parties», explain their CSR concept at «Halyk Bank».

«For ourselves, we have identified several CSR parameters: responsibility to the state and the local community in which we live and conduct our business; responsibility to those who work in the bank - our employees; responsibility to those for whom we work - our customers», said the managing director of the bank and the president of the «Kus Zholy» fund introducing the report on social activities of JSC «Halyk Bank» in 2018 [8,9]. So, in the field of implementing the principles of CSR, JSC «Halyk Bank», as an employer, in 2018 sent over 101 million tenge to employees for medical insurance. The bank spent about 13 million tenge on the development of human resources through training and continuing education programs [10].

«Halyk Bank» attaches great importance to investments in education. A joint project was developed with the Kazakh-British Technical University (KBTU) for 3-year support of the KBTU master's program. «In addition to financial support, the bank offers students the opportunity to undergo internships and employment. Cultural support was expressed in the cultural exchange program developed by HSBC in collaboration with organization «Poet in the City» [11]. As part of this program, a poet from Kazakhstan will be sent to the city of Vancouver, Canada, to promote the image of Kazakhstan and exchange experience.

It is known that the principles of CSR in different banks are implemented in different ways. This applies to both internal social responsibility to employees and external projects. So, in JSC «KaspiBank» during the crisis, the bank avoided massive staff cuts, while creating new jobs. «Over the past year, JSC «KaspiBank» recruited more than 1.2 thousand people, thereby increasing the number of its staff to 5.5 thousand people», marks Larisa Pak, noting that when recruiting employees there are often rely on university graduates with no work experience [12].

Among the long-term charitable projects of JSC «KaspiBank», it is possible to single out cooperation with the fund «Ayala» on a program for saving newborns, as a result of which over the past 5 years the bank has sponsored the purchase of medical equipment worth about \$ 500 thousand. It has also become traditional to provide financial assistance to veteran clients of the bank In 2019, more than \$ 250 thousand was allocated for these purposes by May 9 [13].

«There are also projects that require an emergency response. They happen unexpectedly, and we try to promptly and adequately help people. A few years ago, when a tragedy occurred in the Karaganda region - miners died in the mine blockage, bank employees decided to transfer daily earnings in favor of relatives and friends of the victims», says Larisa Pak. Last year, about 10 million tenge JSC «KaspiBank» allocated to flood victims in Uralsk. Necessary help was also provided to the «ZhasDauren» orphanage - 114 children of this house were provided with seasonal clothes [14].

Table 1 – Current status of the State program(SP) on July 1, 2019 (Retail business (RB) + Post credit (PC):

Events since the start of the program	SP (old)		SP (currency)		Total	
	quantity	amount	quantity	amount	quantity	amount
Accepted applications for consideration	2323	36030	782	24654	3105	60684
Approved and implemented in the system	1690	16971	698	9906	2388	26877
Approved, in progress	235	2920	69	1159	304	4079
Under consideration	38	552	8	438	46	990
Denied	360	7121	7	744	367	7865

Table 2 – Current status of the State program(SP) on July 1, 2019 (Retail business (RB) + Including PC):

Events since the start of the program	SP (old)		SP (currency)		Total	
	quantity	amount	quantity	amount	quantity	amount
Accepted applications for consideration	2083	34406	657	23095	2740	57501
Approved and implemented in the system	1480	15433	578	9271	2058	24704
Approved, in progress	233	2908	66	1150	299	4057
Under consideration	37	551	8	438	45	989
Denied	333	6882	5	500	338	7382

Forte Bank is one of the largest participants in the Housing Mortgage Refinancing Program:

– On the June 1, 2019, as part of the State Refinancing Program, 2,388 loans were refinanced in the amount of 26,877 million tenge [15].

– Extensive work is carried out to attract customers for refinancing under the State Program, which takes up the majority of the operational time (calling customers, leaving the place of pledge, consulting clients, analyzing the situation, collecting documents, preparing questionnaires, raising the issue of refinancing, issuing process).

– The reasons for delaying the process of issuing refinancing within the framework of the State program are arrests on the accounts of state agencies (Tax Offices, private enforcement agent etc.), amendments to title documents (acceptance of inheritance, change of district, change of characteristics of the pledge, legalization), as well as imposed restrictions of state agencies and private enforcement agent on obtaining notarized consent for pledge and extrajudicial sale [16,17].

Domestic banks, especially with state participation, need to adopt the best foreign experience and work more actively in the regions. Older age groups will leave financial markets after a certain time, and middle-aged people in big cities will be oriented towards cooperation with American and European banks that trained them in financial literacy.

**Conclusion.** So far, not many organizations are aware that attracting employees to volunteer activities is fundamental to their corporate culture and reputation. The crisis has aggravated the sense of responsibility in people, and nothing better unites than a joint activity on a socially significant project. The development of volunteering is not only a manifestation of the social responsibility of the company, but also an important element of its personnel work [18].

