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## Prerequisites for Student Entrepreneurship Development: Sociological Survey Results

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**Abstract.** Currently youth entrepreneurship plays an important role both economically and socially. Support and encouragement of this type of entrepreneurship can be important factors for achieving both sustainable economic growth and social development, as well as for the development of innovation in the country. This article presents the results of a sociological survey conducted on students enrolled in non-economic degree programmes at metropolitan universities. The aim of the empirical research is to study the quantitative and qualitative parameters of entrepreneurial potential in the structure of Kazakhstani student youth. The methodological and theoretical basis of the research were classical and modern theories and concepts of entrepreneurship, which were described in the works of Western, Russian, and Kazakhstani scientists. The scientific interest of this article lies in the study of the prerequisites for the youth entrepreneurship development from the point of view of the sociological approach. Analysis of the research results showed that the motivational and personal characteristics of students correspond to the characteristics-identifiers of entrepreneurship. However, in Kazakhstan, an entrepreneurial culture has not been formed and will not be formed yet, so the issue of the lack of demand for the innovative potential of young people is acute.

**Key words:** entrepreneurship, youth entrepreneurship, economic sociology, sociology of entrepreneurship, entrepreneurial potential.

## Introduction

In our country the most promising direction in the entrepreneurial potential development is the creation of conditions for youth entrepreneurial activity. In order to achieve sustainable domestic socio-economic development in the context of a complex and unpredictable geopolitical situation, when cosmopolitanism or globalism is replaced by the nationalization of economies, world governments are faced with the task of economic self-sufficiency

In modern conditions, youth entrepreneurship is given great social and economic importance. The following rationale underlies this strategy:

- it contributes to the economic growth of the country. Young business owners stimulate the economy and create new jobs. The entrepreneurial culture can be promoted by fresh ideas and innovations that young people with entrepreneurial experience can bring, opening up new markets and opportunities;

- encouraging the development of a culture of entrepreneurship. Youth entrepreneurship can help to create a culture of entrepreneurship, where people believe that they can successfully run their own business. This can increase innovation and economic efficiency;

- growth of nearby communities. By creating employment opportunities, introducing new products and services, raising the standard of living in the country and helping to change entrenched social mores, young entrepreneurs can contribute to the development of local communities. Young entrepreneurship can change social norms and expectations;

- acquisition of knowledge and experience by young people. Young people participating in youth entrepreneurship can gain knowledge and experience that will be useful to them in their future work activities;

- solving social problems. To improve society and promote health, young entrepreneurs can use their business to promote sustainable development and find solutions to social problems.

In our country, this issue is also important, and here the stimulation of youth entrepreneurship plays a role. Its development is a kind of super task of the state for the medium term. Its numerical growth, social and economic activity are necessary conditions for the emergence of a post-industrial economy in Kazakhstan. At present, mass youth entrepreneurship is not yet a fait accompli, but rather a benchmark to which we must move, achieving simultaneous progress in all areas – from restructuring the education system and the labor market to optimizing strategic priorities and preferences at the level of state youth policy.

The research is especially necessary because young entrepreneurship is a poorly studied phenomenon. Domestic sociology has not yet been able to identify the unique socio-economic features of this demographic sector, although its functions and importance are constantly discussed in business, government and academic circles. Sociological works based on specialized studies devoted to the study of entrepreneurship, in particular youth entrepreneurship, are often not very valuable in our country. Perhaps this is due to the fact that the term "youth entrepreneurship" still does not have a clear legislative definition. Therefore, it is very difficult to identify its subjects for accounting and analytical purposes.

The objective of this research was to show the possibilities of using the concept of "stakeholders" from the perspective of developing youth entrepreneurship. Since the end of the

last century, there has been a tendency in the world to increase the popularity of the concept of "stakeholders". The European higher education system has switched to the mode of functioning of stakeholders, considering students as one of them. Our education system is only taking its first steps along this path. It should be said that among the scientific concepts related to the topic of business, the concept of "stakeholders" ("stakeholder concept") of Edward Freeman, professor of the Darden School of Business at the University of Virginia (USA), stands out [1].

The need for research is also due to the poorly studied phenomenon of youth entrepreneurship. Despite the fact that its role and importance are actively discussed in government, business and scientific circles, domestic sociology still lacks a clear identification of the distinctive socio-economic characteristics of this segment of the population. In general, sociological works based on special surveys devoted to the study of entrepreneurship, including youth entrepreneurship, are of scarce value in our country. Perhaps this is due to the fact that there is still no clear legislative definition of the concept of "youth entrepreneurship". As a result, it is quite problematic to identify its subjects for the purposes of accounting and analysis.

In accordance with the aim and hypotheses, the following tasks were solved during the study:

- Identification of groups of factors and psychological barriers that hinder entrepreneurship;
- Analysis of motives and factors influencing the choice of entrepreneurial activity;
- Determination of quantitative parameters of entrepreneurial potential in the student youth structure.

In general, youth entrepreneurship can significantly affect both the economy and society. Therefore, in achieving sustainable economic, social and innovative growth, support and encouragement of this type of entrepreneurship are important factors.

### **Literature review**

Any changes in the development of society lead to a simultaneous change in social relations – the structure of society changes, new social groups appear, the economic way of life is transformed. Modern post-Soviet states are still searching for their own ways to build a market economy. The transition from a post-totalitarian centralized economy to a free enterprise market turned out to be a very painful process.

Despite the positive examples of market relations in Western Europe and the United States, we are still searching for our own "recipes" for developing entrepreneurship. One explanation may be the difference in social characteristics of society: differences in mentality, national attitudes, traditions, religion, as well as other external and internal conditions and factors. In this regard, it is of scientific interest to study the issues of the evolution of entrepreneurship theory, including the definition of social aspects of entrepreneurial activity.

For example, the entrepreneurial models of the USA and Western Europe are similar in many ways and function due to individualism, a high degree of freedom, and the desire for innovation and perfection. On the contrary, Asian business models are based on initiative coupled with collectivism, tradition, culture, and family values [2].

