

DIASPORA DIPLOMACY AND TRANSNATIONAL POLICY: NEW HORIZONS OF INTERACTION

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<https://doi.org/10.52536/2415-8216.2025.113.3.007>

Abstract. The article examines the significance of the diaspora for modern international relations and the role of its participation as an actor in public diplomacy. The study analyzes the impact of the diaspora on international relations and intergovernmental cooperation through factors such as lobbying, cultural diplomacy, economic remittances, and others. Based on the conducted research, the authors conclude that, in the context of intensive globalization and transnationalization, the role and potential of the diaspora abroad cannot be detracted or ignored. In the context of Kazakhstan, the importance of the diaspora abroad is highlighted through the prism of issues such as "brain drain" and the outflow of labor resources from the country. Depending on the level of development of interaction with the diaspora, using the foresight forecasting methods, the authors propose possible scenarios for the development of interaction for Kazakhstan. The article aims to contribute to the study of diaspora diplomacy as a growing field in international relations and to propose new approaches for its development in the context of globalization and transnationalization of the world. The scientific and practical significance of the chosen topic lies in understanding the national approach to interaction with compatriots abroad in order to form an attractive image of the country with the benefits for the development of international cooperation.

Keywords: *engagement policy, diaspora, diaspora diplomacy, public diplomacy, transnational relations, national interests.*

ДИАСПОРА ДИПЛОМАТИЯСЫ ЖӘНЕ ТРАНСҰЛТТЫҚ САЯСАТ: ӨЗАРА ӘРЕКЕТТЕСУДІҢ ЖАҢА КӨКЖИЕКТЕРІ

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Аңдатпа. Мақалада диаспораның заманауи халықаралық қатынас жасаудың маңызы мен оның қоғамдық дипломатияның акторы ретінде атқаратын рөлі қарастырылады. Зерттеу барысында диаспораның халықаралық қатынастар мен мемлекетаралық ынтымақтастыққа ықпалы лоббизм, мәдени дипломатия, экономикалық трансферттер және т.б. сияқты факторлар арқылы талданады. Зерттеу негізінде авторлар қарқынды жаһандану мен трансұлттандыру жағдайында шетелдегі диаспораның рөлі мен әлеуетін төмендетуге не елемеге болмайды деген қорытындыға келеді. Қазақстан жағдайында шетелдегі диаспораның маңыздылығы елдегі «ақыл-ой мен еңбек күшінің» жылыстауы сияқты өзекті мәселелер арқылы қарастырылады. Авторлар форсайт-болжау әдісі арқылы диаспорамен өзара әрекеттесудің даму дәрежесіне байланысты Қазақстанға арналған қарым-қатынас әрекеттесу дамуының ықтимал сценарийлерін ұсынады. Мақала диаспора дипломатиясын халықаралық қатынастардың жетіліп келе жатқан саласы ретінде зерттеуге үлес қосуға әрі әлемнің жаһандану және трансұлттануы жағдайында оны дамытудың жаңа тәсілдерін ұсынуды көздейді. Таңдалған тақырыптың ғылыми-тәжірибелік маңызы елдің жағымды имиджін қалыптастыру мақсатында халықаралық ынтымақтастықтың дамуына септігін тигізу және шетелдегі отандастармен өзара әрекеттесуде ұлттық көзқарасты толық түсінуді дiттейдi.

Түйін сөздер: өзара әрекеттесу саясаты, диаспора, диаспора дипломатиясы, қоғамдық дипломатия, трансұлттық байланыстар, ұлттық мүдделер

