

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

“Communication Between Different Nations in Kazakhstan”

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BACHELOR THESIS ASSIGNMENT

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Economics Policy and Administration
Business Administration

Thesis title

Communication between different nationalities in business by the example of Kazakhstan

Objectives of thesis

Within Kazakhstan there live many, very different cultures. To the outsider these may not be initially apparent. This thesis will attempt to identify how these cultures communicate for business purposes with each other, and also with foreigners. It is expected the research will identify areas of misunderstanding and conflict in the business environment.

This thesis will suggest approaches which could be used to facilitate better business communication between the Khazakh communities, and also between foreign-based and Khazakh-based businesses.

Methodology

This thesis is written in two main parts. The first part will contain a review of appropriate current academic literature.

The second (practical) part of the thesis will be largely based on structured interviews and surveys, and secondary data from Kazakh official government sources, and from industry. The author will also use his personal experiences from practical work in the business environment.

The proposed extent of the thesis

approx 40 – 50 pages

Keywords

Kazakh business environment, Kazakhstani Juses,

Recommended information sources

Hofstede G. et al., (2010), Cultures and organisations, New York, USA: McGraw-Hill, 576pp., ISBN-13: 978-0071664189

Karibayeva, B., Kunanbayeva, S.S., (2016), Intercultural Business Discourse: Characteristics of Kazakh context, IJASOS- International E-Journal of Advances in Social Sciences, Vol.II, Issue 4,

Lewis R.D., (2006), When cultures collide. Boston MA. USA.: Nicholas Brealey International, 624pp., ISBN 978-1-904838-02-9

Reynolds, S., & Valentine, D. (2019). Guide to cross-cultural communication – 2nd edition. New Jersey: Pearson Education Inc. ISBN-13: 978-0132157414

Expected date of thesis defence

2020/21 SS – FEM

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Declaration

I declare that I have worked on my bachelor thesis titled “Communication between different nationalities in business by the example of Kazakhstan” by myself, and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission

Acknowledgement

I would like to thank Ing. Richard Selby for his support and patience. Also I would like to thank all people who answered to my thesis form.

Communication between different nationalities in Business by the example of Kazakhstan

Abstract

Business in social makes the big number of troubles on the base of communication, one of them exists by cultural aspect. So, it is very important to understand how to solve them to make a profit in Business much higher. And according to by this do agreements with people much easier. In case of knowing some special features of the nation, businessperson could use them and mentally be closer to the opposite person, on the example of Kazakh nation possible to see that knowledge of it could make relationships between people in a society close to family relationships.

Proof of it could be interviews with 100 people who were from absolutely different business areas and from different countries.

One of the most interesting things for people outside could be conservative tribble society in the modern world, the reason of it that Kazakh people started to go in step with time just 100 years ago when they had their unique nomad culture.

Keywords: Kazakh business environment, Kazakhstani Juices, nations, mentality, interviews, communication.

Komunikace mezi různými národnostmi v podnikání na příkladu Kazachstánu

Abstrakt

Podnikání v sociálním prostředí dělá velké množství problémů na základě komunikace, jeden z nich existuje z kulturního hlediska. Je tedy velmi důležité pochopit, jak je vyřešit, aby byl zisk v podnikání mnohem vyšší. A podle toho jsou dohody s lidmi mnohem jednodušší. V případě, že zná některé speciální rysy národa, může je podnikatel použít a být mentálně bližší opačné osobě. Na příkladu kazašského národa je možné vidět, že jeho znalost by mohla vztahy mezi lidmi ve společnosti přiblížit rodinným vztahům.

Důkazem toho by mohly být rozhovory se 100 lidmi, kteří byli z naprosto odlišných oblastí podnikání a z různých zemí.

Jednou z nejzajímavějších věcí pro lidi venku může být konzervativní kmenová společnost v moderním světě, což je důvod, proč kazašští lidé začali postupovat krokem s časem před 100 lety, kdy měli svou jedinečnou nomádkou kulturu.

Klíčová slova: Kazašské podnikatelské prostředí, kazašští Juses, národy, mentalita, rozhovory, komunikace.

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1. Introduction

"No society can surely be flourishing and happy, of which the greater part of the members are poor and miserable. It is but equity, besides, that they who feed, cloath and lodge the whole body of the people, should have such a share of the produce of their own labour as to be themselves tolerably well fed, clothed and lodged." (Smith, 1776)

By this quote this thesis would start. This quote directly connects with the theme of the thesis which is "Communication between different nationalities in business by the example of Kazakhstan". It is true that existence of businessman connects with being of the common people. And according by this the thesis has an objective to explain some profit in work in Kazakhstan. This work would show the being of Kazakh people, about their connection between each other and between nationalities inside Kazakhstan and around it.

The beginning of the thesis explains about main basic data of Kazakh "being". It includes data about economics, religion, population and etc. Author chose information about Kazakhstan by the reason of his born in Kazakhstan. So, author based big amount of information on his experience due his live in Kazakhstan.

First of all, Kazakh example is very interesting by the reason of diversity in Kazakh society. The country has about 130 nationalities (Gomenchuk), from the whole the world by reason of past, where USSR sent people from armies of Europe and Asia who were at war with USSR and at the same time. The soviet government sent people from all corners of the country to Kazakhstan to work. So, Kazakhstan has a large number of people who were from Germany, Greece, Romania, Bulgaria and etc. (Sisekeshova, 2015)At the same time core nation who is Kazakhs, it is not a nation in the normal understanding of this world, and it is like an ally of people with a unique understanding of life, business making and with an absolutely different mentality, which will show the classical conflict of south and north. (Amrekulov)

This conflict based on the difference in culture. Nomads lived in the north part, and traders city citizens on the south. This difference in the society with the same language and with the same history literally changed much more with coming to the north Russians and another people who usually were like enemies of USSR and Russian Empire.

Special background of Kazakhstan, which possible to adapt to situations between people in Europe, could help to people trade with each other within the country and around more successfully, especially in Kazakhstan and with a good understanding of the mechanism in 1 country it is possible to standardize problem-solving ways in other countries.

Also, it is important to write about 130 nationalities inside Kazakhstan. At the same time, just 67 % are Kazakh people (Gomenchuk), but it is not all. As it was written before Kazakh people it is not just one nation. It is the unique ability of people here, Kazakh people divided into three "Zhuzes". Zhuz is a historically formed association of Kazakhs. In total, three zhuz were formed: Senior Zhuz, Middle Zhuz, and Younger Zhuz. At the same time, all Zhuzes were divided by "clan tribal alliances". Senior Zhuz divided into Alban, Dulat, Oshaqty and etc. Middle Zhuz is divided into Argyn, Naiman, Kipchak and etc. Younger Zhuz is divided into Alimuly, Bajuly, Zheturu and etc. And then, each "clan tribal alliances" divided by a large number of crews. There are over 20 tribal alliances and about 200 big crews, and thousands of sub-crews. (Amrekulov).

For example, the author of the Thesis is Kazakh, but he is from Middle Zhuz. His clan is Naiman, and his crew is Aitcul. So, close to each Kazakh knows this information. The main consequence from this is a different mentality and different understanding of communication. For example, in Business, it means that it is possible to tell that in Kazakhstan about 1000 nationalities.

