

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE
REPUBLIC OF KAZAKHSTAN

AL-FARABI KAZAKH NATIONAL UNIVERSITY
HIGHER SCHOOL OF ECONOMICS AND BUSINESS

II INTERNATIONAL FARABI FORUM

PROGRAM

International scientific-practical conference

**“THE PARADIGM OF SUSTAINABLE ECONOMIC DEVELOPMENT IN
THE CONTEXT OF GLOBAL CHANGE:
CHALLENGES, CONSEQUENCES, OPPORTUNITIES”**

Almaty, April 11-12, 2023

ORGANIZING COMMITTEE

Bimendiyeva Leila, Al-Farabi Kazakh National University, Almaty, Kazakhstan

Ametova Zhuldyz, Al-Farabi Kazakh National University, Almaty, Kazakhstan

Zhidebekkyzy Aknur, Al-Farabi Kazakh National University, Almaty, Kazakhstan

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Aijaz A. Shaikh, University of Jyvaskyla, Juvaskyla, Finland

Katarzyna Czerewacz-Filipowicz, Bialystok University of Technology, Bialystok, Poland

David Celletti, University of Padua, Padua, Italy

Khoirul Umam, University of Darussalam Gontor, Ponorogo, Indonesia

Akhmetova Zauresh, Al-Farabi Kazakh National University, Almaty, Kazakhstan

Dauliyeva Galiya, Al-Farabi Kazakh National University, Almaty, Kazakhstan

Nurmagambetova Azhar, Al-Farabi Kazakh National University, Almaty, Kazakhstan

Turginbayeva Ardak, Al-Farabi Kazakh National University, Almaty, Kazakhstan

Aben Asel, Kazakhstani Institute for Strategic Studies under the President of the Republic of Kazakhstan, Almaty, Kazakhstan

Kalibekov Maksat, QBI Analytics, Almaty, Kazakhstan

Musagaliev Askhat, VTB Bank, Almaty, Kazakhstan

Elena Popkova, MGIMO University, Moscow, Russia

International scientific-practical conference

“THE PARADIGM OF SUSTAINABLE ECONOMIC DEVELOPMENT IN THE CONTEXT OF GLOBAL CHANGE: CHALLENGES, CONSEQUENCES, OPPORTUNITIES”

April 11, 2023, 9.30–18.00
Al-Farabi Scientific Library, 4th floor

Zoom ID: 878 1713 2077
Код: 437995

9.30–10.00 **Registration of participants**
Foyer of the Scientific Library, hall

PLENARY SESSION **Conference hall №416 (4th floor)**

10.00–10.10 **Uvaliyeva Assel Bekbolatkyzy**
Member of the Management Board – Vice-Rector for
Operations, Al-Farabi Kazakh National University

Bimendiyeva Leila Abdrashkyzy
Dean of the Higher School of Economics and Business,
Candidate of Economic Sciences, Acting Professor

GREETINGS

10.10–10.15 **Karagusova Gulzhana Dzhanpeisovna**
State And Political Figure of Kazakhstan, Doctor of Economic
Sciences, Professor, Well-Known Economist (online)

10.15–10.20 **Karashukev Yerbol Shyrakpayuly**
Minister of Agriculture of the Republic of Kazakhstan (online)

10.20–10.25 **Mukaev Daulet Toleutayuly**
Deputy of the Majilis of the Parliament of the Republic of
Kazakhstan, VIII convocation, Member of the Committee for
Social and Cultural Development (online)

10.25–10.30 **Kurenkeyeva Gulnar Turdaliyevna**
Rector of AlmaU, Candidate of Economic Sciences, PhD

10.30–10.35 **Zobov Alexander Mikhailovich**

Candidate of Economic Sciences, Professor, Head of the Department «Marketing» of RUDN University, Moscow, Russia. Honored Worker of Higher Professional Education of the Russian Federation

PLENARY REPORTS
Conference hall №416 (4th floor)

- 10.35–10.50** **Temirbekova Zhanar Amangeldikyzy**
Rector of the Khoja Akhmet Yassawi International Kazakh-Turkish University, Candidate of Economic Sciences (online)
- 10.50–11.05** **Gulbanu Maigarina**
Founder of the “Lanzhou” restaurant chain, Advisor to the Chairperson of the Catering Associations