ДИПЛОМАТИЯ ДИАСПОР И ТРАНСНАЦИОНАЛЬНАЯ ПОЛИТИКА: НОВЫЕ ГОРИЗОНТЫ ВЗАИМОДЕЙСТВИЯ

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Аннотация. В статье рассматривается значение диаспоры для современных международных отношений и роль ее участия в качестве актора публичной дипломатии. В рамках исследования анализируется влияние диаспоры на международные отношения и межгосударственное сотрудничество через такие факторы, как лоббирование, культурная дипломатия, экономические трансферты и др. На основе проведенного исследования авторы делают вывод, что в условиях интенсивной глобализации и транснационализации роль и потенциал диаспоры за рубежом нельзя умалять и не принимать во внимание. В контексте Казахстана важность диаспоры за рубежом поднимается через призму таких проблем, как «утечка мозгов» и отток трудовых ресурсов из страны. В зависимости от степени развития взаимодействия с диаспорой посредством метода форсайт-прогнозирования авторами предложены возможные сценарии развития взаимодействия для Казахстана. Статья стремится внести вклад в исследование дипломатии диаспор как растущей области в международных отношениях и предложить новые подходы для её развития в условиях глобализации и транснационализации мира. Научно-практическая значимость выбранной темы заключается в осмыслении национального подхода взаимодействия с соотечественниками за рубежом в целях формирования привлекательного имиджа страны и с пользой для развития международного сотрудничества.

Ключевые слова: политика взаимодействия, диаспора, дипломатия диаспор, публичная дипломатия, транснациональные связи, национальные интересы

Introduction

The modern international system is characterized by the growing role of non-governmental and non-traditional actors, such as transnational corporations, non-governmental organizations, and diasporas are no exception. Moreover, diasporas occupy a unique place in modern international relations, connecting the State of origin with host countries. Nowadays, diasporas are recognized as subjects of international relations and actors of public diplomacy. With the purpose of promoting national interests, several countries are forming an engagement policy with the diaspora to conduct public diplomacy.

In the context of globalization and active migration flows, diasporas are able to maintain ties with their homeland and at the same time, actively engaging in the processes of the host country, go beyond national borders, forming transnational connections and transnational policies. Due to their transnational nature, diasporas become the basis for the establishment and development of communicative ties and networks, uniting people across borders and generations [1].

Diaspora is a human capital reserve, it's a "soft power" that can serve not only as a "bridge" between the countries of origin and residence but also as a resource for development and cooperation for the country of origin. The essential characteristic of the concept of "soft power" suggests achieving state interests through attractiveness and the use of various tools, including public diplomacy [2]. Public diplomacy, a term introduced by American diplomat Edmund Gullion, is a tool of "soft power" [3]. According to the author of the concept, J. Nye, the main resources of "soft power" influence include culture, political values and foreign policy, however, experts also refer science, sports, economic attractiveness, innovation, etc. [4, p. 6]. Moreover, among the other components is the state's foreign diaspora, as scientists

and the expert community believe it has the ability to influence foreign audiences [5]. It is noted that while traditional diplomacy primarily reflects interactions between official actors represented by states, public diplomacy, as a tool of "soft power," assumes the influence of individuals, personalities, groups of people and communities represented by the diaspora abroad. Thus, in the research discourse, "diaspora diplomacy" is considered a subtype of public diplomacy. The term "diaspora diplomacy" does not belong to any particular scientist, but its use and development are linked to a number of researchers who have studied the role of diasporas in international relations and the concept of "soft power". One of the first scientists to explore the influence of diasporas on international relations was Yossi Shain. In his article "Diasporas and International Relations Theory" [6], he provides a detailed analysis of how diasporas can serve as a tool for promoting the interests of their states. His work laid the foundation for understanding diaspora diplomacy as a concept. The author emphasizes that diasporas should not be viewed merely as passive communities connected to their country of origin; on the contrary, they play an active role in shaping both the foreign and domestic policies of the countries of residence and origin. An example is the Jewish diaspora in the United States and the Indian diaspora, which is actively involved in promoting India's economic and cultural interests in the US and UK accordingly. Gabriel Sheffer, although not using the term "diaspora diplomacy", has contributed to the development of this field by studying the mechanisms through which diasporas influence political processes both in their countries of origin and residence [7]. In itself, the daily existence of diasporas in the host country is an act of public diplomacy, because the economic, political, and cultural influence of the diaspora is manifested in interaction with the civil society of the recipient country [8]. Brinkerhoff, in his research, particularly in the book *Diasporas and Development: Exploring the Potential* [9] emphasizes the role of diasporas as agents of transnational influence, and describes practices that later became associated with diaspora diplomacy. Thus, the term "diaspora diplomacy" was formed at the intersection of studies by various authors. This phenomenon has become part of a broader discussion on transnational politics, soft power, and the interaction of diasporas with states. The peculiarity of diaspora diplomacy lies in supporting its diaspora – a part of the people or community residing in different parts of the world outside their country of origin. Exploring the issues of the Kazakh diaspora abroad, Kazakhstani authors primarily focus on historical aspects and ways of forming diasporas, migration history, living conditions, and sociocultural adaptation (A. Aitaly, G. Mendikulova, Z. Shapolayeva, B. Rakisheva, G. Askhat, and others). However, the issues of the role of the Kazakh diaspora in public diplomacy and transnational politics require more coverage and development at the present stage.

