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ESG COMMITMENT: SCIENTIFIC RATIONALE FOR RELEVANCE AND REVIEW OF PRACTICE

Understanding and perception of the need for development and achievement sustainable development goals is important today not only as a guarantee of ensuring the future for new generations, but also is a necessary condition for making informed management decisions. The study is aimed at clarifying the specific features of ESG practice both in terms of current research and from the perspective of assessing the content of the world leading companies' reports based on the issues of sustainable development. When conducting the study, the following research methods were used: literature review (argumentation of relevance, identification the object and subject of research, and clarification scientific gaps), system analysis (justification of research methodology and selection criteria), ESG analysis and comparative analysis (analysis of global companies on ESG commitment and development recommendations for adjusting the directions of further research). The results suggest that sustainability reporting allows companies to assess the ESG impact on their financial health, which should be examined along with the environmental constraints and changes in management inputs. The need to test the hypothesis regarding the presence of a certain, higher connection between the corporate and social components of ESG is indicated. The practical significance of the research results is also important in terms of recommendations for government authorities and management, which can play a role by including ESG aspects in the regulatory framework, thereby promoting sustainable business practices in a given country.

Keywords: ESG commitment, sustainable development goals, environmental responsibility, social responsibility, corporate governance, non-financial reporting, management decisions.

Кілт сөздер: ESG міндеттемесі, тұрақты даму мақсаттары, экологиялық жауапкершілік, әлеуметтік жауапкершілік, корпоративтік басқару, қаржылық емес есептілік, басқару шешімдері.

Ключевые слова: ESG приверженность, цели устойчивого развития, экологическая ответственность, социальная ответственность, корпоративное управление, нефинансовая отчетность, управленческие решения.

JEL classification: F30

Introduction. As part of the project implementation «The Triune Concept of Sustainable Development (ESG): Business Interests in the Context of Balanced Development of Regions», based on the accumulated experience of implementing ESG principles in the global practice of corporate governance. The following task has been set: to recognize patterns and methodologies, and identify factors that ascertain promising directions in highlighting corporate dedication to ESG (Environmental, Social, and Governance) principles. This task allows us to make a deep research on the base conditions and issues that are vital for the growth stimulation for different companies. Moreover, this process allows us to make companies and community be informed about the outcomes of their activities in this area. This research make a focus on the promotion of Sustainable Development Goals of UN at the regional management level, considering based recommended proposals and implementations on ESG awareness of business entities. In conditions of high asymmetry on the level of Kazakhstani regions development, due to both objective differences in natural, climatic and geographical conditions, conditions for the development of industrial and agricultural production, the region's provision of labor resources, the need to solve daily operational problems, understanding and awareness of the sustainable development goals business' role in this process are seen as the main tool for solving many problems.

The aim of this research is to pinpoint the primary characteristics involved in implementing ESG (Environmental, Social, and Governance) principles and to highlight crucial avenues for future investigation that could catalyze broader adoption of ESG practices within the Kazakh business sector. To achieve this goal,

there were used such research methods as: a literature review (allowed us to argue for the selected objects and subject of research, prove the relevance of the study and the presence of scientific gaps in the issues under study); system analysis (allowed us to argue the research methodology and selection criteria); ESG analysis and comparative analysis (allowed us to analyze global companies on their ESG commitment and compare data, obtaining arguments regarding the choice of further areas of research).

Literature review. Stimulating domestic production and the development of the business environment in the context of global openness of the national economy can be achieved through creating conditions to ensure balanced sustainable regional development. The business community's perception of the significance and role of ESG reporting (sustainable development reports) indicates the level of ESG commitment not only of Kazakh business, but of the entire state. A country's prosperity is perhaps more likely where the middle class maintains, in its own economic interests, strong and stable institutions, which in turn encourage transparency and undeniably investment [1]. Against this background, tools and methods for building ESG principles in the context of ongoing activities to confirm the corporate, social and environmental responsibility of business in relation to both the external and internal environment require active study.

