

PATTERNS OF THE FUNCTIONING OF THE MARKET FOR THE FREELANCE OF SERVICES AND THE FORECASTING OF ITS DEVELOPMENT IN THE REPUBLIC OF KAZAKHSTAN

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ABSTRACT. The freelance services market in Kazakhstan is at the initial stage of active growth and development. Freelance is a free form of work, since employees are not geographically tied to a specific place and complete tasks on time at a convenient time without a permanent contract with the customer. In recent years, the freelance services market has been steadily growing in the world and in the Republic of Kazakhstan. The purpose of this article is to consider the characteristics of the functioning of this market, identify patterns, types of platforms and main areas of freelance activity, and propose ways to develop this market in the Republic of Kazakhstan. There is a huge number of Internet users in the country, which is described and presented in comparison with countries with the highest level of users. The article also analyzes the current state, number and earnings of freelancers in dynamics over 3 years. A comparative analysis of Kazakhstan's Internet speed in Mbit/s with countries such as the UAE, Singapore, the USA and others has been carried out. The analysis revealed the problems and shortcomings of the development of Kazakhstani freelancing. The author has made a forecast of the further development of the freelance services market in order to identify its further promising formation.

KEYWORDS: freelance, services, financial literacy, self-education, artificial intelligence, marketing.

ФРИЛАНСИНГ ҚЫЗМЕТТЕРІ НАРЫҒЫНЫҢ ЖҰМЫС ІСТЕУ ЗАҢДЫЛЫҚТАРЫ ЖӘНЕ ОНЫҢ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ДАМУЫН БОЛЖАУ

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АҢДАТПА. Қазақстандағы фриланс-қызметтер нарығы белсенді өсу мен дамудың бастапқы кезеңінде тұр. Фриланс-бұл еңбек қызметінің еркін түрі, өйткені жұмысшылар географиялық тұрғыдан белгілі бір жерге байланысты емес және тапсырманы ыңғайлы уақытта Тапсырыс берушімен тұрақты келісімшартсыз орындайды.

Соңғы жылдары әлемде және Қазақстан Республикасында фрилансерлік қызметтер нарығы тұрақты өсу үрдісіне ие. Осы баптың мақсаты осы нарықтың жұмыс істеу сипаттамасын қарау, фриланс қызметінің заңдылықтарын, түрлерін және негізгі салаларын анықтау, Қазақстан Республикасында осы нарықты дамыту жолдарын ұсыну болып табылады. Елде интернет желісін пайдаланушылардың саны өте көп, бұл туралы пайдаланушылардың ең жоғары деңгейі бар елдермен салыстырғанда сипатталған және ұсынылған. Мақалада сонымен қатар фрилансерлердің 3 жылдағы динамикадағы қазіргі жағдайы, саны мен табысы талданды. БАӘ, Сингапур, АҚШ және т.б. елдермен Қазақстанның Мбит/с интернет жылдамдығына салыстырмалы талдау жүргізілді. Талдау қазақстандық фрилансты дамытудың проблемалары мен кемшіліктерін анықтады. Автор одан әрі перспективалық қалыптастыруды анықтау мақсатында фриланс-қызметтер нарығын одан әрі дамыту болжамын жүргізді.

ТҮЙІН СӨЗДЕР: фриланс, қызметтер, қаржылық сауаттылық, өзін-өзі тәрбиелеу, жасанды интеллект, маркетинг.

