

## PERSONAL INFORMATION

Iskakova Aigerim



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✉ .ru



| **Date of birth:** 30.05.1995

## PLACE OF WORK, POSITION

Karaganda University named after academician E.A. Buketov, Teacher at the Department of Marketing

## SCIENTIFIC DEGREE, SCIENTIFIC TITLE (ACADEMIC DEGREE)

Master of Economic Sciences

## WORK EXPERIENCE

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### Place and date

- September 2017- August 2021 - Specialist of the Registrar's office of the Karaganda University named after academician E.A. Buketov;
- September 2020- May 2021- part-time teacher at the Department of Marketing;
- September 2021 - present - Teacher of the Marketing Department of the Karaganda University named after academician E.A. Buketov.

## EDUCATION AND PROFESSIONAL TRAINING

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### Education

- 2013-2017 - Karaganda State University named after Academician E.A. Buketov, Faculty of Economics, Department of Marketing, specialty - Marketing, qualification - Bachelor of Economics and Business (with honors);
- 2018-2020 - Karaganda State University named after Academician E.A. Buketov, Faculty of Economics, Department of Management, specialty - Management, qualification - Master of Economics (with honors).

### Professional trainings, Scientific trips

- July, 2019 - internship at Charles University (Prague, Czech Republic);

## SKILLS DEVELOPMENT INFORMATION

- Certificate of completion of the course "Strategic Management, Leadership, and Softskills" (28.10.2018-22.11.2018; issued by PhD, Professor Almaz Tolymbekov (Canada, The USA); city of Karaganda, Kazakhstan);
- Certificate of participation in the XIV International Summer School "The role of the USA in the modern world in the context of American studies in Kazakhstan and Central Asia" (Almaty, June 13-23, 2019);
- Certificate of completion of the course "Anti-corruption Management Systems" (issued by the "ISO IMPLEMENTATION AGENCY" Republic of Kazakhstan, 2020)
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## PERSONNEL QUALITIES

**Native language** **Kazakh**

LANGUAGE	UNDERSTANDING		SPEAKING		WRITING
	Hearing	Reading	Oral speech		
<b>Russian</b>	C2	C2	C2	C2	C2
	<b>LANGUAGE CERTIFICATE: NOT</b>				
<b>English</b>	A2	A2	A2	A2	A2
	<b>LANGUAGE CERTIFICATE: NOT</b>				

### Digital skills

Advanced PC user (Microsoft Office package, CorelDRAW, Adobe Photoshop)

**Other skills (hobbies)** reading, baking, beauty industry

## ADDITIONAL INFORMATION

### Main publications

1. The essence and features of personnel motivation at the enterprise. Новое поколение и современные проблемы экономического развития Республики Казахстан: Materials of the XIV regional scientific and practical conference of students and undergraduates (February 28, 2019). - Karaganda: E.A. Buketov KarSU, 2019. - pp. 121-122;
2. Business career management system as a staff stimulation factor. European Association of Students and Businessmen: EDUCATION and SCIENCE without borders. -№ 20 (2/2019) volume 10 - p. 7-9
3. Digital маркетингтегі жаңашыл трендтер. Цифровая экономика: Новая архитектура бизнеса и трансформация компетенций (14 декабря) /

Караганда: Изд-во НАО, 2021. - С.367-370 // <https://up.buketov.edu.kz/buketov/faculty/Сборник%20Цифровая%20электроника%202021%20электронный.pdf>  
4. Условия повышения конкурентоспособности субъектов предпринимательства индустрии туризма Казахстана. Вестник Казахского университета экономики, финансов и международной торговли. № 2(47)/2022 - С. 298-304.  
5. Инновациялық қызметтегі маркетингтің ерекшеліктері. Advance Marketing Search (20 октября, 2022) / Караганда: Научное электронное издание, 2022. - С. 14-17 // [https://up.buketov.edu.kz/event/2022/11\\_02/sbornik.pdf](https://up.buketov.edu.kz/event/2022/11_02/sbornik.pdf)

**Participation in the implementation of scientific projects** -

**Membership in professional scientific organizations** -

**Awards and titles** -

**Courses**

Marketing, Marketing Research, Consumer Behavior, Logistics Systems Management; Pricing, Organization of production, Economics of a hotel enterprise.

**Professional and scientific interests**

PR and advertising, marketing, catering and hotel business, logistics;

**SCIENTIFIC DATABASES IDENTIFIERS**

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**Researcher ID:** \_\_\_\_\_  
**ORCID ID:** 000000-0002-2138-2939  
**Identifier РИНЦ:** 9019-5349  
**Author ID Scopus:** \_\_\_\_\_