

## **Lessons about diversity and multiculturalism as they relate to business communication<sup>1</sup>**

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Without exaggeration, one of the successful lessons of diversity and multiculturalism, which influenced the successful development of business and business communications, has become the living example of the Republic of Kazakhstan. Kazakhstan is a multicultural country where people with different cultures interact. Different types of culture affect the worldview and doing business in the country. The development of this story will describe in detail what influenced successful intercultural communication within the framework of globalization. Positive historical aspects and cultural contributions to Kazakhstan society, secular and spiritual education, social status, religions and home education are all subject to consideration.

The Republic of Kazakhstan for 26 years of independence has turned into an international brand of "state success" achieved through the unification of efforts of society and power represented by the First President Nursultan Nazarbayev. The unification of the people of Kazakhstan in the most difficult years of testing, the definition of development tasks, the daily titanic work for the realization of the goals set, this was the path that led to success.

As our President noted, the "Strategy of Kazakhstan 2030" is based on three factors: people's trust, domestic political stability and national unity, high level of human capital. In the period of state formation since 1991, Nazarbayev always put forward a motto that said that economy and business are in the first place, and politics afterwards. At the head is a person, not the reforms themselves. Thanks to this motto, today throughout the world they recognize the state success of Kazakhstan and are surprised by the powerful changes. Foreign news agencies and experts call Kazakhstan "the new leopard" in the center of Asia. The Central Asian leopard is a direct comparison with the "Asian tigers", such as Japan and China, South Korea, which have hit the whole world with a record pace of modernization. Such a comparison in my analysis, I consider sound and logical. Many outside observers and ill-wishers think that the victory was easy and without any difficulty for all Kazakhstanis. After the collapse of the Soviet Union, the situation in the country was critical, with an empty treasury and an incompetent economy.

It was at this time of survival. I remember the first years of Independence, when all the plants and factories stopped, there was no food. Me, my family and many other families had to fall asleep hungry and literally sleep under 3 blankets, and dressed in coats. The first severe winter was met by us by stopping the boiler-houses, because of the lack of combustible coal, by interruptions in electricity. It was a difficult time in which we survived. It is represented unreal

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when teachers, doctors, police didn't receive the salary for 6 months. But thanks to the cohesion of the multinational Kazakh people and the strong-willed resolve of the President, everything was overcome. There was strict discipline when officials of high ranks, went on winter cold nights together with workers and restored the infrastructure of cities. This, on my part, deserves deep respect for the President, because we are not accustomed to seeing officials working in extremely difficult conditions.

Then in the early 1990s experts predicted a short life for Kazakhstan. Other countries were analogues to the neighbors. Strong ethnic heterogeneity gave little chance for a calm development in Kazakhstan. I remember the troubled years. There were civil wars in Azerbaijan, Tajikistan, there was a revolution in Georgia, neighboring Uzbekistan was also uneasy. Conflicts have begun between Moldova and Transnistria, Georgia and Abkhazia, Georgia and South Ossetia. The war was between Armenia and Azerbaijan. In the center of Moscow, tanks were fired at the Government houses. In Chechnya there was a monstrous war. In the once prosperous Yugoslavia, there was a bloody civil war, while at the same time, the cities of Belgrade and Kosovo bombed in 1999 by the aircraft of the Western Air Force ([The book "NATO Aggression Against Yugoslavia, by E.Yu. Guskov"](#)).

After 2000, the "yellow revolutions" began in Kyrgyzstan, Ukraine, which were provoked by some interested forces. In fact and disintegration of the Soviet Union has been provoked by "yellow revolution". The world at that time became unipolar. In such conditions, Kazakhstan, with its diverse ethnic and confessional composition, has become a real island of stability. This became a miracle, which historians and political scientists talk about. In explaining this phenomenon, I note the important role of our President, who has taken these threats. Many say that the reason is success in oil, gas, copper, gold and silver and other minerals. But this is not so. We observe that bloody local conflicts and wars over oil are taking place in the world. These wars have occurred and are taking place in the Middle East, where not the united people are provoked by a certain interested forces. The people are suffering because of this. Instead of empty promises, poverty, ruin, hunger, escape of the people from the country in search of the better life comes.

If we consider highly developed countries with a strong democracy, then there are interethnic conflicts, for example the problem of Flemish in Belgium, the problem of Ulster and Scotland in Britain, the problem of Corsica in France, the problem of Quebec in Canada. Thus, the success of Kazakhstan has become in the unity of a multinational people, which no one could shake. ([The book "Leader of the global anti-nuclear movement" is available for downloading on the official website www.akorda.kz](#)). According to my reflections, the history of our cohesion comes from the hungry 1920 to 1950. Stalin's repressions drove people from their homeland to their exile in Kazakhstan. Concentration and labor camps ALZHIR, KARLAG were built. People who were expelled to Kazakhstan were more fortunate than those who were simply shot without trial and investigation. People's houses were burned, and people were considered missing. The main idea of repression was - who does not agree with the idea of leadership of the

Soviet Union, that is being repressed. They were people of different nationalities: Germans, Poles, Ukrainians, Chechens, Ingush, Tatars, Russians and others. Although there was a famine in Kazakhstan, but the Kazakhs were warm, all peoples were happy to meet and share the last meal, dwelling. The repressed and exiled people here felt themselves at home, but not as in exile. ([The electronic site of the library "History of repression" address, Almaty, Tole-bi str., 27, www.tarih-begalinka.kz](http://www.tarih-begalinka.kz)).

