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KEY FACTORS OF EDUCATIONAL AND LABOR MIGRATION OF YOUNG PEOPLE OF KAZAKHSTAN ABROAD

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ABSTRACT. The article discusses current issues and key factors of migration of Kazakhstan's youth abroad. The outflow of young people from the country for education and employment abroad is one of the most acute socio-economic problems for Kazakhstan. Taking into account the international competition in education and the imperfection of the labor market in the country, stopping the emigration of young people in the near future seems to be a difficult task. In the context of Kazakhstan, the regulation of external migration of youth and the prevention of non-return migration are priorities for ensuring the socio-economic development of the country.

The purpose of this study is to systematize and analyze the key factors and causes of educational and labor migration of young people in Kazakhstan abroad, and to develop proposals in the form of recommendations for migration and youth policy. An important area of the methodological approach is the methods of economic, comparative and migration analysis, which serve as an informational and methodological basis for this study.

The positive consequences include raising the level of qualifications and knowledge of young people, exploring new opportunities for self-realization. However, an urgent problem is the fact that the educational and labor migration of young people turns into permanent or non-return migration. The analysis allowed us to identify the dominant factors of "attraction-pushing", which have been studied and are considered as determining in the migration movement of young people abroad. The combination of attracting and pushing factors influencing the migration decisions of young people can be very complex and diverse, however, in most cases the main factors are economic, social and demographic factors of migration.

It is necessary to emphasize the relevance and necessity of researching topical issues and problems of external educational and labor migration of young people in Kazakhstan, and we believe that these issues should be a priority for experts in this field, for government authorities regulating migration processes among young people, as well as international organizations working in Kazakhstan.

The results of the analysis showed that obtaining prestigious, high–quality and affordable education in foreign universities, as well as employment in decent and well-paid jobs, are the dominant factors of educational and labor migration of young people in Kazakhstan to foreign countries.

KEYWORDS: youth migration, migration processes, migration factors, young people, educational migration, labor migration, emigration attitudes.

Қазақстан жастарының шетелге білімділік және еңбек көші-қонының негізгі факторлары

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АҢДАТПА. Мақалада Қазақстан жастарының шетелге көші-қонының өзекті мәселелері мен негізгі факторлары қарастырылады. Шетелде білім алу және жұмысқа орналасу үшін жастардың елден кетуі Қазақстан үшін ең өткір әлеуметтік-экономикалық проблемалардың бірі болып табылады. Білім берудегі халықаралық бәсекелестікті және елдегі еңбек нарығының жетілмегендігін ескере отырып, жақын арада жастардың эмиграциясын тоқтату қиын міндет болып көрінеді. Қазақстан контекстінде жастардың сыртқы көші-қонын реттеу және қайтарылмайтын көші-қонның алдын алу елдің әлеуметтік-экономикалық дамуын қамтамасыз ету үшін басым бағыттар болып табылады.

Бұл зерттеудің мақсаты Қазақстан жастарының шетелге білімділік және еңбек көші-қонының негізгі факторлары мен себептерін жүйелеу және талдау және көші-қон және жастар саясаты үшін қорытындылар түрінде ұсыныстар әзірлеу болып табылады. Әдістемелік тәсілдің маңызды бағыты–бұл зерттеудің ақпараттық және әдіснамалық негізі болып табылатын экономикалық, салыстырмалы және көші-қонды талдау әдістері.

Алайда, жастардың білімділік және еңбек көші-қоны тұрақты немесе қайтарымсыз көші-қонға ауысуы өзекті мәселе болып табылады. Жүргізілген талдау бізге жастардың шетелге көші-қон қозғалысында айқындаушы ретінде зерделенетін және қаралатын "тартылыс-итерудің" басым факторларын анықтауға мүмкіндік берді. Жастардың көші-қон шешімдеріне әсер ететін тартымды және итермелейтін факторлардың үйлесуі өте күрделі және әртүрлі болуы мүмкін, алайда көп жағдайда көші-қонның экономикалық, әлеуметтік және демографиялық факторлары негізгі болып табылады.

Қазақстан жастарының сыртқы білімділік және еңбек көші-қонының өзекті мәселелері мен проблемаларын зерттеудің өзектілігі мен қажеттілігін атап өту қажет және біз бұл мәселелер осы саладағы сарапшылар үшін, жастар арасындағы көші-қон процестерін реттейтін мемлекеттік билік органдары, сондай-ақ Қазақстанда жұмыс істейтін халықаралық ұйымдар үшін басым болуы тиіс деп санаймыз.

Жүргізілген талдау нәтижелері шетелдік жоғары оқу орындарында беделді, сапалы және қолжетімді білім алу, сондай ақ лайықты және жақсы ақы төленетін жұмысқа орналасу – Қазақстан жастарының шет елдерге білімділік және еңбек көші-қонының басым факторлары болып табылатынын көрсетті.

ТҮЙІН СӨЗДЕР: жастардың көші-қоны, көші-қон процестері, көші-қон факторлары, жастар, білімділік көші-қоны, еңбек көші-қоны, эмиграциялық қондырғылар.

Ключевые факторы образовательной и трудовой миграции молодежи Казахстана за рубеж

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АННОТАЦИЯ. В статье рассматриваются актуальные вопросы и ключевые факторы миграции молодежи Казахстана за рубеж. Отток молодёжи из страны для получения образования и трудоустройства за рубежом является одной из острейших социально-экономических проблем для Казахстана. С учётом международной конкуренции в образовании и несовершенства рынка труда в стране остановить эмиграцию молодёжи в ближайшее время представляется сложной задачей. В контексте Казахстана, регулирование внешней миграции молодежи и предотвращение невозвратной миграции являются приоритетными направлениями для обеспечения социально-экономического развития страны.