The collective findings from diverse scientific research endeavors concerning the implementation of ESG practices and the influence of corporate social responsibility on sustainable development significantly contribute to the advancement of economic scholarship. One notable contribution includes the work of G. Wan, which organizes insights derived from a comprehensive literature review encompassing prominent scientific investigations into ESG principles and responsible investing [2]. The study was conducted based on 755 articles, which were retrieved from the Web of Science database and paid special attention on identifying key features and trends related to the social aspects of ESG principles. From the perspective of the applied methodology, the use of VOSviewer and CiteSpace tools to perform bibliometric and visual analysis of the most frequently cited works is of interest. Interesting for the study are the explanations presented in the work of scientists regarding the methods of literature review: the stages, their sequence and principles applied in the study, demonstrate the contribution of scientists to the development of scientific research methodology. In addition, the format of the study deserves recognition: the work examines not only the mining and metals sector's commitment to ESG principles, but also the impact of their application on the process of decarbonization of production in the industrial sector [3].

The peculiarity of the research of Kazakh scientists devoted to determining the connection between "green banking" and the profitability of banks, establishing the influence of "green banking practices" on increasing the efficiency of banks. A comparison of banking practices in Kazakhstan, China, Bangladesh and Kenya allows us to assess the application and prevalence of ESG implementation, especially in the context of the social responsibility of banks. The presented conclusions can become the basis for other studies of economic, managerial and entrepreneurial profiles, since the authors point out the unresolved nature of all the issues raised in the study [4].

Indian researchers utilized an approach involving the examination of integrated reports and sustainability reports of Indian corporations spanning over a period exceeding fifteen years. This methodology facilitated a comprehensive examination of both the economic dimensions and ESG (Environmental, Social, and Governance) aspects of major multinational enterprises' operations [5]. The research suggests that sustainability reporting enables companies to present a holistic view of their activities, including the impact of ESG practices on financial outcomes. Previous studies different foreign authors have also indicated that reports of sustainability within companies may possibly lead to higher revenues and lower business costs. The researchers evaluated the overall performance of companies based on environmental constraints, changes in management inputs, goals, and performance indicators. The results of this study can be applied to examining documents related to sustainable development in both prominent Kazakhstani companies and global corporations, using an analogy-based method, guided by the findings of the research.

Expanding the range of issues being studied and the applicability of the ESG principles is the study of Kazakh scientists devoted to the problems of sustainable development of regions. The exogenous and endogenous factors they studied that influence the sustainable development of the region make it possible to assess the scientific prospects for assessing the sustainable development of regions from the perspective of not only environmental, but also social and managerial responsibility of regional governments [6].

Equally significant to our research was a study conducted by L. Becchetti [7], which focused on discerning the correlation between company actions that violate ESG principles and the cost of capital can be influenced by media coverage of these actions. When considering the impact of media publicity, the relationship becomes intricate. Drawing on insights from other scholars, the researchers elucidate the

concept of reputation and its repercussions, expound on the determining factors, and underscore the link with «corporate social irresponsibility» (CSI). Utilizing the RepRisk Index (RRI), derived from the MSCI USA index covering 731 companies over the period from 2007 to 2017, the authors conducted calculations to gauge ESG reputational risks. The authors tried to reflect changes in the cost of capital when reputational risk changes. Particular attention was drawn to one of the hypotheses, which proved that the strength of the relationship between a company’s reputational risks and the cost of capital depends on the nature of the offense (natural, social, or management incident). It has been shown that the higher a company's ESG rating, the more sensitive its cost of capital is to reputational risks associated with corporate misconduct. The conclusion was also interesting about the existence of a certain, higher connection between the corporate and social components of ESG, and also substantiated the importance of covering the activity of the companies in the media and the potential benefits for business.