At the same time, in Europe, it is possible to see countries with the same situation, but usually, they have different languages, like an example of country where people have the same situation it is possible to remember about Germany, where people speak at the same language, but they could connect themselves with some land, for example Bavaria or some else. (Fonseka, 2012), In example of Kazakhstan, all Kazakh people have the same language, and they have to contact each other every day, and of course, they have troubles in communication based on place and part of the country where they were born.



Figure 1

All Kazakh people have the same religion, Islam, and all Kazakh people speak the same language. What is also interesting the Kazakh language is a little bit different in each part of Kazakhstan. For example, in the north, Kazakh has a large number of Russian words, and some Kazakh words have special pronunciation, and in the south, there is more Uzbek Kazakh language. So, people can understand from which part of the country you are, and it can make some conflicts or profit for you because of that, for example when people know that they are from the same region they would trust each other more than in case of different regions. So, the case of Kazakhstan is really interesting. (Zhuravleva, 2019)

And the next interesting characteristic is absolutely different do not similar to each other neighbors of Kazakhstan with absolutely another understanding of life and Business with other languages and cultures. On the north, it is Russia. At the south, it is Uzbekistan and Kyrgyzstan; on the west, it is Kavkaz, and there is China on the east. All these reasons make this case very interesting for the world of Business and trade.



Figure 2

Kazakh place on the map is also very hard. Neighbors are China and Russia, by history, this neighborhood made Kazakh people very open for trade and Business. Because, for example, in the past, Kazakhstan ruled by a big part of all trade by the great Silk road. And that made Kazakh people more unique at the same time. Because globalization started here before then in some countries of Europe like action. And at the modern time Kazakhstan is like a gate from Asia to Europe, it means that now, the country is a very important part of world trade and Business, and this situation makes people more entrepreneurial in this question. (Bezrukov)

The main way to open the research and show the problem and solve it is interviewing, which shows relationships of people in contact with each other. People replied to the question, is it

important or not where the person from, and is there some impact in the question of business making based on it.

The second part after the interviews connects with conclusions from interviews and finding helpful information for solving some problems based on the nation. Which helps to solve problems of contact with the nation in Europe or in the entire world.

In the conclusion, it is important to understand for everyone how to get some profit from culture and how to break some problems in connection with that.

2. Objectives and Methodology

2.1 Objectives

The objective of this project is to study the impact of ethnicity and mentality within the country and outside in Business, using the example of how people in Kazakhstan and from outside agree to trade in Kazakhstan or from Kazakhstan to abroad.

This goal revealed in the diversity and characteristics of the peoples of Kazakhstan and the peoples of the countries around Kazakhstan. And in particular through the interaction of these peoples.

Within Kazakhstan, there live many, very different cultures. To the outsider, these may not be initially apparent. This thesis will attempt to identify how these cultures communicate for business purposes with each other and also with foreigners. It is expected the research will identify areas of misunderstanding and conflict in the business environment. This thesis will suggest approaches that could be used to facilitate better business communication between the Kazakh communities and also between foreign-based and Kazakh-based businesses.

The same goal is to visually provide material based on interviews with ordinary citizens of Kazakhstan who work in various areas of Business and management. And determine how important the issue of this project is.

The ultimate goal of the work is to prove the relevance and usefulness of this work not only in multinational Kazakhstan but also when there are some troubles within multinational Europe, the culture and nation of which Kazakhstan collected.

2.2 Methodology

This thesis is written in two main parts. The first part will contain a review of appropriate current statistical and informational literature by web. The second (practical) part of the thesis will be largely based on structured interviews and surveys and secondary data from Kazakh official government sources and from the industry. The author will also use his personal experiences from practical work in the business environment. The number of people who answered the form through Google forms was 100, the language of the questionnaire was Russian, so all people who were interviewed speak Russian. The author translated their

answers to English and then made a conclusion from whole information according to information in the thesis and his own thoughts.

3. Literature Review

3.1 Unique work in Kazakhstan, Clan System, connection between Kazakhs.

In the section of literature review, author wants to describe situation in Kazakhstan from different part. The main reason of it is inside of the thesis of Marx “Being determines consciousness” (Marx, 1867 September 14). Which is the part of Historical materialism. So, theoretical part describes information about Kazakh “Being”.

Kazakhstan is famous for hospitality and Kazakh industry of agrotechnical systems the whole world heard about the Kazakh wheat industry and meat industry. Kazakh wheat is one of the best in the world, and the most expensive types of Italian pasta often use Kazakh wheat. (Grindeva, 2018) Kazakhstan is a part of the world market of raw resources like oil, uranium, potassium and etc. So, Kazakhstan has to connect with people from the whole world and build relationships with a large number of cultures. But at the same time, in this area of multiculturalism, all nations and all people usually like to make deals with Kazakh business. Kazakhstan is a developing country with a huge territory and small population. The territory of Kazakhstan is in 9th place in the whole world. It is 2 724 900 km². At the same time has a very small population for such a big territory. It is just about 18 809 000 people inside. (countrymeters.info, 2021)

Kazakhstan is one of the best countries in openness the Business. In the whole world, the place of Kazakhstan is 25 by rate, by the easiest place where you can open your Business from the list of 190 countries. (Masanov, 2019) The main reason for this situation is Kazakh openness in communication and very effective laws for people who want to open their Business. By the way, the country has a big problem with corruption, but not from the point of money, but from the point of relationships, with some friends or with people who like you, documents could be ready faster, agreements could be much better for businessman, and sometimes people who help can do this with minus to themselves, and they are waiting for that businessperson at one day would do the same for them.

Business in Kazakhstan and friendship it is words from the same line in the dictionary. If a person would get the best conditions for Business, it is important to spend some time in the

circle of family of the person with which person makes some deals. People in Kazakhstan like gifts and very often bring some gifts for people with whom they work abroad.

The unique situation with Kazakh people from the same tribe or Zhuz, people could help you in the case when a person from the same tribe ally.

One of the features of Business in south Kazakhstan is the clan system. (Agaev, 2013) It works through a large number of children. In the south, people could have 5-12 children, and each of them chooses a different way to study. For example, they could have one doctor, politics, accountant, a policeman and etc. It makes some like ecosystem, where people from one family like a separate government with specialists in each sphere of life. And in the case when one of them will get some big place in the hierarchy he will help to brothers and sisters go upper by all ways, sometimes through law.

Family connection in Kazakhstan plays a great role, so if a person wants to integrate himself into society, he has to find good friends or make a big family.

But the interesting situation you can see with Kazakh people abroad, they could do not like somebody in Kazakhstan just because of his tribe, but by the way, they will help you in the case when they know that you are Kazakh without some “but”. But, at the same time, Kazakhs do not make something like Kazakh places or “ghetto”, they integrate themselves very well in societies abroad, but they do not forget about their roots.

3.2 Religion and Population

One of the most important things in each country it is religion, in the Religion basis different nations could find the main differences.

Religion in Kazakhstan is one more interesting part. The country has a large amount of religions inside, the major one is Islam in the south and Christians in the north, but by the same time, the Kazakh government is trying to increase Islam people in north parts. (Trofimov) It is connected with political aspects and neighborhoods in Russia. In the past religion of Kazakhstan was Tengriism. The cult of Tengri was like a cult of freedom. The whole world is your home. This religion from the past could make the temperament of Kazakhs special. Do people love freedom, love lands and nature (Khadzhieva, 2018)

For example, about five years ago government wanted to give our lands to China for rent, and our people made great meetings and protested so much, and this agreement with China was

canceled. So, if some person wait to do Business in contact with nature or lands, he has to keep big attention on an aspect of ecology and etc.