Целью данного исследования является систематизация и анализ ключевых факторов и причин образовательной и трудовой миграции молодежи Казахстана за рубеж, и разработка предложений в виде рекомендаций для миграционной и молодежной политики. Важным направлением методологического подхода являются методы экономического, сравнительного и миграционного анализа, которые служат информационной и методологической основой для данного исследования.

У миграции молодежи есть как позитивные, так и негативные аспекты. К позитивным последствиям можно отнести повышение уровня квалификации и знаний молодых людей, изучение новых возможностей для самореализации. Однако, актуальной проблемой является тот факт, что образовательная и трудовая миграция молодежи переходит в постоянную или невозвратную миграцию. Проведенный анализ позволил нам определить доминирующие факторы «притяжения-выталкивания», которые изучены и рассматриваются как определяющие в миграционном движении молодёжи за рубеж. Сочетание притягивающих и выталкивающих факторов, влияющих на миграционные решения молодежи, может быть весьма сложным и разнообразным, однако, в большинстве случаев основными являются именно экономические, социальные и демографические факторы миграции.

Необходимо подчеркнуть актуальность и необходимость исследования актуальных вопросов и проблем внешней образовательной и трудовой миграции молодежи Казахстана, и мы полагаем, что эти вопросы должны быть приоритетными для экспертов в этой сфере, для государственных органов власти, регулирующих миграционные процессы среди молодежи, а также международных организаций, работающих в Казахстане.

Результаты проведенного анализа показали, что получение престижного, качественного и доступного образования в зарубежных ВУЗах, а также трудоустройство на достойную и хорошо оплачиваемую работу – являются доминирующими факторами образовательной и трудовой миграции молодежи Казахстана в зарубежные страны.

КЛЮЧЕВЫЕ СЛОВА: миграция молодежи, миграционные процессы, факторы миграции, молодежь, образовательная миграция, трудовая миграция, эмиграционные установки.

INTRODUCTION. The current challenge in managing migration is the trend of annual increases in both educational and labor migration of our youth abroad. Youth migration abroad is a complex socioeconomic phenomenon, characterized by a complex set of determinants that are dominated by economic, social and demographic factors.

In this context, particular attention should be paid to the analysis of key socio-economic factors influencing young people's decision-making to leave the country, particularly employment and education aspects. Therefore, the priority for successful socio-economic development of Kazakhstan is to regulate the processes of youth migration to foreign countries and solve the problem of irreversible youth migration. Migration processes taking place in Kazakhstan, especially the educational and labor migration of young people abroad, have a significant impact on the social and economic development of the country as a whole.

Youth migration and outflows of human capital from Kazakhstan abroad increase the risks for the national labor market, both in the long and medium term. Despite the policy of the Government and the Ministry of Science and Higher Education to introduce new mechanisms and reforms in the education system, include universities of the country into the international educational system, open branches of foreign universities in the country, Over the past five years, there has been a steady increase in the number of young people who wish to obtain higher education, continue their studies in master's and doctoral studies at universities abroad. These figures once again demonstrate the urgency of the problem of migration of young people from Kazakhstan abroad (Jussibaliyeva, A.K., et al., 2025a).

Migration of Kazakh youth abroad has a number of negative consequences, in particular the major problem is that Kazakhstan loses every year talented, educated, purposeful, proactive young people; qualified young professionals from various fields; scientists and intelligent people, ambitious and hard-working citizens. Such migration trends are leading to large, irreversible demographic losses for Kazakhstan's youth.

Here is the "reverse side" of educational migration - the loss of part of a country's intellectual potential, emigration processes indicated the problem of the need to develop "human capital". In general, there has been a steady increase in the emigration of citizens of Kazakhstan in the form of departure from the country for permanent residence, in the form of educational and labor migration.

In accordance with the amendment to the Law of the Republic of Kazakhstan 285-V of 9 February 2015 "On state youth policy", the age of young people has been increased from 29 to 35 years, so by "youth" citizens of the Republic of Kazakhstan between fourteen and thirty-five years old. The aim of the state youth policy is to create conditions for the full spiritual, cultural, educational, professional and physical development of young people, participation in decision-making processes, successful socialization and directing its potential towards further development of the country (Law of the Republic of Kazakhstan of 26 December 2022 168-VII Legislation of the Republic of Kazakhstan).

The main trends and contradictions shaping the realities of modern youth migration cannot be excluded from globalization and its migration component. Kazakhstan must now respond fully to the challenges of the global migration regime.

At present, special attention should be paid to the increase of external migration flows in the general migration trends of Kazakhstan. Of particular concern is the fact that 43.8 per cent of those who emigrate to permanent residence are young people between 15 and 34 years old, which is characterized as a steady and growing exodus of the country's labor force. In recent years, there has been a persistent negative trend in the negative balance of external migration of population from Kazakhstan, which negatively affects the labor market, reduces the quality of labor potential and the opportunity for economic development of our country. This is borne out by the fact that Kazakhstan continues to be a donor country rather than a recipient of educational migration, leading to an exodus of talented young people.

In this context, the outflow of young professionals and students abroad is a major socio-economic problem affecting the quality of human capital and national development prospects, and young people between 14 and 35 years old constitute a significant share of the population of Kazakhstan. forming a strategic resource for its development (Argynbayeva, A., 2025). This is because higher education abroad, initially perceived as a temporary phenomenon, often transforms into permanent migration as young people integrate into local sociocultural and economic systems (Almanova, B., et al., 2022).

All of these processes require deep scientific reflection. It is necessary to understand the role of Kazakhstan in contemporary international migration, including youth migration, so that our country can participate in finding ways for effective migration interaction among states based on the concept of international cooperation. It is therefore important to note that issues of youth migration abroad, problems of educational and labor migration of Kazakh youth, identification and implementation of effective mechanisms for regulating migration and the implementation of youth policy require further elaboration and study.

This highlights the need for an in-depth study of the factors that determine the choice of Kazakh youth foreign educational institutions and further work outside the country. In this connection, the study includes the examination of mechanisms for regulating educational and labor migration of young people, taking into account the systemic expansion of international educational contacts of the Republic of Kazakhstan.