ЗАКОНОМЕРНОСТИ ФУНКЦИОНИРОВАНИЯ РЫНКА ФРИЛАНС УСЛУГ И ПРОГНОЗИРОВАНИЕ ЕГО РАЗВИТИЯ В РЕСПУБЛИКЕ КАЗАХСТАН

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АННОТАЦИЯ. Рынок фриланс-услуг в Казахстане находится на начальном этапе активного роста и развития. Фриланс — это свободная форма трудовой деятельности, так как работники географически не привязаны к конкретному месту и выполняют в срок задания в удобное время без постоянного контракта с заказчиком. В последние годы в мире и в Республике Казахстан рынок фриланс-услуг имеет тенденцию устойчивого роста. Целью данной статьи является рассмотрение характеристики функционирования данного рынка, выявление закономерностей, видов платформ и основных сфер деятельности фриланса, предложение путей развития данного рынка в РК. В стране огромное количество пользователей сети интернет, о чем описано и представлено в сравнении со странами с самым высоким уровнем пользователей. В статье также проанализировано современное состояние, количество и заработок фрилансеров в динамике за 3 года. Проведен сравнительный анализ скорости интернета Казахстана в Мбит/с. с такими странами, как ОАЭ, Сингапур, США и другие. Анализ выявил проблемы и недостатки развития казахстанского фриланса. Автором проведен прогноз дальнейшего развития рынка фриланс-услуг с целью выявления его дальнейшего перспективного формирования.

КЛЮЧЕВЫЕ СЛОВА: фриланс, услуги, финансовая грамотность, самообразование, искусственный интеллект, маркетинг.

INTRODUCTION. Freelancing plays an important role in the economy of Kazakhstan, as it provides an opportunity for independent workers to fulfill orders at a distance, thus allowing them to have their own sources of income.

Of course, it is very relevant for young people and people looking for flexible working hours. Freelancers are able to adapt to changes in the

labor market and without the need for long-term commitments can provide services in various fields, which increases competitiveness for companies. They often offer out-of-the-box solutions and unconventional ideas, which contributes to the growth of the innovation sector and creative economy in the country. It is important to register them as individual entrepreneurs, then the country's

budget will receive additional tax funds, which will have a positive impact on the financing of social and infrastructure projects. Kazakhstani freelancers work with foreign customers.

Thus, freelancers contribute to the export of services and foreign exchange earnings in the country, and thus increase the reputation of the country, thereby strengthening international relations. They polish their skills, gain new experience, perform more skilled work and increase the competitiveness of Kazakhstan's labor market. This way of working has changed the perception of work in Kazakhstani society, promoted ideas about independent self-employment, and created a diverse and inclusive labor market [1].

The regularities of functioning of the freelance services market in Kazakhstan will be considered in Table 1 [2, 3, 4].

The main professions that are in demand in the Kazakhstani freelance market are designers, video editors, photographers, work with texts and work in the IT sphere.

In the business sphere there is a difference between a freelancer and a remote worker, firstly, a freelancer is a free performer of online orders, works for himself and performs the work on which he has a professional skill. A remote worker performs online work in the company, as an integrated employee

with the team, has days off, vacation and social package [1].

MATERIALS AND METHODS OF RESEARCH.

Various research methods were used in the work, in particular, the method of deduction to analyze and deeply understand the current state and dynamics of processes in the market of freelance services, the method of induction to identify patterns of available data and better understand the ongoing phenomena in the field of freelancing. The generalization method was used to form patterns and analyze successful practices in the field of freelancing and develop adaptive ways of solutions that contribute to success. Statistical analysis allowed to identify the dynamics of growth and increment of all economic indicators, as well as to outline the problems and challenges of the current freelancing services market. The method of comparative analysis was important for understanding the real state of the Kazakhstan freelance services market and its further forecasting to determine the prospects of this market. The existing growth dynamics seems to be positive and promising, but the comparative analysis showed the weaknesses and shortcomings of the development of this business in the domestic economy.