It should be noted that the human resource in a commercial bank is one of the most important. There are cases when the team of employees working with clients has changed, and the bank has lost most of its customers, as customers followed employees to other banks [19]. Therefore, during the crisis, it is necessary to be very careful about staff reduction issues, work on a system for evaluating the effectiveness of its work and create loyal and favorable conditions for employees to work. Moreover, it should be noted that the most successful will be companies that are actively introducing corporate social responsibility in their work, as professional employees strive to work in the most favorable conditions.

As a conclusion, another important global trend in the development of corporate social responsibility, it consists in understanding at the present stage by an increasing number of companies the need for a strategic approach to social responsibility. The image aspect of CSR is being replaced by the strategic nature of social responsibility. Its undoubted advantages – the clarity of obligations to interested parties and their relationship with the long-term strategy of the bank – are gradually gaining greater understanding and distribution in the practical activities of Kazakhstani banks [20].

Embedding social responsibility in the bank's development strategy suggests that social spending in the context of social responsibility programs should not be considered by the bank as costs, but as investments that have a significant social effect, since the return on them is expressed in the form of building trust, creating a positive image in the public eye and stimulating positive changes in society, which is a prerequisite for increasing the economic efficiency of the bank. Bringing the bank's strategy in line with the concept of corporate social responsibility, determining the directions of social investment and developing programs for each of them are a factor in improving the quality of corporate governance and ensuring the sustainable development of the banking business.

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## **БАНКТЕРДІҢ ӘЛЕУМЕТТІК ЖАУАПКЕРШІЛІГІНІҢ ӘЛЕМДІК ТӘЖІРИБЕСІ**

**Аннотация.** Банктердің коммерциялық қызметі олар жұмыс істейтін қоғамға тікелей әсер етеді, ал бизнестің болашақ табыстары негізгі әлеуметтік құндылықтармен тығыз байланысты. Коммерциялық банктер қызметінің ерекшелігін ескере отырып, сенім банктік қызмет көрсету нарығының қалыпты жұмыс жасауының маңызды шарттарының бірі бола отырып, пайда деңгейі қызмет көрсету технологиясымен емес, әлеуметтік жауапкершілік пен беделге негізделген банктердің әлеуметтік ортада дұрыс орналасуымен анықталады. Банктердің әлеуметтік жауапкершілігі деңгейі қоғамның тұрақты дамуына ғана емес, сонымен қатар банктердің тұрақтылығына да тікелей әсер етеді.

Әлеуметтік-экономикалық қатынастардың жаһандануы ғылыми-техникалық прогрестің динамикасын қалыптастырады, оқу процесіне жаңа қиындықтар туғызады және еңбек көші-қоны ағынын күшейтеді. Жаһандану процесі сауда, білім және технологиялар алмасу саласындағы мүмкіндіктерді арттырып қана қоймай, сонымен бірге ұлттық экономикалардың жалпы экономикалық жағдайға өзара әсер етуімен және экономикалық қатынастарға қатысушылардың мінез-құлқымен байланысты тәуекелдерді арттырды. Халықаралық сауда мен ынтымақтастық жүйесіне тек қана экономикалық дамудың әртүрлі деңгейіндегі елдер мен аймақтардың өкілдері ғана емес, сонымен бірге әртүрлі саяси жүйелер мен мәдениеттердің өкілдері де қатысады. Кейбіреулер үшін қалыпты болып көрінетін нәрсе – шарт жасасу үшін ауызша келісім жеткілікті, ал басқалары үшін бұл – бизнесті жүргізудің қолайсыз түрі. Әлемдік институт құру жағдайында бірыңғай іскери мәдениетті қалыптастыру қажеттілігі туралы айтуға болады.

Корпоративтік әлеуметтік жауапкершілік мәселесі бұқаралық ақпарат құралдарында және көрнекті ғалымдардың ғылыми еңбектерінде көбірек көрініс тауып келеді. Бизнестің әлеуметтік жауапкершілігі кең екенін түсіну керек.

Қазақстандағы күрделі экономикалық жағдайға байланысты банк секторындағы ресурстық және клиенттік база үшін бәсекелестік күшейіп келеді. Көптеген қиындықтарға қарамастан, қазақстандық банктік қызмет көрсету нарығы жаңа экономикалық және әлеуметтік жағдайларға бейімделіп, баяу дамып келеді. Бір жағынан, отандық коммерциялық банктер бәсекеге қабілеттілікті арттырудың жаңа құралдарын іздейді. Екінші жағынан, банктік қызметтерді тұтынушылар арасында құндылық жүйесінде шамалы өзгеріс бар: клиенттер талап етілетін, қаржылық сауатты және таңдаулы бола бастайды, олардың басымдықтарында өнімнің бағасы ғана емес, сонымен қатар қызмет көрсету сапасы – қызмет көрсету ыңғайлылығы мен жылдамдығы, қызметкерлердің біліктілік деңгейі артады. Бұл фактор банк пен клиенттің өзара әрекеттесу технологиясын дамыту мен жетілдірудің маңыздылығын арттырады.

