

УО «Алматы Менеджмент Университет»



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**«Инновационное предпринимательство:  
перезагрузка 3.0»**

**Сборник материалов  
ежегодной научно-практической  
конференции студентов и магистрантов  
14 апреля 2017**

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**УДК 005.511 (063)**  
**ББК 05.290-93**  
**I 10**

**Редакционная коллегия**

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**I 10 i-START «Инновационное предпринимательство: перезагрузка 3.0»** Сб. мат. ежегод. науч.-прак. конф. студ. и магистран., 14 апреля 2017 г. – Алматы: Алматы Менеджмент Университет, 2017 – 519 с.

**ISBN: 978-601-7470-72-2**

Все статьи прошли проверку в системе Антиплагиат.ру (уникальность текста не ниже 70%).

**УДК 005.511 (063)**  
**ББК 05.290-93**

**ISBN: 978-601-7470-72-2**

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## СЕКЦИЯ 1

### Менеджмент және маркетинг: сын-тегеуріндер мен мүмкіндіктер

### Менеджмент и маркетинг: новые вызовы и возможности

### Management and marketing: new challenges and opportunities

1	<b>Ibray Adilzhan, Mukhametaliyeva Zarina</b> <i>Teamwork and corporate social responsibility</i>	11
2	<b>Абдыкалыкова Гаухар Даулетовна</b> <i>Роль персонального брендинга в цифровом пространстве</i>	14
3	<b>Агапитов Роман Алексеевич</b> <i>Theories of leadership and motivation: interdependence and significance</i>	20
4	<b>Амрекулова Алмагуль Утеулиевна</b> <i>Роль фандрайзинга в деятельности некоммерческих организаций</i>	24
5	<b>Аскарбекова Майра Саматовна</b> <i>Система управления качеством продукции в условиях конкурентной среды</i>	26
6	<b>Асхарова Салтанат Бауыржановна</b> <i>«Сарафанное радио» как самый эффективный вид маркетинга</i>	29
7	<b>Батырхан Назерке Берікқызы</b> <i>Управление инклюзивным образованием в Республике Казахстан</i>	32
8	<b>Бахытжанова Мадина Оразбековна</b> <i>Қазіргі жағдайдағы кәсіпкерлік құрылымның негізгі мәселелері мен тұрақты дамудың жолдары</i>	35
9	<b>Бахытжанова Мадина Оразбековна</b> <i>Антикризисный менеджмент в международном бизнесе</i>	38
10	<b>Брыткова Светлана Николаевна</b> <i>Специфика и методика оценки прогнозирования структурных сдвигов в экономике региона</i>	40
11	<b>Гукова Елена Арсеновна</b> <i>Регулирование рынка образовательных услуг в сфере высшего образования</i>	44
12	<b>Диканская Арина Сергеевна</b> <i>Маркетинговые исследования качества медицинских услуг ТОО «Город Здоровья»</i>	47
13	<b>Жақұпбекова Анель Булатовна</b> <i>Нейромаркетинг как метод увеличения продаж</i>	51
14	<b>Игрунов Константин Константинович</b> <i>Применение реинжиниринга бизнес-процессов при разработке стратегии управления организацией</i>	54
15	<b>Калымбетова Асель Атеповна</b> <i>Стратегическое и тактическое управление: теоретические аспекты</i>	58
16	<b>Камилова Карина Вельяновна</b> <i>Актуальность использования решетки ГРИД для определения стиля руководства в менеджменте</i>	61
17	<b>Караева Айсулу Бейректасовна, Ли Михаил Игоревич</b> <i>Геймификация как эффективный метод управления сотрудниками</i>	64
18	<b>Касымжанов Касымжан Эдуардулы</b> <i>Организация и этапы персональных продаж</i>	67
19	<b>Ким Наталья Эдуардовна</b> <i>Влияние методологии Scrum и Kanban на управление проектами и персоналом</i>	70
20	<b>Корнев Владимир Вячеславович</b> <i>Твиты государственных служащих: обзор, классификация и проблемы</i>	75
21	<b>Куралбаева Аксана Титовқызы</b> <i>Суықтық және маңызы стратегиясының басқаруындағы адам ресурстары</i>	79



