

COMPARATIVE ANALYSIS OF DIGITAL TOOLS IN THE FORMATION OF AN INVESTMENT-ATTRACTIVE BUSINESS ENVIRONMENT: THE EXPERIENCE OF CHINA AND KAZAKHSTAN

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ABSTRACT. The article explores the current challenges of digital transformation on business development in emerging markets, particularly in Kazakhstan and China. The emphasis is on the interplay between digitalization, innovation capacity, and human capital development, which are the pillars of resilient entrepreneurial ecosystems. The goal of the research is to uncover the unique aspects of leveraging digital tools to enhance the investment appeal and competitiveness of national economies.

The research methodology is founded on a systematic and comparative approach, encompassing the examination of theoretical sources, the compilation of practical examples, and the application of analytical techniques to discern prevailing trends and patterns.

The utilization of the case study method enabled the comparison of the best practices in China and Kazakhstan, and the identification of opportunities for their adaptation, considering the unique characteristics of the national context.

The novelty and significance of the research lies in the fact that it focuses on the practical significance of digitalization for the development of new business models. The work contributes to a deeper understanding of how digital technologies can serve not only as a tool for modernizing business operations, but also as a catalyst for sustainable socio-economic progress.

The results of the research demonstrate that digitalization has a direct effect on the expansion of innovative activity, enhancing the quality of the business environment, and fostering the creation of more transparent and resilient ecosystems.

The study concludes that a comprehensive approach is required, encompassing the development of human capital, the promotion of startups, and the establishment of an institutional framework for the implementation of digital technologies.

The practical implications of this work lie in the potential to utilize the findings to improve public policy, support businesses, and develop strategies for sustainable development.

KEYWORDS: Kazakhstan, China, digital transformation, business environment, innovation, investment attractiveness, sustainable development.

ИНВЕСТИЦИЯЛЫҚ ТАРТЫМДЫ БИЗНЕС ОРТАНЫ ҚАЛЫПТАСТЫРУДАҒЫ ЦИФРЛЫҚ ҚҰРАЛДАРДЫ САЛЫСТЫРМАЛЫ ТАЛДАУ: ҚЫТАЙ МЕН ҚАЗАҚСТАННЫҢ ТӘЖІРИБЕСІ

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АҢДАТПА. Мақалада дамушы нарықтардағы, әсіресе Қазақстан мен Қытайдағы бизнесті дамыту үшін цифрлық трансформацияның өзекті мәселелері қарастырылады. Тұрақты кәсіпкерлік экожүйелердің негізі болып табылатын цифрландыру, инновациялық әлеует және адами капиталды дамыту арасындағы өзара әрекеттесуге баса назар аударылады. Зерттеудің мақсаты-ұлттық экономикалардың инвестициялық тартымдылығы мен бәсекеге қабілеттілігін арттыру үшін цифрлық құралдарды пайдаланудың бірегей аспектілерін ашу.

Зерттеу әдістемесі теориялық дереккөздерді зерттеуді, практикалық мысалдарды құрастыруды және басым тенденциялар мен заңдылықтарды ажырату үшін аналитикалық әдістерді қолдануды қамтитын жүйелі және салыстырмалы тәсілге негізделген.

Кейс-стади әдісін қолдану Қытай мен Қазақстандағы озық тәжірибелерді салыстыруға және ұлттық контексттің бірегей ерекшеліктерін ескере отырып, оларды бейімдеу мүмкіндіктерін анықтауға мүмкіндік берді.

Зерттеудің жаңалығы мен маңыздылығы оның жаңа бизнес-модельдерді әзірлеу үшін цифрландырудың практикалық маңыздылығына бағытталғандығында. Бұл жұмыс цифрлық технологиялардың бизнес операцияларын модернизациялау құралы ретінде ғана емес, сонымен қатар тұрақты әлеуметтік-экономикалық прогрестің катализаторы ретінде қалай қызмет ете алатынын тереңірек түсінуге ықпал етеді.

Зерттеу нәтижелері цифрландыру инновациялық қызметті кеңейтуге, бизнес-ортаның сапасын арттыруға және неғұрлым ашық және тұрақты экожүйелерді құруға ықпал етуге тікелей әсер ететінін көрсетеді.

Зерттеу қорытындысы бойынша адами капиталды дамытуды, стартаптарды ілгерілетуді және цифрлық технологияларды енгізудің институционалдық негізін құруды қамтитын кешенді тәсіл қажет.

