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Social status of professions in Kazakhstan: the role of corporate social responsibility and investment policy

K.S. Tel^{ID}, B.Zh. Smagambet*^{ID}

L.N. Gumilyov Eurasian National University, Astana, Kazakhstan

(E-mail: kuanysh.tel.akx@gmail.com, smagambetb@gmail.com)

Abstract: In modern Kazakhstani society, the social status of occupations is determined not only by wage levels but also by public recognition, career growth prospects, and the degree of business involvement in developing the nation's human capital. Corporate social responsibility (CSR) and investment policy play a crucial role in shaping public opinion about the prestige of different professions. This article explores how CSR and investment policies influence the social status of professions in Kazakhstan. While existing studies have addressed CSR from an ethical or economic perspective, its sociological effects, particularly on professional prestige, remain understudied. The study employs a qualitative case study design, focusing on Tengizchevroil LLP (TCO), one of the country's largest foreign investors. Drawing on TCO's 2023 Corporate Responsibility Report and related public documents, the analysis demonstrates how targeted investments in human capital, education, and local infrastructure contribute to enhancing the public image of various occupational groups. The findings indicate that CSR and investment strategies not only improve material conditions but also act as cultural and symbolic drivers of occupational valorization. The article contributes to broader debates on sustainable development, labor market transformation, and the role of business in shaping social hierarchies in post-Soviet contexts.

Keywords: Corporate Social Responsibility, Investment Policy, labor market, Human Capital Development, Sustainable Development.

Introduction

This study explores the growing role of corporate social responsibility (CSR) and investment policies in shaping Kazakhstan's labor market and professional hierarchy. While previous research has extensively examined CSR in the context of business ethics and sustainable development, limited attention has been given to its impact on the perceived prestige of various professions. This article seeks to fill that gap by analyzing how corporate initiatives and government policies influence the attractiveness of different occupational fields and workforce distribution in Kazakhstan.

The social status of professions is a key indicator of societal values and development priorities, reflecting the cultural and economic trajectory of a country. In Kazakhstan, amid economic modernization, digitalization, and global challenges, public perceptions of different professions are undergoing significant transformation. At the same time, both CSR and corporate investment strategies play an increasingly important role in shaping these perceptions. Companies, by implementing social initiatives, influence not only the broader community but also the career preferences of young people by supporting the development of specific industries through educational programs, scholarships, and infrastructure investments. In parallel, the investment policies of the state and the private sector generate demand for highly qualified personnel in strategic sectors, creating new dynamics in the labor market.

This research examines the relationship between CSR, investment policies, and professional prestige in Kazakhstan. The main objectives include:

- to examine how corporate initiatives in CSR and investment contribute to the public perception and prestige of professions;
- to identify specific mechanisms through which business actions influence labor market structures and career preferences;
- and to evaluate the role of a major corporate actor, Tengizchevroil LLP (TCO) in shaping local human capital through targeted social and infrastructural programs.

To achieve these objectives, the study adopts a qualitative case study approach, combining document-based analysis and a structured review of a selected company. The case of TCO, a major foreign investor operating in Kazakhstan, provides concrete insights into how CSR and investment efforts can enhance the public perception and social value of certain professions.

By examining TCO's long-standing programs in human capital development, social infrastructure, and local community support, the study offers empirical grounding for understanding the mechanisms through which corporate actions influence occupational prestige.

The study is guided by the hypothesis that CSR initiatives and targeted investment policies significantly influence the social status of professions in Kazakhstan by shaping public perceptions, directing labor market incentives, and fostering the development of human capital in priority sectors of the economy.

The significance of this study lies in its contribution to labor policy discussions, educational reforms, and business strategies aimed at fostering a more sustainable and equitable workforce distribution. By identifying best practices and potential pitfalls in CSR-driven labor

market interventions, the research provides valuable insights for both academic and practical applications.

The study's findings can be utilized by policymakers to refine employment strategies, by educational institutions to adapt curricula to evolving labor demands, and by businesses to align CSR efforts with long-term workforce development goals.

Literature Review

In a rapidly developing economy and society, questions of the social status of professions and the responsibilities associated with them are particularly relevant. As Kazakhstan strives for high competitiveness on the global stage, it faces the need for comprehensive solutions to a range of issues related to labor market development and the professional orientation of the population. Understanding how the public evaluates different professions and which fields are considered the most prestigious and socially responsible allows for the formulation of effective state policies in employment and education.