The study was based on current authors of scientific international journals, conferences, internet

Table 1 - Regularities of functioning of the freelance services market

№	Regularities	Their functioning in the market of freelance services
1	Growing demand for flexible labor solutions	With changes in the economic structure and the transition to new forms of employment, the demands on employers and employees have increased. This helps companies to optimize costs and respond quickly to changes in business conditions, which stimulates the involvement of freelancers for project tasks.
2	Variety of services offered	Kazakhstan's freelancing market offers a variety of products, from graphic and web design to writing, programming, translation and online sales, creating better competition and allowing clients to find the best people for their needs.
3	Growth in the number of freelance platforms	With the spread of technology and the Internet, specialized platforms such as Upwork, Freelancers, Kwork and local Kazakhstani platforms are becoming increasingly popular. These tools are becoming the main means of communication between freelancers and employees, facilitating collaboration and job placement.
4	Shortcomings of legal legislation	The free labor market in Kazakhstan faces some difficulties, such as the lack of a clear legislative framework and the unprotected rights of freelancers, which discourages professionals. It is important to adopt laws in this area that would protect the rights of online workers for which it is necessary to establish clear legislation.
5	Financial literacy and independence	Freelancers in Kazakhstan are increasingly realizing the importance of education and training. The development of online courses and training programs allows employees to adapt to market changes and improve their skills.

Note: Compiled by the author based on the source [2,3,4]

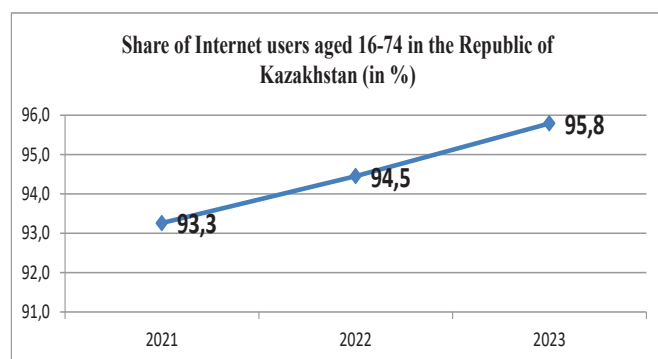


Figure 1 - Share of Internet users aged 16-74 in the RK for 2021-2023 [5]

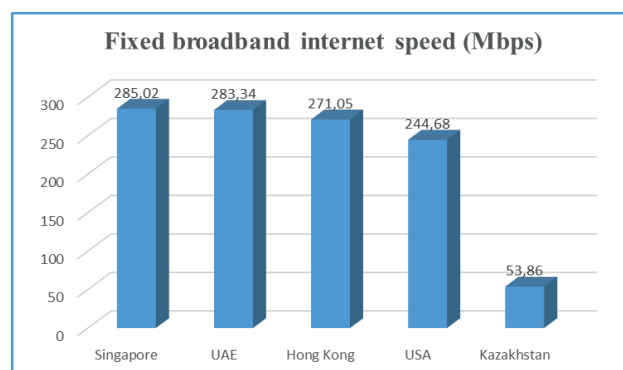


Figure 2 - Internet speed in different countries and in Kazakhstan for 2023 [5]

sources and other reliable sources. For example, one of the most popular authors Richard Freund in his pilot social project to improve performance in the online labor market, proved how important rest, treatment is, as after rehabilitation freelancers increased their work efficiency, got more contracts. Overall, the social project had a positive impact on well-being [2].

Fathima Thabassum in her writings recognizes companies that have created platforms for job seekers and customers. The importance of their provision of online mediation where the supplier predominantly selects the best of the performers at a mutually beneficial price. It is such a fair market, according to the author, should be supported by the state in all countries [3].

A group of academic researchers Varun Gupta, Jose Maria Fernandez-Crehuet, Thomas Hanne, Rainer Telesko based on the results of a startup with freelancers, the latter have innovated the value proposition in developing a continuous update of the value proposition, emphasized the need to make freelancers as representatives of the startup team to establish direct interaction with global customer segments [4].

Researchers from Haiti Dulce Baptista, Richard Freund, Rafael Novella conducted a pilot project on methods to improve the result of online - labor market. Where they noted the importance of training freelancers in modern online business skills. In the long term, the program gave a very positive improvement in the results of freelancing. The result was an increase in orders, getting profitable contacts with regular clients [2].

In general, academic researchers consider the development of freelancing market important, but in this aspect the most important is training and self-training of freelancers.

