

## AUTHORS

Sunyoung Lee, Darima Zhenskhan,  
Song Soo Lim, Onggarbek Alipbeki  
Aida Balkibayeva, Gulnar Orynbekova,  
Gulbanu Appazova, Tangat Azan

# CORPORATE SOCIAL RESPONSIBILITY AND RURAL POPULATION DYNAMICS IN KAZAKHSTAN

## A STRUCTURAL EQUATION MODELING ANALYSIS OF THE AKMOLA REGION

### MIGRATION TRENDS

- Kazakhstan (2020–2022): 2 million rural residents relocated to cities.
- Akmola region: #1 in national grain output, yet facing steady rural depopulation.

### OBJECTIVE

- Key drivers of rural population change
- Assess the role of CSR in migration

### METHODOLOGY

- PLS-SEM: Flexible with Data Distribution, Suitable for Smaller Datasets, Effective in Handling Measurement Error

### RESULTS

- Agriculture output ↓ rural population
- CSR ↑ amenities & retention
- Economic vitality is not a direct driver.
- Better amenities ↑ ability to leave

### POLICY IMPLICATIONS

- LEVERAGE CSR TO CREATE STABLE, LONG-TERM RURAL EMPLOYMENT.
- SUPPORT SMALLHOLDERS WITH TARGETED TRAINING.
- DIVERSIFY LIVELIHOODS VIA NON-FARM JOBS AND VALUE-ADDED AGRICULTURE.