MATERIAL AND METHODS OF RESEARCH. One of the main methods of research is migration, comparative and economic analysis. Methods of economic analysis, namely observations, comparisons, macroeconomic methods of analysis, graphical method, statistical method will be used to analyze and organize the resulting data and materials.

The factors and causes influencing the motivation of migration of Kazakh youth abroad were studied from the perspective of the theory of "pushing" and "pulling" migration mechanisms. Note that in migration theory, apart from the factors of "attraction-push", there are personal subjective factors that influence the acceleration or slowing of migration processes among young people, due to a different propensity for external migration.

The application of the research method - quantitative content analysis of electronic sources of information with subsequent processing of data in Excel, which allow to interpret the results in the form of various visual diagrams, plays an important role.

The set of listed methods of research allows authors to reach a deeper study and determination of motives, causes and factors of emigration of young people of Kazakhstan to foreign countries.

In foreign scientific literature, a commitment to quantitative sociological data remains, but the focus group method is also quite common. In Western literature, qualitative methods play a special role. A large number of journals in the West cover the collection, processing, analysis and interpretation of various biographical data of migration (Muza, D.E., et al., 2017).

There are no precise, systematized and generalized analytical, statistical, demographic or other data on the educational migration of young people in Kazakhstan. Ministries and departments mainly record the amount and direction of migration of persons studying abroad at the expense of the national budget. However, a significant part of Kazakhstanis study abroad at their own expense, under grant (free) programs or international scholarships, and are therefore not counted in national statistics.

Reports and publications of international organizations, domestic and foreign studies on migration are significant contributions to the formation of an analytical basis for decision-making in the field of regulation of educational and labor migration of youth in Kazakhstan. Despite the large number of studies carried out, problems and processes of external migration of young people from Kazakhstan require constant monitoring, Analysis and study, as modern integration and digitalization of national economies reveal new aspects of the massive migration phenomenon as emigration.

RESULTS AND THEIR DISCUSSION. The normative and legal framework for regulating migration processes in Kazakhstan consists of the Law "On Population Migration" of 22 July 2011 №477-IV, approved by the Government Decree of 30 November 2022 №961 Concept of migration policy of the Republic of Kazakhstan for 2023-2027 years and Action Plan for the implementation of the Migration Policy Concept of the Republic of Kazakhstan for 2023-2027.

In Kazakhstan, the state has paid great attention to migration regulations. However, the authors' analysis of the main results of concepts and measures implemented in Kazakhstan for the implementation of migration and youth policy allowed to determine that the current problems and issues of external migration of young people of Kazakhstan, The effectiveness of measures and regulations on youth migration, mechanisms for retaining talented young people in the country and a number of other problems – require further research, objective evaluation, study and analysis, refinement and improvement at regional and republican level.

According to official statistics, as of 1st quarter 2025, the number of young people in the Republic of Kazakhstan (14-34 years old inclusive) amounted to 5817339 people or 28% of the total population (2023 – 5726559, 2024 – 5759695), including 2969485 men and 2847854 women. Of these, 3666998 people live in the city, and 2150341 people live in rural areas.

Analysis shows that Kazakhstan, despite active efforts to follow global trends of internationalization of higher education and encourage the return of its citizens after studying abroad, is still mainly a donor country of student mobility (Pogorelskaya, A.M., et al., 2025). As a result, international migration has become the focus of attention in the global scientific community, and the intensification of cross-country movements of people creates both new opportunities and challenges that require migration management to be placed on the global agenda. ("Migration Processes in European Union: Problems and Challenges", 2019).

In the current context of globalization and digital development, issues of international educational migration are becoming increasingly urgent, requiring states to develop effective migration and youth policies. The relevance of this study is due not only to the increasing scale of emigration of young people from Kazakhstan, which is recording a negative balance of external migration, but also to the need for in-depth analysis of motives, encouraging young citizens to seek educational and career opportunities outside the country (Toleuov, Z., 2020).

Measures and regulators of migration and youth policy are not sufficiently effective and efficient, do not transform into real mechanisms for regulating youth migration, capable and aimed at keeping educated, proactive, talented young people of Kazakhstan in the country. Consequently, the current state of migration processes in Kazakhstan is characterized by a high degree of educational and labor emigration of young people, fragmented use of management technologies in the system for regulating youth migration and lack of an integrated approach to implementing public policies in this area.

In the international classification of migration and migrants, students and trainees are separated into a separate category, as this migration fulfills a well-defined social function associated with the internationalization of education and the development process of highly professional resources, representing, in effect, the intellectual global capital of society (Statistics of international migration. Practical guide for countries of Eastern Europe and Central Asia, 2011).

The use of different age criteria makes it very difficult to understand and analyze the situation related to youth labor and educational migration. The difficulties also stem from the fact that official documents do not use the terms "educated migrants" and "young migrant professionals".

According to the data of the Bureau of National Statistics of the Republic of Kazakhstan on external migration of youth of Kazakhstan (aged 14-34), in 2020 there were 391,289 people out of the country, in 2021 - 424,401 people, in 2022 - 447,007 people, in 2023 - 415,592 people, in 2024 - 527,583 people. The outflow of young people of Kazakhstan by years is illustrated in figure 1.

Figure 1 shows that the number of young people who left the country in 2024 was 11,991 more than in 2023, or 21.2%. In 2024, of the 527583 young people who left Kazakhstan, 323012 were from among youth of hunger, and 204571 were from rural youth of Kazakhstan. (Youth of Kazakhstan 2020-2024. Statistical compendium., 2025).