Research interest in CSR has grown substantially since the 2000s, demonstrating increased attention to businesses' social responsibility and their interaction with society (Fernández-Gago, Cabeza-García and Godos-Díez, 2020, p. 1809). This shows that issues of social responsibility are becoming an important aspect for many occupations, especially in the corporate environment.

On the global stage, CSR typically encompasses ethical standards, environmental stewardship, and contributions to sustainable development. As society increasingly demands transparency and accountability, CSR has become a key aspect of business reputation and legitimacy (Kolk, 2016, p. 23). Scholars such as Kolk (2016) highlight the need for international corporations to align CSR strategies with local market dynamics, often through collaboration with communities and public institutions. In Kazakhstan, comparable tendencies are emerging, where companies engage in initiatives that enhance employee welfare and promote skills development. However, CSR frameworks must be sensitive to the distinctive political, economic, and cultural landscapes of each region. For instance, in Central and Eastern Europe, the legacy of socialism and communism continues to shape public expectations and CSR priorities (Kopp, 2015, p. 453).

Embedding CSR into a company's strategic framework contributes not only to enhanced business performance but also to the strengthening of corporate reputation and social legitimacy (Tayşir and Pazarcık, 2013, p. 294). In the context of Kazakhstan, such integration can positively impact the perception of various professions, especially when businesses support social initiatives aimed at improving labor conditions. Although small and medium-sized enterprises (SMEs) may lack a formal CSR structure, they often exhibit strong ethical principles in their interactions with employees and clients. This trend is reflected in Kazakhstan, where CSR practices and professional recognition often differ based on company size and operational sector (Чеглакова, Л.М., Батаева, Б.С. и Мелитонян, О.А., 2018, с. 63). Leading organizations tend to exceed legal compliance by voluntarily adopting safety protocols and fostering supportive workplace environments, which in turn elevates the public image of professions connected to those improvements (Sujová and Čierna, 2016, p. 289). These efforts can play a significant role in reshaping how certain occupations are valued within Kazakhstani society. Furthermore,

the adoption of international CSR standards such as the Global Reporting Initiative (GRI) and the Extractive Industries Transparency Initiative (EITI) is gaining traction in Kazakhstan. These frameworks offer guidance for advancing CSR practices, particularly in areas tied to environmental and social development (Voronkova et al., 2020, p. 2170).

CSR is often a response to pressure from stakeholders, including foreign investors, which elevates the role of professionals working in such environments to ensure compliance with and successful implementation of CSR initiatives. This underlines that certain professions, especially in global companies, are closely tied to expectations in the realm of CSR (Guo and Zheng, 2021, p. 508). CSR efforts can have a significant impact on the development of professional fields such as education and infrastructure. For example, a case study of Telekom Malaysia Berhad shows that active development of educational initiatives to support information and communication technology (ICT) professions can benefit both the company and society (Abdul Hamid, Atan, and Saleh, 2014, p. 600). CSR also influences professional roles within a company: socially responsible companies typically offer better working conditions and create opportunities for career growth. This directly affects the perception of some professions, as companies with strong CSR practices are seen as more attractive employers, thereby raising the status of professions in those sectors.

In the era of sustainable development, both professionals and companies are increasingly expected to adhere to elevated ethical standards, particularly in alignment with the Sustainable Development Goals (SDGs). This expectation enhances the reputation of occupations that are directly engaged with CSR, including those focused on environmental sustainability and human resource management (Matytsin, Petrenko, and Saveleva, 2022, p. 1). In family-run businesses, professionals often act as key agents of ethical leadership, guiding CSR efforts even under challenging circumstances. Their expertise and value-driven decision-making significantly influence the incorporation of CSR into organizational practices, thereby increasing their internal status and perceived responsibility (Rivo-López et al., 2021, p. 2041).

Kumar (2022) argues that social responsibility is becoming an essential element of contemporary professional norms, contributing to long-term organizational and societal success, a viewpoint especially relevant within the broader sustainability discourse (Oliynyk et al., 2023, p. 5608). Moreover, CSR often serves as an attractive feature for professionals who prioritize meaning and ethical purpose in their careers. This is particularly true for younger generations, who tend to favor employment with companies demonstrating clear social commitments. Consequently, those employed in CSR-active environments are often viewed with higher regard due to their participation in socially meaningful work (Kumar, Kumar, and Behura, 2022, p. 214).

Schreck (2009) points out that corporate accountability, especially in social and environmental domains, is increasingly expected. This principle also extends to specific professions, as societal perception frequently hinges on the tangible contributions those professions make to public welfare. Fields such as healthcare, education, and law exemplify this overlap between professional ethics and public trust, where adherence to social obligations forms a core part of professional identity (Schreck, 2009). Williams (2013) frames CSR as a shift from a purely profit-driven business model to one that acknowledges wider societal impacts. This broader perspective also reshapes the understanding of professional responsibility, emphasizing not

just technical performance but the social significance of one's work as seen in the roles of doctors, educators, and similar vocations (Williams, 2013).

Materials and Methods

This study adopts a qualitative case study research design, which allows for an in-depth exploration of how CSR and investment policy influence the social status of professions in Kazakhstan. Following the methodological framework proposed by Yin (2018), the case study approach is particularly suitable for answering explanatory questions such as “how” and “why,” especially when the boundaries between the phenomenon and its context are not clearly defined (Yin, 2018). In this research, the case study method enables the investigation of concrete mechanisms through which corporate actions shape public perceptions and professional hierarchies in a real-world setting.

Case Selection Rationale

The selected case is TCO, a major oil and gas joint venture in Kazakhstan and one of the country's largest foreign investors. TCO was chosen due to its long-standing economic presence, comprehensive CSR programming, and publicly available documentation. The company serves as a typical (instrumental) case, offering an illustrative context to test the hypothesis that CSR and investment efforts can positively influence occupational prestige and the development of human capital.

Research Question and Hypothesis

The central research question is:

How do corporate CSR and investment policies influence the social status and public recognition of professions in Kazakhstan's regional and national contexts?

Based on this, the study hypothesizes that CSR and investment policies implemented by corporate actors can positively influence occupational prestige by reshaping public perceptions, strengthening professional infrastructure, and fostering human capital development in key economic sectors.

Data Sources

The primary data source is the 2023 Corporate Responsibility Report published by Tengizchevroil LLP, which details the company's strategic activities in the areas of workforce development, community investment, and social infrastructure. Supplementary materials include publicly accessible information from TCO's official website and government reports. These sources provide a triangulated evidence base for evaluating the CSR practices and investment priorities of the company, particularly as they relate to human capital formation and labor market development.

Analytical Procedures

The case study analysis was conducted through a multi-stage process:

7. Document Review of the TCO 2023 report, coded thematically around three key areas: human capital development, education and healthcare infrastructure, and community initiatives.

8. Data Extraction of program outcomes, financial commitments, and implementation indicators.

9. Thematic Interpretation linking each category to indicators of professional prestige.

10. Integration with the study's hypothesis and theoretical model.

Scope and Limitations

This case study is designed for analytical generalization, not statistical generalization. Its goal is to offer a deep contextual understanding of the mechanisms through which CSR and investment influence occupational prestige in a transitioning economy.

The following section presents the case of TCO in detail, illustrating how CSR and investment strategies are operationalized and how they relate to the social status of professions in practice.

Case Study: Tengizchevroil LLP

Company Profile and Case Context. TCO is one of Kazakhstan's largest oil producers and a major foreign joint venture. Operating in the Atyrau region since the early 1990s, TCO has implemented comprehensive CSR strategies while maintaining a dominant role in the national energy sector. As of 2023, 95% of TCO's core production roles and 87% of managerial positions were held by Kazakhstani citizens. Over 450 expatriates have been replaced by local specialists since 2007, demonstrating the company's long-standing commitment to workforce localization and skill development.

CSR Infrastructure and Community Investment. TCO's CSR strategy encompasses infrastructure development, social investments, and inclusive decision-making. The company's flagship initiative, the Igilik Program, focuses on the construction and modernization of essential facilities. In 2023, its US\$25 million budget financed projects such as a 350-seat school expansion in Tushchykuduk, the renovation of a secondary school in Atyrau, and a 75-bed hospital in Kulsary (Tengizchevroil LLP, 2023).

Complementing this is the Social Investment Program, launched in 2010. It supports education, healthcare, and cultural heritage projects proposed by NGOs. The program operates via a transparent, two-stage evaluation process and reflects an institutionalized approach to business-community partnerships. In 2023, it financed 21 projects with a US\$2.5 million budget, demonstrating sustained engagement in regional development.

Human Capital Development and Workforce Strategy. Internally, TCO prioritizes the professional growth of local employees. Its key initiatives include the Horizons Program for early-career specialists, leadership pipelines, and succession planning. The company also offers scholarships and certification opportunities to ensure alignment between employee competencies and technical requirements.

To meet broader labor market needs, TCO collaborates with regional authorities. A notable example is its vocational retraining initiative, implemented with the Atyrau Region Akimat. Since 2019, over 1,200 participants have completed 2–4 month courses in 11 technical specialties through APEC PetroTechnic College and Aktau Training Center, with 751 of them gaining employment (Ak Zhaik News, 2023). This initiative addresses both unemployment and future skills demand in the industrial sector.

Symbolic and Generational Impacts. Beyond material benefits, TCO's CSR contributes to reshaping professional aspirations. Programs like STEAM laboratories, youth robotics

competitions, and skills camps promote engineering, education, and technology careers among younger generations. These symbolic investments frame certain professions as innovative, future-oriented, and socially valuable, thereby helping to shift long-standing hierarchies in occupational prestige.

Key Findings. The TCO case illustrates how CSR and investment policies can be used as tools of social transformation. Through sustained and structured engagement, the company elevates the status of both internal roles (technical staff, engineers, managers) and external professions (teachers, doctors, community leaders). TCO's integration of business goals with public development objectives reinforces the theoretical argument that corporate actors in transitional economies are capable of shaping labor market perceptions and contributing to the societal valorization of work.

Results and Discussion

In 2025, Kazakhstan is facing a transformation of its labor market driven by global technological and economic changes. According to forecasts by the Ministry of Science and Higher Education, the emergence of new professions will address challenges related to digitalization, sustainable development, and automation of production. In the agriculture sector, demand will grow for innovative bioproduct technologists, agronomist-economists, and agro-informatics specialists focusing on automation and robotics. Specialists in environmentally friendly packaging and robotics operators will also play important roles, reflecting the trend toward sustainable development and digital transformation in agriculture. The construction industry is likewise adapting to new requirements. There is expected to be an increased need for digital design professionals (BIM specialists), engineers specializing in energy-saving technologies, and developers of eco-friendly building materials. UAV (drone) dispatchers and robotics technicians will become significant positions, indicating the rising influence of technology on construction processes. The mining and metallurgical sector exhibits similar trends. This includes demand for drone operators to monitor production processes and conduct geological exploration, blockchain technology specialists, and supervisors for equipment modernization. It is also projected that by 2030, there will be a need for managers to optimize logistics chains and engineers to upgrade industrial equipment in this sector.

These changes underscore the necessity of reforming the education and professional training system. Kazakhstan is already taking steps in this direction, having declared 2025 as the Year of Working Professions to increase the prestige of vocational and technical specialties and to modernize technical and vocational education (Правительство Республики Казахстан, 2022). This initiative reflects the state's desire to elevate the status of technical and blue-collar occupations and to adapt educational programs to the new requirements of the labor market. The development of such professions in Kazakhstan is influenced not only by the country's internal needs but also by global trends related to sustainable development, the digital economy, and technological innovation.

The integration of new professions is closely related to the active involvement of foreign investment in Kazakhstan. Foreign companies planning their activities in the country create a

demand for qualified personnel capable of working with advanced technologies and innovative solutions. Investments in sectors such as green energy, infrastructure, mining industry and information technologies require new competencies, which stimulates the modernization of the educational system. Thus, the development of the labor market and Kazakhstan's investment policy form complementary processes that ensure sustainable economic growth and prepare the workforce for future global challenges.

Kazakhstan has positioned itself as a leading destination for foreign direct investment (FDI) in Central Asia, accounting for over 60% of the region's total inflows as of 2023 (Правительство Республики Казахстан, 2024). The country's appeal is driven by political stability, favorable geographic location, and active government efforts to modernize the institutional environment. Key reforms have included simplified administrative procedures, the establishment of the Astana International Financial Centre (AIFC), and the introduction of investment ombudsmen and long-term project agreements. These initiatives are aimed at ensuring legal transparency and building investor confidence.

