

KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ



Dear Colleagues!

Karaganda University of Kazpotrebsouz invites you to take part in the work I X international student gathering

“Modern youth: creating innovations, we strive for the future.”

The international student gathering will take place on April 11-12, 2024.

Venue of the meeting: Kazakhstan, Karaganda, Karaganda University of Kazpotrebsouz

Format : - on-line and off-line.

Flying target : creating conditions for self-realization, professional and creative development of young researchers, identifying and supporting talented youth in the context of digital transformation.

Objectives of the Meeting:

- expanding interaction between young scientists with the aim of exchanging new knowledge, developing and realizing creative potential in the research environment ;
- organization of interdisciplinary comprehensive scientific research of young scientists aimed at solving pressing problems of digitalization;
- stimulating the scientific activity of students in higher education institutions in the context of digital transformation;
- developing critical thinking skills among student scientific communities in the digital era;
- searching for innovative forms and increasing the level of organization of students' scientific research;
- improving the university innovation environment;
- expansion and deepening of connections between science, education and business.

The program of the international student gathering includes:

1. Competition of innovative projects “INNOVATIVE PROJECTS: LOOKING INTO THE FUTURE ”.

2. International scientific and practical conference of doctoral students, undergraduates and students: “Youth and science: a new vision and dialectics of development” under the auspices of scientific schools, Doctor of Economics, Professor Aimagambetov E.B., Doctor of Economics, Professor Alimbaev .A, Doctor of Economics, Professor Lerner M.G.

The international student gathering covers the following areas:

– with social and humanities: philosophy, sociology, conflictology, religious studies, philology, history, pedagogy, psychology, political science, jurisprudence and international relations ;

– economic sciences and entrepreneurship: economics, management, finance, accounting and auditing, marketing, business, services, hospitality and tourism industry , logistics, state and local government, ecology, economic management ;

– technical sciences: information technology, mathematical and physical modeling, physical, technical and chemical production processes, energy, production organization and product technology, standardization and certification .

Sectional sessions of the scientific conference “**Youth and Science: a new vision and dialectics of development**” will be held under the auspices of scientific schools:

Scientific school Doctor of Economics, Professor Aymagambetov E.B.

1. Human-centric public administration: modern trends, problems and prospects. *Those. Secretary: Tapenova G.S. , gulfur.tapenova_19@mail.ru , tel : +7- 701 - 954 - 30 - 32 ;*
2. Modern determinants of the standard of living of the population and the influence of the labor market. *Those. Secretary: Ibraeva A.R., a.ibraeva36@keu.kz , tel : +7-701-533-63-67;*
3. Innovative approaches in modern management. *Those. Secretary: Rymbekov S.E. , rymbekov.sultan@mail.ru, tel : +7-747-397-71-78;*
4. Current problems of the world economy and international relations. *Those. secretary: Isataeva A.G., a.isataeva@keu.kz , tel: +7-701-594-66-17;*
5. Ecological and economic assessment in achieving sustainable development. *Technical secretary : Kuanyshbaev M.T., magzhan_k . t @mail.ru , tel: +7-700-390-75-27;*
6. Development of foreign languages in modern conditions. *Technical secretary: Makhaeva A.K., assel4ik85@mail.ru , tel: +7-705-545-80-72 .*
7. Scientific research in the humanities. *Technical secretary: Akshabaeva L.M., leila.aks@mail.ru , tel: +7 -777 -108 -43-10.*

Scientific school, Doctor of Economics, Professor Lerner M.G.:

1. “ Application of innovation as a factor in the development of business processes and educational technologies in the tourism and hospitality industry .” *Technical secretary : Akhmetov A.S., ashat_ahmetov_94@mail.ru. , tel: +7-701 -272-29 -68;*
2. " Social sciences in modern society: new challenges and development trajectories ." *Those. secretary: Rakhimova I.K., rahimova_2017i@mail.ru , tel: +7-708-228-81-72;*
3. " Problems of development of law at the present stage ." *Those. Secretary: Magdatova K.Zh., kmagdatova@mail.ru, tel: +7 -778-459-03-58;*

