

## PERSONAL INFORMATION



## GREBENYUK DARYA DMITRIYEVNA

📍 Republic of Kazakhstan, Karaganda City, Universitetskaya Street 28, Karaganda Buketov University



[dasha120598@mail.ru](mailto:dasha120598@mail.ru)

<https://publons.com/researcher/4760185/darya-grebenyuk/>



| Date of birth: 16/05/1998

## PLACE OF WORK, POSITION

Karaganda Buketov University, Teacher, the Marketing Department

## ACADEMIC DEGREE, ACADEMIC RANK (ACADEMIC TITLE)

Master of Economics

## WORK EXPERIENCE

### Place and date

- - **2021 – currently – Teacher of the Marketing Department**, Karaganda Buketov University
- - **2020 – currently** - Karaganda Buketov University, member of the research group of scientific and scientific-technical projects

## EDUCATION AND INTERSHIPS

### Education

- **2015-2019** - KSU named after Y.A. Buketov, Economic faculty, Marketing Department, specialty "Tourism", **Bachelor of Service Sector (with honors)**;
- **2019-2021** - Karaganda University named after Y.A. Buketov, Economic faculty, Marketing Department, EP - "Marketing", **Master of Economics (with honors)**

### Internships, scientific trips -----

## SKILLS DEVELOPMENT INFORMATION

- Diploma of completion of the course "**Amadeus basic course**" (ATC "Pulkovo"), **17-22 September 2018**;
- Certificate of completion of the course 1C: Enterprise 8, certified training center (Karaganda city, 1C: Franchisee Plast), **27 June 2018**;
- Certificate of participation in the advertising and information tour from **9 May to May 16, 2019** "Ljubimaja Antal'ja", Kazunion Tour operator;
- Certificate of attendance of the guest lecturer PhD, Professor (Delta International University, USA) A. Tolymbek, topic: "Management of the organizations development in the real and financial sectors of economy", **November 18 – December 13, 2019**.

- Certificate of completion of the course on the **Coursera** platform, topic: “**Marketing strategy in the digital environment**” (Higher School of Economics, the Russian Federation **April 7, 2020**).
- Certificate of completion of the course on the **Coursera** platform, topic: “**Conflict resolution practice: Me-family-work**” (Tomsk State University Research Institute, **April 28, 2020**).
- Certificate of completion of the course on the Coursera platform, topic: «**Presentation design**» (E-Learning Development Fund; graduation and certificate issuance - May 4, 2020).
- Certificate of completion of the course on the **Coursera platform**, topic: “**Introduction to SEO**” (University of California, Davis (USA), **October 7, 2020**).
- Certificate of completion of the course on the **Coursera platform**, topic: “**SEO fundamentals**” (University of California, Davis (USA), **October 22, 2020**).
- Certificate of completion of the course on the **Coursera platform**, topic: “**Business English: Marketing and Sales**” (Arizona State University; **October 30, 2020**);
- Certificate of completion of the course on the **Coursera platform**, topic: “**Marketing analytics**” (University of Virginia; December 19, 2021);
- Certification of completion of the course on the Coursera platform, topic: “Data visualisation” (EU Academy-Interoperability Academy, 29 October 2022).
- Certification of completion of the course on the Digital Google Garage platform, topic: “The fundamentals of digital marketing” (July 12, 2023).
- Diploma of completion of the course: “**Strong text in social media**” (M. Ilyahov) Skill cup platform (August 22, 2023)

## PERSONAL QUALITIES

### Language abilities Native language

Russian

### Name of language

### Kazakh language

### English language

	UNDERSTANDING		SPEAKING	WRITING
	Listening	Reading	Oral speech	
Kazakh language	A2	A2	A2	A2
English language	B2	B2	B2	B2
<b>IELTS</b>				

### Digital skills

Advanced user: Microsoft Office (Word, Excel, Power Point), graphic editor (Adobe Photoshop, Adobe Photoshop Lightroom), 1C, Amadeus. Knowledge of operation systems (Windows, IOS).

### Other skills (hobbies)

reading, swimming, play on the piano.

## ADDITIONAL INFORMATION

### Main publications:

1. Mamrayeva D.G., Tashenova L.V., Ayaganova M.P., Torzhanova D.A., Grebenyuk D.D. Development of urban tourist routes in Central Kazakhstan based on the application of smart-technologies in the conditions of tourism digitalization: monograph. - Publishing house of Karaganda University named after Y.A. Buketov, 2023. - p.127.
2. Mamrayeva D.G., Torzhanova D.A., Grebenyuk D.D. Street arts as objects urban excursion tourism (on the example of murals of the city of Karaganda) // Туризм. Право. Экономика, № 2(85) 2023. - P.16 - 20. DOI: 10.18572/1813-1212-2023- 2-16-20
3. Mamraeva D.G., Tashenova L.V., Grebenyuk D.D. Features of the use of digital technologies in the development of urban tourist routes: the best world practices. Bulletin of the University "Turan". 2022; (3):122-131. <https://doi.org/10.46914/1562-2959-2022-1-3-122-131>
4. L.Tashenova, D.Mamrayeva, Z.Borbасova, D. Grebenyuk Development of tourist smart destinations:

successful world practices. Bulletin of the Kazakh University of Economics, Finance and International Trade, 2022. - №3 (48). DOI10.52260/2304-7216.2022.3(48).45