The purpose of this study is to analyze the role of diasporas as significant actors in international relations, to identify their diplomatic potential, new opportunities and horizons for interaction between countries through institutions and networks of diasporas.

In the course of the study, the author sets the following objectives: to identify the key mechanisms through which diasporas influence the foreign and domestic policies of both their countries of origin and residence (lobbying, cultural diplomacy, economic remittances, and others); to examine successful examples of interaction

between countries and diasporas to achieve common goals; to develop practical recommendations for effectively interacting with the Kazakh and Kazakhstani diasporas abroad to strengthen international cooperation, cultural exchange, and economic development.

According to various official and unofficial data, from 3.5 to 5-7 million Kazakhs live outside of Kazakhstan, which is a quarter of the country's population. The Kazakh diaspora lives in more than 40 countries around the world, including the CIS countries, Central Asia, Turkey, Germany, France, the USA, etc. Moreover, it is important to note the growing trend of Kazakhstanis moving abroad for education, work, and permanent residence. Often leaving for temporary reasons, many compatriots decide to stay on the basis of obtaining a residence permit or the right of permanent residence. This phenomenon reflects the issue of "brain drain" and the outflow of labor resources from the country. Due to the manifestation of this tendency, active interaction with compatriots at the state level is important, since the diaspora is a valuable and significant human capital and through entrepreneurial activities, it can contribute to business development, job creation, and innovation. Additionally, the diaspora generates economic, political, and social capital by leveraging cultural and linguistic competencies in the host country and the country of residence. Moreover, it is essential to consider the intellectual potential of the diaspora, which should be actively engaged in fostering scientific collaboration between countries.

Materials and methods

In preparing this article, scientific literature, modern research, and academic articles were used to understand main theoretical approaches and concepts related to public diplomacy and diaspora diplomacy. The author referred to official strategic documents and government programs reflecting public diplomacy policies and interaction with the diaspora abroad. Specific cases of successful diaspora involvement in public diplomacy and transnational politics were also studied. In the course of this study, the methods of political analysis, synthesis, description and comparison, case study and foresight forecasting were applied with an attempt to submit possible development scenarios and risks with minimal or absent interaction with the diaspora abroad in the context of Kazakhstan.

Results

To date, scientists have made numerous attempts to classify diasporas, and these classifications are based on various factors. However, the classification of diasporas according to the degree of influence on the international relations system is of particular interest for the present study. They are distinguished as global, regional, and so-called "boarding minority" [10]. Undoubtedly, global diasporas play the most significant role on the international arena today. The author G. Sheffer defines the number of well-known world diasporas. According to him, the largest "historical" diasporas are Chinese – 35 million people, next is Indian – 9 million people, according to 2015 data, this figure reached 27 million people [11], Jewish and Roma - 8 million people each, Armenian - 5.5 million people, Greek - 4 million people, German - 2.5 million people, Druze diaspora - 1 million people. The largest "modern diasporas" are the following ones: African-American - 25 million

people, Kurdish - 14 million people, Irish - 10 million people, Italian - 8 million people, Hungarian and Polish - 4.5 million people, Turkish and Iranian - 3.5 million people each, Japanese - 3 million people, Lebanese (Christian) - 2.5 million people [12]. According to T. Poloskova, "global" diasporas are those that influence the development of the international relations system and the policies of leading states [13]. As for the Kazakh diaspora, according to this classification, it is ambiguous and represents both the "old" and "new" diaspora. The "old diaspora" was formed as a result of historical and political processes, while the "new diaspora" is relatively "young" and has been forming primarily due to educational and labor migration at present and since the independence of Kazakhstan.