A very big issue was the nuclear weapons that remained from the Soviet Union. Our country was on the 4th place in the world in terms of nuclear weapons. Leaders of radical eastern states came to our President and persuaded him to leave nuclear weapons in order to be a strong Muslim state in the world that would dictate its conditions. These acknowledgments of the President were repeatedly shown on the airs of the leading television channels. Many leaders believed that nuclear weapons are the only guarantor of security. Nazarbayev believed that the strength is not in possession of nuclear weapons, but in moral authority.

Kazakhstan has long been a transport corridor connecting Asia and Europe, not only economically, but also spiritually. Altai mountains located in Kazakhstan, in fact, became the cradle of civilizations for Eurasia. Starting 1 century AD, a great migration of peoples descended from the Altai Mountains and called themselves Kipchaks. As a result of the resettlement, the Kipchaks occupied large territories in Asia and Europe. At the moment we have common roots with such peoples as Austrians, Bavarians, Bulgarians, Bosnians, Hungarians, Lithuanians, Poles, Saxons, Serbs, Ukrainians, Czechs, Croats, Burgundians, Catalans. ([The book of Murad Adji "Kipchaks" and the official site http://adji.ru](http://adji.ru)).

Starting from the 2nd century BC and until the 17th century AD, the Great Silk Road passed through Kazakhstan, which gave the Kazakhs the experience of hospitality, openness and tolerance. The history of the Kazakh people has always been closely connected with hospitality, cordiality, respect for another's culture, religion. This is inherent in the blood of every Kazakh. This attitude of the Kazakhs was projected, that is, transferred to all international relations and politics. Kazakhstan being in the center of Eurasia absorbed a variety of diverse cultures. Kazakhstan is essentially an organic multicultural world, where we created an ideal model for the coexistence of various ethnic groups and confessions.

After the voluntary renunciation of nuclear weapons, the status of Kazakhstan has not weakened, but intensified. It has come to be respected by such states as the USA, Russia, China, the EU countries. Nazarbayev acted as a far-sighted politician of world scale, who experienced not only for his country, but for all of humanity. The United States was the first to assist Kazakhstan in the elimination of nuclear weapons, including financial assistance.

If you look at the chronology of events, you will see how quickly we abandoned nuclear weapons. In 1991, the Semipalatinsk nuclear test site was closed, where 456 nuclear tests were carried out, which is 2.5 thousand times greater than the atomic bomb dropped on Hiroshima.

More than 1.5 million people have suffered from the Semipalatinsk test site. Until now, echoes of the nuclear test site are given when children with a mutation are born. Our people suffered a lot of suffering from the totalitarian policy of the Soviet Union, which placed this site in our territory. Therefore, the rejection of nuclear weapons was instantaneous.

In 1992, Kazakhstan signed the Lisbon Protocol on the Non-Proliferation of Nuclear Weapons. In 1994, all nuclear weapons were withdrawn from the territory of the country. In 1995, the last nuclear charge was destroyed. In 1996 Kazakhstan became a party to the Treaty on the Comprehensive Prohibition of Nuclear Weapons. In April 2010, Nazarbayev addressed the Global Summit in the United States. As the Kazakh wise proverb says: "Ask the impossible and more than you will, get what you want." Nazarbayev invited the world community to sign a universal treaty on the general non-proliferation and destruction of nuclear weapons. He urged the community to avoid the policy of double standards. Reminded that such countries as North Korea, India, Pakistan having de facto nuclear weapons, evade signing and ratification of the treaty on the prohibition of the proliferation of nuclear weapons. At the same time he reminded that such countries as the USA, China, Israel, which signed the treaty, did not ratify it. We also proposed creating a nuclear fuel bank in Kazakhstan, where nuclear weapons would be buried from around the world. US President Barack Obama, after Nazarbayev's words, stated that the ultimate goal of the whole world should be complete nuclear disarmament ([the book "Leader of the Global Antinuclear Movement" is available for downloading on the official website of www.akorda.kz](#)).