Population in Kazakhstan is really different as it is possible to see at the table on the right side Kazakhstan has absolutely different people inside. The reason here in history. In the past, during times of USSR, Kazakhstan was like a jail of people's, during second world war the big amount of Germans was transferred here. (Sisekeshova, 2015) So, they have a big number of businesses here. And they saved their mentality, like the German order. It means that when you have to do some deals, you have to understand that you connect with German order in assimilation with Kazakh simplicity.

At the same time, in the south, there are a large amount of Uygurs and Dungans. These people are very hardworking, and they work in the agrarian sector mostly. They are more honest and would not say lie to you like south Kazakhs who are traders usually.

Also, there are a large number of people from Kavkaz. They are military men, so a big amount of them is in protect agencies in the army and etc. So, each nationality you can meet inside are from different areas of Business in Kazakhstan, and mostly to each Business, there is own area of Business.

Kazakhstan has a special program of transportation Chinese Turks, which people call them uralmans usually. (Sadovskaya) They have the same language as Kazakhs, but their mentality is absolutely different. They have Chinese behavior. And Kazakh people often do not like them. Because they are absolutely different and Kazakh people afraid of Chinese expansion, so it makes some kind of Xenophobe in society. Also, a large number of people do not like them because they do not want to work or do something, but our government protects them, gives them money, apartments, and everything to live, but they do not integrate with society and prefer to live on social payments.

Also, for Kazakh person it some mystery how Chinese people can work so much. Kazakh will work half of an hour, and then half of an hour he will drink tea or will relax under the tree. So, it is strange for Kazakh's historically nomadic type of mind. In this question, Kazakh people close to Italians or Spanish people with a siesta. Also, the Chinese have great discipline, maybe according to the cultural basis, Kazakh people at the same time love freedom.

It makes people's of Kazakhstan and their communication with each other unique without some connection with their current location.

In Kazakhstan just three big cities which contain more than 1 000 000 people, all cities in Kazakhstan which is not in the list of 3 biggest obtain about 500 000 people. The biggest city,

Nur-Sultan (Astana) it is a unique place because it is a city in the north where you can find people from the whole world and whole Kazakhstan. It means that our capital is like a cocktail of cultures and mentality. What is also unique, the Astana city is one of the youngest cities in the world. 1998 is the date when Astana started to be a capital and started to build. It shows how ready. (Kosherbaeva, 2018)

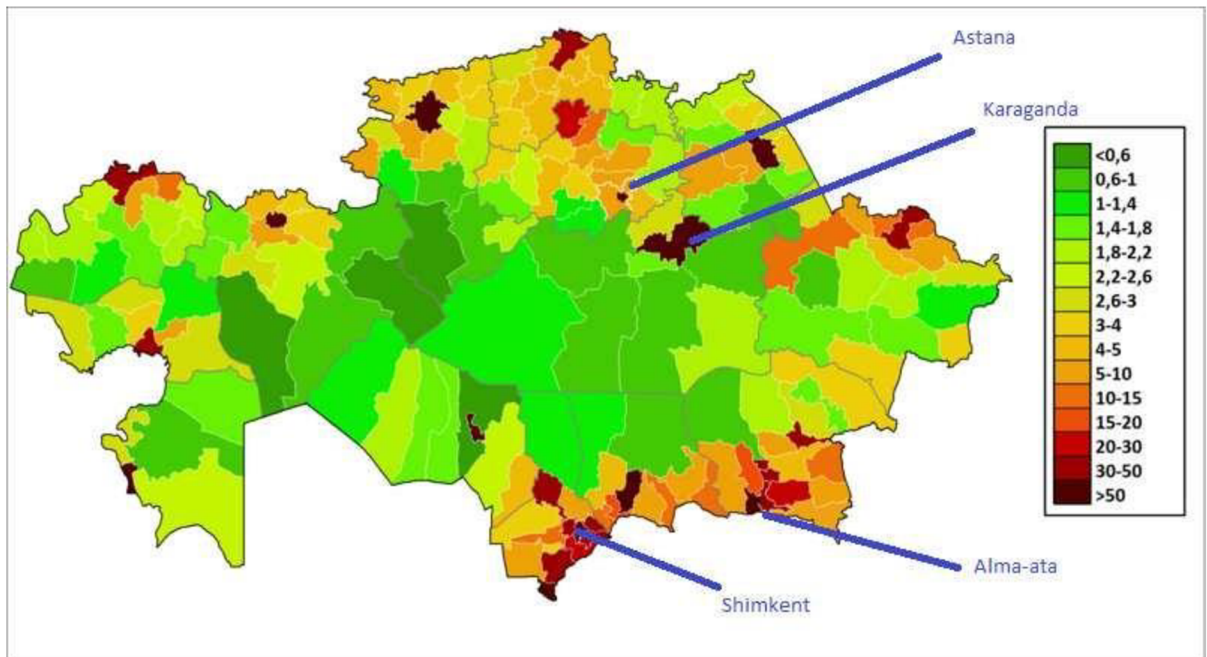


Figure 3

3.3 Kazakh economic alliances

This thesis considers the importance of Kazakh economic alliances by the reason of communication in business, economic alliances are the mirror of the most important trade partners, it shows that people from Kazakhstan can contact with people from big part of ex-USSR by the EEU or by the United Nations Economic and Social Commission for Asia and the Pacific. It gives opportunity to make some kind of interaction between nationalities of Kazakhstan and shows that Kazakhstan is very open country for economic integration and trade.

Kazakhstan is part of the Eurasian Economic Union.

The Eurasian Economic Union is an economic union of states located in Eastern Europe, Western Asia, and Central Asia. The Treaty on the Eurasian Economic Union was signed on

29 May 2014 by the leaders of Belarus, Kazakhstan, and Russia, and came into force on 1 January 2015. (www.tandfonline.com, 2016)

This alliance was a more political move than an economic one. After including Kazakhstan in this alliance, trade started to be harder. As an example of it in the past, people from Russia went to Kazakhstan to buy food, alcohol, and tobacco. All prices in Kazakhstan were smaller. After including Kazakhstan, their prices started to be like in Russia, but salaries stayed like in Kazakhstan, and people from Russia stopped buying something in Kazakhstan. So, Kazakh Businesses and producers suffered.

But according to this ally, Kazakhstan has to be integrated with a large number of people from republics of ex-USSR. Like Belarus, Russia, Armenia and etc.

The second organization is United Nations Economic and Social Commission for Asia and the Pacific. (Structural transformation in Asia-Pacific small island, 2019)

The United Nations Economic and Social Commission for Asia and the Pacific is one of the five regional commissions under the jurisdiction of the United Nations Economic and Social Council.

3.4 Unemployment

Unemployment rate is controversial aspect, in point of Kazakhstan Unemployment it is more historical number, the reasons why Kazakhstan has problem with unemployment with connection with mentality would be below.

Explanation of mentality in Kazakhstan. According to "Ministry of National Economy of the Republic of Kazakhstan" the unemployment rate started to be 5 %. According to the statistics committee of the Ministry of National Economy of the Republic of Kazakhstan, the number of unemployed men is 216.3 thousand, women is 237.7 thousand people. (<https://www.gov.kz>, 2020). About half of the people are from the south Kazakhstan.