«Factors leading to success»
- 11.05–11.20** **Aijaz Ahmed Shaikh**
PhD, School of Business and Economics, Jyväskylä University, Juvaskyla, Finland

«The emergence of digital platforms and their benefits to the Kazakh economy and society»
- 11.20–11.35** **Alibekova Gulnaz Zhanatkyzy**
PhD, Deputy Director for Science, Institute of Economics of the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan

«Conceptual approaches to assessing the social well-being»
- 11.35–11.50** **Babaeva Nargiza Muzaffarovna**
Candidate of economic sciences, Associate Professor, Vice-Rector for Academic Affairs of the Kokand State Pedagogical Institute, Kokand, Uzbekistan

«Improving the management system of higher education in the context of global turbulence»

- 11.50–12.05** **Khairul Umam**
PhD, Vice Rector of Academic Affair and International Relations, Darussalam Gontor University, Ponogoro, Indonesia
- «Towards a Monetary and Financial Systems Based on Sustainable Development Paradigm: An Islamic Endogenous Money Approach»*
- 12.05–12.20** **Khoroshevskaya Natalya Yuryevna**
Deputy Chairperson of the Board of JSC «Kazakhstan Stock Exchange»
- «KASE is a key element of the financial market infrastructure»*
- 12.20–12.35** **Spanov Magbat Uarysbekovich**
Doctor of Economic Sciences, Professor of the Department of Management
- «New factors of economic development of Kazakhstan»*
- 12.35–12.50** **David Celetti**
PhD, Professor of the Padua University, Padua, Italy (online)
- «Territorial distribution of economic activities and resilience in Vicenza’s jewelry industry»*
- 12.50–13.05** **Shedenov Utegali Kadyrgalievich**
Academician of the International Academy of Informatization, Doctor of Economics, Professor of the Department of Business Technologies
- «Transformation of socio-economic security in business technologies»*
- 13.05-13.10** **Summing up the plenary session**
Group photo
- 13.10-14.00** **Break**

SECTIONAL SESSIONS

**Al-Farabi Scientific Library
3rd and 4th floor**

Session 1

TRANSFORMING BUSINESS TECHNOLOGIES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT: OPPORTUNITIES AND PROSPECTS

Conference hall №409 (4th floor)

Moderator:

Sartova Rysty Bozmanaevna

Candidate of Economic Sciences, Associate Professor of the
Department of Business Technologies

14.00–14.05 **Introductory speech**

Akhmetova Zauresh Bolatkhanovna

Candidate of Economic Sciences, Associate Professor, Head of
the Department of Business Technologies

14.05–14.20 **Dirsehan Taskin**, associate professor Marmara University,
Istanbul, Turkey.

*«Improving competitiveness with Information System in
Business»*

14.20–14.35 **Zobov Alexander Mikhailovich**

Candidate of Economic Sciences, Professor, Head of the
Department «Marketing» of RUDN University, Moscow,
Russia. Honored Worker of Higher Professional Education of
the Russian Federation

*“The new role of regional brands in the system of international
marketing”*

14.35–14.50 **Sultanbek Madiyar**

Director of the branch of JSC "NC "Kazakhstan Temir Zholy" -
"Multifunctional Service Center".

*“Forecasting demand for freight rail transportation. Case of
KTZ”*

- 14.50–15.05** **Aben Asel**
chief expert of the Kazakhstan Institute for Strategic Studies under the President of the Republic of Kazakhstan. *Sustainable Development of Kazakhstan: Challenges of the Modern Period.*
- 15.05–15.20** **Adilova Nazdana James-Uatovna**
PhD, Senior Lecturer at the Department of Business Technologies

“Trade and transport connectivity of Central Asia in the context of the global transport system”
- 15.20–15.35** **Leyla Gamidullaeva**
Doctor of Economic Sciences, Head of the Department of Marketing, Commerce and Service, Penza State University, Penza, Russia

“Preconditions for the Formation of Regional and Interregional Industrial Clusters: the Smart Specialization approach”
- 15.35–15.50** **Karanova Zhanargul**
PhD student on the educational program “Logistics (by industry)”

“Border crossing - Altynkol station: problems and prospects for the development of the international transit corridor”
- 15.50–16.05** **Svetlana Zinchenko**
Candidate of economic sciences, associate professor at the Department of Marketing, Commerce and Service, Penza State University, Penza, Russia