In sociological theories, an entrepreneur is considered as a person acting in conditions of moderate risk and possessing distinctive social features: innovative receptivity, tolerance and individualism. In more recent scientific works, an entrepreneur is presented as a person who takes risks when creating a new organization or when introducing a new idea, service or

product. In Russian socio-economic science, an entrepreneur is considered primarily as a social stratum with an important role as a transformer of society, which arose as a result of a mix of organizational and economic innovation and freedom.

Post-Soviet researchers view entrepreneurship as a special creative type of economic activity and human behavior that serves to improve the social standard of living of the entire society. Kazakh researchers view entrepreneurs as the basis of the middle class with their inherent set of social qualities and characteristics. Below is a detailed concept analysis of foreign and domestic theorists on the nature of entrepreneurship (Table 1).

**Table 1**

**Analysis of the author's approaches to defining the terms "entrepreneurship" and "entrepreneur"**

<i>Author of concepts</i>	<i>Proposed scientific definitions</i>
Western theorists	
R. Cantillon	An entrepreneur is a person who acts under risk; an individual who has foresight and a willingness to take risks, who is forward-looking, and whose actions are characterized by both the hope of gaining income and the willingness to accept losses [3].
J. Baudot	An entrepreneur is a person who is responsible for the business being undertaken; one who plans, controls, organizes and owns an enterprise [4].
J.-B. Say	Return on capital differs from entrepreneurial income. The entrepreneur moves economic resources from an area of low productivity and low income to an area of higher productivity and profitability [5].
A. Smith	Considering the market as a self-regulating system, he considered entrepreneurs to be key figures in the field of competition - their rivalry leads to a reduction in costs, etc. They are subjects of the system's progress. Entrepreneurship is the activity of the owner of capital in managing the latter [6];
D. Ricardo	A capitalist seeking a profitable use of his funds [7].
J.H. von Thunen	An entrepreneur is an inventor and researcher in his field [8].
F. A. Walker	A distinction must be made between those who provide capital and receive interest for it, and those who make a profit thanks to their organizational skills (entrepreneurs).
F. H. Knight	An entrepreneur is a person who takes on the burden of real uncertainty and relieves his suppliers of it.
J. Schumpeter	An entrepreneur is the owner who paves new paths, carries out new combinations: 1) creation of a new material good not yet familiar to the consumer or the same good, but with new qualities; 2) introduction of a new method of production not yet used in a given industry; 3) conquest of a new sales market or wider use of the previous one; 4) use of a new type of raw material or semi-finished products, previously known or unknown;

	5) introduction of a new business organization [9].
L. Mises	Considers the market and competition, first of all, as an entrepreneurial process. Emphasizes that in the real economy, everyone is an entrepreneur, i.e. a person acting in conditions of uncertainty. For those "more proactive, enterprising and sharp-sighted than the average level of the crowd", he proposed the term "founder".
D. McLelland	An entrepreneur is an energetic person who operates under conditions of moderate risk.
F. von Hayek	Freedom of enterprise is a prerequisite for the formation of a new type of person, whose distinctive features are innovative receptivity, tolerance and individualism.
P. Drucker	An entrepreneur is a person who uses every opportunity to the maximum advantage. The entrepreneurial orientation differs from the conservative orientation towards dynamic growth [10].
I. Kirzner	Entrepreneurship is arbitrage, or activity leading to equilibrium. Since the real market economy is in disequilibrium, a person with increased "sensitivity" to opportunities for profit-making (i.e. an entrepreneur) can earn money on "arbitrage" transactions [11].
M. Weber	Western entrepreneurship is a derivative of the religious ethic of Protestantism. The spirit of capitalism is a way of thinking characterized by a systematic and rational pursuit of legitimate profit within the framework of one's profession [12].
W. Sombart	Capitalism is represented by the figure of the bourgeois, who represents a set of personalities. The entrepreneurial spirit is embodied in three types – the conqueror, the organizer and the merchant [13].
K. Vesper	An entrepreneur, from an economist's point of view, combines resources, labor, materials, etc. in such a way that their total value increases. In doing so, he makes changes, innovates, and transforms the established order [14].
R. Hisrich, M. Peters	Entrepreneurship is the process of creating something new that has value, and the entrepreneur is the person who spends all the time and effort necessary on it, takes on all the financial, psychological and social risk, receiving money and satisfaction from what has been achieved as a reward.
G. Pinchot	The founder of the concept of entrepreneurship highlights enterprise as the main feature of an entrepreneur. Introduced the concept of intra-company or intra-corporate entrepreneurship, which is understood as the development of an entrepreneurial spirit, teams and leaders focused on innovation in their activities within an organization [15].
M.H. Mescon, M. Albert, F. Khedouri	An entrepreneur is a person who takes risks when creating a new organization or introducing a new idea, service or product.
A. Hosking	Entrepreneurship is an activity carried out by individuals, enterprises or organizations to extract natural resources, produce or acquire and sell goods or provide services in exchange for other goods, services or money for the mutual benefit of interested individuals or organizations [16].
<b>Post-Soviet theorists</b>	