So, how does a particular diaspora influence various aspects, including interstate relations? For example, consider the Indian diaspora in the United Kingdom, where about 1.5 million people of Indian origin reside. In terms of economic participation: remittances sent by Indians to their homeland amount to approximately \$70 billion per year, which exceeds the volume of foreign direct investment attracted by India and adds 3.5% to India's GDP annually [14]. In terms of cultural influence, Indian cuisine, cinema (especially Bollywood), music and dance are quite popular. Indian festivals, such as Diwali, have become international events. In the 1990s, young professionals from India migrated to the UK, filling job vacancies in industries facing acute labor shortages, primarily in the National Health Service, the IT sector, and telecommunications. While in 1999 the number was 5,663 per year, mainly for IT specialties, by 2000 the number of permits issued reached 11000 [15]. This highly skilled new migration, combined with the high level of education and entrepreneurial activity of second and third generation migrants, has defined the modern identity of the large middle class within the Indian diaspora in the UK. Today, the diaspora contributes to attracting investments to India and the development of start-ups, particularly in the technology sector.

The Armenian diaspora in the United States is the second largest ethnic group outside Armenia. The Armenian ethnic lobby is a driving force of American-Armenian relations, despite the relatively weak influence of the Armenian government. The Armenian lobby in the United States mainly relies on the strength and financial resources of US residents who support Armenia and its role in international relations, and consists of members of the ethnic Armenian diaspora – individuals who identify themselves as natives of Armenia or their descendants. The diaspora in the US began forming at the end of the 17th century, and it is worth noting that the Armenian diaspora has a low level of assimilation [16]. The institutionalization of the Armenian lobby is evident through the operation of two organizations: the Armenian National Committee of America (ANCA) and the Armenian Assembly of America (AAA). These organizations have different histories and structures. Nevertheless, they actually complement each other, and frequently join forces to achieve specific goals related to US policy toward Armenia. The Armenian government recognizes this and is willing to cooperate with both lobbying organizations [17]. The Diaspora, on which the Armenian lobby relies, is one of the most cohesive ethnic groups in the United States. Within the diaspora, there is almost complete consensus on key issues on which authorities should be lobbied [17]. Major successes include lobbying on such key issues as Turkey's recognition of the Armenian Genocide in the Ottoman Empire, the status of Nagorno-Karabakh,

pipeline routes in the region, and Armenia's integration into trade and economic relations in the Transcaucasia and the Middle East.

Another prominent diaspora whose influence on the international system is manifested through diplomatic initiatives, lobbying, economic cooperation, and cultural diplomacy is the Jewish diaspora. A notable example is the impact of Jewish organizations such as the American Israel Public Affairs Committee (AIPAC) [18], which is actively involved in shaping US foreign policy toward Israel. The United States provides significant military and financial support to Israel, largely due to the activities of Jewish lobbying groups. Israel does not have an officially declared ideology; however, Zionism - the idea of consolidating Jews from all over the world in order to build (before 1948), preserve, and strengthen the Jewish state - serves as the foundation for all political movements and parties. Since the formation of Israel in 1948, there has been a generally accepted agreement to depoliticize forces that can use ideology to seize power [19]. The Jewish Diaspora is represented in large transnational corporations, banks, and investment funds such as Goldman Sachs, Bloomberg, Google, and others. Hollywood, where Jewish producers and directors play a significant role, often broadcasts themes related to the Holocaust and Israeli history ("Schindler's List", "The Pianist", "Resistance", etc.). The Jewish diaspora has a multifaceted influence on the system of international relations through economic, political, and cultural mechanisms. Its active participation in international organizations, well-developed lobbying system and cultural diplomacy make the Jewish diaspora to be one of the most important transnational actors.

The following table presents information on the strong and weak points of interaction policies with the diaspora.

