

PERSONAL INFORMATION

Zeynullina Zhanar Magzhanovna



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🗨 | Date of birth: 12/03/1985

PLACE OF WORK, POSITION

Karaganda Buketov Universit,
senior lecturer of the Management department

SCIENTIFIC DEGREE, SCIENTIFIC TITLE (ACADEMIC DEGREE)

Master of Economic Sciences

WORK EXPERIENCE

Place and date

- 2007-2009-Lecturer of the Department of Management (Faculty of Economics) KarSU named after E. A. Buketov
- 2017-2020-Lecturer of the Department of Management (Faculty of Economics) KarSU named after E. A. Buketov
- From September 2020 to the present - Senior Lecturer of the Buketov KarU Department of Management (Faculty of Economics)

EDUCATION AND PROFESSIONAL TRAINING

Education

- 2003-2007 - Karaganda state University named after academician E. A. Buketov, faculty of Economics, Department of Management, specialty - "State and local management", qualification: bachelor of Public administration and local government (honors)
- -2007-2009 - Karaganda state University named after academician E. A. Buketov, faculty of Economics, Department of Management, specialty - "State and local management", qualification - master of Public administration and local government (honors)
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SKILLS DEVELOPMENT INFORMATION

Certificate "Practical application of the legislation of the Republic of Kazakhstan in the implementation of public procurement";

- "Fundamentals of Entrepreneurship", 2019, Atameken, Karaganda; Trust" from 27.09.2019 to
- "Social 29.09.2019, Green TAL, Karaganda;
- "Trends of digital transformation in the world and their relevance for Central Asia", "Blockchain: technology of calculations and accounting of IoT interaction in the public sector", 2019, LLC "Redenex". AAJ-3254-2020
- Financial planning Certificate. UBK Markets, 2020, Number: 00266G
- Certificate - 72-hour advanced training course on the topic: "Management in education" - Scientific and Methodological Center "ZIAT" - Astana, 01.11.2021-13.11.2021, No. C-03069
- Certificate - Lecture: Doctor of economics, professor Janusz Soboń - "Problems of the modern world economy in the context of the global pandemic crisis" (72 hours) - Kazakhstan - Poland, 02.11.2021-07.12.2021, No. 00309 -EF
- Certificate - Lecture: PhD Professor NICOLA-GAVRILĂ Laura - Information Technologies. Advanced Processing Techniques (72 hours) - Research, Innovation and Technologies, Hub for Academics (©RITHA) empowered by SciresWeb, 01.11.2022-29.11.2022, No. 242/2022
- Certificate - Lecturer Doctor of Economics L.A. Korchevskaya "Social entrepreneurship" (72 hours), NAO "Karaganda University named after Academician E.A. Buketov" Kherson National Technical University, 04.04.2023-28.04.2023, No. 00686EF
- Certificate - "State Management" (72 hours), Al-Farabi Kazakh National University, 03.07.2023-17.07.2023, No. 23-452

PERSONNEL QUALITIES

Native language **Kazakh**

LANGUAGE	UNDERSTANDING		SPEAKING	WRITING
	Hearing	Reading	Oral speech	
Russian	C1	C1	C1	C1
English	B1	B1	B1	B1

Digital skills

Advanced user: Microsoft Office (Word, Excel, Power Point), image editors (CorelDraw, Adobe Photoshop, Adobe Illustrator, Adobe Photoshop Lightroom), video editing programs (Adobe Premier Pro, Final Cut Pro X, Movavi). knowledge of operating systems: Windows and IOS, working on the following platforms: Tilda.cc, Canva, 1c: Accounting 8, Public procurement of the republic of Kazakhstan.

Other skills (hobbies) reading

Main publications

1. Utegenova Zh. m. Increasing the role of the state in the digital age. "Digital economy: a new business architecture and the transformation of competencies" materials of the Republican scientific and practical conference (with foreign participation). - araaraandandy:Publishing house of KarSU, 2020. - pp. 265-269.
2. Utegenova Zh. m. Problems of technological training in modern entrepreneurship. All-Russian scientific and Practical conference with international participation»Features of technological and technical training of young specialists".
3. Tusupbaeva B. S., Bazarbaeva L. M., Utegenova Zh. m. Methodological guidelines for conducting practical (seminar) classes on the discipline "exchange" for the specialty of the Faculty of Economics. Karaganda: KarSU polygraphy 2019-54 p.
4. Tusupbaeva B. S., Bazarbayeva L. M., Utegenova Zh. m. Methodological guidelines for conducting practical (seminar) classes on the discipline "Innovative management" for specialties 5B050700 - "State and local management", 5B051000 - "Management". Karaganda: KarSU polygraphy -- 2019-38 p.
5. Tusupbaeva V. S., Bazarbaeva L.-M., Utegenova Zh. M 5B050700 - "Management" zhane 5B051000 - "Zhergilikti zhane memlekettik baskaru" mamandygy ush "Innovatsiyalyk management" pani boyynsha seminar sabaktaryn uyymdastyrugа zhane otkizuge arnalgan adistemelik nuskaу. Rgaraandandy: "Print Shop" baspasy. - 2019 h. -Be 36.

Courses

1. Management
2. Innovation Management
3. time management
4. economic functions of the state
5. Management in education
6. Public services in management

Professional and scientific interests

- innovation, digital economy, digital platforms, digitalization, commercialization of innovations, inventions, utility models, industrial designs, e-commerce, strategic planning, time management;
- marketing research, internet marketing, analytics, finance, e-commerce.