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### **Expansion of Communication Contact Between the State, Business and Society in the Republic of Kazakhstan**

#### **Abstract**

*Main problem:* digital transformation of Kazakhstan's society leads to emergence of new communication business models, including the so-called proactive data-based service, which implies expansion of communication contact between the state, business and society. Digital transformation of economic sectors and the service sector has objectively caused discussion of issues related to various aspects of its implementation. These include digitalization of society spheres within framework of public administration [1], problems of interaction between business and government [2], mechanisms of interaction between subjects in the private-public partnership model of government and business [3], description of communication models of business types, government and public sector [4], history of emergence of electronic trade, its forms and types of goods delivery to a consumer [5], organizational and managerial relations and processes arising in enterprises, working in field of online marketing and e-commerce [6]. In Kazakhstan, digitalization of spheres and the economy sectors is one of strategic priorities of its development. Use of information and communication technologies in the service sector creates additional impulses to its dynamics, therefore, has impact on improving population's life quality. In this regard, it is necessary to identify trends and patterns of communication interaction between the state, business and society, to consider and clarify their content.

*The purpose:* the research of state and trends in the development of Kazakhstan service sector under the influence of digital solutions and expansion of communicative contact between the state, business and society.

*Methods:* the performed analysis in the research is based on the materials of the statistical reviews and their analysis using the methods of grouping, generalization, logical analysis, system description and interpretation.

*Results and their value:* a range of the key problems of communication interaction between the state, business and society is investigated and determined. Recommendations are proposed to accelerate the development of e-commerce in Kazakhstan as a tool for communication interaction between business and society and improving population's life quality.

*Keywords:* digitalization, e-commerce, digital transformation, services, marketplaces, aggregator sites.

#### **Introduction**

Currently, in the conditions of the existence of various forms of ownership, the study of the formation, functioning and reproduction of entrepreneurial capital is becoming especially relevant. The possibilities of establishing entrepreneurial activity and its further development can be realized only if the owner reasonably manages the capital invested in the enterprise.

Often, in practice, the capital of an enterprise is considered as something derivative, as an indicator that plays a secondary role, while, as a rule, the very process of the enterprise's activity is put in the first place.

In this regard, the role of capital is belittled, although it is the capital that is the objective basis for the emergence and further activity of the enterprise.

In fact, it is the use of capital that brings income, profit, and not the activity of the enterprise.

All this determines the special importance of the process of effective capital management of an enterprise at various stages of its existence.

In modern conditions of economic development, in addition to capital, the use of information and communication technologies becomes an important condition and necessary platform for modern business.

Digital transformation is leading to the emergence of new business models, including the so-called proactive data-driven service. The more service providers know about their customers, the more personalized offers they can create, providing services that will best meet customer needs and even anticipate needs that customers themselves may not yet know about. This will allow us to provide services to citizens and entrepreneurs, anticipating the need for a particular service based on transaction analysis.

Digitalization of the service sector in Kazakhstan is taking place at a faster pace than in the industrial segments. This is primarily due to the possibilities of rapid adaptation of technological solutions in organizational processes, whereas in the industrial segments, fixed assets are rarely updated, some of the production equipment used was manufactured and put into operation more than 30 years ago.

### **Materials and methods**

The research in the article is implemented using methods of systematization and statistical analysis of the works of domestic and foreign scientists in the field of digitalization of the service sector, the information base of the Republic of Kazakhstan and company websites on the issue and problems under study, its identification, generalization, identification and justification of the causes and trends of their formation and approaches to their regulation.

### **Results**

The article researches and defines a range of key problems, main directions and trends in the development of communication interaction between subjects of the service sector of the Republic of Kazakhstan, gives their assessment, outlines proposals to ensure their effectiveness and support development.

In addition to achieving economic benefits and increasing competitiveness, digitalization will have a positive impact on social spheres. The effect of high-quality development of education, healthcare and the investment environment will be noticeable in the long term and will reduce the gap in socio-economic terms with the developed countries. The coronavirus pandemic in Kazakhstan has prompted a massive transition to the digital environment. There has been an already rapid transition of the service sector to online.

A special surge has occurred in e-commerce. E-commerce is currently a key driver of trade growth in the developed and many developing countries, radically changing the usual business processes in the retail sector.

E-commerce has become an integral part of the modern global economy. More and more consumers in the world purchase goods via the Internet, and commercial organizations, one way or another, use the capabilities of this network in carrying out business activities.

E-commerce can be attributed to a segment of the economy that includes online commerce, as well as remote payment for services (including using electronic payment systems).

