

PERSONAL INFORMATION

Torzhanova Danagul Asetovna



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| Date of birth: 16/12/1992.

PLACE OF WORK, POSITION

Karaganda Buketov University , senior teacher , Marketing Department

SCIENTIFIC DEGREE, SCIENTIFIC TITLE (ACADEMIC DEGREE)

Master of Science

WORK EXPERIENCE

Place and date

- 2016-2020 - Lecturer at the Department of Marketing, E.A. Buketov KSU
- 2020-present - Senior Lecturer of the Department of Marketing, Karaganda Buketov University

EDUCATION AND PROFESSIONAL TRAINING

Education

- KSU named after E.A. Buketov — 2010-2014., specialty: 5B090200-Tourism (undergraduate)
- KSU named after E.A. Buketov — 2014-2016., specialty: 6M090200- Tourism (magistracy)
- Karaganda Economic University of Kazpotrebsoyuz — since 2019., specialty : 8D04107001 "Economics" (doctoral studies)

Professional trainings, Scientific trips

- May, 2015 - internship at the Higher School of Economics (Prague, Czech Republic);
- March, 2021 – internship at the Kiev National University named after Shevchenko(Kyiv, Ukraine);

SKILLS DEVELOPMENT INFORMATION

- Certificate of completion of the course "IT Project Management" (25.11.2019-20.12.2019;

- issued by PhD, Professor Ruslana Selezneva; Karaganda city, Kazakhstan);
- 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. Effectiveness 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 at the enterprises of the restaurant and hotel complex and tourism: methodology and practice" (January 8-15, 2020; issued by the director of Rational Solutions LLP; Karaganda, Kazakhstan);
 - Certificate of successful completion of the course "Fundamentals of SMM: trends, audiences, platforms", Coursera platform, 2020;
 - Certificate of successful completion of the course "Social Media: Marketing Tools, Services and SMM Activities", Coursera platform, 2020;
 - Certificate of successful completion of the course "Scientific texts - learning to write in Russian and English", Coursera platform, 2020;
 - Certificate of successful completion of the course "Statistical Methods in Humanities Research", Coursera platform, 2020;
 - Certificate of successful completion of the course «How to create and edit reference list», Elsevier, 2021;
 - Certificate of successful completion of the course «How to find a journal for publishing article», Elsevier, 2021;
 - Certificate of successful completion of the course «How to find a popular topic for your research», Elsevier, 2021;
 - Certificate of successful completion of the course «How to write a literature review», Elsevier, 2021;
 - Certificate of successful completion of the course «Elements of AI», University of Helsinki, 2022;
 - Certificate of successful completion of the course «The Fundamentals of digital marketing», Google Digital Garage, 2023.

PERSONNEL QUALITIES

Native language **Kazakh**

LANGUAGE	UNDERSTANDING		SPEAKING	WRITING
	Hearing	Reading	Oral speech	
Russian	fluently	fluently	fluently	fluently
LANGUAGE CERTIFICATE: -				
English	B2	B2	B2	B2
LANGUAGE CERTIFICATE: IELTS certified				

Digital skills Advanced PC user (Microsoft Office, Corel Draw, Adobe Photoshop)

Other skills (hobbies) Intellectual games, reading

ADDITIONAL INFORMATION

Main publications

1. Theoretical and practical basis for the formation of the brand of the Republic of Kazakhstan as a factor of long-term development of the tourism industry. Monograph. Karaganda: Publishing House of KSU named after E.A. Buketov, 2019. – 120 p;
2. Ecological and natural tourism of Kazakhstan as an offer to German consumers. An article in a journal recommended by the CCFES. Bulletin of the Karaganda University. – Economy Series. – 2018. - № 1 (89). – P. 26-33.
3. The service guide is a priority for the development of entrepreneurial activity in tourism. An article in a journal recommended by the CCFES. Bulletin of the Karaganda University. – Economy Series. – 2018. - №4(92). – P. 19-27.
4. Логистика (Russian version). Textbook. Karaganda: Publishing House of KSU named after E.A. Buketov, 2019. – 413 p.
5. Логистика (Kazakh version). Textbook. Karaganda: Publishing House of Karaganda Buketov University, 2022. – 393 p.
6. Development of urban tourist routes in Central Kazakhstan based on the use of smart technologies in the context of digitalization of tourism. Monograph Publishing House of Karaganda Buketov University, 2023. – 127 p.

Participation in the implementation of scientific projects

1. "Theoretical and practical foundations of the formation of the brand of the Republic of Kazakhstan as a factor in the long-term development of the tourism industry" (customer - MES RK; 2015-2017; position - engineer);
2. "Development of urban tourist routes in Central Kazakhstan based on the use of smart technologies in the context of digitalization of tourism" (customer - MES RK; 2021-2023; position - junior researcher).

Membership in professional scientific organizations

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Awards and titles

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Courses

1. Қонақ үй бизнесі / Гостиничный бизнес / Hotel business
2. Қонақжайлық индустриясының негіздері / Основы индустрии гостеприимства
3. Маркетинг / Marketing
4. SMM-ге кіріспе / Введение в SMM
5. SMM-жылжыту
6. Ғылыми зерттеу негіздері

Professional and scientific interests

PR and advertising, marketing, domestic and inbound tourism;
Import substitution, light industry

SCIENTIFIC DATABASES IDENTIFIERS

Researcher ID: U-5965-2018
ORCID ID: 0000-0002-2566-1863
RSCI: 9019-5349
Author ID Scopus: -