

AL-FARABI KAZAKH
NATIONAL UNIVERSITY



INFORMATION
about publication activity
HIGHER SCHOOL OF BUSINESS AND ECONOMICS

№	Наименование публикации	Выходные данные (doi статьи)	Аннотация статьи	Ссылка для цитирования (Ф.И.О., название статьи, название, номер и/или выпуск, том журнала, страницы, doi статьи)
2022 год				
1.	Challenges and Risks of Digitalization of Public Administration	DOI 10.1007/978-3-031-07067-9_17	The development of the digital economy in Kazakhstan and around the world is associated with various threats and challenges. The scope of their occurrence is extensive and difficult to predict. The article discusses the challenges and threats that arise in the development of digital public administration, which can conditionally be combined into two groups: the first—organizational, technical, and technological, the second—information security. Such a separation of emerging challenges and threats contributes to the definition and selection of forms and methods of dealing with each of them. The article discusses and summarizes the barriers to development, which are often the subject of challenges and threats. The first obstacle is that now there is not enough interaction between the various infrastructural elements of e-	Book Chapter Dauliyeva, G., Yeraliyeva, A. Studies in Systems, Decision and Control, 2022, 443, pp. 177–188 DOI 10.1007/978-3-031-07067-9_17

			<p>government, in connection with which there is a need to modernize state administrative structures. The lack of qualified personnel with digital knowledge, as well as the lack of a legislative framework in this area, is very important obstacles to the digitalization of public administration. The next barrier is cybersecurity. It should be emphasized that in the digital economy, the risks of material and moral damage from the misuse of information increase sharply. Managing emerging challenges and threats is an important part of managing the development of digitalization, but there are some features associated with the uncertainty of their occurrence, both in time and in direction and place.</p>	
2.	<p>Assessment of the relationship between inequality, income and economic growth in the regions of Kazakhstan</p>	<p>DOI 10.21511/ppm.20(2).2022.42</p>	<p>This paper aims to analyze various indicators to explain the impact of inequality and income on economic growth at the regional level of Kazakhstan. The data collected from the Bureau of National Statistics from 1995 to 2020 examined the impact of country, interregional, and market inequality indices and real income/wage on the GRP of different regions. Applying the methods such as analysis of unique statistical data covering 16 regions of Kazakhstan and log-linear multivariate regression analysis, which was carried out using the STATA software package, evidence was provided on the influence of interregional, country inequality, and income on economic growth. The analysis showed the differential impact of inequality and income. It was found at the first stage that the gap between interregional inequality and country inequality is insignificant. It was identified at the second stage that in models with real incomes, an increase in income has a negative impact on the development of the economy of Kazakhstan. All the models obtained are consistent and have (although not very high) significant explanatory power and confirm the relationship between inequality and economic growth. The findings can help policymakers, regionalists, economists, and governmental bodies understand the importance of income inequality and which areas can contribute to the formation of effective regional policy.</p>	<p>Turkebayeva, K., Bekturganova, M., Sabden, O., Dauliyeva, G., Kenzhegulova, G. Problems and Perspectives in Management, 2022, 20(2), pp. 511–521 DOI 10.21511/ppm.20(2).2022.42</p>

3.	Recursive Optimization Model for Constructing a Hamilton Tree (G-tree) of Minimum Cost not Belonging to the Class NP	DOI 10.1007/978-3-031-07067-9_12	<p>This article deals with the traveling salesman problem (TSP). For TSP belonging to the class of NP-completeness, the existence of an efficient algorithm with estimated complexity measures is not proven. The considered model of the traveling salesman problem (TSP) not belonging to the NP class is formed as a single-source problem for recursively constructing paths of Hamilton trees (G-tree) emanating from a fixed n-dimensional closed graph node and branched along subtrees of length n-1. The structure of the recursive model is built from a subset of the paths formed from a sequence of stationary & admissible edges on a given node. Recursive costs are placed on the allowed segments nested in each other in a strictly descending order according to the ordinal numbers of the constructed G-trees. The monotonously descending series of positive numbers formed in the limit defines the Minimum-Cost Spanning G-tree. To construct G-trees by an iterative algorithm, without checking for belonging to the class NP, a recursive model is formulated in the computational aspect. In this case, an individual combinatorial task at the computer input is represented using two recursive algorithms. Two recursive algorithms and the value of the initial G-tree represent an individual combinatorial task.</p>	Ospanov, S., Kondybayeva, S. Studies in Systems, Decision and Control, 2022, 443, pp. 123–135 DOI 10.1007/978-3-031-07067-9_12
4.	Application of ServQual as a Quality Management Technique in Higher Education: The Case of Kazakh National University	DOI 10.1007/978-3-031-07067-9_4	<p>The purpose of this paper is to study the applicability of a measurement tool ServQual, in defining the quality of provided service in higher education from perspectives of student population. The paper firstly reviews the available literature on ServQual implementation in higher education. Secondly, the paper attempts to investigate validity and reliability of the SERVQual model in assessing the quality of education by surveying students of al-Farabi Kazakh National University in Kazakhstan. A questionnaire study developed following the well-known business model SERVQual. A total of 322 undergraduates from the national university participated in this survey. The results of the research outlined the higher the expectations are, the bigger the gap is. The findings indicated that expectations did not comply with the administrative services of the university when the mean value of expectation was '5' and '4.5'. However, when the mean score was '4' and '3.5', there was significant value in the obtained results.</p>	Manarbek, G., Kondybayeva, S. Studies in Systems, Decision and Control, 2022, 443, pp. 31–51 DOI 10.1007/978-3-031-07067-9_4