“Prospects for the formation of digital tourism ecosystems for regional development”
- 16.05–16.25** **Q&A session**
Discussion
- 16.25–16.30** **Summing up the session**

Session 2
**DIGITAL TRANSFORMATION OF THE FINANCIAL AND
ACCOUNTING SYSTEM IN MODERN REALITIES**

Conference hall №408 (4th floor)

Moderator:

Doszhan Raigul Dukenbaykyzy

PhD, Associate Professor of the Department of Finance and Accounting

14.00–14.05 **Introductory speech**

Nurmagambetova Azhar Zeynullaevna

PhD, Candidate of Economic Sciences, Associate Professor,
Head of the Department of Finance and Accounting

14.05–14.20 **Akhmad Affandi Makhfudz**

PhD, Professor of the College of Islamic Economics and Law,
Darussalam Gontor University, Ponogoro, Indonesia

“Pertinent Issues of Interest benchmark in Islamic Finance”

14.20–14.35 **Kabanov Maxim Vladimirovich**

Chairman of the Board of JSC «Jusan Invest»

«Current situation in financial markets: forecast, the role of investment companies»

14.35–14.50 **Zhubaniyazova Zhanar Adilbekovna**

Chairperson of the Board of JSC Halyk Life

“Life insurance is an investment tool”

14.50–15.05 **Kassenova Gulmira Yesengeldiyevna**

Candidate of Economic Sciences, Senior Lecturer of the
Department of Finance and Accounting of Al-Farabi Kazakh
National University

“Digitalization of the financial services market in Kazakhstan”

- 15.05–15.20** **Siyribaev Yerserik Damenovich**
Banking Ombudsman

“Bank loans and settlement of overdue debts”
- 15.20–15.35** **Kidirmaganbetova Anar Ibragimovna**
PhD student on educational program “Accounting and Audit”

“Development of the financial market in the context of anti-crisis management”
- 15.35–15.50** **Faruk Balli**
PhD, Professor of School of Economics and Finance, Massey University, Auckland, New Zealand

“Risk Sharing Across East Asian and other Emerging Markets: What Can We Learn From Them?”
- 15.50–16.05** **Issayeva Aiman Amangeldiyevna**
Master of economic sciences, Senior Lecturer of the Department of Finance and Accounting

“Implementation of the 1C: Accounting program in the Kazakh language on the portal for the educational process”
- 16.05–16.20** **Yerdavletova Farida Kazizovna**
Candidate of Economic Sciences, Associate Professor of the Department of Finance and Accounting

“Trends in the digital transformation of the accounting process”
- 16.20–16.40** **Q&A session**
Discussion
- 16.40–16.50** **Summing up the session**

Session 3
NEW MANAGEMENT TRENDS IN GLOBAL TURBULENCE
Conference hall №303 (3rd floor)

Moderator:

Turginbayeva Ardak Nesipbekkyzy

Doctor of Economic Sciences, Associate Professor, Head of the Department of Management

14.00–14.05 **Introductory speech**

Turginbayeva Ardak Nesipbekkyzy

Doctor of Economic Sciences, Associate Professor, Head of the Department of Management

14.05–14.20 **Ustadjalilova Khurshida Aliyevna**

Head of the Department of Education Management KSPI, Candidate of pedagogical sciences, Associate Professor, Kokand State Pedagogical Institute, Kokand, Uzbekistan

«Modern trends in education management in the context of digital transformation»

14.20–14.35 **Musagaliev Askhat Melsovich**

Branch Director of the Subsidiary JSC VTB Bank

«Competitiveness of commercial banks of Kazakhstan in the context of global changes»

14.35–14.50 **Radjabova Gavkharkhon Umarovna**

Associate Professor of the Department of Education Management, Kokand State Pedagogical Institute, Kokand, Uzbekistan

«Modern trends in education management in the context of global turbulence»

14.50–15.05 **Omur Fatih**

Senior Vice President, General Secretary, TAV Kazakhstan LLP, JSC Almaty International Airport

«Crisis Management System: Real Cases TAV Airports Holding»

- 15.05–15.20** **Belgibayeva Zhanat Zhakupovna**
Doctor of Economics, Professor of the Management Department