Бүгінгі таңда бүкіл әлемдегі ұйымдар өз қызметінде әлеуметтік жауапкершілік принциптерін ұстанудың маңыздылығы мен артықшылықтары туралы мәселені көтеріп келеді. Қазіргі әлемдегі әлеуметтік жауапкершілік – бұл сән үрдісі емес, компанияның тиімді жұмыс істеуі және қоғамның тұрақты дамуы үшін қажетті шарт.

Коммерциялық банктердің әлеуметтік жауапкершілігі – бұл тұрақты дамуға ықпал ететін, мүдделі тараптардың үміттерін ескеретін, қолданыстағы заңдарға сәйкес келетін және халықаралық стандарттар мен қаржылық есептілік стандарттарына сәйкес келетін, тұрақты дамуға ықпал ететін мөлдір және этикалық мінез-құлық арқылы банктің шешімдері мен қызметінің қоғамға және қоршаған ортаға әсері үшін жауапкершілік. Банктің қызметінде және оның қатынастарында үнемі қолданылады.

**Түйін сөздер:** әлеуметтік жауапкершілік, коммерциялық банктер, жаһандану, әлеуметтік жауапты бизнес, тренд, корпоративтік әлеуметтік жауапкершілік.

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## МИРОВОЙ ОПЫТ СОЦИАЛЬНОЙ ОТВЕТСТВЕННОСТИ БАНКОВ

**Аннотация.** Коммерческая деятельность банков напрямую влияет на общество, в котором они функционируют, а будущие успехи в бизнесе тесно связаны с ключевыми общественными ценностями. Учитывая специфику деятельности коммерческих банков, доверие становится одним из важнейших условий нормально функционирующего рынка банковских услуг, а уровень получаемой прибыли все больше обуславливает не технология оказания услуг, а правильное позиционирование банков в социальной среде, основанное на социальной ответственности и репутации. Уровень социально ответственного поведения банков оказывает непосредственное влияние не только на устойчивое развитие общества, но и на устойчивость самих банков.

Глобализация социально-экономических отношений формирует динамику научно-технического прогресса, ставит новые вызовы процессу образования, усиливает потоки миграции трудовых ресурсов. Процесс глобализации привнес не только расширение возможности в сферах торговли, обмена знаниями и технологиями, но и одновременно повысил риски, обусловленные как взаимным влиянием национальных экономик на общую экономическую конъюнктуру, так и поведением участников экономических отношений. В систему международной торговли и кооперации вовлечены представители, представляющие не только различные по степени экономического развития страны и регионы, но и представители различных политических систем и культур. То, что для одних кажется нормой – для заключения контракта достаточно бывает устной договоренности, для других является неприемлемой формой ведения бизнеса. И здесь скорее можно говорить о необходимости формирования единой деловой культуры на фоне глобального институционального строительства.

Проблема корпоративной социальной ответственности все больше отражается в средствах массовой информации и научных трудах выдающихся ученых. Следует понимать, что социальная ответственность бизнеса гораздо шире, чем принято считать.

В связи с непростой экономической ситуацией в Казахстане происходит обострение конкурентной борьбы за ресурсную и клиентскую базу в банковской сфере. Несмотря на многие проблемы, казахстанский рынок банковских услуг развивается медленно, постепенно адаптируясь к новым экономическим и социальным реалиям. С одной стороны, отечественные коммерческие банки ищут новые инструменты повышения конкурентоспособности. С другой – прослеживается некоторое изменение ценностной системы у потребителей банковских услуг: клиенты становятся все более требовательны, финансово грамотны и избирательны, в их приоритетах не только цена продукта, но и качество сервиса – удобство и скорость обслуживания, уровень квалификации персонала. Данный фактор повышает важность разработки и совершенствования технологий взаимодействия банка с клиентом

Сегодня организации по всему миру поднимают вопрос о важности и преимуществах соблюдения принципов социальной ответственности в своей деятельности. Социальная ответственность в современном мире не модный тренд, а обязательное условие эффективного функционирования компании и устойчивого развития общества.

Социальная ответственность коммерческих банков – это ответственность за воздействие решений и деятельности банка на общество и окружающую среду через прозрачное и этическое поведение, которое содействует устойчивому развитию, учитывает ожидания заинтересованных сторон, соответствует применяемому законодательству и согласуется с международными нормами поведения и стандартами финансовой отчетности, всесторонне интегрировано в деятельность банка и постоянно применяется в его взаимоотношениях.

**Ключевые слова:** социальная ответственность, коммерческие банки, глобализация, социально ответственный бизнес, тренд, корпоративная социальная ответственность.

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