			Findings of this research could assist higher education managers to improve the quality of administrative services, meeting students' expectations. This study adds value to the Kazakhstani scholarly literature by providing research on the applicability of the SERVQual model in Kazakhstani higher education.	
5	The Impact of Regulation Methods with Shadow Economy on Sustainable Development: The Case of Kazakhstan	DOI 10.1007/978-3-030-93155-1_54	The shadow economy is one of the most burning issues in the modern world causing many negative consequences for the economic system when there is no proper control over it. Consequently, states develop a whole range of measures intended to reduce the shadow economy scale and negative effects. The article describes the manifestation features of the unofficial economy in Kazakhstan, and, besides, it studies the experience of how to combat this phenomenon.	Niyazova, D.P., Kondybayeva, S.K., Yerkin, N. Lecture Notes in Networks and Systems, 2022, 372, pp. 497–505 DOI 10.1007/978-3-030-93155-1_54
6	Mutual Influence of Innovation and Human Capital on Regional Growth in Neighboring Countries: The Case of Russia and Kazakhstan	DOI 10.1134/S2079970522700216	Abstract: The aim is to assess the impact on regional growth of spending on R&D, technological innovation, healthcare, education, and socioeconomic conditions, their spillovers between the country regions, and, primarily, from the neighboring country regions. In existing studies, the authors examined other regions' impact on regional growth. However, this approach does not reveal the effect the neighboring country's regions had on the regions' economic growth. Our approach novelty is that we assessed the impact of regional growth factors from the country and the neighboring country separately. The panel data analysis method applied to the endogenous growth model made it possible to assess these effects on regional economic growth and identify regional convergence. Our results are consistent with other studies regarding regional drivers and their spillovers to other regions within each country. Moreover, our results confirmed the technological innovation cost stream hypothesis in the Russian regions from Kazakhstan regions. And they confirmed the hypothesis that R&D costs flow to the Kazakhstan regions from the Russian regions. Thus, the study revealed a synergistic effect from the regional growth in spending on R&D and technological innovation between Russia and Kazakhstan, which is asymmetric. The proposed approach to analyzing interregional mutual influence is also applicable to three or more countries.	Mukhamediyev, B.M., Spankulova, L.S. Regional Research of Russia, 2022, 12(3), pp. 350–364 DOI 10.1134/S2079970522700216

7	Kazakhstani women's participation in online marketplaces: Benefits and barriers	DOI 10.1002/app5.361	<p>This study aims to investigate women's participation in offline and online marketplaces and identify related factors, particularly the digital divide, access to the internet, and the level of information and communications technology (ICT) proficiency. It discusses the empirical methodology of its two approaches: a descriptive analysis of statistical data and a sociological survey. This study employs quantitative analyses. The respondents to this study were women who used marketplaces in Kazakhstan. The model was tested using the data for 295 respondents. The results reveal the COVID-19 pandemic affected both the number of online purchases and the structure of those purchases: women began ordering more medicines and food, and less equipment and clothing online. The main factors affecting participation in online marketplaces are income level, access to the internet, and the use of ICT. This study tries to reduce the gap in the literature on the benefits and barriers for women by providing empirical evidence about the influence of COVID-19 on online marketplaces.</p>	Kireyeva, A.A., Satpayeva, Z.T., Kenzhegulova, G.K., Kangalakova, D.M., Jussibaliyeva, A. Asia and the Pacific Policy Studies, 2022, 9(3), pp. 343–369 DOI 10.1002/app5.361
8	THE IMPROVEMENT OF THE WASTE MANAGEMENT SYSTEM IN KAZAKHSTAN: IMPACT EVALUATION	DOI 10.17512/pjms.2022.25.2.27	<p>Many countries are updating their consumption models from the conventional linear model to circularity in an era of overconsumption and, as a result, steady growth in waste. One of the important markers of the circular economy is waste management. This study aims to analyze the potential of improving the waste management system with the implementation of the Action Plan for the transition to a circular economy. Analysis of panel data with fixed and random effects and the synthetic control method were used. Data was collected for Kazakhstan and 27 European Union countries for the period 2010-2020. Appropriate tests, such as the Fischer test, Wald statistics, and placebo test, were carried out for reliability and adequacy of the research results. Results showed that the recycling rate of municipal waste in Kazakhstan would be significantly higher if the Action Plan for the transition to a circular economy were adopted. Conclusions and recommendations have been drawn based on the findings and analysis.</p>	DOI 10.17512/pjms.2022.25.2.27 Zhidebekkyzy, A., Temerbulatova, Z., Bilan, Y. Polish Journal of Management Studies, 2022, 25(2), pp. 423–439

9	Digital Divide of Resource-Based (Oil and Gas) and Service-Dominated Regions	DOI 10.3390/joitmc8040184	<p>The following paper explores the development of a statistically based index evaluating digitalization processes to assess the digital divide between the regions of Kazakhstan: resource-based (oil and gas) regions and regions where the service sector dominates the GRP. As a method for forming such an indicator, the authors suggest using factor analysis, which reduces the dimension of factors while maintaining the reasoning behind a significant part of the data variability. This approach is preferable because the index is formed on the basis of statistically objective estimates rather than that of subjective expert opinion. The results of the factor analysis were interpreted as the following two qualitatively different subindices that formed the final Economy and Society Digitalization Index, namely, for resource-based (oil and gas) regions: subindex of digital consumption by households and subindex of digital consumption by organizations; for service-dominated regions: subindex of digital consumption by households and organizations, and subindex of digitalization of labor management processes. The combined values of the calculated subindices allowed us to conclude that the introduction of information and communication technologies into the consumer environment is greater than into the activities of economic entities. Open innovations are revealed to create additional opportunities for obtaining new knowledge and additional tools and ideas that can lead to bridging the digital divide in the regions of Kazakhstan. The analysis of descriptive statistics of these values allowed us to draw a number of conclusions available that can be used to form regional digital policy. First, the regional population shows a fairly homogeneous high level of consumption of telecommunications services, which indicates their availability. Second, the majority of economic entities throughout the country have successfully passed the first stage of digitalization, which consists in the use of Internet technologies; although, not all of them are characterized by a trend toward the digitalization of business processes. Thirdly, for most organizations, the digital development of human capital still remains an important task. Further statistical research of regional differentiation of the values of the</p>	<p>Kurmanov, N.; Niyazov, M.; Tolysbayev, B.; Kirdasinova, K.; Mukhiyayeva, D.; Baidakov, A.; Syrlybayeva, N.; Satbayeva, A.; Aliyev, U.; Seitzhanov, S. Digital Divide of Resource-Based (Oil and Gas) and Service-Dominated Regions. J. Open Innov. Technol. Mark. Complex. 2022, 8, 184. https://doi.org/10.3390/joitmc8040184</p>
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			proposed digital development indicator will allow a deeper understanding of the reasons for the digital divide in Kazakhstan.	
10	Analysis of competitiveness and economic profit of the confectionary sector in Kazakhstan and its comparison with Czech Republic data	DOI 10.22434/IFAMR2020.0206	Measuring competitiveness in post-communist countries in Central Asia is challenging. Many well-known metrics fail to warn bankruptcy risks sufficiently early or at all. This study uses metrics of the Altman z-score, Taffler z-score, IN99, IN01, IN05, and creditworthiness models to assess bankruptcy likelihood and financial performance of local and foreign confectionery companies operating in Kazakhstan during 2007-2018. These companies are Roshen, KDV Yaskino, Konti, Rakhat, and Bayan Sulu. The IN bankruptcy and creditworthiness models are considered in this study because they are found to be more appropriate for post-communist countries. Compared to the well known Altman or Taffler z-score models, they better suit the events and corporate situations peculiar to these countries. The benchmarking INFA system, involving a pyramidal approach developed for Czech companies, provides the economic-value-added (EVA) and component indicators to analyze competitiveness. This study also compares the performance of Kazakhstan companies with Nestlé Czechia and the Czech food industry. The objective is to analyze company competitiveness, bankruptcy probability, and ability to create value. Results show the effectiveness of INFA in analyzing competitiveness and the applicability of IN models to companies from Kazakhstan, Russia, Ukraine, and the Czech Republic.	Hájek, P., Kaňková, E., & Zhunissova, G. (2022). Analysis of competitiveness and economic profit of the confectionary sector in Kazakhstan and its comparison with Czech Republic data. <i>International Food and Agribusiness Management Review</i> , 25(2), 263-291. https://doi.org/10.22434/IFAMR2020.0206
11	The experience and the prospects of Islamic finance in Kazakhstan	DOI 10.1108/QRFM-03-2020-0023	Purpose: This paper aims to take stock of the Islamic finance experience and aims to identify an approach for further development in Kazakhstan, using qualitative and quantitative assessments. Design/methodology/approach: The paper presents a conceptual framework based on literature review and content analysis. Furthermore, the study uses a survey-based methodology to collect data and determine the prospects, challenges and possible remedies. The quantitative parameters of the potential of Islamic finance in Kazakhstan are based on the assessment of funds on bank deposits, which can be considered potential resources for Islamic financial instruments. Findings: The results suggest improving the legal	Shirazi, N.S., Kuanova, L.A. , Ryskulov, A. and Mukusheva, A.G. (2022), "The experience and the prospects of Islamic finance in Kazakhstan", <i>Qualitative Research in Financial Markets</i> , Vol. 14 No. 3, pp. 461-482. https://doi.org/10.1108/QRFM-03-2020-0023