Table 1. Compiled by the authors

Country	Strong points	Weak points
Armenia	Financial support, cultural diplomacy	Abolition of the relevant ministry
Israel	Legislative framework, integration into diplomacy	Difficulties in integrating repatriates
India	Economic cooperation, cultural soft power	Limited participation in diplomatic processes
Kazakhstan	Repatriation program, cultural initiatives	Low diplomatic activity of the diaspora

According to the results of the research, based on the analysis of national strategies of China, Israel, and India, the most successful approaches are comprehensive ones that combine cultural, economic, and political measures. It is important to interact with the diaspora, as it has potential and key features, namely transnational identity, maintaining a strong connection with the culture and traditions of its country of origin, allowing them to serve as intermediaries between different nations and regions. The second important feature of the diaspora is economic activity. Remittances from diaspora members play a key role in economic development. The third feature is political influence - diasporas actively participate in political processes and interactions that go beyond national borders, serving the interests of both their country of residence and origin.

Discussion

Let's consider Kazakhstan's practice of interaction with compatriots and the diaspora abroad. It should be acknowledged that Kazakhstan lacks a fundamental document for working with compatriots, but this interaction is reflected in documents such as the Migration Law and the Migration Policy Concept for 2023-2027. It should be noted that work with compatriots is focused on ethnic repatriation from countries nearby and adjacent to the territory of Kazakhstan, such as China, Uzbekistan, Mongolia, Russia. This policy proved effective during the formation of independent Kazakhstan in the context of the importance of strengthening and increasing the share of the titular ethnic group in the country, and, in general, to improve demographic indicators. However, the last decade is characterized by other processes associated with the emigration of highly qualified personnel and the working population, and this issue deserves proper attention. Thus, according to official statistics, in the period from 2011 to 2022, 367.1 thousand people, mainly of working age with higher (38%) and technical-vocational (34%) education, emigrated for permanent residence abroad. In 2019-2021 alone, 106.5 thousand people left the country for permanent residence abroad (2019 - 45.2 thousand people, 2020 - 29.1 thousand people, 2021 - 32.3 thousand people), of which 90% moved to the countries of the Commonwealth of Independent States (hereinafter - CIS) for employment purposes or repatriation to their historical homeland [20]. It is important to note that over the past 10 years, the number of people with higher education entering the country has decreased by more than half, amounting to 1.9 thousand people in 2020. Thus, there is a clear trend in migration flows showing an increase in the number of emigrants with higher education, and a reduction in the inflow of highly educated immigrants to the country [21]. Although there were 10.2 thousand more entering than leaving people in the previous year, compared with 20 thousand in the last three quarters of 2024, data shows that the positive migration balance reflects only quantitative, not qualitative indicators.

Table 2. Based on data from the Bureau of National Statistics of the Republic of Kazakhstan [21]

Profession	Number of people who left
Specialists with demanded technical specialties	1,2 thousand people
Economists	586 people
Teachers	385 people
Architects and builders	261 people
Lawyers	170 thousand people

This trend indicates that emigration largely involves educated youth and qualified specialists, and this fact affects the quality of Kazakhstan's human capital (see Table 2). In addition to the actual departure of Kazakhstanis for educational and labor migration purposes, the following trend is concerning. As shown by the data of a survey of citizens in Kazakhstan, about 25% of people aged 18 to 29 are thinking about moving, while among 30-year-olds this figure reaches almost 30%, and every

tenth person from the second age category has firm intentions to move (10.7 - "plan to leave in the next 2-3 years") [21]. These figures reflect trends that need to be thought about and taken into consideration at the national and governmental levels, as they directly affect the economy and the quality of Kazakhstan's human capital. As is well known, one of the foundations of the modern economy is intangible assets - things that are used in business and generate profit, but do not have a physical nature. Examples of such assets include scientific developments, technologies, brands, copyrights, business reputation, and it is possible that the diaspora is a carrier of intangible assets that should not be neglected and should be actively attracted back to the country of origin. Without highly qualified employees, it is impossible to either create or effectively use intangible assets, which means that further innovation and subsequent growth in production are impossible. Human capital, being the most important component of global wealth, accounts for nearly two-thirds - 64% - of the world's wealth, which is estimated at \$1152 trillion, according to the World Bank's 2021 Global Wealth Report [22].

