

PROGRAM

I International scientific and practical conference

"SUSTAINABLE DEVELOPMENT OF ECONOMY AND BUSINESS: APPROACHES, CHALLENGES, AND PROSPECTS"

Kazakh-German University (DKU) stands as a venerable educational institution, rooted in a history that commenced in 1992 with the formalization of an agreement between the governments of Kazakhstan and Germany to establish a university. In the subsequent year, 1993, Kazakh-German University was duly inaugurated, marking a milestone as the premier German university in Central Asia. Initially comprising faculties in the humanities and natural sciences, DKU has since evolved into a comprehensive institution offering an array of educational programs across diverse disciplines encompassing humanities, natural and social sciences, as well as engineering and technical fields.




Key highlights of Kazakh-German University (DKU):

- boasts a robust academic portfolio, comprising over 15 bachelor's and master's degree programs spanning diverse fields of study;
- fosters international collaboration, maintaining active partnerships with eight esteemed German universities and organizations;
- facilitates cross-cultural exchange, exemplified through the organization of summer and winter schools catering to students from a myriad of national backgrounds;
- sustains a well-appointed library housing an extensive collection of scientific resources and databases, catering to the research needs of its academic community;
- recognized as a driver of innovation and progress in education and science, consistently striving to expand the frontiers of knowledge and scholarship;
- actively participates in international educational associations and program exchanges, further enriching the academic experience for its students and faculty alike;
- provides access to scholarship and financial aid programs, ensuring equitable opportunities for educational advancement and attainment.

Key highlights of the Faculty of Economics and Entrepreneurship at DKU:

- demonstrates a strong commitment to advancing research in pivotal areas such as economics, sustainable development, and ecology;
- actively facilitates opportunities for students to engage in international exchange programs with partner universities;
- prides itself on its inclusive environment, attracting students from various corners of the globe;
- comprises highly qualified educators, ensuring a high-quality learning experience for students;
- integrates practicing teachers into the educational process, providing students with firsthand insights and practical knowledge;
- collaborates closely with leading representatives of the business community in Kazakhstan to develop and refine the content of its educational programs;
- the faculty's commitment to excellence is reflected in its consistent attainment of leading positions in educational programs, as evidenced by its prominent standings in the Atameken Rating.

CONFERENCE PROGRAM

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| Aim | Facilitate the exchange of experiences, research insights, modern methodologies, and approaches contributing to the advancement of sustainable economic practices and business strategies | |
| Date | February 16, 2024 | |
| Format | Online and offline Join Zoom Meeting https://us02web.zoom.us/j/3334670954?pwd=R2lscEE3RUlremJqNGUzeVlhdGFqdz09&omn=85885153559 <ul style="list-style-type: none">• Meeting ID: 333 467 0954• Passcode: DKU2024 | |
| Time | 9.30–17.30 (Almaty time) | |
| Place | 173 Nazarbayev Ave., conference hall, Almaty | |
| 9.30 – 10.00 | Registration of the conference participants | |
| Plenary session 10.00–13.40 | | |
| Moderators: <ul style="list-style-type: none">– Dean of the Faculty of Economics and Entrepreneurship, <i>Ph.D. Assem Abdunurova</i>– <i>Doctor of Economics, Professor Marat Naribaev</i> Regulations: Speech - up to 10 min. Discussion - up to 5 min. | | |
| 10.00 – 10.10 online |  | Opening of the conference. Welcoming speech of the President of DKU, Prof. Dr. Wolrad Rommel |
| 10.10 – 10.20 |  | Welcoming speech of the Dean of the Faculty of Economics and Entrepreneurship, Ph.D. Assem Abdunurova |
| 10.20 – 10.35 |  | Kaisar Abdir – Acting Chairman of the Management Board, “Halyk “Insurance Company” JSC <i>«The impact of insurance on the economy (about the insurance market, securities of the insurance market and taxes)»</i> |