			<p>framework and institutional environment to grow Islamic finance in the country. Raising trust levels in a Shariah-based system within the local population, reducing transaction costs and reducing information asymmetry allow raising public awareness of Islamic finance and integrating Islamic finance into the conventional financial system. Research limitations/implications: This paper is not free from limitations and does not focus on implementing the suggested results. Social implications: This work elaborates in what way the Islamic finance advancement affects the development of economics and focuses on co-financing of real asset-based projects, with the risk and loss sharing; charity; strict prohibitions on the financing of haram activities, pseudo-needs; and subordination of the individual's interests to society. Originality/value: The proposed study presents originalities and it identifies the significant challenges and barriers for further Islamic financial industry development in Kazakhstan by professionals survey. Furthermore, the study assesses potential Islamic finance assets and provides recommendations for successful Islamic finance advancement, considering the peculiarities of the national economy.</p>	
121	Investigating the customers' drivers of Islamic credit card loyalty and word of mouth	DOI 10.1108/JIMA-09-2019-0182	<p>Purpose: Because of the huge advantages of Islamic credit cards for both banks and customers, the purpose of this study is to examine the main factors that influence consumers to use an Islamic credit card (ICC). Design/methodology/approach: Accordingly, the innovation diffusion theory, customer awareness and loyalty concept are considered because of their ability to predict behavior and also to provide valuable information. The proposed research model of the study was empirically validated using data collected from 397 bank customers in Kish Island, Iran. Partial least squares-structural equation modeling was used to analyze the collected data from respondents. Findings: The results indicated that relative advantage and compatibility have a significant direct effect on ICC loyalty. The significant connection between ICC loyalty by bank customers and their decision to have positive word of mouth was also confirmed. Originality/value: This study represents a basis for further refinement of individual ICC</p>	<p>Jamshidi, D. and Kuanova, L. (2022), "Investigating the customers' drivers of Islamic credit card loyalty and word of mouth", <i>Journal of Islamic Marketing</i>, Vol. 13 No. 4, pp. 868-886. https://doi.org/10.1108/JIMA-09-2019-0182</p>

			acceptance and loyalty models for researchers. For practitioners, organizations and banks would be able to redesign and manage-related factors, which, in turn, would increase the probability of ICC acceptance and usage success by bank customers.	
13	Banking Risks and Lending to Tourism and Hotel Businesses amid the COVID-19 Pandemic	DOI 10.14505/jemt.v13.2(58).12	The purpose of this paper is to explore the risks associated with lending to tourism and hospitality businesses in the context of COVID-19 restrictions. The author proposes a scoring methodology to assess the quantitative and qualitative factors of borrowers' credit standing based on industry-related risks and the quantification of potential loss given default. The analysis of credit standing draws on actual figures from financial statements of the ten biggest tour operators present in the Russian and Kazakh tourism markets, as well as a survey of experts specialising in bank lending. The findings confirm the proposed hypothesis of a negative impact of the pandemic on the financial condition and credit standing of tourism and hospitality businesses and an increase of banks' credit risks. The trends of lending to tourism and hotel businesses have indicated a contraction of credit supply as a result of the low credit standing of borrowers. An industry analysis shows that losses from the materialisation of credit risks in the group of tourism businesses could be significant for banks. The author concludes that to maintain financial stability and the level of credit in the industry, the state should continue to support the sector, including the provision of soft loans to help finance some items of expenses.	KOZHAMZHAROVA, G., OMARBAKIYEV, L., KOGUT, O. , ZHUMASHEVA, S., SAULEMBEKOVA, A., & ABDRAKHMANOVA, G. (2022). Banking Risks and Lending to Tourism and Hotel Businesses amid the COVID-19 Pandemic. Journal Of Environmental Management And Tourism, 13(2), 427-437. Doi:10.14505/jemt.v13.2(58).12
14	Opportunities for Using Green Bonds to Finance Environmental Projects in Developing Countries: Experience of the Republic of Kazakhstan	DOI 10.14505/jemt.13.7(63).12	Sustainable business development based on environmental, social, and governance principles is one of the leading trends in the financial and global community. The introduction of environmental, social, and governance principles is intended to facilitate the implementation of countries' pledges under the Paris Agreement on Climate and the achievement of the UN Sustainable Development Goals. In 2015, the Republic of Kazakhstan committed to following sustainable development goals, which made the principles of a sustainable and green economy a national priority of the 2050 Strategy. The study aims to identify the opportunities to use green bonds in Kazakhstan so as to increase the effectiveness of territorial	NURGALIYEVA, A. , KAZBEKOVA, Z., BOKENCHINA, L., BEKNIYAZOVA, D., & BOKENCHIN, K. (2022). Opportunities for Using Green Bonds to Finance Environmental Projects in Developing Countries: Experience of the Republic of Kazakhstan. Journal Of Environmental Management