«Adaptation of state regulation of the national economy to the positive and negative consequences of globalization processes»
- 15.20–15.35** **Bilan Yuri**
Dr hab., Professor at the Rzeszow University of Technology,
Rzeszow, Poland

Oliinyk Olena
PhD, Associate Professor at the National University of Water
and Environmental Engineering, Rivne, Ukraine

*«Impact of information and communications technology on
the development and use of knowledge»*
- 15.35–15.50** **Salingereyev Narsymbat Musagaliuly**
PhD student on educational program “Innovation Management”

*«Studying the routine task contents of administrative,
professional, and technical employees»*
- 15.50–16.05** **Myshbayeva Zemfira Tolegenkyzy**
PhD student on educational program “State and local
government”

*«Implementation of the quota system for jobs for people with
special needs: China's experience and recommendations for
Kazakhstan»*
- 16.05–16.25** **Q&A session**
Discussion
- 16.25–16.30** **Summing up the session**

Session 4
GLOBAL MODERN CHALLENGES AND STRATEGIC PRIORITIES

Conference hall №308 (3rd floor)

Moderator:

Kondybaeva Saltanat Kanapiyaevna

PhD, acting Associate Professor, Deputy Head of the Department of Economics on Research & Innovation Affairs and International Cooperation

14.00–14.05 **Introductory speech**

Dauliyeva Galiya Rakhmetovna

Candidate of Economic Sciences, Acting Professor, Head of the Department of Economics

14.05–14.20 **Satpaeva Zaira Tulegenovna**

PhD, Head of the Department of Regional Economics and Innovative Development of Institute of Economics of the Science Committee of the MSHE RK, Leading Researcher

«Socio-economic inequality in Kazakhstan»

14.20–14.35 **Mukhamediyev Bulat Mintayevich**

Doctor of Economic Sciences, Professor of the Department of Economics

«Central Bank Independence and Achieving the Inflation Target»

14.35–14.50 **Tulegenova Madina Sakenovna**

Doctor of Economic Sciences, Professor of the Department of Economics

«On the need for the theory of capital as a methodological key in the development of a new concept of sustainable development of Kazakhstan»

14.50–15.05 **Kalibekov Maksat Muratbekovich**

General Director of QBI Analytics LLP

«Data driven business management»

15.05–15.20 **Ergasheva Shakhlo Turgunovna**

DSc in Economics, Professor of the Department of Accounting,
Tashkent State University of Economics, Tashkent, Uzbekistan

«The paradigm of formation of financial statements in accordance with the requirements of IFRS in the context of global changes»

15.20–15.35

Dauliyeva Galiya Rakhmetovna

Candidate of Economic Sciences, Acting Professor, Head of the
Department of Economics

Sagynbay Assel Galymzhankyzy

PhD student of the educational program «Economics»

«Assessment of poverty and inequality in Kazakhstan: current situation and prospects for development»

15.35–15.50

Baytanayeva Bakhyt Amantaevna

Candidate of Economic Sciences, Associate Professor of the
Department of Economics

Yerezhepova Aimankul Abdykaimovna

Candidate of Economic Sciences, Senior Lecturer of the
Department of Economics

Andabayeva Gulmira Kenzhegaliyevna

Candidate of Economic Sciences, Associate Professor of the
Department of Economics

«Development of renewable energy in Kazakhstan based on global trends»

15.50–16.05

Ajmair Mukhammad

PhD, Professor of Department of Economics, Mirpur University
of Science and Technology, Mirpur, Pakistan

«A comparison of Determinants of Sectoral Growth in Pakistan, India and China: A sustainable development Approach»

16.05–16.15

Katarzyna Cherewac-Filipowicz

PhD, Professor, Bialystok Polytechnic University, Bialystok,
Poland

«The Eurasian Economic Union: Complementary or competitive structure to the European Union»

16.15-16.30

Syrbek Perizat Nurkenkyzy

Lecturer of the Department of Economics

Kuliyev Ilyas Ungarovich

Senior Lecturer of the Department of Economics

«Digitalization of the economy and assessment of its impact on economic development»