Бұл жұмыстың практикалық салдары нәтижелерді мемлекеттік саясатты жетілдіру, бизнесті қолдау және тұрақты даму стратегияларын әзірлеу үшін пайдалану әлеуетінде жатыр.

ТҮЙІН СӨЗДЕР: Қазақстан, Қытай, цифрлық трансформация, бизнес-орта, инновация, инвестициялық тартымдылық, тұрақты даму.

СРАВНИТЕЛЬНЫЙ АНАЛИЗ ЦИФРОВЫХ ИНСТРУМЕНТОВ В ФОРМИРОВАНИИ ИНВЕСТИЦИОННО ПРИВЛЕКАТЕЛЬНОЙ БИЗНЕС-СРЕДЫ: ОПЫТ КИТАЯ И КАЗАХСТАНА

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АННОТАЦИЯ. В статье рассматриваются текущие вызовы цифровой трансформации для развития бизнеса на развивающихся рынках, особенно в Казахстане и Китае. Акцент делается на взаимосвязи между цифровизацией, инновационным потенциалом и развитием человеческого капитала, которые являются основой устойчивых предпринимательских экосистем. Цель исследования - раскрыть уникальные аспекты использования цифровых инструментов для повышения инвестиционной привлекательности и конкурентоспособности национальных экономик.

Методология исследования основана на системном и сравнительном подходе, включающем изучение теоретических источников, сбор практических примеров и применение аналитических методов для выявления преобладающих тенденций и закономерностей.

Использование метода тематических исследований позволило сравнить лучшие практики в Китае и Казахстане и определить возможности для их адаптации с учетом уникальных особенностей национального контекста.

Новизна и значимость исследования заключается в том, что оно фокусируется на практическом значении цифровизации для разработки новых бизнес-моделей. Эта работа способствует более глубокому пониманию того, как цифровые технологии могут служить не только инструментом модернизации бизнес-операций, но и катализатором устойчивого социально-экономического прогресса.

Результаты исследования показывают, что цифровизация оказывает прямое влияние на расширение инновационной деятельности, повышение качества бизнес-среды и способствует созданию более прозрачных и устойчивых экосистем.

В исследовании делается вывод о том, что необходим комплексный подход, охватывающий развитие человеческого капитала, продвижение стартапов и создание институциональной базы для внедрения цифровых технологий.

Практическое значение этой работы заключается в возможности использования полученных результатов для совершенствования государственной политики, поддержки бизнеса и разработки стратегий устойчивого развития.

КЛЮЧЕВЫЕ СЛОВА: Казахстан, Китай, цифровая трансформация, бизнес-среда, инновации, инвестиционная привлекательность, устойчивое развитие.

INTRODUCTION. The modern global economic context is undergoing a profound digital revolution, which is fundamentally altering the business environment and investment procedures [1].

Digital technologies are emerging as a crucial instrument for enhancing the effectiveness of entrepreneurial endeavors, enhancing communication between government and business, and fostering an environment that is conducive to boosting the investment appeal of nations [2].

The importance of this research stems from the fact that digital transformation not only redefines the standards for national economic competitiveness but also shapes the paths for their integration into the global investment landscape.

China and Kazakhstan, despite their disparities in economic development, both express a desire to foster a digital economy and foster an investment-friendly environment.

China, with its advanced digital infrastructure and extensive experience in executing large-scale projects, stands as a model for other nations. Meanwhile, Kazakhstan is actively integrating digital solutions into its economic framework, adapting to the digital age.

The aim of this research is to scrutinize and contrast the digital tools employed in China and Kazakhstan, with the goal of identifying best practices and potential avenues for their implementation in Kazakhstan.

Research objectives:

— To explore the theoretical underpinnings of digital transformation in the business environment and its influence on investment appeal.

— To examine the digital tools employed in China and Kazakhstan,

— To conduct a comparative evaluation of the approaches and mechanisms of digital transformation in both countries,

— To identify potential areas for the implementation of successful practices in Kazakhstan.

The research materials encompass governmental initiatives, statistical data, analytical reports,

research conducted by international organizations, and publications on digital transformation and investment policy.