			management and the development of environmental projects. Proceeding from an expert survey, the study establishes arguments in favor of developing green bonds for the implementation of environmental projects in Kazakhstan, outlines the main hindrances to the advance of green bonds in the country, and lists the conditions required for further proliferation of the use of green bonds. The authors argue that the active use of green bonds can be facilitated by knowledge exchange, capacity building, and state support (especially in analyzing the economy of Kazakhstan) for the development of the market for green bonds, as well as state encouragement of private investors to green investment.	And Tourism, 13(7), 1918 - 1926. doi:10.14505/jemt.v13.7(63).12
15	Digitalization of Environmental Information in the Republic of Kazakhstan: Issues of Legal Regulation	DOI 10.14505/jemt.v13.1(57).10	This article considers legal regulation in the sphere of digitalizing environmental information. The study addresses the legislative consolidation of such digitalization to protect the environment and use natural resources, as well as respect human rights to access environmental information. The article is based on both general and special scientific methods. The article provides recommendations on improving the existing legislation in the field of access to environmental information and regulating the digitalization of environmental information.	YERKINBAYEVA, L., NURMUKHANKYZY, D., KALYMBEK, B., OZENBAYEVA, A., & KALYMBEKOVA, Z. (2022). Digitalization of Environmental Information in the Republic of Kazakhstan: Issues of Legal Regulation. Journal Of Environmental Management And Tourism, 13(1), 115-127. DOI: 10.14505/jemt.v13.1(57).10
16	Application of the TRIZ Methodology in the Construction Industry	DOI 10.13189/cea.2023.110140	The relevance of the research is due to the definition of the Theory of Inventive Problem Solving (TRIZ) concept as well as the effectiveness of the theory principles during various types of construction work. The purpose of this research is to formulate the concept of the Theory of Inventive Problem Solving, as well as to evaluate the laws of development of technical systems concerning typical construction operations, which generally determines the main prospects to apply the theory to the construction industry. The methodology of this paper is based on a combination of the method of system analysis of the essence of the TRIZ concept as a separate concept that finds its reflection in various fields of science and technology, with an analytical study of the prospects to apply the principles of the theory in construction work. The results of	Aiyenzhen Makulova, Abdizhappar Saparbayev, Yeldar Zhuman, Saken Abdibekov , Kuralay Madiyarova, Rakhima Bekbulatova, "Application of the TRIZ Methodology in the Construction Industry," Civil Engineering and Architecture, Vol. 11, No. 1, pp. 517 - 524, 2023. DOI: 10.13189/cea.2023.110140.

			<p>this research indicate significant prospects for the application of the TRIZ in the construction industry and serve as a reflection of these prospects since they demonstrate the broad possibilities to apply the theory in search of new typical construction operations and to improve the quality standards of construction work in general. The results and conclusions of this scientific study are of significant importance from the point of view of prospects to apply the principles of the theory during different construction work, are important for designers of construction projects, and direct performers of construction operations interested in effective and innovative technologies in the construction sector.</p>	
17	<p>The interplay of access to organisational resources, firm innovativeness, and cooperative norms in technology transfer: testing a moderated mediation model</p>	<p>DOI 10.1080/09537325.2022.2037543</p>	<p>In recent decades, many developing countries have launched transfer initiatives to develop their infrastructure, economy, and standard of living because they have not had the knowledge and technical expertise to implement large and complex infrastructure projects. Therefore, scholars have examined the technology transfer process from various perspectives. However, there is still a lack of understating of how access to organisational resources may indirectly relate to the technology transfer process. Thus, the current study aims to address these limitations by examining how firm innovativeness mediates between access to organisational resources and international technology transfer. Based on social exchange theory and using a resource-based view, we aim to assess the potential mediating role of firm innovativeness and the moderating role of cooperative norms. Data were collected from 150 middle and top managers at innovative agricultural companies in Kazakhstan. The results show that firm innovativeness mediates access to organisational resources and technology transfer. Moreover, the moderating role of cooperative norms on the path between firm innovativeness and technology transfer was proved.</p>	<p>Sanat Kozhakhmet, Ainur Boranbayeva & Amina Gassanova (2022) The interplay of access to organisational resources, firm innovativeness, and cooperative norms in technology transfer: testing a moderated mediation model, Technology Analysis & Strategic Management, DOI: 10.1080/09537325.2022.2037543</p>
18	<p>The problem of systematization of terms in turkic languages and technologies of</p>	<p>DOI 10.18844/cjes.v17i4.7100</p>	<p>This article aims to pattern the problem of systematization of terms in the Turkic languages and teaching technologies in universities. The research was carried out in the spring semester of 2021-2022. The study was carried out with the participation of 352 university students who volunteered for the research in the screening model. In the research, 4-week</p>	<p>Zhanzhigitov, S., Abdualiuly, B., Doszhan, R. , Serikbayeva, Z., Aigul, M., & Balzhan, Y. (2022). The Problem Of Systematization Of Terms In Turkic Languages And</p>