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| <p>10.35 – 10.50 online</p> | <div data-bbox="394 210 619 504" data-label="Image"> </div> <div data-bbox="687 264 1458 414" data-label="Text"> <p>Dr. Ravinder Rena – Prof. of Economics, Durban University of Technology, Republic of South Africa</p> <p><i>«Global Economy and Sustainable Challenges»</i></p> </div> |
| <p>10.50 – 11.05 online</p> | <div data-bbox="394 555 619 857" data-label="Image"> </div> <div data-bbox="687 548 1458 817" data-label="Text"> <p>Feng Lianyong – Professor, Head of the Department of Applied Economics, School of Economics and Business, China University of Petroleum (Beijing)</p> <p>Wu Lili – Associate professor</p> <p>Miao Ling – Doctoral student</p> <p><i>«The establishment of China-Kazakhstan free trade zone to stimulate innovation and economic development»</i></p> </div> |
| <p>11.05 – 11.20</p> | <div data-bbox="376 965 635 1211" data-label="Image"> </div> <div data-bbox="687 952 1458 1182" data-label="Text"> <p>Aidar Amrebaev – Candidate of Philosophy, Director of the Center for Political Studies of the Institute of Philosophy, Political Sciences and Religious Studies of the Ministry of Education and Science of the Republic of Kazakhstan.</p> <p><i>«Political modernization of the Republic of Kazakhstan as a condition for investment attractiveness»</i></p> </div> |
| <p>11.20 – 11.35 online</p> | <div data-bbox="383 1319 628 1559" data-label="Image"> </div> <div data-bbox="687 1397 1422 1471" data-label="Text"> <p>Azamat Nurseitov – Chief of Staff, KAZAKH INVEST JSC</p> <p><i>«Kazakhstan - Uzbekistan: competition for investments»</i></p> </div> |
| <p>11.35 – 11.50</p> | <p>Coffee Break (room 207)</p> |
| <p>11.50 – 12.05 online</p> | <div data-bbox="391 1671 619 1982" data-label="Image"> </div> <div data-bbox="687 1809 1445 1924" data-label="Text"> <p>Kiril Tochkov – Ph.D.Prof. at Department of Economics, Texas Christian University</p> <p><i>«Regional Effects of Monetary Policy in China»</i></p> </div> |

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| 12.05 – 12.20 |  | <p>Dr. Sebastian Zips – Prof. of Marketing, Hochschule Zittau-Görlitz HSZG, Germany</p> <p><i>«Usage of selected social media platforms in Germany and Kazakhstan in Generation Z»</i></p> |
| 12.20 – 12.35 |  | <p>Assel Aben – Chief Expert of the Department of Economic Policy Analysis at the KazISS under the President of the Republic of Kazakhstan</p> <p><i>«Kazakhstan on the road to decarbonization: the impact of different factors on achieving low-carbon development goals»</i></p> |
| 12.35 – 12.50 online |  | <p>Raiko Diana – Doctor of Economics, Professor, Head of the Department of Marketing, National Technical University "Kharkiv Polytechnic Institute"</p> <p>Podrez Olha, Ph.D. in Economics, Doctoral Student of the Department of Business Economics and International Economic Relations</p> <p><i>«Sustainable Development of Enterprises as the Basis of Building Socially Oriented Economy of the Country»</i></p> |
| 12.50 – 13.05 online |  | <p>Dr. Pradeep Kumar – University of Applied Sciences in Nysa, Poland</p> <p><i>«Impact Of Cross Cultural Communication On Sustainable Economic Growth: International Business Perspective»</i></p> |
| 13.05 – 13.20 |  | <p>Madina Smykova – Associate Professor, Almaty Management University (AlmaU)</p> <p><i>«Neuromarketing as a way to increase business sustainability»</i></p> |
| 13.20 – 13.35 |  | <p>Marat Naribaev – Doctor of Economics, Professor of DKU</p> <p>Zhanat Skokbayev – Director & Founder of The FLEISS Software Foundation</p> <p><i>«Open knowledge and technologies for sustainable economic and business development»</i></p> |
| 13.35 – 13.50 | Summary of the plenary session. Certificate presentation | |
| 13.50 – 15.00 | Lunch | |