RESULTS AND THEIR DISCUSSION.

Globalization and post-pandemic COVID-19 have affected the development of technology in the RoK, so freelancing is becoming a more popular way of earning money, as many people choose to work flexible hours. In general, there are more professionals willing to work remotely due to the increasing demand for their services. It is observed that freelancers are willing to offer a wide range of services ranging from web development and graphic design to copywriting and marketing services. Freelancing leads to the formation of new forms of employment and changes in the market structure in the country [2].

The basis for the development of freelance services is the emergence of the Internet, and the number of people willing to use it in the world and in the Republic of Kazakhstan is increasing every year. Thus, the number of Internet users in 2023 in the country amounted to 17.73 million, which is 95.8% of the total population of the Republic of Kazakhstan.

In 2021, the share of Internet users aged 16-74 in Kazakhstan was 93.3%; in 2022, it increased by 1.29% or to 94.5%. In 2023, the share further increased by 1.38% to reach 95.8%. The growth in the number of Internet users aged 16-74 is increasing due to the availability of the Internet and its use among the population of Kazakhstan, namely, with the expansion of access to Internet technologies, the development of digital infrastructure, the increase in the number of mobile devices and the development of digital literacy of the population.

Undoubtedly, the number of users is growing, but not all the territory is accessible to the Internet, the coverage is 96% of the country. Internet speed is important for freelancers, let us compare it in the Republic of Kazakhstan and in other countries and

present it in the figure.

As we can see in the figure, Singapore has the highest internet speed of 285.02 Mbps, which means that the country is very highly developed in terms of infrastructure and internet technology. In second place is the UAE with 283.34 Mbps, only slightly behind Singapore. Hong Kong is at 271.05 Mbps. And slightly behind the US at 244.68 Mbps, the average level of development, however, Kazakhstan's internet speed of 53.86 Mbps is well below average, indicating weak infrastructure and technology that needs improvement to further develop freelance services. Since the desire of customers to get an order faster directly depends on the speed of the Internet, accordingly, low-speed Internet affects the competitiveness of domestic freelancers [6].

In the international and Kazakhstani markets, one of the most popular platforms are Upwork, Freelancer and domestic platforms that facilitate freelancers to find clients quickly. Accordingly, these platforms improve accessibility for remote work and increase competition among freelancers [7].

Freelancing in Kazakhstan as an innovation has problems, firstly, uncertainty of income, difficulties with legal registration of activities, lack of social guarantees, i.e. no health insurance and pension contributions. Nevertheless, the level of education is growing as well as professional training of freelancers. A large number of online and offline courses and programs improve their skills. There is a demand of companies for freelancers' services as an alternative to traditional employees than reduce the cost of maintaining offices for businessmen and provide wide access to specialized skills [7].

There are also several popular platforms for freelancers in Kazakhstan, which cover different fields of activity. The most popular platform is hh.kz and Freelance.ru, as it is popular in CIS countries

and offers a wide range of projects for freelancers in different industries. It allows freelancers to find interesting orders and cooperate with different customers. Next is the Kwork platform, where freelancers offer services for certain fixed prices. The convenience of Kwork is in covering a large number of categories, in particular, graphic design, web development and text services. Freelance.kz is a local platform offering freelancers the opportunity to get orders in various fields such as education, marketing, IT and others. Freelancers in Kazakhstan currently cooperate with different countries: Russia, Georgia, Armenia, UAE, Turkey, as well as Central and Southeast Asian countries [1].

The number of freelancers operating in the territory of the Republic of Kazakhstan is presented in Figure 3.

In 2022, the number of freelancers is 255 thousand people, an increase of 11.84% compared to 2021. In 2023, the number of freelancers increased to 500 thousand people, an increase of 96.08% over 2022. The change in the number of freelancers indicates an increase in the interest of the population to engage in work using platforms [7].

Thus, the development of freelancing has led to an increase in the income of freelancers, Figure 4.