	teaching at universities		distance education and Turkic languages and instructional technologies content training were provided to university students. In the study, a measurement tool developed by the researchers was used to know the views of the Turkic languages and instructional technologies to collect data. The analysis of the data was carried out using the SPSS program. Frequency analysis was performed using the t-test, and the results obtained were added to the study accompanied by tables. As a result of the research, it was concluded that the university students systematized the terms in Turkic languages and their educational technology status was also very good.	Technologies Of Teaching At Universities. <i>Cypriot Journal of Educational Sciences</i> , 17(4), 1077–1089. https://doi.org/10.18844/cjes.v17i4.7100
19	Development of entrepreneurial competence of future primary school teachers	DOI 10.18844/cjes.v17i4.7157	The aim of this study is to evaluate the opinions of prospective teachers regarding the development of entrepreneurial competencies of future primary school teachers. This research was designed in accordance with the qualitative research method. The research was conducted with 40 pre-service teachers who received primary school teacher training at various universities in Almaty, Kazakhstan. The data of the research were collected by interview technique in order to get the opinions of the teacher candidates participating in the research. As a result of the research, it has been seen that pre-service teachers associate their entrepreneurial skills with being innovative, evaluating opportunities, taking risks, self-confidence and emotional intelligence. In this direction, the majority of pre-service teachers stated that they partially have entrepreneurial skills. In addition, pre-service teachers stated that universities, schools, teachers and teacher candidates have duties to develop entrepreneurship skills. In line with the research results, it is necessary to intensify entrepreneurship courses for primary school teacher candidates in universities, and to organise seminars for personal development and development of entrepreneurship skills.	Uaidullakzy, E., Zhunusbekova, A., Roza, N., Doszhan, R. , Maratovna, K. G., & Abdigapbarova U. . (2022). Development of entrepreneurial competence of future primary school teachers. <i>Cypriot Journal of Educational Sciences</i> , 17(4), 1333–1346. https://doi.org/10.18844/cjes.v17i4.7157
20	Analysis of Educational Services Distribution: The Case of Kazakhstan	DOI 10.15722/jds.20.11.202211.19	Purpose: This research aims to analyze the educational potential and students' satisfaction with the quality of education services distribution in Kazakhstani universities. The conceptual review shows that very few studies on regional development have been able to determine the level of satisfaction with the quality of educational services depending on the university's location. Research design, data, and	KIREYEVA, A. A., SABDENALIYEV, B., DOSZHAN, R. , KREDINA, A. A., & YERMEKBAYEVA, D. (2022). Analysis of Educational Services Distribution: The Case of Kazakhstan. <i>Journal of</i>

			<p>methodology: The research methodology is divided into two approaches descriptive analysis and qualitative data analysis. The current educational situation and the distribution of educational services in the largest Kazakh universities were studied based on the proposed approaches' use. Statistical data are taken for indicators of educational potential for 2010-2020 from the Bureau of National Statistics. The primary data were collected based on a survey for 2021-2022 in five regions of Kazakhstan. Results: The results showed that there is a gender gap between men and women and regional disparities between the regions of Kazakhstan in the coverage of higher education. The results of the sociological survey revealed that the quality of educational services depends on the territorial location of the university. Conclusions: Based on the results of the assessment of educational potential and educational services, policy recommendations and further research in this area were proposed.</p>	<p>Distribution Science, 20(11), 19–31. https://doi.org/10.15722/JDS.20.11.202211.19</p>
21	<p>Qualitative assessment of the development of creative industries in emerging countries: The case of Kazakhstan</p>	<p>DOI 10.21511/ppm.20(3).2022.28</p>	<p>The creative industries sector is snowballing, and many developing countries see it as a tool for national and local development. Given the regional specificity, political narratives adopted in developed countries may not apply in economies under transition. This paper aims to evaluate the current state of creative business in emerging countries such as Kazakhstan. Adopting the design of a qualitative method, 34 semi-structured interviews were conducted with entrepreneurs and owners of small and medium-sized businesses in Kazakhstan's creative industries. The Nvivo 10 qualitative data analysis software was used for processing the data. The interviews help to understand better the factors affecting the development of the creative industry. In general, results indicate insufficient support from government agencies, lack of accessible resources to support entrepreneurs (65% of respondents used their capital, while 17% of them were forced to apply for loans from a bank), information availability, and skills shortage. Shortage of skills is also related to the creative brain drain in Kazakhstan. One of the main problems is access to materials and technology since most of the resources are foreign-made and imported.</p>	<p>Raigul Doszhan, Aygerim Nussyupayeva, Gulnara Baimakhambetova, Laura Ashirbekova and Yuriy Bilan (2022). Qualitative assessment of the development of creative industries in emerging countries: The case of Kazakhstan. Problems and Perspectives in Management, 20(3), 350-361. doi:10.21511/ppm.20(3).2022.28</p>

22	Digital Transformation as a Driver of Improvement Government Efficiency	DOI 10.1007/978-3-031-07067-9_15	<p>This article is dedicated to research of theoretical and methodological approaches to the problems of quality and accessibility of public services, the effectiveness of their delivery, digital transformation, as well as the relationship of digital transformation and the effectiveness of public administration. The purpose of the research is to develop proposals for the modernization of public administration in the context of digital transformation. To solve the stated research problems, general scientific methods of cognition were applied using structurally functional system and comparative approaches, content analysis of information sources, methods of factor and statistical analysis of actual and digital material. Evaluation of the effectiveness of the functioning of the public administration system in the Republic of Kazakhstan was carried out in three blocks. According to the results of evaluating the effectiveness of public administration, some problems were identified. The authors conclude that increasing the level of digitalization of public administration is closely interconnected with increasing the effectiveness of public administration, reducing corruption, and improving the conditions for doing business.</p>	<p>Ismail, G., Ziyadin, S., Zhuparova, A., Doszhan, R. (2022). Digital Transformation as a Driver of Improvement Government Efficiency. In: Mutanov, G., Serikbekuly, A. (eds) Digital Transformation in Sustainable Value Chains and Innovative Infrastructures. Studies in Systems, Decision and Control, vol 443. Springer, Cham. https://doi.org/10.1007/978-3-031-07067-9_15</p>
23	Qualitative assessment of the development of creative industries in emerging countries: The case of Kazakhstan	http://dx.doi.org/10.21511/ppm.20(3).2022.28	<p>The creative industries sector is snowballing, and many developing countries see it as a tool for national and local development. Given the regional specificity, political narratives adopted in developed countries may not apply in economies under transition. This paper aims to evaluate the current state of creative business in emerging countries such as Kazakhstan. Adopting the design of a qualitative method, 34 semi-structured interviews were conducted with entrepreneurs and owners of small and medium-sized businesses in Kazakhstan's creative industries. The Nvivo 10 qualitative data analysis software was used for processing the data. The interviews help to understand better the factors affecting the development of the creative industry. In general, results indicate insufficient support from government agencies, lack of accessible resources to support entrepreneurs (65% of respondents used their capital, while 17% of them were forced to apply for loans from a bank), information availability, and skills shortage. Shortage of skills is also related to the creative</p>	<p>Doszhan, R., Nussyupayeva, A., Baimakhambetova, G., Ashirbekova, L., & Bilan, Y. (2022). Qualitative assessment of the development of creative industries in emerging countries: The case of kazakhstan. <i>Problems and Perspectives in Management</i>, 20(3), 350-361. doi:10.21511/ppm.20(3).2022.28</p>

