

Personal Information

JUMABAYEVA SHOLPAN BAKHYTOVNA



Republic of Kazakhstan, Karaganda city, Universitetskaya street, 28, KSU named after E.A. Buketov



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Date of birth: 06/11/1986

PLACE OF WORK, POSITION

KSU named after academician E.A. Buketov, Senior Lecturer, Department of Marketing

SCIENTIFIC DEGREE, SCIENTIFIC TITLE (ACADEMIC DEGREE)

Master of Economic Sciences

Work Experience

10 years

Place and date

- KSU named after academician E. A. Buketov, from 2008 to the present day

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EDUCATION AND PROFESSIONAL TRAINING

Education

- 2004-2008 KSU named after E.A. Buketov, Specialty "Tourism" (Bachelor)
- 2009-2011 KSU named after E.A. Buketov, Specialty "Marketing" (Master's degree courses)

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Professional trainings, Scientific trips

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SKILLS DEVELOPMENT INFORMATION

- 09.09. - 14.09.2019-E. A. Buketov KSU, FDO Preparation of a university teacher for training with the use of distance learning technologies (36 hours)
- 25.11-20.12.2019-E. A. Buketov KSU " Organization activity planning: organizational, economic and financial aspects»
- 25.11-20.12.2019-E. A. Buketov KSU "IT Project Management" (72 hours)
- 20-27. 01. 2020-Karaganda, Rational Solution LLP No. 13121
- "Management of a logistics enterprise. Effective use of marketing and marketing tools" (72 hours)
- 27.11. -06.12.2019 - Astana University "Best trade" Consulting company . Education. Innovation in business. Marketing. (72 hours)
- 08.01-15.01.2020-Karaganda, Rational Solution LLP No. 13121 Effective

- organization of activities at the enterprises of the restaurant and hotel complex and tourism: methodology and practice (72 hours)
- 20.07.20 Online course from National Research Tomsk State University. Coursera " Fundamentals of SMM: Trends, audiences, platform»

PERSONAL QUALITIES Responsible, sociable

Native language **Kazakh**

Language names	UNDERSTANDING		SPEAKING		LETTER
	Listening	Reading	Speaking	Writing	
Kazakh language	freely	freely	freely	freely	freely
English language	Base	Base	Base	Base	Base

Computer skills ACTIVE USER

Other skills (hobbies) reading books

ADDITIONAL INFORMATION

Main publication

Over the past 5 years, more than 50 scientific and educational works have been published. Most significant:

1. Contemporary problems and prospects of e-commerce development in modern conditions. *Espacios*. – 2019. – vol. 40. - №7. – P.24. Scopus
2. Tourism industry of Kazakhstan: problems and development prospects. *Bulletin of regional development. Scientific periodical*. - Karaganda, No. 1-2 (38), 2015. - P. 71-77
3. Kazakhstan, Republic of Sons, tourism, economy, son of Damytu, Eurasiyaly, Economics, Oda, Serynyty artyshylytary men kemshilikterin taldau. *News of the National Academy of Sciences of the Republic of Kazakhstan*. - 2015. - No. 3 (301). - P. 195-204.
4. Features of the organization of e-Commerce payment instruments. *Digital technologies in economy and industry: proceedings Of the national scientific and practical conference with international participation*. - Saint Petersburg, 2019, P. 602-610.5.
5. Features of E-Commerce Risk Management in Modern Conditions. *Academy of Strategic Management Journal* .- 2020 Vol: 19 Iss. 1. – P.1-6

Индекс Хирша по базе Scopus – 1
 Индекс Хирша по базе Clarivate Analytics
 Индекс Хирша по базе РИНЦ –

Participation in the implementation of scientific projects

Participation in the position of MNS in the budget program 055 "Scientific and / or scientific and technical activities", under the program 101 "Grant funding of research", specifics 156 "Payment of consulting services and research", on the priority " Intellectual potential of the country»

Theme № 3001-E-15 "Theoretical and practical foundations of the brand formation of Kazakhstan as a factor of long-term development of the tourism industry" (2015)

Membership in professional scientific organizations

Awards and titles

Courses

Marketing
Fundamentals of tourism
PR-technologies in tourism
Cultural and historical centers of Kazakhstan

Professional and scientific interests

Marketing
Tourism

SCIENTIFIC DATABASES IDENTIFIERS

Researcher ID: 1045698
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ID PИHЦ: 1045698
Author ID Scopus: