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SOCIALIZATION OF REGIONAL ECONOMIC SYSTEMS AND CORPORATE SOCIAL RESPONSIBILITY

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Abstract. *The relevance of the study is determined by the need for an analytical understanding of business participation in the sustainable development of regional economic systems under conditions of territorial asymmetry, the strengthening of the ESG agenda, and the growing role of corporate social responsibility in addressing socio-economic and environmental challenges. The purpose of the study is to systematize the directions of business socialization, distinguish corporate social responsibility and public-private partnership as complementary mechanisms of regional development, and identify measurable indicators for assessing their contribution to regional sustainability. The study applies systemic, institutional, and comparative approaches, as well as methods of content analysis, descriptive statistics, comparative analysis of regional indicators, classification, and indicator-based assessment, which made it possible to reveal the relationship between corporate social responsibility practices, public-private partnership mechanisms, and parameters of sustainable regional development. The results show that Kazakhstan's regional economic systems are characterized by substantial territorial heterogeneity, manifested in differences in gross regional product per capita, regional shares in national GDP, labour market conditions, environmental protection costs, and the development of public-private partnership mechanisms. It is substantiated that in industrially developed regions corporate social responsibility is mainly associated with environmental modernization, occupational safety, environmental investments, and non-financial reporting, whereas in less developed regions its priorities shift toward employment support, human capital development, social infrastructure, healthcare, education, and local communities.*

Keywords: *business, public–private partnership, corporate social responsibility, business socialization, social responsibility, sustainable development.*

Main provisions. The article demonstrates that the socialization of regional economic systems is crucial for the sustainable development of territories, implying the active involvement of businesses in addressing the social, environmental, and institutional challenges of a region. It is substantiated that corporate social responsibility serves not only as a form of voluntary business participation in societal life, but also as a key mechanism for strengthening the socio-economic resilience of regions, enhancing trust among business, government, and society, and fostering a favourable institutional environment.

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It is established that public-private partnerships and corporate social responsibility represent distinct yet complementary instruments of business participation in territorial development: while CSR is based on voluntary corporate initiatives, PPP is characterized by a more formalized and institutionally embedded nature. The study shows that this issue is particularly relevant for Kazakhstan due to pronounced regional disparities, which necessitates consideration of territorial specificities, institutional constraints, and criteria for assessing the sustainability of regional development.

The article concludes that there is a need for systematic interaction among business, government, and society to ensure the formation of sustainable, socially oriented regional economic systems.

Introduction. In contemporary conditions, business plays a key role in shaping the trajectory of regional socio-economic development. The increasing interdependence of economic and social processes underscores the need to reconsider the functions of business entities, emphasising not only their economic efficiency but also their social significance. Within this framework, particular importance is attached to the socialization of regional economic systems – a process that implies the active involvement of businesses in addressing socially significant challenges, taking into account the socio-environmental consequences of their activities, and developing sustainable forms of interaction with various stakeholder groups.

Modern enterprises, adapting to the conditions of global competition and the growing societal demand for responsible behavior, increasingly view social responsibility as an element of strategic management that contributes to strengthening corporate reputation, expanding access to resources, and enhancing market positions. Regardless of their scale, business structures exert a significant influence on employment levels, innovation potential, and the quality of life in the regions where they operate.

Regional economic systems are characterized by a diversity of institutional and socio-economic conditions, which necessitates a flexible and locally oriented approach to building models of interaction between business and society. Under these conditions, integrating corporate social responsibility (CSR) principles into regional development management practices is a crucial prerequisite for building a sustainable, inclusive, and socially oriented economy.

The socialization of business encompasses both the internal transformation of managerial and corporate culture and the development of external forms of interaction – from partnerships with public authorities and non-profit organizations to direct dialogue with local communities. Establishing effective channels of communication and coordination among diverse actors contributes to the formation of a favourable institutional environment, the strengthening of social stability, and the growth of trust among participants in socio-economic processes. As a result, business functions not only as an economic agent but also as a full-fledged participant in sustainable regional development.

Literature review. The issue of socialization of regional economic systems and corporate social responsibility remains highly relevant in the context of increasing demands for sustainable territorial development and the evolving role of business in socio-economic processes. In contemporary literature, CSR is increasingly viewed not merely as a tool for enhancing corporate reputation but as a mechanism for business participation in addressing social, economic, and environmental challenges at the territorial level. This approach is particularly important for the analysis of regional economic systems, as it enables the examination of business engagement not only at the firm level but also in relation to the local environment, stakeholders, and development institutions.

For instance, L. O. Cezarino et al. consider corporate social responsibility in emerging market economies as a mechanism for integrating sustainable development goals into corporate practices [1]. The authors demonstrate that the contribution of business to addressing socially significant challenges is determined not by formal declarations, but by the institutional context, the quality of stakeholder engagement, and firms' ability to adapt to social and economic heterogeneity.

The spatial reconceptualization of corporate responsibility is also of particular relevance to this study. L. Suwala and H. H. Albers propose the concept of spatial corporate responsibility, in which CSR is examined through the relationship between business and local, regional, and global territories [2]. They emphasize that corporate engagement in territorial development can enhance regional economic competitiveness, support social cohesion, and contribute to environmental sustainability.

This line of reasoning is further developed by C. Rietmann, who examines corporate responsibility and leadership in territorial development in rural regions of Germany [3]. The author shows that companies engage in territorial development not only due to a social mission, but also in response to actual constraints of the regional environment, including labor shortages, weak digital infrastructure, and the need to align firm objectives with territorial interests. This underscores that the socialization of business at the regional level has not only a normative but also an economic foundation.

Alongside corporate social responsibility, contemporary literature pays considerable attention to public–private partnerships (PPP) as a key mechanism for business participation in addressing socially significant challenges. For example, K. Bayliss and E. Van Waeyenberge demonstrate that the renewed interest in PPPs in developing countries is driven not only by development objectives but also by transformations in the global financial system [4]. This perspective helps to avoid the idealization of partnerships and highlights that private sector involvement in regional development may be accompanied by institutional and social risks. In turn, C. B. Casady and A. Suárez-Alemán, based on data from 26 countries in Latin America and the Caribbean for the period 2009-2022, show that key drivers of PPP investment include political and social will, as well as the state institutional capacity [5]. Therefore, the effectiveness of PPPs depends less on the form of partnership itself and more on the quality of the environment in which it is implemented.

This perspective is particularly relevant for Kazakhstan, where regional development is characterized by pronounced territorial disparities. A. T. Uskelenova and N. Nikiforova emphasize the need to identify models of regional development that account for territorial conditions, differences in resource endowment, and variations in quality of life [6]. Similarly, S. Suieubayeva et al. examine the development of CSR in Kazakhstan as an institutional process requiring systematic interaction among business, government, and other stakeholders, as well as clearer organizational and managerial foundations for the implementation of corporate social responsibility [7].

Another important aspect of this study is the assessment of business contributions to regional sustainability. A. Adambekova et al. propose an approach to measuring and ranking the sustainability of Kazakhstan's regions based on a multidimensional system of indicators [8]. The significance of this work lies in its provision of an analytical framework for linking business social initiatives with regional sustainability parameters, enabling a shift from general assertions about the importance of CSR and PPP to a more rigorous evaluation of their outcomes at the territorial level.

Thus, existing research suggests that the socialization of regional economic systems should be examined at the intersection of three dimensions: the spatial expansion of corporate social responsibility, the institutional embeddedness of public–private partnerships, and the specific features of regional development in Kazakhstan. At the same time, the literature reveals a lack of studies that analyze CSR and PPP within a unified framework of business participation in the socialization of regional economic systems, taking into account territorial heterogeneity, institutional constraints, and criteria for assessing regional sustainability. It is precisely this research gap that defines the scientific relevance of the present study.

Materials and methods. The study is based on a combination of theoretical generalization and analysis of selected statistical indicators characterizing regional development in Kazakhstan. The theoretical basis of the research consists of scientific works devoted to corporate social responsibility, the socialization of business, sustainable regional development, and public-private partnership. These sources made it possible to clarify the conceptual relationship between business participation in territorial development and the stability of regional economic systems.

The empirical basis of the study includes official statistical data reflecting differences between the regions of Kazakhstan in terms of economic, social, environmental, and institutional parameters. Particular attention was paid to indicators such as gross regional product per capita, the contribution of regions to national output, labour market conditions, environmental protection costs, and the development of public-private partnership projects. These indicators were selected because they make it possible to characterize the main areas in which business participation may affect regional development.

The methodological framework of the study is formed by systemic, institutional, and comparative approaches. The systemic approach was used to consider corporate social responsibility as part of the broader process of socialization of regional economic systems. The institutional approach made it possible to examine the interaction between business, public authorities, and society, including both voluntary corporate initiatives and formalized partnership mechanisms. The comparative approach was applied to identify differences between corporate social responsibility and public-private partnership, as well as to compare selected regional indicators.

The research used methods of analysis and synthesis of scientific literature, content analysis, classification, descriptive statistics, comparative analysis, and indicator-based assessment. The use of these methods made it possible to systematize the main directions of business socialization, determine the indicators that can be used to assess the contribution of corporate social responsibility to regional sustainability, and substantiate the role of public-private partnership as an institutional mechanism for business participation in regional development.

Results and discussion. In contemporary economic literature, corporate social responsibility (CSR) is understood as a set of principles and practices reflecting the voluntary commitment of business to take into account the social, environmental, and economic consequences of its activities. Within this framework, corporate responsibility extends beyond formal compliance with legislation and includes the development of long-term relationships with stakeholders, adherence to ethical standards, environmental protection, and participation in addressing socially significant challenges aimed at improving the quality of life [9].

In contrast to the traditional model of business activity, which is primarily oriented toward profit maximization, the concept of CSR implies the integration of social and environmental considerations into strategic and operational management systems. In practice, this is reflected in the support of educational and healthcare initiatives, the implementation of philanthropic programmes, the development of social infrastructure, the efficient use of natural resources, compliance with occupational health and safety standards, and the promotion of corporate transparency.

In recent years, CSR has increasingly been regarded as a significant factor in the sustainable development of territories. In the regional context, it serves not only as a form of business responsibility but also as an instrument for enhancing socio-economic resilience, strengthening trust between economic actors and society, and creating a favourable institutional environment for long-term development. The practical implementation of CSR principles is characterized by a diversity of forms and mechanisms, including corporate social programmes, targeted philanthropic initiatives, environmental projects, support for scientific and educational institutions, participation in local infrastructure development, and cooperation with local authorities [10].

In Kazakhstan, the significance of this approach is increasing due to the need to reduce territorial disparities, strengthen social stability, and improve the quality of life of the population. Business initiatives in education, healthcare, environmental protection, employment support, and infrastructure development contribute to addressing urgent social issues and to the formation of social capital at the regional level. Interaction between business, society, and public authorities within the framework of CSR creates preconditions for the development of a sustainable institutional environment, the reduction of social risks, and the growth of public trust.

Figure 1 presents a generalized scheme illustrating the interrelationship between corporate social responsibility and the key concepts of sustainable development, stakeholder engagement, and regional growth.

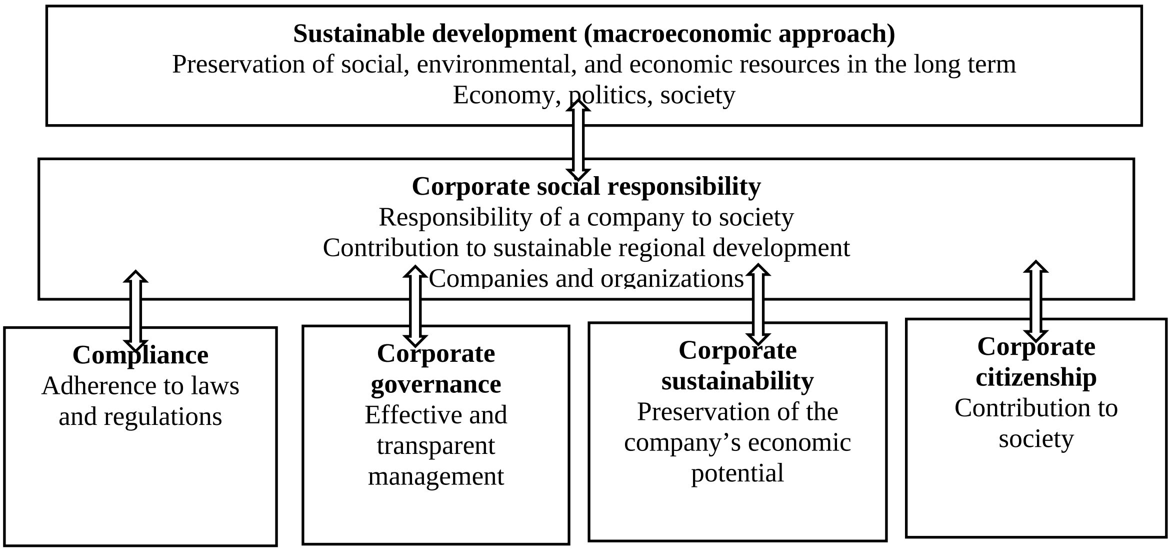

Figure 1 – Interrelationship of corporate social responsibility with other concepts

Note: compiled by the authors

As shown in Figure 1, CSR does not function as an isolated managerial practice but is embedded in broader sustainable development strategies. This relationship is particularly important at the regional level, where corporate initiatives can influence employment, social infrastructure, environmental modernization, stakeholder trust, and the quality of institutional interaction. Therefore, CSR should be considered not only as a voluntary form of corporate participation in social life but also as a component of regional sustainability management.

At the same time, the contribution of CSR to regional development cannot be revealed only through general theoretical statements. A more substantiated characterization of this process requires linking CSR and ESG practices with a system of measurable indicators reflecting the socio-economic and environmental differentiation of territories. In this regard, Kazakhstan provides a relevant empirical context, since its regions differ significantly in terms of economic output, investment potential, labour market conditions, environmental pressure, and institutional capacity for public-private cooperation.

Table 1 presents selected statistical indicators that characterize regional asymmetry in Kazakhstan and demonstrate the areas in which CSR, ESG practices, and public-private partnerships may have the greatest relevance for sustainable regional development.

Table 1 – Selected statistical indicators of regional differentiation in Kazakhstan

Analytical dimension	Indicator and period	Kazakhstan /reference value	Selected regional values	Analytical interpretation for CSR and regional sustainability
Economic asymmetry	GRP per capita, 2024, thousand tenge	6,780.9	Atyrau region – 21,177.5; Almaty city – 13,844.9; Ulytau region – 11,233.9; Astana city – 10,174.3; Turkistan region – 2,175.6; Zhambyl region – 2,577.0; Zhetisu region – 3,200.4	The difference between Atyrau and Turkistan regions is approximately 9.7 times, which confirms the need to adapt CSR and ESG instruments to the economic profile and resource capacity of each region.
Economic concentration	Share in national GDP, 2024, %	100.0	Almaty city – 22.9; Astana city – 11.0; Atyrau region – 11.0	Economic activity is concentrated in a limited number of regions; therefore, large companies located in economically strong regions may have greater potential for systematic CSR and ESG initiatives.
Growth dynamics	GRP growth rate, 2024, %	GDP growth – 5.0	Zhetisu region – 14.8; North Kazakhstan region – 13.7; Ulytau region – 10.7; Turkistan region – 10.4	High growth rates in several regions with different economic profiles indicate that CSR and PPP instruments may support not only compensation for social problems but also long-term regional transformation.
Labour market sustainability	Unemployment rate, I quarter 2026, %	4.5	Atyrau region – 4.9; Pavlodar region – 4.9; Ulytau region – 4.1; Turkistan region – 4.6	Labour market indicators make it possible to identify territories where business participation in employment support, vocational training, occupational safety, and human capital development is particularly relevant.
Environmental sustainability	Environmental protection costs, 2024, thousand tenge	456,106,008	Pavlodar region – 74,237,212; Atyrau region – 66,300,767; Aktobe region – 63,518,667; Karagandy region – 56,362,628; Zhetisu region – 1,260,776; Almaty region – 2,440,135; Ulytau region – 2,921,593	The concentration of environmental costs in industrial regions shows that environmental responsibility, emissions reduction, waste management, and ecological modernization should be central components of regional CSR and ESG policy.

continuation of table 1

Institutional participation	PPP projects, as of April 1, 2026	1,323 PPP projects; 1,107 signed contracts; investment volume – KZT 1,487.5 billion	Education – 649 contracts; healthcare and social services – 195 contracts; energy and housing and communal services – 132 contracts	PPP statistics show that business participation in regional development is increasingly formalized through infrastructure, social, educational, healthcare, and utilities projects.
Note: compiled by the authors based on official statistical data of the Bureau of National Statistics of the Republic of Kazakhstan and the Kazakhstan Public-Private Partnership Center [17-20]				

The data presented in Table 1 show that regional economic systems in Kazakhstan are characterized by substantial asymmetry. The most visible gap is observed in GRP per capita: the difference between Atyrau and Turkistan regions exceeds nine times. This confirms that CSR cannot be considered as a universal set of voluntary corporate initiatives applied equally across all territories. In economically strong and industrial regions, CSR and ESG practices are more closely connected with environmental modernization, industrial safety, non-financial reporting, and investment in local infrastructure. In regions with lower GRP per capita, the social dimension of business responsibility becomes more significant, including support for employment, education, healthcare, local communities, and social infrastructure.

The environmental data also demonstrate that the relevance of ESG practices is territorially uneven. In 2024, Pavlodar, Atyrau, Aktobe, and Karagandy regions accounted for some of the largest volumes of environmental protection costs. These regions are characterized by a higher concentration of industrial activity; therefore, the ecological component of CSR is particularly important for them. In this context, environmental protection costs may be used as one of the measurable indicators for assessing the contribution of business to regional sustainability.

The institutional dimension is reflected in the development of PPP mechanisms. The number of PPP projects and signed contracts indicates that cooperation between business and the state is not limited to voluntary social initiatives but also includes formalized mechanisms for the implementation of socially significant projects. This is particularly important for sectors directly affecting regional quality of life, including education, healthcare, social services, energy, housing and communal services, transport, and infrastructure.

Thus, the socialization of regional economic systems should be assessed through a system of quantitative indicators rather than only through general theoretical categories. GRP per capita, regional shares in GDP, labour market indicators, environmental protection costs, and PPP project statistics make it possible to identify the territories where CSR, ESG practices, and public-private cooperation are most relevant. This strengthens the analytical content of the study and links the concept of corporate social responsibility with the statistical assessment of sustainable regional development in Kazakhstan.

The concept of regional economic sustainability encompasses the ability of territorial systems to adapt to internal and external challenges while maintaining stability and development potential in the long term. This sustainability is determined by a range of factors, including productivity, innovation activity, social equity, employment, environmental conditions, infrastructure provision, access to education and healthcare, and investment attractiveness. Sustainable regional development, in turn, represents a continuous process of positive transformation aimed at achieving a balanced satisfaction of economic, social, and environmental interests. In this context, CSR should be regarded as one of the mechanisms through which business participates in solving regional development problems.

The identification and characterization of the main directions of business socialization make it possible not only to systematize existing CSR practices but also to link them with measurable indicators of regional sustainability. In this regard, CSR should be interpreted as an area of corporate activity that can be assessed through social, economic, environmental, and institutional indicators. Table 2 presents the key forms of business socialization, their significance for sustainable regional development, and possible indicators for evaluating their contribution to regional economic systems.

Table 2 – Main directions of business socialization and indicators for assessing their contribution to regional sustainability

№	Direction	Characteristics and significance in the context of sustainable development	Measurable indicators / evaluation tools
1	Responsible attitude toward employees and society	Includes ensuring safe and decent working conditions, compliance with labour rights, fair remuneration, professional development, and occupational safety. This direction enhances employee engagement and contributes to social stability in the region.	Unemployment rate; number of jobs created; average wage; employee turnover; occupational injury rate; expenditure on personnel training; coverage of employees by social benefits and development programmes.
2	Socio-economic interaction	Encompasses business participation in addressing priority social issues, including support for educational, healthcare, cultural, and sports institutions, as well as participation in local infrastructure modernization. Such activities strengthen human capital and improve the quality of life in the region.	Volume of corporate social investments; number of social projects implemented; amount of charitable and sponsorship support; number of beneficiaries; investments in local infrastructure; business participation in education and healthcare projects.
3	Environmental orientation	Involves reducing negative environmental impacts, introducing resource-efficient and environmentally friendly technologies, improving waste management, and supporting ecological modernization. This direction is particularly important for industrial regions with high environmental pressure.	Environmental protection costs; investments in environmental protection; emissions of pollutants; waste generation and recycling indicators; energy and water consumption; number of enterprises with environmental innovations; environmental innovation costs.
4	Engagement with local communities	Includes the implementation of charitable programmes, support for local initiatives, corporate volunteering, and regular dialogue with the population. It fosters trust-based relationships between business and society and strengthens social cohesion.	Number of local community projects; number of corporate volunteering hours; amount of support provided to local initiatives; stakeholder satisfaction surveys; number of partnership agreements with non-profit organizations and local communities.
5	Transparency and accountability	Consists in providing society, investors, public authorities, and other stakeholders with complete and objective information about company activities, including through non-financial and ESG reporting. This increases trust, strengthens business reputation, and improves institutional interaction.	Availability of ESG or sustainability reports; disclosure of non-financial indicators; publication of environmental and social performance data; participation in ESG ratings; disclosure through stock exchange platforms and corporate websites.
Note: compiled by the authors			

The expanded systematization presented in Table 2 demonstrates that the socialization of business should be evaluated not only through qualitative descriptions of corporate initiatives but also through measurable indicators. This is especially important for the regions of Kazakhstan, where economic capacity, social needs, and environmental pressure differ significantly. In industrial regions, the assessment of CSR should place greater emphasis on environmental protection costs, ecological innovations, occupational safety, and ESG disclosure. In regions with lower economic output and more pronounced social needs, the priority should shift toward employment support, human capital development, social infrastructure, and local community engagement.

Thus, CSR becomes analytically significant when it is linked with specific regional indicators. Such an approach makes it possible to assess whether business initiatives correspond to the actual development priorities of a territory and whether they contribute to strengthening social stability, environmental sustainability, and trust between business and local communities.

The interests of business and public authorities in the context of sustainable regional development largely coincide, although certain divergences may arise due to differences in institutional roles and decision-making priorities. A stable and dynamic economy is important for both parties: for business, it provides opportunities for expansion and profitability, while for public authorities, it supports investment attraction, job creation, and improvement of living standards. Innovation development is also an area of shared interest, since technological modernization and environmentally oriented technologies can increase production efficiency while reducing negative environmental effects.

Social responsibility forms another point of intersection between business and government. Both actors acknowledge the importance of business engagement in socially oriented activities, including job creation, investment in education and healthcare, support for local infrastructure, and participation in cultural and sports initiatives. However, the priorities of the two actors are not identical. Business is typically guided by economic efficiency, reputational effects, and return on investment, whereas public authorities pursue a broader set of objectives, including social equity, environmental sustainability, public service accessibility, and balanced territorial development. In this context, the alignment of stakeholder interests and the establishment of a stable institutional dialogue become critical for achieving shared development goals [13].

Concerning public-private partnerships (PPP), international practice conceptualizes PPP as a contractual form of cooperation between the state and the private sector, characterized by the allocation of risks, responsibilities, and returns, and oriented toward the delivery of clearly defined socially and economically significant outcomes [14]. Within PPP frameworks, the parties combine complementary resources: the public sector provides regulatory and institutional support, while the private sector contributes investment, technological solutions, and managerial expertise. Multiple forms of implementation are employed, including concessions, joint ventures, leasing arrangements, and service contracts.

The advantages of PPP mechanisms include enhanced access to private capital and advanced technologies, improved project efficiency through the integration of competencies, and the reduction of fiscal pressure on the state. However, their effective implementation requires a developed regulatory framework, transparent governance mechanisms, adequate project preparation, and safeguards to protect the interests of all stakeholders involved [15].

It is essential to clearly distinguish between CSR and PPP. Despite partial overlap in objectives and actors, these approaches differ in their goals, implementation logic, institutional framework, and performance assessment criteria. A comparative analysis of their key characteristics is presented in Table 3.

Table 3 – Comparative characteristics of CSR and PPP in the context of regional development

Indicators	CSR	PPP
Objective	Voluntary business engagement in addressing social, environmental, and community-related issues	Implementation of public projects with private sector participation
Mechanism	Self-regulation, corporate initiatives, ESG practices, philanthropy, sponsorship, and stakeholder engagement	Contractual arrangements, state regulation, risk-sharing, co-financing, and long-term project management
Nature of interaction	Business ↔ Society; Business ↔ Local communities; Business ↔ Stakeholders	Government ↔ Business; Government ↔ Business ↔ Society
Motivation	Reputation building, trust enhancement, strengthening corporate sustainability, and improving stakeholder relations	Increasing the efficiency of public policy implementation, attracting private investment, and improving public infrastructure
Scope of application	Social, environmental, educational, cultural, healthcare, and community development projects	Infrastructure, education, healthcare, transport, utilities, energy, and other socially significant public sectors
Form of participation	Philanthropy, sponsorship, corporate volunteering, social investment, ESG reporting, and environmental modernization	Financing, construction, operation, maintenance, management, and provision of public services
Legal framework	Internal corporate policies, voluntary standards, ESG principles, non-financial reporting, and stakeholder expectations	Legislative and regulatory framework, PPP contracts, concession agreements, and state obligations
Degree of institutional formalization	Relatively flexible and voluntary; depends on corporate strategy and stakeholder pressure	Highly formalized; based on legally binding obligations, contractual terms, risk allocation, and state control
Expected result for the region	Strengthening social cohesion, improving employment quality, supporting local communities, reducing environmental pressure, and increasing public trust in business	Development of public infrastructure, improvement of access to socially significant services, attraction of private investment, and reduction of fiscal burden on the state
Measurable performance indicators	Volume of corporate social investments; number of social and environmental projects; environmental protection costs; number of beneficiaries; jobs created; availability of ESG or sustainability reports; stakeholder satisfaction indicators	Number and value of PPP projects; volume of private investment attracted; number of completed infrastructure facilities; service coverage indicators; project implementation period; cost efficiency; social effect of completed projects
Main limitation	Voluntary nature may lead to irregularity, weak comparability of results, and insufficient transparency of social impact assessment	High dependence on regulatory quality, project preparation capacity, risk distribution, and long-term fiscal obligations
Note: compiled by the authors		

The comparison presented in Table 3 shows that CSR and PPP are complementary but not identical instruments of business participation in regional development. CSR is primarily based on voluntary corporate initiatives and reflects the willingness of companies to contribute to social stability, environmental modernization, human capital development, and stakeholder trust. PPP, in contrast, represents a legally formalized mechanism of cooperation between the state and the private sector aimed at implementing socially significant projects, especially in infrastructure, education, healthcare, utilities, and other public sectors.

The main distinction between these approaches lies not only in the degree of institutional formalization but also in the logic of performance assessment. The effectiveness of CSR is usually measured through social investments, environmental costs, ESG disclosure, the number of beneficiaries, the scale of corporate volunteering, and the quality of stakeholder interaction. The effectiveness of PPP is assessed through the number and value of projects, the volume of private investment, the completion of infrastructure facilities, service coverage, cost efficiency, and the long-term socio-economic effect for the region.

Thus, CSR and PPP should be considered as two interrelated mechanisms for strengthening regional sustainability. CSR provides flexibility and allows companies to respond to the specific social and environmental needs of local communities, whereas PPP ensures institutional coordination, legal certainty, and the implementation of large-scale projects. Their combined use makes it possible to transform business participation in regional development from isolated initiatives into a more systematic model of social, environmental, and infrastructural modernization.

Overall, the results of the study indicate that the socialization of regional economic systems should be understood as a multidimensional process combining voluntary corporate initiatives, ESG-oriented business practices, and formalized mechanisms of public-private cooperation. The statistical indicators considered in the section show that regional differentiation in Kazakhstan creates different priorities for business participation in territorial development. For industrial regions, the key areas include environmental protection, ecological innovation, occupational safety, and ESG transparency. For regions with lower economic output, CSR priorities are more closely associated with employment, social infrastructure, education, healthcare, and local community support. Consequently, the contribution of business to sustainable regional development should be evaluated through a combination of economic, social, environmental, and institutional indicators.

Conclusion. The study of the socialization of regional economic systems in connection with corporate social responsibility makes it possible to conclude that business participation in regional development should be considered as one of the conditions for strengthening the stability of territorial systems. Corporate social responsibility in this context is not limited to separate charitable or reputational initiatives, but acts as a form of business involvement in solving social, economic, environmental, and institutional problems of the region.

The analysis carried out in the article shows that the regions of Kazakhstan differ significantly in terms of economic potential, contribution to national output, labour market conditions, environmental protection costs, and the development of public-private partnership mechanisms. These differences determine the need for a differentiated approach to the implementation and assessment of corporate social responsibility. For industrially developed regions, priority areas include reducing environmental pressure, improving occupational safety, increasing environmental investments, and developing non-financial reporting. For regions with lower economic output, greater importance is attached to employment support, human capital development, social infrastructure, education, healthcare, and cooperation with local communities.

The comparison of corporate social responsibility and public-private partnership has shown that these mechanisms have different institutional foundations and implementation procedures. Corporate social responsibility is mainly based on voluntary decisions of business entities and their interaction with stakeholders, whereas public-private partnership is formed within a contractual and regulatory framework and is aimed at the implementation of socially significant projects. At the same time, these mechanisms are not opposed to each other, since their combined use can expand the participation of business in regional development and increase the effectiveness of interaction between the state, business, and society.

The results of the study confirm the need to assess the contribution of business to regional development through measurable indicators. Such indicators may include social investments, environmental protection costs, employment-related parameters, non-financial reporting, the number and value of public-private partnership projects, as well as the results of their implementation for the population and regional infrastructure. The use of such an approach allows moving from general statements about the importance of corporate social responsibility to a more substantiated assessment of its role in sustainable regional development.

Further research may be directed toward the collection and analysis of company-level data on corporate social responsibility, the study of regional differences in social investments, and the development of a system of indicators for comparing the contribution of business to the development of different regions of Kazakhstan.

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АЙМАҚТЫҚ ЭКОНОМИКАЛЫҚ ЖҮЙЕЛЕРДІ ӘЛЕУМЕТТЕНДІРУ ЖӘНЕ БИЗНЕСТІҢ ӘЛЕУМЕТТІК ЖАУАПКЕРШІЛІГІ

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Түйін. *Зерттеудің өзектілігі аумақтық асимметрия, ESG күн тәртібінің күшеюі және әлеуметтік-экономикалық әрі экологиялық міндеттерді шешудегі корпоративтік әлеуметтік жауапкершіліктің артып келе жатқан рөлі жағдайында өңірлік экономикалық жүйелердің орнықты дамуына бизнестің қатысуын талдамалық тұрғыдан пайымдау қажеттілігімен айқындалады. Зерттеудің мақсаты бизнесті әлеуметтендіру бағыттарын жүйелеу, корпоративтік әлеуметтік жауапкершілік пен мемлекеттік-жекешелік әріптестікті өңірлік дамудың өзара толықтырушы тетіктері ретінде ажырату, сондай-ақ олардың өңірлік орнықтылыққа қосатын үлесін бағалауға арналған өлшенетін көрсеткіштерді айқындау болып табылады. Зерттеуде жүйелік, институционалдық және салыстырмалы тәсілдер, сондай-ақ контент-талдау, сипаттамалық статистика, өңірлік көрсеткіштерді салыстырмалы талдау, жіктеу және индикаторлық бағалау әдістері қолданылды, бұл корпоративтік әлеуметтік жауапкершілік тәжірибелері, мемлекеттік-жекешелік әріптестік тетіктері және өңірлердің орнықты даму параметрлері арасындағы өзара байланысты ашуға мүмкіндік берді. Зерттеу нәтижелері Қазақстанның өңірлік экономикалық жүйелері жан басына шаққандағы жалпы өңірлік өнім деңгейі, өңірлердің ұлттық ЖІӨ-дегі үлесі, еңбек нарығының жағдайы, қоршаған ортаны қорғауға жұмсалатын шығыстар көлемі және мемлекеттік-жекешелік әріптестік тетіктерінің дамуы бойынша айырмашылықтардан көрінетін елеулі аумақтық әртектіліктпен сипатталатынын көрсетті. Индустриялық тұрғыдан дамыған өңірлерде корпоративтік әлеуметтік жауапкершілік негізінен экологиялық жаңғыртумен, еңбек қауіпсіздігімен, экологиялық инвестициялармен және қаржылық емес есептілікпен байланысты екені, ал даму деңгейі төмен өңірлерде оның басымдықтары жұмыспен қамтуды қолдауға, адами капиталды дамытуға, әлеуметтік инфрақұрылымға, денсаулық сақтауға, білім беруге және жергілікті қоғамдастықтарға қарай ауысатыны негізделді.*

Түйінді сөздер: *бизнес, мемлекеттік-жекеменшік әріптестік, корпоративтік әлеуметтік жауапкершілік, бизнесті әлеуметтендіру, әлеуметтік жауапкершілік, орнықты даму.*

СОЦИАЛИЗАЦИЯ РЕГИОНАЛЬНЫХ ЭКОНОМИЧЕСКИХ СИСТЕМ И СОЦИАЛЬНАЯ ОТВЕТСТВЕННОСТЬ БИЗНЕСА

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Резюме. *Актуальность исследования определяется необходимостью аналитического осмысления участия бизнеса в устойчивом развитии региональных экономических систем в условиях территориальной асимметрии, усиления ESG-повестки и возрастающей роли корпоративной социальной ответственности в решении социально-экономических и экологических задач. Цель исследования состоит в систематизации направлений социализации бизнеса, разграничении корпоративной социальной ответственности и государственно-частного партнерства как взаимодополняющих механизмов регионального развития, а также в определении измеримых показателей для оценки их вклада в региональную устойчивость. В исследовании применены системный, институциональный и сравнительный подходы, методы контент-анализа, описательной статистики, сравнительного анализа региональных показателей, классификации и индикаторной оценки, что позволило раскрыть взаимосвязь между практиками корпоративной социальной ответственности, механизмами государственно-частного партнерства и параметрами устойчивого развития регионов. Результаты исследования показали, что региональные экономические системы Казахстана характеризуются существенной территориальной неоднородностью, проявляющейся в различиях по уровню валового регионального продукта на душу населения, доле регионов в национальном ВВП, состоянию рынка труда, объему расходов на охрану окружающей среды и развитию механизмов государственно-частного партнерства. Обосновано, что в индустриально развитых регионах корпоративная социальная ответственность преимущественно связана с экологической модернизацией, охраной труда, экологическими инвестициями и нефинансовой отчетностью, тогда как в менее развитых регионах ее приоритеты смещаются к поддержке занятости, человеческого капитала, социальной инфраструктуры, здравоохранения, образования и местных сообществ.*

***Ключевые слова**: бизнес, государственно-частное партнерство, корпоративная социальная ответственность, социализация бизнеса, социальная ответственность, устойчивое развитие.*

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