			brain drain in Kazakhstan. One of the main problems is access to materials and technology since most of the resources are foreign-made and imported.	
24	<p>Employment policy for persons with disabilities: systematic literature review with bibliometric analysis</p> <p>[Модель политики занятости людей с инвалидностью: результаты систематического обзора литературы с библиометрическим анализом]</p>	<p>DOI: https://doi.org/10.14515/monitoring.2022.4.2157</p>	<p>The article discusses the formation of a rating as a strategic planning tool in order to develop a set of measures to overcome regional inequality, equalize the levels of social-and-economic development and living standards of the population of the regions of Kazakhstan. Based on the data of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, indicators of region innovative developments of Kazakhstan were analyzed and calculated. The factors of the level of innovative activity are revealed. Based on them, groups of regions with a high, medium, below average and very low innovative development level were identified. There is a close relationship between the innovative development level and the rate of economic growth. On the one hand, the dynamics of economic growth requires innovation. On the other hand, innovation is the basis for increasing the competitiveness of the country and regions.</p>	<p>Sokira, T., Belgibayeva, Z., & Dzhulaeva, A. (2021). Innovative factors of sustainable development of regions of kazakhstan. Paper presented at the <i>E3S Web of Conferences</i>, 295 doi:10.1051/e3sconf/202129501038</p>
25	<p>Модель конкуренции технологий за лимитирующие ресурсы [A model for competition of technologies for limiting resources]</p>	<p>DOI: https://doi.org/10.14529/mmp220203</p>	<p>Построена и исследована математическая модель развития технологий в борьбе за потребление общих производственных ресурсов. Модель основана на принципах эволюционной экономики и представляет собой систему уравнений «потребитель-ресурс». Потребителями выступают однородные популяции фирм, применяющих одну и ту же технологию. Выпуск фирм характеризуется производственной функцией с взаимодополняющими факторами. Технология может расти за счет создания новых фирм с удельной скоростью, пропорциональной выпуску, и уменьшаться вследствие разорения фирм. Потребляемые ресурсы поступают в отрасль извне; неиспользованные ресурсы покидают отрасль. Чем ниже минимальная потребность технологии в данном ресурсе, тем выше ее конкурентоспособность по отношению к этому ресурсу. Получены условия сосуществования технологий, согласно которым каждый конкурент должен превосходить остальных по эффективности</p>	<p>Мустафин А., Кантарбаева А. Модель конкуренции технологий за лимитирующие ресурсы // Вестник Южно-Уральского государственного университета. Серия «Математическое моделирование и программирование», 2022, т. 15, № 2, с. 27—42. [Mustafin A., Kantarbayeva A. A model for competition of technologies for limiting resources // Bulletin of the South Ural State University. Series Mathematical Modelling, Programming and Computer Software, 2022, vol. 15, no. 2, pp. 27—42.</p>

			<p>использования одного ресурса и уступать им по эффективности использования прочих ресурсов. Показано существование двух принципиально различных механизмов естественного отбора доминирующей технологии: по селекционной ценности и по начальным условиям. Исследована принципиальная возможность регуляции технологического разнообразия отрасли путем воздействия на скорости поступления ресурсов.</p> <p>[A mathematical model for the development of technologies competing for common productive resources is proposed and analyzed. The model is based on the principles of evolutionary economics and constitutes a system of consumer-resource rate equations. Consumers are homogeneous populations of firms employing the same technology. The output of firms is characterized by the production function with complementary factors. A technology can grow owing to the entry of new firms at a specific rate proportional to the output, and decrease due to firms' exit. Resources consumed enter the industry from the outside; unused resources leave the industry. The lower is the minimum demand of a technology for a given resource, the higher is its competitiveness in relation to this resource. The conditions for the coexistence of technologies have been obtained, according to which each competitor should surpass the others in the efficiency of using one resource and be inferior to them in the efficiency of using other resources. The existence of two fundamentally different mechanisms of natural selection of the dominant technology---by efficiency and by the initial conditions---is shown. The potential possibility of regulating the technological diversity of the industry by managing the rates of resource supply is investigated.]</p>	<p>DOI: https://doi.org/10.14529/mp220203</p>
26	<p>“Socio-economic inequality in Kazakhstani regions: Assessment and impact on regional development management</p>	<p>http://dx.doi.org/10.21511/ppm.20(3).2022.39</p>	<p>Excessive differentiation of socio-economic development of regions leads to the collapse of a single socio-economic space and the emergence of socio-economic inequality. This study assessed socio-economic inequality in Kazakhstan and its impact on regional development management. It analyzed interregional disproportion of socioeconomic development of regions through the index approach using statistical data from the Bureau of National Statistics for 2011–2019. A comprehensive study of the socio-economic development of</p>	<p>Umit Sermagambet, Zaira Satpayeva, Gulzhyhan Smagulova, Wieslaw Urban and Raikul Yessenzhigitova (2022). Socio-economic inequality in Kazakhstani regions: Assessment and impact on regional development management. Problems and</p>