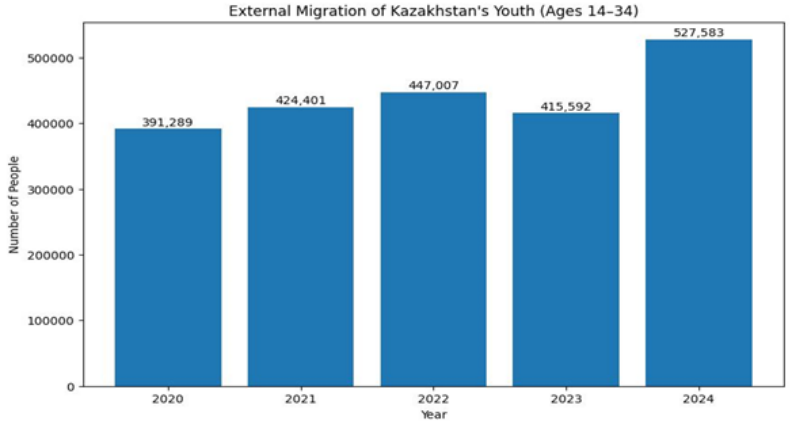


Figure 1 - External migration of youth of Kazakhstan by years, thousands of people

The rate of migration also depends on the level of prosperity of the national economy as a whole. The country's ongoing economic crisis is multiplying and negatively affecting migration sentiment, including among young people. In today's realities of increasing migration flows of young people worldwide, educated migrants are the most desirable category. Educational migrants are mainly young, ambitious, proactive people with an open mind and a willingness to acquire new knowledge, skills and technologies, receiving national education and qualifications, as well as being adapted to the cultural and linguistic environment in a foreign country. The youth of Kazakhstan is seen as a human and demographic potential of the country, in the context of globalization young people become more mobile, more actively migrate for education abroad and are included in international educational migration. In terms of analysis of migration processes, young people have healthy ambitions to be competitive, improve their standard of living and enjoy decent living and working conditions. The analysis of key aspects and factors of migration of young people of Kazakhstan abroad for educational purposes, and for employment, shows the following picture.

The reasons for migration are a combination of push factors in the country that the person leaves and pull factors in the country to which the person arrives. In Kazakhstan, crisis phenomena are currently manifesting themselves in the economy in the form of declining living standards, inflation trends, marginal unemployment, including among young people, inability to realize oneself, etc. Developed countries and higher education institutions (hereinafter - universities) These countries attract our young people with educational policies, economic, social, labor, professional, cultural opportunities and prospects. (Jussibaliyeva, A.K., 2025b).

According to the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, according to the results of the 1st quarter of 2025, the economically active part (labor force) of youth was 3744,9 thousand people (in 2024 – 3747,4 thousand people, in 2023 – 3685,7 thousand people). Unemployed youth aged 14-34 years by region of Kazakhstan is shown in table 1.

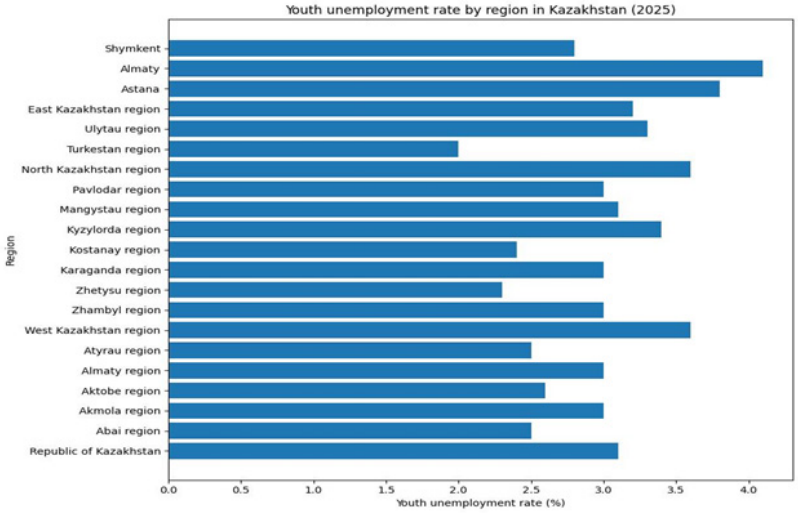


Figure 2. Youth unemployment rate in Kazakhstan in 2025, as a percentage

As can be seen from Table 1, according to the results of the 1st quarter of 2025, the number of unemployed youth is 117850 people (117961 in 2024 and 129923 in 2023). For the 1st quarter of 2025, in the regional context, the highest rates were observed in Almaty – 19478 people, Astana – 11964 people.

One pressing concern, as noted above, is youth unemployment. The unemployment rate in the regions of Kazakhstan among young people in 2023-2024 looks as follows (Figure 2).

Table 1 – Unemployed youth aged 14-34 years by regions of the Kazakhstan

№	**Name of the region**	by the end of 2023	by the end of 2024	by the 1st quarter of 2025
1.	Abai region	3 127	3 034	2 702
2.	Akmola region	4 618	4 265	4 506
3.	Aktobe region	4 376	4 054	5 075
4.	Almaty region	9 302	9 184	9 522
5.	Atyrau region	3 765	3 878	3 549
6.	West Kazakhstan region	4 525	4 375	3 931
7.	Zhambyl region	7 990	7 368	6 395
8.	Zhetysu region	4 403	2 919	4 606
9.	Karaganda region	5 491	5 752	5 681
10.	Kostanay region	4 340	3 960	3 913
11.	Kyzylorda region	5 157	5 099	4 855
12.	Mangystau region	6 994	5 354	5 136
13.	Pavlodar region	3 463	3 458	3 429
14.	North Kazakhstan region	4 024	3 145	3 044
15.	Turkestan region	10 055	7 783	7 540
16.	Ulytau region	1 485	1 235	1 006
17.	East Kazakhstan region	4 330	4 216	4 582
18.	Astana	11 969	11 471	11 964
19.	Almaty	23 430	20 206	19 478
20.	Shymkent	7 079	7 205	6 936
21.	Republic of Kazakhstan	**129 923**	**117 961**	**117 850**

As we can see from the data in Figure 2, the youth unemployment rate at the age of 15-34 in Kazakhstan remains stable by region during the period under review.