Discussing further the importance of ESG, it is worth noting the research of scientists in the group of W. Masliza [8]. The study was implemented on materials from Malaysian companies listed on the Exchange Malaysia, based on data for the period from 2012 to 2017. It shows that companies that disclose their ESG practices and performance tend to achieve improved financial performance. Scholars argue that ESG disclosure increases stakeholder trust, attracts socially responsible investors, and reduces reputational risks. However, the relationship between ESG disclosure and firm performance may vary depending on the industry and country of analysis of a large sample of firms. Particular attention is drawn to the authors’ recommendations not only to business, but also to government and administrative bodies. The emphasis is that they can also play a role by incorporating ESG considerations into the regulatory framework, thereby promoting sustainable business practices. The recommendation in the study is also important, as that further research is needed to examine this relationship across industries and countries, because it is important to examine the mechanisms through which ESG disclosure impacts corporate performance.

Main part. The current perception of ESG by the global community is regarded as a widely recognized and accepted necessary reputational practice in the business and investment world. ESG has evolved from a niche concept to a mainstream practice that influences how companies are valued, how investors allocate capital and how businesses interact with their stakeholders. This underscores an evolving comprehension of the interdependence between business and society, highlighting the significance of accountable and sustainable approaches in an ever-evolving global landscape. This study analyzes global practices that demonstrate ESG commitment in various industries. The focus on environmental, social and governance (ESG) aspects has received significant attention in various countries. Considering that the literature review covered studies on the practices of different countries and developing countries separately (India, Malaysia), we identified countries such as France, China and Germany directly to study the practices themselves.

To implement the research at this stage, the following research steps have been identified (Figure 1).

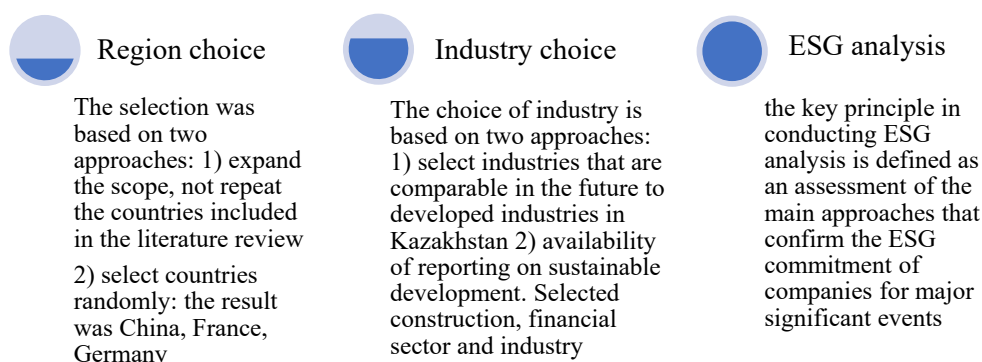


Figure 1. **ESG analysis methodology: country and sector approach***

** Compiled by the authors based on the source [8]*

A study of ESG practices in these countries led to the conclusion that each country has its own approach and priorities when it comes to ESG practices (Table 1)

Table 1

Results of a review of ESG practices of leading companies in France*

Country	Ecology	Social	Governance
1	2	3	4
China	China has recognized the importance of addressing environmental issues and is making efforts to reduce air pollution, increase the use of renewable energy and implement stricter environmental regulations.	China faces social issues such as income inequality and workers' rights. Work is underway to improve social conditions, including efforts to reduce poverty.	Corporate governance practices in China are evolving, with increased emphasis on transparency, shareholder rights and regulation.
France	France is actively involved in promoting sustainability and environmental protection. The country has set ambitious climate goals, taking into account pledges to diminish carbon emissions.	France attaches great importance to social welfare and workers' rights. Labor laws and social safety nets are well established, and companies are expected to adhere to labor standards.	Corporate governance standards in France include requirements for diversity on boards of directors and transparency. There is an emphasis on shareholders' rights and their involvement in management.
Germany	Germany places a strong emphasis on sustainability, especially in the automotive and manufacturing industries. The country has pledged to phase out coal and expand its use of renewable energy.	Germany has a strong social security system, including protection of workers' rights and strong trade unions. There is an emphasis on workers' rights and welfare.	Corporate governance in Germany emphasizes a two-tier board structure and employee representation. Shareholders' rights are protected.
General comments	Since ESG is aimed directly at business, it is understandable that companies want to expand sources of renewable energy. The environmental component is quite developed in all countries.	The German social model initially determined higher standards for doing business in this area. Compared to Germany, the reports of not only Chinese companies, but also French ones look contrasting. This indicates that the socio-economic conditions of the national economy, the legal framework of statehood are also key factors determining the implementation of certain ESG components	The issue of corporate governance is equally relevant for all data companies in the country. Against the background of national traditions in business ethics characteristic of China, the country characteristics of France and Germany have their own specifics. But in general, the emphasis is on respecting the rights of minority owners.