In 2021, freelancers' income amounted to 1 million 49 thousand tenge, an increase from 2021 to 2022 of more than 90% to 947 million tenge. In 2023, the income of freelancers reached 3 billion tenge, which shows more than threefold increase or 216% compared to 2022. That is, the development of freelancing in the Republic of Kazakhstan is connected with the improvement of conditions for freelancers and the increase in demand for freelancers' services in different fields and from different countries. Since the income of freelancers annually and repeatedly increases, the prospect of further development has every reason to improve

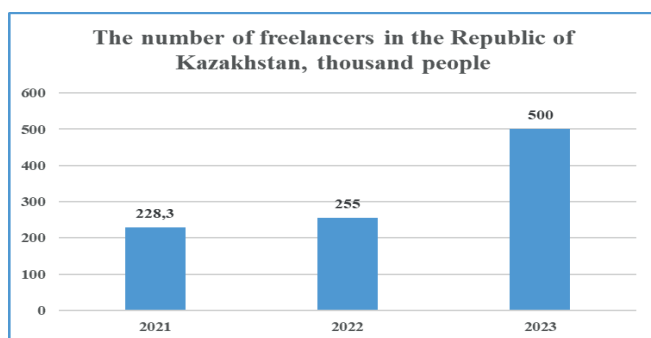


Figure 3 - Number of freelancers operating in Kazakhstan for 2021-2023 [7].

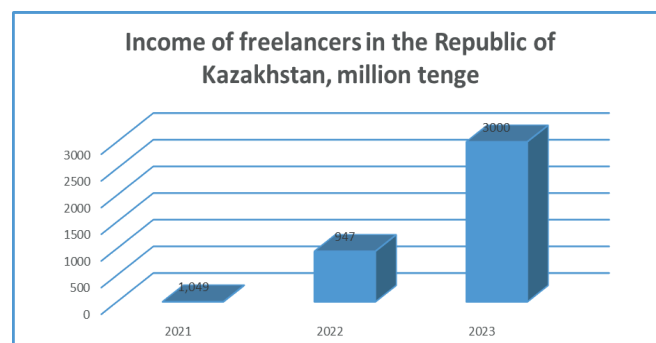


Figure 4 - Income of freelancers in the RoK for 2021-2023 [8].

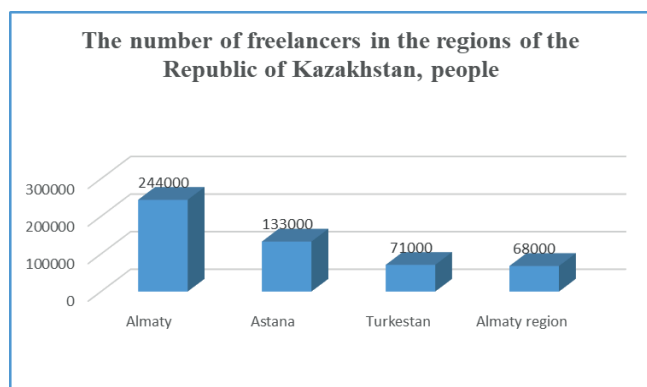


Figure 5 - Number of freelancers by regions of the Republic of Kazakhstan for 2023.

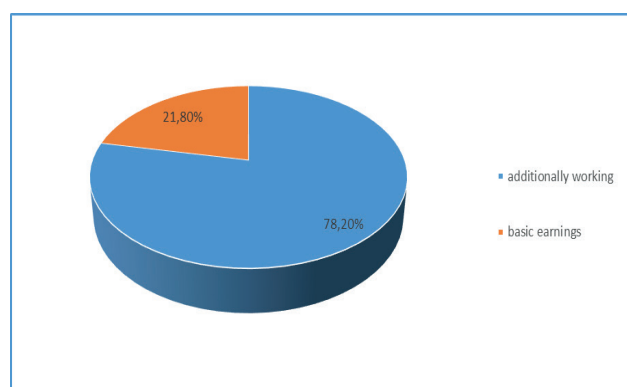


Figure 6 - Additional and basic earnings of freelancers for 2023

the market of freelance services, it is important to ensure the legislative and social component.