The methodological framework of the research is grounded in comparative, systemic, and structural-functional approaches. The work employs methods of analysis, synthesis, generalization, content analysis, and case study, which ensures the depth of the study and allows for the identification of objective trends in the field under investigation.

The thesis of this research is that the adoption and implementation of digital solutions that have been successfully implemented in China can greatly enhance the investment appeal and competitiveness of Kazakhstan's business environment.

Therefore, the introduction establishes the significance of the chosen subject, clearly articulates the objectives and aims of the study, outlines its methodological framework, and demonstrates that the chosen approach is appropriate and pertinent to the scientific issues at hand.

MATERIAL AND METHODS OF RESEARCH.

The object of the study is on digital tools used in China and Kazakhstan to create a business environment that is attractive to investors.

The research materials include official government initiatives such as Digital China and Digital Kazakhstan, statistical data, analytical reports from international organizations, and scientific publications on digital transformation and investment policy. For example, the work of A.L. Maisigova shows the role of the digital economy in forming new mechanisms of interaction between government, business, and investors. The research by M.Sira, A. Kuzior emphasizes the importance of e-government and platform solutions in improving the investment climate. Yi C. work analyzes the Digital China initiative and the government's interaction with technology giants such as Alibaba and Tencent. Publications by B.A. Otarbayeva and her colleagues consider the Digital Kazakhstan program as a strategic tool for modernizing the economy and increasing investment attractiveness.

**Table 1 – Comparative characteristics of digital tools for increasing investment attractiveness:
China and Kazakhstan**

Criterion	China	Kazakhstan
National strategy	“Digital China”, supported by subsidies and AI platforms	“Digital Kazakhstan”, focused on modernization
E-Government	High level of automation, super apps (e.g., WeChat)	Developing eGov and open data portals
Platform solutions for business	Alibaba Cloud, Tencent Cloud, online registration and loans	eGovBusiness, E-License, digital services in pilot regions
Investment instruments	Interactive investment platforms, blockchain for investment contracts	Project registries, tax benefits through digital interfaces
Role of the state	Active participation, decentralization of functions via digital services	Centralized management, weak regional digitalization

**The source was compiled based on the data [7-10]*

The research methods used in this study are based on systematic, comparative, and structural-functional approaches. These methods allow us to identify both common and specific features of digital transformation in China and Kazakhstan.

Specifically, the following research methods were employed:

- A comparative analysis to identify similarities and differences between the digital tools used in China and Kazakhstan.
- Content analysis of regulatory documents and strategic programs to understand the role of government initiatives in promoting digital transformation.
- Analysis and synthesis of scientific views and statistical data to summarize the findings of the study.

A case study based on the implementation of digital platforms, such as the integration of big data and artificial intelligence in China and digital services in Kazakhstan.

RESULTS AND THEIR DISCUSSION. The issues of digitalization of the business environment and its impact on investment attractiveness have been actively studied by both foreign and domestic researchers. Modern approaches to digital transformation of the economy are seen as a basis for enhancing the competitiveness of countries in the globalized world. According to A.L. Maisigova, the digital economy creates new mechanisms for interaction between governments, businesses, and investors, forming an innovative architecture for management and decision-making [3].

In literature, special attention is given to the role of digital tools in institutional transformation. For example, M.Sira, A.Kuzior

highlights the importance of platform solutions and e-government in simplifying administrative processes and improving the investment climate [4]. They also point out that digitalization can be an indicator of long-term sustainability of the business environment.

The Chinese model of digital development has attracted the attention of researchers as a case study of strategic and large-scale technology implementation in the economy. In his writings, Yi C. analyzed the Digital China initiative and emphasized the importance of collaboration between government programs and private technology companies like Alibaba and Tencent in shaping the digital business ecosystem [5].

China is successfully integrating big data, AI, and blockchain into its investor management and service processes, as noted by Kazakhstani scholars. B. A. Otarbayeva and her colleagues consider the implementation of the Digital Kazakhstan program a crucial step in modernizing the country's economy and enhancing its investment attractiveness, but he also acknowledges the need for better interdepartmental coordination of digital platforms and institutional readiness [6].

The analysis of literature shows that there is a growing interest in studying digital tools as drivers of investment attractiveness, but there is still a lack of comprehensive comparative research on this topic in the academic space. This makes this work relevant.