4. "Innovative technologies and methods for ensuring the quality and safety of goods and services." *Technical Secretary: Auez Zh.K., meruert_abzalbek@mail.ru* , tel: +7-702-652-12-83;
5. "Sociocultural conditions and problems of interpersonal relations" . *Technical secretary: Stepkin A.P. , stepkin2907@mail.ru* , tel: +7-771-336-51-34;
6. "Current problems of the development of physical culture and sports in Kazakhstan" . *Technical secretary: Khramykina D.I., dara.2023.k@mail.ru* , tel: + 7- 708-863-03-72

Scientific school, Doctor of Economics, Professor Alimbaev A.A.:

1. Digitalization of the financial market in modern conditions of economic development. *Those. Secretary: Ibraeva A.D., simok 79@ mail . ru* , tel : +7-701-600-11-42;
2. Innovations in marketing and logistics: from research to practice. *Technical secretary: Konyrtaeva K.B., diamond01_kz@mail.ru* , tel: +7-708-272-63-16;
3. Accountants of the future generation: changes and expected prospects . *Technical secretary: Amanzholova A. inkar_kutzhan@mail.ru, tel: + 7-776-517-30-79 .*
4. New challenges of Digital Transformation: experience and development prospects. *Technical secretary: Chernogorov V.A. , v.chernogorov@keu.kz*, tel: +7 - 708-546-92-75;
5. Higher mathematics and its applications in modern economic processes . *Technical secretary: Alimova B.Sh., b.alimova@keu.kz*, tel: +7 -708-505-03-95.

ATTENTION

Please send articles to the email addresses of those. section secretaries.

Working languages of the forum: Kazakh, Russian and English.

ATTENTION! MATERIALS ARE CHECKED IN AN ANTI-PLAGIARITY SYSTEM.

The degree of originality of the text must be at least 60 % .

The collection will contain original, previously unpublished articles. The author and his supervisor are responsible for the content and design of the article.

Materials submitted later than the specified deadline or not prepared in accordance with the requirements will not be considered and will not be returned. The organizing committee reserves the right, if the article does not meet the requirements for article formatting, to reject it from publication.

The authors of the best reports will be awarded diplomas of I, II, III degrees and certificates.

Based on the results of the conference, articles and reports will be published in the collection, its electronic version will be posted on the KarU Kazpotrebsoyuz website

[www . keu . kz .](http://www.keu.kz)

Requirements for article formatting

The article indicates: topic, full name of the author, educational institution (industrial association, enterprise), scientific supervisor. Data of the author and supervisor are aligned to the right.

The annotation to the article should reflect the relevance, issues, goals and objectives, method (method) of solution, results and development prospects. Abstract up to 50 words. Keywords – up to 7 phrases.

The article is presented as a single file in WinWord format. Parameters: page format – A4, all page margins are 2 cm. The volume of the article should not exceed 5 pages, without page numbering. Font: Times New Roman, size 12. Line spacing: single. Red line indent: 1 cm. Text alignment: width. Formulas and pictures are inserted into the text of the abstract as an object.

References to literature are indicated in square brackets, for example [1, p. 152]. The list of references is prepared in accordance with current standards. References to figures along the text are required.

To publish in the collection, you must send an application and the text of the article to the Organizing Committee. The article files should be named after the surname of the first author (Musabekova D. application; Musabekova D. article).

The application for participation in the International Scientific and Practical Conference is completed in accordance with the form specified in Appendix 1.

Sample of a properly formatted article

**PR-TECHNOLOGIES IN THE FIELD OF MANAGEMENT:
THEORETICAL ASPECTS OF THE RESEARCH**

MUSABEKOVA D.

student of group MN-18-2s

DZHAZYKBAEVA B.K.

Scientific supervisor, PhD, professor

Karaganda University of Kazpotrebsouz,

Karaganda, Republic of Kazakhstan

Annotation. This article discusses the role and significance of...

Key words: PR technologies, public, information technologies...

Text. In the context of economic globalization...