The youth unemployment rate in % in the first quarter of 2025 was 3.1% (in 2024 – 3,1%, in 2023 – 3,5%). Regionally, the highest rates are observed in Almaty – 4,1%, Astana – 3,8%, North Kazakhstan region and East Kazakhstan region by 3,6%.

The main reason for the migration of Kazakhstan's youth abroad is, above all, the desire to develop professionally and to obtain high-quality and affordable education, including internationally recognized education. Another reason is that the labor potential of young people is formed through migration, and labor migration is a broader concept than youth migration; therefore, this issue can be considered both at the national and the international level.

Youth migration is facilitated by the migration policies of both receiving and receiving countries. Especially noteworthy are the changes in recent decades in migration policies of host countries, which have reinforced its selective character and orientation towards certain educational and professional characteristics of incoming foreigners as young people, so and middle age - in favor of scarce categories of highly skilled specialists and students, whose entry has been stimulated in various ways while facilitating their access to the market of educational services and the labor market. (Popa, M., & PLĂMĂDEALĂ, O., 2024).

In accordance with the Concept of migration policy of the Republic of Kazakhstan for 2023-2027, issues of migration policy in the economy of the country occupy an important place. The third period (2011-2022) in the development of migration policy of Kazakhstan indicated the characteristic conditions of globalization, the dominant influence of external social and socio-economic factors, under which the outflow of skilled personnel abroad increased. According to the Concept, the combination of pull and push factors that make young people want to leave Kazakhstan can be very complex and diverse, but the main ones are economic, social, demographic and integrative factors. (The concept of migration policy of the Republic of Kazakhstan for 2023-2027, 2022).

The preliminary stage of emigration of Kazakhs is studying in foreign educational institutions. Kazakhstan is an active participant in the global market for educational services. According to the Outline of the State Youth Policy of the Republic of Kazakhstan for 2023-2029, the high cost of higher and postgraduate education in the country - promotes the departure of school graduates and students abroad. Of the 170,000 graduates of 2022 schools, only about 80,000 participated in the competition to award educational grants. The reduction in the number of young people is a result of the "demographic hole" and migration outflow. (Concept of the state youth policy of the Republic of Kazakhstan for 2023-2029 years, 2023).

As a result of the work carried out to identify emigration attitudes of young people, the authors have identified the main factors, motives and drivers of migration of young people from Kazakhstan to foreign countries, both for education and employment.

Analysis of "attracting" and "pushing" factors according to the concept of "attraction-push". Factors influencing the motivation of Kazakh youth to migrate abroad have been studied and analyzed from the perspective of the theory of "pushing" and "pulling" migration mechanisms.

Everett Lee's Theory of Migration, developed in 1966, explains why people move through the interaction of "push" and "pull" at a new location. E.Lee emphasized individual decision-making, taking into account positive, negative and neutral factors as well as obstacles. "Pull/push" is a concept in which migration is seen as a function

of the relative attractiveness of countries of departure and entry, and the existence of obstacles that increase with increasing distance between these countries as a constraint on migration processes. The concept of "pull/push" is of great interest to modern migration researchers (Everett S. Lee, 1966).

The "pull/push" theory studies at a micro level all types of international and internal migration. The unit of analysis for migration is the individual. According to this theory, the factors influencing the decision on migration are grouped into 4 groups:

- Factors related to the region of emigration;
- Factors related to the potential destination of migrants;
- Factors in the form of intervening circumstances (intermediate obstacles);
- Factors related to the subjective characteristics of migrants (personal factors).

Thus, among the factors in the first two groups, one can distinguish in each region the factors that keep the population on the territory (neutral), push-factor, or pull-factor. These factors are accompanied by intervening circumstances that act as a constraint on migration flows (e.g. legal restrictions on migration, lack of information about the possible region/country of destination, etc.). There are also personal (i.e., subjective) factors that influence migration (accelerating or slowing it), as different people's propensities to migrate and needs vary. In countries of emigration, the role of "push factors" is usually highlighted, which are seen as determining factors in migration movements, while in countries of immigration, on the contrary, such a role is assigned to "pull factors".

E.Lee in his paper, also showed that migration flows between certain regions/countries occur not only because of the strong localization of the circumstances affecting migration, but also because of the flow of information that "returns" from countries of destination through already-departed migrants and influences the decision on migration abroad of subsequent migrants. As a result of this flow of information, the two poles of the migration vector structure an overall view of "pull" and "push" factors that determine people's decisions about migration (Everett S. Lee, 1966).

According to the results of data analysis, the main factors of "attraction" of Kazakh youth abroad for education are:

1. Ensure accessible and quality education;
2. Training in more desirable specialties, relevant professions;
3. Affordable housing and consumption, good quality of life;
4. Opportunities for quick employment both during and after university studies;
5. Proximity of culture and languages for students from CIS countries;
6. Easy adaptation process for students, undergraduates;
7. Promote the development of talented young people in foreign countries;
8. Availability of cultural leisure and recreation abroad;
9. Favorable climate conditions, opportunity to travel;
10. Opportunities for student exchange program, and learning with other countries.

The main factors of "push" and reasons that prompted young people of Kazakhstan to migrate abroad for educational purposes and employment are identified as follows:

1. High consumer prices, rising inflation;
2. Youth unemployment, low wages;
3. The level of education and health care is not high;
4. The high cost of renting and buying housing, "expensive life";
5. Lack of prospects for self-fulfillment, both in the professional and entrepreneurial sphere;
6. Unemployability of the specialty, profession in the labor market;
7. Difficulties in finding a job that pays well;
8. Loss of employment, long search for a new job;
9. Absence of a permanent place of employment;
10. Uncertainty about your future and the future of your children;
11. Weak social programs, social guarantees for youth;
12. Corruption, nepotism, red tape and bureaucracy;
13. Socio-economic instability, income inequality and social divide;
14. Violation of human rights, imperfections in the judicial system;
15. Conflicts of various kinds (social, family, labor).