## TEAMWORK AND CORPORATE SOCIAL RESPONSIBILITY

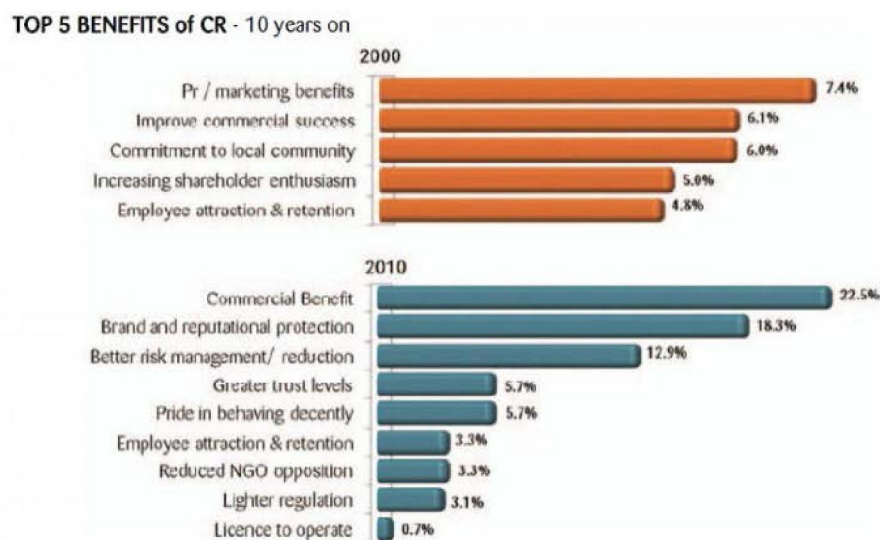
**Ibray A., Mukhametaliyeva Z.**

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Teamwork is one of the most significant aspect in industry and in the private sector as a whole. It is an important component of each company and team working on every aspect. Excellent work in a team depends on a huge number of qualities and characteristics of workers. First of all, it is communicability, motivation and considerable share of corporate and social responsibility.

Corporate social responsibility (CSR) is a concept where organizations take into account the interests of society, assuming responsibility for the impact of their activities on customers, suppliers, employees, shareholders, local communities and other stakeholders in the public sphere. This commitment goes beyond the statutory obligation to comply with legislation and suggests that organizations voluntarily take additional measures for improving the quality of life of workers and their families, as well as the local community and society as a whole. Corporate social responsibility is the necessary concept for a company in a wide variety of sectors [1]. In other words, it is the growth engine of the company. Due to the lack of this engine, the company loses its structure and efficiency in different areas. In the presence of CSR, company has the ability to operate in the market for a long time and have long-term profits which are more effective than own short-term immediate one. CSR helps the company in consumer confidence due to the positioning of the company as a socially responsible.

Nonetheless, CSR is developed only in multinational companies which already have a huge experience and employees. There are enough examples of the functioning of companies without CSR. Noticeable examples have a huge impact not only on consumers but also on the surrounding people of different ethnic groups. Using of CSR in the companies inculcates trust if this CSR is justified. However, there is a lot of companies are trusted by people using promotions, the problem of the absence of CSR widely affects on principal people and professionals. Due to the lack of CSR, many companies do not inspire confidence not only at specialists but also from a huge number of people. However, in future, companies with strong CSR have great potential of developing in various spheres for instance, recruiting new staff or company presentation in wide areas. The survey data on picture 1 shows how many perceptions have altered in 2000 - 2010 when estimating the benefits of CSR [2].



**Picture 1. Top 5 benefits of CR**

Social corporate responsibility is not just a well-coordinated work in a team but also a well-organized work with consumers, customers and distributors. A vivid example of the absence of corporate social responsibility is the well-known company "Nestlé" which is the pioneer in the sale of infant formulas that replace mother's milk for young children. Certainly, this infant formula saved a huge number of children who could not be fed with the help of mother's milk. But the lack of CSR led to the deaths of other babies due to maltreatment which employees and the company's supremacy had to prevent. Many children died by improper use of mixtures due to illiteracy and poverty in developing countries, as well as because of the unprecedentedly aggressive advertising and the imposition of artificial feeding products in Africa, South America, Southeast Asia. The main issue was the requirement for water sanitation. Most of the groups they were focusing on – particularly in Africa – did not have entry to clean water (many do not right up 'til today), so it was essential for them to boil the water. In any case, because of low education rates, many moms did not know about this, so they blended the recipe with contaminated water which put children at incredible dangers. Nestle seems to have knowingly ignored this, and encouraged mothers to use the formula even when they knew the risks.