N.D. Kondratiyev	Analyzing the concept of J. Schumpeter, he noted that in accordance with it, two types of economic entities operating in the market system are actually distinguished. The first type is a passive market agent who has a minimum income or, in extreme cases, only covers his costs. The second type is an active agent who creates new economic combinations, the entrepreneur himself.
T. I. Zaslavskaya	In the socio-structural works, entrepreneurs are considered primarily as a layer that will play an important role in the transformation of Russian society. Here, entrepreneurship is understood as a social stratum, the constituent features of which are: proactive activity for profit; freedom and autonomy of economic decisions, personal risk and personal responsibility for the results of economic activity.
V.V. Radayev	Formulates a general definition of entrepreneurship: it is the implementation of organizational innovation for the purpose of making a profit and derives three necessary elements for entrepreneurship: organizational action; initiation of changes; monetary income as a goal and criterion of success [11].
A.I. Ageyev	Entrepreneurship as an economic phenomenon arises in the presence of two interrelated circumstances: organizational and economic innovation and economic freedom.
V.I. Verkhovin, S.B. Loginov	The innovative effect of entrepreneurial behavior consists of at least three components: 1) unique personal qualities; 2) a market environment that is a multi-alternative field of entrepreneurial choice; 3) an entrepreneurial culture that includes instrumental and terminal values, standards and patterns of behavior that initiate the venture mode of social action.
A.V. Bezgodov	Entrepreneurship is an active, systematic, independent and responsible innovative activity in capital management aimed at making a profit, carried out under conditions of uncertainty risk within the framework of generally accepted business practices in a specific historical situation [4].
A. Arsenko and E. Suimenko	There are two models of entrepreneurial activity that characterize the level of socio-historical maturity of such activity – economic and socio-economic. Civilizational entrepreneurship, which, regardless of the goals and motives of its subjects, serves to improve the social standard of living of society. The basis of civilizational entrepreneurship is the balance of its economic and social roles, short-term and long-term interests [4].
Yu. Pachkovsky	Entrepreneurship is presented as a special creative type of economic activity and human behavior, managed in its business activity by personal benefits, taking into account real interests and strategic goals of constructive development and interaction of all spheres of public life. It suggests considering entrepreneurship from the angle of integration of methodological and theoretical approaches developed in modern sociology and psychology [4].
E. Sery	Defines entrepreneurship as: 1) a social phenomenon characteristic of all types of modern social systems, the structural and functional characteristics of which reflect social needs and processes of reproduction and development of resource bases of social life; 2) a special socio-cultural activity based on acquired professional knowledge, skills, abilities;

	3) a specific model of work behavior, which is reproduced on the basis of normative regulation, self-organization and independent activity of individual and collective subjects [17].
V. Pilipenko	Believes that the attributes of entrepreneurship are the motive for enrichment; the mechanism of action, which is based on investment in a certain area of economic activity; the risk associated with uncertainty in the decisions made and with covering existing costs in personal funds [12].
A. Bondarenko	Considers entrepreneurship in the context of a national social phenomenon and mental dimension.
<b>Kazakh researchers</b>	
M.S. Azhenov	Believes that the middle class in Kazakhstan consists of people whose incomes are in the range of 10 to 100 thousand dollars [18]. In this case, the Kazakh middle class initially includes entrepreneurs, prosperous farmers, doctors, lawyers, and some skilled workers.
Zh. Yestayev	Believes that entrepreneurs are representatives of the middle class who are becoming the dominant force in the progress of the economy and social relations [19].
E. Otar	For the first time, it views entrepreneurs as representatives of a new middle class who are characterized by their compliance with the general requirements of prestige based on lifestyle and employment [20].

Note: compiled by the author

A comparative analysis of existing approaches indicates that the key terms in the description of this phenomenon are primarily economic definitions:

- innovative nature of activity;
- burden of risk or uncertainty;
- profit or dealing with capital.

As the concept analysis of various schools shows, each has its own approach to describing the phenomena of "entrepreneur" and "entrepreneurial activity". One school emphasizes the personal qualities, another links entrepreneurial activity with the possibility of innovation, and the third assumes the acquisition of new knowledge and leadership. In the works reviewed, the essence of entrepreneurship is largely studied within the framework of economic theory, and only a little attention is paid to the study of its social component.

The domestic sociological approach differs from foreign theories in that the essence of entrepreneurship is studied only within the concepts of middle class research. In this aspect, it should be noted that the hierarchy of such a stratum can correspond to the concepts of small and medium entrepreneurship (business). The development process faces many problems - informational, financial, institutional, educational and governmental (bureaucracy, corruption). The formation of an entrepreneurial class is necessary for the stability of any society oriented towards a market economy.

Developed private entrepreneurship requires providing an entrepreneurial chance to everyone, creating equal starting opportunities for everyone. However, unfortunately, the social

aspects of the development and functioning of entrepreneurship are not taken into account in Kazakhstani science and law-making. Thus, according to the Civil Code of the Republic of Kazakhstan, entrepreneurship is an independent, proactive activity of citizens, candidates and legal entities aimed at obtaining net income through the use of property, through production activities, sale of goods, performance of work, provision of services, which is based on the private property right (private entrepreneurship) or on the right of economic management or state enterprise operational management (state entrepreneurship) [21].

Entrepreneurial activity is carried out on behalf, at the risk and under the property liability of the entrepreneur. In these conditions, questions arise about the governmental support, because in the absence of scientifically based methods for studying the social basis of business, it is impossible to achieve market efficiency and profit. Meanwhile, the socio-cultural aspect of the entrepreneurial mentality acts as one of the objective contents of people's worldview and behavior. Understanding them can contribute to testing existing mechanisms of social characteristics of the entrepreneurial mentality development on broad layers of society.

The study of various approaches to entrepreneurship shows the importance of taking into account the social characteristics when creating an effective economic model. According to traditional and modern theories, the main qualities of an entrepreneur are an enterprising spirit, a desire for innovation and a willingness to take risks. In Kazakhstani sociological thought, it is considered within the framework of middle-class theories.

It should be noted that the availability of higher education in Kazakhstan gives only a small advantage over those who do not have higher education, while other factors play a crucial role in determining the employment prospects of graduates. The probability of employment is particularly influenced by the development of technology and entrepreneurship, which was identified by researchers using a logistic regression model based on primary data. The provision of a modern online platform and various services for career growth, open access to administrative data on the labor market, as well as new programs for students to gain entrepreneurial experience will prepare university graduates for a dynamic labor market and reduce the discrepancy between educational and employment needs [21].

Other scientists claim that the study of the development of small and medium-sized enterprises is one of the key priorities of the Republic of Kazakhstan. The development of small and medium-sized enterprises makes it possible to solve problems with unemployment and the outflow of young people. One of the characteristic features of recent years in the development of small and medium-sized enterprises in Kazakhstan is its pronounced quantitative growth without corresponding changes in performance. One of the main reasons for this is seen in the suboptimality of the existing structure of the small and medium-sized enterprises sector. To support and develop entrepreneurship on an ongoing basis, the authorities of each country are taking measures to improve the business climate. Since January 1, 2020, a moratorium on inspections, preventive control and supervision with visits to small enterprises, including microenterprises, has been introduced in Kazakhstan for a period of three years. A Strategic development Plan for Kazakhstan until 2025 has been developed for the medium term [22].