For us, there was another task in the framework of the beginning of globalization, it is to build a successful state, taking into account the large territory where 140 ethnic groups from 46 confessions live and prevent conflicts, nationalism and extremism between the confessions. Within the framework of this task, in March 1995, the advisory body "Assembly of the Peoples of Kazakhstan" was created to ensure policy in the field of interethnic relations, to protect and guarantee the rights of minorities. A great deal of attention is paid to interethnic harmony among young people, where xenophobia, extremism, and the rejection of alien culture, traditions and customs are highly prevalent. The main feature of Kazakhstan was the development of the languages of all ethnic groups. In places of compact residence of small nationalities, schools with Uighur, Uzbek, Tajik, Ukrainian, German, Polish languages of instruction have been established. During this time, 820 national cultural centres have been established, where newspapers, magazines, TV programs in various languages can be produced. There are 6 different national theaters, 90 national schools, 200 Sunday schools. Since May 2007, a law has been signed at the level of the Constitution, where nine deputies from the Assembly of Peoples of Kazakhstan are nominated to the Majilis of the Parliament, and they protect the rights of ethnic minorities. The Assembly has no analogues in the world ([The book "Assembly of the Peoples of Kazakhstan 2005year", author NA Nazarbayev](#)).

Our country is a neighbor with all hot spots with their religious extremists, terrorists, structures that are interested in deteriorating the situation through interreligious contradictions. Therefore,

in May 2000, the Council for Relations with Religious Associations was established. The Council conducts prevention and prevented the activities of terrorist organizations.

In September, 2003 in Astana the first-ever "Congress of leaders of world and traditional religions" on which representatives of Islam, Christianity, Judaism, Shintoism, Hinduism, Buddhism have gathered has taken place. The idea of creating this congress was supported by Kohan Annan, George Bush, Margaret Thatcher, Jian Zemin, Nelson Mandella. This congress is of relevance due to growing global geopolitical tensions, conflicts in different parts of the world on ethnic and religious grounds. At this Congress, real steps were taken to reconcile the warring parties, such as Israel and Palestine, Iraq and Iran. The Second Congress of Leaders of World and Traditional Religions was held on September 12-13, 2006 in Astana in a new Palace of Peace and Concord specially designed for its holding, similar in shape to a pyramid that has no analogues in the world. This congress takes place every three years. Therefore, already in 2015, 80 delegations from 42 countries took part in it ([Official website of the President of Kazakhstan www.akorda.kz](http://www.akorda.kz)).

Combining the aforesaid about the Kazakhs and Kazakhstan, I would like to give a real example of multicultural interaction from life. The professor and scientist of one foreign university in his studies divided people by social style. One of the styles mentioned by him is the Stabilizer. These are people who are sensitive to the needs and feelings of others, who will always support fraternal and friendly peoples. If you go close to the topic, then I'll tell you the following story. In the sky over Syria the Russian SU-24 bomber has been shot down on November 24, 2015, who did not have an attacking and protective weapon from other fighter planes. The flight of the SU-24 was allowed by the Syrian side to protect Syria from a major terrorist organization ISIL. He was attacked by two Turkish army fighter aircraft that invaded Syria. The President of Russia due to the lack of any apologies, from Turkey has imposed economic sanctions. Trade and tourism with Turkey were completely stopped. The economy of Turkey in the period of sanctions fell to 70%. The construction of the Russian gas pipeline South Stream, which was to pass through Turkey, also stopped. The two sides of the conflict did not give up and were very hostile. But in the soul they wanted reconciliation. Parties to the conflict needed a certain authoritative person who would try them on. The leaders of the United States and European countries were not their authority. After a while, reconciliation was achieved thanks to the authority and perseverance of the Kazakh leader, who knows deeply the culture of Russia and Turkey.

Another example is that Kazakhstan is the reconciling party to the conflict in Syria between the opposition and the current government. The neutral area-Astana was proposed as a platform for negotiations on the initiative of Nazarbayev. Four high-level contact meetings have already been held, with the participation of Russia, Iran, NATO countries.

For the development of intercultural communication and the diversification of the "Presidential Strategy 2030", the Leader of the Nation specifically designed the "Bolashak" program. Under

this program, young people study in prestigious educational institutions of the United States, Britain, Russia, the countries of the European Economic Union. In Kazakhstan, prestigious international universities have been opened with the involvement of foreign teachers, such as the Kazakh-British Technical University, Nazarbayev University. During the years of Independence and with the correct policy of the state, a new generation of Kazakhstanis has grown up, linking their destiny with the success of their country. This generation has a powerful energy of multiculturalism.

At the moment, many large foreign companies from Great Britain, America, France, Italy, Spain, China, Germany, the Netherlands, Switzerland, India, and Korea are leading successful business in Kazakhstan. The largest number of companies consists of the Netherlands, 1000 companies, 800 companies from Germany, 700 companies from China, 500 companies from Great Britain, 500 companies from the United States. For successful business, free economic zones with preferential tax treatment have been created, and a security guarantee has been granted. Kazakhstan provides access to any region of the country and is ready to cooperate in any desired industry. To attract foreign companies and their adaptation, a national company KAZNEX was established in Kazakhstan.

The potential of Kazakhstan is very large, and it has not been fully disclosed yet. Kazakhstan has huge reserves of minerals from the entire periodic table. Food products produced in the country are environmentally friendly. The territory of the country is on the 9th place in the world in terms of area. Peaceful conditions have been created for coexistence and business. In the next 30 years, Kazakhstan is expecting rapid development. And the main wealth for rapid development of business communications is human capital, which is trained and ready to interact at a high multicultural level.

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