According to our observation, the main reasons for choosing Kazakh youth of foreign universities for education are as follows:

1. Ensure accessible and quality education;
2. Interesting and diverse educational programs that meet world standards;
3. Acquisition of relevant theoretical and practical knowledge;
4. Availability of the necessary modern infrastructure at foreign universities (modern campuses, buildings, libraries, laboratories, sports sections, etc.);
5. Provision of benefits abroad for accommodation, meals, travel and other services for students, undergraduates;
6. Adapted training programmes for foreigners, especially young people from CIS countries;
7. Exchange programmes, which allow for part of the course to be completed in another country;
8. Education programs in foreign universities that are as close as possible to the demands of the labor market;
9. Assistance to foreign universities in the employment of senior students and graduates (organization of job fairs, collaboration with potential employers, selection of internships);
10. Lack of prospects for obtaining a quality and affordable education in Kazakhstan (according to several respondents). (Jussibaliyeva, A.K., 2025b).

The authors believe that the increased and growing interest of young people of Kazakhstan in obtaining education abroad - in many ways it is a reaction to accessible and quality higher education, preferential conditions offered in a number of foreign countries. The educational policy of a number of foreign countries and universities (Czech Republic, Russia, Canada, Hungary, UAE, Germany, China, Italy, Malaysia and other countries) to attract foreign students, especially from the post-Soviet space – is conducted fairly actively and regularly (through advertisements about accessible (or free) education, the placement of colorful flags, admission instructions, and attractive advertising on social networks and other Internet platforms).

Recent developments in migration policies in some host countries have reinforced the selective nature of migration management and educational orientation, The labor and professional qualities of young incoming migrants in favor of scarce categories of highly qualified specialists and students, whose arrival has been encouraged differently, while facilitating their employment. (McAuliffe, M. & L.A. Oucho (eds.), 2024).

It should be noted that the factor influencing migration abroad for our students is not only the availability of quality education, but also the existence of necessary conditions for training and developed infrastructure at universities. (own campuses, student houses, laboratories, sports

sections, accessible cafes, etc.) for comfortable learning and residence of students, undergraduates, doctoral candidates.

The effective motives and factors of "attraction" of Kazakh youth to foreign countries for the purpose of obtaining education, can be identified as follows:

- Abolition of entrance exams in many foreign universities;
- Study admissions without taking UNT and KTA, IELTS and TOFEL, SAT and other comprehensive exams;
- Attractive conditions for admission to foreign universities;
- Offers from foreign universities with flexible study schedules, affordable costs, and distance programs;
- Free and/or accessible higher education in a number of universities, provision of a free dormitory for students under the age of 25, student exchange programs offered by many universities.

The factors and motives listed above play a greater role in choosing a foreign university than a domestic one. We want to emphasize the "intrusive" and "attractive" advertising of universities of foreign countries in the rubrics "Education abroad", which is very often seen on many social networks (Jussibaliyeva, A.K., etc., 2022).

The influence and combination of "pull" and "push" factors that cause Kazakhstan's young people to seek to go abroad can be very complex and diverse, but in most cases the main ones are economic, social, and demographic. The role of so-called integral factors, i.e. general assessment of the situation at home and in another country (for example, "lack of prospects in Kazakhstan", "want to live abroad because it is better there", "more often young people go abroad" etc.) is great. Statistics show that educational migration (the movement of students and young professionals to further their education) is one of the dynamically growing migration flows.

The results of a sociological study by Scientific Research Center "Youth" for 2024 concerning issues of migration of young people of Kazakhstan show that 32,5% of young people wish to change their place of residence within the republic, and 20,9% of the interviewed young people indicated, that they wish to go outside the country soon or are willing to take this step in the future. According to the results of the social survey, it was published that the main factors driving out of the place of residence are mainly problems of a socioeconomic and institutional nature, as 52,8% of respondents indicated that they migrated in order to improve living conditions; 45% – noted job search, 32,5% – quality education. With regard to educational and labour migration of young people, some trends were indicated that the main reason for young people choosing foreign educational institutions was 66,9% of respondents mentioned the possibility of obtaining a quality education, desire to see the world noted 22,9%, the reason in low opportunities for self-realization and career growth is seen by 17,8% of young people, and 15,9% noted high rankings of foreign universities (Analytical report "Youth of Kazakhstan - 2024", 2024).

As a result of the analysis of data, in the opinion of the authors, the main factors of "attraction" and motives that prompted young Kazakhs to move abroad for employment were identified:

1. Access to accessible, prestigious and quality education;
2. Employment in a decent and interesting job;
3. Affordable and good conditions for the intellectual and physical development of young people;
4. Housing availability, quality of life and consumption in the country;
5. Formal employment with decent pay;
6. Gaining international experience, exchange during studies at universities;
7. Simplification of employment permitting procedures;
8. Adapted training programmes for foreigners, especially young people from CIS countries;
9. High quality of education and health;
10. Opportunities for self-fulfillment, careers, professional development;
11. Promotion of youth employment in the country, support for initiatives of talented young people;
12. Low level of corruption in the country, lack of protectionism and discrimination;
13. High level of security of life, protection of rights and freedoms;
14. Socioeconomic stability, developed economy of the country;
15. Possibility of obtaining a visa equal to a residence permit.

It is the receipt of quality education abroad, as a guarantee of successful career in the future for young people of Kazakhstan - is the main factor and driver of educational migration. At the same time, educational migration tends to turn into labor migration, as highly skilled professionals do not rush home after graduating. Such a strategy is noted by a number of domestic and foreign researchers on the issue of youth migration abroad, and is confirmed by this study.