16.30–16.50

Q&A session

Discussion

16.50–17.00

Summing up the session

WORKSHOPS AND SEMINARS

April 12, 2023

Higher School of Economics and Business, 2nd floor

10.00-17.00

№1

CURRENT PROBLEMS OF THE DEVELOPMENT OF THE CIRCULAR ECONOMY IN KAZAKHSTAN

10.00-11.30

Conference hall №201

- 10.00-10.05** **Introduction**
Aknur Zhidebekkyzy
PhD, Associate Professor, Vice-Dean on Research & Innovation Affairs and International Cooperation
- 10.05-10.15** **Amangeldiyeva Birganym Askarkyzy**
PhD student of the educational program "State and local government"

«The circular economy: purpose, principles, benefits»
- 10.15-10.25** **Temerbulatova Zhansaya Serikovna**
PhD, postdoctoral student, Senior Lecturer of the Department of Economics

«Econometric assessment of the potential of implementing circular economy principles in Kazakhstan»
- 10.25-10.35** **Moldabekova Aisulu Tursynbaevna**
PhD, Head of the Department of Advanced Research Methods of the Institute of Economics of the Science Committee of the MSHE RK

«Ecological behavior of the population: results of a sociological survey»
- 10.35-11.15** **Sailaubekova Pakizat Nursultanovna**
Ecologist, co-founder of the environmental public movement "Recycle BIRGE" in Almaty, project manager in the field of environmental protection of the public fund "Greenup.kz", co-host of the podcast "Ecology without panic", mentor of green start-ups, winner of a special award for environmental activists

named after «D. Tereshkevich» and the winner of the «Almaty tulgalary» award. Environmental activist and ecovolunteer

«Towards a circular economy – waste sorting and an environmentally friendly lifestyle» (interactive)

11.15-11.30 **Q&A session**
Conclusion

№2

**DIGITAL MATURITY OF THE COMPANY AS A NEW STAGE IN THE
TRANSFORMATION OF DIGITAL MARKETING**

11.30-13.00

Conference hall №201

11.30-12.30 **Sibgatulin Ilnur**
Google Marketing & Cloud Platforms team leader at Admixer Central Asia. Admixer Advertising Central Asia – Media representative of global sites and platforms with exclusive access to local sites, applications and technologies. Digital Marketing Specialist

12.30-13.00 **Q&A session**
Conclusion

№3

**DIGITAL DEVELOPMENT OF THE FINANCIAL MARKET OF
KAZAKHSTAN AND GLOBAL TRENDS**

11.00-12.30

217 room

11.00-12.00 **Marchenko Assel Maratovna**
Managing Director for IT at «Halyk Finance», developer of a strategic roadmap – Concepts for the development of financial technologies and innovations in the Kazakhstan market for 2020-2025, team leader for the launch of the first digital bank in Kazakhstan

12.00-12.30 **Q&A session**
Conclusion

№4
**PROGRAMMING AND ARTIFICIAL INTELLIGENCE FOR
ECONOMISTS**

11.00-12.30
233 room

- 11.00-12.00** **Tursyn Abylay Oraluly**
Chief technical officer LLP TADS, developer of the Ministry of Health system to combat COVID-19, accredited consultant of the European Bank for Development and Reconstruction
- 12.00-12.30** **Q&A session**
Conclusion

№5
**WORKING WITH BIBLIOGRAPHY IN PREPARATION OF AN
ARTICLE FOR INDEXED JOURNAL**

11.00-12.30
219 room

- 11.00-12.00** **Kabylkairatkyzy Ryszhan**
PhD student of the educational program «Economics»
- 12.00-12.30** **Q&A session**
Conclusion

CLOSING SESSION

Conference hall №201

15.00–15.05 **Bimendieva Leyla Abdrashkyzy**
Dean of the Higher School of Economics and Business,
Candidate of Economic Sciences, Acting Professor

Section moderators

15.05–15.15 **Sartova Rysty Bozmanaevna**
Candidate of Economic Sciences, Associate Professor of the
Department of Business Technologies

15.15–15.25 **Doszhan Raigul Dukenbaykyzy**
PhD, Associate Professor of the Department of Finance and
Accounting

15.25–15.35 **Turginbayeva Ardak Nesipbekkyzy**
Doctor of Economic Sciences, Associate Professor, Head of the
Department of Management

15.35–15.45 **Kondybaeva Saltanat Kanapiyakyzy**
PhD, acting Associate Professor, Deputy Head of the
Department of Economics on Research & Innovation Affairs
and International Cooperation

15.45–16.00 **Summing up the conference**
Adoption of a resolution