The reason number one here in the structure of unemployment in Kazakhstan is in history. During USSR and right now, in the south, the climate really depends on the agrarian sector, and they produced big amount of cotton, fruits, and vegetables. When the agrarian sector started to be more automatized, the number of people there started to decrease.

The reason number 2, the south part more traditional and big amount of families consists from big amount of children. Companies in Kazakhstan have some kind of equality for each region, which means a small number of working places there.

The reason number 3 education there is much worse than in another Kazakhstan, and people there do not want to study, the big amount of them just buy a diploma and cannot find some work. It means that companies from the south want to take people from the north because they have a better education.

The reason number 4, people from south lazier, they like to trade, historically on the south of Kazakhstan were the biggest cities, through this part of Kazakhstan went the great Silkroad. So, people there loved to trade by goods which were already produced. And they do not want to produce something till now.

3.5 Structure of GDP

Gross Domestic Product in Kazakhstan has reached the level of 180.16 billion USD. (Kazakhstan GDP, 2019) Primarily, Kazakhstan's economy is underlined by natural resources and operations related to processing and exporting them. Indeed, Kazakhstan has a lot of things to export due to the presence of mostly all known chemical elements from the Mendel's table. (M.K.Absametov, 2019) In addition, GDP is constantly getting enriched by agricultural products that are also exported to the closest neighbors. (Kazakhstan - Agricultural Sector, 2020)

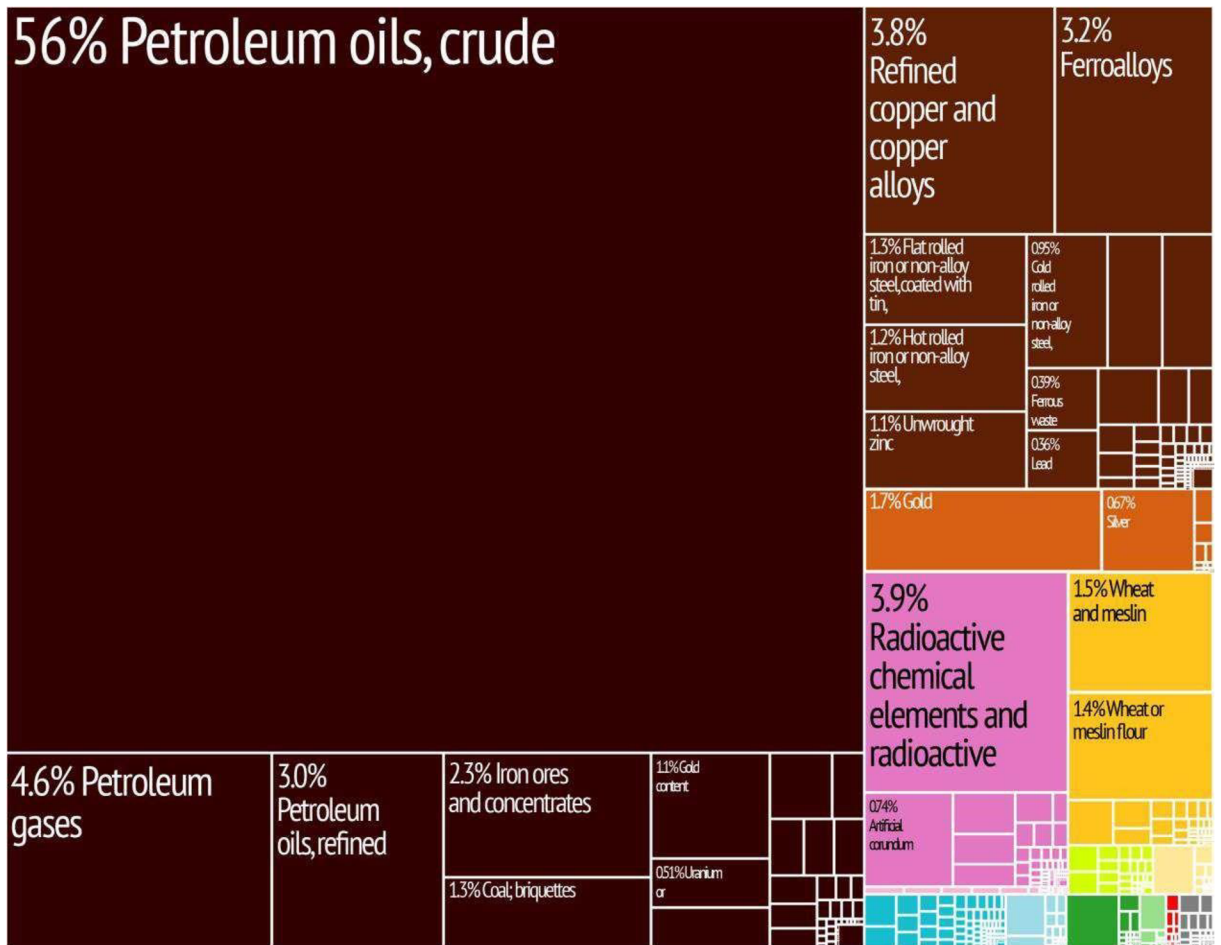


Figure 4

In order to shed light on the importance of the GPD subject for the thesis, I would like to state that producing and dealing with particular industries influences social interactions of the population in various ways. It means that it shapes the characters of people in a relatively particular way for each one. For example, people who produce some commodities and goods, and who presumably work in mines, have a completely different understanding of life in general, than people who work in trade, for instance.

To prove the thesis upper, it is important to remember about Marx theory which is connected with the next thesis “Being determines consciousness” (Marx, 1867 September 14). GDP could show this "Being" of people in Kazakhstan, according by which, for trade companies and managers it could be much easier to understand the mentality of Kazakh people.

Kazakhstan has big cities that exist solely because of some precious natural resource. For example, Ekibastuz city. The whole city, with a population of nearly 150 000 people, exists primarily due to the presence and high economic efficiency of coal mines. (visitkazakhstan.kz, 2020)

3.6 Producing and Trade

According by paragraph of GDP the thesis about “Being” started to be open. So according by GDP part here in part of Producing it is important to make conclusions from situation with economics and trade which form this GDP.

The country has great fundamental resources for growing various agrotechnical cultures. The first reason of it is big territory as it was written before. At the second it is great and warm climate on the south of Kazakhstan. (Moss, 2020) In addition, we produce a great amount of meat. In connection with nomadic culture, it is tradition of Kazakh agrarian business. (Jumabayeva, n.d.) Therefore, we have a lot of opportunities to produce numerous clothing apparel, for example, from leather and fur. By the reason of connection between big meat industry and big number of remnants of production.

However, Kazakhstan’s economic success is lagging behind because people are afraid to conduct business activities because of the troubled history of the nineties. (Osanova, 2015) People who just survived during the period of nineties mostly think about today then about tomorrow. It is do not written fact, that during bad times people mostly think about to feed their families today, they have no opportunity to make some plan for tomorrow. This basic true made a great “imprint” on the mentality of people. So, big part of Kazakh business work on the principle of short strategies and Kazakh people do not want to use long period strategies. It is important information for people who want to work in Kazakh business area. And it is a big problem for the country. Because, when people would have more confidence, they would get more profit. The country has all opportunities to make light industry but does not make this, people think only about today. People and government could see that raw material can give some profit faster then if they will spend some time to produce some end goods.