* Compiled by the authors based on the source [9-18]

Overall observations from the analysis of ESG practices outlined in Table 1 indicate that, broadly speaking, by amalgamating insights gleaned from scrutinizing sustainability reports (including corporate responsibility reports, ESG reports, ESG Engagement Policy in investment management, among others), it becomes evident that companies are largely aligned in their endeavors concerning corporate governance and environmental responsibility. However, by decomposing ESG components into the components of ESG analysis [8], we can supplement our conclusions with more detailed features.

Table 2

Selection of companies for ESG analysis: country and sectoral approach - construction sector*

Region	China	France	Germany
1	2	3	4
Name of the company	China State Construction Development Holdings Limited	Vinci	Hochtief
Environmental	Participation in the Green Loan program for green construction. Achieving the strategic goals of «carbon peak» and «carbon	Saving energy plan by 15%, build environmentally friendly roads, revitalize land near highways	Implementing a program aimed at conserving biodiversity and ecosystems across all projects, while also

1	2	3	4
	neutrality» in construction work.		introducing measures to attain an annual water recycling rate equivalent to at least 10% of total consumption.
Social responsibility	Facilitating staff training focused on fostering environmental awareness, arranging outdoor excursions such as hikes, and coordinating volunteer events like garbage collection initiatives.	The VINCI Give Me Five program connects more than 14,000 high school students in low-income areas with internships at group companies	The Diversity, Inclusion, and Social Affairs Committee orchestrate the company's and its employees' involvement in charitable events.
Governance	Anti-Corruption Policy, which defines expectations and requirements for employees and partners	Guided by humanistic and inclusive principles, caring for its people and the regions in which it operates	Strengthens employee training with a focus on sustainability, including climate change, circular construction economy, environmental management, diversity, equity, inclusion and anti-discrimination

* Compiled by the authors based on the source [10,14,15]

Companies selected for ESG analysis report on sustainability under one title or another on a systematic basis, are among the leading companies in their industries and, just as importantly, demonstrate their commitment to sustainable development goals. Thus, the construction company China State Construction Development Holdings Limited (CSCD), within the framework of environmental content, confirms its commitment through the active development of green technologies and the use of green financing. It's important to note that as part of demonstrating social responsibility, the company's reports reflect activities that are most often included in the environmental responsibility section. Although, undoubtedly, driven by the principle of the predominance of content over form, in this case these activities fall specifically into the category of social responsibility, since they are responsible for the company's efforts to improve the qualifications of personnel [10]. For example, the French VINCI, in addition to reducing its own emissions, actively helps its customers and infrastructure users reduce their carbon footprint through installed solutions in all its business sectors. VINCI has strong ties to the regions it serves and actively promotes social progress at the local level by promoting sustainable jobs, inclusion programs and initiatives that promote solidarity [14]. The German company Hochtief implements targeted training programs for young talent to encourage internal growth and monitors the level of staff turnover in group companies, analyzing the distribution of labor by profession and type of contract (permanent and temporary, by gender) [15].

It should be noted that this particular content of ESG commitment is specific to financial organizations - environmental responsibility, since banks, as a rule, do not incur significant environmental consequences from their operating activities. In this regard, as global experience shows, demonstrating ESG commitment for banks, insurance and investment companies is manifested through support and promotion of the principles of green finance.

