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ФИЛИАЛ ИНСТИТУТА ЭКОНОМИКИ КОМИТЕТА НАУКИ МНВО
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ҚАЛЫПТАСТЫРУ: ТРЕНДТЕР, МӘСЕЛЕЛЕРІ ЖӘНЕ ШЕШУ
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Ц 42 Цифрландыруды дамыту және электрондық коммерцияның институционалдық ортасын қалыптастыру: трендтер, мәселелері және шешу жолдары = Развитие цифровизации и формирование институциональной среды электронной коммерции: тренды, проблемы и пути решения = The development of digitalization and the formation of the institutional environment of e-commerce: trends, problems and solutions. -Халықаралық ғылыми-тәжірибелік конференция/ Международная научно-практическая конференция. – International scientific-practical conference. - Астана: Центр социально-экономических исследований – филиал Института экономики Комитета науки Министерства науки и высшего образования Республики Казахстан, 2024. 378 с.- қазақ, орыс және ағылшын тілдерінде.

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В сборник включены научные доклады отечественных и зарубежных экономистов-исследователей, вузовских работников, специалистов-практиков, докторантов и магистрантов, представленные на международной научно-практической конференции «Развитие цифровизации и формирование институциональной среды электронной коммерции: тренды, проблемы и пути решения». Конференция проведена в рамках реализации научных исследований по проекту грантового финансирования МНВО РК «Формирование институциональной среды рынка электронной коммерции в Казахстане, ее оценка и разработка механизма развития» (ИРН: AP14871419).

Материалы и рекомендации конференции предназначены для практического использования субъектами бизнеса, государственными органами, научными работниками, преподавателями и обучающимися высших учебных заведений.

Жинаққа «Цифрландыруды дамыту және электрондық коммерцияның институционалдық ортасын қалыптастыру: трендтер, мәселелері және шешу жолдары» атты халықаралық ғылыми-тәжірибелік конференциясына ұсынылған отандық және шет елдік экономист-зерттеушілердің, жоғарғы оқу орындары қызметкерлерінің, маман-практиктердің, докторанттардың және магистранттардың ғылыми баяндамалары мен ұсыныстары енгізілген. Конференция ҚР ҒЖБМ «Қазақстандағы электрондық коммерция нарығының институционалдық ортасын қалыптастыру, оны бағалау және дамыту тетігін әзірлеу» гранттық қаржыландыру жобасы бойынша (ЖТН: AP14871419) ғылыми зерттеулерді жүзеге асыру шеңберінде өткізілді.

Конференцияның материалдары мен ұсыныстары бизнес субъектілерінің, мемлекеттік органдардың, ғылыми қызметкерлердің, жоғары оқу орындарының оқытушылары мен студенттерінің тәжірибелік пайдалануына арналған.

The collection includes scientific reports by domestic and foreign economists-researchers, university employees, practitioners, PhD students and undergraduates, presented at the international scientific and practical conference «Development of digitalization and the formation of an institutional environment for e-commerce: trends, problems and solutions».

The conference was held as part of the implementation of scientific research under the grant funding project of the MSHE RK «Formation of the institutional environment of the e-commerce market in Kazakhstan, its assessment and development of a development mechanism» (IRN: AP14871419).

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GLOBAL CRM PRACTICES: LESSONS AND PRACTICAL IMPLEMENTATION FOR ENTERPRISES IN KAZAKHSTAN

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In today's rapidly evolving business landscape, effective Customer Relationship Management (CRM) has become an integral component of a successful business strategy. This article delves into an exploration and evaluation of international practices in implementing CRM systems, with a specific focus on discerning insights and lessons that can be applied to enterprises in Kazakhstan. As businesses worldwide recognize the paramount importance of fostering meaningful connections with their clientele, the

study aims to shed light on the global advancements, best practices, and practical applications of CRM systems. By examining experiences from diverse international contexts, we seek to glean valuable knowledge that can be tailored and implemented within the unique business environment of Kazakhstan. From technological innovations to strategic methodologies, this article endeavors to provide a comprehensive overview of CRM practices, offering a roadmap for Kazakh enterprises aiming to enhance their customer-centric approaches and stay abreast of the latest trends in the global business arena.

