



Ministry of Science and Higher Education of the Republic of Kazakhstan  
Academician Y.A. Buketov Karaganda University  
Economic Faculty

## INFORMATION LETTER

Academician Y.A. Buketov Karaganda University invites You to take part in the International scientific and practical conference held on October 14, 2022:  
**«THE DIGITAL ECONOMY: A NEW BUSINESS ARCHITECTURE AND COMPETENCIES TRANSFORMATION»**,  
**DEDICATED TO THE 50TH ANNIVERSARY OF THE FACULTY OF ECONOMICS**

### Main directions of the conference:

1. Digital transformation of the economy: new business models, technologies and competencies
2. Trends in the digitalization of the financial sector: digital assets, electronic money and cryptocurrencies
3. A new paradigm of management in the economy of digital and inclusive development
4. Harmonization of accounting, audit, analysis and evaluation in the context of digitalization of the economy
5. Transformation of marketing activities in the digital economy

Scientists-economists, researchers of educational and research institutions, teachers, representatives of business structures, young scientists, doctoral students, undergraduates and students, as well as other interested persons are invited to participate in the conference.

**Working languages:** Kazakh, Russian, English, German, Chinese, French.

According to the results of the conference, a collection of reports will be published with the reference "Conference Materials-Digital economy" in electronic form (with placement on the website <https://buketov.edu.kz/ru/page/faculty/faculty-econ2>).

The form of the plenary session and the meeting of the section on the directions of the conference is offline, at the address Karaganda, Universitetskaya Street, 28 (main building), Faculty of Economics (4th floor). For foreign authors and authors from other regions, the form of the conference is online (ZOOM program).

### Requirements for the text of the article submitted for publication

Volume - no more than 5 pages of A4 format without numbering; Text Format: WinWord of any version, Font: Times New Roman, 12pt; Margins: 20 mm; Line spacing - 1; Indent of the first line of the paragraph - 0.8 cm. References are indicated in square brackets, for example [1]. The list of references is drawn up in accordance with current standards.

Example of design of figures and tables:

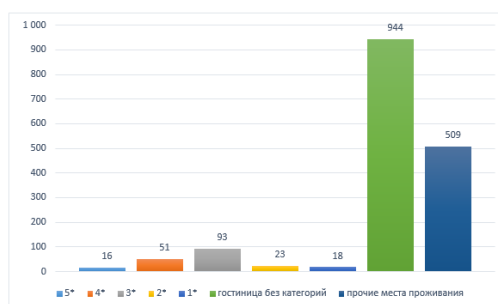


Рисунок 6. Распределение объектов размещения по категориям  
Примечание – источник [30]

Table 1

Labor productivity data in mining and manufacturing industry of Kazakhstan

Industry branches	2020	2021	2022
Mining and quarrying (in thousands of US dollars / person)	150,1	181,7	141,9
Manufacturing industry (in thousands of US dollars / person)	30,3	43,1	24,4

Note - Compiled by the author according to The Committee on statistics of the MNE of the Republic of Kazakhstan [12]

Bold, italic and underlined fonts are not allowed in the main text of the report. The use of automatic and forced transfer, forced line breaks, pages, photos, color elements is not allowed. Formulas must be typed in the application-formula editor (Microsoft Equation).

The collection will contain original, previously unpublished articles. The article should contain the results of independent research and **be carefully edited**.

**The uniqueness of the text** of the submitted article should correspond to the following parameters: strikeplagiarism.com system should be in the first resemblance - no more than 30%, in the second - no more than 15%; according to the system "Antiplagiat.ru" - 75%. The author (s) is responsible for the content and design of the article. The Organizing Committee reserves the right to select articles for publication.

Materials submitted later or issued not in accordance with the requirements are not considered and are not returned.

### Article structure

The title of the article should be designed in accordance with the samples (sample 1 - for articles with one author, sample 2 - for articles co-authored).

**General requirements:** the first line indicates the title of the article in bold, below the interval - the name of the author (s) (initials are placed before the name), then indicates - academic title, academic degree, position of the author (s) with the indication of e-mails. After the interval - the full name of the organization and the city are indicated. Alignment - centered. At one interval - summary. Using the interval - keyword. After one interval - the main text.

*Sample 1*

#### **Digitalization of the economy: an overview of global trends**

M.K. Assanova

CSc, senior lecturer of the Department of Economics and International Business  
[massanova@mail.ru](mailto:massanova@mail.ru)

Academician Y.A. Buketov Karaganda University, Karaganda city

Summary:

Keywords:

Article text

#### **References**

*Sample 2*

#### **Digitalization of the economy: an overview of global trends**

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Summary:

Keywords:

Article text

#### **References**

### Condition of participation

It is necessary until **October 10, 2022** to submit materials (texts of scientific reports) in paper and electronic forms to the Department advisors, non-resident participants send to the e-mail address **forumksu17@mail.ru**:

1. The text of the article, designed in accordance with the requirements;
  2. Information about the author and supervisor in the prescribed form (Annex 1).
- Registration fee for non-resident (foreign) participants is free.

### Address of the Organizing Committee

**Economic faculty of the academician Y.A. Buketov Karaganda University, Karaganda city, Universitetskaya str., 28, room 404, 010008.**

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### Annex 1

#### APPLICATION

Information about the author and supervisor

Full Name of the author and co-authors	
Academic degree, title	
Position	
City, country	
E-mail	
Mobile phone	
Section name	
Article name	
UDC	
Collection of materials - typographic or in *.PDF-format	
Participation in the conference (full-time / correspondence)	