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COMPLIANCE WITH HUMAN RIGHTS IN THE FIELD OF BUSINESS

Dimah Mihmas F. Alotaibi master student of the Eurasian National University named after L.N. Gumilyov

The topic of Business and Human Rights is how a company may generate money while not abusing human rights. Human rights are the rights and freedoms that every individual has from the moment he or she is born, as a result of his or her dignity. These are legal principles incorporated in international standards, such as the Universal Declaration of Human Rights and UN instruments based on it, such as the Covenant on Civil, Political, and Economic Rights[1; 95]. This is the foundation of the current civilized world, which encompasses the European continent. A person is regarded as the highest value, aim, and growth tool, according to it. Simply expressed, human rights are what a person need in order to live a dignified life.

One of the most dramatic changes in the human rights discussion occurred at the turn of the century. The relationship between the case and a person's driver's license has been more widely recognized. In the cold fight over the first four decades after the publication of the Universal Declaration of Human Rights.It was the primary political framework through which people viewed the world. The importance of human rights was highlighted. As a paradox that necessitates the activities of the country rather than the actions of a certain sector. However, in the ten years since then, a lot has changed. The universe began to seem drastically different at the stage of the true conclusion of the cold war[2; 255].

What caused this to happen? A variety of popular movements have coalesced in order to elevate human rights towards the top of the organizational structure ideology:

- The emergence of foreign trade as a polarizing political difficulty around the world as the mass economy develops;
- An information systems popular uprising that attaches the universe never seen before;
- Growing consumer knowledge and understanding and curiosity in these activities as the labor practitioners of the firms for whom the product lines they wish to buy.
- A certain number of booming events, during which firms were involved in serious human rights violations;
- Broad demands to what, so that firms act more straightforwardly;
- A certain number of booming events, during which firms were involved in gross violations of human rights.

What Role Do Human Rights Play in Business?

Incorporating human rights into the company's strategy is critical to the company's long-term viability and business success. Threats linked with human rights abuses in the workplace invariably lead to risks to the company's long-term interests.

Any business's primary objectives are to maximize earnings and expand (retain) market share. Everything a corporation does or does not do is in order to attain these objectives [3; 19].

To achieve the desired objectives, the following instruments are employed:

- Companies that expand development prospects and create capacity (financial, personnel, scientific and technical, etc.);
- Minimization of risk;
- A good reputation [4].

In the criteria of the innovative economy, the benefit in the leader is formed by the human mind, and not by the material creation and concentration of capital. As a result, a person is a key resource of a progressive firm. For example, as human rights are something obligatory, in fact, that is peculiar to every person and combines it throughout his life, a progressive organization is obliged to think about, in fact, that respect for human rights in relation to its own employees is a tool for its formation.

The priority of intangible stimulation in the innovative economy; the changing structure of the workforce (the need to adapt quickly to changes); the importance of diversity and equal opportunities for improving the efficiency and sustainability of the company are the main reasons and factors determining the need to include the human rights agenda in the management of the company for the development of human resources. The primary directions for the work of the company's HR service are the same causes and considerations.

If the main task of the employee in the classical economy is to satisfy the satisfaction of material necessities, then self-realization and the formation of one's own potential are not inferior to the satisfaction of material necessities in the criteria of the innovative economy, and are increasingly becoming a significant motivator for the employee [5]. This, in turn, is linked to the execution of not only labor rights, but also the complete spectrum of employee rights, such as non-discrimination for whatever cause, equal abilities, respect for his identity, data protection, text will, right to a home life, and so on. In this way, respect for the employee's personality and the likelihood of comfortably being present in the organization while remaining yourself, regardless of gender, folk adaptation, culture, beliefs, sexual orientation, medical diagnoses, and so on, is now essential (and was not, for example, fundamentally even 20-30 years ago).

Only by focusing on these factors will you be able to get the most out of your employees in terms of productivity and efficiency. As a result, intangible incentives are critical for the construction of a stable, trustworthy, and successful organization that will be the soil of trust, respect, mutual aid, and collaboration.

The company's corporate culture includes a strong sense of long-term employee recruitment. It is undeniable that each employee's leaving is a significant financial and time investment for any company. The exploration of a new employee, his study, adaption, case transfer, and virtually everything else will take time. As a result, a progressive firm that wants to not only limit itself but also advance in the market must establish a measured corporate culture based on a system of principles and intangible incentives that respects all of their employees' rights (labor and non-labor).

In modern culture, human rights are frequently connected solely with citizen political and civil driver's licenses. In reality, the supply of effective civil and political rights is directly justified by the provision of effective public, economical, and cultural rights. On the contrary, a person's civil and political rights are intertwined with his or her public, economical, and cultural rights. There is no way for them to take precedence. Failure to comply with one of them inevitably leads to (or raises worries about) breaches of the others.

Consumer rights:

- The right to education in the field of consumer protection;
- The right to purchase goods (works, services) of proper quality;

- The right to the safety of goods (works, services) for the life, health, property of consumers and the environment;
- The right to compensation for damages due to defects in goods (works, services).