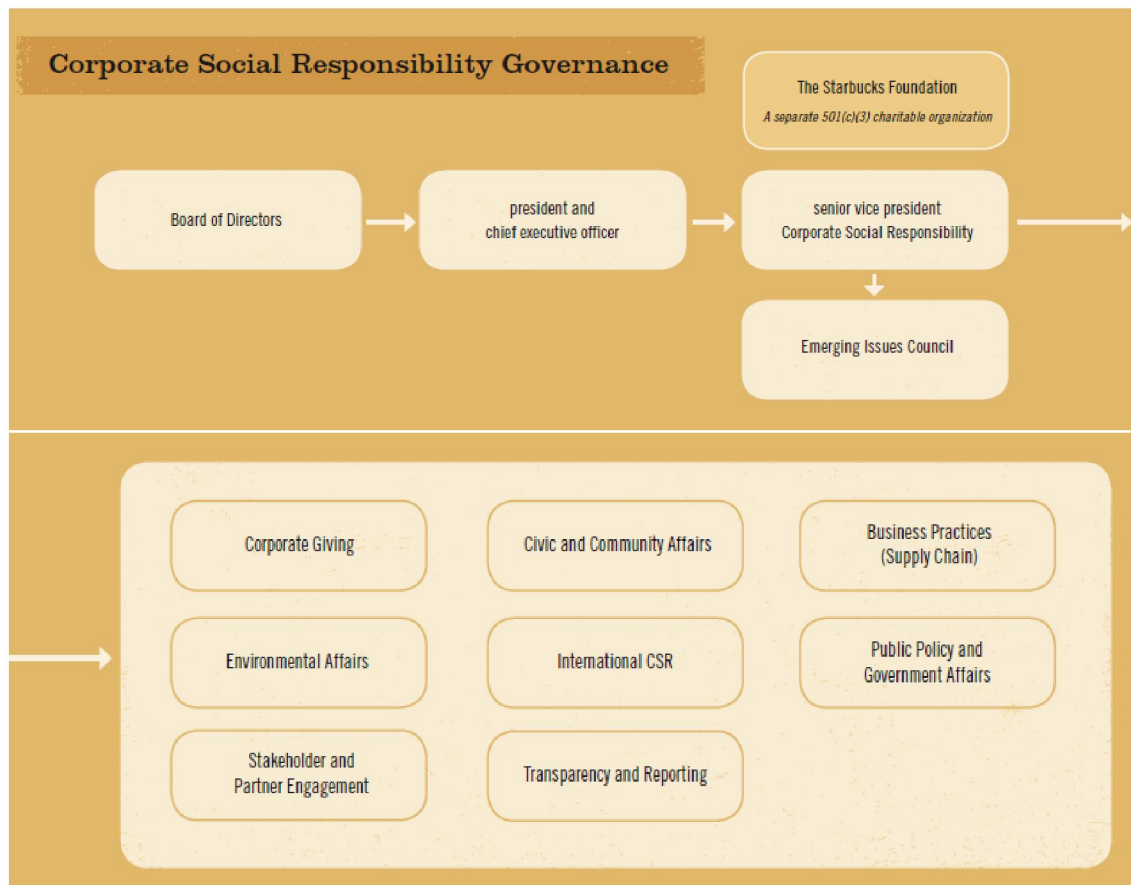
Breastfeeding, a standout amongst the most critical viewpoints for a baby, particularly in unsanitized zones, was thrown away. Child formula was “the nearest thing in the world” and this “splendid triumph of care and science” is “so like mother’s milk that the tiny stomach won’t notice the difference”. But the difference was noticed.

Today, Nestlé company is under attack and organized boycott by many organizations for its policy of promoting compounds, resulting in a nearly 20-year-old Nestlé abandonment of public advertising of infant formula in developing countries. Many European universities, colleges and schools have banned the sale of Nestlé products in their stores and vending machines. In the UK, the boycott was supported by 73 student unions, 102 enterprises, 30 religious groups, 20 health groups, 33 consumer groups, 18 local authorities, 12 trade unions, formation of groups, 31 deputies, and many celebrities. If there were CSR for all employees of Nestlé, the company would inspire confidence around the world and long-term profit would sharply increase. But it did not happen due to lack of proper attention to all employees.

Nevertheless, the leading coffee company «Starbucks» is one of the brightest example of successful corporate social responsibility. The picture 2 shows that it includes a policy of social responsibility in all aspects of its work. This concerns approaches to the choice of coffee suppliers (respect for human rights, labor safety standards for coffee companies), attitudes towards the environment and staff. Since 1998 Starbucks supports the organization «Conservation International» which stands for sustainable technologies in agriculture, and protects biodiversity through changes in approaches to the production of coffee. The results of the program has been increased to more than a half of the income of farmers who grow coffee using the new technology and doubled number of coffee plantations, located in tropical forest without damaging biodiversity [3].

Numerous representatives of consumers say that the presence of CSR leads not only to commitment to the work of workers but also helps their social responsibility. Regarding the existence of CSR in Kazakhstan, most of us strongly doubt. If we take the market of Kazakhstan as a whole, the presence of CSR is even lame among the leading representatives of various sectors of the economy.

In Kazakhstan the process of solving this problem will be withdrawn in view of the fact that the mentality of developing countries does not give such capacity for the development of CSR. According to the Expert Kazakhstan (2004), the reasons of the slow development of social responsibility of business in Kazakhstan are high politicization and imperfect legislation, non-proliferation and complexity of the concept itself. There is a weak institutionalization of local business: no formed sector of civil society, a network of specialists, an economic interest in implementing of the principles of social investment. This is one of the main disadvantages of the industry and the private sector in the country.



**Picture 2. The procedure of the company for running the business in Starbucks**

Almaty Management University is an entrepreneurial university and that is why special course should be created there. It will teach students how to be more communicative, how to understand people and how it influences on success. Students should know all details of corporate social responsibility in order to use strong and right politics in businesses.

In conclusion, for the development of CSR as a whole it is necessary to position structure, organization of socially responsible with the first day of operation. It will be bright potential for development of CSR in relation to employees and will have positive impact on consumers. While a well-coordinated work and proper positive evaluation of the work of the team is the most important thing for any company. It brings a lot of benefits to firms like, winning new businesses, increasing in customer retention, media interest and good reputation, enhancing relationship with stakeholders and attracting, retaining and maintaining a happy workforce.

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