The global e-Commerce market is developing due to two formats:

– Online stores. Websites through which you can view information about a product or service of interest and place an order. The quantity of the offered assortment varies widely. This is the most numerous class of online trading platforms.

– Marketplaces. Aggregator sites or specialized intermediaries that automatically collect and process information from various suppliers (offline and online) for different product groups, many of them now allow you to order and buy goods without visiting the supplier's website [7].

The growth of the global e-commerce market has been observed since 2014.

The annual growth in the global volume of electronic retail trade is 16-23 percent in 2015-2020.

According to IPG.ESTATE consulting company, in 2020 the global e-commerce market grew by 17,9 % and amounted to \$3,46 trillion. In fact, by 2021, e-commerce will account for 17,5 % of total retail sales in the world.

The leaders of this market are China and the USA: they account for about 40 % of the market. The list of the world's largest e-commerce markets includes: China, the United States, Great Britain, Japan, Germany, France, South Korea, Canada, Russia and Brazil [8].

In Kazakhstan, according to estimates by the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, 82,2 % of the country's population are users of the global network, and the level of Internet penetration is constantly increasing.

The interest of entrepreneurs in online trading is growing, among other things, due to the fact that in recent years there have been many ways to promote on the Internet, and the market places where companies are located offer a ready-made target audience, which is not always easy to attract offline.

Despite the incomparable volumes of the retail trade in Kazakhstan compared to global indicators, the development of e-commerce in our country demonstrates high dynamism. When considering the volume of the retail trade via the Internet, it should be said that the share of the online trade in the total volume of the retail trade in the country is: 1.0 % in 2016, 4,1 % in 2020.

The structure of the e-commerce market in Kazakhstan consists of 68 % of trade in goods and 32 % in services.

Among the goods in great demand are construction materials, household appliances, cosmetics, clothing and shoes.

Among the services are the sale of air and train tickets, payment for cultural events and utilities. Almost the entire volume of e-commerce is accounted for by non-food products. The main market share among regions and cities is occupied by the city of Almaty.

There are about 500 operating online stores and portals in the Republic, including such large ones as Air-Astana, Kazakhtelecom, Kazakhstan Temir Zholy, Beeline, K-Cell, Sulpak, Planet of Electronics, Chokolife.me, BeSmart.kz, Ticketon.kz, MyPay.kz, e-government (public services), etc.

It is planned to enter the e-commerce market of such major players as hotel chains, aviation agencies, travel agencies, payment aggregators, several trading platforms, M-top Up, etc. [9].

#### **Discussion**

In general, the e-commerce market is highly competitive, and in Kazakhstan it has the following features:

- different skills of Internet users depending on age, employment, place of residence;
- low level of trust in e-commerce of consumers who have an appropriate income level;
- time and volume of purchases depend on the level of development of the region;
- concentration of e-commerce in large cities; various delivery options by region, due to the state and development of transport infrastructure;
- the absence of transport companies providing services not only for transportation, but also storage, packaging, branding; limited information about the activities of online stores, their history, achievements, problems.

The introduction of social distancing, quarantine and other restrictive measures in response to the COVID-19 pandemic has led to a fundamental shift in the structure of global demand for online purchases of goods, as well as to an increase in the use of digital communication and remote consumption tools such as social networks, Internet telephony, teleconferences, streaming video.

The volume of Internet services has also increased from KZT 80198,4 million in 2016 to KZT 209164,7 million in 2020, or 2.6 times (figure 1) [10].

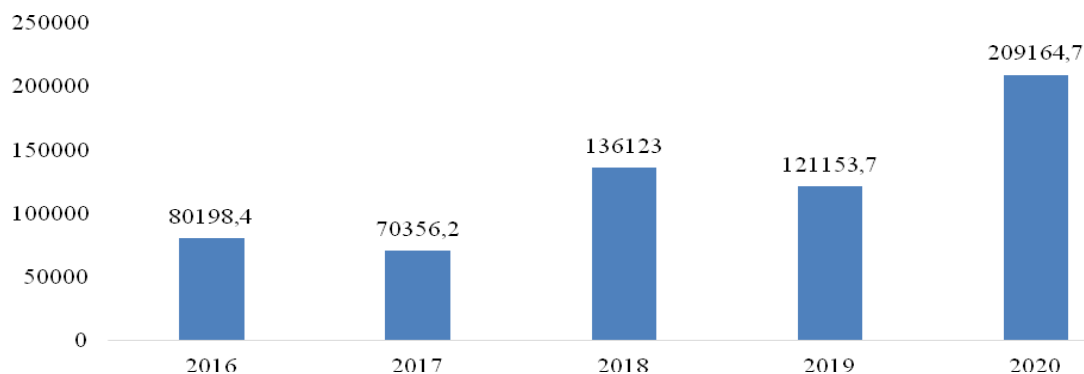


Figure 1 – The volume of Internet services in Kazakhstan, million tenge

The pandemic has become a powerful incentive not only to move services online, but also to diversify them. New directions and specialties began to appear, for example, online babysitters, trainers, and the usual services changed the format – hairdressers and manicurists are increasingly invited home, it is safer in terms of reducing contacts, and often cheaper than in the salon.