The research compared the key digital instruments employed in China and Kazakhstan to foster an investment-friendly business climate. The analysis was conducted through a systematic and comparative approach, utilizing case

studies, examination of government initiatives («Digital Kazakhstan», «Digital China»), expert insights, and statistical data. The objective was to pinpoint effective digital solutions in the realm of investment policy and explore avenues for their adaptation.

The comparative analysis revealed notable disparities and parallels in the digital strategies of both nations. China exhibits a high level of digital advancement and the integration of technology into management and investment processes, whereas.

Kazakhstan is actively enhancing its digital capabilities and drawing upon international expertise (table 1).

China is showcasing a sophisticated digital infrastructure thanks to extensive projects under the Internet+ and Digital China initiatives [11]. The widespread adoption of platforms like 政务服务网 (government online services) and the social credit system facilitates seamless communication between businesses and the government, streamlining registration and permit procedures. The Digital Kazakhstan program is being implemented in Kazakhstan, encompassing initiatives such as eGov.kz, E-License, and Smart Bridge [12]. While the program has shown positive progress, the level of coverage and functionality of digital platforms in Kazakhstan still falls short of their Chinese counterparts. In both countries, the government plays a crucial role in driving digital transformation. In China, there is a strong

collaboration between central and regional authorities, which enables the successful scaling of digital solutions [13]. Kazakhstan also has the political will and regulatory support for digitalization, but further interagency cooperation and institutional sustainability are required. The implementation of digital solutions in China has significantly reduced administrative obstacles, enhanced transparency, and created a favorable environment for foreign investors [14]. In Kazakhstan, the process of digitalization has brought about positive changes, such as streamlining procedures and fostering a more favorable business environment [15]. However, there is still room for improvement in terms of integrating digital services into investment strategies and business practices. The following practices have proven to be particularly promising for adoption: establishing a unified digital platform for investors, implementing blockchain technology in document management, and leveraging Big Data and AI to assess investment risks. However, when considering the implementation of Chinese solutions, it is crucial to take into account the specific context of Kazakhstan, including its legal framework, digital literacy level, and business preparedness.

The main challenges to effective digitalization in Kazakhstan include the fragmentation of platforms, the insufficient integration of IT systems across various departments, and the shortage of qualified personnel [16].

Table 2 – Comparative analysis of digital instruments and their impact on investment attractiveness

Indicator / Aspect	China	Kazakhstan	General patterns (synthesis)
Key digital tools	Alibaba Cloud, Tencent Cloud; Artificial Intelligence; Big Data; "Smart cities"	eGov, electronic tax systems; fintech (Kaspi.kz); Astana Hub	Digital tools simplify market access and make business processes more transparent
Role of digitalization in the economy	Over 40% of GDP is generated by the digital economy	20 % of GDP comes from the digital economy	The higher the level of digitalization, the higher the investment attractiveness
Application features	Integration of digital platforms into global investment chains	Use of digital services to improve the domestic climate and support startups	Different strategies but the same direction – strengthening investor trust
Institutional effects	Reduction of administrative barriers, large-scale public-private cooperation	Increased transparency of public services, stimulation of venture investments	Digitalization contributes to lower transaction costs and increased trust
Development trends	Systemic digital transformation of the economy	Gradual implementation of digital services	Growth of innovation potential strengthens the investment environment

**The source was compiled based on the data [17-18]*

The content analysis of the regulatory frameworks and strategic plans of China and Kazakhstan revealed not only the key areas of digital transformation, but also the unique aspects of their implementation in the context of fostering an investment-friendly business environment.

In China, digital transformation is a central theme in strategic initiatives such as Digital China and Made in China 2025. These initiatives view digitalization as a long-term strategy, emphasizing the integration of artificial intelligence, big data, and blockchain into government and business operations. This has led to the creation of a unified ecosystem where digital services are closely tied to investment policies.

Government efforts are not only focused on streamlining procedures for investors, but also on building trust through robust intellectual property protection and promoting public-private partnerships. This approach fosters the expansion of foreign direct investment in high-tech sectors, highlighting the strategic efficacy of the Chinese model.

In Kazakhstan, the Digital Kazakhstan program serves as the guiding document, emphasizing the implementation of e-government and the

advancement of digital public services. The analysis revealed that the regulatory framework primarily focuses on streamlining administrative procedures, automating tax processes, and establishing the fundamental infrastructure for digital services. However, the documents fail to adequately address the necessity for comprehensive integration of digital services across agencies and the development of a long-term strategy for collaboration between the government and the private sector. Consequently, digitalization remains fragmented and does not consistently contribute to a systemic increase in investment attractiveness.