Maybe it is pure history that nomads had no big industries or whatsoever. Also, people have a great agrarian sector without big producing powers and factors of production like capital, land, labor, entrepreneurship.

In the city of Pavlodar, on the sector of food business, the main person is German person. The CEO of this company is of Kazakh-German ancestry, Mr.Ruf. (Ruf Wjatscheslaw Andrejewitsch, n.d.) He was born in Kazakhstan, and he created one of the biggest companies in the field of meat and trade production. His company produces all goods by their own raw material, company built some kind of ecosystem. Rubicom company has own farms, own factories of plastic packages and factory needs products and etc. Their meat products can be

found everywhere in Kazakhstan, Russia, and in some regions of Germany. (Rubicom, 2021)

“In Kazakhstan, industrial production measures the output of businesses integrated with the industrial sector of the economy. Mining and quarrying is the most important sector and accounts for 50 % of total production. The biggest segment within mining is crude petroleum and natural gas extraction. Manufacturing accounts for 40 %. The biggest segments within manufacturing are metallurgy (15 %); food production (7 %), and mechanical engineering (4 %). Electricity, gas, steam and air conditioning supply accounts for 8 % of total output and water supply, sewerage, waste management and remediation for 1 %” (Kazakhstan M. o., 2020)

Kazakhstan's foreign trade turnover in the first quarter of 2020 increased up to \$ 21 billion

“Export growth indicators were such goods as hot-rolled flat products (by 72 %), mineral fertilizers (by 53 %), sunflower oil (by 60.8 %), etc. The COVID-19 pandemic taught us a real lesson about the need to accelerate work on increasing the share of non-primary exports in turnover. This will open channels with stable external demand in the face of declining export activity.” (Kazakhstan M. o., 2020)

“At the end of 2018, Kazakhstan's foreign trade with China increased by 11.1 % and amounted to USD 11.7 billion,”. (Kazakhstan, n.d.)

“From 2013 to 2017, the share of processed exports in Kazakhstan's total exports increased from 23 % to 32 %. This was announced by the Minister of Investment and Development of the Republic of Kazakhstan Zhenis Kassymbek at the official government.

According to the Minister, Kazakhstan's foreign trade turnover increased by 25 % to 69.5 billion dollars, exports increased by 30 % and amounted to 48.3 billion US dollars. dollars, imports increased by 15.5 %, amounting to \$ 29.3 billion dollars.” (Kazakhstan T. C., n.d.)

Trade in Kazakhstan is the main part for making progress in the global area of Business, a big number of companies have international owners. According to information upper, it is possible to see that trade in Kazakhstan keep one of the main places. So, from this Kazakh people have to contact with people from whole Europe, like Italy, France, from counties of America like USA or Canada, country sells oil to the whole world, each second Uranian ore kilogram was produced in Kazakhstan. It is one of the reasons why it is important to know about Business in Kazakhstan and why it could be interesting for businessmen in Europe.

Now trade in Kazakhstan is a great risk. Big amount of issues in the transportation of goods are due mostly to coronavirus. The crisis is on the base of pandemia already attacked and we can see it around it is a fact. Traditional trade suffered, people are not able to trade physical goods interpersonally as a consequence of coronavirus outbreak and related measures destined to protect people. People with gumption decided to take the risk and create their own e-shops, however, only big companies are able to do so (Staff and Bloomberg report , 2021). Small and medium trade companies can not do something like this because they simply have no resources to create and maintain their own websites.

According to the government, since the beginning of the coronavirus outbreak, all markets cannot work during holidays (Demidova, 2020). Before the pandemic, Kazakh families were able to visit local shops during holidays big amount of people spent free time in big shopping centers. For the large number of people, it is not even possible to buy something during regular working days. Change in local trade could be one of the reasons of mentality change in future, so. Business people have to make some plans or bets to the behavior of customers after the troubles in trade like this.

An interesting aspect of international trade in Kazakhstan is related to China, which is one of the biggest investors in the Kazakh economy. Really often, Kazakh people cannot simply understand why Chinese people would invest in some businesses that are out of their regular mind's understanding. The reason behind the issue lies in culture, once again. Kazakh people think only about the present moment, they do not think about future Chinese people do think about the future mostly, when for Kazakh people it makes no sense at all. Therefore, when you want to open your Business in the country of research, you have to realize your idea as if it is something that will instantly create a constant cash flow since the very moment that the Business is born.

However, it is possible to find some common points between Kazakh and Chinese when both acquire some land, for example. Kazakh people do not do this but principle of short strategies of profit getting, works here from the side of China. It is important to explain, because by this reason Kazakh people do not trust lands to Chinese people. Chinese people take 100 % from lands without thinking about the future, and then this land will need to wait about 10-20 years to be productive again, and sometimes more and usually it is by the reason of chemicals in the land, and in this case it means that it is not possible to live in this area too. (Romanov, 2018) (Klevcova, 2019)

Major trade partners: EU (49.8 %), Russia (19 %), China (13.5 %), US (2.6 %)

Foreign Direct Investment inflows since independence exceeded \$330 billion in Major exports: energy (78 %), mining (8 %), and agriculture (3 %)
Crude oil production: 1.6 million barrels per day (#9 by proved reserves)
12 Special Economic Zones offering tax incentives
Government debt: 12 % of GDP or \$27 billion (42 % external)
Fitch Ratings gave Kazakhstan's long-term foreign-currency issuer default rating at BBB with a Stable Outlook (2019)
Budget spending: \$25.4 billion (3 % deficit)
The market capitalization of Kazakhstan Stock Exchange: \$44 billion
Member of Eurasian Economic Union (Russia, Kazakhstan, Belorussia, Armenia, and Kyrgyzstan)
Member of WTO since 2015
Ranked 59th in World Economic Forum's Global Competitiveness Index (2018).
Ranked 28th in World Bank's Ease of Doing Business (2019)
(Facts About Kazakhstan, n.d.)

3.7 Small, Medium and Big Business in Kazakhstan

Small and Medium Business in Kazakhstan is one of the biggest parts of economics, which can solve one of the questions connected with the theme. Kazakhstan's social idea consists of the title like: "I do not want to work for somebody". It means almost everyone in Kazakhstan wants to make their own Business, so Kazakh small and medium Business is really big but poor sector. Kazakhstan is a country of startups, all new ideas could be used, and what is interesting it is not connected with the region. Everyone here wants to be a boss, maybe a boss without an employee but a boss. For example, in Pavlodar, close to each 3d person has some kind of individual company or something else.

The biggest part of small and medium Business is Business of service, but with Kazakh specific. In Kazakhstan area of Business, based on the principle that I am boss, a am right. So, at the same time, it means that normal understanding of service business, basic rule, that customer is correct anyway is not to work here. The service supplier is correct anyway. In the case when the customer does not like something, he does not take this service.

In the area of coronavirus, it is hard to survive, but Kazakh people get some help from the government big amount of small and medium Business get help. Each person who lost work because of it gets 42500 tenges; it is 100 dollars, while the medium salary in Kazakhstan is about 220 dollars. (Kazinform, 2020)

Example of bad service in Kazakhstan, somebody booked some apartments in, hotel. The person came there, and the owner can tell him that he has no booking, just because he did not like him or somebody like friend or family members of owner arrived and asked about your apartments. So, it means that you can get very bad thoughts when you connect with the Kazakh sphere of service.

