

PERSONAL INFORMATION

MAMRAYEVA DINARA GABITOVNA



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🌐 <https://www.webofscience.com/wos/author/record/1107277>



| Date of birth: 25.07.1981

PLACE OF WORK, POSITION

Karaganda Buketov University, Head of the Marketing Department, Professor of the Marketing Department, Leading Researcher at the Institute for Digital Economy Research

SCIENTIFIC DEGREE, SCIENTIFIC TITLE

Candidate of Economics, Professor

WORK EXPERIENCE

Place and date

- **2005 - 2007** – Lecturer, Marketing Department, Karaganda State University named after academician Y.A. Buketov
- **2008 – 2010** – Senior Lecturer, Marketing Department, Karaganda State University named after academician Y.A. Buketov
- **2011-2018** – Associate Professor of the Marketing Department / Associate Professor of the Economics and International Business Department
- **2012 – 2013** – Deputy Dean of the Economics Faculty for Research Work
- **2015-2016 гг.** – Director of the Institute of Market Relations
- **from May 2019** – acting Head of the Marketing Department, Faculty of Economics, Karaganda State University named after academician Y.A. Buketov
- **from November 2019** – Head of the Marketing Department (Faculty of Economics)
- **from 2019 to September 2022** – Director of the Institute for Digital Economy Research

EDUCATION AND PROFESSIONAL TRAINING

Education

- **1999-2003** – Karaganda State University named after academician Y.A. Buketov, Faculty of Economics, specialty – **“Marketing and Commerce”**, qualification – **economist-marketer (with honors)**
- **2003-2005** – Karaganda State University named after academician Y.A. Buketov, Faculty of Economics, specialty – **“Marketing”**, qualification – **Master of Marketing (with honors)**
- **2010** – successful defense of a dissertation for the degree of Candidate of Economic Sciences

Professional trainings, Scientific trips

- **November 18-19, 2011** – international congress “Integration of science, education, business, civil society power - the basis for economic modernization” (Yekaterinburg)
- **February 4-12, 2013** – Thomson Reuters online seminars (based on basic features)
- **March 25-29, 2013** – Thomson Reuters online seminars (advanced options)
- **July 20-27, 2014** – internship to study the tourism industry of foreign countries in the incoming tour operator “Gartour” (**Rome, Italy**)
- **July 28 – August 1, 2014** – internship at the Prague University of Economics (Prague, Czech Republic)

**Professional trainings,
Scientific trips**

- **July 20-27, 2015** – internship at the company “Novovira” (incoming and insider tour operator) (Spain, Barcelona)
- **July 28 – August 2, 2015** – internship at the Prague University of Economics (Prague, Czech Republic) in the following areas: “International sport and event tourism development”, “International tourism business”, “Marketing and PR in the tourism industry”
- **October 12-23, 2015** – internship at the World Intellectual Property Organization (Geneva, Switzerland)
- **July 22-29, 2016** – internship at the Prague University of Economics and participation in an international scientific and practical conference (Prague, Czech Republic)
- **September 20-25, 2016** – participation in the IX St. Petersburg International Innovation Forum (St. Petersburg, Russia)
- **July 19-27, 2017** – scientific trip to the Cambridge Innovation Center (CIC, the Netherlands, Rotterdam)
- **September 2017** - scientific trip to study the main activities of the Polytechnic Technopark of Peter the Great St. Petersburg Polytechnic University (St. Petersburg, Russia)
- **July – August 2018** – scientific trip to the World Tourism Organization (Madrid, Spain)
- **July-August 2019** – scientific trip to the Agency of Tourist Operators and Tourist Centers of the Czech Republic (Prague, Czech Republic)
- **August 2022** - full-time participation in the scientific and practical conference in Istanbul “Education, Social Sciences, Humanities & Business Management”, where together with a co-author (Candidate of Economics, Professor D.G. Mamrayeva) a report on the topic: “Smart Audio Guides: Efficient Digital Solution For Urban Tourism Development” was presented
- **December 2022, August 2023** - scientific internships in the city of Barcelona and the city of Amsterdam (respectively) to study the features of the functioning of urban tourist centers (as part of the implementation of one of the tasks of the grant project)
- **from October 3 to October 14, 2023** - scientific internship at the Higher School of Production Management of the Peter the Great St. Petersburg Polytechnic Institute in the field of “International Logistics. Digital transformation of logistics processes”.