Table 1. Main characteristics of new information technology
(table)

(drawing)

Figure 1 – Stages of growth of a PR strategy

Bibliography:

Additional information by phone: 8-721-2-44-16-34 (ext. 65-64), 8-701-268-18-04 and on the website www.keu.kz

The procedure for holding the Competition of Innovative Projects “ INNOVATIVE PROJECTS: LOOKING INTO THE FUTURE ”.

The competition is held in two stages (preliminary and final).

Preliminary stage - held on April 1 2024 at 15:00 in room 116 (university library), where students must present their project, make a presentation for 3-5 minutes, and prepare handouts.

The final stage takes place on April 12, 2024.

To participate in the Competition, students must submit an application and presentation of an innovative project by email to: **bzhaekbaeva1@mail.ru** by April 1

Presentation design requirements (in Power Point):

1. The novelty and non-triviality of the project idea, the clarity of the problem statement.
2. Completeness, required degree of detail, sufficiency of initial data.
3. Depth of elaboration of sections: novelty of the business idea; presence of a market niche; quality of marketing development; quality of financial and economic calculations.
4. Visibility, quality and sufficiency of data provision (calculation tables, graphs, diagrams).
5. Validity of risk assessment, financial sustainability of the project, completeness of description of the applied methods and approaches.
6. Level of use of software products for preparing a business plan (Excel, specialized programs for business planning).

Requirements for presentation design in PowerPoint (follow the link to the requirements) <https://clck.ru/bnEUh>.

Competition format - mixed (on - line and off - line). Information about the time and format of the final competition of projects and the conference will be communicated and sent to participants additionally.

To participate in the Competition, students must pass:

- An application indicating the project participants from 1 to 4 people (the application of the participants is attached), which is drawn up in accordance with the form specified in **Appendix 2** ;
- The innovative project is presented in the form of a PowerPoint presentation .

Regulations for the final stage of the Competition 1 April 2, 2024 . :

9.00-9.30- Registration of participants of the Competition;

9.30-9.40 – Grand opening of the Competition;

9.40-11.00- Defense of innovative projects;

11.00-11.30 – Summing up, awarding, closing of the Competition.

Winners of the first three prizes competition of innovative projects will be awarded with valuable prizes.

CHECK DATE

articles and an application for an international scientific and practical conference for publication to the email of the responsible technical secretaries in the sections.	until April 06, 2024
To participate in the competition of innovative projects, you must send to the Administration of Kazpotrebsoyuz: an application and an innovative project by e-mail: bzhaekbaeva1@mail.ru	until April 01, 2024

Regulations for the IX International Student Meeting “Modern Youth: Creating Innovations – We Strive for the Future” .

1st day of the rally (April 11)

12:00-12:10 – Registration of participants

12:10-12:20 – Opening of the meeting .

12:20-14:30 – Plenary session .

14:30 – Lunch break.

15:00 – Sectional sessions of the International Scientific and Practical Conference “Youth and Science: a new vision and dialectics of development” .

Day 2 of the rally (April 12)

14.00-14.15 - Online - registration of participants of the Competition;

14.15-14.30 – Grand opening of the Competition;

14.30-17.00 - Defense of innovative projects;

17.00 – Summing up, awarding, closing of the Competition.

Application

to participate in the International Scientific and Practical Conference “Youth and Science: A New Vision and Dialectics of Development” .

1.	Last name, first name, patronymic of the author (in full)	
2.	Full name of the head. Job title. Academic degree, academic title	
3.	Academic degree, academic title	
4.	Full name of the educational institution	
5.	Address of the educational institution (indicating the city)	
6.	Contact numbers (with city code), e-mail	
7.	Topic of a scientific article	
8.	Conference direction	
9.	Participation form	

Appendix 2

Application

to participate in the competition of innovative projects “ INNOVATIVE PROJECTS: LOOKING INTO THE FUTURE ”

1.	Last name, first name, patronymic of the participant(s) (fully)	
2.	Faculty, group	
3.	Full name of the head. Job title. Academic degree, academic title	
4.	Full name of the educational institution	
5.	Address of the educational institution (indicating the city)	
6.	Contact numbers (with city code), e-mail	
7.	Name of the innovative project	