By the way, this principle did the great choice of service suppliers, and everyone can get big amount absolutely different services, and find the best option.

Right now, the situation changed by reason of coronavirus, because of its big amount of people have no job or work, amount of money in society decreased, it means that people cannot use so many services, like before, this situation made service area more friendly, owners started to change their principles to customers, to get money, regards to coronavirus, owners started to fight for each customer.

According to the Ministry of Statistics of the Republic of Kazakhstan, there are 1 128 000 individual "businessmen," and about 50 % of them work in the sector of trade and finance. Small and Medium Business get about 31 200 000 000 000 000 tenges it is 78 000 000 000\$. If you remember GDP, you can see that it is a really big number. So, Kazakh culture is very independent and business culture. (<https://www.gov.kz>, 2020)

According to this, possible to see and get understanding that if businessmen want to work in Kazakhstan, it would be hard to find workers.

“National Company KazMunayGas JSC has unseated the leader of the 2013 ranking KEGOC JSC to become the new Number 1. Kazatomprom JSC and United Chemical Company LLP slid down, switching places with Kazakhtelecom JSC and Kazakhstan TemirZholy JSC that moved up. Based on results of the first quarter of 2014, Kazatomprom JSC, Kazakhstan Engineering JSC, Kazakhstan Garysh Sapary JSC, Air Astana JSC, and SK Pharmacy LLP have named the least effective companies.

At №2 is KEGOC JSC that is comparatively stable, maintaining its status in the top 3 for the second year in a row. The company is gearing up to join the People's IPO program this year.

Kazakhtelecom JSC leapfrogged up to third place above the ore mining giant Tau-Ken Samruk LLP. This is really good news for the company that will celebrate its jubilee this year.

The №4 of the ranking Tau-Ken Samruk LLP is planning to become the largest ore mining company in the country by 2022 by introducing advanced technologies and world's best practices.

The top 5 roster includes Kazakhstan TemirZholy JSC elbowing aside its opponents. An outsider back in 2013, the company demonstrated impressive results in the railway sector and made its way to the fifth spot of this year's ranking.” (Kazakhstan announces top 5 national companies, 2014)

The big Business in Kazakhstan is also a very special aspect of Business, the biggest companies juridically are by the ruling of government, but at the same time, real bosses of these companies are family members of the Nazarbayev family. For example, Kazakhtelecom from the 3d place the biggest company. It is the company of the daughter of Nazarbaev. Big amount of company leaders here are people who are friends or family members. This situation has pluses like centralization of power, but at the same time, big minus, there is no equation in people's money. Kazakhstan has a small number of really rich people, a small amount of middle class, and poor people. (Aliev, 2009)

3.8 Law basis in Kazakhstan

There is one interesting thing about Kazakh governmental and law bases. The Kazakh language is a governmental language. The Russian language is the language of interethnic communication, and English is the language of communication on the level of different countries. This status guaranteed by Constitution of Republic of Kazakhstan by the number № 151-I from 1997. This part of law in Kazakhstan shows great example of multiculturalism. It is important by the reason of business, people in Kazakhstan are very open and usually could speak in two languages, for example they could have two mother languages Russian and Kazakh. It gives impact to mentality, because people from families which are mixed usually have no national or race disrespect.

According to Kazakh mentality, for Kazakh politics, it is much better to make deals with people from their family or from their crew, or friends, so all people in government, it is actually one organized group of people. And when the leader wants to change something, you

can see that, for example, in parliament will vote by 98 % to change the law or to change something. (Parlament of Kazakhstan, n.d.)

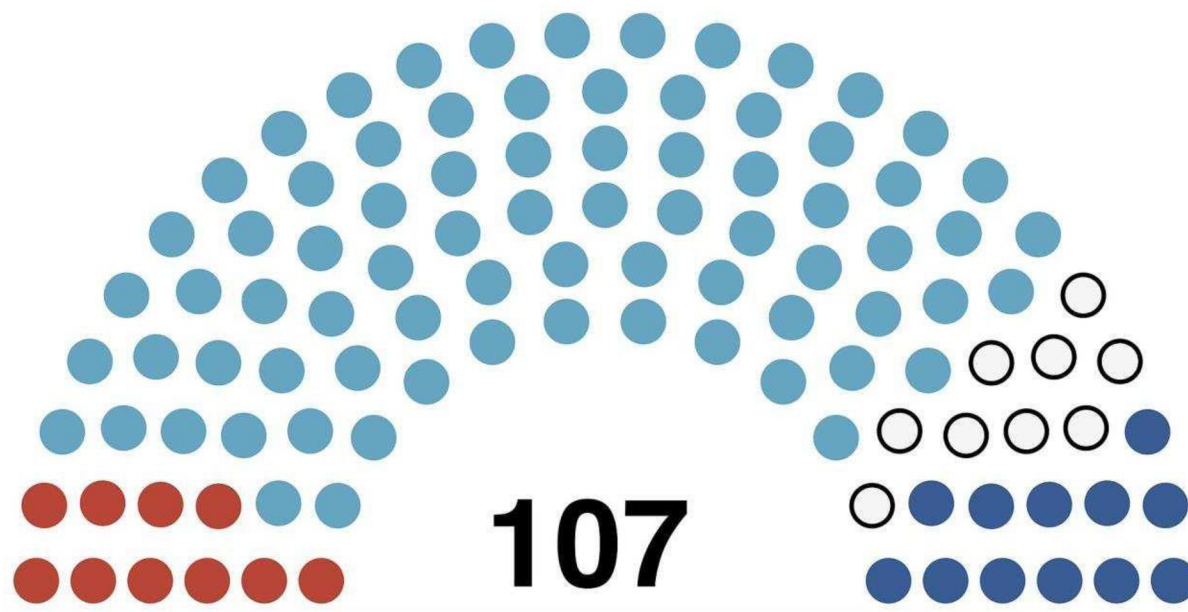


Figure 5

At the same time when the government wants to change, for example, constitution, they need votes of people, so here possible to find great schemes of government in finding people who want to accept them, they could pay money or force soldiers and government workers to vote for some special points. But at the same time, people do not think about politics at all. For example, teachers do not know the name of the education minister, people of the city do not know who the head of the city is and etc. It is part of the mentality which was formed in the 90's. People still think only about the problems they want to survive in the Kazakh “party” of life. (Zhoyamergen, 2021)

3.9 Language

In connect with law, In the mental understanding of Kazakh people and their difference, you can meet in the dividing of the country by language. In case when a person is in the north, a large amount of people does not speak Kazakh, on the south big amount of people do not speak Russian, so when you put some random person from the north in the same room with a person from the south, they will look like the same, both of them would be Kazakhs but they will do not understand each other. For example, I am Kazakh, my father is also Kazakh, and

my grandfather also Kazakh, but nobody from us, do not speaks Kazakh. But at the same time, we are the same people, Kazakh people.

In this part of work number 3.9 It is possible to see experience of life in Kazakhstan by author. My opinion about Kazakh system below.

“Kazakhstan is a country without order at all. It is possible to connect with differences in the same governmental organizations. For example, today person needs some prove to make some document, tomorrow at the same time another person will serve you, and you would not need this prove, but what is funny at the same time booth of this workers could be correct or incorrect. But they are workers there. It is a unique hard Kazakh Business.