Global CRM practices encompass a wide array of strategies and technologies that can offer valuable insights and benefits for enterprises in Kazakhstan. One prominent aspect is the utilization of advanced CRM systems, which integrate cutting-edge technologies such as artificial intelligence, machine learning, and automation. These technologies enable businesses to streamline customer interactions, enhance data analysis, and automate routine tasks, thereby increasing efficiency and allowing for more personalized customer experiences. Moreover, international businesses often prioritize a customer-centric approach by placing the customer at the center of their operations. This involves not only understanding customer needs and preferences but also actively engaging with them through various channels. Social media, for instance, has become a powerful tool for customer engagement globally, offering a platform for direct communication and real-time feedback. Embracing these global practices can empower Kazakh enterprises to strengthen their customer relationships and adapt to the evolving expectations of a digital-savvy consumer base. Another noteworthy global trend is the emphasis on data-driven decision-making. CRM systems are instrumental in collecting and analyzing vast amounts of customer data, enabling businesses to derive actionable insights. By leveraging data analytics, businesses can make informed decisions, predict customer behaviors, and tailor their strategies accordingly. This data-driven approach not only enhances the overall customer experience but also contributes to more effective marketing, sales, and service strategies.

Furthermore, the integration of CRM with other business systems, such as Enterprise Resource Planning (ERP) and marketing automation tools, is a prevailing global practice. This integration facilitates seamless information flow across different departments, ensuring a cohesive and holistic view of customer interactions. For Kazakhstan enterprises, adopting such integrated systems can lead to improved internal collaboration, streamlined processes, and a unified approach to customer management. In conclusion, Kazakhstan enterprises stand to benefit significantly from adopting global CRM practices. From advanced technologies to customer-centric strategies and data-driven decision-making, incorporating these practices can elevate the efficiency and effectiveness of businesses in Kazakhstan, fostering stronger customer relationships and positioning them for success in the competitive global market.

In this article, we will focus on employing the method of analyzing existing literature to comprehensively grasp the methodology of foreign practices in implementing Customer Relationship Management (CRM) systems. The analysis of literature sources will provide valuable research insights and a deep understanding of the strategies and approaches applied globally for the successful implementation of

CRM systems. The method of analyzing existing literature will be used to identify key components of effective CRM strategies, including technological innovations, customer service approaches, and factors influencing customer satisfaction and loyalty. By scrutinizing and comparing the results of previous research and practices, we aim to pinpoint best practices that can be adapted and implemented within the context of enterprises in Kazakhstan. This literature analysis method not only allows us to systematize existing knowledge in the CRM domain but also helps establish a foundation for developing recommendations and strategies specifically tailored to the characteristics of the business sector in Kazakhstan. The overarching goal is to achieve a profound understanding of how foreign CRM implementation methodologies can be successfully integrated into the practices of enterprises in Kazakhstan to optimize customer relationships and enhance competitiveness in the global market.

In exploring the specific case study centered around a Malaysian company, Tesco, we delve into a rich tapestry of experiences that illuminate the potential transferability of their CRM practices to the business landscape in Kazakhstan. The comprehensive examination of Tesco's strategies, as outlined in the literature, provides an invaluable blueprint for enterprises in Kazakhstan aiming to enhance their own Customer Relationship Management (CRM) systems. Tesco's focus on pivotal factors such as sales, technology, customer service, and customer satisfaction has yielded insights into the nuanced dynamics that influence consumer behavior [1]. These factors, identified through an in-depth analysis of Tesco's operations in Nilai, Malaysia, serve as a compelling model for adaptation in Kazakhstan. By aligning strategies with these key elements, Kazakh enterprises can potentially fortify their market positions, optimize sales processes, and elevate the quality of products and services offered.

Furthermore, the emphasis on leveraging CRM systems for a profound understanding of customer behavior, needs, and social determinants aligns with the core tenets of effective customer management. Implementing a similar CRM-centric approach in Kazakhstan holds the promise of providing businesses with the necessary tools to tailor their offerings, not only meeting but exceeding customer expectations. The acknowledgment of the role of satisfied customers as catalysts for business growth underscores the long-term benefits of investing in CRM strategies, offering a valuable lesson for Kazakh enterprises seeking sustainable growth.

As we navigate through Tesco's experiences in Malaysia, the goal is not merely to replicate their practices but to distill universal principles that can be adapted to the unique context of Kazakhstan. The amalgamation of technological advancements, customer-centric approaches, and an unwavering commitment to continuous improvement serves as a beacon for Kazakh businesses aspiring to enhance their CRM systems, foster customer loyalty, and thrive in a competitive global market.

