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THEORETICAL RESEARCH OF SOCIAL ENTREPRENEURSHIP IN THE REGION (ON THE EXAMPLE OF THE ATYRAU REGION)

Abstract. The main difference, according to the authors, lies not in the plane of motivation (to do it for the sake of money or from altruism), but in the sphere of the characteristics of “anticipated and produced value” (good). In the case of ordinary business, the market value becomes a blessing, which can be expressed in the category of income and profit (which is misleading when comparing the motivation of the two types of entrepreneurs). In the case of social entrepreneurship, it is the value expressed in the advantage that a significant part of society or society as a whole receives from the “large-scale transformation” produced by the social entrepreneur. At the same time, the target groups for which “value” is intended are the least protected and least prosperous segments of the population, who do not have either financial resources or political levers to achieve “the value obtained as a result of transformation” by their own efforts.

Keywords: social entrepreneurship, entrepreneurship, social problems, types of capital, social capital, creativity, innovation.

INTRODUCTION

A typical representative of a global organization of social entrepreneurship that supports social and entrepreneurial initiatives around the world is the Ashoka Foundation, founded by B. Drayton in 1981. B. Drayton says the following about social entrepreneurs: catch her. They will not calm down until they revolutionize the fishing industry itself.” This popular definition contains, perhaps, the whole essence of social entrepreneurship. Social entrepreneurship differs from other phenomena of social work carried out by various organizations in the commercial and non-profit sector, in the field of activity and conditions of service provision. The concepts of innovation and entrepreneurship are key. In line with this, social entrepreneurship seeks to reduce social problems in an innovative way, inventing or combining social and economic resources so as to create a self-replicating, capable of expanding the mechanism of production and the provision of targeted social benefits.

In different countries, social entrepreneurship develops in different socio-economic and cultural contexts. A deep comparative analysis of this issue is contained in the work “Social Entrepreneurship in Russia and in the World: Practice and Research” [2]. In European countries, researchers attribute increased attention to this phenomenon with the crisis of the European model of the welfare state. All proposals for its reform are contradictory. But it is obvious that, for example, the disagreement of ordinary citizens to pay large taxes, the money from which can go to solve social problems, does not mean that people are in favor of dismantling the existing social support networks. That is why now the ideas of the new philosophy of the social state, new practices of their implementation, the ideas of the new organization of the welfare of the state are in great demand. In such conditions, social entrepreneurship develops through the creation of flexible organizations characterized by a limited amount of resources and developed creative culture, aimed at combining resources from previously divided social spheres [3]. From the very beginning, the growth of the welfare state was perceived by citizens as a symbol of social progress. But the same process was accompanied by the development of the service sphere of the welfare state as a cumbersome, non-initiating structure, filled with bureaucracy.

MAIN PART

Some researchers consider social entrepreneurship as a process of creating value by combining resources in new ways. These combinations of resources are primarily intended to explore and take advantage of opportunities to obtain social benefits by stimulating social change or meeting social needs. It is easy to see that the above definitions are largely consistent with the classical approaches to the analysis of entrepreneurship proposed by the already mentioned Say, Schumpeter and Drucker. This is confirmed by Martin and Osberg [4]. From their point of view, the key word in the category of social entrepreneurship is “entrepreneurship”, and “sociality” plays only a modifying role. Paying attention to the merits of the classics of entrepreneurship theory, they emphasize the key properties of any entrepreneurship: value creation (“as a result of moving assets to higher productivity”, - Say), “creative destruction” as a transformative activity (Schumpeter), search for changes and use of opportunities (Drucker). All this applies equally to both entrepreneurships in general and social entrepreneurship: in both cases, a new value (good) is proposed, the well-balanced balance is overcome.

Despite the fact that the benefits of social entrepreneurship are clear to very many, its significance and specificity have not been studied enough. With the growing popularity of social entrepreneurship, this concept can be understood differently by different people. This is due both to the relative novelty of the term and to the diversity of social initiatives, which differ in scope, target groups and countries in which they are implemented. For some, social entrepreneurship is associated exclusively with non-profit organizations that have opened any profitable enterprises. Others understand this as non-profit organizations. Still others consider it a type of social responsibility of business that implements socially significant programs through independent organizational structures.