A comparison of the documents from the two countries reveals a pattern: the success of digital transformation is directly related to completeness and strategic coherence of the regulatory framework. China is demonstrating a comprehensive and long-term approach, while Kazakhstan has so far limited itself to applied and short-term initiatives.

The findings of the study indicate that in order to enhance the investment climate, Kazakhstan must expand its regulatory framework for digitalization, provide it with a strategic focus, and ensure consistency across various institutions. This will bring Kazakhstan closer

Table 2 – Case Studies on digital tools in China and Kazakhstan

Parameter	Case 1: China (Shanghai)	Case 2: Kazakhstan (Smart Bridge)
Project Name	"一网通办" ("One-stop service") in Shanghai	Smart Bridge Digital Platform
Objective	Centralization of public services and simplification of government-business interaction	Providing business access to digital public services through open APIs
Key Functions	<ul style="list-style-type: none"> - Business registration - Permit issuance - Tax payment - Online support 	<ul style="list-style-type: none"> - Integration with eGov and other platforms - Electronic permits - Process automation
Digital Technologies	<ul style="list-style-type: none"> - Unified database - AI algorithms - Electronic signature - Biometrics 	<ul style="list-style-type: none"> - API integrations - Online services - Electronic signature
Results	<ul style="list-style-type: none"> - Business registration time reduced to 3 hours - Increased transparency - Investment growth in Shanghai 	<ul style="list-style-type: none"> - Reduced bureaucracy - Faster access to services - Increased SME digitalization
Applicability for Kazakhstan	High — possible implementation of a unified digital window and service automation	Already being implemented; requires scaling and IT ecosystem support
Specific Features	Supported at all levels of government, actively used by investors	Supports interaction between private IT companies and public authorities

**The source was compiled based on the data [19-20]*

to the Chinese model of an integrated digital ecosystem, which has proven to be effective in creating an investment-friendly business environment.

Based on the analytical approach, the study explored the primary digital instruments employed in China and Kazakhstan, and their influence on the development of investment appeal. The analysis revealed that China is prioritizing the extensive deployment of artificial intelligence, big data, and cloud platforms, whereas Kazakhstan is actively fostering e-government, digital business services, and financial technologies. This approach allowed for the identification of disparities in the extent and nature of the digital transformation in the two countries.

In the process of synthesis, the collected information was consolidated into general conclusions, highlighting common trends. In both nations, digitalization contributes to enhancing transparency, reducing bureaucratic obstacles, and fostering investor trust. Meanwhile, China's approach exemplifies the efficacy of integrating digital solutions into international investment frameworks, while Kazakhstan prioritizes creating an internal environment conducive to startups and innovation. Consequently, a comparative assessment allows for the identification of effective strategies.

The table below illustrates the varying levels of development of digital instruments and their influence on investment attractiveness in China and Kazakhstan.

In China, the digital economy is highly advanced, with more than 40% of GDP generated by digital technologies such as artificial intelligence, big data, and cloud services. These tools not only facilitate market access but also integrate into global investment chains, resulting in a significant impact.

In Kazakhstan, digitalization is progressing steadily, with a focus on e-government, fintech solutions, and supporting startups through platforms like Astana Hub. Although the share of the digital economy in GDP is still relatively small (20%), its influence on enhancing transparency and simplifying administrative procedures is noticeable. Unlike China, Kazakhstan is prioritizing creating an internal environment that is favorable for investors and gradually building trust.

The synthetic analysis reveals that, despite

variations in the scope and tactics of digital transformation, both nations are converging towards a common goal: enhancing confidence in the business landscape and reducing transactional expenses.

Common trends encompass improved market accessibility, fostering innovation, and creating an environment that promotes attractive investment.

Thus, China exemplifies a comprehensive and systematic approach to digital transformation, which positions it as a leader in the global investment landscape. In contrast, Kazakhstan is pursuing a strategy of gradual implementation of digital solutions, prioritizing domestic needs and fostering innovative entrepreneurship. The common thread is that digitalization, regardless of its scale, is instrumental in enhancing investor confidence, reducing expenses, and fostering a competitive business environment. For Kazakhstan, the adoption of successful Chinese practices, particularly in the areas of big data, artificial intelligence, and platform solutions, can serve as a foundation for accelerated growth in investment attractiveness.