PERSONNEL QUALITIES

**Knowledge of languages
Native language**

Kazakh Language

LANGUAGE

Russian Language
English Language

German Language

Computer skills

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Oral Speech	Writing	
Russian Language	Fluent	Fluent	Fluent	Fluent	Fluent
English Language	B1	B1	B1	B1	B1
LANGUAGE CERTIFICATE: InterPress Language School (B1)					
German Language	A2	A2	A2	A2	A2
LANGUAGE CERTIFICATE: No					

ADVANCED USER: MICROSOFT OFFICE (WORD, EXCEL, POWER POINT), STATISTICA 6.0, KEYNOTE. KNOWLEDGE OF OPERATING SYSTEMS: WINDOWS AND IOS.

ADDITIONAL INFORMATION

Main Publications

The most significant works over the past 5 years:

1. Mamrayeva D., Tashenova L., Ayaganova M. System characteristics and matrix tools for evaluating innovative business models of youth tourism business models of youth tourism // *Economic Annals-XXI*. – 2023. – Vol. 201. – Issue 1-2. – P. 56-72.
2. Mamrayeva D., Tashenova L. Scientometric analysis of smart tourism using CiteSpace // *Economic Annals-XXI*. – 2022. – Vol. 195. – Issue 1-2. – P. 13-25.
3. Tanina A., Tashenova L., Konyshov Y., Mamrayeva D., Rodionov D. The Tourist and Recreational Potential of Cross-Border Regions of Russia and Kazakhstan during the COVID-19 Pandemic: Estimation of the Current State and Possible Risks // *Economies*. – 2022. – Vol. 10. – Issue 8. – Article Number 201.
4. Babkin A., Tashenova L., Mamrayeva D., Pulyaeva V., Leifei C. Digitalization of industry in Russia and Kazakhstan: the Best Practices // *International Journal of Technology*. – 2022. – Vol. 13. – Issue – 7. – P.1568-1577.
5. Toxambayeva A., Mamrayeva D., Tashenova L. Innovative activity of industrial enterprises of Kazakhstan: research of factors and key indicators // *Economic Annals-XXI*. – 2022. – Vol. 196. – Issue 3-4. – P. 4-21.
6. Babkin A., Tashenova L., Mamrayeva D., Andreeva T. A Structural Functional Model for Managing the Digital Potential of a Strategic Innovatively Active Industrial Cluster // *International Journal of Technology*. – 2021. – Vol. 12. – Issue – 7. – P.1359-1368.
7. Tashenova L., Babkin A., Mamrayeva D., Babkin I.A. Method for Evaluating the Digital Potential of a Backbone Innovative Active Industrial Cluster // *International Journal of Technology*. – 2020. – Vol. 11. – Issue 8. – P.1499-1508.
8. Ayaganova M., Pritvorova T., Mamrayeva D., Tashenova L. Social entrepreneurship: business models and strategies for their development // *Economic Annals-XXI*. – 2019. – Vol. 178. – Issue 7-8. – P. 96-104.
9. Mamrayeva D.G., Tashenova L.V. Prospects of bicycle sharing development in the system of urban tourism in the Republic of Kazakhstan: myth or reality? // *Transport problems*. – 2017. – Vol. 2. – Issue. – № 12. – P. 65-76.
10. Mamrayeva D.G., Stybayeva A., Tashenova L.V. The research of global innovation capital: a review and analytical comparison // *Economic Annals-XXI*. – 2017. – Vol. 167. – Issue 9-10. – P. 4-7.
11. Шакина Ж.М., Мамраева Д.Г., Ташенова Л.В. Исследование рынка интеллектуальной промышленной собственности. – Монография. - Караганды: Изд-во КарГУ, 2013. – 231 с. (In Russ.).
12. Мамраева Д.Г., Ташенова Л.В. Интегральная многофакторная оценка туристско-рекреационного потенциала регионов Казахстана. – Монография. - Караганда: изд-во НАО «Карагандинский университет им. академика Е.А. Букетова», 2020. – 167 с. (In Russ.).
13. Мамраева Д.Г., Ташенова Л.В., Аяганова М.П., Торжанова Д.А., Гребенюк Д.Д. Разработка городских туристских маршрутов в Центральном Казахстане на основе применения smart-технологий в условиях цифровизации туризма. – Монография. - Караганда: изд-во Карагандинского университета имени академика Е.А. Букетова, 2023. – 127 с. (In Russ.).
14. Ташенова Л.В., Мамраева Д.Г. Исследование бизнес-моделей молодежного туризма в Республике Казахстан. – Монография. – Караганда: изд-во Карагандинского университета имени академика Е.А. Букетова, 2023. – 152 с. (In Russ.).

The number of published scientific and educational works is more than 180, of which:

- from Scopus database – 17;
- from Clarivate Analytics database – 8;
- in publications recommended by CQAFSHE MSHE RK – more than 30;
- in publications posted in the RSCI database, including journals from the Higher Attestation Commission list – 65;
- monographs (co-authored) – 8;
- textbooks, study guides, electronic textbooks (co-authored) – 6.

h-index by Scopus database – 6.

h-index by Clarivate Analytics database – 4.

h-index by RSCI database – 6.

h-index by Google Scholar database – 8.