The formation of the "state-diaspora" relations raises the important issue of cooperation with the scientific diaspora. As experts working on this issue rightly note, "it is not necessary for a strong diaspora to be numerous. A diaspora is strong when it has more successful specialists who can bring benefit to their homeland. However, the effectiveness of cooperation depends more on partners in the homeland than on representatives of the diaspora" [23]. Building bridges for sustainable and effective cooperation with the scientific diaspora should become an imperative for states with a diaspora abroad.

As Loshkarev notes, referring to the interpretation of M.J. Esman, a well-known specialist in ethnicity and ethnic communities, a diaspora is understood as a transnational community of migrants that maintains both material and emotional ties with the territory (country) of origin, and at the same time adapts to the limitations and opportunities of the host society. Diasporas are distinguished by their autonomy and participate in transnational interactions [24]. A special type of diaspora is represented by so-called "accidental" diasporas, or diasporas of cataclysm, which arose as a result of changes in state borders. Their representatives did not originally question their self-identification, but as a result of conditional migration to another state - often without even implying a change of residence - they unexpectedly became part of an ethnic or polyethnic group (minority) [25]. Such Kazakh diasporas were formed in Russia, Uzbekistan, China, and Mongolia. Today, generations have migrated further to Turkey and European countries. This is a significant demographic potential, which became noticeable as a result of the policy of repatriation to Kazakhstan. For reference, since 1991, a total of 1,146.4 thousand ethnic Kazakhs have repatriated to Kazakhstan [26].

When discussing Kazakhstan's diaspora policy in research discourse, it is important to note that traditionally, the work with compatriots takes place along the G2P line, where G represents the government of the historical homeland, and P represents the foreign society that is influenced. This global trend has also affected interactions with compatriots. In this regard, it is important for compatriots to become mediators or agents of influence of P2P public diplomacy. A notable example of how diaspora representatives participate in business projects related to their historical homeland is the Korean diaspora in Kazakhstan, and, in fact, this is a manifestation

of the diaspora policy of South Korea towards Kazakhstani Koreans. In 1997, the South Korean government established the "Overseas Koreans Foundation", which marked the beginning of the widespread involvement of Kazakhstani Koreans in the sociocultural, financial, and political matters of the country [27]. Entrepreneurs from the ethnic Korean community in Kazakhstan established joint ventures with South Korean businessmen, and played a role as intermediaries between Kazakhstani and South Korean representatives in business structures such as "Samsung", "LG", "Hyundai", "SsangYong", and "Kia". It should be noted that many South Korean entrepreneurs were able to open businesses in Kazakhstan precisely thanks to the assistance and support of the Kazakhstani Korean diaspora. Among the dynamically developing Korean multinational companies in Kazakhstan are "Samsung", "LG Electronics", "LG International", "SK Corp", "NTC", "Ritex", and construction firms like "Yurim", "SungWon", and "Hanjin" [28].

This case demonstrates how many commercial and non-commercial organizations beyond the government, with its initial support, form partnerships with expatriates and compatriots for mutually beneficial proposals in a wide range of issues: business, culture, innovation, etc. [28]. All the previously mentioned examples of the participation of the foreign diaspora in politics and the development of international relations indicate how important it is to interact with one's own diaspora, to establish long-term, promising relationships in the interests of the development of the historical homeland and country of origin.

Depending on the degree of activity of the policy of interaction with the diaspora abroad, using the foresight forecasting method, several key consequences and probable scenarios can be identified in the context of Kazakhstan:

Table 3. Compiled by the authors

№	Scenario	Trend	Risk	Consequences
1	Lack of support will lead to weakening of the diaspora's ties with its historical homeland	Young people in foreign communities will gradually lose interest in the Kazakh language, culture and traditions.	Loss of national identity among future generations of the diaspora	Reduce of Kazakhstan's role as a center of attraction for ethnic Kazakhs, loss of cultural influence abroad
2	The diaspora will no longer view Kazakhstan as an attractive place for investment, business or professional development	Decrease in economic and investment flows from the diaspora	Loss of economic benefits from interaction with the diaspora abroad	Missed opportunities for attracting capital, new technologies, and ideas that could be realized through connections with the diaspora
3	Kazakhstan will weaken its presence on the international stage by neglecting the presence of the Kazakh diaspora in various countries	Reduction in Kazakhstan's international influence	Decline of Kazakhstan's recognition abroad and the decrease of its cultural and political influence	Loss of positions in diplomacy, weak promotion of Kazakh interests in countries with large Kazakh communities