To gain a deeper understanding of the practical implications of digital tools for creating an investment-friendly business environment, we used the case study method in our research. This method allowed us to examine specific examples of digital solution implementation, identify their strengths and limitations, and explore their potential for adaptation.

Two projects were selected as case studies: the Chinese initiative in Shanghai and the Kazakhstan Smart Bridge platform. These projects demonstrate different approaches to digital transformation, allowing us to compare their practices and see how centralized ecosystems and integrated services can contribute to reducing bureaucracy, improving transparency, and increasing investor confidence.

A comparison of digital transformation initiatives in China (Shanghai platform) and Kazakhstan (Smart Bridge platform) highlights the significance of a comprehensive and integrated approach to digitalizing the business environment. The Chinese experience demonstrates that a centralized digital ecosystem, deeply integrated with government services and leveraging advanced technologies such as artificial intelligence, biometrics, and unified databases, can dramatically enhance the

effectiveness of business-government interactions, reduce administrative obstacles, and substantially improve the investment climate [21].

While Kazakhstan is making substantial progress in this area, its digital initiatives, such as Smart Bridge, are still in the process of development and require scaling, interagency coordination, and support from the IT ecosystem. Nevertheless, the Kazakhstan case illustrates the existence of an institutional framework and political commitment to implementing digital solutions.

Therefore, the incorporation of Chinese strategies in Kazakhstan, tailored to local circumstances (legal framework, digital readiness, resource availability), could significantly enhance the country's investment appeal. The effectiveness of this integration will hinge on the capacity to foster a stable collaboration between government entities, enterprises, and digital platforms.

The discussion of the conducted research revealed that digitalization is a crucial factor in creating an investment-friendly business environment in both China and Kazakhstan, albeit with different approaches and models. China has adopted a comprehensive and centralized approach, integrating big data, artificial intelligence, and biometric technologies into government and business operations. This integration has significantly reduced administrative barriers, expedited company registration processes, and enhanced global competitiveness.

In contrast, Kazakhstan is implementing a phased digital transformation strategy, focusing on e-government, fintech solutions, and Smart Bridge platforms. These initiatives have already demonstrated their effectiveness in reducing bureaucracy and increasing the accessibility of services for businesses. However, they still require scaling and interagency coordination. The application of the comparative analysis and case study approach enabled us to discern both shared trends (enhancing transparency, reducing transaction expenses, fostering investor trust) and distinctive characteristics that shape the national particularities of digital initiatives. This suggests that Chinese practices can be successfully implemented in Kazakhstan, provided they are tailored to the local institutional and technological context.

CONCLUSION. The study has demonstrated that digital tools are a crucial element in creating an investment-friendly business environment. A comparative examination of China and Kazakhstan has revealed disparities in the extent and methods of digitalization. China exemplifies a systematic implementation of cutting-edge technologies, such as artificial intelligence, big data, and biometrics, which facilitates integration into global investment networks. In contrast, Kazakhstan follows a gradual approach, focusing on the development of e-government, fintech, and startup ecosystems. The novelty of this work lies in identifying the potential for applying Chinese practices in Kazakhstan, provided they are adapted to the country's institutional and technological context.

The practical value of the findings lies in their potential to inform the development of national digitalization strategies, enhance interagency coordination, and establish a unified digital platform for investors. The study's recommendations encompass the necessity to expand digital platforms, enhance the utilization of big data and artificial intelligence, and strengthen collaboration between government and private sectors.

The areas for further research encompass evaluating the long-term effects of digital initiatives on economic competitiveness, exploring obstacles to the adoption of innovative technologies, and conducting comparative analysis of other emerging economies.

In summary, the study's findings underscore that a successful digital transformation of the business environment cannot be achieved solely through technological advancements. It requires the concurrent development of human capital, institutional frameworks, and an innovative culture. Kazakhstan must adopt foreign practices, with a focus on national priorities, such as enhancing digital literacy, fostering innovative startups, and developing infrastructure for data processing and security. By adopting a holistic approach that integrates technological advancements with the country's socio-economic and cultural context, Kazakhstan can not only enhance its investment appeal but also create a robust entrepreneurial ecosystem that can replicate itself and integrate into global value chains.

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