The rapid change in the socio-economic life of our republic takes the tasks of scientific understanding and comprehensive analysis of complex and multifaceted issues of the role of social context in the formation and development of entrepreneurship to a new level [19].



## **Methods**

The empirical basis of the study was the results of a sociological study of the entrepreneurial potential of student youth studying at universities in the capital city.

The course "Fundamentals of Entrepreneurship" was introduced into the educational program in 2019. The study, the purpose of which was to assess the entrepreneurial potential of student youth, was conducted in October-November 2021 using the sociological survey method. The subjects of the survey were students of non-economic specialties, 3-4 years of study of two leading universities in the city of Nur-Sultan - the Eurasian National University named after L.N. Gumilyov and the Kazakhstan National University of Arts.

A hypothesis was put forward according to which for a certain part of student youth, entrepreneurship is an attractive prospect for a professional career:

1. The motivation for choosing entrepreneurial activity is determined by the desire of young people for independence (autonomy) in their work, to gain greater control over their future, for self-realization - to extend their leadership qualities to the area of business activity, the desire for good earnings.

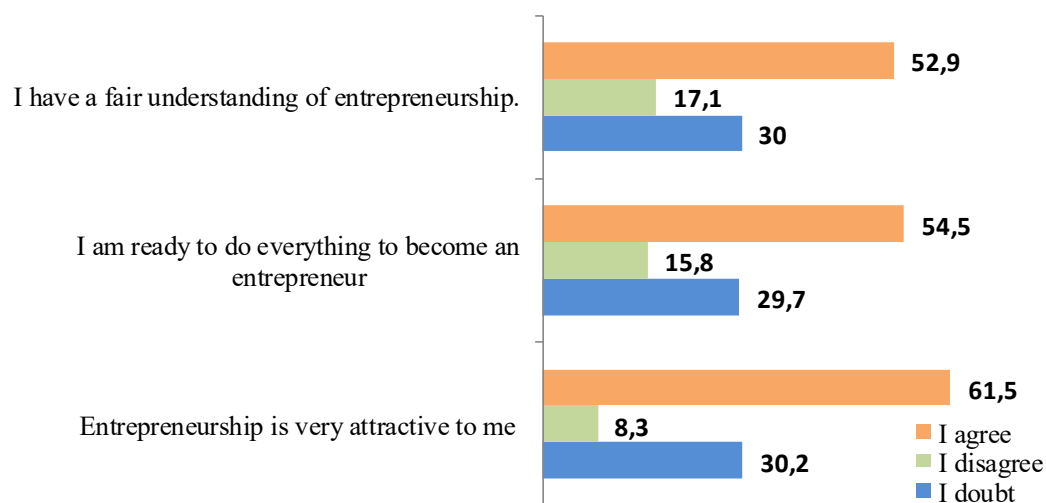
2. Motivation is concerned on achieving success as a personally significant result. In this context, the "achievement level" of student is not only making a profit, but rather the realization of personal goals, psychological satisfaction.

3. The presence of a low "threshold" of psychological barriers that prevent this type of activity.

The type of research was a classroom group survey of students using a standardized handout questionnaire in Kazakh and Russian. Cluster sampling was used. In this case, we assumed a fairly high homogeneity of the student body as a whole, in connection with which students of various years and specialties were surveyed. Thus, the units of the study were not individual respondents, but groups with subsequent continuous survey in the selected groups. The selected students were senior students of humanitarian, technical and creative specialties, representing integral objects from the point of view of sociological study. The sample population consisted of 1000 senior students of humanitarian, technical and creative specialties.

## **Results**

The main contingent of survey participants were 4th-year students (63.9%), technical and humanitarian specialties (49% and 36.5%, respectively). Among the surveyed students, girls were most actively represented (57.3%); the age group of 20-26 years (85%); the average age was 22.4 years; Kazakhs (80.2%), city residents (74.3%). According to self-assessment indicators, the dominant majority were representatives of low-income families (79.6%); with parents employed (in the past or present) as hired labor (50.2%).



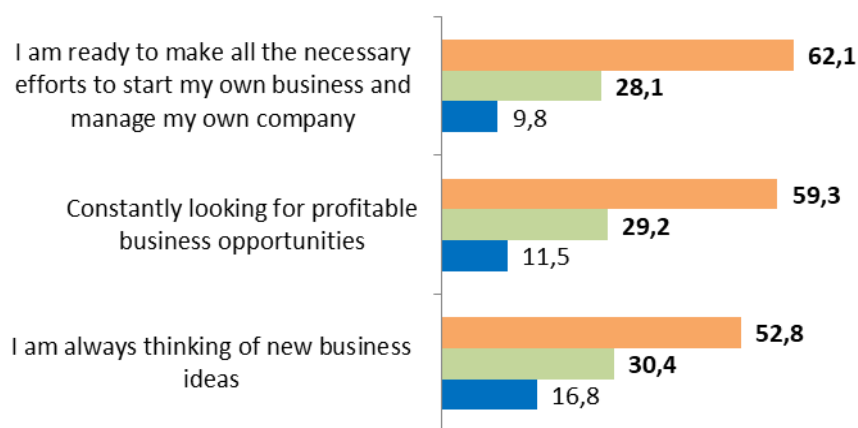
**Figure 1. Attitude to entrepreneurship**

**Note: compiled by the author**

According to the analysis of self-assessments of the surveyed students, on average 52.9% have sufficient understanding of entrepreneurship to a greater or lesser extent. The most actively represented students in this category of respondents are those whose parents are engaged in their own business (58.1%); from low-income families (54%). Having sufficient understanding of entrepreneurship is 1.2 times more common among urban youth compared to rural ones (55.5% and 45.5%, respectively). In more frequent cases - girls (54.8%), 20-26 year olds (54.5%); students of creative and technical specialties (64.8% and 55.7%, respectively).

Empirically, high attractiveness of entrepreneurship among student youth has been noted. The average cumulative indicator for the array is 61.5%. The average indicator deviates upward in groups of students whose parents do not work (66.7%) and are engaged in their own business (66.5%); girls (62.3%); 20-26 year olds (62.9%); city residents (62%); fourth-year students (62.3%); creative specialties (75.2%). In general, the attitude towards entrepreneurship does not have a sharply differentiated character depending on socio-demographic, income and other specifications. Most indicators are correlated within comparable limits.