			<p>Kazakhstan and its regional differences employed the proposed index of social and economic development. It was revealed that Kazakhstan has a high level of interregional differentiation of socio-economic development, which indicates the existing socio-economic inequality, requiring the development of new and improvement of existing mechanisms to create an inclusive economy. There are significant gaps in socio-economic development between Kazakhstani regions. According to the proposed index, Kazakhstan is at the above-average level (42, B). From 2011 to 2019, the index was practically at the same level (39-42). The average social and economic development was shown by Almaty (61.1, B++), Nur-Sultan (59.9, B+), Karaganda (53.1, B+), and East Kazakhstan (51.0, B+). Low social and economic development was shown by Akmola (29.8, C+) and North Kazakhstan (22.4, C+). The difference in the socio-economic development of the regions is directly interconnected with the regional economic and social policy. According to the results, to implement state policy in inclusive development and overcome socio-economic inequality, respective measures should promote economic integration, including the mechanisms of regional, industrial, and research policy, comprising all levels of state regulation.</p>	<p>Perspectives in Management, 20(3), 487-500. doi:10.21511/ppm.20(3).2022.39</p>
27	ASSESSMENT OF FACTORS INFLUENCING PRO-CIRCULAR BEHAVIOR OF A POPULATION	DOI 10.14254/2071-789X.2022/15-3/12	<p>Circular economy is one of the best alternatives to the existing linear economy. Nowadays, environmental problems are widely discussed not only by scientists but also by politicians and business representatives. However, a number of barriers hinder the transition to a circular economy. Therefore, this paper aimed to determine the factors influencing the pro-environmental behavior of population, which directly affects the implementation of circularity principles. A quantitative approach based on the paradigm of positivism/realism was applied in this study. In the empirical part, the survey included an online questionnaire filled out in 16 regions of the Republic of Kazakhstan, which made for a total of 3448 respondents. The collected data were processed using the SPSS 25 software, and the hypotheses were tested using the Smart PLS 3 program. The results show that circular mindset, circular awareness, and external incentives significantly affect the pro-circular behavior of individuals and encourage shared</p>	<p>Zhidebekkyzy, A., Moldabekova, A., Amangeldiyeva, B., & Streimikis, J. (2022). Assessment of factors influencing pro-circular behavior of a population. <i>Economics and Sociology</i>, 15(3), 202-215. DOI 10.14254/2071-789X.2022/15-3/12</p>

			consumption. This article contributes to the development of the theoretical basis of circular economy concepts and puts forward practical recommendations.	
	THE IMPROVEMENT OF THE WASTE MANAGEMENT SYSTEM IN KAZAKHSTAN: IMPACT EVALUATION	DOI 10.17512/pjms.2022.25.2.27	Many countries are updating their consumption models from the conventional linear model to circularity in an era of overconsumption and, as a result, steady growth in waste. One of the important markers of the circular economy is waste management. This study aims to analyze the potential of improving the waste management system with the implementation of the Action Plan for the transition to a circular economy. Analysis of panel data with fixed and random effects and the synthetic control method were used. Data was collected for Kazakhstan and 27 European Union countries for the period 2010-2020. Appropriate tests, such as the Fischer test, Wald statistics, and placebo test, were carried out for reliability and adequacy of the research results. Results showed that the recycling rate of municipal waste in Kazakhstan would be significantly higher if the Action Plan for the transition to a circular economy were adopted. Conclusions and recommendations have been drawn based on the findings and analysis.	Zhidebekkyzy A., Temerbulatova Z., Bilan Y. (2022). THE IMPROVEMENT OF THE WASTE MANAGEMENT SYSTEM IN KAZAKHSTAN: IMPACT EVALUATION. Polish Journal of Management Studies 2022; 25 (2): 423-439. DOI: 10.17512/pjms.2022.25.2.27
282	Features and Problems of Marketing Services in the Digital Age	https://doi.org/10.1007/978-3-031-07067-9_14	Service marketing arose in response to a shortage of product marketing. Although earlier traces exist, they became widespread in the mid- 70s. the evolution of the service sector can be divided into phases in which critical incidents can be identified that have led the service sector in new directions. The Central place in the discipline is occupied by a service meeting. Service marketing plays a role for the growth of any organization. The importance of marketing services is growing day by day. Along with the need for better service quality increases with customer expectation. This area can no longer be compromised. This article is an attempt to understand the importance of service marketing and quality of service. Various service gaps were identified: reliability, responsiveness, competence, access, courtesy, communication, trust, security, understanding, and material capabilities. The research discussed here consists of ways to understand the customer's experience when meeting the service and the consequences of that meeting. We summarize the various methods or	Akhmetova, Z., Belgozhakyyz, M., Pak, E. (2022). Features and Problems of Marketing Services in the Digital Age. In: Mutanov, G., Serikbekuly, A. (eds) Digital Transformation in Sustainable Value Chains and Innovative Infrastructures. Studies in Systems, Decision and Control, vol 443. Springer, Cham. pp. 151–162. https://doi.org/10.1007/978-3-031-07067-9_14

			approaches that have been and are used to understand the meeting with the service.	
29	The Effective Marketing Methods and Their Use in the Field of Ecology	https://doi.org/10.1007/978-3-031-07067-9_7	In this article, we will look at the main marketing approaches in the ecology field. The study examines the influence of marketing on ecology. Aspects of environmentally oriented marketing in the global community are associated with the rapid development of technologies and processes that reduce the environment's impact. Formation of the market for environmental services, of course, requires the appropriate development of marketing management tools. Research findings help to consider the impact of factors and results of environmental impact on marketing strategies. As a result, the study develops a conceptual framework consisting of three sets of designs. The first point focuses on the firm's resources. The next one is green marketing policy focused on creating a competitive advantage. The third set shows the factors of the competitive advantage. Organizational capabilities and strategies are considered, SWOT analysis and PEST analysis are made.	Akhmetova, Z., Rysbayeva, B., Kozhakhmetova, A., Turlybekova, N. (2022). The Effective Marketing Methods and Their Use in the Field of Ecology. In: Mutanov, G., Serikbekuly, A. (eds) Digital Transformation in Sustainable Value Chains and Innovative Infrastructures. Studies in Systems, Decision and Control, vol 443. Springer, Cham. pp. 77–85 https://doi.org/10.1007/978-3-031-07067-9_7
30	Formation of Digital Marketing in Targeted Advertising	https://doi.org/10.1007/978-3-031-07067-9_11	This article discusses targeted advertising. Targeted advertising in our minds has led to the fact that it is between contextual and media advertising. On the one hand, targeted advertising is based on the principles of bid management, bid management, the need to regulate targeting, and SPS models. On the other hand, targeted advertising provides for a wide coverage, a wide range of visions, and an increase in search demand. Targeted advertising in our minds has led to the fact that it is between contextual and display advertising. This article discusses the advantages, disadvantages, and advantages of targeted advertising placement systems, how to place them, what the scale should be, and what the target audience is intended for placement.	Skuratova, M., Tulebayeva, N., Atdygaparova, Z. (2022). Formation of Digital Marketing in Targeted Advertising. In: Mutanov, G., Serikbekuly, A. (eds) Digital Transformation in Sustainable Value Chains and Innovative Infrastructures. Studies in Systems, Decision and Control, vol 443. Springer, Cham. pp. 111–120 https://doi.org/10.1007/978-3-031-07067-9_11