Table 3

Selection of companies for ESG analysis: country and industry approach - financial sector*

Region	China	France	Germany
1	2	3	4
Name of the company	China Merchants Bank	BNP Paribas	Deutsche Bank
Environmental	Implements green finance by introducing environmentally friendly practices and contributes to the achievement of dual carbon targets. The Green Finance Development Committee, within the Corporate	Set targets to reduce its own carbon footprint and committed to becoming carbon neutral by 2020. Additionally, it aids clients in transitioning towards a more sustainable and low-carbon economy.	Between EUR 7 to 10 billion has been earmarked for financing the construction of energy-efficient residences. There was a decrease of more than 20% in funding for the oil and gas industry, coupled with

1	2	3	4
	Finance Management Committee, implements a number of green programs		an approximate 18% decline in financing for the coal sector (for CO2 emissions decrease).
Social responsibility	Promotes initiatives such as «More fun in monthly giving» and develops the «Points for Micro-Charity» platform for credit cards, developing collaborations with public charities.	BNP Paribas is involved in various social initiatives, including financial inclusion programs, support for education and culture, and efforts to promote diversity and inclusion within its workforce	Deutsche Bank has unveiled a new initiative known as the «Sustainability Deep Dive» program, which encompasses a wide-ranging ESG training effort across the entire bank. The program's objective is to bolster understanding and awareness of ESG principles among both employees and clients. This initiative underscores the bank's dedication to promoting sustainability and adhering to international ESG norms.
Governance	Professional development of bank management on ESG issues, ensuring the efficiency of this process through the organization of internal and external assessments of the effectiveness of these investments	The Bank maintains sound corporate governance practices and adheres to high ethical standards. Its activities prioritize transparency and accountability.	The objective is to achieve a financing and investments in ESG for a period from 2020-2050 years.

* Compiled by the authors based on the source [11,13,17]

China Merchants Bank (CMB), a representative of China's financial sector, supporting Xi Jinping's vision of an ecological civilization, actively promotes green finance through its banking activities, introducing environmentally friendly practices and contributing to the achievement of dual carbon targets. From the perspective of corporate governance, CMB, focusing on standardization and efficiency, placed emphasis on ensuring that the Board of directors and Supervisory Board (compliance) are effective functioning. Also to identify, whether they are strengthening requirements for information disclosure and transparency, proclaiming the approach of «sound corporate governance as a fundamental pillar supporting the sustainable development of CMB». The experience of BNP Paribas is noteworthy being one of the largest financial holdings in France, providing a research on ESG practices and making ESG analysis and data to its clients. BNP Paribas also publishes reports and documents on ESG, allowing stakeholders to assess its sustainability through non-financial reporting. Deutsche Bank has set forth its dedication to attaining net-zero CO2 emissions by 2050, delineating this objective as a pivotal strategic benchmark. Concerning corporate lending, Deutsche Bank aims to have at least 90% of its high-emission clients in the most carbon-intensive sectors, who are part of new lending activities, commit to achieving net-zero emissions beginning in 2026. These endeavors necessitate substantial funding and extensive engagement with clients.

Examining reports on the sustainable development of industrial firms enables us to note that the information presented in these reports is the most extensive and most often follows the classic format that was originally laid down by the UN in its expectations for this report. In this regard, demonstrated ESG commitment is expected to focus on emissions reduction measures, the use of renewable energy and sustainable raw materials, a strong role for trade unions and transparent corporate governance.

Table 4

Selection of companies for ESG analysis: country and sectoral approach - industrial sector*

Region	China	France	Germany
1	2	3	4
Name of the company	WISE ALLY International Holdings Limited	Total Energies SE	Volkswagen (VW)
Environmental	The company maintains diesel generators with desulfurization and purification processes, uses	The company undertakes various measures to mitigate the risk of adverse environmental impacts.	The company is actively involved in the advancement of electromobility. It has pledged to