For example, the author wanted to make a bank account, and the bank asked to give them address proof. The author went to the center of population help, where they told to author that they do not do this prove already three years, but about nine months ago author did it without some troubles. It is also one of the problematic and paradoxical things which a person can meet in documentations or in dealing with some business deals in Kazakhstan. Kazakhstan is a country of paradoxes.”

3.10 Kazakh “show off “

Another interesting cultural thing is a “show-off”. For this, we have a special proverb—“Kazakh without show off bad Kazakh”. People are ready to take ten debts, to buy the best car which person can find. A person is ready to spend all money on fake brands. And he will stay to live in apartments without repair but with a great car. Families in Kazakhstan could have three cars in one family. But at the same time, they could have no money for food. Sometimes they have the last iPhone, but at the same time, they have to go to the streets to ask for money. People think that if they made an image of a rich person, they would be a rich person, but it is absolutely incorrect.

Also, people think that they are clever, but at the same time, they think that the earth is flat, coronavirus does not exist and etc. And nobody cannot prove them another point of view. And it is really sad.

For example, now people started to protest against coronavirus to stop all limits, and these people force people to die because they do not think at all. People look for some enemy from outside like Bill Gates, or Chinese, or aliens, or something else. Businessperson could use this to get some profit. Like example businessman can make a gift to some governmental person

through an expensive clock or pen, and then he could get some great agreement with a big profit.

3.11 Theoretical Conclusion.

Kazakh people live in interesting conditions. Their “Being” connects with their Geographical place. Their historical background formed their goals of life, their religion and nomadic on the north and sedentary on the south culture, made the same Nation absolutely different. People producers and people traders. It is possible to see that from ages the “Being” was formed, and Kazakh people still have it and on the base of it they make their business environment versatile and it means that situation is really interesting.

4. Practical Part

4.1 Information about the group of people who were asked.

Information for the practical part was collected by Google forms. The practice of the thesis was based on an interview, so 100 people answered 21 questions. Some people answered incorrectly by reason of some misunderstanding. The author deleted 12 answers. The whole amount of people who gave their opinion is 88. Age of people who were answered from 20 up to 70. All information was taken in order of anonym testing to get a better and more honest result.

People from the group represented five nationalities. Forty-seven % of them were Kazakhs, 33 % Russians, 6 % Germans, and 1 % Ukrainian and Tatarian.

The author tried to ask people from different areas of Business because Kazakh families have a large number of members, about half of Kazakh people are family members of the author, so, all of them from different areas of Business, it is looks like a clan system about which was written on the thesis upper.

By the way, in the list of members, it is possible to find CEO of big Agrotechnical companies of Russia, 4/6 % of Germans are not citizens of Kazakhstan, but they work in Kazakhstan right now, and the author thought that it would be important to ask outsiders what they think about Kazakh people.

The post of people in the companies usually on the area of management. 48 % of people are managers in different areas of Business. 21 % of people work in education. 24 % are part of the trading system. Just 9 % of people produce some goods or services. Usually, people prefer to sell it. 12 % of people are part of medical service. (all graphs would be in the attachment part.)

94% of people are citizens of Kazakhstan, only 6% of people are from different countries like Germany and Russia.

52% of people are from the group of people from 41 up to 50. 26% are from 31-40. 16% of people are older than 50.

4.2 Main research

One of the most important parts of this thesis connects with the national aspect and mentality. So, the next questions strongly connect with my theme.

The first question in this part was:

“Do you connect yourself with any national subgroups? (For example, a Kazakh clan or tribe.)”

70 % of people said No, 30 % answered yes. On the right side of the page is a table, which shows people's understanding of them, as it is possible to see all of the people here connect themselves with different subgroups, it clearly shows, how is the hard situation with Kazakh people. All of these people have their own story of Zhuz. On the base of it, some Kazakh people do not respect one another.

In case when yes, so which one?			
Zhuzh	Family	Tribe	other
Middle	Argan	Basentyn	Samek
Middle	Argan	-	-
Middle	Naiman	-	-
Senior	-	-	-
Junior	Zhagalbayly	-	-
Middle	Naiman	-	-
Middle	Argan	-	-
Middle	Naiman	-	-
Middle	Naiman	Bura	-
Junior	Bay	Iey Buyback	-
Middle	Argan	-	-
-	-	-	Turk
Middle	Aidabol	-	-
Middle	Aidabol	-	-
Middle	Argan	-	-
Middle	Argan	Kanzhygaly	-
-	Kara has	-	-
Middle	Argan	-	-
Middle	Naiman	-	-
Senior	-	-	-
Middle	Naiman	-	-
Middle	Naiman	-	-
Middle	Argan	-	-
Middle	Naiman	-	-

Answers of goup

For example, 100 years ago, during big hunger, Naiman's attacked Dulats, and some of Dulats do not like Naimans. So, inside the one nation of Kazakhstan, people have a problem on the base of history, now it is started to be easier because usually, you can meet this situation with old people who is upper 60 or 70. But, at the same time, people in this age usually have high places in companies and government.

One person answered that he is a Turk. This is one more interesting thing because some Kazakh people think that they are pantheists and they would make agreements with better conditions with Turk people.

So, the first problem was found. Kazakh disunity. This problem is possible to see in the whole world, so, it would be very helpful to know how to solve problems like this. It is a very popular problem in Europe, for example in countries like Italy, Swiss, Belgium and etc. From history, it is countries like Yugoslavia or USSR. So, it is important to have the ability to solve this problem in the case of multicultural Business.

The next couple of questions were:

“Do you think that nationality has some impact on how you run your work and business?”

39% of people answered yes. 61% answered no.

“Do you think that mentality affects the way how we do our Business? (For example, people of the same nationality behave differently depending on the place and environment in which they grew up) (Kazakhstanis of the South, North, West, and East)”

66% of people answered yes. 34% answered no.

So, according to the opinion of people, it is possible to see different answers for close to the same questions. But, at the same time, nationality is more about a person's genetics, and mentality is about the place, culture, and education.

Also, the author placed clarification, where for example, it is possible to see regions of Kazakhstan.

The next very important question was about troubles.

“Have you encountered problems on a national and cultural basis?”

24% of people had troubles, 76 did not.

For people who asked yes, the author added one more question, where people had to tell about this problem. Mostly, people had problems with the Kazakh language in particular because they do not know it, and upon encountering customers at the workplace, those customers were forcing to speak Kazakh, and it was the base of their problems.

So, problem number two is a problem with understanding.

People in countries like Kazakhstan do not want to work in the Russian language, and usually, they are right. The author of the thesis contacted with the same problem in the Czech

Republic, where do not all of the people want to speak English, also in cases when they know this language.

A couple of people said that they had troubles with nationalists, and this worked by two sides, Russians did not want to be served by Kazakh people, and Kazakhs did not want to get service from Russians.

It is problem number 3: nationalism, one of the worst things based on education loss.

From the question of nationalism, author started to ask very dangerous questions. Like: "Do you have preferred ethnic groups that you are most comfortable doing business with?" and "Do you have preferred ethnic groups that you find it difficult to do business with?"

And 10 % of people answered that they have favorite nations. 9 % answered that they have nations with which they do not want to work. In the table below, it is possible to see a result.