The most frequently cited definition of social entrepreneurship belongs to Gregory Diez, who identified five main factors determining this type of activity:

- 1) taking on the mission of creating and maintaining social values (benefits);
- 2) identification and use of new opportunities for the implementation of the selected mission;
- 3) the implementation of a continuous process of innovation, adaptation and learning;
- 4) decisiveness of action, not limited to available resources;
- 5) the responsibility of the entrepreneur for the results of their activities both to their direct clients and to society [5].

The phenomenon of social entrepreneurship can be divided into two important components. The first is related to social development and is expressed in the fact that

- 1) the results of the activities of the entrepreneur associated with social being;
- 2) entrepreneurs use various forms of social capital associated with other forms of capital;
- 3) the organizations created by entrepreneurs for the implementation of their business are public as they do not belong to their owners and do not make profit as their main goal; in addition, these organizations are part of civil society;
- 4) social entrepreneurs are associated with specific, local communities.

The second component of social entrepreneurship is reflected in the fact that

- 1) entrepreneurs are always faced with a challenge from unexpected circumstances;
- 2) they are inspired by the awareness of their mission related to solving certain problems;
- 3) a social entrepreneur always acts as an innovator: he is busy developing new services and organizations [6].

In assessing individual spheres and parameters of life, trends of various manifestations of social inequality persist. So, for older people, in their opinion, many opportunities become more closed and difficult to reach, while young people are more optimistic in their assessments of life prospects and improving the quality of their lives. Taken together, these factors indicate that age is an important aspect of social inequality in the context of quality of life. In the context of the regions, the Karaganda, Kostanay, Atyrau, Pavlodar regions attract attention, where the most difficult socio-economic situation is recorded, which is reflected in the living standards of the respondents. Residents of Almaty, traditionally, demonstrate the most critical attitude to the social policy of the state and the maximum indicators of the expectations of protest actions. In general, the standard of living of Kazakhstanis can still be described as low. The results of the study demonstrated the presence of multiple manifestations of social inequality in

different areas and at different levels. The people of Kazakhstan themselves are more or less ready to accept this state of affairs, since they accept certain forms of social inequality that are permissible from their point of view.

The Atyrau region is a region with a large share of the GRP of the oil industry and therefore, for the Chamber of Entrepreneurs of the Atyrau region, working with large operators to increase the local content is a priority.

For its part, RPP is doing a great job of increasing the proportion of local content, and here the joint work with TCO LLP, North Caspian Operating Company, JSC NC Kazmunaygas, Karachaganak Petroleum Oil in the framework of the Aktau Declaration development is indicative.

The financial result of the activities of large, medium and small enterprises of the region in 2018 was determined in the amount of 4,478.9 billion tenge of income, of which the share of large and medium-sized enterprises 85.2% (3515.8 billion tenge), and compared with 2017 it increased respectively, by 57.2% and 40.4%.

In general, the profitability of production of enterprises in the region in 2018 amounted to 51.8%. The most profitable were large and medium-sized enterprises of the mining industry and quarrying (102.4%).

More than 79.5% of the total profit was obtained by mining and quarrying enterprises.

The largest amount of profit in the regional context was accounted for by the enterprises of Atyrau - KZT 4451.8 billion (99.4% of the regional indicator).