5. Tashenova L.V., Grebenyuk D.D. Scientific tourism: theoretical foundations and examples of successful practices // Materials of the international scientific and practical conference "Advance Marketing Search (AMS)", dedicated to the 50th anniversary of the Department of Marketing (October 20), 2022. - pp.136- 139.
6. Tashenova L.V., Grebenyuk D.D. Pandemic: the crisis of tourism and stimulating the introduction of digital technologies in the industry // Digitalization of economics and education: new technologies in a pandemic: materials of the international competition of scientific work of bachelors, masters and specialists Orel: Publishing House of the Turgenev Orel State University, 2021. - P. 7-15.
7. Satybaldinova A.A., Grebenyuk D.D. The main directions of tourism transformation in the digital economy // Digital economy, smart innovations and technologies: Proceedings of the National scientific and practical conference with foreign participation - St. Petersburg, 2021. - pp. 409-411.
8. Grebenyuk D.D., Tashenova L.V. Development of a long-term plan for the development of competitive tourist products // Zhana urpak zhane Kazakhstan Republikasyn ekonomikalyk damuyn kazirgi maseleri: Kazakhstan Republikasy Tauelsizdiginin 30-zhyldygyn arnalgan studentter men magisterantardyn Republikalyk gyl.-practice. conf . materialdars. - Kagandy: Kagandy universitetin baspasy, 2021. - C.187- 188.
9. Grebenyuk D.D., Mamraeva D.G., Tashenova L.V. COVID-19: Crisis phenomena in tourism // Buketov okulary - 2021: master's student men studentterdin aimak.gyl.-tajir.conf.materialdar zhin. (11-12 nauryz) - Kagandy KEAK baspasy, 2021. - Kazaksha-oryssha. - P.208-210.
10. Grebenyuk D.D., Tleuberdinova A.T. Pricing policy of sanatorium-resort enterprises // Tourism as a factor of sustainable development of the region: Collection of materials of the II International Scientific and practical Conference - Gorno-Altaysk: Publishing House of the Gorno-Altaysk State University, 2019. -P. 222-227p.
11. Tashenova L.V., Grebenyuk D.D. The role of the digital ecosystem in the development of competitive regional tourism products // Digital economy: New business architectonics and transformation of competencies (December 15) / Karaganda: Publishing House of the Karaganda Buketov University, 2020. P.371-375.
12. Grebenyuk D.D., Tashenova L.V. Virtualization as a tool for promoting tourist services in the Republic of Kazakhstan // Buketov okulary - 2020: academician Ya.A. Boketovtin 95 zhyldygyna arnalgan master's student, men studentterdin aimak.gyl.-tajir.conf.materialdary (17-18 nauryz) - Karaganda Buketov University baspasy, 2020 - Kazaksha-oryssha. - P.421-426.
13. Tashenova L.V., Grebenyuk D.D. The use of virtual and augmented reality technologies in the promotion of tourist products in the region // Digital economy: New business architectonics and transformation of competencies (March 6, 2020) /KSU. - Karaganda: Form-Plus Publishing House, 2020. - pp.458-461.
14. Grebenyuk D.D., Tashenova L.V. Smart-city as a tool for increasing the competitiveness of urban tourism // New generation and modern problems of economic development of the Republic of Kazakhstan: Materials of the XV regional scientific and practical conference of students and undergraduates (February 26, 2020) /KSU. - Karaganda: Form-Plus Publishing House, 2020.
15. Grebenyuk D.D., Tashenova L.V. The role of urban tourism in the process of forming a competitive tourist product of the city of Karaganda // Student scientific achievements: Collection of articles of the VI International Research Competition - Penza: ICSC Science and Education, 2019. - P.105-108.
16. Grebenyuk D.D., Tashenova L.V. The development of urban tourism as a factor in increasing the competitiveness of the region // Priorities of modern management in the context of globalization and the development of IT technologies: Materials of a scientific and practical online seminar (October 16, 2019) /KSU. - Karaganda: KSU Publishing House, 2019.

The number of published scientific and educational works is about 20, including publications hosted in the RSCI –3.

#### Participation in the implementation of scientific projects

1. “Integrated multifactorial assessment of the tourism and recreational potential of Kazakhstan and development of a strategy of competitive regional tourism products (contractor - MES RK; February-December, 2020; position - engineer);
2. “Development of urban tourist routes in Central Kazakhstan based on the use of smart technologies in the conditions of digitalization of tourism” (contractor - MES RK; 2021-2023, position - engineer).

### Courses

1. Marketing fundamentals
2. Marketing
3. Geography of international tourism
4. Consumer behavior
5. Marketing research
6. Strategic marketing

### Professional and scientific interests

- Smart-technologies, virtualization of tourism services, digital tourism platforms, электронная коммерция, digital marketing, SEO;
- Sustainable tourism development, tourism market analysis, innovations in tourism business, marketing research, branding, consumer behavior, loyalty programs, CX.

### SCIENTIFIC DATABASES IDENTIFIERS

**Researcher ID: ACF-9494-2022 ORCID ID:**  
<https://orcid.org/0000-0001-9692-0853>  
**RSCI: 9885-7755**  
**Author ID Scopus: -**