On average, 54.5% of respondents to one degree or another declare their readiness to do everything to become entrepreneurs. This primarily concerns students whose parents either do not work (66.7%) or are engaged in their own business (55.6%); from low-income families (55.3%). Such an intention is somewhat more often characteristic of young men (55%); city residents (55.2%); students in creative (60.7%) and technical (55.9%) specialties.

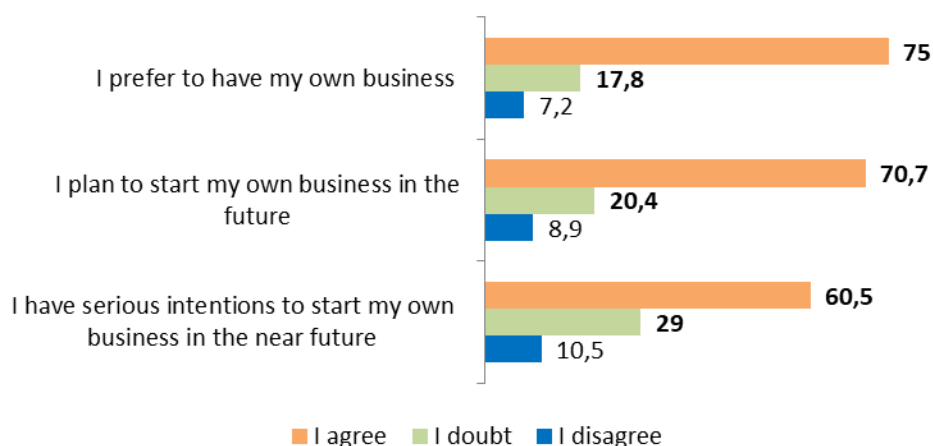


**Figure 2. Entrepreneurial index**

**Note: compiled by the author**

The survey material significantly specifies the intention of the surveyed students to become entrepreneurs. Thus, 1.1 times more students (62.1%) indicated that they are ready (completely or sooner) to make efforts to open their own business and manage their own firm (entrepreneurial index - 3.8 points). They are constantly looking for profitable business opportunities - on average 59.3% (entrepreneurial index - 3.7 points). They always think about new business ideas - on average 52.8% (entrepreneurial index - 3.5 points). The indicators of other characteristics of student groups are related to the average value for the array within comparable limits.

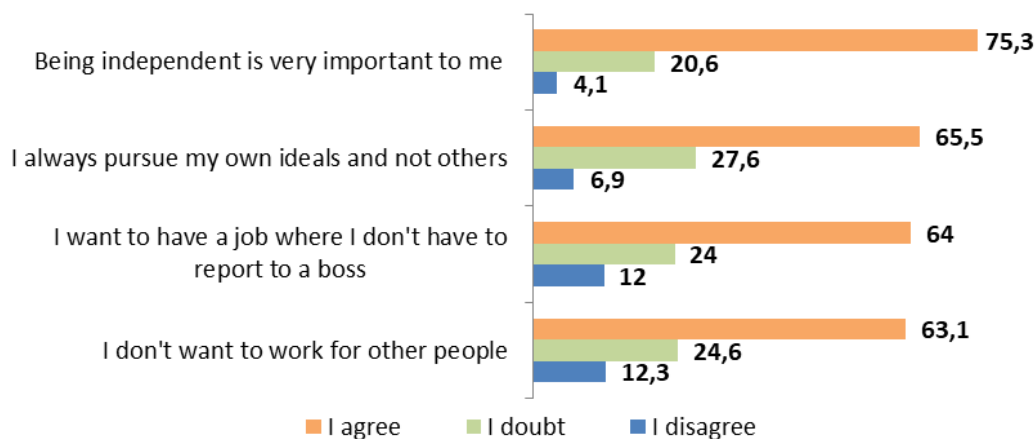
Overall, the trend is quite ambiguous. On the one hand, high cumulative indicators of agreement with the statements given can be recorded; on the other hand, the values of the entrepreneurial index are slightly higher than the average position on the measurement scale (the average position on the measurement scale is 3 points - "I doubt"). It is quite obvious that readiness is present as a desire that does not yet have a solid basis.



**Figure 3. Nature of business attitudes**

**Note: compiled by the author**

The results of the study show that student youth is a rather contrasting social environment, where young people of the same generation, occupying the same income positions, adhere to different business attitudes. Three business attitudes have been empirically identified that have broad support among the surveyed students: one is at the preference level (they prefer to have their own business), another is at the plans level (they plan to start their own business in the future), and the third is at the level of serious intentions (they have serious intentions to start their own business in the near future). The values of the entrepreneurial index of all three business attitudes fluctuate above and within the average scale position: 4-3.9-3.8 points, respectively.



**Figure 4. Motives for freedom of activity**

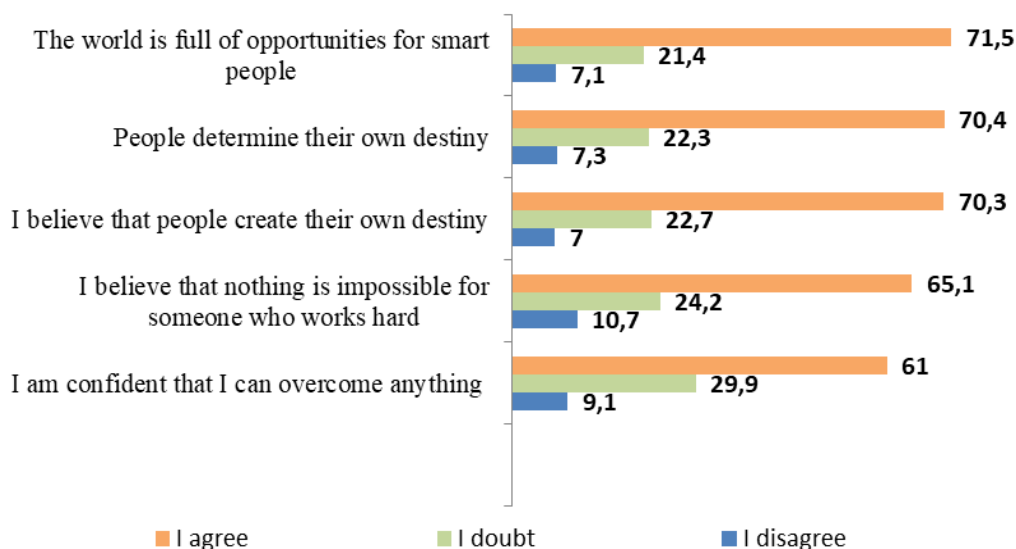
**Note: compiled by the author**

An analysis of the results of the student survey shows that these motives are based on such personal factors as the importance of independence (75.3%) and orientation towards one's own ideals (65.5%).