Recent years have seen a strategic emphasis on attracting FDI into sectors aligned with sustainable development goals, particularly green energy, digital infrastructure, and industrial modernization. Alongside this, the government has introduced tax incentives, customs exemptions, and partial cost reimbursements for large-scale projects. These measures reinforce Kazakhstan's ambition to integrate social development objectives into its economic planning.

This evolving investment ecosystem forms the institutional backdrop for CSR-driven transformations at the company level. These macro-level developments in Kazakhstan's investment landscape provide the structural backdrop for understanding how foreign companies implement CSR in practice. Among the most prominent examples is TCO, a long-standing joint venture that has operationalized CSR across multiple domains. The following case illustrates how such investment-driven engagement can shape public perceptions of occupational prestige, workforce development, and societal value creation.

Thus, the investment climate of Kazakhstan is characterized by a favorable combination of political and economic stability, strategic geographical location and progressive institutional environment, which makes the country competitive in the global investment arena.

The findings from the case of TCO provide empirical grounding for the central hypothesis of this study: that CSR and investment policies influence the social status of professions in Kazakhstan. Rather than serving solely as economic mechanisms, these practices shape both institutional expectations and symbolic recognition within the labor market.

TCO's multifaceted approach illustrates how internal workforce development and external social investments can reinforce each other. Professional training, leadership development, and succession planning create upward mobility within the company, while public infrastructure programs (e.g., in education and healthcare) amplify the social importance of service-sector professions. These mechanisms align with the institutional theory (North, 1990; Scott, 2001), where corporate actors simultaneously respond to and reshape societal norms.

This dynamic is further supported by Carroll's CSR Pyramid (1991), particularly in the ethical and philanthropic dimensions. TCO's voluntary, non-commercial initiatives targeted toward human development extend beyond legal obligations and reflect a strategic investment in societal

value. By associating teaching, healthcare, and technical professions with well-resourced, future-oriented institutions, the company enhances its public visibility and desirability.

Moreover, the symbolic influence of CSR should not be overlooked. Programs like STEAM laboratories and youth training contests not only develop skills but also reposition entire professions in engineering, robotics, and education as modern, respected, and aspirational. These indirect effects help foster a generational shift in professional preferences and address long-standing biases against manual and technical labor.

From a policy perspective, TCO's model reflects the kind of public-private synergy that Kazakhstan's investment framework seeks to promote. CSR, in this context, is not an auxiliary activity, but a governance tool that translates economic presence into human capital gains and social recognition.

Beyond corporate-driven initiatives, Kazakhstan's national discourse on labor plays an important role in shaping societal perceptions of occupational prestige. A study by the Kazakhstan Institute of Public Development explores public attitudes toward the ideology of "Enbek Adamy" ("Person of Labor") and evaluates how citizens assign value and trust to various professions (Kazakhstan Institute of Social Development, 2023).

The research reveals that high-status professions are typically associated with income level, job security, and opportunities for career growth. Occupations in education, medicine, and agriculture consistently rank among the most trusted, reflecting their perceived contribution to public well-being and long-term societal development. In contrast, lower levels of trust are observed in fields such as civil service, advertising, and digital content creation, suggesting a gap in perceived value and institutional legitimacy. These findings align with broader cultural values in Kazakhstan, where professional respect is closely tied to societal benefit. Respondents also describe the image of a "working person" as someone who not only earns a living but contributes meaningfully to community development. This reinforces the relevance of the "Enbek Adamy" ideology and highlights a collective demand to elevate the visibility and prestige of blue-collar and vocational labor.

Notably, these perceptions intersect with corporate interventions. Tengizchevroil's CSR strategy through investments in technical education, healthcare, and teacher training supports the very professions most highly valued by the public. This alignment suggests that well-designed CSR programs can both respond to and reinforce cultural attitudes about the dignity of work. By doing so, they help bridge the gap between national ideals and labor market realities.