Improvement and business

Many businesses, particularly those in developing nations, see community development and public infrastructure as the most important confluence of human rights and business. Initiatives that promote women's and men's access to education, health care, and economic opportunities are unlikely to be credited to politicians whose titles include "human rights," but they can help expand the use of all kinds of notes, including the Universal Declaration and other international conventions, particularly the International Convention on the Rights of children[6].

Collective mechanisms of legal defense formalize a significant share of the standard. How to defend the victims and compensate for the damage? As an employee, for example, and the customer are obliged to be in no doubt, in fact, that there is a device from inside the company that will undoubtedly help to see the problem. The essence is to make a person heard. At the moment, the device must be trusted.

Company reputation

Building a company's reputation is an ongoing process that involves the entire "system" of the organization. Any employee, from a senior management to technical staff, will measure their own impacts with possible harm to reputation and brand style in companies with the greatest level of corporate culture.

However, the PR service (PR professional) has the most chances when it comes to assuring and sustaining a positive corporate style and reputation.

A better definition of public relations is a management function by which businesses adapt to, replace, or defend the environment around them in the name of achieving their own organizational goals.

As a result, based on the fact that there is a large need in current society for businesses to respect human rights,98 a PR specialist's job is to become used to these expectations within his own organization's array of options. Knowing that a PR expert may assist an organization in adapting to the outside environment and changing it in line with the company's goal, it is feasible to argue that human rights are both a tool and a framework for a PR specialist's job.

Naturally, PR departments are required to work closely with other parts of the company in order to achieve this.

Firm-wide public relations procedures, which are common in the fields of business and human rights, have a good probability of being developed both in the form of long-term planned practices and in the form of responding to decline. In this scenario, it's critical to recognize that declines aren't caused by "public relations issues." The company's decline is the outcome of internal systemic duties. In this instance, PR service professionals must either "clean up" the mess that has formed, or strive to prevent these decreases, taking into consideration their own function within the organization.

Human rights, in reality, affect everyone and their whole lives. Human rights are present in business-to-business relationships everywhere a person: comes into a store to shop, obtains a job, sees commercials for products or offers, receives information from the media, breathes air, drinks, eats, fills out a questionnaire for a bonus program position, and so on.

The impact can be both direct, for example, and indirect, and through the supply chain. Direct non-compliance is every discrimination of employees and customers: non-compliance with social and labor rights, interference in one's own life, non-compliance with freedom of text, expression of the concept, environmental harm, and for example further. Indirect non-compliance is when your actions are not considered violations, but you invest in the violations of a third party - another business or country, which are the main violators [7]. This is financing, sponsorship, facilitating, facilitating or creating criteria for human rights violations. This is taciturn unanimity with violations in your chain, failure to take measures equivalent to connivance, while firms call human rights their own value.

Business must not only avoid being a simple aristocracy, but also demonstrate that it is responsible. A statement of commitment to human rights by a political person is a proclamation that is addressed to a wide range of people: himself, those who work on the case, consumers and partners. The way a human rights politician is portrayed in a company demonstrates how important this issue is to business.

Human rights are, in reality, abused in every country. There isn't a country on the planet where human rights aren't being violated. The most important question is how the government responds to these transgressions and what steps it takes to prevent them.

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НЕКОТОРЫЕ АСПЕКТЫ УСОВЕРШЕНСТВОВАНИЯ АДМИНИСТРАТИВНО-ПРАВОВОГО РЕГУЛИРОВАНИЯ ДЕЯТЕЛЬНОСТИ В СФЕРЕ ИГОРНОГО БИЗНЕСА В РЕСПУБЛИКЕ КАЗАХСТАН

*Евсикова Е.В. к.ю.н., доцент, доцент кафедры административного и финансового права-начальник отдела по организации научной и редакционно-издательской деятельности Крымского филиала ФГБОУВО «Российский государственный университет правосудия»
Заслуженный юрист Республики Крым*

Проблемы привлечения к административной ответственности за незаконную организацию и проведение азартных игр всегда были и остаются актуальными, как продолжает расти и интерес со стороны теоретиков права и правоприменителей к данной проблеме и поиску путей противодействия незаконной организации и проведению азартных игр.

Правоотношения в сфере организации и проведения азартных на законодательном уровне в Республике Казахстан были регламентированы еще в 2007 году путем принятия Закона Республики Казахстан от 12 января 2007 года № 219-III «Об игорном бизнесе» (далее – ЗРК «Об игорном бизнесе»)[1], который направлен на урегулирование правоотношений: связанных с особенностями правового положения и деятельности организаторов игорного бизнеса; возникающих между организатором игорного бизнеса и участниками азартных игр и (или) пари при проведении самой игры и (или) пари; возникающих между организатором игорного бизнеса и уполномоченным органом.

Следует отметить, что в Республике Казахстан осуществляются следующие виды деятельности в сфере игорного бизнеса: казино; зал игровых автоматов; букмекерская контора; тотализатор.

При этом, законодателем прямо установлен запрет на осуществление на территории Республики Казахстан следующих видов деятельности:

- 1) не предусмотренных п. 1 ст. 6 ЗРК «Об игорном бизнесе» видов деятельности в сфере игорного бизнеса;
- 2) деятельности электронных казино и интернет-казино;