Considering the motivational attitudes of the respondents, the following can be noted:

1. The desire to have a job that is not accountable to management is characteristic of an average of 64% of survey participants. The average cumulative indicator for the array is exceeded in the groups of students who do not have one or both parents (68%), who have parents employed in their own business (64.3%) and in employment (64.5%); 3rd year students (65.4%); creative and humanitarian specialties (74.5% and 65.8%, respectively); young men (66.3%); 19-year-olds (68.7%); city residents (64.7%); with low income (65.3%).

2. Unwillingness to work for other people. The average cumulative indicator is 63.1%. It deviates upward in the groups of students who do not have one or both parents (64%), those with unemployed parents (74.8%), and those with business parents (64.3%); 4th-year students (63.8%); creative and technical specialties (70.3% and 64.3%, respectively); young men and women (within 63% in both groups); 19-year-olds (65.3%); city residents (63.4%); and those from low-income families (64.4%).

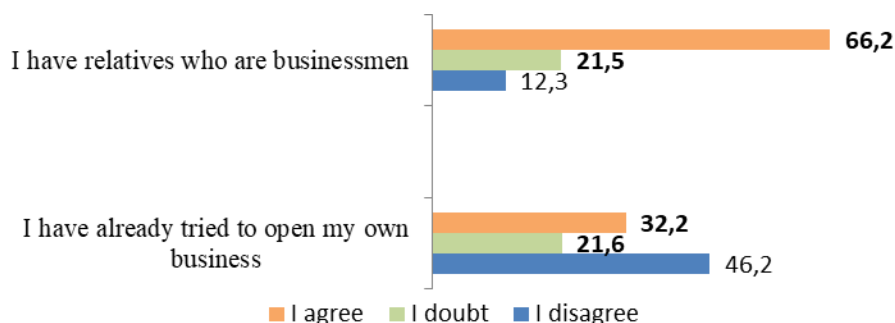


**Figure 5. Motives for self-realization**

Note: compiled by the author

Students were given a list of judgments written in the first person (i.e. on behalf of the respondent filling out the questionnaire) with a request to indicate which of them they agree with (completely and rather) / disagree with (completely and rather) / doubt. High cumulative agreement rates were recorded for the entire list. Data analysis made it possible to define different facets of students' understanding of the opportunities for self-realization opening up before them. Each statement reflects a certain motivational attitude that encourages self-actualization/self-realization:

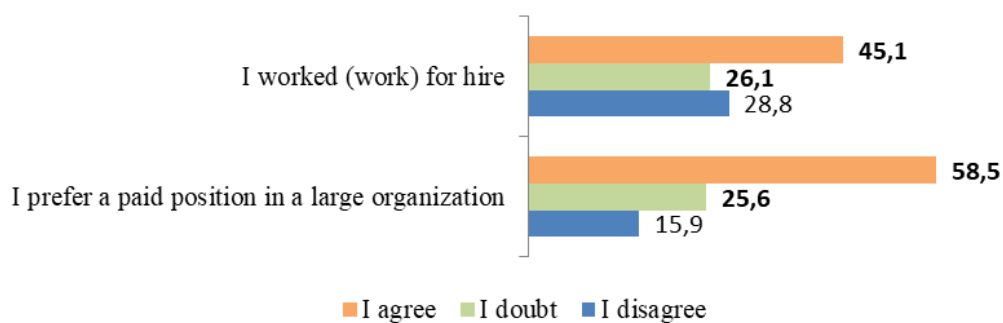
- The world is full of opportunities for smart people. The scale of installation has an average coverage of 71.5% of survey participants.
- People determine their own destiny. The proportion of carriers of this attitude is on average 70.4% in the sample.
- Nothing is impossible for those who work hard. Average cumulative indicator for the array is 65.1%.
- Confident that they can overcome anything.



**Figure 6. Factors that focus attitudes towards business**

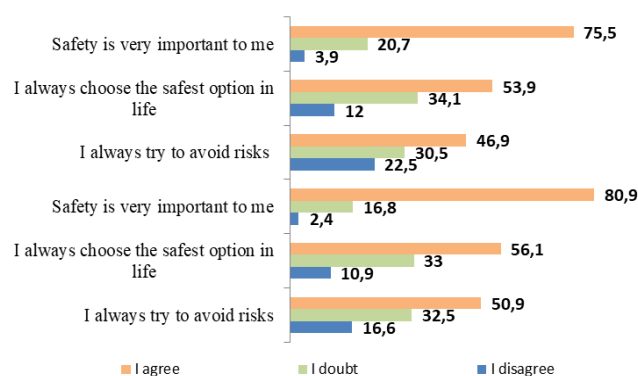
Note: compiled by the author

Two factors were considered: the presence of relatives who are businessmen and at least one-time experience of entrepreneurship. It was empirically established that more than two thirds of the surveyed students have relatives who are businessmen (66.2%). Basically, these are the offspring of families in which parents are engaged in their own business (69.5%). These are fourth-year students (67.3%); creative specialties (80%); male (67.5%); 20-26 years old (67.2%); city residents (67.4%); those who classify their families as low-income categories. Among the students surveyed, every third one tried to open his own business (32.3%). In more frequent cases, such experience is possessed by girls (36.1%); 20-26 years old (32.8%); city residents (33.1%); from single-parent families or without parental care (37.2%), as well as those whose parents are businessmen (35.2%).