Participation in the implementation of scientific projects

1. "Study of consumer preferences for Internet services in the cities of Karaganda and Temirtau" (customer – "AsiaBell" LLP; position - responsible executor);
2. "Increasing the efficiency of management of innovation infrastructure facilities by providing consulting support" (customer – "Keycom Image" LLP; position - responsible executor);
3. "Assessing the potential of new tariff plans for users of fixed broadband Internet access" (customer – "Keycom Image" LLP; position - responsible executor);
4. "Theoretical and practical foundations for the formation of the brand of the Republic of Kazakhstan as a factor in the long-term development of the tourism industry" (customer – Ministry of Education and Science of the Republic of Kazakhstan; position – responsible executor; years of implementation – 2015-2017);
5. "Study of the process of commercialization of innovations in the Republic of Kazakhstan in order to identify problems and develop a mechanism for effective management of the innovation process" (customer – Ministry of Education and Science of the Republic of Kazakhstan; position – project manager; years of implementation – 2015-2017);
6. "Integral multifactor assessment of the tourism and recreational potential of Kazakhstan and development of a strategy for the development of competitive regional tourism products" (customer – Ministry of Education and Science of the Republic of Kazakhstan; 2018-2020; position – project manager);
7. "Development of innovative business models for youth tourism in the entrepreneurship system in the Republic of Kazakhstan" (customer – Ministry of Education and Science of the Republic of Kazakhstan; 2021-2023; position – project manager);
8. "Development of urban tourist routes in Central Kazakhstan based on the use of smart technologies in the context of digitalization of tourism" (customer – Ministry of Education and Science of the Republic of Kazakhstan; 2021-2023; position – project manager);
9. "Development of a model for the implementation of educational tourism in the education system of higher education students: theory, methodology, practice" (customer – Ministry of Education and Science of the Republic of Kazakhstan; 2022-2024; position – project manager);
10. "Development of an organizational and management mechanism for adapting digital ecosystems into the structure of business processes of industrial enterprises in Kazakhstan in the context of customization and digital transformation of production" (customer – Ministry of Education and Science of the Republic of Kazakhstan; 2023-2025; position – leading researcher).

International projects:

- "TEMPUS: creation of four higher schools of hotel business in the Republic of Kazakhstan" (status - executor);
- "GeKavoc – Transfer of professional education in the field of logistics, mechatronics and sustainable energy saving in Kazakhstan" with the Otto von Guericke University in Magdeburg (status - executor);
- international fundamental project with the support of Shihezi University (PRC) on the topic: "Development of a methodology for comprehensive assessment of the level of commercialization of student startup projects" (2021-2023; status – project manager).

Membership in professional scientific organizations

1. Official reviewer of journals indexed in the scientometric databases Clarivate Analytics, Scopus - "Engineering economics", "Economy of Region".
2. Member of the editorial board of the scientific journal "π-Economy" of the Peter the Great St. Petersburg Polytechnic University (journal of the Higher Attestation Commission of the Russian Federation).
3. Member of the Republican public association "Qazaq Geography".
4. Member of the organizational and program committees of international and all-Russian scientific and practical conferences held based on Peter the Great St. Petersburg Polytechnic University (St. Petersburg) - INPROM, ECOPROM, INDUSTRY (from 2021 to the present).
5. Member of the EMM - State Unitary Enterprise JSC "Almaty Technological University" in the direction of training personnel with higher and postgraduate education 111-Service sector ("Restaurant and hotel business") - since 2019;
6. Member of the EMM - State Unitary Enterprise JSC "Kazakh Academy of Tourism and Sports" in the direction of training personnel with higher and postgraduate education "Tourism" - since 2019.

Developer of professional standards: “Activities in the field of market analysis”, “Social network management (SMM)” (Orders of the Chairman / Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken”: “Activities in the field of market analysis”) (Appendix No. 89 to Order No. 263 dated December 26, 2019); “Social Network Management (SMM)” (Appendix No. 88 to Order No. 263 dated December 26, 2019).

Experience in reviewing/examination of scientific projects

1. Expert of the National Center for State Scientific and Technical Expertise on Grant and Program-targeted financing projects (scientific and economic expertise), as well as on Grant financing projects for the most promising projects for the commercialization of the results of scientific and (or) scientific and technical activities (technological expertise).
2. Expert of the “National Center for the Development of Higher Education” of the Ministry of Education and Science of the Republic of Kazakhstan.