The crisis caused by the COVID-19 pandemic is accelerating the spread of e-commerce towards new firms, customers and product types. A long-term shift in e-commerce operations from luxury goods and services to basic necessities is expected [11].

The scope of public services in Kazakhstan is carried out through the following channels: e-government, public service centers (PSC), government agencies, Government for citizens (figure 2) [12].

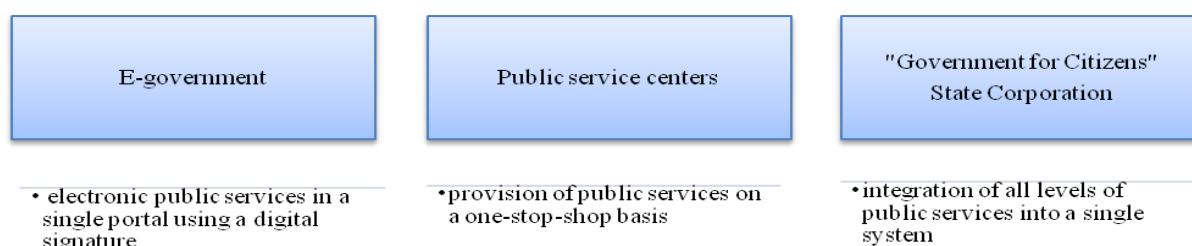


Figure 2 – Channels for the provision of public services in Kazakhstan

In 2020, Kazakhstan ranked 29th among 193 countries in the UN ranking on the level of e-government development. The opportunity has been realized for citizens of the Republic of Kazakhstan to remotely obtain an electronic digital signature through remote identification using a person's biometrics.

The portal of the electronic government of Kazakhstan deserves special attention – Egov.kz. This digital resource is a progressive information structure designed to facilitate the interaction of the government authorities with the population of the country. E-government is based on a distributed ICT infrastructure deployed across the state. Egov.kz is part of the measures of administrative reform, digital transformation, set by the principles of the digital economy [13].

### Conclusion

Further integration of digital technologies is crucial for Kazakhstan's entry into the list of the 30 most competitive economies in the world and improving the well-being of Kazakhstanis.

The process of digital transformation of the service sector in Kazakhstan is gaining momentum, which has a significant impact on the quality of life of the population, on the one hand, due to the increasing place and importance of the service sector in the national economy. On the other hand, the digitalization of certain industries and activities aimed at serving the population affects consumer loyalty, saves time, and better satisfies their needs, that is, contributes to improving the quality of life of the population. An important role in the digitalization of economic spheres is the development of e-commerce, which is an effective communication tool for business and society.

In our opinion, in order to accelerate the development of e-commerce in Kazakhstan, the following actions are necessary:

- further increase in the degree of penetration (coverage) of the Internet, for example, by covering the territories of cities with LTE 4G wireless technology, and Wi-Fi, which will increase the coverage of the target audience;
- increasing the level of trust in online commerce and E-commerce in general through informing the public about the security of e-commerce;
- further development of the “electronic money” market, popularization of “electronic wallets” by informing users about an alternative to cash and as an affordable and convenient means of payment.
- development of users' skills;
- simplification of electronic settlements through the recognition of the legality of electronic invoices and the fiscalization of information systems;
- creation of companies specializing in the delivery of goods purchased via the Internet.

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### **Қазақстан Республикасындағы мемлекет, бизнес және қоғам арасындағы коммуникациялық байланысты кеңейту**