With all the positive dynamics of freelancing development in Kazakhstan, nevertheless, there are disadvantages in the work of online specialists, firstly, there is often no stability and certainty of income, which may or may not be depending on the availability of orders. It is very difficult to find orders, especially for beginners because of the lack of reviews and recommendations. With such fierce competition and without professional skills, it is difficult to break into the market, where a high level of professional, communication skills and a stable reputation are important [8].

Many have now improved the legal framework for freelancers, as the new market requires protection of rights to facilitate their work. For example, the Tax Act in the UK regulates freelancers for greater transparency to prevent them from evading taxes [9]. In France, the current legal law was simplified to facilitate taxation, and social guarantees were also provided to freelancers, such as health insurance and pension contributions. In Italy, in order to protect the rights of freelancers, they switched to a contract system to provide better conditions for freelancers [10].

Thus, developed countries, realizing the importance of freelancing development in the country, create conditions for a fair environment and efficient operation of the freelance services market.

Let's find out in which regions of the Republic of Kazakhstan there are the largest number of freelancers by examining Figure 5.

By many economic indicators Almaty is often the leader, as it is the economic and cultural center of the country. The market of freelance services is very

developed in this city 244 thousand freelancers. In Astana city almost 2 times less only 133 thousand freelancers work, nevertheless the level of freelance activity is quite high. In Turkestan city 71 thousand freelancers work, that is much less economic activity. Almost the same indicator is followed by Almaty region with 68 thousand freelancers, which reflects the distribution of freelance activity between the regional center and surrounding areas.

As we can see, freelancers in the RK are mainly concentrated in large cities such as Almaty and Astana, which is associated with the greatest opportunities for work. [11]

What number of freelancers in 2023 worked additionally and for whom it is the main income in the RK, we will find out in Figure 6.

In the Republic of Kazakhstan for 2023, the majority of freelancers had mostly additional income, 78.2% earned from additional projects and part-time jobs. The population is not limited to one source of earnings and earns additional income. For 21.8% of those working only on platforms, this is their main income, which means that the freelance market is underdeveloped.

Since freelancing contributes to additional income or main income, the number of freelancers in the Republic of Kazakhstan will increase. To predict approximately what their number will be in 5 years, we calculate the average growth of freelancers for the period from 2021 to 2023 according to Figure 3.

Let's calculate the growth for the period from 2021 to 2023 $500 - 228,3 = 271,7$ thousand people, respectively, the average growth for this period will be equal to 136 thousand people.

Further, if the average growth will remain, then making a forecast for the next 5 years, consider Figure 7.

For 2024 the increase will be 636 thousand people, for 2025 the increase will be 772 thousand people, for 2026 908 thousand people, for 2027 1,044 thousand people. In 2028, the increase will amount to 1 million 180 thousand people

Thus, already in 2028 the increase in the number of freelancers in the Republic of Kazakhstan will be about 1 million 180 thousand people.

There is a growth of freelancers in Kazakhstan, which is due to the fact that the whole world today is moving towards replacement by digital platforms and orientation towards freelance employment.

According to experts, by 2030 the labor market in Kazakhstan will be occupied by 3-4 million freelancers, i.e. almost 40% of the total workforce. This will be due to the desire for optimization in business and the spread of personnel leasing. Which will lead to increased flexibility and mobility. Costs associated with hiring will be minimal and inequality boundaries between regions, countries will be erased in providing labor flexibility to salaried workers. However, to date, freelancers do work that is not leading for firms, that is, only services on Internet marketing, SMM, copywriting, creation and finalization of websites, design, etc. [11].