Awards and titles

Winner of the title “Best University Teacher” (MES RK, 2013)
Twice winner of a scholarship for young scientists (MES RK, 2012; 2014)
Winner of the “Best Researcher” award (MES RK, 2021)

Sphere of professional and scientific interests

- digital economy, issues of commercialization of innovations and innovative products, inventions, utility models, industrial designs, trademarks;
- marketing research, tourism services market, tourist and recreational assessment of destinations, sustainable tourism development, advertising technologies and branding, e-commerce, public relations.

Courses taught

Commercialization of the results of scientific and scientific-technical activities; marketing research; modern studies of the tourism industry; marketing management

PROFESSIONAL TRAINING INFORMATION

- February 4-12, 2013 – Thomson Reuters online seminars (basic features);
- March 25-29, 2013 – Thomson Reuters online seminars (advanced options);
- September 14-17, 2015 – “Web of Science platform – basic search capabilities. Working with bibliography in EndNote Online. Search by author and Researcher ID. Search and analyze scientific journals using Journal Citation Reports”;
- September 17-18, 2015 – “Web of Science platform – advanced search capabilities. Search by organization in Web of Science. Analytical tool InCites for comparative assessment of scientific activity. Database of the most influential scientific publications Essential Science Indicators”;
- Certificate of completion of a course on the Coursera platform on the topic: “Basics of SMM: trends, audiences, platforms” (Tomsk State University; April 19, 2020);
- Certificate of completion of a course on the Coursera platform on the topic: “Smart Analytics in Education Management” (National Research University Higher School of Economics; July 1, 2020);
- Certificate of completion of a course on the Coursera platform on the topic: “Digital Marketing and Social Networks” (Peter the Great St. Petersburg Polytechnic University; June 7, 2020);
- Certificate of completion of a course on the Coursera platform on the topic: “Presentation Design” (E-Learning Development Fund; May 1, 2020);
- Certificate of completion of the course “Organization activity planning: organizational, economic and financial aspects” (25.11.2019-20.12.2019; issued by PhD, Associate Professor Saulius Nefas; Karaganda city, Kazakhstan);
- Certificate of completion of training on the topic: “Management of a logistics enterprise. Efficiency of using marketing and marketing tools” (January 20-27, 2020; issued by the director of Rational Solutions LLP; Karaganda, Kazakhstan);
- Certificate of completion of training on the topic: “Effective organization of activities in enterprises of the restaurant, hotel complex and tourism: methodology and practice” (January 8-15, 2020; issued by the director of Rational Solutions LLP; Karaganda, Kazakhstan);
- Certificate for completing an advanced training course at a practice-oriented internship at the consulting company “Best Trade” on the topic “Education. Innovation in business. Marketing” (27.11.2019 – 6.12.2020; issued by the consulting company “Best Trade”; Nur-

Sultan, Kazakhstan);

- Certificate confirming participation in a series of online seminars “Practical recommendations for publishing in international journals” on the topics: “How to learn to understand international journals”; “EndNote capabilities for working with bibliography”; “How to prepare a publication for an international magazine” (April 14-29, 2020; certificate issued by Web of Science Group);
- Certificate confirming participation in a series of online seminars “Web of Science Group Resources for Scientists and Journals” on the topics: “Additional capabilities of the Web of Science platform”; “Creation and capabilities of an organization profile in Web of Science”; “How to get into the Web of Science: criteria for selecting scientific journals” (April 14-29, 2020; certificate issued by Web of Science Group);
- Certificate confirming participation in a series of online seminars “Web of Science: a navigation system in the world of scientific publications” on the topics: “Web of Science information platform: content, capabilities, application”; “Journal Citation Reports and Impact Factor: How to Compare and Select International Journals”; “Publons and Researcher ID: publication search, author profile and publication activity indicators” (April 14-29, 2020; certificate issued by Web of Science Group);
- Certificate of completion of a course on the Coursera platform on the topic: “Digital Transformation” (University of Virginia; April 16, 2022);
- Certificate confirming participation in the online seminar “Ethics of scientific publications and tools for improving their quality: Web of Science and Anti-plagiarism” (April 24, 2020; certificate issued by Web of Science Group and Antiplagiarism);
- Certificate confirming participation in the webinar “The problem of self-citation in scientific works. New features of the “Anti-Plagiarism system”” (June 18, 2020; certificate issued by “Antiplagiat” company);
- October 3-14, 2023 – certificate of completion of a full-time scientific internship at the Higher School of Production Management of the Peter the Great St. Petersburg Polytechnic Institute in the field of “International Logistics. Digital transformation of logistics processes” (St. Petersburg).

SCIENTIFIC DATABASE IDENTIFIERS

Researcher ID: N-6945-2015
ORCID ID: 0000-0001-8508-7317
Идентификатор РИНЦ: 7604-0857
Author ID Scopus: 55357690300