

PERSONAL INFORMATION

NURMAGANBETOVA AIGUL ZHANMYRZAYEVNA



📍 Republic of Kazakhstan, Karaganda city, 28 Universitetskaya Str. 28, Academician Y.A.Buketov KarU



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| Date of birth: 09/12/1971

PLACE OF WORK, POSITION

Academician Y.A.Buketov KarU, docent with the marketing chair

SCIENTIFIC DEGREE, SCIENTIFIC TITLE (ACADEMIC DEGREE)

Candidate of Economic Sciences

WORK EXPERIENCE

Place and date

- **1997 – 1998** – Tourism Manager, IE Olympia-Reisen
- **1998 – 2003** – Professor of the chair of international economic relations, KarSU
- **2003 – 2010** – Chief Specialist, BTA Bank JSC;
- **2010 – 2020** – Docent with the Finance Chair, KarSU
- **Since September 2020** – Docent with the Marketing Chair, KarU
- **Since September 2022** – Assistant Professor of the Department of Marketing, KarU

EDUCATION AND PROFESSIONAL TRAINING

Education

- **1989 – 1994** - Academician Y.A. Buketov Karaganda State University, Faculty of Economics, specialty - " Management of material resources and organization of wholesale trade of means of production", qualification - economist (with honors)
- **2001 – 2005** - Ural State Technical University, postgraduate studies in the specialties 08.00.14 - World Economy and 08.00.05 - Economics and National Economy Management,
- **2005** - successful defense of a thesis for the degree of Candidate of Economic sciences at the Ural State Technical University

- **2023** year Certificate of advanced training course of NAO KarU named after E. Buketov: "Development of competencies of a university teacher in organizing distance and online training" in the amount of 72 hours.
- **2023** year - Certificate on the attended international course of lectures on the topic: "Strategic management and leadership" in the amount of 72 hours;

Professional trainings,
Scientific trips

SKILLS DEVELOPMENT INFORMATION

PERSONAL QUALITIES

Native language **Kazakh**

| LANGUAGE | UNDERSTANDING | | SPEAKING | | WRITING |
|--|---------------|---------|-------------|----------------|---------|
| | Hearing | Reading | Oral speech | Written speech | |
| Russian | Fluent | Fluent | Fluent | Fluent | Fluent |
| English | B1 | B1 | B1 | B1 | B1 |
| Certificate: a certificate of attendance of language courses with KarSU | | | | | |

Digital skills Advanced user: Microsoft Office (Word, Excel, Power Point)

Other skills (hobbies) crossfit, yoga, driving

ADDITIONAL INFORMATION

Main publications during the past 5 years:

1. Komekbaeva L.S., Akbaev E.T., Nurmaganbetova A. Zh. - Peculiarities of lending to the population by second-tier banks, - Bulletin of KSU, series of Economics, N3 (83) /2016g.- p.171-178

Main publications 2. Zhanatauova G., Baimagambetova L., Nurmaganbetova A. Attraction of foreign direct investment inflows from transnational corporations in the condition of transition economy; Journal of Applied Economic Sciences. - 2018. - Volume 13. - No. 8. - P. 2236-2243., Co-authored

3. Nurmaganbetova A. Zh. The role of the banks in the services market in the context of globalization of the finance sector of the Republic of Kazakhstan.; Scientific and Practical Conference, 2019.- p.208-211.

4. Arynova Zh.Z., Nurmaganbetova A. Zh. Conditions for increasing the competitiveness of business entities of the tourism industry of Kazakhstan, Vestnik KazU of Economics, Finance and International Trade, Economics series, N2 (47) /2022 g.-p.298-305.

5. Aimurzina B., Yertargyn Sh., Nurmaganbetova A., State Policy of Agriculture for Sustainable Development of Rural Tourism. - Journal of Environmental Management and Tourism.- 2023. - Volume XIV, Issue 4(68) Summer.

Courses

1. Marketing
2. Pricing in the restaurant and hotel business
3. Branding of tourist destinations
4. Ethics and Business Communication
5. Economy of hotel economy

**Professional and scientific
interests**

Marketing, tourism, monetary regulation of the economy

**SCIENTIFIC DATABASES
IDENTIFIERS**

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RSCI: Not available

Author ID Scopus: Not available