In accordance with the Concept of migration policy of the Republic of Kazakhstan for 2023-2027, migration as a factor in the development of "human capital" should aim at:

1) Reducing migration outflows and creating conditions for attracting skilled workers;
2) Measures to curb the emigration of highly educated young people and skilled personnel;
3) Development of a program to attract highly qualified specialists with scarce competences;
4) Development of a flexible and transparent mechanism for the entry and employment of recruited specialists (Migration Policy Concept of the Republic of Kazakhstan for 2023-2027, 2022).

The intensive migration of students within the European region is due to factors such as geographical proximity, open borders, agreements between universities, standardization of educational standards and programs, and the prevalence of foreign internships. The provision of scholarships and material benefits to students on such an exchange, the existence in the EU of educational centers with world-wide fame (Ryazantsev S.V., et al., 2010).

The migration of young people abroad is thus a complex phenomenon, influenced by a combination of factors. The key factors of migration of youth of Kazakhstan abroad can be divided into several interrelated groups - economic, social, educational, institutional, cultural and other factors (Table 2).

There is a strong case to be made in the public debate that young people who travel abroad are mainly educated and skilled. The analysis of correlated values in education, provided by Scientific Research Center "Youth" showed that holders of higher education with a master's degree, candidate of science, PhD more often than others express the desire to move to a permanent residence in another country within a year. The proportion of people with a higher level of education (master's degree, scientific degree) who are ready to leave Kazakhstan is 32,4%; with unfinished secondary education – 26%; with unfinished higher education – 23,3%; with intermediate education – 21,3%; with higher education – 20,6% and with secondary education – 16,1%.

Table 2 – Main factors of migration of young people of Kazakhstan abroad

№	Factors in youth migration	Content of migration factors
1.	**Economic factors (main)**	1. Low income and desire for higher wages. 2. Limited employment opportunities, especially in the profession. 3. Unevenness of regional development (few prospects outside the major cities, cities of habs). 4. Unstable economies and weak social safeguards.
2.	**Educational factors**	1. The desire to obtain a quality education in foreign universities. 2. Insufficient compliance of local higher education with market requirements. 3. Participation in international programs, acquisition of international experience, exchange during studies at universities. 4. Education in prestigious universities, modern programs and teaching technology.
3.	**Career and professional motives**	1. Employment in a decent and interesting job, desire for rapid career growth. 2. Opportunities for self-fulfillment, careers, professional development. 3. Promotion of youth employment in the country, support for initiatives of talented young people. 4. Access to modern technologies and innovative markets, competitive working conditions.
4.	**Social and quality factors of life**	1. Higher quality of life (health, education, infrastructure, consumption, environment). 2. Striving for social stability and security, protection of rights and freedoms. 3. Socioeconomic stability, developed economy of the country. 4. Affordable and good conditions for the intellectual and physical development of youth.
5.	**Political and institutional factors**	1. Distrust of institutions, a sense of limited influence. 2. Corruption, nepotism, red tape and bureaucracy. 3. Unstable socio-economic situation, income inequality and social divide. 4. Limited social lifts, presence of protectionism and discrimination.
6.	**Globalization and openness**	1. Availability of information about living, learning and employment abroad. 2. Development of international mobility (various educational programs, student visas, exchange programs). 3. Assistance to foreign universities in the employment of graduates and undergraduate students. 4. Developed social networks that form a "pull effect", popularization of life abroad through social networks.
7.	**Demographic and cultural features**	1. Young people are more mobile and inclined to change. 2. Orientation of youth towards self-fulfillment and individual success. 3. Prevalence of migration attitudes among young people: about 20% of young people consider emigration (moving) abroad in the future. 4. Proximity of culture and languages for students from CIS countries, availability of cultural leisure and rest abroad.

Migration sentiments (intentions and attitudes) in the youth environment (main ones) are as follows:

1) 53,8% of respondents are in favour of the educational migration of Kazakh youth to foreign countries; 29,1% are neutral; 16,2% oppose educational migration;

2) In the ethnic split among Kazakhs, 54% of supporters of educational migration; 27,5% are neutral; 16,2% oppose migration;

3) Regions with the least potential for external migration, where young people do not wish to move anywhere – Turkestan (52%), Pavlodar (49,6%);

4) 31,7% of the youngest age group (14-18 years) are considering moving to another country for study; 30,4% of the middle age group (19-23 years) and 25,7% of the older age group (24-29 years) want to temporarily move abroad for employment;

5) 37,2% of young people (14-18 years old) wish to go abroad for study or work, and if it is possible to stay in that country; 35,7% of young people (24-28 years old) wish to emigrate to another country for permanent residence;

6) 25,7% of potential emigrants have chosen the country but are not yet willing to move; 18,2% of respondents who wish to leave for another country have not decided with the country to move; and 25,4% of those who wish to move, are not yet able to move; 10,7% of all young people surveyed have intentions to emigrate, but are in a state of reflection and choice, as well as finding opportunities for departure;

7) The majority of young people planning to emigrate from Kazakhstan chose to move: USA (17,3%), European countries (16,8%), Turkey (15,9%), Russia (16,4%), South Korea (12,7%), Canada (8,3%) and others. (Analytical report "Youth of Kazakhstan – 2024", 2024).

In general, when it comes to the motivations and drivers of youth migration, the decision of all young people to migrate abroad is determined not only by the goal but also by the complex factors and causes we have considered, both personal and general. The factors and causes of migration that exist at home are then intertwined with those in the destination country.

Based on the analysis carried out, it can be concluded that the main drivers of migration among young people in Kazakhstan are a lack of jobs and low earnings, since when determining the factors influencing the desire of young people to leave the country, the authors found that young people are more concerned about unemployment and low wages. Consequently, "push" factors have a significant impact on young people, forcing them to move to other countries. To be sure, the analysis shows that young people, as schoolchildren and students, are already thinking about improving their own economic stability. This indicates that the socioeconomic situation in the country is not improving or is improving at a slow pace. Such "push" factors, such as economic and situational, prevail and have a significant impact on the level of migration in Kazakhstan. (Jussibaliyeva, A.K., 2025c).