SECTION 1

INNOVATIVE STRATEGIES TO ENCOURAGE SUSTAINABLE CONSUMER BEHAVIOR/ NEW STRUCTURAL CHANGES: TRANSITION TO SUSTAINABLE MODELS

Session Hall (Room 207)

Join Zoom Meeting

<https://us02web.zoom.us/j/3334670954?pwd=R2lscEE3RUlremJqNGUzeVlhdGFqdz09&omn=85885153559>

- Meeting ID: 333 467 0954
- Passcode: DKU2024

Moderators:

- Ph.D, professor **Arsen Tleppayev**

Regulations:

- Speech - up to 10 min
- Discussion - up to 5 min

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| 15.00 – 15.15 | Saule Zeinolla – Director of Teachers Lab LLP <i>«Experience in the implementation of the "Social Entrepreneurship" minor (Narxoz University) in stimulating sustainable consumer behavior»</i> |
| 15.15 – 15.30 | Zhanat Skokbayev – Director & Founder of The FLEISS Software Foundation <i>«Free and Open Source Software as a Key Factor to Achieve Sustainable Development Goals in Kazakhstan»</i> |
| 15.30 – 15.45 | Saltanat Tamenova – Candidate of Economic Sciences, professor, Director of the Center for Innovative Development of the Region, Turan University <i>«The impact of technological innovation on economic development in the context of Industry 4.0»</i> |
| 15.45 – 16.00 | Saruar Bazarbaeva – tutor of special disciplines Yulia Bukyr – tutor of special disciplines, Higher Construction and Economic College of the Ministry of Education and Science of the Republic of Kazakhstan, Petropavlovsk <i>«Development of national economy in the context of globalization»</i> |
| 16.00 – 16.15 | Aslanbek Kansarbayev – tutor, College of Industry, Tourism and Hospitality <i>«How to learn to think creatively?»</i> |
| 16.15 – 16.30 | Nazerke Abdikerimova – Master's student, Kenzhagali Sagadiev University of International Business (UIB) <i>«The use of Information Technology in Accounting for Export-Import operations in the EAEU countries»</i> |
| 16.30 – 16.45 online | Elizaveta Pizina – Master's student, Kenzhagali Sagadiev University of International Business (UIB) <i>«Re-engineering financial and management data: the path to effective management using Microsoft Power BI»</i> |
| 16.45 – 17.00 | Kamilla Akimzhanova – Master of Economics, Assistant Professor, DKU <i>«Digital Transformation: E-commerce in the Modern Economy of Kazakhstan»</i> |
| 17.00 – 17.20 | Summary of the section 1. Certificate presentation |

SECTION 2
CURRENT BUSINESS CHALLENGES IN THE CONTEXT OF GLOBAL TRANSFORMATION OF
INTERNATIONAL ECONOMICS AND FINANCE

Session hall (room 301)

Join Zoom Meeting

<https://us02web.zoom.us/j/3334670954?pwd=R2lscEE3RUlremJqNGUzeVlhdGFqdz09&omn=85885153559>

- Meeting ID: 333 467 0954
- Passcode: DKU2024

Moderators:

- Doctor of Economics, professor **Nurlan Almerekov**
- Master's Student of DKU **Sumedh Jitendra Sonavane**

Regulations:

- Speech - up to 10 min
- Discussion - up to 5 min

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| 15.00 – 15.15 online | Oksana Makovoz – Dr.sc. (Econ.), professor of department of management Mykhailo Buriak – Ph.D. student, National Technical University «Kharkiv polytechnic institute», Kharkiv, Ukraine <i>«Management of changes in scaling business in Ukraine: experience of Germany and Kazakhstan»</i> |
| 15.15 – 15.30 | Beisembek Ziyabekov – Doctor of Economics, professor, DKU <i>«About the banking system of the welfare state»</i> |
| 15.30 – 15.45 online | Dr. Md Aslam Mia – School of Management, Universiti Sains, Malaysia (USM) <i>«Practice what you preach: Does the legal status of microfinance institutions matter in gender equality?»</i> |
| 15.45 – 16.00 | Perizat Orynbet – Ph.D., director of science department, Turan University <i>«Competitiveness of the pharmaceutical industry of the Republic of Kazakhstan in the context of the EAEU»</i> |
| 16.00 – 16.15 | Nurlan Almerekov – Doctor of Economics, professor, DKU <i>«Export financing in foreign economic activity»</i> |
| 16.15 – 16.30 online | Anastasia Ivanova – Master's student, Redprice LLP <i>«Prospects for the introduction of the Digital Tenge in Kazakhstan»</i> |
| 16.30 – 16.45 online | Aruzhan Muratova – Master's student, DKU <i>«Dynamics of development of the insurance market of the Republic of Kazakhstan in 2020–2022»</i> |
| 16.45 – 17.00 online | Svetlana Vlasova – Master's student, DKU <i>«The geographical aspect of global educational migration: the main donor and recipient countries»</i> |
| 17.00 – 17.15 | Sumedh Jitendra Sonavane – Master's student, DKU <i>«Government Impact on sustainable business: Unraveling Dynamics and Driving Forces»</i> |
| 17.15 – 17.35 | Summary of the section 2. Certificate presentation |

SECTION 3

EVOLUTION OF LEADERSHIP AND MANAGEMENT PRACTICES IN THE DEVELOPMENT OF SUSTAINABLE AND INNOVATIVE ORGANIZATIONAL BUSINESS MODELS

Session hall (conference hall)

Join Zoom Meeting

<https://us02web.zoom.us/j/3334670954?pwd=R2lscEE3RUlremJqNGUzeVlhdGFqdz09&omn=85885153559>

- Meeting ID: 333 467 0954
- Passcode: DKU2024

Moderators:

- Doctor of Economics, professor **Nurlan Nurseit**,
- Assistant professor at DKU **Kamilla Akimzhanova**

Regulations: Speech - up to 10 min. Discussion - up to 5 min

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| 15.00 – 15.15 | Saule Kozyke – Ph.D. in economic, CEO ARPI- Qazaqstan <i>«GreenTech technology foresight as a method of prioritizing sustainable innovation»</i> |
| 15.15 – 15.30 online | Stanislav Mamulat – MBA, Independent Director, Plekhanov Russian Academy of Economics <i>«The role of sustainable transport infrastructure projects in the circular economy»</i> |
| 15.30 – 15.45 | Elmira Ibraeva – DBA, Doctor of Historical Sciences, associate professor, director of Global Leadership Hub, Narxoz University <i>«Evolution of Management: Leadership Practices in a Changing Business World»</i> |
| 15.45 – 16.00 | Nazym Dulatbekova – Candidate of Economic Sciences, associate professor, Turan University <i>«Leadership as a Management Principle for Leaders of Higher Education Institutions in the XXI century»</i> |
| 16.00 – 16.15 | Aigerim Rustemova – Candidate of Economic Sciences, associate professor, International Educational Corporation (IEC) <i>«Staff turnover as new opportunities for company development»</i> |
| 16.15 – 16.30 online | Zhannat Kontrobaeva – tutor of special disciplines Irina Sherbakova – tutor of special disciplines, Kostanay Polytechnical College of Higher Education <i>«Evolution of leadership and management practitioners in the development of sustainable and innovative business models»</i> |
| 16.30 – 16.45 | Nurlan Nurseit – Doctor of Economics, professor, DKU <i>«Development of the Middle Transport Corridor: Current Status and Prospects»</i> |
| 16.45 – 17.00 online | Dr. Anita Bobade - Mumbai University, Navinchandra Mehta Institute Of Technology And Development (NMITD) - College <i>«Family Managed Business in India and Sustainable Development - A case Study of Shree Ramkrishna Exports, Surat»</i> |
| 17.00 – 17.15 online | Elman Khanarov – Master’s student, DKU, Gazpromneft-Kazakhstan Operating Company LLP <i>«Control in the management system of Gazpromneft-Kazakhstan Operating Company LLP»</i> |
| 17.15 – 17.35 | Summary of the section 3. Certificate presentation |