

CONFERENCE INFORMATION LETTER

INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE "ADVANCE MARKETING SEARCH" (AMS) DEDICATED TO THE 50TH ANNIVERSARY OF THE MARKETING DEPARTMENT

October 20, 2022 Karaganda City, Kazakhstan

Dear colleagues!

Karaganda Buketov University, Institute of Digital Economy Research, Marketing Department invites the colleagues to take part in the International Scientific-Practical Conference "Advance Marketing Search (AMS)" dedicated to the 50th anniversary of the Marketing Department which will be held on October 20, 2022.

The aim of the Conference is an analysis of modern trends in building effective marketing communications, development of new business models in tourism in the context of digitalization as well as recommendations for improving the customer experience in the restaurant and hospitality industry, the introduction of innovative technologies in logistics, as well as creating a platform to promote advanced ideas of scientists, self-realization of young researchers in the scientific field.

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

Working languages: Kazakh, Russian and English.

The main scientific directions of the conference:

1. Modern marketing technologies: trends, problems and prospects.
2. Relevant issues of the development of logistics and supply chain management.
3. Modern vectors of development and innovative trends in the tourism industry.
4. The hospitality industry: reality and a view into the future.



The venue of the Conference is the Buketov Karaganda University named after academician Y.A. Buketov, 28 University Street, 100024, Karaganda, Kazakhstan.

Organizers of the Conference: Department of Marketing of, Karaganda Buketov University, Institute of Digital Economy Research.

Conference partners: the Chamber of Entrepreneurs of the Karaganda region, "Luxe Travel" travel agency, "Rational Solution" LLP, Interstroysservice and K, "Rubin" restaurant, "Boehmer Armatura" LLP.

Format of the Conference

Plenary and section sessions are planned as part of the conference.

Format of participation in the Conference: full-time and part-time (only for foreign and non-resident participants).

Registration fee for participation is **500 tenge**. **Participation of foreigners is free of charge.**

Requirements for the text of the article submitted for publication

1. **The text of the article** is provided in electronic form. The text must be typed in the text editor Microsoft Word, font – Times New Roman, font size of the main text – 12 p.t., figures, diagrams – 11 p.t., line spacing – single, indent at the beginning of the paragraph – 1.0, alignment to the width.

2. **Page parameters:** format A4, margins: left – 2 cm, right – 2 cm, top – 2 cm, bottom – 2 cm. **The total volume** of the article including tables, illustrations and references is from **3 to 4 pages**.

4. For the article in Kazakh language – "tuyin", for the article in Russian and English – "abstract".

5. **Information about the author(s) should include:** full name, academic degree, academic rank, position, name of the institution, city, country.

*It is not allowed to use bold, italic and underlined font in the main text of the report.

*It is not allowed to use automatic and forced hyphenation, forced line breaks, pages, photos, color elements. Formulas must be typed in the application – formula editor (Microsoft Equation, or similar).








Article structure

1. **JEL** (see the codes at: <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>) - in the upper left corner (11 p.t.).
2. **UDC** (Universal Decimal Classification Index) - in the upper left corner (11 p.t.).
3. **Full name of the author(s)** - 12 p.t., up to 3 authors.
4. **Academic degree, academic rank, position, name of organization, city, country** (12 p.t.).
5. **Title of the article** - in the language of the article, CapsLock 12 p.t.
6. **Abstract** - in two languages (in the language of the main text of the article and in English), 10 p.t. , at least 50 words.
The abstract is a brief summary of the scientific work. According to the abstract, the reader should be able to understand the essence of the research. The results of the work are described as precisely and informatively as possible. Text should not contain secondary information, superfluous introductory words, general and insignificant formulations, abbreviations, references to literature. The abstract should be written in one paragraph.
7. **Key words** - up to 10, 10 p.t.
8. **Main text** - 12 p.t.
9. **List of references** - 12 p.t.

A template of the article is presented in **Appendix 1**.

Responsibility of the authors

Original, previously unpublished articles will be placed in the collection. 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: according to the system of **strikeplagiarism.com** it should be not more than 30% according to the similarity №1, according to the similarity №2 - not more than 15%; according to the system "**Antiplagiarism.ru**" - 75%. The author(s) are responsible for the content and design of the article. The organizing committee reserves the right to select articles for publication. Materials submitted later than the specified deadline or not in accordance with the requirements are not considered and are not returned.





Conditions for participation

To participate in the conference, please send the following materials to **advance_marketing_search@mail.ru** by October 17, 2022:

The text of the article, designed in accordance with the requirements (according to the sample presented in Appendix 1).

Information about the author or authors in the prescribed form (Appendix 2).

A photocopy or scanned copy (or a legible digital photo) of the receipt of the registration fee. The registration fee for participation is 500 tenge (free of charge for foreign participants).


Payment should be made by wire transfer through Kaspi to the following phone number: 87770711671 (Danagul T.).

By the results of the conference it is planned to publish an electronic collection of scientific papers, which will be placed on the official website of the university - buketov.edu.kz.

Contact people:

Torzhanova Danagul Asetovna - Master of Science, Senior Lecturer of the Marketing Department (+77770711671)

Grebenyuk Darya Dmitriyevna - Master of Economics, Teacher of the Marketing Department (+77078677878)



JEL L83

UDC 541.18 (font size – 11 p.t.)

A.G. Kaliyev (12 p.t.)

The 2nd year student, Karaganda Buketov University, Karaganda City, Kazakhstan (12 p.t.)*if there are several authors of the article it is drawn up as follows:*¹**Tokhtarov D.K., ¹Zhumagulov E.M.,**¹ Doctor of Technical Sciences, Professor, Karaganda Buketov University, Karaganda City, Kazakhstan² Senior Lecturer, L.N. Gumilyov Eurasian National University, Astana, Kazakhstan**INNOVATIVE WAYS OF PROMOTING HOTEL SERVICES (12 p.t.)****Abstract** (10 p.t.) 30 words**Keywords** (10 p.t.) before 10 words

Article text (12 p.t.)

References (12 p.t.)

Information about the author and supervisor

| | |
|---|--|
| Author's full-name and co-authors | |
| Scientific degree, title, position | |
| City, country, University | |
| E-mail, mobile phone | |
| The Number and Name of the section (according to the directions of the conference) | |
| Article Name | |
| UDC, JEL | |
| Participation in conference (full-time/offline or part-time/online) | |