On July 1, the Social Code came into effect in Kazakhstan to support freelancers to officially recognize the legitimacy of platform employment. A citizen registered on a digital platform will now be officially employed, and this is noted in the Social Code for social guarantees. Such citizens will pay taxes under preferential and simplified systems, i.e. the introduced single payment. Freelancers do not have vacations, weekends and holidays, work overtime, they risk not being paid, as there are no state control services. For example, in the US, freelancers often work for free because they are systematically not paid for the work they do. To protect themselves, they need to register as individual entrepreneurs, draw up a contract and pay taxes [12].

Thus, the Social Code has certain shortcomings, such as the fact that employers are obliged to pay pension contributions. This can have a negative impact on business and lead to entrepreneurs leaving the platforms as they seek to reduce their costs [13].

Thus, freelancing will continue to grow in Kazakhstan, and successful and competitive freelancers will need to possess a number of high-level skills and knowledge as presented in Table 2.

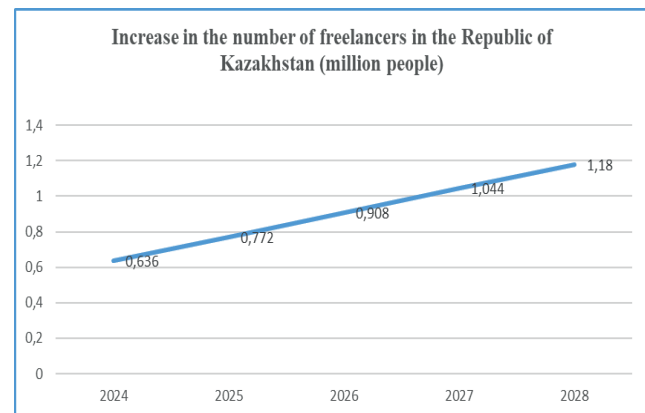


Figure 7 - Forecast of growth in the number of freelancers in the Republic of Kazakhstan for the next 5 years

The knowledge and skills described in the table will allow freelancers to effectively adapt to new market requirements and be highly competitive. In this case, freelancers need to engage in self-education and professional development, which will play an important role in obtaining favorable offers. Continuous self-education will not only give an advantage over competitors, but will also allow you to be a highly paid specialist. Firstly, knowledge of new tools and modern technologies will allow to be in demand and valuable, to track new algorithms, trends and adapt to these changes accordingly. Secondly, by expanding and improving, the freelancer will improve the quality of his work and client satisfaction. Self-organization of processes will improve and productivity will increase in a shorter period of time. Third, self-education helps to become an expert, as continuous learning in various courses and getting advice in professional communities strengthens the freelancer's brand, the more it attracts the number of clients [10,11,12].

Self-education is an investment in a promising future, so professional development will allow the freelancer to be relevant with far-reaching horizons.

Kazakhstan freelancers need to go international, as their platforms offer many advantages, such as access to customers from different countries and industries, which increases the number of potential projects and clients. RK freelancers will be able to work on projects in different fields and topics with a wide range of choices and expand their skills and professionalism. If a freelancer can provide unique or in-demand services, international platforms tend to lead to higher income. Also, these platforms train freelancers in educational courses, meaning they

are interested in improving skills, plus some of them offer payment protection and guarantee systems, dispute resolution systems and fraud protection as their automated systems manage contracts. Analytics about completed projects provided by various platforms contributes to improving the image of a freelancer for a wide client audience, as the feedback and recommendations received reflect the quality of work and client satisfaction [1].

Working with international platforms opens new horizons for freelancers, allows them to expand their professional opportunities and improve their

financial situation.

The prospects for the development of the freelance services market in Kazakhstan are related to the fact that the desire of young people is increasing as they seek independence due to flexible working conditions. The emergence of new professional directions requires freelancers to improve their skills and knowledge.