If you answered "Yes", please indicate which groups.
Turkish
Uigurs
Orleans
Tatars
Japanese
Shimkent and Turkestan people

2 People respect.

If you answered "Yes", please indicate which groups.
Tatars
Russians
Russian speaking people
Slavs
Slavs
European people
Russians
People from WKR, NKR, SKR, EKR, and Almaty Region

3 People do not respect

Also, questions were connected to the opinion of people. The author asked about their opinion about next questions:

“Do you contact people from abroad? If Yes, then describe your experience. How would you describe them?”

This question was very important the reason for people’s understanding of their business partners. The most interesting are below:

“Orleans who came from China demand to speak only Kazakh. They are very tactless. Ukrainians are very understanding, tactful, and easy people. Russians, Italians are very well-mannered clients”.

“United States People are dry, uncommunicative, “labor rating” is overstated.”

“In the countries of Central Asia, Azerbaijan and Mongolia, the population plus, minus are very close. There are small differences, most likely this is the influence of the former Soviet Union”.

“I live in Russia, where people are more isolated. Rarely anyone would apologize if they stepped on their feet. They are wary of people of eastern nationalities. But I like the freedom to express my opinion, which is rare in Kazakhstan. Here people value their time and their work. The biggest expenses are in the service sector. In Kazakhstan, they are ready to work for a penny and still be grateful for it. There are good people everywhere. The main thing is that you bring to the world, and it will reflect your rays to you”.

So, this question had to show connections of People in Business, and as it is possible to see people contact with neighbors and some people contact with another continent. It is great. It makes people closer, teaches people to contact each other, and solves problems more and more effectively.

The next question was about Kazakhstan, and this question had to open the problems of Kazakhstan. The author wanted to find some mentality and cultural problems in the list of common problems like Kazakh corruption, and it was possible to find it.

“If you could change anything in the organization of doing business in Kazakhstan when interacting with people, what would you change?”

People talked about the big amount of Kazakh “Show off”, about show-off of government, about money loss for activities which cannot help to Business, but they agreed that it is important to understand that for Kazakh people it is very important.

Also, people wrote that Kazakh people are very lazy, they do not want to work and study at all, they want to get everything right now, and nobody in the country does not think about the future.

“Focus more on the professional qualities of employees, rather than on social connections. Conclude contracts for goods and services with those who really offer quality and not money for a contract.”

“Kazakhs love to be lazy and envy the success of others. This does not apply to everyone, but it is. We need to work on it”.

One of the funniest things that people from outside when they come to Kazakhstan usually like is the style of life, so, a big number of foreigners who stayed in Kazakhstan started to think about “show-offs” and started to respect this style.

But at the same time, people wrote that in the case when businessman would show that he has some great idea with fast money income. Kazakh people will try to cash this chance. And it is a great part of the mentality, which consists of hunting to the big successes without stops, by anyways.

4.3 Small Business in practice

Non-systemized Interview with people who keep shadow business showed interesting situation they said that main reason why they do not make their Business legal, that they do not trust to government, they afraid to lose taxes, they do not understand for what they pay this tax to Pension Fund.

Now Kazakh government started to give money from the Pension Funds for education and for buying apartments. This case made the government higher in the eyes of the common people. It is because the mentality of people usually based on the past they survived in the 90s where was anarchy, and they still do not understand where some sense in government.

At the same time, when coronavirus started and all people started to get money from the government, these people were shocked because they had no opportunity to prove that they lost their profit, and they did not get some money or help from the government.

In connection with this big amount of companies started to leave the shadow sector. And started to legalize their Business.

Also, it is an interesting case when it is forbidden here to work. But because some owner has friend or family member in the police, he can work during coronavirus.

For example, some policemen could be in the shop or in Auto Centre, and this Business can work because policemen cover them inside.

5. Results and Discussion

So, according to by Practical part author found three main problems in communication between different cultures and nations in Kazakh business.

These problems are:

- 1) Kazakh disunity
- 2) Problem with understanding (Language problem)
- 3) Nationalism

The first problem, as already was written, is not a problem of Kazakhstan. It is a problem for a large number of countries. Kazakh example can show that this problem is still alive. To solve this problem, people do not have to think about the past. They do not have to live in the past. People have to be friendly and to do this. The author offers the next steps. Managers have to respect all cultures with which they work. They have to show to the whole amount of workers how important it make a friendly environment in Business, to make bigger success. Different problems on the base of culture could make productivity of workers lower, and their ability to give some services up to minus for company.

It is important to show people that all of us are the same. For example, in companies where you can find Russian people and Kazakh people, it is important to celebrate different holiday days together. For example, Kazakhs can celebrate Christmas with Russians, Russians could celebrate Nauryz with Kazakhs. Also, it is important to give attention to each culture of a company, even company has one person from Greece, as an example, it is important to know about celebrations of his culture and celebrate something with that person, it would make a real feeling of “company is a second family”, and people would like to work harder. And this activity together, in the company will make the atmosphere in the company more friendly and at the same time more productive.

The next problem, which is connected with languages, the easiest one, in the case when businessman wants to open some company in a multicultural country, it is important to have some people who can speak in the mother language and on the language of customers of the country, it means that in the case when Manager want to get the best profit in the shop, for

example, in Swiss, Manager has to find some person who speaks German, Italian and French, and then all customers would be happy, and the Manager would get more profit.

People have to understand how is important to study the language, of course, the language of the country in which they are living.

And the last problem of society not only in Kazakhstan but in the whole world, there is no some formula or step list to win nationalism, nationalism it is a child of education loss, all that could Manager do is do not accept nationalism in the company, people do not have to think that one nation is better than another. Inside the companies in the case when nationalism was detected, it is important to try to figure it out with a person who started it, and in the case when this person does not want to change his mind, the company cannot keep this person in the company, because nationalism like a virus, could destroy all environment inside the company and could destroy relationships with customers, it breaks reputation, people have to be open to new cultures, they have to research cultures of company mates. It is important to do all steps from problem number one, to break some stereotypes and make multicultural friendship inside some companies higher. The goal of all managers is to organize the most productive work.

And it is important to understand that, organizing of the work in company has to be based not only by things upper, but nationality also does not have some impact to the person's skills, Manager have to organize work progress with looking at the mentality, for example, it is better to take somebody to hockey from Canada, not from the Sub-Saharan Region. The same in Business. For example, in Kazakhstan, by reason of historical basis, south people are better traders than north, Uygurs are better in agrotechnical systems than south people. And north people are better in education. Everything is quite easy. Managers have to use the best mentality skills for the best options of work.

6. Conclusion

In conclusion, as author wrote in the beginning of this work, Kazakhstan is multicultural state, and connection between this nations and cultures shows a great example of communication and gives a great example for research. At the same time author hopes that this work showed all corners of Kazakh business environment. Through this Kazakhstan is really interesting case, with big amount of abilities. Importance of this work based on thing that business in Kazakhstan can not be showed without showing of the national component.

Author did some amount of conclusions, and also hopes that if this thesis would be read by someone who would have some work in Kazakhstan, this work would help him to do this more successful.

In the start it seems like hard, to understand all corners of Kazakh national and cultural society, but on the practice, everything is much simpler. But from now, as everything was explained here, in the bachelor's thesis, it could be easy.

Kazakhstan is a fast developing country with a good opportunities. And it has a great value for investors and businesspeople. For the author it is clearly understandable situation, were minuses and pluses are open, then business can use it to make a profit. And as Adm's Smith quote, from the beginning told, profit and wellbeing of businesspeople, would make wellness of common people. And it would be great for Kazakhstan and Kazakh people.

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