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CORPORATE SOCIAL RESPONSIBILITY IN MANAGEMENT SYSTEMS OF KAZAKHSTAN COMPANIES

Abstract. To realize the strategic goal of our country's entry into the thirty most competitive countries of the world, (lets)pay attention to the latest modern processes. In this regard, representatives of Kazakhstan's business need to ensure security, the requirements of information openness of corporate social responsibility in accordance with global competitiveness and world trends. The importance of corporate social responsibility since the last century and with each period is being updated.

Corporate social responsibility in the practice of the Republic of Kazakhstan is a new phenomenon and is considered (to be)young. For 25 years of independence of our country, the government implemented measures and programs to improve entrepreneurship and create favorable conditions for them. In this regard, (we need) the urgent issue of the need for in-depth consideration of important issues (in order to implement)the implementation of corporate social responsibility of companies.

Keywords: Corporate social responsibility, social responsibility of business, social responsibility of domestic business, social responsibility of foreign companies, key performance indicators.

Introduction. The social responsibility of business is one of the fundamental values of a civilized economy, politics and society. The basic principle of business is to make a living. It is widely practiced that entrepreneurs can participate in public life of the population, as they are able to do it.

However, this is known to be a good result if it is done on a voluntary basis, rather than under the compulsion of the authorities. Therefore, international organizations and associations urge all countries and large transnational companies to work and produce goods and services within the framework of sustainable development.

Kazakhstani business is obliged to participate in the process of sustainable development in the era of global integration, and in this context it is important to establish harmony between society, the state and business, to prevent social imbalances and to take care of the environment.

The main section. The global economic crisis has revived the pressing problems for business, and now the biggest challenge is to build confidence in the company and preserve the image. In this regard, the importance and relevance of corporate social responsibility for companies is determined. Kazakhstan companies pay attention to this phenomenon and organize activities to use social responsibility within their services.

For domestic business, its cooperation with civil society and the state still requires a number of improvements. The study "Corporate Social Responsibility in Kazakhstan: situation, problems and perspectives" developed by the Sang Research Center for the Eurasia Central Asia Foundation is the largest study in the field of corporate social responsibility of Kazakhstan. This research covered 189 Kazakhstani, foreign and joint venture companies from different sectors of business and small and large enterprises [1].

According to the study, the domestic business community understands corporate social responsibility in the following areas: introduction of a social package/programs at the enterprise (83%), charity (59%), personnel development and training (54%), participation in regional development programs (52%) [1].

According to the results of this research, the most significant components of corporate social responsibility are the subjects of entrepreneurial activity of the country:

- For small businesses: charitable assistance, participation in regional development programs;
- For medium-sized enterprises: development and training of personnel, charity;
- For large business: training and development of personnel, charity. For large enterprises, it is also important to implement environmental projects (and to) establish responsible relations with suppliers and consumers [1].

In addition, according to the analytical review of corporate social responsibility in the extractive sector prepared by Kazakhstan and Norwegian experts in 2011-2012, one of the key issues of social responsibility in Kazakhstan is the lack of understanding of the concept of social responsibility. The second important issue is that, despite compulsory payments from companies, including the amount of social payments, regional government agencies often issue unequal orders for financing for companies. Such requirements force companies to spend on various projects, and this situation leads to the third problem. It is difficult for corporations to introduce corporate social responsibility into their development strategies. Corporate social responsibility should strictly correspond to the basic business of the company and in the implementation of social projects should be strictly monitored and tracked in the reporting format [2].

World practice shows that many large companies within their services actively develop and implement social responsibility policies and strategies. And the states that are striving for progress, contribute to the promotion and support of this policy.

A number of Kazakhstani companies adopted normative documents in the field of social responsibility within their development strategies. These may include policies or codes of corporate social responsibility. It is worth mentioning the experience of national companies in the strategy or policy in this field. A number of large companies working in Kazakhstan's industry, banking and financial sectors have adopted normative documents for the implementation of the principles of social responsibility, an action plan within the framework of their activities (Table 1).

Table 1 - List of national companies that have adopted regulatory documents in the field of corporate social responsibility

Company name	Normative document in the field of corporate social responsibility	Approval date
"Samruk-Energo" JSC	Corporate Social Responsibility Strategy	Based on the decision of the Board of Directors (Protocol No. 47 of 11.05.2011)
JSC "Kazakhtelecom"	Corporate Social Responsibility Strategy for 2012-2020	Based on the decision of the Board of Directors (Appendix 3 to Protocol No. 2) dated 10.02.2012
JSC «Tauken-Samruk NMSC»	Corporate Social Responsibility Strategy for 2014-2018	Based on the decision of the Board of Directors (Protocol No. 13/13 of 27.12.2013)
JSC «Development Bank of Kazakhstan»	Corporate Social Responsibility Strategy for 2014-2023	Based on the decision of the Board of Directors (Appendix 2 to Protocol No.179-2016-03) dated 19.02.2016
JSC NC «KazMunayGas»	Code of Corporate Social Responsibility	Based on the decision of the Board of Directors (Protocol No. 12/2012 of 10.12.2012)
JSC «KazTransOil»	Code of Corporate Social Responsibility	Based on the decision of the Board of Directors (Protocol No. 3/2010 of 10.03.2012)
JSC Enterprise Development Fund "Damu"	Corporate Social Responsibility Policies	Based on the decision of the Board of Directors (Appendix 6 to Protocol No. 46) dated 27.09.2013
JSC «NAC « Kazatomprom»	Corporate Social Responsibility Policies	Based on the decision of the Board of Directors (Protocol No. 5/11 of 03.06.2011)
JSC «Kazpost»	Corporate Social Responsibility Policies	Based on the decision of the Board of Directors (Appendix 30 to Protocol No. 14/10) dated 10.12.2010
Note: the data was compiled by the author on the basis of [3], [4], [5], [6], [7], [8], [9], [10], [11]		