1	2	3	4
	exhaust ventilation systems for soldering emissions, and ensures that these facilities are responsibly managed. The company promotes a green and sustainable work environment and follows the four «R» employing «Environmental Responses» strategies such as reducing, reusing, recycling, and replacing to minimize waste generation.	These include managing air emissions and decreasing raw gas flaring, managing water resources, handling industrial waste, reclaiming land, and enhancing energy efficiency. To ensure proactive environmental management, the company conducts quarterly calculations and analyses to assess potential consequences.	diminish its carbon footprint and has established goals to decrease carbon emissions stemming from its manufacturing operations and vehicles. Furthermore, they are delving into sustainable materials and practicing responsible sourcing.
Social responsibility	Demonstrates social responsibility to external stakeholders - customers, through strict quality control and inspection at all stages of the production process, checking the quality of incoming materials, conducting inspections during the production stage and ensuring the quality of finished electronic products before delivery to customers	Collaborating with Hindleap Warren Outdoor Learning Centre and the Young People's Trust for the Environment (YPTE) to advance environmental education in schools via the Better Energy School Awards. This initiative has highlighted remarkable environmental endeavors from more than 23,000 youths. Regarding employee initiatives, there is a «Cycle to Work» program in place.	Promotes diversity and inclusion within its workforce, committed to creating an inclusive work environment. Safety is built into their vehicles, reflecting their commitment to the well-being of drivers and passengers.
Governance	Dedicated to fostering an inclusive workplace environment where employees are not subjected to discrimination or overlooked opportunities based on factors such as gender, ethnicity, religion, color, sexual orientation, age, marital status, or family status during the hiring and promotion processes.	Ensuring the prevention of corruption and fraud, adherence to fair competition regulations, maintaining a steadfast commitment to achieving the highest standards of safety in all operations, promoting occupational health, and safeguarding environmental protection are paramount. Moreover, upholding ethical principles, particularly compliance with international human rights standards, remains a cornerstone of our values.	Takes steps to improve transparency and corporate governance in the wake of the emissions scandal. Introduced reforms to the board structure and decision-making processes. The company emphasizes ethical behavior and compliance with legal and regulatory requirements

* Compiled by the authors based on the source [13,16,18]

One of the largest Chinese holdings for the production of electronic products, printed circuit boards, multifunctional modules and the provision of services for energy management and control of the working environment in production, WISE ALLY undoubtedly belongs to the world's environmentally responsible companies in the real sector. From a corporate management perspective, the company demonstrates an example of a classic approach to ESG practices, confirming the presence of special rules, for example, on labor protection for female employees and procedures against discrimination and harassment, to ensure that the rights of all employees are upheld and respected, their fair assessment and recognition of talents. Of interest is the approach of Germany's VW, which is interested in a circular economy that includes recycling and reusing materials to reduce waste and environmental impact. VW is involved in initiatives, supporting various social programs and projects. Total Energies SE, being one of the largest global oil and gas companies, demonstrates both ESG commitment and undoubtedly belongs to the environmentally responsible global companies of the real sector.

Conclusion. As part of the study, the goal was achieved to identify the main characteristic features in the practice of applying ESG and identify key areas for further research that could stimulate the further

dissemination of ESG practices in the Kazakh business community. In totality of the applied research methods, the following conclusions were obtained:

1. The research revealed that sustainability reporting enables companies to offer a comprehensive overview of their operations, incorporating the influence of ESG practices on financial outcomes. It has been found that it is more appropriate to analyze the performance of companies considering environmental constraints and changes in management inputs.

2. Research outcomes indicate the need to test the hypothesis that the intensity of the correlation between a company's reputational risks and the cost of capital varies depending on the type of misconduct (natural, social, or management incident). This is especially interesting for the Kazakh environment, where the market value of a company is practically not tracked through stock exchange mechanisms. An interesting conclusion was also that there is a certain, higher connection between the corporate and social components of ESG.

3. The analysis showed that ESG disclosure increases stakeholder trust, attracts socially responsible investors and reduces reputational risks. However, the relationship between ESG disclosure and firm performance may vary depending on the industry and country of analysis of a large sample of firms.

4. The use of content analysis to identify the features of non-financial reporting of companies has shown that the commitment to ESG principles is encouraged not only for businesses but also for government authorities and management. The emphasis is that they can also play a role by incorporating ESG considerations into the regulatory framework, thereby promoting sustainable business practices in a country.

5. As the study has shown the issue of ESG research needs further study in the relationship of comparative characteristics in different industries and countries, since it is important to study the mechanisms through which ESG disclosure affects the performance of the company and changes management practices, including in the public administration system.