	<p>The Change in the Main Characteristics of the company's Business Model on the Example of a Company Adal Catering</p>	<p>https://doi.org/10.1007/978-3-031-07067-9_13</p>	<p>During the study, the main trends in the food technology market in the world and the impact of these trends on Kazakhstani companies in this industry were studied. Using as an example one of the Kazakhstani small business companies, the influence of world trends in food technology was studied, as well as other important factors that led to a change in the company's future business strategy, and analyzed more detailed changes in its important characteristics in the context of 9 business Canvas boxes. In addition, according to the results of the study, food delivery companies in the foodtech industry have a lot in common with FMCG distribution logistics companies, and in their activities they can rely on the principles and rules of this industry</p>	<p>Mutanov, G., Issayeva, Z., Serikbekuly, A. (2022). The Change in the Main Characteristics of the company's Business Model on the Example of a Company Adal Catering. In: Mutanov, G., Serikbekuly, A. (eds) Digital Transformation in Sustainable Value Chains and Innovative Infrastructures. Studies in Systems, Decision and Control, vol 443. Springer, Cham.p137–150 https://doi.org/10.1007/978-3-031-07067-9_13</p>
31	<p>Digital Transformation as a Driver of Improvement Government Efficiency</p>	<p>DOI 10.1007/978-3-031-07067-9_15</p>	<p>This article is dedicated to research of theoretical and methodological approaches to the problems of quality and accessibility of public services, the effectiveness of their delivery, digital transformation, as well as the relationship of digital transformation and the effectiveness of public administration. The purpose of the research is to develop proposals for the modernization of public administration in the context of digital transformation. To solve the stated research problems, general scientific methods of cognition were applied using structurally functional system and comparative approaches, content analysis of information sources, methods of factor and statistical analysis of actual and digital material. Evaluation of the effectiveness of the functioning of the public administration system in the Republic of Kazakhstan was carried out in three blocks. According to the results of evaluating the effectiveness of public administration, some problems were identified. The authors conclude that increasing the level of digitalization of public administration is closely interconnected with increasing the effectiveness of public administration, reducing corruption, and improving the conditions for doing business.</p>	<p>Ismail, G., Ziyadin, S., Zhuparova, A., Doszhan, R. (2022). Digital Transformation as a Driver of Improvement Government Efficiency// Studies in Systems, Decision and Control, vol 443. Springer, Cham. pp. 165–176 https://doi.org/10.1007/978-3-031-07067-9_15</p>

32	The Success Model to Manage the Cross-Border Infrastructure Projects	https://doi.org/10.1007/978-981-16-9804-0_5	Cross-border cooperation (CBC) projects are essential for both sustainable development and creating an environment for entrepreneurship and investment. There is a strong correlation between the successfulness of implemented projects and the sustainable development of border regions. Because of the One Belt One Road (OBOR) initiative, the management of cross-border projects is becoming increasingly important, as Kazakhstan is located at the intersection of transcontinental corridors between Europe and China. A feature of cross-border interaction is that projects are implemented by different countries together, increasing the risks of cross-border projects. In this regard, it was essential to analyze successful examples of CBC projects to understand better how they affect and contribute to regional development and, based on the information collected, build a successful model of the cross-border and infrastructure projects. This paper explores the issues to build the model to manage cross-border projects successfully. In so doing, the study contributes to the search for critical success factors that underpin the model. There are two contributions to cross-border project management knowledge. The first contribution is in revealing the critical success factors. The second contribution demonstrates how the success model has been built. Our findings are a call for more research connecting the OBOR and project management issues.	Brauweiler, H.-C., Yerimpasheva, A. , Alshimbayeva, D., Myrzakhmetova, A. The Success Model to Manage the Cross-Border Infrastructure Projects// Smart Innovation, Systems and Technologies, Publisher: Springer 2022, 287, pp. 47–61 https://doi.org/10.1007/978-981-16-9804-0_5
33	Conjugation of the Eurasian economic union and the belt road initiative: the role and place of Kazakhstan	DOI: https://doi.org/10.15826/recon.2022.8.2.014	Relevance. In mass media, the Silk Road Economic Belt and the Eurasian economic integration are considered as the driving forces behind Eurasia’s development. Nevertheless, the processes of Eurasian integration have been impeded by the COVID-19 pandemic. In addition, 2020–2022 have been marked by political turmoil in the Eurasian Economic Union (EAEU) member states. Modelled on the European Union, the Eurasian Union increasingly resembles the former Soviet Union, which is a matter of concern for the member states. On the other hand, the growing democratic sentiments in the post-Soviet countries and the competition between Russia and China for influence in Eurasia make the cooperation of the EAEU and the Belt Road Initiative (BRI) more	Yerimpasheva, A.T. , Myrzakhmetova, A.M., Alshimbayeva, D.U. Conjugation of the Eurasian economic union and the belt road initiative: the role and place of Kazakhstan// R-Economy, 2022, 8(2), pp. 172–186 DOI: https://doi.org/10.15826/recon.2022.8.2.014

			<p>problematic. Research objective. The study examines the opportunities and challenges associated with the possible integration of the Eurasian Economic Union (EAEU) and the Belt Road Initiative. Methods and Data. In this paper, we used an exploratory research design relying on collecting secondary and primary qualitative data. Methodologically, the study is based on the approaches of positive and normative economics. The qualitative research in the form of in-depth interviews helped us gain insight into the economic problems of the EAEU member states. We also analyzed the dynamics of each member country's GDP and compared it with that of China for the period from 2012 to present. Results. The compatibility of national and transnational interests in the EAEU programs is one of the main issues that have to be addressed. There have been specified areas of the EAEU's development, many of which reveal the Russian Federation's dominating role in managing the Union. According to the experts we have interviewed, to implement its programs, the EAEU needs significant centralization of power. On the other hand, the unresolved social, economic, and political issues can become a significant obstacle to the integration. Conclusion. Despite the widespread belief that the BRI would bring significant welfare and trade benefits to its participants, the EAEU member countries and China first need to focus on implementing political reforms, which the social and economic agenda hinges upon.</p>	