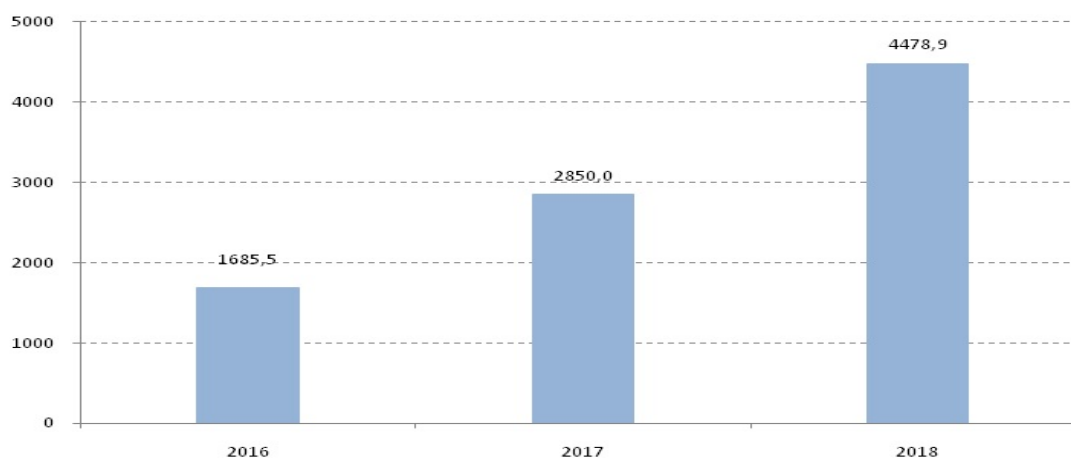


Figure 1 - the Dynamics of profit (loss) before tax

The costs of production and sales amounted to 7,376.8 billion tenge, production costs - 4,532 billion tenge, of which 20.8% were material costs, the share of labor costs and amortization, respectively, 13.8% and 25.8 %

Accounts receivable as a whole for enterprises as of January 1, 2018 increased by 27.7% and amounted to KZT 2463.5 billion. The debt on obligations amounted to KZT16,915.1 billion and compared to the data as of January 1, 2018 increased by 66.3%.

Regional business also requires RPP to actively interact with major operators in the region, for example, TCO, NCOC. RPP has become a dialogue platform between business and subsoil users.

The results of the program over the past year were announced during the Kurultay social entrepreneurs, held in Atyrau.

Note that the main goal of the Zharkyr project, implemented by the Eurasia Foundation of Central Asia with financial support from Tengizchevroil, is to promote innovative social initiatives aimed at providing sustainable business solutions to social, economic and environmental problems of communities of the Atyrau region.

Among the winners in 2018, there are 8 projects: a center for preparing for childbirth, a project on domestic tourism in local lore, two sports centers for people with disabilities, a kindergarten for children with disabilities, and an educational children's center in Kulsary. The total amount of funding for these projects amounted to 13.3 million tenge. It is expected that they, in total, will cover up to 1,000 residents

of the Atyrau region. In addition to summarizing the results of the program, in the course of the Kurultay social entrepreneurs, there was a celebration of citizens and organizations that promote the promotion of social entrepreneurship in the region. Among them is the Chamber of Entrepreneurs of the Atyrau region.

Thus, according to a sociological survey of internal migrants in Almaty, conducted by the Institute of International and Regional Cooperation of the KNU in July 2015, the rating of problems in everyday life that influenced the decision to move was led by: • unstable financial situation of the family, low wages; • unemployment, problems of employment, massive layoffs. In terms of average monthly nominal wages, the leaders are Atyrau, Mangistau oblasts, Astana and Almaty; The minimum monthly wage is received by residents of the North Kazakhstan Oblast, Zhambyl, Akmola and South Kazakhstan regions. At the same time, the average salary in the regions is two to three times different (min. 79.7 thousand tenge in the DIS and max 223 thousand tenge in the Atyrau region). Regions of the country differ in the provision of social infrastructure. There are differences at a qualitative level when comparing the level of services in the field of education, health, etc. (although formally statistical indicators differ little from region to region). Thus, in the southern and western regions, due to a higher natural population growth, there is a shortage of educational facilities and a high burden on medical organizations, and in the northern and eastern regions, on the contrary: there is a problem of small schools due to population decline.

Thus, the current differentiation of the levels of development and the socio-economic status of Kazakhstan's regions was substantially a result of differences between Kazakhstan's subjects in the dynamics of change from the beginning of market transformations of social production, capital-forming investments and the standard of living of the population.

