

## PERSONAL INFORMATION

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🌐 <http://www.researcherid.com/rid/AAL-8341-2020>



| **Date of birth:** 06.12.1993

## PLACE OF WORK, POSITION

Karaganda University named after E. A. Buketov, senior lecturer of the department "Marketing"

## SCIENTIFIC DEGREE, SCIENTIFIC TITLE (ACADEMIC DEGREE)

Master of Economics with a degree in Marketing

## WORK EXPERIENCE

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### Place and date

2017-currently, Karaganda University named after E. A. Buketov, Senior lecturer of the Department of "Marketing"

## EDUCATION AND PROFESSIONAL TRAINING

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### Education

- 2011-2015 Karaganda State University named after E.A. Buketov specialty "Finance»
- 2015-2017. Karaganda State University named after E.A. Buketov, specialty "Marketing" - qualification "Master of Economic Sciences"
- 2018-2020 Karaganda State University named after E.A. Buketov specialty "Jurisprudence»

### Professional trainings, Scientific trips

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## SKILLS DEVELOPMENT INFORMATION

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- Certificate of successful completion of the course "Preparing a university teacher for training using distance learning technologies", KSU, 9-14 September 2019;
- Certificate of successful completion of the course «Effective organization of activities at the enterprises of the restaurant and hotel complex and tourism: methodology and practice», LLP «Rational Solution», 8-15 January

- 2020;
- Certificate of successful completion of the course «Logistics enterprise management. Effectiveness of using marketing and marketing tools», LLP «Rational Solution», 20-27 January 2020;
  - Certificate of successful completion of the course «Дизайн презентаций», Coursera platform, 2020;
  - Certificate of successful completion of the course «Разработка инновационного продукта», Coursera platform, 2020;
  - Certificate of successful completion of the course «Брендинг в инновациях, новая коммуникационная реальность», Coursera platform, 2020.
  - 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

## PERSONNEL QUALITIES

**Native language** **Kazakh**

LANGUAGE	UNDERSTANDING		SPEAKING		WRITING
	Hearing	Reading	Oral speech		
<b>Kazakh</b>	B2	B2	B2	B2	B2
<b>LANGUAGE CERTIFICATE: NOT</b>					
<b>English</b>	A2	A2	A2	A2	A2
<b>LANGUAGE CERTIFICATE: NOT</b>					

**Digital skills** Advanced user: Microsoft Office (Word, Excel, Power Point), STATISTICA 6.0, KEYNOTE.

Knowledge of operating systems: Windows and IOS.

**Other skills (hobbies)** -

## ADDITIONAL INFORMATION

1. Казахстан и инновационное развитие в современном мире: понятие, перспективы. 30 лет независимости Казахстана: достижения и перспективы развития науки и образования: Материалы международной научн.-теорет. конференции (26 ноября 2021)/ КЭУК.- Караганда: Изд-во КЭУК, 2021.- С. 202-204.

2. Модернизация цифровой экономики : бизнес модели и технологии Цифровая экономика: Новая архитектура бизнеса и трансформация компетенций: Материалы международной научн.-практ.конференции. Научное электронное издательство (14 декабря 2021 г.)/ Караганда: Изд-во НАО Карагандинский университет им. академика Е.А. Букетова, 2021.- С.401-404.<https://www.elibrary.ru/item.asp?id=41409192>

#### Main publications

3. Условия повышения конкурентоспособности субъектов предпринимательства индустрии туризма Казахстана, Вестник КазУ экономики, финансов и международной торговли, серия Экономика, N2(47)/2022 г.-с.298-305

4. Қазақстандағы логистикалық инфрақұрылымды дамытудың заманауи үрдістері: монография/ Ж.З. Арынова, Ж.Ж. Тебаев.- Қарағанды: Академик Е.А. Бөкетов атындағы Қарағанды университетінің баспасы, 2023.- 106 б.

Participation in the implementation of scientific projects -

Membership in professional scientific organizations -

Awards and titles -

#### Courses

1. Fundamentals of entrepreneurship
2. Commodity science
3. SMM promotion
4. Marketing research
5. Organization and planning of restaurant and hotel business
6. Marketing metrics

Professional and scientific interests

- Marketing
- Tourism
- Logistics

#### SCIENTIFIC DATABASES IDENTIFIERS

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**Идентификатор РИНЦ:** 1688-4884  
**Author ID Scopus:** -