The dynamics of youth migration, its volume, as well as the motives, drivers and factors that influence young citizens, largely depend on the effectiveness of the youth policy implemented in the country and how it is interconnected with mechanisms to regulate migration processes and institutions, its implementers.

The increase in international migration of young people, namely young professionals and students, also favors

the overall growth of cross-country mobility of populations, which is associated with the internationalization of the movement of goods, capital, labor and services, and the formation of the global labor market. (Bokoch, V., & Kayla, E., 2025).

It is particularly important to note that issues of youth migration abroad, in particular the problem of educational and labor migration of young people from Kazakhstan, are not currently being studied at a sufficient level and require further elaboration and study.

In regulating migration processes, the state must focus its efforts on the youth segment of Kazakhstan. To reduce the intensity of youth emigration, the most significant solution will be further improvement of competitiveness and quality of Kazakh higher education.

However, the state needs to develop a program for employment of those young people who remain in the country. Kazakhstan can emulate the experience of European countries, where business owners encourage cooperation and hire young professionals by providing separate benefits. For example, a low income tax, coverage of social benefits by the state, etc. Increasing local youth employment will increase the attractiveness of the Kazakh labor market for young people who migrated in search of income or education. Moreover, the state can implement a system of employment through educational programs in cooperation with local universities.

The regulation of youth labor migration aims to overcome the negative consequences of spontaneous migration of part of the young population in order to maintain a sustainable economic and demographic development of the country on the basis of achieving balance between current and future The economy's needs for labor. In modern conditions, the regulation of educational migration needs to be defined as a separate direction of migration policy, develop and improve the legal framework taking into account the particularities of this area. (Jussibaliyeva A.K., et al., 2023).

In the conceptual and doctrinal documents of the Central Asian countries, the question of external youth migration is precisely recorded, and the external migration of skilled and highly skilled young people is hardly considered. Thus, these areas do not receive a systematic and comprehensive consideration and are therefore not reflected in the documents of a regulatory and legal nature. It also leads to policies in Central Asian countries that may create conditions that limit the outflow of young people or increase the attractiveness of their home countries. However, these measures remain at the level of declarations and are not being transformed into real mechanisms capable of retaining talented young people in Central Asia. (External youth migration in Central Asian countries: risk analysis and minimization of negative consequences, 2019).

The effective implementation of new concepts, action plan and a set of measures of youth and migration policy of Kazakhstan should reduce the growing outflow of our youth abroad due to various reasons, factors and motives for migration, mainly with the aim of obtaining higher education, postgraduate education, and further, with the aim of employment. In our opinion, migration and youth policy of Kazakhstan should be aimed at solving the problems of irreversible migration of young generation and the policy of retention of talented youth of the country.

In general, it is important to note the need and importance of a more in-depth study and objective assessment of ongoing migration processes in Kazakhstan, as well as conducting scientific, economic, sociological and demographic studies on this issue.

CONCLUSION. The outward migration of young people and outflows of human capital abroad increases the risks for the national labor market, both in the long and medium term. The results of the study showed that the attractiveness of Kazakhstan as a country for education, life and employment - among young people is mixed.

In our view, based on the results of the analysis carried out, the following tasks need to be addressed:

- An in-depth analysis of the factors and motives that encourage young people of Kazakhstan to migrate abroad for educational purposes;
- Research on emigration attitudes and migration attitudes of young people, both for educational purposes and for employment;
- Developing new approaches to encourage the return migration of young people, which should be reflected in the concepts of migration and youth policy;
- Analysis of new approaches to evaluating the implementation of youth policy;
- Define and substantiate new parameters of evaluation of youth organizations, including their role in the implementation of youth policy;
- Identifying the characteristics of young people in the context of new challenges;
- Definition of indicators and classification of factors of security of national migration and youth policy with assessment of current trends in the migration of young people of Kazakhstan abroad.

Today, the demographic situation in the regions of Kazakhstan is heterogeneous and will develop further under the influence of the prevailing trends of natural reproduction and migration of the population. The reasons for migration are a combination of "push" factors in the country that one leaves and "pull" factors in the country to which one arrives.

In Kazakhstan, crisis phenomena are currently manifesting themselves in the economy in the form of inflationary trends, a decline in purchasing power and consumer opportunities, declining quality of life, rising youth unemployment, as well as corruption, nepotism, impossibility of implementation, etc., which together are the push factors discussed earlier. Developed and dynamic developing countries and universities of these countries attract young people of Kazakhstan with flexible educational policies, economic, social, labor, professional, cultural opportunities and prospects (Jussibaliyeva, A.K., 2025b).

In our opinion, migration and youth policies should be aimed at solving the problems of irreversible migration of the young generation and the policy of retention of talented youth of Kazakhstan. It is especially necessary to implement effectively the mechanisms of youth and migration policy of Kazakhstan, which should reduce the growing outflow of young people abroad both for education and employment, as well as reduce the number of young people, who decide to emigrate abroad for different reasons and motives of migration.

All these problems should be reflected in the new youth policy programme and migration policy concept of Kazakhstan being developed.

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THE STRATEGIC ROLE OF ESG IN THE TRANSFORMATION OF CORPORATE GOVERNANCE TO ENSURE LONG-TERM BUSINESS VALUE

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ABSTRACT. This article examines the current context in which ESG is a strategic mechanism for transforming corporate governance. The maturity of an ESG system is determined by the degree of its integration into governance, risk management, data, and investment decisions. The subject of this study is KazMunayGas JSC, which has an institutionally established but unevenly mature ESG system. Key barriers to ESG transformation at KMG include the gap between information disclosure and internal management