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ESG ҰМТЫЛУ: МАҢЫЗДЫЛЫҒЫНЫҢ ҒЫЛЫМИ НЕГІЗДЕМЕСІ ЖӘНЕ ҚОЛДАНУ ТӘЖІРИБЕСІНЕ ШОЛУ

Аңдатпа

Тұрақты даму мақсаттарына жету бағытында даму қажеттілігін қабылдау мен түсіну бүгінгі таңда жаңа ұрпақтардың болашағын қамтамасыз етудің кепілі ретінде ғана емес, сонымен қатар негізделген басқару шешімдерді қабылдаудың негізгі шарттары. Зерттеу ESG ерекшеліктерін қолдану тәжірибесі үшін сипатты көкейкесті зерттеулер тұрғысынан болсын, сондай ақ озық әлемдік компанияларының тұрақты даму жөніндегі есептерінің мазмұнын бағалау тұрғысынан анықтауға бағытталған. Зерттеуді жүргізу кезінде келесі зерттеу әдістері қолданылды: әдеби шолу (өзектілікті, зерттеу объектісі мен пәнін дәлелдеу, ғылыми олқылықтарды анықтау), жүйелік талдау (зерттеу әдіснамасы мен іріктеу критерийлерін негіздеу), ESG талдауы және салыстырмалы талдау (жаһандық компаниялардың ESG міндеттемесіне деген талдауы және одан әрі зерттеу бағыттарын түзету үшін әзірлеу бойынша ұсыныстар). Нәтижелер тұрақты даму саласында есепті қалыптастыру компанияларға ESG тәжірибелерінің қаржылық нәтижелерге әсерін ұсынуға мүмкіндік береді, бұл экологиялық шектеулер мен басқару деректеріндегі өзгерістерді ескере отырып зерттелуі керектігін көрсетеді. ESG корпоративтік және әлеуметтік құрамдастары арасында белгілі, жоғары байланыстың болуы туралы гипотезаны тексеру қажеттілігі көрсетілген. Зерттеу нәтижелерінің қолданбалы маңыздылығы ESG аспектілерін нормативтік-құқықтық базаға қосу арқылы рөл атқара алатын, сол арқылы белгілі бір елде тұрақты іскерлік тәжірибеге ықпал ете алатын мемлекеттік органдар мен басшылық үшін ұсыныстар тұрғысынан да маңызды.

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ESG ПРИВЕРЖЕННОСТЬ: НАУЧНОЕ ОБОСНОВАНИЕ ЗНАЧИМОСТИ И ОБЗОР ПРАКТИКИ ПРИМЕНЕНИЯ

Аннотация

Понимание и восприятие необходимости развития в направлении достижения целей устойчивого развития, важны сегодня не только как гарантия обеспечения будущего для новых поколений, но и необходимое условие для принятия взвешенных управленческих решений. Исследование направлено на уточнение характерных для практики применения ESG особенностей как в разрезе актуальных исследований, так и с позиции оценки содержания отчетов об устойчивом развитии ведущих мировых компаний. При проведении исследования применены такие методы исследования как литературный обзор (аргументация актуальности, объекта и предмета исследования, выявление научных пробелов), системный анализ (обоснование методологии исследования и критериев отбора), ESG – анализ и сравнительный анализ (анализ мировых компаний на ESG приверженность и выработка рекомендаций по корректировке направлений дальнейшего исследования). Результаты показывают, что формирование отчетности в области устойчивого развития позволяет компаниям представить влияние практик ESG на финансовые результаты, которое следует изучать с учетом ограничений окружающей среды и изменений входных данных по управлению. Обозначена необходимость проверки гипотезы относительно наличия определенной, более высокой связи между корпоративным и социальным компонентами ESG. Прикладная значимость результатов исследования важна и с позиции рекомендаций для органов государственной власти и управления, которые могут сыграть свою роль, включив аспекты ESG в нормативно-правовую базу, способствуя тем самым устойчивой деловой практике в той или иной стране.