4	Diasporas will no longer feel their involvement with Kazakhstan	Emigration and loss of social capital	Diaspora may become passive or have a high risk of assimilation in host countries	Weakening of support and soft power policies
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Conclusion with recommendations

Based on the results of the conducted research, the authors propose a number of recommendations for improving Kazakhstan's interaction with its diaspora abroad. Namely:

- to strengthen the institutional mechanisms of working with the diaspora with enhancing the strategic participation of and coordination by the President's Administration and involvement not only Ministry of Foreign Affairs but also Ministry of Science and Higher Education, Ministry of Labor;

- to define clear terminology in this area, and introduce a common unifying name for all Kazakhs and Kazakhstanis abroad, such as "Kazakhia", following the example of using "Polonia" for all Poles;

- to work on integrating the diaspora into diplomatic processes through public diplomacy programs. At the same time, it seems important to develop and adopt a fundamental document in the form of a by-law, etc. In doctrinal documents, such as the Concept of Foreign Policy, it is essential to note the importance of developing mechanisms for public diplomacy and humanitarian cooperation with an emphasis on the need to intensify interaction with compatriots and the diaspora abroad. This would allow, in the current conditions of a turbulent international environment and information pressure on countries, to maintain existing ties at the level of public organizations. In this context, the diaspora becomes an important resource of "soft power";

- to adopt the positive experience of China, Israel, Armenia in repatriation and attracting young people from the foreign diaspora to take part in scientific, business, educational projects;

- to conduct active informational and explanatory work both at the local level within state and non-governmental organizations, as well as abroad. Thus, during in-depth interviews and case studies, issues were discovered in implementing the "Ata Zholy" card initiative, when at the local level the host employment organization was unaware of the launch of this initiative at the state level. Therefore, for the effective implementation of the initiative, it is important to work out mechanisms for interaction and cooperation.

Taking into account the points of view and interest of the diaspora representatives to study the possible conditions and mechanisms of cooperation "the scientific diaspora-the state", the whole complex of strategic steps should be aimed at overcoming the obstacles that arise on the way to creating these relations, international experience, repatriation. In this regard,

- in order to improve the domestic scientific and educational system, promote cooperation, and introduce professional potential in the sphere of high technologies and other industries, it is important to support these efforts with state strategic documents, and create an information database of scientists living abroad, to assess their potential. At a minimum, stimulating collaboration with the diaspora through the creation of intellectual, expert, and scientific-educational projects is necessary. At

a maximum, repatriating the scientific diaspora should be facilitated by simplifying bureaucratic procedures and providing preferences.

Interaction with the diaspora abroad plays a key role in strengthening international ties, promoting national interests, and shaping a positive image of the state on the global stage. Diasporas can serve as bridges between countries, facilitating the development of economic, cultural, and diplomatic relations. Their active participation in public diplomacy, support for national initiatives, and contributions to the development of their country of origin make them a valuable strategic resource.

The experience of various countries shows that successful work with diasporas requires a comprehensive approach, including the creation of favorable conditions for interaction, support for cultural and linguistic identity, and the involvement of the diaspora in economic and political processes. In this context, it is important not only to develop cooperation programs but also to consider the interests and needs of diaspora communities themselves, providing them with opportunities for active participation in the life of their historical homeland. Moreover, the issue of interaction becomes even more relevant considering the latest amendments by the "Bolashak" Center for International Programs regarding the opportunity for program graduates to remain abroad.

Thus, an effective policy of interaction with the diaspora becomes an integral element of the state strategy aimed at strengthening international influence, developing transnational networks, and forming sustainable partnerships in various fields.

Funding

The author received no financial support to carry out this research, authorship, and/or publication of this article.

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Материал поступил в редакцию 11.03.2025
Утвержден к публикации 22.09.2025