CONCLUSION

Our country today clearly distinguishes several types of business models of social entrepreneurship. Here are some of them:

1) social entrepreneurship in agriculture:

- a social entrepreneur acquires agricultural land, creates infrastructure, acquires the necessary equipment and technology, after which those groups that are commonly referred to as socially vulnerable are involved in the project: children leaving orphan homes into adulthood, recent prisoners, people suffering from drug addiction or alcohol addiction. They are given everything they need to start a new life based on their own business;

- similar technology works in “depressed” regions (so that young people do not aspire to the cities, but remain in their villages and villages).

2) solving the problem of employment of mothers with many children, single mothers and other categories of people for whom full-time employment is not possible. There is a creation of a home-based business (usually with the maximum involvement of all family members in creative activities), and, very importantly, the delivery of raw materials and its distribution is organized.

3) ensuring a full life for the disabled. An example is the company "Armor": thanks to the technology developed in the company for the manufacture of special individual corsets, yesterday's patient has the opportunity to return to the world of healthy people.

- Special travel companies. It is no secret that our cities are often poorly adapted for the movement of people in wheelchairs. Created travel companies spend a significant proportion of their efforts on exploring routes for the unimpeded movement of people with wheelchairs.

- Employment of the visually impaired, hearing impaired, etc. Examples of such industries can be the production of corrugated cardboard and other paper products, the production of PET packaging, homemade food, etc.

4) education, leisure activities:

- kindergartens and schools, especially in “depressed” regions, sports sections;

- the creation of food points, which simultaneously have entertainment and development centers for children;

5) development of entrepreneurial culture. It also provides assistance to those who want to start their own business: training is provided.

the necessary elements, including the writing of business plans, are supported in their subsequent implementation;

6) infrastructure development. Examples of such projects include hairdressing, workshops, economy-class laundries, bathhouses (especially where there is no hot water supply), projects for sorting and recycling garbage, refining territories.

М.К. Баймухашева, Р.К. Сабирова

**АЙМАҚТЫҢ ӘЛЕУМЕТТІК КӘСІПКЕРЛІКТІ ТЕОРИЯЛЫҚ ЗЕРТТЕУ
(АТЫРАУ ОБЛЫСЫНЫҢ МЫСАЛЫНДА)**

Аннотация. Авторлардың пікірінше, негізгі айырмашылық мотивацияның жазықтықта емес (бұл ақша үшін немесе альтруизм үшін), бірақ «болжамды және өндірілген құндылықтар» (жақсы) сипаттамалары саласында. Кәдімгі бизнестің жағдайында нарықтық құны кірістер мен пайданың (кәсіпкерлердің екі түрінің дәлелін салыстыра отырып, жаңылыстыратын) санатында көрсетілуі мүмкін бата болып табылады. Әлеуметтік кәсіпкерлік жағдайында бұл қоғамның немесе қоғамның айтарлықтай бөлігі әлеуметтік кәсіпкердің «ауқымды трансформациядан» алатындығын білдіретін құндылық. Сонымен бірге, «құндылық» деп аталатын нысаналы топтар өздерінің күш-жігері арқылы «өзгеру нәтижесінде алынған құндылыққа» жету үшін қаржы ресурстарына немесе саяси тетіктеріне ие болмаған ең аз қорғалған және ең аз гүлденген сегменттер болып табылады.

Түйін сөздер: әлеуметтік кәсіпкерлік, кәсіпкерлік, әлеуметтік мәселелер, капитал түрлері, әлеуметтік капитал, шығармашылық, инновациялар.

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М.К. Баймухашева, Р.К. Сабирова

**ТЕОРЕТИЧЕСКИЕ ИССЛЕДОВАНИЯ СОЦИАЛЬНОГО ПРЕДПРИНИМАТЕЛЬСТВА
В РЕГИОНЕ (НА ПРИМЕРЕ АТЫРАУСКОЙ ОБЛАСТИ)**

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Ключевые слова: социальное предпринимательство, предпринимательство, социальные проблемы, виды капитала, социальный капитал, креативность, инновация.

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