*Негізгі мәселе:* қазақстандық қоғамды цифрлық трансформациялау деректердің негізінде проактивті қызмет көрсетуді қоса алғанда, жаңа коммуникациялық бизнес-модельдердің пайда болуына алып келеді, бұл мемлекеттің, бизнес пен қоғамның коммуникациялық байланысын кеңейтуді көздейді. Экономика салалары мен қызмет көрсету салаларының цифрлық трансформациясы оны іске асырудың әртүрлі аспектілерімен байланысты мәселелердің кең ауқымын талқылауға объективті түрткі болды. Олардың қатарында мемлекеттік басқару аясындағы қоғам салаларын цифрландыру [1], бизнес пен мемлекет арасындағы өзара іс-қимыл мәселелері [2], билік пен бизнес серіктестігінің жеке-жария моделіндегі субъектілер арасындағы өзара іс-қимыл тетіктері [3], бизнес, билік және қоғамдық сектор коммуникацияларының үлгілерінің түрлерін сипаттау [4], электрондық тауарды түпкілікті тұтынушыға жеткізудің нысандары мен түрлері [5], ұйымдық-басқару қатынастары және кәсіпорындарда туындайтын процестер, интернет-маркетинг және электрондық коммерция саласында жұмыс істейтіндер [6]. Қазақстан Республикасында экономиканың салалары мен салаларын цифрландыру оны дамытудың стратегиялық басымдықтарының бірі болып табылады. Қызмет көрсету саласында ақпараттық-коммуникациялық технологияларды қолдану оның динамикасына қосымша серпін туғызады, демек, халықтың өмір сүру сапасын жақсартуға ықпал етеді. Осыған байланысты мемлекеттің, бизнес пен қоғамның коммуникациялық өзара іс-қимылының үрдістері мен заңдылықтарын анықтау, олардың мазмұнын қарау және нақтылау талап етіледі.

*Мақсаты:* цифрлық шешімдердің және мемлекеттің, бизнес пен қоғамның коммуникативтік байланысын кеңейтудің әсерінен Қазақстандағы қызмет көрсету саласының жай-күйі мен даму үрдістерін зерттеу.

*Әдістер:* зерттеуде жүргізілген талдау топтау, жалпылау, логикалық талдау, жүйелік сипаттау және интерпретация әдістерін қолдана отырып, статистикалық шолу материалдарына және оларды талдауға негізделген.

*Нәтижелер және олардың маңыздылығы:* мемлекеттің, бизнес пен қоғамның коммуникациялық өзара іс-қимылының негізгі түйінді проблемалары зерттелді және айқындалды. Бизнес пен қоғамның коммуникациялық өзара іс-қимылының және халықтың өмір сүру сапасын арттырудың құралы ретінде Қазақстанда электрондық коммерцияны дамытуды жеделдету бойынша ұсыныстар ұсынылды.

*Түйінді сөздер:* цифрландыру, электр саудасы, цифрлық трансформация, қызмет көрсету саласы, маркетплейстер, агрегатор-сайттар.

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### **Расширение коммуникационного контакта государства, бизнеса и общества в Республике Казахстан**

*Основная проблема:* цифровая трансформация казахстанского общества приводит к возникновению новых коммуникационных бизнес-моделей, включая так называемое проактивное обслуживание на основе данных, что предполагает расширение коммуникационного контакта государства, бизнеса и общества. Цифровая трансформация отраслей экономики и сферы услуг объективно вызвала обсуждение широкого спектра вопросов, связанных с различными аспектами ее реализации. В их числе цифровизация сфер общества в рамках государственного управления [1], проблемы взаимодействия между бизнесом и государственными [2], механизмы взаимодействия между субъектами в частно-публичной модели партнерства власти и бизнеса [3], дается описание типов моделей коммуникаций бизнеса, власти и общественного сектора [4], рассматривается история возникновения электронной торговли, ее формы и типы доставки товара до конечного потребителя [5], организационно-управленческие отношения и процессы, возникающие у предприятий, работающих в сфере онлайн-маркетинга и электронной коммерции [6]. В Республике Казахстан цифровизация сфер и отраслей экономики является одним из стратегических приоритетов ее развития. Применение информационно-коммуникационных технологий в сфере услуг создает дополнительные импульсы ее динамике, следовательно, оказывает влияние на улучшение качества жизни населения. В этой связи требуется выявление тенденций и закономерностей коммуникационного взаимодействия государства, бизнеса и общества, рассмотрения и уточнения их содержания.

*Цель:* исследование состояния и тенденций развития сферы услуг в Казахстане под воздействием цифровых решений и расширения коммуникативного контакта государства, бизнеса и общества.

*Методы:* выполненный в исследовании анализ базируется на материалах статистических обзоров и их анализе с использованием методов группировки, обобщения, логического анализа, системного описания и интерпретации.

*Результаты и их значимость:* исследован и определен круг основных ключевых проблем коммуникационного взаимодействия государства, бизнеса и общества. Предложены рекомендации по ускорению развития электронной коммерции в Казахстане, как инструмента коммуникационного взаимодействия бизнеса и общества и повышения качества жизни населения.

*Ключевые слова:* цифровизация, электронная торговля, цифровая трансформация, сфера услуг, маркетплейсы, сайты-агрегаторы.

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