Kazakhstanis' perception of the image of a working person varies. The most common idea is of a person who works for the benefit of society, but at the same time values material goods. Some respondents interpret it as an individual for whom work is not only a way to earn money, but also a form of self-realization. The overwhelming majority of respondents support the promotion of the ideology, which indicates a demand from society to raise the status of labor and recognize the value of blue-collar jobs. The ideology of "Enbek Adamy" is perceived as relevant and useful. Respondents believe that professions related to helping people most accurately embody the spirit of this ideology, referring to such professions as doctors and teachers. At the same time, online professions such as consultants, bloggers and freelancers also find their place in this ideological context, which indicates the growth of their importance in modern society.

The findings also reflect Hofstede's cultural dimensions, particularly in relation to power distance and uncertainty avoidance. By localizing high-level roles and promoting STEM education among youth, TCO contributes to reducing hierarchical barriers and preparing communities for knowledge-based development, thus subtly shifting cultural attitudes toward autonomy, merit, and technical expertise.

Taken together, the case supports the view that CSR and investment policies are not merely economic instruments but also vehicles of social structuration. In post-Soviet contexts like Kazakhstan, where the role of business in social development is still evolving, such interventions can redefine both opportunity structures and value hierarchies. This theoretical integration reinforces the argument that corporate actors influence not only what people do for a living but also how society values those occupations.

While this study is limited to a single case, it offers analytical generalization and a strong foundation for future empirical work. Comparative case studies or population-based perception surveys could further clarify the mechanisms by which CSR affects occupational status across regions, industries, and demographic groups.

Conclusion

This study has examined the intersection of corporate social responsibility (CSR), investment policy, and the social status of professions in Kazakhstan, using the case of TCO as an empirical reference point. The analysis demonstrates that CSR initiatives and targeted investments by foreign companies can significantly contribute not only to economic development but also to the revaluation of professions that are crucial for long-term social sustainability.

By financing education and healthcare infrastructure, supporting technical and vocational training, and fostering public-private partnerships, TCO has contributed to the elevation of traditionally undervalued professions such as teachers, healthcare workers, and skilled technical labor. These contributions were not limited to direct financial investments but also included the creation of institutional mechanisms such as structured training systems, grant-based initiatives, and NGO collaborations that enhance both the material and symbolic value of these roles.

The findings also suggest that corporate actors can influence labor market perceptions and professional hierarchies by aligning business strategies with social development priorities. This confirms the relevance of institutional and stakeholder theories in understanding CSR's role within transitional economies. The empirical evidence supports the view that CSR, when integrated into long-term corporate planning, can act as a mechanism for shaping human capital and fostering public trust in socially significant occupations.

While this research focuses on a single case, it provides a basis for analytical generalization and opens avenues for further study. Future research may apply a comparative case approach or incorporate primary data (e.g., interviews or surveys) to assess the broader applicability of these findings across sectors and regions. Nonetheless, the example of TCO illustrates that CSR can serve not only economic objectives, but also as a lever for social transformation, especially in emerging economies such as Kazakhstan.

Author Contributions:

Kuanysh Tel – data collection, analysis, interpretation of results, writing the text and critically revising its intellectual content.

Smagambet Bayan – a significant contribution to the concept, approval of the final version of the manuscript for publication.

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Қ.С. Тел, Б.Ж. Смағамбет

Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Астана қ., Қазақстан

**Қазақстандағы кәсіптердің әлеуметтік мәртебесі:
КӘЖ және инвестициялық саясаттың рөлі**

Андатпа. Қазіргі Қазақстан қоғамында кәсіптердің әлеуметтік мәртебесі тек жалақы деңгейімен ғана емес, сонымен қатар қоғамның мойындауы, мансаптық өсу мүмкіндіктері және бизнестің елдің адами капиталын дамытуға қатысу дәрежесімен айқындалады. Корпоративтік әлеуметтік жауапкершілік (КӘЖ) пен инвестициялық саясат әртүрлі мамандықтардың беделін қалыптастыруда маңызды рөл атқарады. Бұл мақалада КӘЖ бен инвестициялық стратегиялардың Қазақстандағы кәсіптердің әлеуметтік мәртебесіне қалай әсер ететіні талданады. Қазіргі зерттеулер КӘЖ негізінен этикалық немесе экономикалық тұрғыда қарастырғанымен, оның кәсіби беделге әлеуметтік-социологиялық әсері жеткілікті түрде зерттелмеген. Зерттеу сапалық кейс-стади әдісіне негізделген және нысаны ретінде елдегі ең ірі шетелдік инвесторлардың бірі – «Тенгизшевройл» ЖШС алынған. 2023 жылғы корпоративтік әлеуметтік жауапкершілік туралы есебі мен басқа да ашық дереккөздерге сүйене отырып, талдау адами капиталға, білім беру мен жергілікті инфрақұрылымға бағытталған мақсатты