The research paper "An Enriched Framework for CRM Success Factors Outlining Data Analytics Capabilities' Dimension: A Case Study from the Retail Industry" by Roula Jabado and Rim Jallouli presents valuable insights that can be applied to companies in Kazakhstan, particularly within the retail sector [2]. The findings underscore the growing significance of data analytics capabilities (DAC) in enhancing marketing decisions, particularly during periods of crisis management. As

the retail industry in Kazakhstan undergoes rapid transformation and faces increased competition, understanding the integrative role of DAC within Customer Relationship Management (CRM) systems becomes imperative. By adopting an enriched conceptual framework, similar to the one validated in the case study of The United Company for Central Markets SARL (UCCM) in Lebanon, Kazakh companies can effectively leverage DAC to enhance their CRM strategies. The study emphasizes the importance of acquiring a new skill set that combines marketing expertise with technologies and data analytics, highlighting the need for continuous adaptation and skill development within the dynamic business environment of Kazakhstan. Ultimately, the lessons derived from this research paper offer valuable guidance for Kazakh companies seeking to optimize their marketing decisions and gain a competitive edge in the evolving retail landscape.

The article titled "E-CRM Success Factors as Determinants of Customer Satisfaction Rate in Retail Website" authored by Houda Zaim, Mohammed Ramdani, and Adil Haddi delves into the influence of Electronic Customer Relationship Management (E-CRM) features on customer satisfaction within the realm of retail websites [3]. The abstract underscores the pivotal role of E-CRM strategies in amalgamating all business endeavors aimed at enticing and retaining customers in the online sphere. Despite the acknowledged importance of E-CRM in bolstering customer satisfaction, the specific features influencing satisfaction levels on retail websites have remained relatively underexplored and underanalyzed within the realm of online customer experiences. This study, building upon prior research presented at the International Conference on Soft Computing and Pattern Recognition, endeavors to unveil the presence of E-CRM features on retail websites, evaluate their impact on customer satisfaction, and ascertain the relative significance of these features based on data gleaned from customer clickstream and online reviews. The ultimate objective is to furnish theoretical and methodological insights for managers operating within the online service industry, empowering them to refine their E-CRM performance in consonance with the dynamics of online customer behavior and satisfaction levels. By conducting a thorough examination of E-CRM success factors, this research contributes significantly to our comprehension of how retail websites can effectively harness E-CRM strategies to optimize customer satisfaction and cultivate enduring customer relationships in the digital marketplace.

In today's rapidly evolving business landscape, effective Customer Relationship Management (CRM) has become paramount for sustainable success. This comprehensive exploration of international CRM practices, with a specific focus on their applicability to enterprises in Kazakhstan, offers invaluable insights for businesses striving to enhance their customer-centric approaches. From technological innovations to strategic methodologies, the article provides a thorough overview of CRM practices, serving as a roadmap for Kazakh enterprises aiming to stay abreast of global trends and optimize their operations. The study underscores the significance of data analytics capabilities (DAC) in enhancing marketing decisions, particularly during times of crisis management, as demonstrated in the case study of The United Company for Central Markets SARL (UCCM) in Lebanon. By adopting an enriched conceptual

framework similar to that validated in the UCCM case study, Kazakh companies can effectively leverage DAC to bolster their CRM strategies and gain a competitive edge in the dynamic retail landscape. Additionally, the research paper on Electronic Customer Relationship Management (E-CRM) sheds light on the influence of E-CRM features on customer satisfaction in retail websites, offering theoretical and methodological insights for managers in the online service industry. Through a meticulous examination of E-CRM success factors, the study contributes to our understanding of how retail websites can leverage E-CRM strategies to optimize customer satisfaction and foster enduring customer relationships in the digital marketplace. Overall, the lessons gleaned from these studies offer valuable guidance for Kazakh enterprises seeking to navigate the complexities of CRM implementation and excel in customer relationship management in today's digital era.

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АГРОӨНЕРКӘСІПТІК САЛАНЫ ЦИФРЛАНДЫРУДЫҢ ДАМУ ТЕНДЕНЦИЯЛАРЫ

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Бүгінде Қазақстан Республикасында агроөнеркәсіп кешенінің даму тенденциялары күн санап жаңарып, өркендеп, дамып келе жатқанын көріп отырмыз. Осы орайда Шығыс Қазақстан облысының агроөнеркәсіп кешені қарқынды дамып, керемет табыстарға қол жеткізіп жатқанын айта кеткен жөн. Бүгінде ауыл шаруашалығын жаңа деңгейге көтеріп отырған - интернет желісі. Агроөнеркәсіп саласында интеллектуалды техника қарқынды дамып келеді. Бұл