The government of Kazakhstan is already at the stage of introducing legislative initiatives aimed at protecting the rights of freelancers. For example, taxation has already been developed for such

Table 2 - New skills and knowledge for freelancing development in Kazakhstan

№	Skills and knowledge	Knowledge and skills area	Description of knowledge and skills required
1	Technical skills	Programming and web development	Programming language: Java, Python, JavaScript; framework: Angular, React, Django; ability to develop applications and websites
2		Design and UX/UI	Work with graphic editors: Figma, Adobe Creative Suite, Sketch, know the principles of user experience and interface
3		SEO and content marketing	Optimization of sites for search engines, content creation, work with analytical tools Google Analytics, SEMrush.
4	Classical skills	Communication	Ability to express thoughts clearly, work effectively with clients, negotiate and handle conflict.
5		Time management	Organizing work time, scheduling tasks, meeting deadlines and deadlines
6		Self-discipline	Ability to work independently without constant supervision, maintain high productivity and motivation.
7	Business skills	Finance Department	Bookkeeping, budget management, understanding tax requirements and financial planning.
8		Marketing and promotion	Developing a strategy to promote their services, working with social media, creating and maintaining a personal brand.
9		Contract law	Knowledge of the basics of contract drafting, rights and obligations of the parties, defense of their interests.
10	Areas of knowledge	Current trends	Understanding of current trends in their field e.g. trends in web design, new technologies, changes in SEO.
11		Cross-disciplinary skills	Depending on the field, knowledge of related disciplines such as data analytics, machine learning, digital marketing may be helpful.
12	Tools and platforms	Freelancing platforms	Knowledge and ability to work with platforms like Upwork, Freelancer, Fiverr, Toptal.
13		Working tools	Proficiency in project management tools Trello, Asana, Notion, Slack communication, Zoom, and collaboration tools Google Workspace, Microsoft Office.

workers, however, it is also important to create social guarantees for them [9].

The integration of domestic freelancers with access to international platforms has provided access to a wider list of employers and clients, as well as increased their income. Today, it is common for freelancers to cooperate with large companies and startups, which certainly facilitated the exchange of experience and the creation of various professional communities [7].

Thus, in order to develop freelancing in Kazakhstan, it is necessary, first, to develop courses and seminars on freelancing, business basics and project management for aspiring freelancers. Organize online courses, webinars and training programs in cooperation with educational institutions and local entrepreneurs. Form communities of freelancers to share experiences and support [9, 11]. These can be both online groups and offline meetings where freelancers can discuss relevant topics, share knowledge and network.

Encourage local companies to cooperate with freelancers, for example, through tax incentives or subsidies. The state needs to create access to international markets for freelancers, for example, through participation in exhibitions, job fairs and Internet conferences. And provide training in the languages and cultural characteristics of different countries. Development and implementation of legislation regulating freelancing, protection of workers' rights, as well as simplification of tax accounting for freelancers. Stimulating creative industries such as design, marketing, software development and content management, which is an important part of the freelance sector. Creation

of programs and support funds for freelancers who need financial resources for business development, training and professional growth.

These measures can contribute to the development of the freelance market in the Republic of Kazakhstan, increase the number of successful freelancers and create a more sustainable economic environment for remote work.

CONCLUSION. The article examined the patterns of functioning of the freelance services market, its role, functions, etc. Kazakhstan has all the conditions for the development of the freelance services market, as the share of Internet users is 95.8% of the population. However, the Internet speed is 53.86 Mbps. In Kazakhstan, in 2023, it showed one of the lowest results compared to, for example, the speed of 285.02 Mbps.

The number of freelancers operating in Kazakhstan in 2021-2023 increased to 500 thousand people, the income of freelancers in Kazakhstan in 2021-2023 also increased to 3 billion tenge. The forecast indicates further expansion and integration of freelancing into international processes. To achieve sustainable growth, it is necessary to improve the legal framework and stimulate education in this area. Of course, freelancing provides unique opportunities for both employees and employers, and is becoming an important element of the country's economy.

Thus, freelancing in Kazakhstan not only provides new employment opportunities, but also makes a significant contribution to the economic development of the country. Its development can have a positive impact on the business environment and the general well-being of the population.

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