**Figure 7. Factors influencing the reluctance to engage in entrepreneurship**  
**Note: compiled by the author**

The following were considered as indicators: preference for a paid position in a large company and at least one-time experience of working for hire. According to the study, more than half of the surveyed students prefer a paid position in a large company (the average cumulative indicator is 58.5%). This mainly concerns girls (60.9%); students of creative specialties (68.3%); 20-26 year olds (62.7%); from middle-income families with one parent or without parents (62.8%). In the sample of students, almost every second one of them worked/works for hire (45.1%).



**Figure 8. Psychological barriers to entrepreneurship**  
**Note: compiled by the author**

Among the risk barriers, safety occupies a central place as an absolute value. Its importance is recognized to a greater or lesser extent by an average of 72.4%. The highest rates of frequency of mentions were recorded in groups of 3rd year students (73.4%); creative specialties (82.8%); girls (73.1%); city residents (73.1%); from single-parent families or without parental care (77.9%), as well as those whose parents do not work (77.8%).

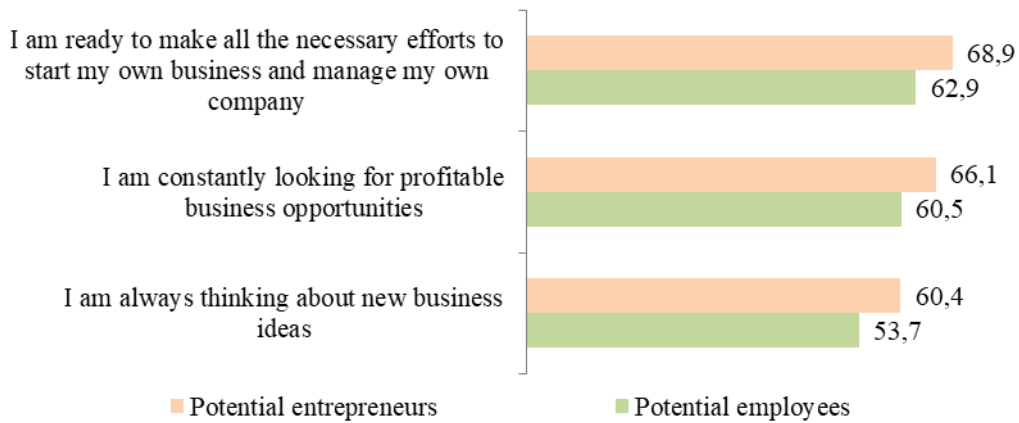
Another psychological barrier is the behavioral orientation associated with choosing the safest option in life (instinct of self-preservation). On average, 52.5% of the students surveyed are guided by it in one way or another. Mainly from single-parent families or without parental care (58.5%).

Another barrier is the psychological aversion to risk, fear of it, and the desire to avoid it (the average cumulative indicator is 45.6%). This feature is more typical for girls (46.4%); from single-parent families or without parental care (52.6%), as well as from families where parents do not work (88.9%); natives of rural areas (46.3%); low-income categories (46.1%).

The questionnaire asked respondents how they would manage their money if they received an inheritance of \$500,000. Three models of potential investment behavior were offered to choose from:

- Business model (investment in business)
- Accumulative model (opening a bank account)
- Consumer model (purchase of real estate, cars, etc.)

According to the data obtained, respondents noted all three models. Their total score exceeds 100%. On average, one respondent noted more than one model (1.5). The business model turned out to be the most preferable. On average, 67.8% of the surveyed students would invest money in a business. The "core" of this group are fourth-year students (68.7%); technical and creative specialties (68.2% and 79.3%, respectively); young men (71.7%); 20-26 year olds (68.7%); Kazakhs (68.5%); natives of villages (68.9%) from middle-income families (68.6%); with parents employed in their own business (69.5%). The savings model turned out to be less popular. 1.2 times fewer students (54.9%) would open a bank account. These are mainly third-year students (55.1%); creative specialties (69%); girls (58.3%); 20-26 year olds (56.4%); Russians (57.8%); natives of villages (57.2%); middle-income categories (57.4%); from single-parent families and/or without parental care and from families with non-working parents (59.7% and 88.9%, respectively). The consumer model turned out to be preferable for 30% of survey participants. Those who would spend money on real estate, cars, etc. are mainly third-year students (34.1%); technical specialties (31.8%), girls (33.2%); from middle-income families (33.35%); with parents employed in their own business (32%).

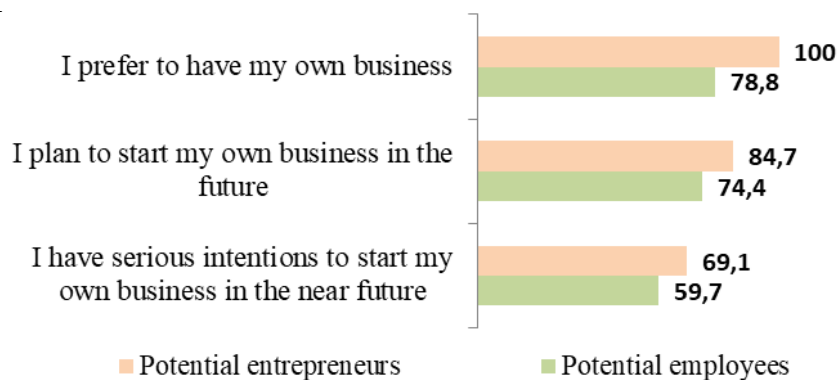


**Figure 9. Cumulative indicators of readiness for entrepreneurial activity**

**Note: compiled by the author**

The indicators of readiness to make the necessary efforts to open one's own business vary within the range of two-thirds in the group of potential employees to more than two-thirds in the group of potential entrepreneurs; unreadiness, respectively, ranges from 37.1% to 31.1%. The entrepreneurial index, reflecting the level of readiness, for the first group is 3.8 points, for the second group - 3.9 points (slightly above the average value of the measurement scale).

The proportion of respondents who are constantly looking for profitable business opportunities is as follows: in the group of potential employees - less than two-thirds of its composition, in the group of potential entrepreneurs - more than two-thirds; not engaged in the search - 39.5% and 33.9%, respectively. The entrepreneurial index for this position is 3.7 points in the first group, 3.8 points - in the second. Constant thoughts about new business ideas are noted by more than half of potential employees to less than two-thirds of potential entrepreneurs; among the former, 46.3% do not think about it, among the latter - 39.6%. The values of the entrepreneurial index, respectively, are 3.6 and 3.7 points.