инвестициялар түрлі мамандықтар тобының қоғамдық беделін арттыруға қалай ықпал ететінін көрсетеді. Зерттеу нәтижелері КӘЖ бен инвестициялық саясаттың материалдық жағдайды жақсартумен қатар, кәсіптің құндылығын арттыратын мәдени және символдық тетік ретінде де әрекет ететінін көрсетеді. Мақала тұрақты даму, еңбек нарығының трансформациясы және посткеңестік кеңістікте әлеуметтік иерархияны қалыптастырудағы бизнестің рөлі туралы кең ауқымды ғылыми пікірталастарға үлес қосады.

Негізгі ұғымдар: корпоративтік әлеуметтік жауапкершілік, инвестициялық саясат, еңбек нарығы, адами капиталды дамыту, тұрақты даму.

Қ.С. Тел, Б.Ж. Смағамбет

Евразийский национальный университет им. Л.Н. Гумилева, г. Астана, Казахстан

Социальный статус профессий в Казахстане: роль КСО и инвестиционной политики

Аннотация: В современном казахстанском обществе социальный статус профессий определяется не только уровнем заработной платы, но и общественным признанием, возможностями карьерного роста и степенью участия бизнеса в развитии человеческого капитала страны. Корпоративная социальная ответственность (КСО) и инвестиционная политика играют ключевую роль в формировании общественного мнения о престижности различных профессий. В данной статье рассматривается, каким образом КСО и инвестиционные стратегии влияют на социальный статус профессий в Казахстане. Несмотря на то, что существующие исследования освещают КСО в этическом и экономическом аспектах, её социологическое влияние на престиж профессий остаётся недостаточно изученным. Исследование основано на качественном кейс-стади, объектом которого выступает ТОО «Тенгизшевройл» — один из крупнейших иностранных инвесторов в стране. На основе отчёта ТСО по корпоративной ответственности за 2023 год и сопутствующих открытых источников анализируется, как целевые инвестиции в человеческий капитал, образование и локальную инфраструктуру способствуют укреплению общественного имиджа различных профессиональных групп. Результаты показывают, что стратегии КСО и инвестполитики не только улучшают материальные условия, но и выступают культурными и символическими механизмами переоценки труда. Статья вносит вклад в более широкие научные дискуссии по вопросам устойчивого развития, трансформации рынка труда и роли бизнеса в формировании социальной иерархии в постсоветских странах.

Ключевые слова: Корпоративная социальная ответственность, инвестиционная политика, рынок труда, развитие человеческого капитала, устойчивое развитие.

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Information about the authors

Kuanysh Tel – 2nd year doctoral student majoring in Sociology, L.N. Gumilyov ENU, Yanushkevich Street, 6, 010000, Astana, Kazakhstan.

Bayan Smagambet – corresponding author, Candidate of Sociological Sciences, Associate Professor, L.N. Gumilyov Eurasian National University, A. Yanushkevich str. 6, 010000, Astana, Kazakhstan.

Авторлар туралы мәлімет

Қуаныш Серікұлы Тел – «Әлеуметтану» мамандығының 2-курс докторанты, мекенжайы: Л.Н. Гумилев атындағы ЕҰУ, А.Янушкевич көшесі, 6, 010000, Астана, Қазақстан.

Баян Жүзікбайқызы Смағамбет – хат-хабар авторы, әлеуметтану ғылымдарының кандидаты, доцент, мекенжайы: Л.Н. Гумилев атындағы ЕҰУ, А.Янушкевич көшесі, 6, 010000, Астана, Қазақстан.

Сведения об авторах

Қуаныш Серікұлы Тел – докторант 2-го курса по специальности «Социология», ЕНУ имени Л.Н. Гумилева, улица А.Янушкевича, 6, 010000, Астана, Казахстан.

Баян Жузикбайқызы Смагамбет – автор для корреспонденции, кандидат социологических наук, доцент, ЕНУ имени Л.Н. Гумилева, улица А.Янушкевича, 6, 010000, Астана, Казахстан.