**Figure 10. Nature of business attitudes**

**Note: compiled by the author**



In the groups of potential entrepreneurs and employees, the orientation towards own business as a preferred type of employment is widespread and widespread (100% and 78.8%, respectively). The value of the entrepreneurial index in the first group is 5 points, in the second – 4.1 points.

The business attitude at the level of plans for the future also has critically high support rates in both groups (84.7% and 74.4%, respectively). The index value in the potential entrepreneurs group is 4.2 points, in the potential employees group – 4 points.

The business attitude at the level of serious intentions – to start their own business in the near future (69.1% and 59.7%, respectively) – is rather declarative in nature (the values of the entrepreneurial index in groups under consideration are 3.9 points and 3.7 points, respectively). This intention was not supported by 30.9% of potential entrepreneurs and 40.3% of potential employees.

## **Conclusions**

The students surveyed showed great enthusiasm for starting their own company. Moreover, these students are not students of economics specialties. In addition, a third of them have started their own business at least once, which indicates the potential for widespread teenage entrepreneurship. The students' desire for self-realization, independence, freedom of activity and high income - all of which can be measured - is a strong argument in favor of its implementation in the future.

According to the analysis of the research results, the motivational and personal characteristics of students correspond to the characteristics-identifiers of entrepreneurship. Lack of start-up capital, experience and knowledge. But it is possible, but desire is necessary. And here the stakeholders have the last word. They require maximum support for the entrepreneurial intentions of students. Based on the conducted research, the conclusion suggests itself that the development of youth entrepreneurship can be facilitated by effective interaction of stakeholders in the person of government agencies, business structures, educational institutions, or rather the synergistic effect of their joint efforts.

The young people surveyed demonstrate a strong sense of enterprise. Most prefer to take risks by engaging in entrepreneurial activity rather than have a permanent job. However, the inventive potential of young people in Kazakhstan has not yet been realized, as the culture of entrepreneurship has not yet formed and will not develop here.

Changes are idling, and their driver is on the "backstreet". There are no platforms where active youth could exchange information, discuss business ideas, solve business cases. There are no charitable foundations that could finance youth start-up projects. No university-based business clubs or incubators that could become platforms for investors. There are also no business campuses for conducting academic courses with an extended practical part for the development and implementation of business projects.

If such formats do not exist, how can we create a culture of entrepreneurship? Where can we find a fresh perspective that could bring creativity to constant change? It is obvious that a systemic organization and partnership between young people at school and successful

entrepreneurs is needed. We also need a real entrepreneurial environment in which young people can learn relevant skills and ways to succeed and gain the necessary knowledge. It is necessary to create a system that guarantees good communication between young people and all stakeholders.

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**Студенттік кәсіпкерлікті дамытудың алғышарттары:  
элеуметтанулық сауалнама нәтижелері**

**Андатпа.** Қазіргі уақытта жастар кәсіпкерлігі экономикалық жағынан да, элеуметтік жағынан да маңызды рөл атқарады. Кәсіпкерліктің осы түрін қолдау және көтермелеу тұрақты экономикалық өсуге де, элеуметтік дамуға да қол жеткізудің, сондай-ақ елдегі инновацияларды дамытудың маңызды факторлары бола алады. Бұл мақалада елордалық университеттердің экономикалық емес білім беру бағдарламаларының студенттері болып табылатын элеуметтік сауалнаманың нәтижелері келтірілген. Эмпирикалық зерттеудің мақсаты-қазақстандық студент жастардың құрылымындағы кәсіпкерлік әлеуеттің сандық және сапалық параметрлерін зерттеу. Зерттеудің әдіснамалық және теориялық негізі батыстық, ресейлік, қазақстандық ғалымдардың еңбектерінде сипатталған кәсіпкерліктің классикалық және заманауи теориялары мен тұжырымдамалары болды. Бұл мақаланың ғылыми қызығушылығы элеуметтанулық көзқарас тұрғысынан жастар кәсіпкерлігін дамытудың алғышарттарын зерттеуде жатыр. Зерттеу нәтижелерін талдау студенттердің мотивациялық және тұлғалық ерекшеліктері кәсіпкерліктің идентификатор-сипаттамаларына сәйкес келетіндігін көрсетті. Алайда, Қазақстанда кәсіпкерлік мәдениет әлі қалыптаспауының қауіпі жоғары, сондықтан жастардың инновациялық әлеуетіне сұраныстың жоқтығы мәселесі өткір тұр.

**Түйін сөздер:** кәсіпкерлік, жастар кәсіпкерлігі, экономикалық элеуметтану, кәсіпкерлік элеуметтануы, кәсіпкерлік әлеует.

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### **Предпосылки развития студенческого предпринимательства: результаты социологического опроса**

**Аннотация.** Молодежному предпринимательству в современном мире отводится важная роль как в экономическом, так и в социальном плане. Молодежное предпринимательство может иметь значительный положительный вклад в экономику и общество. Так как поддержка и поощрение данного вида предпринимательства могут быть важными факторами для достижения устойчивого экономического роста и социального развития, а также для развития инноваций в стране. В данной статье представлены результаты социологического опроса, объектом которого были студенты неэкономических образовательных программ столичных вузов. Целью проведения эмпирического исследования является изучение количественных и качественных параметров предпринимательского потенциала в структуре студенческой молодежи Казахстана. Методологической и теоретической основой исследования выступили классические и современные теории и концепции предпринимательства, которые нашли отражение в трудах западных, российских, казахстанских ученых. Научный интерес данной статьи представляет исследование предпосылок развития молодежного предпринимательства именно с точки зрения социологического подхода. Анализ результатов исследования показал, что мотивационные и личностные характеристики студентов отвечают признакам-идентификаторам предпринимательства. Однако в Казахстане не сформирована предпринимательская культура и не сформируется пока, поэтому инновационный потенциал молодежи остается невостребованным.

**Ключевые слова:** предпринимательство, молодежное предпринимательство, экономическая социология, социология предпринимательства, предпринимательский потенциал.

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